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MARKETING

Dear Bo,

I'll never forget how, by the time we had visited over twenty offices together and I was starting to lose hope, you, in your very subtle Bo Riddle way, began your next sentence, almost as an aside, with "If it were me..."

Naturally, my ears were wide open because I know you never give unsolicited advice. You are the very definition of neutral professionalism, which for someone like me who tends to skew towards high strung, is so grounding. It isn't just the neutral, it's also the know-how, and I don't only mean that in relation to the Atlanta commercial real estate market. You seemed to know me, my team, and our needs even better than I did, no doubt as a result of the time you took to ask lots of questions and gauge all of my feedback with each new space we toured. You could read intuitively when I was not impressed with a space and ready to move on, and equally when I loved a space that was overpriced or out of my geography.

As subtly as you began that sentence, you continued, "It it were me, I might think about buying something." I laughed to myself all the way home. I could never! Or could I? It was only through your patient guidance; encouraging of my creative vision for dark, outdated, downright scary buildings; panic-ceasing advisement at all hours of the day and night; and fast action to get the exact property I ultimately fell in love with.

Even after the transaction was complete, you helped me with my brand new responsibility of managing tenants and even found and had corrected a significant final error that favored the seller from closing. I would have had no idea if not for you.

So now, not only do I get to go to what is transforming into my dream office every single day to work, my team, who are like my children, have an office-home where they can finally lay down roots and settle in; no more moving at the end of every lease term, if not sooner. I'm proud to show it off to clients and colleagues, too. Plus, you've allowed me to acquire a valuable business asset with its own consistent stream of revenue, which is such a comfort for me, being in a naturally volatile industry.

Without exception and without hesitation, I would enthusiastically refer you to each and every business person I know, whether they need to lease or purchase a space so that they, too, can do what they love in a place that they love just as much.

With tremendous gratitude,

Heather Riggs