

June 2009

Enzo Ricciardelli

*It is with great pleasure that I write this letter of appreciation and gratitude for the wonderful services and support of Enzo Ricciardelli.*

*I've been in sales and marketing leadership roles for more than 20 years and can say with certainty that have not had the pleasure of working with a more caring, committed and competent individual. From the time Enzo walked in the front door for our first interview, I knew he was special. Other Real Estate executives had tried to impress me with their knowledge and portfolios, talking at me in 2 cases for the better part of an hour: "Look at what I did..." Enzo, more quietly confident, listened to me; he asked open ended questions and wanted to make sure he understood my goals. He said "Look at what we can do." Hiring Enzo was one of the best decisions I ever made (I even use this hiring decision as a case study with my sales team as we explore how to create better relationships with our prospects and clients).*

*I had no idea that selling a home – even in a deep recession -- could be such a pleasure! Enzo's innate passion for connecting the right people with the right home, his perpetually upbeat attitude, his deep experience about the market, and the high esteem he has earned with the Realty community at large transmits a confidence and professionalism that transcends a j-o-b.*

*I would recommend Enzo without hesitation. My only caveat is to be forewarned that you will be sad when the process is over!*

*With love and deep appreciation,*

*Palmer*

*Palmer Rabey Kippola*