



June 28, 2023

To Whom It May Concern,

Tom Kerr has provided writing, editing, marketing, and creative consulting services to Equity Union for several years, both on the residential and commercial sides of our dynamic real estate business. During that time Equity Union has emerged as the fastest growing real estate company in Southern California.

Tom collaborates directly with me and our VP of Marketing, working remotely from the east coast while seamlessly accommodating the time zone differences and staying within our budget. Initially he wrote and/or revised and edited the curriculum materials used to teach best practices to our agents. Then he wrote the bios for our leadership team, staff members, and some of our leading brokers and agents for our two main websites while they were completely updated.

Next, he helped with creative consultation, extensive research, writing, and editing of our full-color, 12-to-16-page newspaper – *The Valley Bulletin* – distributed several times a year to more than 100,000 households in the San Fernando Valley. Tom came up with engaging and diversified article topics, scheduled and conducted interviews, and then wrote virtually all of the content in each issue – including a localized event calendar. Then we launched online newspapers or newsletters across other markets, such as Palm Springs, Palm Desert, Rancho Mirage, Toluca Lake, Westlake Village, Sherman Oaks, Santa Clarita, and Woodland Hills. Tom conducted deep research on each of the cities we serve, to describe their unique historic, cultural, educational, entertainment, shopping, and other lifestyle amenities and features.

As soon as Tom joined our team, he adapted a tone of voice that perfectly aligns with our brand and corporate culture, and is able to write with intelligence, professional insight, and in such a way that engages, captivates, and moves readers. He completes each assignment on time and reliably, fully understanding our needs through his excellent ability to communicate and clarify our objectives. He also stays well-informed, and makes stories concise and on-topic, yet rich and fun to read.

Whatever your needs for a writer, editor, and communications specialist may be, I highly recommend Tom. He has been a valuable asset to our team. Feel free to contact me if you have any questions.

Sincerely,

DocuSigned by:  
  
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Harma Hartouni  
CEO