



THE CAROLINAS
Network News

Calendar of Events

2010 GRI SCHEDULE

OCTOBER 11 - 14, 2010

CHAPEL HILL, GRI 200

THE CAROLINA INN

**** REGISTRATION DEADLINE: 5 DAYS PRIOR TO THE BEGINNING OF THE COURSE ****

2010 GRI SCHEDULE

OCTOBER 25 - 28, 2010

NEW BERN, GRI 300

HILTON NEW BERN/RIVERFRONT

**** REGISTRATION DEADLINE: 5 DAYS PRIOR TO THE BEGINNING OF THE COURSE ****

REALTY WORLD® - THE CAROLINAS
MARKETING STRATEGIES (MARKETING 401)
McKIMMON CENTER, RALEIGH, NC
OCTOBER 25 - 26, 2010

THE CAROLINAS BROKER COUNCIL, INC.
AGENT BUSINESS PLANNING
McKIMMON CENTER, RALEIGH, NC
OCTOBER 28, 2010

REALTY WORLD® - THE CAROLINAS
AWARDS BANQUET & BUSINESS CONFERENCE
DOUBLETREE HOTEL, CHARLESTON, SC
FEBRUARY 11 - 12, 2011

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A Message from
Tony Brown, Jr., Broker/Owner
REALTY WORLD®
CAMBRIDGE REALTY

Our Peru trip is coming up in January and we are getting our mission team set up now. I want to give an open invitation to our REALTY WORLD® family if anyone would like to go with us. Last year David Pearson (REALTY WORLD® SWANSBORO PROPERTIES) went with us but he has a schedule conflict this year and won't be able to go. We have 5 open spots and I would love to introduce this passion of mine to some of my fellow REALTY WORLD® brokers. The dates of travel will be January 17-24, 2011 and the cost including airfare, meals, transfers, and lodging is estimated at \$1,500 (depending on the cost of airfare).



If anyone is interested, they can call me on my cell at 704-576-0770 or email me at tony@tmbjr.com.

REALTY WORLD®
THE CAROLINAS
REGIONAL OFFICE

Maurice Johnson, President/Owner
Ernie Wilkinson, Regional Director
Jessica Medlin, Bookkeeper
Jeanne De Deyn, Broker Services

295 Olmsted Blvd., Suite One
Pinehurst, NC 28374
Toll Free: (800) 699-7982
Phone: (910) 215-8888
Fax: (910) 215-8807
E-mail: carolinas@realtyworld.com
Web: www.realtyworldcarolinas.com

WELCOME TO REALTY WORLD®!

REALTY WORLD®
BOLLINGER & ASSOCIATES
Sylvia Pinson

REALTY WORLD®
CAPE FEAR
Brittany Orr

REALTY WORLD®
FIRST COAST
Dori Deanhardt

REALTY WORLD®
INTEGRITY FIRST
Eric Hadley

2009 - 2010 South Atlantic Midrange Upgrade Cost Recoup Comparison

The table below shows the potential cost recouped on some midrange upgrades in the South Atlantic states.

Project	Job Cost	Resale Value	Cost Recouped	Change vs. 2008-2009
Attic Bedroom	\$43,540	\$39,171	90%	↑
Basement Remodel	\$55,337	\$46,707	84.4%	↑
Bathroom Addition	\$34,876	\$21,692	62.2%	↓
Bathroom Remodel	\$14,784	\$10,630	71.9%	↓
Entry Door (steel)	\$1,065	\$1,562	146.8%	N/A
Minor Kitchen Remodel	\$20,504	\$15,923	77.7%	↓

Adapted from *Remodeling Magazine's* "Cost vs. Value Report" available at *Remodeling Online*, <http://www.remodeling.hw.net>.



TOP PRODUCING AGENTS FOR AUGUST 2010
Based on Reports Submitted to Region Office by 9/5/10

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- #1
John Clapp
REALTY WORLD® - CAPE FEAR
- #2
Bandy Herman
REALTY WORLD® - FIRST COAST REALTY
- #3
Caroline Johnson
REALTY WORLD® - EAST CAROLINA
- #4
Jesse Allen, Jr.
REALTY WORLD® - EAST CAROLINA
- #5
Lisa Quin
REALTY WORLD® - ON SALEM STREET

- #6
Julie Roland
REALTY WORLD® - CAROLINA PROPERTIES
- #7
Meredith Rouse
REALTY WORLD® - FIRST COAST REALTY
- #8
Jane Somerville
REALTY WORLD® - GRAHAM/GRUBBS & ASSOCIATES
- #9
Nilesh Jethwa
REALTY WORLD® - CAPE FEAR
- #10
Gaetano Gentile
REALTY WORLD® - CAMBRIDGE REALTY



TOP PRODUCING OWNERS/BICS FOR AUGUST 2010
Based on Reports Submitted to Region Office by 9/5/10

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- #1
Harold Chappell
REALTY WORLD® - CAPE FEAR
- #2
Brenda Grubbs
REALTY WORLD® - GRAHAM/GRUBBS & ASSOCIATES
- #3
Eric Andrews
REALTY WORLD® - CAROLINA PROPERTIES
- #4
Patty Edney
REALTY WORLD® - CAROLINA SHORES
- #5
Penny Smith
REALTY WORLD® - FIRST COAST REALTY

- #6
David Jones
REALTY WORLD® - CAROLINA LANDMARK
- #7
David Zelinski
REALTY WORLD® - TODAY
- #8
Luther Ennett
REALTY WORLD® - ENNETT & ASSOCIATES
- #9
Vicki Foster
REALTY WORLD® - SOUTHEASTERN
- #10
Veronica McBroom
REALTY WORLD® - PROFESSIONALS

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*

OLD REPUBLIC HOME PROTECTION
Patty R. Collins
 Senior Account Executive

Applications: 800-445-6999
 Messages to Patty: 800-282-7131, Ext. 1385
 Service: 800-972-5985
 PattyC@orhp.com
 www.orhp.com



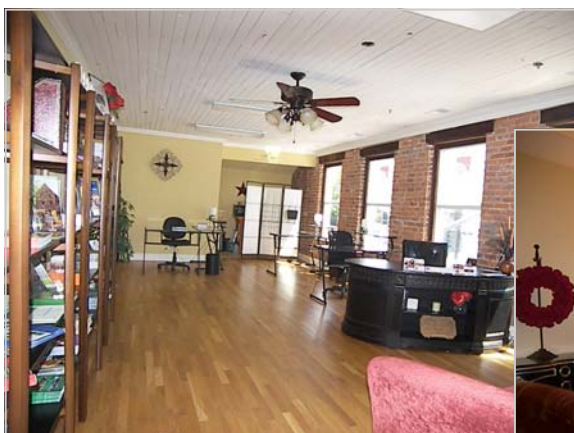
HURRICANES, EVACUATIONS AND VACATION RENTALS

With hurricane season well underway, a review of the laws governing evacuations and vacation rentals is appropriate.

- (1) The first and most important thing to remember is that when state or local authorities order a mandatory evacuation of a coastal area, tenants occupying vacation rental properties must comply with the order. Evacuations are ordered to protect human life and health and are not undertaken lightly. Brokers managing vacation rental properties should support state and local authorities by encouraging and facilitating tenant compliance with evacuation orders.
- (2) When a vacation tenant complies with an evacuation order, he or she is entitled to a refund of a share of the money he or she has paid for the rental (rent, security deposit, taxes, etc.) prorated for each night the evacuation order was in effect. There is an exception to this rule, however. If the tenant was offered travel insurance that covered the risk of mandatory evacuation, then the landlord has no obligation to refund the tenant's money. To trigger the exception, the cost of the insurance offered cannot exceed 8% of the cost of the vacation rental.
- (3) If, following the storm, the landlord or his broker cannot provide a promised rental property to a vacation rental tenant - whether the reason is that the house was significantly damaged or that it is inaccessible due to damage to or closure of roads or ferries - the tenant is entitled to either a refund of his money or the substitution of a reasonably comparable property at the same cost. This refund may come in the form of a paid claim against travel insurance. Tenants are encouraged to read and understand the limits of coverage.

"HURRICANES, EVACUATIONS AND VACATION RENTALS"
North Carolina Real Estate Commission Website
<http://www.ncrec.state.nc.us/default.html>
9/10/10

REALTY WORLD®
ON SALEM STREET
moved into their new office at
225 N Salem Street, Suite 201
Apex, NC.



MARKETING 401 - MANAGEMENT STRATEGIES

OCTOBER 25 & 26, 2010

9:00 AM ~ 5:00 PM

What You Do Best!



**BONNIE MAYS WILL BE IN RALEIGH, NC TO PRESENT
MARKETING 401 - MANAGEMENT STRATEGIES**

Marketing 401 - Management Strategies for the REALTY WORLD® Office is the Broker/Manager Course which outlines the blueprint for operating a profitable brokerage business. Beginning with establishing your company's mission statement and core values, we'll also discuss the basics of business planning, budgets and profitability, management systems, team building and marketing your company. We will be discussing "Need Analysis" for your Company, as well as the "Gap Analysis" as they relate to The Law of Compensation. We'll look at formulating your own recruiting plan and a customized PowerPoint recruiting presentation, as well as discuss implementing a business development center, internal training programs and agent compensation options.

This program is a MUST for any Broker who is in business on purpose, not by accident.

***Free Seminar ~ Sponsored by Our
REALTY WORLD® - THE CAROLINAS Region***

SEMINAR LOCATION INFORMATION

MCKIMMON CENTER FOR EXTENSION
AND CONTINUING EDUCATION
1101 GORMAN STREET
RALEIGH, NC
919-515-2277

HOTEL LOCATION INFORMATION

HOLIDAY INN - BROWNSTONE HOTEL
& CONFERENCE CENTER
1707 HILLSBOROUGH ST
RALEIGH, NC
800-331-7919

***A Broker Council meeting will be held after the
training session on October 25, 2010.***

 **REALTY WORLD®**
THE CAROLINAS

295 Olmsted Blvd., Suite One Pinehurst, NC 28374

Toll Free: 800-699-7982

Fax: 910-215-8807

Email: jeanne.dedeyn@realtyworld.com

MARKETING 401 - MARKETING STRATEGIES

OCTOBER 25 & 26, 2010

HOTEL ACCOMMODATIONS

HOLIDAY INN

Brownstone Hotel & Conference Center
1707 Hillsborough Street
Raleigh, NC

HOTEL RESERVATIONS

CALL: 800-331-7919 AND ASK FOR IN-HOUSE RESERVATIONS*

REALTY WORLD® group rate at the **HOLIDAY INN** is \$89 per night plus tax.
Be sure to tell them you are with the REALTY WORLD® group to get this rate!

** Hotel room reservations must be made by October 1, 2010.
After this cut-off date, no reservations will be guaranteed
at the special group rate.*

*In-House Reservations office hours are
Monday through Friday 8:00 a.m. - 5:00 p.m.*

ALL OWNERS/MANAGERS **MUST** PRE-REGISTER
PLEASE REGISTER TODAY!

Yes! Register me to attend the Marketing Strategies Training Session

Broker Name: _____

Company Name: REALTY WORLD® - _____

Please Fax Registration Form to
REALTY WORLD® - THE CAROLINAS at 910-215-8807

 **REALTY WORLD®**
THE CAROLINAS

The Carolinas

Agent Business Planning

October 28, 2010

All About Choices!



Agents, we know you want to have a very productive year in 2011 and the Broker Council would like to get you off on the right foot by offering a *FREE* workshop for you to work on your Business Plan for the year. We want you to begin the year with all of the tools and systems you need to have the best year possible!! Please join Bonnie Mays, VP of REALTY WORLD[®], INC. for this workshop in Raleigh, NC and let's all make 2011 a **Record-Setting Year!**

Free Workshop ~ Sponsored by THE CAROLINAS Broker Council

We just need you to sign up so we will have the meeting room set-up for the correct number of attendees!

ATTENDEE NAME(S): _____

OFFICE: REALTY WORLD[®] - _____

ITEMS YOU NEED TO BRING WITH YOU

- Your 2009 Personal Production
- Your 2009 Personal Listings Inventory

TRAINING LOCATION

McKIMMON CENTER FOR EXTENSION
AND CONTINUING EDUCATION
1101 GORMAN STREET, RALEIGH, NC
919-515-2277

HOTEL LOCATION

HOLIDAY INN - BROWNSTONE HOTEL
& CONFERENCE CENTER
1707 HILLSBOROUGH ST, RALEIGH, NC
800-331-7919

HOTEL RESERVATIONS

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Please fax this form to
REALTY WORLD[®]-THE CAROLINAS
910-215-8807