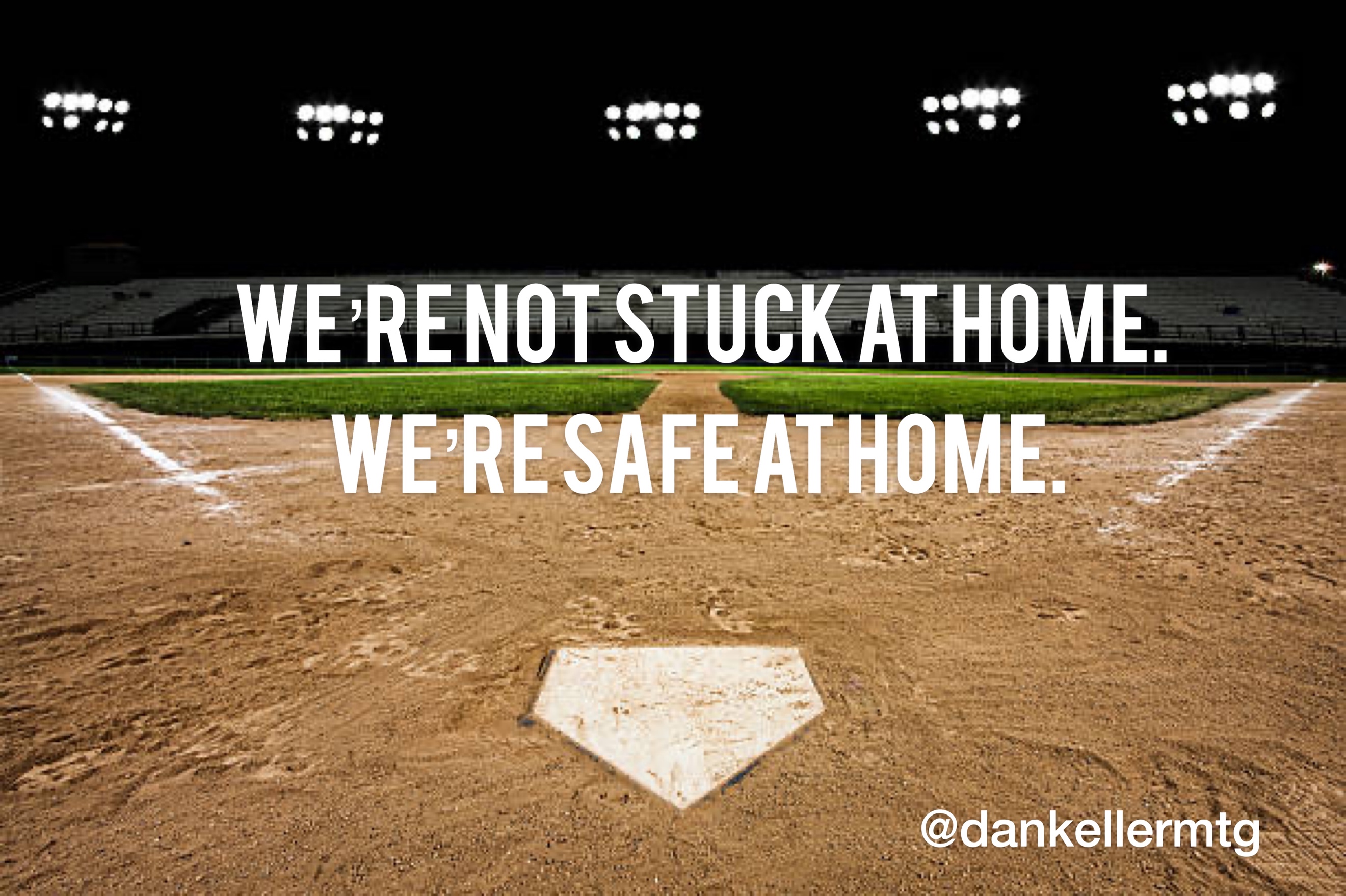


**Outside of the Office with Dan Keller**

*March 2020*

Hi Friend!   
  
My hope is that this letter finds you well and safe in your home. If you are reading this, you are one of my Top 100 favorite (VIP) clients and I want you to know that my family, my Team, and I are very grateful for your business and referrals!  
  
This letter is usually less about business and typically written from my heart; something I’ve learned or am learning that has made a big difference in my life, either personally, financially, emotionally or spiritually.   
  
As a volunteer high school baseball coach, and mentor to many up and coming mortgage loan officers, I talk a lot about perspective. I believe that ***“perspective drives performance”***. See, I’ve practiced this mindset (or attitude) since I learned it in 2004 as a young college baseball coach. It served me well as a baseball coach and has served me very well in business as I battled through the 2008-12 recession (immediately after entering the mortgage industry).  
  
A mentor of mine (Zig Ziglar) once said, ***“It’s your ATTITUDE not your APTITUDE that determines your ALTITUDE.”*** That’s perspective, right? A good attitude gives you a better perspective on the situation you’re in – good or bad. And here’s the key - it’s your choice.



Friends, I want to encourage you today as we navigate through some difficult and stressful times; that people (our kids, spouses, friends, co-workers) are watching us. People need assurance, leaders, and hope in times like this. If we change our perpective, others too may change theirs, and in the end, our influence may just help improve their altitude in life!

  
I hope this message brightened your day! Please let me know if there is ANYTHING that I can do for you (even if it has nothing to do with mortgage or real estate)! And.... I’d love to hear from you, send me a quick text, call or email to let me know you got my letter & M’s schedule! Be well my friend ☺  
  
I’ve also attached a ***Top Questions/Top Concerns*** handout for you read (and share). These are some of the top questions and concerns I am addressing with clients on a daily basis.   
  
PS – Enjoy the M’s schedule.... 🙏 One day soon we’ll be able to catch a game at T-Mobile Park!

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