

February 9th, 2012

To whom it may concern:

Three years ago I was looking for a more strategic marketing approach for our home-building business in Mexico. I had the good fortune to meet Jay Abraham, although by that time I didn't know he was about to become a powerful voice of influence in Homex.

While he was originally responsible for developing, integrating and maximizing marketing and sales sources to their fullest potential, more than once he volunteered to assist in other areas of the company operations due to his great flexibility, capability and willingness to work on any project that was worth tackling.

The strategy of Preeminence resulted the missing "piece of the puzzle" we were after in our journey to harmoniously integrate our belief system and culture foundation. Preeminence became one of the four paradigms that rule the entire company, which shows Jay's teaching great value.

Always about education, his communication approach, generally accompanied by easy-to-grasp examples, analogies and illustrative stories; along with well-reasoned thinking, ensured his message came across clearly for each and every person he ever talked to.

Our close association with Jay allowed us to immerse and deeply combine concepts in new ways that helped us expand our paradigms in pursuit of creative solutions to challenging scenarios. From identifying client's hot buttons, to barter strategies; from salespeople coaching to top ways to improve processes, Jay takes no shortage to get you understand value maximization as well as highest and best use of time, effort and opportunities.

His masterful critical thinking and amazing capacity to turn conceptual material into practical applications for profit generating activities make him a valuable asset for any organization. He can be ready any time and returned to at any time which makes him a highly reliable partner.

A catalyst for disruptive learning, seizing and exploiting unrecognized opportunities and expanding paradigms for what it is possible, Jay Abraham is definitely a tremendous asset to be exposed to.

Sincerely,



Gerardo de Nicolás
Chief Executive Officer