

**REALETY WORLD®
THE CAROLINAS
REGIONAL OFFICE**

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WELCOME TO REALTY WORLD®!

REALETY WORLD® - FIRST COAST

- Carolyn Fowle
- Ernest (Allen) Spivey

REALETY WORLD® - ON SALEM STREET

- Sarah Coker

REALETY WORLD® - PARTNERS

- Justin Lewis

REALETY WORLD® - SOUTHEASTERN

- Preston (Matt) Burris

**THE CAROLINAS
Network News**

Calendar of Events

**2009 SC REALTOR
ANNUAL CONFERENCE & TRADE SHOW
SEPTEMBER 16 - 17, 2009
COLUMBIA, SC**

**NCAR CONVENTION
SEPTEMBER 27 - 29, 2009
SAVANNAH, GA**

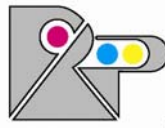
WWW.NCARCONVENTION.ORG

**REALETY WORLD® - THE CAROLINAS
ANNUAL AWARDS BANQUET &
BUSINESS CONFERENCE
FEBRUARY 19 - 20, 2010
WILMINGTON, NC**

IN THIS ISSUE

Welcome to our Family	1
Top Producing Agents	2
Top Producing Owners/BICs	2
Top Producing Offices	3
Birthdays	3
Message from Our Broker Council President	4

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Michael Donnellan

Reminder!

Brokers-in-Charge remember to go to www.ncrec.state.nc.us between May 15th and June 30th to verify that all agents under your supervision have renewed their licenses.

This is important because you, as brokers-in-charge, are subject to disciplinary action if a broker at your office continues to list, sell, etc. real estate after his or her license expires. Also remember they must have an active license to receive any commission.

A proposed rule change: Require provisional brokers to have the consent of their broker-in-charge to advertise any real estate brokerage service, and to include in any advertisement the name of the broker-in-charge or the firm with which they are associated. Our note is that the REALTY WORLD® logo is required on all advertisements.

Congratulations!

**Michele Tomlin
from REALTY
WORLD® -EAST
CAROLINA
and Gary
Miller were
married April
11, 2009 at
Fort Macon,
North Carolina. They honeymooned in
Myrtle Beach and will live in Ayden, NC.**




**OLD REPUBLIC
HOME PROTECTION**
We're People Helping People



TOP PRODUCING AGENTS FOR APRIL 2009
Based on Reports Submitted to Region Office by 5/5/09

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- | | |
|---|--|
| <p>#1
Jennifer Morales
REALTY WORLD® - INTEGRITY FIRST</p> <p>#2
Stephen Brown
REALTY WORLD® - FIRST COAST REALTY</p> <p>#3
Georgia Trogdon
REALTY WORLD® - CHATHAM PROPERTIES</p> <p>#4
Lisa Quin
REALTY WORLD® - ON SALEM STREET</p> <p>#5
Lisa Skumpija
REALTY WORLD® - CAROLINA PROPERTIES</p> | <p>#6
Kathleen Furtner
REALTY WORLD® - FIRST COAST REALTY</p> <p>#7
Felecia Faulkner
REALTY WORLD® - EAST CAROLINA</p> <p>#8
Dianne Perry
REALTY WORLD® - CAPE FEAR</p> <p>#9
Sandy Savage
REALTY WORLD® - CAROLINA PROPERTIES</p> <p>#10
Katrina O'Connor
REALTY WORLD® - FIRST COAST REALTY</p> |
|---|--|



TOP PRODUCING OWNERS/BICS FOR APRIL 2009
Based on Reports Submitted to Region Office by 5/5/09

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- | | |
|--|--|
| <p>#1
Harold Chappell
REALTY WORLD® - CAPE FEAR</p> <p>#2
Phillip Healy
REALTY WORLD® - OF THE UPSTATE</p> <p>#3
David Zelinski
REALTY WORLD® - TODAY</p> <p>#4
Eric Andrews
REALTY WORLD® - CAROLINA PROPERTIES</p> <p>#5
Cynthia Stanley
REALTY WORLD® - GRAND STRAND</p> | <p>#6
Patty Edney
REALTY WORLD® - CAROLINA SHORES</p> <p>#7
Becky Flarity
REALTY WORLD® - FIRST COAST REALTY</p> <p>#8
Kathy Woodell
REALTY WORLD® - CAROLINA HOMETOWN PROPERTIES</p> <p>#9
Kimberly Sands
REALTY WORLD® - ON SALEM STREET</p> <p>#10
Julie Stone
REALTY WORLD® - CAROLINA LIVING</p> |
|--|--|



We Want Your News!
 Send us your special events and announcements for future editions of *The Carolinas Network News*.
 Just send us an email to carolinas@realtyworld.com





TOP PRODUCING OFFICES FOR APRIL 2009
Based on Reports Submitted to Region Office by 5/5/09

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

#1
 REALTY WORLD® - FIRST COAST REALTY

#6
 REALTY WORLD® - EAST CAROLINA

#2
 REALTY WORLD® - ON SALEM STREET

#7
 REALTY WORLD® - CHATHAM PROPERTIES

#3
 REALTY WORLD® - INTEGRITY FIRST

#8
 REALTY WORLD® - BRANTLEY & ASSOCIATES

#4
 REALTY WORLD® - CAPE FEAR

#9
 REALTY WORLD® - OF THE UPSTATE

#5
 REALTY WORLD® - CAROLINA PROPERTIES

#10
 REALTY WORLD® - THOMAS REALTY

LOOK WHOSE BIRTHDAY IS IN MAY* ~ HAPPY BIRTHDAY!

REALTY WORLD® - BOLLINGER & ASSOCIATES
 LaRae Eldreth ~ May 23rd

REALTY WORLD® - BRANTLEY & ASSOCIATES
 Krista Bryant ~ May 4th

REALTY WORLD® - CAMBRIDGE REALTY
 Chris Abrams ~ May 3rd

Tony Brown, Jr. ~ May 15th
 Marcia Hinson ~ May 23rd
 Linda Eble ~ May 30th

REALTY WORLD® - CAPE FEAR
 Nilesh Jethwa ~ May 29th

REALTY WORLD® - CAROLINA LIVING
 Julia Talton ~ May 2nd
 Teresa Beirise ~ May 23rd
 Ronald Blietz ~ May 23rd

REALTY WORLD® - CAROLINA PROPERTIES
 Cynthia Dameron ~ May 1st
 Travis Cox ~ May 20th

REALTY WORLD® - DESOTO TRAIL REALTY
 Donald Holland ~ May 29th

REALTY WORLD® - EAST CAROLINA
 Johnny Fleming ~ May 13th
 Caroline Johnson ~ May 22nd

REALTY WORLD® - FIRST COAST REALTY
 Beverly Davison ~ May 2nd
 Jackie McCoy ~ May 12th
 Stephen Brown ~ May 19th
 Kyle Louise Dees ~ May 21st
 Anna Smith ~ May 24th
 Janet Hollingshead ~ May 28th

REALTY WORLD® - McVICKER & ASSOCIATES
 Kevin McVicker ~ May 12th

REALTY WORLD® - PARTNERS
 Mike Swanson ~ May 15th
 Petra Gooding ~ May 23rd
 Michelle Morock ~ May 27th

REALTY WORLD® - SOUTHEASTERN
 Jason Johnson ~ May 8th
 Cynthia Fennell ~ May 13th

REALTY WORLD® - THOMAS REALTY CO.
 Barbara Vieni ~ May 3rd
 Kelli Gillis ~ May 20th

REALTY WORLD® - TODAY
 David Zelinski ~ May 16th
 Audrey Neumann ~ May 27th

REALTY WORLD® - TRIAD
 George Nedriga ~ May 1st

Based on information received before 4/27/2009. We apologize if you joined REALTY WORLD® after that date and are not listed here.

Daily Real Estate News May 7, 2009

Competitive Pricing Called Key to Timely Sales

One of the hardest things for a home seller to do is to agree to drop the price, but in this tough market, realistic pricing is crucial, experts say.

Home sale price reports can be behind the curve because these reports are based on property closings that lag the market, says Gary Malin, president of Citi Habitats in New York City. He recommends monitoring current sale listings instead.

Mollie Carmichael, senior vice president of John Burns Real Estate Consulting in Irvine, Calif., says that setting the initial asking price 15 percent to 20 percent below other listings from the very beginning can get things moving and even trigger a bidding war.

"If you close fast and sell fast, you have a better opportunity to retain value," Carmichael says. "Premiums are very, very difficult to achieve in a market like the one we have today."



A MESSAGE FROM OUR BROKER COUNCIL PRESIDENT



Harold Chappell ~ Broker Council President
 Broker/Owner REALTY WORLD®-CAPE FEAR
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 Wilmington, NC 28405
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Defining Your Service Standards

By delivering excellent service on a consistent and ongoing basis, your current client relationships will spawn repeat business and referrals that draw new clients into your real estate business. As a result, your success will reap yet more success, your business will begin or continue to grow, and you will need to provide superb service to an ever-growing group of existing and new people. But unless you clearly establish and communicate your service philosophy and program you will risk delivering an inconsistent or lower level of service to your clients. The remedy to this pitfall is to define and communicate the kind of service you stand for. To define the level of service you want your clients to receive, just answer the following questions:

➤ How frequently do I communicate with my sellers?

The number one complaint consumers have about real estate agents isn't that they charge or make too much money. The number one complaint is that they are bad or infrequent communicators. Especially if you are representing the seller, understand that your client wants consistent communication. If you are not making weekly calls to provide an update on the process of the sale, you risk a poor customer relationship.

- Do you make calls, send e-mails, or mail written reports at least weekly?
- What is your process for sending sellers copies of your ads for their property?
- Do you provide sellers with links to virtual tours or to Web sites promoting their property?
- How often do you meet face-to-face, and do the meetings take place in the sellers home or in your office?

➤ How do you receive and share showing feedback?

- Do you call the showing agent once, twice, or three times in hopes of a response, or do you keep calling until you reach the agent and receive feedback for your client?
- Do you relay showing feedback to the seller right away, or do you collect feedback to share in a once a week meeting?

➤ What marketing strategy do you employ for each property you list?

- What steps do you take to expose the home to cooperating agents?
- What tools or systems do you employ to raise awareness of your listed property within the real estate community?
- How do you generate awareness and interest within the public pool of real estate buyers?
- What marketing techniques and systems do you employ to attract qualified buyers to your sellers property?
- In what order do you execute your marketing plan?

Create checklists that you can use and follow. Once you are clear about what you stand for and how you deliver service to your clients, you are in position to deliver world class service and you will reap the benefits of repeat business and referrals that we are all working to achieve. This is a time in the real estate industry that only the truly professional agents will thrive. We will continue to see even greater spreads between the incomes of the average agent and top producers that understand world class service and have systems and checklists to ensure that they are delivering their vision of world class service to their clients.