



August, 2011

Mr. Ben Bacal  
Keller Williams Realty  
West Hollywood, CA

Dear Ben,

I am pleased to inform you that your July production in Written Volume has, once again, placed you among our monthly Top 15 Associates! Your continued dedication to excellence in customer and client service is commendable!

As we continue to explore the importance of honorable ethical behavior, accompanied by John C. Maxwell's book, "There's No Such thing as "Business" Ethics", we are quickly reminded of a steady compass point we learned as children – The Golden Rule. Once while visiting with Fred Smith, Jr., the founder of Federal Express, John was reminded by Fred that "A version of the Golden Rule exists in just about every culture." And, research will prove that encouraging fact. Regardless of cultural or religious differences, we are, for the most part, in universal agreement on the basic manner in which we are to treat our fellow human beings.

John C. Maxwell reminds us that, "There are really only two important points when it comes to ethics. The first is a standard to follow. The second is the will to follow it." Indeed, The Golden Rule is the standard set before us. My fervent prayer is that each of us will daily renew our commitment to hold that standard sacred.

Yours in exemplifying the highest possible caliber of values as we touch and impact the lives of those around us!

Mo Anderson  
Vice chairman

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