

To Whom It May Concern,

As husband and wife and business partners, we know firsthand that working together is both a gift and a challenge. Before we began coaching with Ariel, we were both working hard—but not always working in sync. We were doing different things in the business and sometimes questioning whether one of us was carrying more or whether what we were doing was equally important. We weren't always speaking the same language, and that created tension, stress, and misalignment.

When we first started coaching, we went in with the mindset of, "This is so much work. We're so stressed out." That was the lens we were bringing into a lot of situations. It felt like we were working all the time but not getting the results we expected. We initially sought support during a financially difficult stretch in our real estate business, unsure how to keep the momentum going.

For Angela, coaching was familiar territory. For Nik, it was not. In fact, as Nik says, "I think Ariel was the first person—or the right person—to be my first coach personally." That mattered. What started as something he did because it was important to Angela quickly became something that was meaningful to him as well. One of his biggest takeaways? "I'm coachable." That realization alone was powerful.

From the beginning, what stood out was how personalized the experience was. As Angela put it, "It was very tailored to us and our business and how we communicate and how we see things." This wasn't generic advice or a one-size-fits-all framework. Ariel met us where we were.

One of her greatest strengths is her ability to hold both perspectives at the same time. Angela described it best: "She was really good at kind of breaking down how Nik felt about something or how I felt about something, and then putting it into perspective for both of us—so we're both seeing things from the same vantage point." That shift alone changed everything. Instead of debating from two separate corners, we began understanding each other's thought processes and desired outcomes.

The biggest transformation came in how we framed challenges. Ariel introduced a simple but powerful reframe. Instead of spiraling into stress, we began saying, "It is good." Whether something was objectively good or bad didn't matter. Saying "It is good" helped de-stress us and bring brevity to the situation. It interrupted the snowball of overwhelm. We would just pause and say, "It is good." And move forward.

There was a pivotal moment when business started picking up significantly—multiple listings, new opportunities, and growth happening quickly. Instead of celebrating, our initial reaction was overwhelming. The first thing Ariel said was, "Congratulations." And we were like, "Oh yeah... this is what we wanted. This is good." As she put it, "Congratulations on upscaling." That perspective shift was huge.

Practically speaking, the outcomes have been tangible and organic at the same time. We became more comfortable in our roles. It shifted from comparison to clarity: "You're good at that? I'm good at this." We gained comfort in our roles and started taking responsibility for those roles—and the outcomes that came with them. And honestly, it just worked really well.

The change didn't feel dramatic or forced. As Nik said, "We started coaching and then all of a sudden we were just kind of working together better. It just kind of seemed to happen naturally."

The same challenges may still arise—real estate ebbs and flows—but they carry less stress. They take up less headspace. We decide, we move forward.

Working with Ariel never felt heavy or prescriptive. It felt natural. Like talking with someone who genuinely cares and somehow helps you think more clearly without ever telling you what to do.

We would recommend this work to anyone—especially business partners who know something needs to shift but don't know where to start. If it worked for someone who didn't consider himself "a coaching person," it can work for anyone.

If we had to sum up our experience in one phrase as partners, it would still be this:

It is good.

With appreciation,

A handwritten signature in black ink that reads "Nik & Angela Stoehr". The signature is written in a cursive, flowing style.

Nik & Angela Stoehr  
Abodes Bestowed LLC