



THE CAROLINAS Network News

REALTY WORLD® THE CAROLINAS REGIONAL OFFICE

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REALTY WORLD® - ON SALEM STREET

holds Bingo Night to raise
money for *The Healing Place*
of Wake County.



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

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WELCOME TO REALTY WORLD®!

**REALTY WORLD®
CAROLINA SHORES**

Crystal Payseur

**REALTY WORLD®
YADKIN VALLEY**

Rena Andrews

Randy Joyce

Marc Pomerantz

The Healing Place of Wake County announced that proceeds from the 2nd Annual REALTY WORLD® - ON SALEM STREET Dinner & Bingo Fundraiser are supporting the nonprofit's emergency shelter and recovery program and its mission of "Helping people find their way back" from the devastating effects of homelessness and addiction. "This was such a great event last year and Kimberly (Kimberly Sands- Broker/Owner ~ REALTY WORLD® - ON SALEM STREET) and her staff exceeded our wildest expectations this year" said Barrett Joyner, Development Director at The Healing Place.



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

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- #1
 Dana Kachel
 REALTY WORLD® - TRIANGLE LIVING
- #2
 Stephen Brown
 REALTY WORLD® - FIRST COAST REALTY
- #3
 Maggie Tunstall
 REALTY WORLD® - CAROLINA PROPERTIES
- #4
 Caroline Johnson
 REALTY WORLD® - LEVER & RUSSELL
- #5
 Margaret Johnson
 REALTY WORLD® - CAROLINA LANDMARK

- #6
 Paul Reish
 REALTY WORLD® - CAPE FEAR
- #7
 Melinda Pate
 REALTY WORLD® - GRAHAM/GRUBBS & ASSOCIATES
- #8
 Lisa Quin
 REALTY WORLD® - ON SALEM STREET
- #9
 Gerald Witherspoon
 REALTY WORLD® - THOMAS REALTY COMPANY
- #10
 Fred Cummings
 REALTY WORLD® - J.E. WOMBLE & SONS



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

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- #1
 Patty Edney
 REALTY WORLD® - CAROLINA SHORES
- #2
 Shawn Britt
 REALTY WORLD® - TRIANGLE LIVING
- #3
 David Pearson
 REALTY WORLD® - SWANSBORO PROPERTIES
- #4
 Harold Chappell
 REALTY WORLD® - CAPE FEAR
- #5
 David Lever
 REALTY WORLD® - LEVER & ASSOCIATES

- #6
 Judy Ferguson
 REALTY WORLD® - FIRST COAST REALTY
- #7
 Caroline Thomas
 REALTY WORLD® - THOMAS REALTY COMPANY
- #8
 David Zelinski
 REALTY WORLD® - TODAY
- #9
 Phil Healy
 REALTY WORLD® - OF THE UPSTATE
- #10
 Phillip Wainwright
 REALTY WORLD® - LEVER & ASSOCIATES



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

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

#1 REALTY WORLD® - CAPE FEAR	#6 REALTY WORLD® - CAROLINA PROPERTIES
#2 REALTY WORLD® - FIRST COAST REALTY	#7 REALTY WORLD® - THOMAS REALTY COMPANY
#3 REALTY WORLD® - TRIANGLE LIVING	#8 REALTY WORLD® - ON SALEM STREET
#4 REALTY WORLD® - LEVER & RUSSELL	#9 REALTY WORLD® - SWANSBORO PROPERTIES
#5 REALTY WORLD® - CAROLINA SHORES	#10 REALTY WORLD® - CAROLINA LANDMARK

LOOK WHOSE BIRTHDAY IS IN MAY* ~ HAPPY BIRTHDAY!

**REALTY WORLD®
BOLLINGER & ASSOCIATES**

David Greer ~ May 14TH

**REALTY WORLD®
CAPE FEAR**

Nilesh Jethwa ~ May 29TH

**REALTY WORLD®
CAROLINA LANDMARK**

Margaret Johnson ~ May 17TH

**REALTY WORLD®
CAROLINA PROPERTIES**

Cynthia Dameron ~ May 1ST

Travis Cox ~ May 20TH

**REALTY WORLD®
DESOTO TRAIL REALTY**

Donald Holland ~ May 29TH

**REALTY WORLD®
FIRST COAST REALTY**

Angela O'Bey ~ May 16TH

Stephen Brown ~ May 19TH

Kyle Louise Dees ~ May 21ST

Anna Smith ~ May 24TH

**REALTY WORLD®
GENESIS**

Tony Brown, Jr. ~ May 15TH

Marcia Hinson. ~ May 23RD

**REALTY WORLD®
HERITGE REALTY**

Naomi Parsons ~ May 17TH

**REALTY WORLD®
LEVER & RUSSELL**

Caroline Johnson ~ May 22ND

**REALTY WORLD®
THOMAS REALTY COMPANY**

Barbara Vieni ~ May 3RD

**REALTY WORLD®
TODAY**

Rob McSherry ~ May 4TH

David Zelinski ~ May 16TH

**REALTY WORLD®
TRIAD**

Herbert Wright, Jr. ~ May 17TH

**REALTY WORLD®
SOUTHEASTERN**

Cynthia Fennell ~ May 13TH

**REALTY WORLD®
YADKIN VALLEY**

Ron Cocca ~ May 11TH

*Based on information received before 4/29/2011. We apologize if you joined REALTY WORLD® after that date and are not listed here.

*"Focus more on your desire than on your doubt,
and the dream will take care of itself.
You may be surprised at how easily this happens.
Your doubts are not as powerful as your desires,
unless you make them so." --*

Marcia Wieder

Member of the National Speakers Association

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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.



To succeed all you need to do is get lots of people to use your services when they buy or sell real estate. Where do you find all these people? One of two things will happen...either you will call them (Traditional Prospecting) or they will call you (Smart Marketing).

As a real estate agent you know it is much better when customers call you instead of you chasing them. It is entirely possible to build your business with cold calls and Traditional Prospecting, but it is much harder, more tedious, and more time consuming than the Smart Marketing approach.

How do they know to call you?

- Don't be a Secret Agent ~ ANYTHING with the company logo and your name
 - Name tags ➤ Car magnets ➤ Car tags
 - Logo wear ➤ Mailings ➤ Business cards
- Personal promotion and constant marketing
- Repetitive contact with your Sphere of Influence (SOI) and other databases
- Create name recognition or Top of Mind Awareness (TOMA)

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,**

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- ★ 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

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6 Worth-the-Price Fix-Ups

Simple and affordable do-it-yourself projects can greatly increase a home's resale value, according to HomeGain's annual home improvement and staging survey.

April 2011

The marketing company surveyed nearly 600 real estate professionals to discover which DIY home improvement projects give sellers the biggest return for their buck. Here are six projects under \$1,000 (amounts are estimated) that made the list.

1. **Cleaning and decluttering.** Remove any personal items, unclutter countertops, organize closets and shelves, and make the home sparkling clean.
\$290 Cost
\$1,990 Return
2. **Brightening.** Clean all windows inside and out, replace old curtains, update lighting fixtures, and remove anything that blocks light from the windows.
\$375 Cost
\$1,550 Return
3. **Smart staging.** Rearrange furniture, bring in new accessories and furnishings to enhance rooms, incorporate artwork, and play soft music in the background.
\$550 Cost
\$2,194 Return
4. **Landscaping enhancements.** Punch up the home's curb appeal in the front and back yards by adding bark mulch, bushes, and flowers and ensuring current plants and grass are well-cared for and manicured.
\$540 Cost
\$1,932 return
5. **Repairing electrical or plumbing.** Fix leaks under the sinks, remove any mildew stains, and ensure all plumbing is in good working condition. Update the home's electrical with new wiring for modern appliances, fix any lights or outlets that don't work, and replace old plug points with new safety fixtures.
\$535 Cost
\$1,505 Return
6. **Replacing or shampooing dirty carpets.** Steam-clean carpets, replace any worn carpets, and repair any floor creaks.
\$647 Cost
\$1,739 Return

Excerpted from HomeGain's 2011 Home Sale Maximizer Survey, www.homesalemaximizer.com.



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http://www.realtor.org/rmohome_and_design/articles/2011/1104_home_fixups

2012 Awards Banquet & Business Conference

Hilton Wilmington Riverside

301 N. Water Street
Wilmington, NC



February 24 & 25, 2012

Friday Morning ~ Continuing Education with
Bill Gallagher ~ BICAR Course

Friday Afternoon ~ Continuing Education with
Bill Gallagher ~ Mandatory Update

Friday Evening ~ Networking Party

Saturday Morning ~ Guest Speaker ~ (To Be Announced)

Saturday Afternoon ~ Broker Council Meeting

Saturday Evening ~ Awards Banquet

REALTY WORLD® - THE CAROLINAS

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