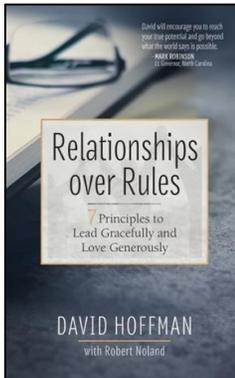


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RELATIONSHIPS OVER RULES

7 Principles to Lead Gracefully and Love Generously

CEO Overcomes Childhood Hardship and Reaches Success by Rejecting Cultural Norms and Serving Others First



Charlotte, NC: Adversity is something we all encounter, and according to CEO **David Hoffman**, we choose whether it creates a distance between us and people or develops our perseverance and gratitude. He credits his own painful hardships for allowing him to appreciate the simple things in life and put others first.

In his book, ***Relationships over Rules: 7 Principles to Lead Gracefully and Love Generously*** (BroadStreet® Publishing), David shares how God redeemed his traumatic, lonely childhood and blessed him with a successful business, genuine relationships, and a platform to encourage others.

David's mother had multiple sclerosis and was advised by doctors to not have children. After giving birth to David, she became paralyzed. When David was two years old, his father took David and left his mom, believing it allowed her better health care. A few years later, David's father remarried but David's step-mom was verbally abusive and often kept him confined to his bedroom and limited his nutrition. A few years later, David's father left the family. It would be several years before his father would reconcile with David.

After college, David enjoyed professional satisfaction as a nationally recognized economist. His success increased but unfortunately David was unable to visit his mom before she unexpectedly died. His guilt sent David on a quest to understand God's purpose in the midst of pain.

In 2005, David moved to Charlotte, North Carolina, and started a new career in real estate. In 2009, he became a Christian and soon founded a real estate company. David attributes his personal and professional happiness and success to his faith in God and conviction to put others first, which goes against the worldly norm.

In *Relationships over Rules*, David shares his personal story and outlines seven principles to help readers forge authentic relationships and offer their best selves to others. These principles include:

- **Spend Time with Others without Having an Agenda:** In every interaction, our priority should be the needs of others over our own desires. When we serve others, we show that we rely on God for our provision. Conversations and meetings should build relationships, not further our personal agenda.
- **Your Past Doesn't Have to Dictate Your Potential:** Through our faith and pursuit of God's will, we can find success and joy despite pain from our past. We must continually eliminate the things that hold us back from reaching our full potential and trust that the God of redemption is always ready to carry us to new heights.
- **Adversity Can Create Gratitude:** In our difficulties we should remember that life could be much worse and to be grateful for the good things in our life. Experiencing life's hardships helps us better recognize the blessings God has given us. The attitude of gratitude and practice of humility will motivate us to bless others.

- **It's Not about the Deal but about Doing the Right Thing:** We do the right thing when we set aside personal gain and try to meet other people's needs, even before they ask. Our priority should be the experience, not the financial reward, and to always trust God in the outcome.

Other principles featured in *Relationships over Rules* include focusing on the people God places in your life, finding ways to say yes, and being a friend before being an expert. Each principle also features practical exercises for personal application.

“Despite my traumatic childhood experiences and being deprived of any friends or relationships, I am an example of how God can turn your life around. My mother was my greatest example of persevering against the troubles of this world,” says David. “From my struggles and faith came my life's principles, the foundation upon which I have built my businesses and a blessed life.”

Today, David travels around the country sharing his story, encouraging others that God gives us what we need to reach our true potential, and emphasizing the value of caring for others. Learn more about David and his book at www.relationshipsoverrules.com.

About the Author:



David Hoffman was an economist in Washington, DC, before moving to Charlotte, North Carolina, in 2005, when he founded David Hoffman Realty, an Inc. 5000 fastest-growing privately held company in the United States. His business serves people from all walks of life, ranging from high-profile clients in search of multimillion-dollar estates to those in need of a safe place to call home. He is also the founder of Covenant First Mortgage and Beyond Title. David and his wife, Jessica, live in Charlotte with their two boys, Kane and Knox.

His website is relationshipsoverrules.com, and his company's website is davidhoffmanrealty.com. Find him on social media www.facebook.com/Relationshipsoverrules.

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Suggested Interview Questions:

1. David, tell us the meaning behind the title of your book. What was your motivation for writing *Relationships over Rules*?
2. You had a difficult childhood, including your father separating you from your loving but physically disabled mother. How did she exemplify a godly attitude despite her challenges?
3. Why do you believe your childhood challenges gave you the determination to never give up and put other people first?
4. Your wife also endured childhood trauma, and together you suffered two miscarriages. How were you able to rely on God to heal your wounds and not lose hope?
5. You write that adversity can create gratitude. How did you learn this lesson? How was Joseph's life an example of this?

6. What are some of the seven principles you offer to create authentic relationships both personally and professionally?
7. Many don't believe in mixing business with friendship, but you have found benefits in doing so. Why do you believe business relationships and friendships can coexist?
8. Why is it more important to be a friend before an expert? What are some safeguards you establish to ensure you are fully present in the company of family and friends?
9. As the founder of a successful real estate company, why is it important to prioritize the needs of others? How do we determine when a "win" for the other person, not ourselves, is best?
10. You recommend a three-year plan to implement personal and professional goals. What should we focus on during those three years?
11. Where can we learn more about you and your book and find you on social media?

Notable Quotes from *Relationships over Rules*:

We've all heard the stories of people of any age who are held captive for so long that they just give up and give in to their fate. We can hear those people talk about the times they had opportunities to escape and didn't. But here's the problem: it *wasn't* you. None of us knows, when our minds are trained and brainwashed, how we will respond to that level of manipulation and psychological control. I can tell you firsthand, especially as a kid, when you don't know what to do, it's just so easy to not do *anything* but comply. (p. 23)

Jess and I have discovered together that when a crisis arrives, when tragedy strikes, when the unexpected shows up banging at your door, demanding to barge in and disrupt your life, you either surrender to the Lord in deeper ways or you lose faith...And for us, we could repeat the sins of our parents, or we could run to the Father. Decide to break the chains. Change the patterns we were given. Those were the choices. Making the commitment to transform our legacy will never be simple or easy but always worth every effort. (p. 69)

Throughout the Gospels, we see that Jesus invested himself primarily in twelve men and two women. There were the twelve disciples, but also, Mary and Martha seemed to be around quite a bit...If the Son of God influenced the world with so few, then do we really need a vast network to do what he calls us to do every day? Or do we follow his example by relying on God and focusing on the people he places in our lives?...We do need those whom God intends to influence us and those we are called to affect.

Whatever has happened to you in your own life can create the choice and the opportunity for a new and fresh perspective for which to be thankful. While it's actually easy for adversity to make any of us bitter and cynical, turning the tables on our perception can lead us to be grateful for *any* good that comes into our lives...My adversity led to a different perspective, that new perspective led to gratitude, gratitude led to service, service led to opportunities, and opportunities led to growth. So much of how we change is because we realize we *have* to before we will *choose* to. (pp. 156, 158)

Many people believe that friends don't want to work with friends. If someone wants to keep any business from you because you're friends, what that person might actually be communicating is that he or she either does not trust that you're the expert or doesn't feel like you would have enough time to help. To become the friend, we have to earn the opportunity. Being the expert, you have to add enough value that the person drops his or her guard and starts letting you in so you can create the connection. (p. 172)