

**REALTY WORLD®
THE CAROLINAS
REGIONAL OFFICE**

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REALTOR® Safety:
A Year-round Priority

Safeguard Your Computer

Your computer - and the interactive sites you visit online - hold personal information that may be ripe for identity theft. Here's a step you can take to protect your identity, your financial information and other personal data.

Don't get caught by "phishing". Scam artists "phish" for victims' information by posing as representatives of banks, stores or government agencies. This is done over the phone, through regular mail, and especially via e-mail. Don't respond to a request to verify your account number or password. Don't give out your personal information unless you made the contact. Legitimate companies will not request this kind of information in this way.

(Sources: The Federal Trade Commission, The Office of Privacy Protection in the California Department of Consumer Affairs)

This excerpt is part of the NATIONAL ASSOCIATION OF REALTORS'® 2008 REALTOR® Safety Week Kit.

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**THE CAROLINAS
Network News**

Calendar of Events

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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Please join us in welcoming our newest office
REALTY WORLD®
PROPERTIES of the PINES

Broker/Owner Nikki Bowman (right) and
Co-owner Sandy Lampros (left)

780 NW Broad St., Suite 600
Southern Pines, NC 28387
910-725-1137

nikki.bowman@realtyworld.com

sandy.lampros@realtyworld.com



**WELCOME TO
REALTY WORLD®!**

**REALTY WORLD®
CAPE FEAR**

Amanda Teemsma

**REALTY WORLD®
CAROLINA SHORES**

Matthew Sullivan

**REALTY WORLD®
FIRST COAST REALTY**

Katrina Marshall

**REALTY WORLD®
ON SALEM STREET**

Andrea McCleese-Thomas

John Tivolacci

**REALTY WORLD®
PROPERTIES of the PINES**

Nikki Bowman

Sandy Lampros



TOP PRODUCING AGENTS FOR SEPTEMBER 2011
Based on Reports Submitted to Region Office by 10/5/11

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

#1

Sarah Coker
 REALTY WORLD® - ON SALEM STREET

#2

David Leinwand
 REALTY WORLD® - CAPE FEAR

#3

Stephen Brown
 REALTY WORLD® - FIRST COAST REALTY

#4

Sandy Savage
 REALTY WORLD® - CAROLINA PROPERTIES

#5

Marcia Holcomb
 REALTY WORLD® - FIRST COAST REALTY

#6

Lisa Quin
 REALTY WORLD® - ON SALEM STREET

#7

Heather Flynn
 REALTY WORLD® - ON SALEM STREET

#8

Rebecca Currin
 REALTY WORLD® - CAROLINA HOMETOWN PROPERTIES

#9

Paul Fields
 REALTY WORLD® - CHATHAM PROPERTIES

#10

Lynda Bennett
 REALTY WORLD® - HERITAGE REALTY



TOP PRODUCING OWNERS/BICS FOR SEPTEMBER 2011
Based on Reports Submitted to Region Office by 10/5/11

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

#1

Harold Chappell
 REALTY WORLD® - CAPE FEAR

#2

Judy Ferguson
 REALTY WORLD® - FIRST COAST REALTY

#3

Patty Edney
 REALTY WORLD® - CAROLINA SHORES

#4

David Lever
 REALTY WORLD® - LEVER & RUSSELL

#5

Scott Thomas
 REALTY WORLD® - THOMAS REALTY COMPANY

#6

Veronica McBroom
 REALTY WORLD® - PROFESSIONALS

#7

Bryant Brantley
 REALTY WORLD® - YADKIN VALLEY

#8

Lisa Tedder
 REALTY WORLD® - LISA TEDDER & ASSOCIATES

#9

Brenda Grubbs
 REALTY WORLD® - GRAHAM/GRUBBS & ASSOCIATES

#10

Vicki Foster
 REALTY WORLD® - SOUTHEASTERN

REALTY WORLD® - THE CAROLINAS

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 beginning with the first available newsletter
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 editions of The Carolinas Network News. Just send us an email to
carolinas@realtyworld.com*



TOP PRODUCING OFFICES FOR SEPTEMBER 2011
Based on Reports Submitted to Region Office by 10/5/11

THIS RANKING IS BASED ON TOTAL COMMISSION FOR THE MONTH.

- | | |
|---|--|
| #1
REALTY WORLD® - CAPE FEAR | #6
REALTY WORLD® - GRAHAM/GRUBBS & ASSOCIATES |
| #2
REALTY WORLD® - ON SALEM STREET | #7
REALTY WORLD® - LEVER & RUSSELL |
| #3
REALTY WORLD® - FIRST COAST REALTY | #8
REALTY WORLD® - THOMAS REALTY COMPANY |
| #4
REALTY WORLD® - CAROLINA PROPERTIES | #9
REALTY WORLD® - HERITAGE REALTY |
| #5
REALTY WORLD® - CHATHAM PROPERTIES | #10
REALTY WORLD® - TRIANGLE LIVING |

LOOK WHOSE BIRTHDAY IS IN OCTOBER* ~ HAPPY BIRTHDAY!

**REALTY WORLD®
CAPE FEAR**

Amanda Teemsma ~ October 16TH
 Sandy Haynes ~ October 26TH

**REALTY WORLD®
CAROLINA HOMETOWN PROPERTIES**

Megan Mosier ~ October 14TH

**REALTY WORLD®
DESOTO TRAIL**

Susan Parrish ~ October 9TH
 Jim Parrish ~ October 15TH

**REALTY WORLD®
ENNETT & ASSOCIATES**

Sherry Ennett ~ October 18TH

**REALTY WORLD®
FIRST COAST REALTY**

Julius McCabe ~ October 3RD
 Norwood Jackson ~ October 4TH
 Katrina Marshall ~ October 15TH
 Elaine Main ~ October 16TH
 Bob Fowle, Jr. ~ October 28TH

**REALTY WORLD®
GENESIS**

Tony Brown, Sr. ~ October 8TH

**REALTY WORLD®
HERITAGE REALTY**

Carolyn Lauter ~ October 12TH

**REALTY WORLD®
LEVER & RUSSELL**

David Lever ~ October 24TH

**REALTY WORLD®
LISA TEDDER & ASSOCIATES**

Brittany Tedder ~ October 9TH

**REALTY WORLD®
PROFESSIONALS**

Veronica McBroom ~ October 13TH

**REALTY WORLD®
TODAY**

Robert Butts ~ October 8TH

**REALTY WORLD®
YADKIN VALLEY**

Louise Taylor ~ October 11TH

We inadvertently left Adam Taylor - REALTY WORLD® - GENESIS off of last month's birthday list. We're sorry Adam and we hope you had a wonderful day!

*Based on information received by 9/27/2011. We apologize if you joined REALTY WORLD® after that date and are not listed here.

SSi - Services (SignLight Services) is now
 SignLite Online!

Check out the new website at:

<http://www.signliteonline.com/realtyworld/index.php>

The screenshot shows the SignLite Online website interface. At the top, there are navigation tabs for REAL ESTATE, SPECIALTY, ACADEMIC, POLITICAL, SPORTS, CHURCH, and BUSINESS. Below the navigation is a list of sign types and sizes: SUPER SIZE SITE SIGNS (Aluminum Panel 360 / 20mm), LARGE YARD SIGNS (Arrow Shape-Corr 4mm, Solid Road Plastic Panel, Aluminum Panel 360 / 20mm, FastSnap Panel, Corrugated Plastic 4mm, Corrugated Plastic 10mm), MEDIUM YARD SIGNS (Corrugated Plastic 4mm), and SMALL PERSONAL SIGNS (Solid Road Plastic Panel). On the right side, there is a 'SOLD!' sign on a house and a testimonial from Dan DeHaven, President of SignLite Services, Inc., stating 'I guarantee you great products and service!'.

REALTY WORLD® ~ OFFICE SPOTLIGHT

**REALTY WORLD®
CAROLINA HOMETOWN PROPERTIES**



2121 Jefferson Davis Highway
Sanford, NC 27330
919-775-1084

http://sanfordnchomes4u.com/default.asp?content=default&menu_id=8311

Small in appearance, Big on service



REALTY WORLD finding homes all around the world. Moving and need an agent to help you get started at your new location? Call us and we can help you find an agent to get you started. Call today!

REALTY WORLD® - CAROLINA LANDMARK

Welcome

Iredell County is a great place to live, work and play. Whether you are considering the purchase of a home, looking for commercial real estate, or trying to locate the perfect rental property, Realty World® - Carolina Landmark Realty is the company you need.

Our Mission

Realty World® - Carolina Landmark is dedicated to providing professional service to our real estate clients to achieve their goals in all their real estate transactions for life.

Our Core Values

We have a commitment to our clients to provide uncompromising, professional customer service where the firm's agents are accountable and trustworthy in the execution of every transaction.

116 South Center Street
Statesville, NC 28677
704.872.0112

<http://www.realtyworldcarolinalandmark.com/index.html>

7 Tips for Writing E-Mails that Won't Get Deleted

Increase your odds of connecting with these tips.

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

Jill Konrath of *Inc., Magazine* shares with us these seven great tips for writing email messages that are more likely to be read and responded to, rather than deleted.

Practice these seven tips in conjunction with the ideas in our free eBook, "WRITING THAT GETS RESULTS" (<http://www.freehelpforrealestateagents.com/writing-that-gets-results/>), and you'll naturally receive more responses and better connections with people you email.

Jill's tips include:

- ✓ Eliminate "Delete-Inducing" Words, such as "exciting," "state-of-the-art," "solution," "partner," "leading-edge," "unique," and "one-stop."
- ✓ Keep your message simple.
Under 90 words with two-sentence paragraphs.
- ✓ Align with their objectives.
- ✓ Focus on immediate priorities.
- ✓ Be an invaluable resource.
- ✓ Craft enticing subject lines.
- ✓ Launch a campaign.



Be sure to read the original article for a detailed look at what each of these 7 tips entails:

<http://www.inc.com/guides/201108/7-tips-for-writing-e-mails-that-wont-get-deleted.html>

Old Republic Home Protection

has raised the bar in Home Warranty Coverage!

By choosing **Old Republic Home Protection's**
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- ★ Increased Coverage/Risk Reduction
- ★ Increased Peace of Mind

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Create Your Network

Who do you know?

- You don't know who you know until you know who *they* know.
- Who are the 50 people that know you, like you and want to do business with you?
- Each of those 50 people know 50 people ~ you are a handshake away from 2,500 potential clients!
- We know people move (on average) every 7 years, so each year 350+ of those people will need a Realtor.
- Can you get 10% of them? That's 35 EXTRA sales per year!





The Pre-List Packet Intro Letter

Go to *The Insider/Agent Tools/Seller Tools* to copy this letter and modify this letter for your company.

(date)

Dear (name),

Thank you for your consideration of me and my firm for the marketing of your house at *123 Main Street*. I understand that your time is valuable, and for that reason I am sending some information in advance that will be helpful as we prepare to work together in the marketing of your house.

This package contains forms and information that you will need to review and complete prior to our meeting on *(date and time of the listing appointment)* at your house. There are also some items that you will need to gather and have available at that time. If you have access to a computer, please review the enclosed CD Rom which explains the Seller Services offered by my firm, as well as an example of a virtual tour, one of the highest impact marketing tools that we use.

Realty World (company name) is a team of successful professionals with a proven long term track record in the (geographic location) real estate market. **We understand that our goal is to help you reach your goals.** My job is to market your listing and manage the transaction through the settlement. As an independent contractor, my compensation is contingent upon the transaction closing, or all conditions of the listing contract being satisfied. I am not on salary, nor do I make an hourly wage based on the time I invest.

I would encourage you to review our web site at www.yourwebsite.com to see how we could showcase your house, including our virtual tour.

I look forward to seeing you on Monday.

Kind regards,

Name



Arnold Palmer has nothing on Phillip Bollinger
 Broker/Owner
 REALTY WORLD®
 BOLLINGER &
 ASSOCIATES!
 Check out the scoreboard!

**2012 Awards Banquet
 &
 Business Conference**

Hilton Wilmington Riverside

301 N. Water Street
 Wilmington, NC




February 24 & 25, 2012

**FREE
WORKSHOP**

Nov. 9, 2011
9:00 - 1:00

McKimmon
Center for
Extension and
Continuing
Education

1101 Gorman St.,
Raleigh, NC
919-515-2277

Sponsored By Our
Carolinas Broker
Council, Inc.

**REALTY WORLD®
THE CAROLINAS**

The Right Agent Makes All The Difference In The World®

Important!

Agent Workshop

Power Planning

Presented by



Rick DeLuca

CRS, CRB, GRI
Rick DeLuca Seminars

Why Rick DeLuca?

"I've walked in your shoes! I made many mistakes early in my career and it cost me a lot of money. I don't want you to continue to make those same mistakes. I promise you'll love this no-nonsense, down to earth and fast-paced program!!!"

This workshop is **free**, however we need you to sign up so we have the meeting room set-up for the correct number of attendees!

ATTENDEE NAME(S): _____

OFFICE: REALTY WORLD®- _____

Phone: 800-699-7982

Fax: 910-215-8807

E-mail: carolinas@realtyworld.com

Nov. 7 & 8, 2011

Time: 9:00 - 5:00

Workshop Location

**McKimmon
Center for
Extension and
Continuing
Education
1101 Gorman St.,
Raleigh, NC
919-515-2277**

Hotel Locations

**Holiday Inn
Brownstone Hotel
& Conference Center
1707 Hillsborough St
Raleigh, NC
800-331-7919**

**Holiday Inn Express
3741 Thistledown Dr
Raleigh, NC
800-465-4329**

**At Both Locations Ask
for the McKimmon
Rate ~ your room will
cost \$89(+tax) per
night**

FREE
Broker/Owner Workshop
“Managing Agents of Today”

Sponsored by
REALTY WORLD®- THE CAROLINAS

The November 7th will be an open-discussion format facilitated by our Broker Council President, Michelle Morris, REALTY WORLD® - INTEGRITY FIRST



Rick DeLuca
CRS, CRB,
GRI

November 8th the speaker will be
Rick DeLuca from
Rick DeLuca Seminars

Highlights

- Keeping agents from jumping ship
- Cutting away from the past in recruitment profiles
- A unique interview model

ALL OWNERS/MANAGERS MUST REGISTER

Company Name: REALTY WORLD®

Broker Name:

Broker Name:

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

~ Or ~

Email Form to: jeanne.dedeyn@realtyworld.com

***A brief Broker Council meeting will be held
after the Workshop on November 7TH.***