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May 23, 2016

Business Record
100 4th Street
Des Moines, Iowa 50309

Re: Women of Influence, Nomination for Kimberly Bakey

Dear Committee:

As I sat down to write my recommendation for **Kim Bakey** to be honored as Woman of Influence, I couldn't help but wonder what took us so long. Kim plays such an integral role in our business and success that she has long personified the qualities of a Woman of Influence not just at Iowa Realty and HomeServices, but also in the real estate industry nationally.

In recommending her for this honor, I need only say two things about Kim's skills, leadership, work ethic, community involvement and character: First, she is the kind of person who, if she doesn't work for your company, you want to steal her. Second, when she works for your company, she is the person you can trust to run it.

I first met Kim in 1992 when she was working at Central Life, which became AmerUs and then AVIVA. Central Life owned Iowa Realty and had moved its non-life insurance businesses under a common umbrella. Kim worked with Jim Koolhof, our CFO at the time, and she impressed him, which isn't an easy task in and of itself. Jim and I recruited her to Iowa Realty as vice president of finance, and it's one of the best decisions we ever made.

Kim rose through the ranks of Iowa Realty—CFO, senior vice president, CEO of HomeServices—by taking on every challenge and seeing opportunities where others did not. She was instrumental in the company's sale to MidAmerican, the formation of HomeServices and the continuing evolution of the company and its subsidiaries under Berkshire Hathaway.

It has long been our philosophy at Iowa Realty that there is more to a real estate transaction than a signed sales contract. As CEO of HomeServices of Iowa, Kim leads the streamlining of ancillary yet essential services—title, closing and financing—that turn a sales contract into a done deal. She works closely with Iowa Realty President Brennan Buckley with an uncanny ability to divine the financial strategies necessary for success. She understands the need to take risks and she assesses them with a general's eye for details and consequences.

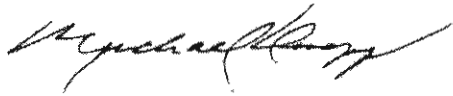
More than that, she sees the market as it grows and contracts and understands how the company must change and respond to be competitive for our customers, agents and employees. Not surprisingly, Kim has been involved in every pivotal, game-changing challenge the company has faced over the past two and a half decades including the ownership change and structure, the information technology invasion in a paper-laden industry, the demands of keeping up with a real estate boom, the response to a real estate contraction and the leadership change for the future.

In each of these pivotal moments, Kim brought financial insights, clarity and humanity. The mother of three daughters, all of whom are competitive athletes, Kim understands the need for balance and community. She gives back with her time, financial knowledge and contributions.

As the head of the Iowa Realty Foundation, Kim is on the frontline of our financial contributions to worthy causes and organizations. She also sits on the board of Blank Children's Hospital as vice chairman. And, for as long as I have known her, she has volunteered in a variety of ways in education and youth sports. At Iowa Realty and HomeServices, Kim actively mentors real estate and finance professionals, which is vital to the future of the company.

In closing, I consider Kim to be a friend, colleague and protégé whom I have had the pleasure to work with for more than 25 years. I can state with confidence that Kim Bakey is a woman and a person of great influence, character and contributions to her work, family and community. Please consider her to be one of the Business Record's 2016 Women of Influence.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Michael Knapp". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

R. Michael Knapp
Chairman Emeritus
Iowa Realty and HomeServices of Iowa