

TIPS TO MAKE THE MOST OUT OF FAMILY REUNION  
Continued from Page 1

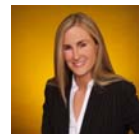
you are at Family Reunion are unique. Make sure an agent that is not going is at home watching over your business. This week, other agents are your clients. Meet as many as you can. When you spill out into the vast dining hall for lunch, don't sit with more than one person you know. Your agent referral business is built here. I purchased a KW denim jacket at reunion back in 2004. The left pockets are for my business cards. The right for ones given to me. The top pocket has a pen to jot down a quick reminder of what we spoke of. If the woman next to you says she has a Great Dane, then the back of her card should say Great Dane. When you get home, these cards go into your Referral Agent 33 touch. The first touch is a personal note saying how much you enjoyed meeting her and hearing about her Great Dane, and by the way, keep you in mind for any clients she has moving to Atlanta. You will also make friends. There are still agents that I get together with at both Mega Camp and Reunion every year that I met at previous events.

Tip four: Have some jambalaya with that mint julep. There is nothing worse than being too hung over to go to the class that would have made the biggest difference in your career. Gary Keller loves to talk bright and early, because he knows those are the people who are really there to expand their business. Also, take precautions to stay well. This has been a crazy bad flu season. I take Airborne every morning and night. Wash

your hands, squirt sanitizer, do whatever keeps the bugs at bay. You will be shaking hands and hugging on people from all over North America and you don't need to take that strain of the black plague back with you.

Tip five: Check out the location. Leave yourself some time to see New Orleans. Take a home tour (you do like houses, don't you?) Have a good meal, soak in the history. The city was hit hard during Katrina and they are going to be really happy to see you. Enjoy! Isn't that what it's really all about?

Wishing you prosperity!



RESPA TIPS FOR A SMOOTHER CLOSING

Kim Smith  
Closing Coordinator  
770-874-6208

When you send a contract to the attorney and the lender, make sure to give each of them the other's contact information. Specifically include the Precloser's contact information for the lender so that they may request fees for the Good Faith Estimate in a timely manner. If the parties have agreed to use a different attorney than the one in the contract, make sure you have this in an amendment on the front of the contract to avoid lender confusion.

Let both the closing attorney and the lender know up front that there will be a Power of Attorney or a mail away closing. Extra fees are charged for these and they will affect section B of your

Good Faith Estimate. Actual numbers on the HUD may be no more than 10% greater than section B of the GFE. Undisclosed fees have the possibility of pushing the total amount over the limit, requiring a new Good Faith Estimate and another 3 day waiting period.

As usual, all amendments to the contract sales price and closing costs should be sent to the lender and closing attorney as soon as possible.

It may be a good idea to set closings early in the day. The back and forth between the lender and attorney could cause the hour-long closing to be a thing of the past.

Most importantly, set expectations up front with your clients. Let them know that there are new guidelines in place, and closings as well as the closing process could be bumpy and lengthy. Serenity levels are inversely proportional to expectations!

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February 2010

A Message From The Desk of Rick Hale



CHANGE - IT'S NOT A 4 LETTER WORD  
"In times of profound change, the learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists." Eric Hoffer

You are going to have to be different today than you were yesterday in order to be, have or get something different. Do you want more leads, more money, better health, richer relationships...? You can have all that and more. However, changing your mind, your habits, your routine and even your friends may be required. Are you ready?

Practitioners new to the real estate business often times have a distinct advantage over those who have been in the profession for years due to the fact that the information that they have learned is relevant TODAY. Realtors new to this exciting industry understand what a short sale is; they embrace technology and GET the need to facebook, YouTube and Twitter as part of their Lead Generation.

In marketing homes, real estate agents need to be ever more creative with social media and video hosting web sites. In the last 7 years, the % of people who used the internet to search for a home has grown to 90%. How is your internet lead generation program working for you?

Short sales are still a viable part of our business. Do you have a short sale referral plan in place? Have you perfected your short sales listing presentation?

There are new RESPA requirements, the HUD-1 and GFE have changed - have you attended the training to ensure that you are the very best real estate consultant your clients can hire?

Sustainable living is making huge progress. Builders and Developers are identifying new ways to create ecological housing. Have you attended a "Green Housing" class to learn what your clients know?

Be responsive to change. TODAY, identify areas in your real estate career and in your life that may be due for a change and "JUST DO IT". Write out your plan for change and share it with an accountability partner or mentor.

It's not hard. Below are 6 simple steps you can take immediately to effect change.

THE 6 STEP 2010 PLAN FOR CHANGE:

- 1. Give that "lead generation" thing a try. Be on purpose this year with your plans to grow your database. Start with participating in Power Hour and meet with your Productivity Coach or Team Leader to develop a Lead Generation strategy. They want to help you and lest we forget, WE ARE IN THE LEAD GENERATION BUSINESS.
- 2. Exercise. Drink plenty of water. Take a 10-30 minute walk daily. And while you walk, smile.
- 3. Attend Team Meetings and at least one other career development course each week. You don't know what you don't know.
- 4. Make peace with your past so it won't spoil the present. Don't take yourself so seriously... no one else does.
- 5. Teach a class in your Market Center - it's amazing how it will help you grow.
- 6. Forgive everyone for everything. Begin your plan TODAY and Happy Selling!

Noted author and speaker John Maxwell said "As you begin changing your thinking, start immediately to change your behavior. Begin to act the part of the person you would like to become. Take action on your behavior. Too many people want to feel, then take action. This never works."

Begin your plan TODAY and Happy Selling!

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Michelle Davis Productivity Coach's Update TIPS TO MAKE THE MOST OUT OF FAMILY REUNION

It's hard to believe I am about to make my seventh trip to Family Reunion. Every year I leave amazed at how much KW has to offer. It can be a bit overwhelming, especially if you are new to the real estate convention game. Here are a few things I've learned over the years that have made a huge difference.

Tip one: Find out who from your office is going. Have a meeting before and make a mobile phone/text contact list. Download the course list and see who is planning on going to what. There is no way you will be able to attend every class you want to, so share the wealth by tag-teaming. Plan a meeting for the week after and have a debriefing.

Tip two: Make an action plan list. The most important part of any education is implementing the great ideas when you get home. A few years ago I started doing this and it works like a charm. After registration, take the Family Reunion 2010 book and flip to the back. At the top of the last three Notes pages, write Action Plan or Golden Nuggets. Each breakout session will have either a section for notes or a handout. These back pages are only for the best ideas. You may take several pages of notes, but the few things that are most important go on these back pages. When you get home you will have a summary of only the best ideas and plans, vs. fighting through the book trying to find them.

Tip Three: Talk to strangers. The days

Continued on Page 4

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LOOKING FOR A VENDOR? CHECK OUT OUR OFFICE APPROVED VENDOR LIST!  
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Monday	Tuesday	Wednesday	Thursday	Friday
<b>1</b> Power Hour Leads Provided!, 9-10am Future Self and Five Year Visioning Class w/Rick Hale, 1-3pm RESPA for REALTORS w/First American Title @CITYSIDE, 1-2pm Millionaire Monday Systems Conf Call ☎, 2-3pm	<b>2</b> Skyline Pest Control Brings Breakfast, 9am Team Meeting, 9:30 Office Caravan, 11am	<b>3</b> Power Hour, 9-10am "Achiever's Mastermind" w/ Terry Michel @DECATUR, 9-11am What you Need to Know in Listing Land and Lots w/Heinrich Kuhn, 11am-12pm <b>FREE 3 HR CE</b> -Getting to Know Your Termite Letter w/David Austin of Skyline Pest Control @DECATUR, 1-4:15pm	<b>4</b> Power Hour, 9-10am <b>LUNCH &amp; LEARN</b> Lead Generation & Prospecting w/ Hoss Pratt from KW Preston/TX @INTOWN, 11am-1pm <b>LUNCH &amp; LEARN</b> with SunTrust @MIDTOWN, 12-1pm 4th Quarter 09 Stats w/Shawn Rawls @PEACHTREE BATTLE, 4-6pm	<b>5</b> Power Hour, 9-10am 4th Quarter 09 Stats w/Shawn Rawls @CITYSIDE, 1-3pm Agent of the Day Certification-Lead Conversion Class w/Laura Zipperer @ DECATUR, 11:30am-12:30pm 4th Quarter 09 Stats w/Shawn Rawls @PEACHTREE ROAD, 1-3pm
<b>8</b> Power Hour Leads Provided!, 9-10am Motivate Sellers & Attract More Buyers w/Bruce Craig from Top Producer, 1-2pm How to Hold An Open House w/Joan Kaplan & Terry Michel @Decatur, 2-4pm Millionaire Monday Systems Conf Call ☎, 2-3pm	<b>9</b> Kaye Moody with City Storage Brings Breakfast!, 9am Team Meeting, 9:30 Office Caravan, 11am	<b>10</b> Power Hour, 9-10am RESPA for REALTORS w/First American Title @PEACHTREE BATTLE, 1-2pm 3 Hrs. FREE C.E. Generational Selling-Marketing to the 21st Century Consumer w/Jeff Luther @DECATUR, 2-4:30pm	<b>11</b> Power Hour, 9-10am Gary Keller's Life Productivity Focus w/Shawn Rawls @Peachtree Road, 9-11am Be Real Series" Pt 2. of 6 w/ Christopher Bennett @DECATUR, 11am-12:30pm 4th Qt Market Stats-Wine & Cheese @DECATUR, w/Rick Hale & Christopher Bennett, 4-6pm	<b>12</b> Power Hour, 9-10am <b>3 HOURS FREE C.E.</b> 2010 Purchase & Sale Agreement @MIDTOWN (Pls. RSVP to 4/604-3100), 9am-12pm <b>3 HOURS FREE C.E.</b> Contract Exhibits & Amendments @MIDTOWN, 1-4:15pm
<b>15</b> Power Hour Leads Provided!, 9-10am BOLD Scripts w/Jeri Moran @EAST COBB, 1-3pm Business Basics & EZ Quickbooks w/Christopher Bennett @INTOWN, 3-4:30pm Millionaire Monday Systems Conf Call ☎, 2-3pm	<b>16</b> Carol Bolka w/2-10 Home Warranty Brings Breakfast!, 9am <b>BIG Team Meeting, 9:30-10:30am</b> Get More Listings & Get Them Closed w/Shawn Rawls @Smyrna Vinings, 1-3pm	<b>17</b> Contracts w/ Shaun Rawls @PEACHTR BTTLE , 9-11am <b>LUNCH &amp; LEARN</b> -Taking Your Business To The Next Level w/ SunTrust, 12-1pm 2010 GAR Contract Changes w/ Stephanie Nielsen @DECATUR - 3 hrs C.E. Credit for \$10, 1-4pm Sell 50+ Homes Using MREA Models w/Shawn Rawls @ DUNWOODY, 3-5pm	<b>18</b> Power Hour, 9-10am Mastermind Lunch w/Shawn Rawls, (Location TBD), 11:30am-1pm DISC w/Jeri Moran @Buckhead, 2:30-4:30pm	<b>19</b> Power Hour, 9-10am
<b>22</b> <b>FAMILY REUNION</b>	<b>23</b> <b>FAMILY REUNION</b>	<b>24</b> <b>FAMILY REUNION</b>	<b>25</b> Power Hour, 9-10am	<b>26</b> Power Hour, 9-10am

**HAPPY BIRTHDAY!**

2/2: Christina Rumbaugh  
 2/4: Meghan Parham  
 2/17: Michelle Sampson  
 2/18: John Eder  
 2/19: Frank Brockway  
 2/23: Stephen Little

	SUN	MON	TUE	WED	THU	FRI	SAT
		1 PAM H	2 HUNTER	3 BEN H	4 REBECCA J	5 JAMBER J	6 CHAD M
7 CHAD M.	8 TIFFANIE	9 LEXA K	10 ALAN M	11 CONNIE M	12 LISA P	13 ABBIE S	
14 ABBIE S	15 SHELLY R.	16 PAULA R	17 MICHELLE	18 BILL S	19 DENIM W	20 ED T	
21 ED T	22 SANDY G	23 DAVID B	24 FRANK B	25 TREY D	26 JOHN E	27 BRUCE G	
28 BRUCE G	MONDAY THRU FRIDAY: 5 P.M. THE PREVIOUS NIGHT-5 P.M. (CALENDAR DAY LISTED) - WEEKENDS: 5 P.M. FRIDAY THROUGH 8:30 A.M. MONDAY						

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