



Fraser Valley Real Estate Board

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March 31, 2009

To whom it may concern;

Regarding: **Letter of Reference for Cliff Craven**

Cliff Craven, of Target Multi-media, worked with the Fraser Valley Real Estate Board on the production of our training video: "Ethics in Practice." Our Board is a volunteer-driven association and one of our sub-committees was tasked with this project. Mr. Craven joined this group early in the production process and offered creative suggestions on how to ensure our production met our training goals as well as our desire to provide an engaging, complex story.

During the scripting stage, Mr. Craven offered thoughtful recommendations based on a clear understanding of our objectives. He assisted with location scouting, casting decisions and pulled together an excellent team for the filming days. The atmosphere on set was friendly, the filming was completed on schedule, and Mr. Craven was very supportive of our volunteer cast members.

We are very pleased with the final product. All the pieces came together as promised and initial feedback from our membership is positive. We expect this video will be a valuable resource for our members for many years.

As mentioned, we are a volunteer-driven association. As such, it takes time for projects to go through the committee process and meet with appropriate approvals. Throughout, Mr. Craven was helpful and patient. We appreciate his professionalism and would feel confident approaching him again on future projects.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Ken MacKenzie', is written over a horizontal line.

Ken MacKenzie
Executive Officer

KEM/cw

Excellence Through Ethics

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