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DEPARTMENT OF HISTORY
6265 BUNCHE HALL
BOX 951473
LOS ANGELES, CA 90095-1473
PHONE: 310-825-4601
FAX: 310-206-9630

To Whom It May Concern:

During more than 15 years, I have worked with Mr. David B. Rosenthal, since the time he was achieving *summa cum laude*, Phi Beta Kappa status in Political Science as an undergraduate at UCLA, a MS in Real Estate Development at Columbia University and his successful progress in his profession and owner of Rosenthal Land Advocates, Inc. As the years advance, I maintain full confidence in his outstanding abilities and character strengths.

The main reasons for my confidence are clear and direct. Mr. Rosenthal is both remarkably forthright and clear-sighted; in other words, he is an honest person who sees the world and his surroundings as they are. He is a practical person who has internalized a unique work ethic and is fortunate in his unflagging stamina to make it reality. Mr. Rosenthal creates a reality that he generously shares, *not* by rhetorical rationalizing, but by maximizing the material and social good in the form of efficient action to bring about positive results.

These qualities and assets are joined by four distinct dispositions: 1. The will and courage to be proactive; 2. The readiness to learn from each experience and to adapt positively as plans and visions are crisscrossed by ever-changing realities of immediate circumstances; 3. Unflagging resilience; 4. Conceptual aptitude to understand highly complex issues and formulate effective course of action.

Mr. Rosenthal is an extraordinarily rare individual in that he adapts *not* his values, but his skills, he learns as he goes, to the benefit of others.

Mr. Rosenthal works in a high-powered industry whose participating characters are diverse and demanding. From his treasure trove of experiences, he has learned to work very well with fellow humans cooperatively. The more demanding a professional obligation is, the more demanding his co-players are, the more fueled are his capabilities.

When the traditional commercial real estate brokerage model failed to adjust to the increasing social transparency and the availability of good and cheap information in the marketplace, Mr. Rosenthal created a brand-new business model that has already proven successful and continues to win extensive praise from industry and community leaders. Mr. Rosenthal's business model demonstrates that it is *only* by genuinely focusing on the needs, wants and concerns of communities and its individuals, can we truly maximize the material and social well-being of all stakeholders. His model's transformative qualities have the potential to be a catalyst for positive change in other industries, our communities and the lives of individuals.

It is in this hope, his outstanding character strengths, and proven history of exceptional academic prowess and business results that I wholeheartedly offer Mr. Rosenthal my unremitting full support and confidence.

Professor of History Juan Gómez-Quinones
UCLA and Eight-year member of the CSU Board of Trustees