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To Whom it May Concern,

I'm recommending Rachel Delzell as terrific choice for Meredith's prestigious Emerging Women of Influence Award. Rachel is a phenomenal leader who excels in her professional, charitable, and personal life.

I've known Rachel since she began with our Coldwell Banker in 2014 and from the very beginning numerous people from outside the company told me how lucky we were to get such a talented marketing director. The real estate community is pretty large but Rachel quickly made a name for herself in our industry by quickly growing the start up real estate advertising magazine Acquire Magazine. From there she joined the Tyler Osby Team - Fairway Independent Mortgage as their marketing coordinator and helped launch them from a small mortgage originator to the largest and highest rated mortgage originator in the Des Moines metro. Rachel helped lay a foundation for the Tyler Osby Team with innovative marketing strategies that the company still uses today.

At Coldwell Banker Rachel has masterfully navigated the changing landscape of print, digital, and social advertising by implementing innovative new marketing campaigns. Our company's online presence has grown tremendously due to her efforts but more importantly our marketing has become more impact and effective under her leadership. The most telling sign of how successful she has been is that our biggest competitors have copied many of our marketing campaigns over the last four years. Rachel is not only responsible for overall marketing to Coldwell Banker but also to provide marketing tools, resources, and education to about 200 full time agents. To keep that many independent contractors happy can be a challenge but Rachel has created systems to help agents with all kind of marketing strategies and is willing to help agents around the clock.

Giving back to the community is an important part of Rachel's life and she does it through a variety of community organizations. Through our company Rachel has helped expand our charitable involvement and increased our level of giving. Over the last four years she has helped Coldwell Banker and our agents give over \$50,000 to various charities including Race for the Cure, United Way, American Cancer Society, Animal Rescue League, Food Drive, and Ronald McDonald House. Outside of work Rachel is involved with even more organizations such as the TRIPP Foundation, Leukemia and Lymphoma Society, Guardian Scholars Foundation, Philanthropic Education Organization, and City of Johnston Tree and Sub-Committees. Rachel is also leading the way in women's support by trying to start a support group for miscarriage and child-loss.

Rachel has not only accomplished a lot in her professional life in her short career but she is striving for even more success by starting her MBA through the University of Iowa. More importantly Rachel does this all while being an ethical leader, giving back to her community, being a loving wife, and a great friend.

Thank you for your consideration,

