



To whom it may concern,

My name is John Cochran. I am the CEO of The King of Systems (a nationwide Real Estate Education company) and Buyers on Fire (a CRM tailored to Real Estate Investors).

I have worked very closely with Heather Horton over the last few years.

I regularly see her one on one where she help me make smart business decisions. I am a very out of the box thinker and Heather is great at helping me put all the pieces together in an efficient manner to ensure that the implementation of my ideas aligns with all aspects of my business.

Heather has also facilitated workshops for my team of employees. Providing a positive and fun work environment for my team is something I take very seriously. Heather has a unique way of using her education, training, and great interpersonal skills to motivate my team. I notice an increase of productivity and morale after the conclusion of every workshop. I am then able to talk to Heather one on one after the workshops so that she can help me understand how to effectively manage and relate to each team member.

A large part of my business, is called "True CEO". In this business, I teach my True CEOs my innovative approach to Real Estate investing that focuses on maximizing relationships. A crucial part of maximizing relationships is understanding people and how to best communicate with them. While all of my True CEOs are incredibly smart, some are introverts which has the potential to greatly affect the amount of success they can have in the True CEO program. I hired Heather to speak at our Mastermind. Heather was able to present complex information to my True CEOs in a way that they understood it easily and were able to immediately implement it.

I cannot say enough great things about my experiences working with Heather. She is an invaluable asset to my organization. She allows me to focus on my strengths while providing me with guidance and knowledge that positively impacts every aspect of my business.

Sincerely,

A handwritten signature in blue ink, appearing to read "John Cochran", with a long, sweeping underline.

John Cochran