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Customer Service Department
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Dear Friends:

I remember years ago -- last century even, when your company and name sounded really innovative and fresh. Long before the dot.coms were everywhere, Century 21 had an up and coming, forward vision. You guys really gave the impression that you were on the cutting edge just ahead of everybody else. Now your company merely seems like yesterday's news, a day late and a dollar short, and just one of the faceless masses in the sea of mediocrity.

I wonder if you have ever considered changing you company name to Century XXII. That would rekindle some of the panache that you've lost over the past five years or so. Would you consider such a name change? Now you might run into difficulty with this name if people began to associate your company with Superbowl XXII from 1988. (Remember that their logo was XXII...) But I think that if you are careful enough in your marketing and include a disclaimer on your company letterhead and all of your advertising materials making it clear that Century XXII is not affiliated, associated, or endorsed by Superbowl XXII, you should be fine.

Did you know that Tim Lucas was a reserve for the Denver Broncos in that Superbowl? He isn't any relation to me that I know of, which is good, because the Washington Redskins absolutely decimated the Broncos with a 35 point second quarter in that year's game. I cannot remember if Bud or Bud Light won the main event that year. But it is funny since my middle name is Tom, we almost have the same name.

I usually sign my name "Rusty Lucas", but there was a time when I called myself "Russ T. Lucas" just as a joke. The really funny part was when people called me Rusty and I corrected them and said that my name was Russ T. When it isn't in written form, that joke tends to really get some people overly agitated.

That aside, the real reason I am writing to you is to find out if you do any work with hypothetical estates. If not, can you recommend anyone who does deal in hypothetical estates. I have a hypothetical estate that I want to protect. I know that it isn't a real estate yet, but it

could eventually become real. So if maybe you got in on the ground floor while it is still hypothetical, we could each benefit from the foresight and vision of the other. (Also if you did more advertising of your involvement with hypothetical estates, you could also improve that forward looking vision and image that I talked about in the first paragraph).

Let me get to my point. I recently had a discussion about estate planning from a growth and expansion standpoint. This fellow kept referring to his hypothetical estate based on possible market trends and industry standards. He found out that I had a few extra dollars laying around and he wanted me to invest in his new business venture. Something about sand blowers for people who live near the beach. He was like a used car salesman trying to put me into a car in the showroom.

I know that my estate is not worth \$10 Million dollars right now, but if I make the right choices, it very well could be worth that and more once I put my own ideas into action. (Not the half cocked ideas of a certified lunatic). So I want to protect my future investments and get some sound advice and financial backing now instead of later. I want my advisors to be on board from the beginning and not be a bunch of Johnny Come Lately's once I have done all the hard work alone to establish a solid nest egg. I hate moochers. I also hate snakes who come along and steal eggs out of the nest before they hatch, become mature and independent, and are able to fly on their own. That fellow I discussed in the last paragraph was just such a snake -- trying to get me to give him my \$4.

So as you can see, today it is only a hypothetical estate, but 25 years from now... who knows? Can you help me protect my hypothetical, but with very real potential to become real estate? Maybe even a real big real estate?

Sincerely,

Rusty J. Lucas 

Rusty Lucas

p.s. Please send me a free Century 21 baseball cap, or a free Century XXII baseball cap, suitable for wearing to or in Ohio baseball games. I will have my photo taken in your cap and will post it on the Internet, in tribute to you and your company, once my hypothetical estate becomes a real estate.