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To Whom It May Concern,

I am writing this letter of reference on behalf of my broker, Erik Flexner of The Flexner Group. I met Erik in 2004 and have employed his expertise in three projects to date.

Erik and his team were instrumental in the successful sale of 33 condos in my most recent condominium project. From the start, he and The Flexner Group handled and advised me through the following stages of the sales process:

1. Legalities and disclosures
2. Contracts
3. Escrow and Title processes
4. Preferred lender and financing
5. Market research
6. Buyer profiles
7. Pricing and sales phasing
8. Staging
9. Pre-Marketing
10. Advertising
11. Sales center and sales management
12. Buyer identification and follow up
13. Negotiation and Closings


Through the process, Erik was hands on and accessible. Through changing market conditions, I relied on Erik to be a trusted advisor and he responded accordingly.

His market forecasting was spot on. Even before the market conditions changed, he advised me of conditions and consequences to our strategies so that I knew what to expect even before it happened.

Equally important, his sales management throughout the process was consistent and professional. Erik is a great negotiator. I highly recommend Erik and The Flexner Group to anyone considering getting into the rough and tumble world of real estate development.

For further questions, please feel free to contact me.

Sincerely,
RPM MANAGEMENT, INC.



Eyal Kanitz
CEO
Developer, Saticoy Gardens