

**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

www.realtyworldcarolinas.com

[Facebook Fan Page](#)



**THE CAROLINAS
Network News**

Calendar of Events

NCAR 2011 CONVENTION
SEPTEMBER 10 - 13, 2011
WHITE SULPHUR SPRINGS, WV

SCAR 2011 CONVENTION
SEPTEMBER 14 - 16, 2011
GREENVILLE, SC

**REALTY WORLD® - THE CAROLINAS
BROKER TRAINING**
NOVEMBER 7 - 8, 2011
WITH RICK DELUCA (NOVEMBER 8TH)
MCKIMMON CENTER
RALEIGH, NC

**THE CAROLINAS BROKER COUNCIL
AGENT TRAINING**
WITH RICK DELUCA
NOVEMBER 9, 2011
MCKIMMON CENTER
RALEIGH, NC

NAR 2011 REALTORS CONVENTION
NOVEMBER 11 - 14, 2011
ANAHEIM, CA

IN THIS ISSUE

Welcome to Our Family	1
Top Producing Agents	2
Top Producing Owners/BICs	2
Top Producing Offices	3
Birthdays	3
Business Development	4
Around The Region	5
On The Insider	6

**WELCOME TO
REALTY WORLD®!**

**REALTY WORLD®
CAPE FEAR**

Robert Moore

**REALTY WORLD®
LISA TEDDER & ASSOC.**

Heather Spikes

**REALTY WORLD®
ON SALEM STREET**

Mary Fuoto



Michelle Morris, Broker/Owner of REALTY WORLD® - INTEGRITY FIRST and Broker Council President, renewed her Franchise Agreement for another 10 years!

Lawrence Yun's Forecasts for 2011 and Beyond

NAR Chief Economist Lawrence Yun discusses his forecasts for the remainder of 2011 and into 2012, including a look forward at existing-home sales and jobs. [You can watch the video here.](#)



Copyright National Association of REALTORS®, Reprinted from REALTOR.org with permission.

**2012 Awards Banquet
&
Business Conference**

Hilton Wilmington Riverside

301 N. Water Street
Wilmington, NC



February 24 & 25, 2012



TOP PRODUCING AGENTS FOR JULY 2011
Based on Reports Submitted to Region Office by 8/5/11

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- | | |
|---|---|
| <p>#1
 Patricia Smith
 REALTY WORLD® - FIRST COAST REALTY</p> <p>#2
 Lisa Skumpija
 REALTY WORLD® - CAROLINA PROPERTIES</p> <p>#3
 Felecia Faulkner
 REALTY WORLD® - LEVER & RUSSELL</p> <p>#4
 Caroline Johnson
 REALTY WORLD® - LEVER & RUSSELL</p> <p>#5
 Barbara Johnson
 REALTY WORLD® - FIRST COAST REALTY</p> | <p>#6
 Vicky Parsons
 REALTY WORLD® - FIRST COAST REALTY</p> <p>#7
 Carolyn Fowle
 REALTY WORLD® - FIRST COAST REALTY</p> <p>#8
 Sandy Savage
 REALTY WORLD® - CAROLINA PROPERTIES</p> <p>#9
 Cynthia Horgan
 REALTY WORLD® - CAPE FEAR</p> <p>#10
 Christine Cronick
 REALTY WORLD® - CAPE FEAR</p> |
|---|---|



TOP PRODUCING OWNERS/BICS FOR JULY 2011
Based on Reports Submitted to Region Office by 8/5/11

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- | | |
|--|--|
| <p>#1
 Harold Chappell
 REALTY WORLD® - CAPE FEAR</p> <p>#2
 Shawn Britt
 REALTY WORLD® - TRIANGLE LIVING</p> <p>#3
 Lisa Tedder
 REALTY WORLD® - LISA TEDDER & ASSOCIATES</p> <p>#4
 Eric Andrews
 REALTY WORLD® - CAROLINA PROPERTIES</p> <p>#5
 Patty Edney
 REALTY WORLD® - CAROLINA SHORES</p> | <p>#6
 Newt Heilman
 REALTY WORLD® - CAROLINA PROPERTIES</p> <p>#7
 Luther Ennett
 REALTY WORLD® - ENNETT & ASSOCIATES</p> <p>#8
 Brenda Grubbs
 REALTY WORLD® - GRAHAM/GRUBBS & ASSOCIATES</p> <p>#9
 Tom Mallette
 REALTY WORLD® - HERITAGE REALTY</p> <p>#10
 David Lever
 REALTY WORLD® - LEVER & RUSSELL</p> |
|--|--|

REALTY WORLD® - THE CAROLINAS
 Network News Newsletter Monthly Advertising Subscription Rates

1/4 Page	\$50	Email your advertisement to Maurice at Carolinas@realtyworld.com for review. Once approved, your advertisement will be included each month your subscription stays current, beginning with the first available newsletter release.
1/2 Page	\$100	
Full Page	\$150	

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 JULY 2011
Based on Reports Submitted to Region Office by 8/5/11

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

#1 REALTY WORLD® - FIRST COAST REALTY	#6 REALTY WORLD® - LEVER & RUSSELL
#2 REALTY WORLD® - CAPE FEAR	#7 REALTY WORLD® - CAROLINA SHORES
#3 REALTY WORLD® - CAROLINA PROPERTIES	#8 REALTY WORLD® - THOMAS REALTY COMPANY
#4 REALTY WORLD® - TRIANGLE LIVING	#9 REALTY WORLD® - ENNETT & ASSOCIATES
#5 REALTY WORLD® - LISA TEDDER & ASSOCIATES	#10 REALTY WORLD® - HERITAGE REALTY

LOOK WHOSE BIRTHDAY IS IN AUGUST* ~ HAPPY BIRTHDAY!

**REALTY WORLD®
CAPE FEAR**

Michael Stroud ~ August 18TH
 Patti Archibaud ~ August 31ST

**REALTY WORLD®
CAROLINA HOMETOWN PROPERTIES**

Glenda Taylor ~ August 23RD

**REALTY WORLD®
CHATHAM PROPERTIES**

Paul Fields ~ August 26TH

**REALTY WORLD®
FIRST**

Marianne Curran ~ August 15TH

**REALTY WORLD®
FIRST COAST REALTY**

Adell Atkinson ~ August 3RD
 Anita Kimball ~ August 8TH
 Cyndy Mann ~ August 23RD
 Linda Kenan ~ August 28TH

**REALTY WORLD®
GENESIS**

Corinna Sells ~ August 14TH

**REALTY WORLD®
HERITAGE REALTY**

Tiffany Warren ~ August 15TH
 Tom Mallette ~ August 21ST

**REALTY WORLD®
LEVER & RUSSELL**

Anthony Waters ~ August 1ST
 Teresa Robinson ~ August 22ND

**REALTY WORLD®
LISA TEDDER & ASSOCIATES**

Elaina Westry ~ August 17TH

**REALTY WORLD®
MOLLOY & ASSOCIATES**

Ray Lenahan ~ August 3RD
 Martin Molloy ~ August 11TH

**REALTY WORLD®
ON SALEM STREET**

Natalie Kopitzke ~ August 3RD
 Nina Parker ~ August 13TH

**REALTY WORLD®
THE CAROLINAS**

Jeanne De Deyn ~ August 5TH

**REALTY WORLD®
TRIANGLE LIVING**

Dana Kachel ~ August 22ND

**REALTY WORLD®
YADKIN VALLEY**

Randy Joyce ~ August 15TH

*Based on information received by 7/22/2011. We apologize if you joined REALTY WORLD® after that date and are not listed here.

In Loving Memory



Becky Hill, REALTY WORLD® - CAROLINA LANDMARK passed away July 19, 2011 after a courageous battle with cancer. Becky received her North Carolina Real Estate license in 1989 and she had a special interest in historic properties. She was active in the community and especially passionate about the revitalization of downtown Statesville. She was on the board of directors for Downtown Statesville Development Corporation and served on its economic restructuring committee. She also served on the city's design review committee and was a member of the Greater Statesville Development Cooperation Committee of 100. She was a devoted member of First Presbyterian Church and enjoyed singing in the church choir. She was also a former member of the Statesville Community Chorus.



HOT IRS AUDIT ISSUES FOR BUSINESSES

Business Meal, Entertainment, Travel and Lodging

Substantiate the following for each expenditure:

- Amount of expense
- Time and place of meal, entertainment
- Business purpose of the expenditure
- Business relationships of the various parties in attendance

Auto Mileage Log

Be sure your Auto Mileage Log contains all of the following information:

- Date
- Beginning and ending odometer readings
- Location (name and address)
- Business purpose
- Client



BUSINESS DEVELOPMENT

The best marketing minds in the world know exactly how to push emotional buttons to get people to take action. Playing on peoples' emotions to get them to do something that is not really in their best interest is manipulative and wrong. But using this technique to draw people to a quality product or service they need (and from which they will benefit) is SMART MARKETING.

Arouse prospects' emotions and show them how you can *help them achieve their goals* - they will stand in line to do business with you!

Some Basic Human Emotions

- Greed
- Curiosity
- Happiness
- Anger
- Jealousy

Some Human Desires

- Security
- Making Money
- Being Influential
- Being Respected
- Impressing Others

People Typically Want to Avoid

- Pain
- Embarrassment
- Losing Respect
- Losing Time
- Losing Money

Old Republic Home Protection

has raised the bar in Home Warranty Coverage!

By choosing **Old Republic Home Protection's** Enhanced Standard Plan and *adding* optional coverage choices, including the **Ultimate** and **Platinum Plus Upgrades**,

You Receive:

- ★ Increased Risk Reduction
- ★ Decreased After-Sale Hassles
- ★ Increased Client Satisfaction
- ★ More Referrals!

Your Clients Receive:

- ★ A "Custom-Fit" Home Warranty Plan
- ★ Greater Budget Protection
- ★ Increased Coverage/Risk Reduction
- ★ Increased Peace of Mind

Call us for additional information and to order!



www.orhp.com | 800.445.6999

REALTY WORLD® - TODAY puts YouTube to work for them ~ check out their Channel.



<http://www.youtube.com/user/RealtyWorldToday1?ob=5>



Phillip Bollinger (Broker/Owner of REALTY WORLD® - BOLLINGER & ASSOCIATES) and his son Clay take on the Greens in Pinehurst!

Stay-in-Touch Tip: Closing Day Anniversaries

By Scott Levitt, as originally written in the [Tuesday Tactics Newsletter](#) produced by [Oakley Signs & Graphics](#).

Closing dates are great milestones for client calls. People typically remember birthdays and anniversaries, but it's surprising how many home owners forget the date they closed on their house. While it's not something people typically celebrate a year or two later, it is a perfect opportunity for you to check in with clients. You don't have to bake them a cake or rent a pony for the occasion, but it can mean a lot to a client if you show you remember (and therefore: value) your relationship with them.

A call is a nice way to touch base, but an email message or handwritten note will do as well. Here's a short script to get you thinking:

"Hi, [CLIENT NAME], this is [YOUR NAME] with [YOUR OFFICE]. I don't know if you remember what you were doing a year ago today, but I do. We were closing on your house! Can you believe it's been a year?"

After the first year, you can use the date internally on your calendar to remind you to check in with clients. It's also a good time to extend an offer for a "free annual review." As you approach the 4 - 6 year anniversary range with clients, they may just be thinking of relocating again.

(If you'd like a letter template inviting clients to take you up on a free annual review, [just join My Real Helper](#) today for \$9.95/month and we'll be sure to include it as a bonus with your first month's collection!) Go back to your database today and see if you have any closing date anniversaries coming up!



On The Insider

Are you working with an outside Agent to *Close That Deal*? There's a tool on The Insider to help. Check out our Agent Referral Agreement!



Referral Agreement

Client Information

Name	Date
Address	City
State	Zip Code
Home Phone	Work Phone
Email	Buyer or Seller

Referring Company

Name	
Address	City
State	Zip Code
Phone	Fax
Referring Agent	Email

Company Accepting Referral

Company	
Address	Email
City	State
Zip Code	

I agree to accept the above referenced referral and upon a successful closing will pay a referral fee to the referring company. _____

Broker Signature _____



The Right Agent Makes All The Difference In The World.