



REALTY EXECUTIVES Southern Region



Eagles' Edition
July 2010

EXPERIENCE EXCELLENCE®

Economic Update
Ken Durkee

Is this a Great Business or What?

It is great being an entrepreneur in today's market conditions.



Everyday is a wonderful day for all of us in real estate. While others are unemployed or underemployed, we do what we enjoy doing and are compensated for what we love to do. Why do some people in real estate make more income than others? Maybe it is because they have a plan to grow their business everyday by meeting new people and asking if they can help them. As independent contractors, we are always employed if we choose to be employed. Did you know in the

first six months of this year, five people have made over a quarter of a million dollars in gross commissions? This is fantastic! Wouldn't it be great if all of us could make a quarter of a million dollars or more? Let's start growing our business by asking someone if we can help them with their real estate needs.

Now let's talk about real estate: There is some very good news on the horizon. Here are a few very positive pieces of information we can share with our buying and selling public that may help them to make a good decision to either buy or sell real estate.

- Even though unemployment is too high, it is forecasted to be in low double digit range for the next year, showing stability
- Since the end of last year Realtor membership in the following states is decreasing: FL -3.55%, GA -12.34%, NC -6.08%, TN -5.25% and SC -8.85%. This equates to less people working on the available market leaving more for Executives
- Florida and South Carolina are showing slight uptick in membership since January
- Real estate sales units are inching upward
- Slight price increases are occurring in most markets
- New construction is flat bringing the market to resale's
- The ten year bond has and will continue to hover in the 3% range
- Interest rates will remain low for the foreseeable future
- Corporate profits continue to improve and many corporations had double digit profits
- Corporations are sidelining cash
- Credit is still tight
- GDP growth will be between 2.5 to 3% for 2010
- Corporate inventory is replenishing, future inventories replacement will be gradual
- Teenage unemployment will remain high
- Stock market will move up and down in the near term; however, long term the market will continue upwards to be above 11,000 sometime during 2010
- Banks profits continue to improve
- Mortgage companies are having difficulty closing loans due to the requirements placed on them by the federal government, be patient
- Appraisals vary depending on whether the appraiser uses "Short Sales" and "Foreclosures" or only owner occupied homes not in distress
- Even with the oil spill the cost of a barrel of oil is still in the normal range and supply is still greater than demand
- Unit number of foreclosures will continue to increase; however the peak is near
- CSX and Landstar are moving more freight, showing inventories are being replenished

Let your buyer or seller know the truth. There is a market in real estate and now is the best time to buy or sell! We appreciate you and we are very excited about the future, the survivors reap the rewards!

Congratulations to all you for doing such a wonderful job helping the consumer find shelter in 2010. These award winners are ranked based on Gross Commissions Closed through June 2010!!!

Diamond Award

1	Judi Starliper	Knoxville	4	Joe Ciarla	Port Charlotte
2	Sandra D'Aquin	Knoxville	5	Ben Smith	Johnson City
3	Alona Dishy	St. Petersburg			

100% Club Award

1	Sally Love	The Villages	12	Jackie Mills	Knoxville
2	Cindy Wise	The Villages	13	Cheryl Walker	Chesapeake
3	Jerry Sigler	Pinellas Park	14	Heather & Bill Pourchot	Seminole
4	Quint Bourgeois	Knoxville	15	Ron Petzel	Port Charlotte
5	Kimberly M Decanini	St. Petersburg	16	Betty Cooper	Knoxville
6	Angela Loyd	Knoxville	17	Debbie Cunningham Team	St. Petersburg
7	Kerry Queener	Knoxville	18	Robert Sabrkhani	Lake Mary
8	Jackie Price	Knoxville	19	Ellen Purvis	Bogart
9	Nancy Alley	Knoxville	20	Debra Whaley	Knoxville
10	Mary Ann Stephenson	Knightdale	21	Vicki Everbach	Knoxville
11	Lillian Sung	Kempsville			

Gold *EXECUTIVE* Award

1	Carrie Dougherty	Knoxville	14	Tim Hathaway	Knoxville
2	Ron Brunelle	Port Charlotte	15	Doyle Webb	Knoxville
3	Tom Hughes	Knoxville	16	Don Canter	Knoxville
4	Denise Fritts	Kingston	17	Paula Massey	South Savannah
5	John Melton	Knoxville	18	Doug Gregory	Chesapeake
6	Tim & Sue Malloy Team	St. Petersburg	19	Karen Taporowski	The Florida Keys
7	Carlene Wales	Lynnhaven	20	Tyler Fogarty	Knoxville
8	Steve Amburgey	Central Florida	21	Julie Hedges	Johnson City
9	Stephen Johnston	Greensboro	22	Bev Shive	The Villages
10	Craig Pomfret	Port Charlotte	23	Adam Sharp	Knoxville
11	Renee Hentschel	Hickory	24	Jeff Larue	Knoxville
12	Randy Susong	Knoxville	25	Jay Fradd	Pigeon Forge
13	Joseph Chambers	Knoxville			

Silver *EXECUTIVE* Award

1	Mike Cameron	Knoxville	26	Kathy Caylor	Knoxville
2	Jim Smith	The Florida Keys	27	Tammie Hill	Knoxville
3	Furman Burt	Winston-Salem	28	Jeff Funk	Central Florida
4	Dave Laspesa	The Villages	29	Donna Bailey	Knoxville
5	David Talley	Knoxville	30	Susan Caruana	Lynnhaven
6	Annie Sellers	Knoxville	31	Cheryl Hollway	Lynnhaven
7	Lynn O. Butcher	Bristol	32	Tom Pettitt	Knoxville
8	Jan Cole	Knoxville	33	Tony Hall	Florence
9	Don Taylor	St. Petersburg	34	Diane Frith	Knoxville
10	Jerry Collins	Knoxville	35	Teresa Hensley	Hickory
11	Ed Jarvis	Central Florida	36	Maurice Sikes	Melbourne
12	Pamela Zibell	St. Petersburg	37	Jasper W. Gorham	Durham
13	Ross Concklin	St. Petersburg	38	Carlton Purvis	Bogart
14	Paula Spartz Sanders	Lynnhaven	39	Roland Hauber	Marco Island
15	Jennifer Hollowell	Winston-Salem	40	Judy Collins	Knoxville
16	Chris Spencer	Hickory	41	John Edwards	St. Petersburg
17	Daniel Green	Knoxville	42	Debaran Hughes	Knoxville
18	Wayne Sherlin	Cleveland	43	Beth Pankratz	Knoxville
19	David DiGioia	Cornelius	44	Glenn Ryder	Kempsville
20	Andy Cole	Knoxville	45	Autumn Hackney	Pigeon Forge
21	Paul Klink	St. Petersburg	46	David Hackney	Pigeon Forge
22	Gina King	Hickory	47	Dawn Kilby	Hickory
23	Ashley Finney-White	Knoxville	48	Pamela Raymond	Seminole
24	K C Jones	St. Petersburg	49	Terry Goodson	Knoxville
25	Alan Price	Kempsville			

Welcome to our newest *EXECUTIVES*

Please note the addition of email addresses for your convenience

FLORIDA

REALTY EXECUTIVES Mainstream, Port Charlotte

Lisa Hamlin – lisapowerhouse@gmail.com

REALTY EXECUTIVES Tri-County, The Villages

Darlene Meredith – darlenemeredith@realtyexecutives.com

REALTY EXECUTIVES Miami-Dade

Sabrina Hart – KW.Sabrinahart@yao.com

Joanne Rudd – Jruddmail@yahoo.com

Gilda Marti – Gildademiami@aol.com

Carlos Antoni – Cantoni@miais.com

Joanne Tomarchio – Vannadarco@aol.com

TENNESSEE

REALTY EXECUTIVES Bristol

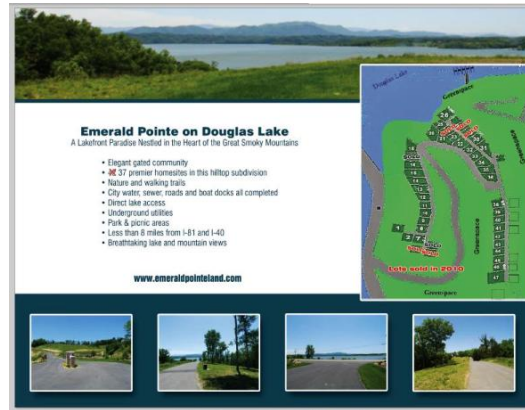
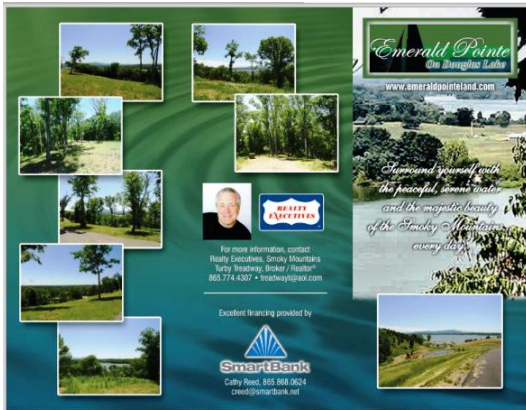
Doug Murray – dougmurray@realtyexecutives.com

Lori Delp – lorldelp@realtyexecutives.com

* * * Property Showing * * *

REALTY EXECUTIVES Smokey Mountains

Turby Treadway is a fellow that you would enjoy meeting. He is a fascinating individual that will surprise you with his knowledge. Turby developed a piece of property in Eastern Tennessee that has all of the infrastructure and ready to build the home of your dreams. The prices are unbelievable! Here are a couple of photos. If you need additional information you can contact Turby at 865 774-4307 or treadway@aol.com. His office is in Pigeon Forge, TN



Looking Ahead

What is Ahead for the Rest of 2010? This is an interesting time to forecast what may be occurring in the near future. With consumer confidence dropping to its lowest level since February, it tells me that the consumer is again becoming more cautious in the spending of their money. In less than 100 days everyone will see if America votes in "Capitalistic Believers". People are waiting to see if Congress will become more pro-business. If that occurs, confidence will improve and spending will begin to increase, both at the consumer level and at the corporate level. Money will begin flowing again. As more people are employed they will want to buy "stuff". When these newly employed people buy stuff, more people are hired and more stuff is bought. What is wonderful is that stuff being bought will also include houses. The market will remain roughly the same until after the elections are over. Until then our focus is to capture more of the existing market.

The Good News Gazette

Exciting News!!!

It's Coming ... Look Out Competition!

The upgrading of the Realty Executives International website is well underway. The new SearchHomes.com website is being beta tested and the results so far have been great! Below are a few slides on the upgrade. Please note the new look on the Executive webpage. All social media will be available through your Realty Executives personal webpage. This page gives a strong presence and look of sophistication.

You Pages



- Enhanced public profiles.
- Integrated with social networking / social bookmarks.
- A new traffic source for your blog.



The New RealtyExecutives.com



- Larger and more relevant Google footprint.
- Organic Search Engine Optimization.
- Constantly updating content.
- International property search.
- Integrated with social networking / social bookmarking.
- Multi-language translations.

The New SearchHomes.com



- All the same technology advantages of RealtyExecutives.com.
- A true consumer-focused site.
- School and community information.
- User tagging and categorization.
- Hundreds of articles.
- An outlet for Executive promotion.
- A new, organic source of lead generation.





Remember, IT'S ALL ABOUT YOU!

Jim and Tuesday Browning

Congratulations to Jim Browning, **Realty Executives Mainstream**, Port Charlotte, Florida for his appointment to speak at the Inman Real Estate Connect Conference in San Francisco as part of a panel of experts. On July 13th from 11:15am to 12:15pm under the main topic *"Generate Leads or Die: 3 brokers who are wildly profitable—and eating your lunch. What does it take to increase market share? Learn from forward-thinking brokers who are using the*



Internet to get ahead."

The Moderator was Bob Bill, VP, General Manager of Broker Services, Market Leader, Inc. and the Panelists were:

- Ben Kinney, Keller Williams
- Jeff Lobb, EXIT Realty
- Jim Browning, Realty Executives Mainstream

Jim has been using the services of RealtyGenerator lead generating program and is eating the lunch of his competitors. He loves every moment of it. Great Job Jim!



On another positive note Jim and Tuesday just announced the opening of their third office in Florida. The new office address is Realty Executives Mainstream 3718 Tamiami Trail, #B Charlotte Harbor, FL 33952. Jim attributes his success and growth to focusing on the people who need real estate help and then finding them the best product for the price.

The reputation of their company is impeccable. Jim's Executives treat their customers as if they are the only people on earth. The customer bonds with the Executive resulting in a wonderful relationship building strong loyalty between the customer and the Executive.

Annual Regional Conference October 7th – 9th

As you read the first few pages of this month's newsletter, you noticed



that some of the changes that are coming which will benefit all us in improving our listings and sales. A major part of the Realty Executives Southern Region Annual Conference will be focused on how to get everyone involved in this new real estate dynamic. During a major portion of this meeting, you will see first hand

how you can roll out the program and how it will benefit you directly. I encourage every Executive in the Southern Region to set aside these few days, to see something that will change how real estate will be done in the future. Because some information about the new program is very industry sensitive, the details will be released at this conference. We are excited to announce that the Regional part of the program will be rolled out prior to the International rollout at the NAR Convention this November. When it is time to roll out the program in the Region, we will begin notifying you of specific training.

Remember, August 30th the webinar training will begin.

Now that you have reviewed the above, take a minute and set aside the dates on your calendar for the Annual Regional gathering to be held in Savannah, Georgia. Executives and Broker/Owners are invited this year. The program will be Outstanding! We will be holding the meeting at the Savannah Hyatt Hotel on the Savannah River. Please set aside October 7th & 8th with the 9th specifically for business management for Broker/Owners. Please plan to attend. We would like to see everyone there. The market is turning and what a great opportunity to embrace a new and powerful tool which will increase our performance. Come and have a ball with other real estate professionals. Mark your calendar today and plan to attend. Please call the Region at 888 540-5300 for details and registering.

Remember:

It's all
about
You.



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YOU!

Note: We would love to place stories and events of your company into the newsletter. We can include pictures too. Just email Kimberly at kimberlychaires@realtyexecutives.com your story or event and attach a photo (if you have one) and we will include it the next *Eagles' Edition* newsletter.

It is exciting to forecasting the potential award an Executive could obtain if they were able to sustain their production. This is a difficult market and we salute everyone who is on track to achieve an award. Below lists the possible potential an Executive could achieve if they continue to pursue excellence. Thank you for all you do in the pursuit of achieving your goals.

Double Diamond Award

1	Judi Starliper	Knoxville	4	Joe Ciarla	Port Charlotte
2	Sandra D'Aquin	Knoxville	5	Ben Smith	Johnson City
3	Alona Dishy	St. Petersburg			

Diamond Award

1	Sally Love	The Villages	5	Kimberly M Decanini	St. Petersburg
2	Cindy Wise	The Villages	6	Angela Loyd	Knoxville
3	Jerry Sigler	Pinellas Park	7	Kerry Queener	Knoxville
4	Quint Bourgeois	Knoxville			

100% Club Award

1	Jackie Price	Knoxville	22	Steve Amburgey	Central Florida
2	Nancy Alley	Knoxville	23	Stephen Johnston	Greensboro
3	Mary Ann Stephenson	Knightdale	24	Craig Pomfret	Port Charlotte
4	Lillian Sung	Kempsville	25	Renee Hentschel	Hickory
5	Jackie Mills	Knoxville	26	Randy Susong	Knoxville
6	Cheryl Walker	Chesapeake	27	Joseph Chambers	Knoxville
7	Heather & Bill Pourchot	Seminole	28	Tim Hathaway	Knoxville
8	Ron Petzel	Port Charlotte	29	Doyle Webb	Knoxville
9	Betty Cooper	Knoxville	30	Don Canter	Knoxville
10	Debbie Cunningham Team	St. Petersburg	31	Paula Massey	South Savannah
11	Robert Sabrkhani	Lake Mary	32	Doug Gregory	Chesapeake
12	Ellen Purvis	Bogart	33	Karen Taporowski	The Florida Keys
13	Debra Whaley	Knoxville	34	Tyler Fogarty	Knoxville
14	Vicki Everbach	Knoxville	35	Julie Hedges	Johnson City
15	Carrie Dougherty	Knoxville	36	Bev Shive	The Villages
16	Ron Brunelle	Port Charlotte	37	Adam Sharp	Knoxville
17	Tom Hughes	Knoxville	38	Jeff Larue	Knoxville
18	Denise Fritts	Kingston	39	Jay Fradd	Pigeon Forge
19	John Melton	Knoxville	40	Mike Cameron	Knoxville
20	Tim & Sue Malloy Team	St. Petersburg	41	Jim Smith	The Florida Keys
21	Carlene Wales	Lynnhaven	42	Furman Burt	Winston-Salem

43	Dave Laspesa	The Villages	66	Tammie Hill	Knoxville
44	David Talley	Knoxville	67	Jeff Funk	Central Florida
45	Annie Sellers	Knoxville	68	Donna Bailey	Knoxville
46	Lynn O. Butcher	Bristol	69	Susan Caruana	Lynnhaven
47	Jan Cole	Knoxville	70	Cheryl Hollway	Lynnhaven
48	Don Taylor	St. Petersburg	71	Tom Pettitt	Knoxville
49	Jerry Collins	Knoxville	72	Tony Hall	Florence
50	Ed Jarvis	Central Florida	73	Diane Frith	Knoxville
51	Pamela Zibell	St. Petersburg	74	Teresa Hensley	Hickory
52	Ross Concklin	St. Petersburg	75	Maurice Sikes	Melbourne
53	Paula Spartz Sanders	Lynnhaven	76	Jasper W. Gorham	Durham
54	Jennifer Hollowell	Winston-Salem	77	Carlton Purvis	Bogart
55	Chris Spencer	Hickory	78	Roland Hauber	Marco Island
56	Daniel Green	Knoxville	79	Judy Collins	Knoxville
57	Wayne Sherlin	Cleveland	80	John Edwards	St. Petersburg
58	David DiGioia	Cornelius	81	Debaran Hughes	Knoxville
59	Andy Cole	Knoxville	82	Beth Pankratz	Knoxville
60	Paul Klink	St. Petersburg	83	Glenn Ryder	Kempsville
61	Gina King	Hickory	84	Autumn Hackney	Pigeon Forge
62	Ashley Finney-White	Knoxville	85	David Hackney	Pigeon Forge
63	K C Jones	St. Petersburg	86	Dawn Kilby	Hickory
64	Alan Price	Kempsville	87	Pamela Raymond	Seminole
65	Kathy Caylor	Knoxville	88	Terry Goodson	Knoxville

Gold Executive Club Award

1	Cynthia Stansberry	Knoxville	18	Chris Faircloth	Kempsville
2	Daniel Parker	Knoxville	19	Wanda Hendryx	Seymour
3	Rusty Ensor	Knoxville	20	Kenny Gays	Pigeon Forge
4	Terri Kerr	Knoxville	21	Cheryl Pass	South Savannah
5	Mike Rogers	Kempsville	22	Kelly Green	Orlando North
6	Kim Rogers	Kempsville	23	Paul Meise	Kempsville
7	Noel Ortiz	Kissimmee	24	Jim Umstead	Central Florida
8	Laura Harrison	Seminole	25	Roberta Mira	The Florida Keys
9	Linda Mabry	The Villages	26	Frank Weiskopf	Knoxville
10	Don Edwards	Cary	27	Page Pratt-Miller	Knoxville
11	Emma Bea Stallings	Knoxville	28	Darrell Moore	Chesapeake
12	Sandra Loveday	Knoxville	29	Karen Gore	Orlando North
13	Debbie Okruhlica	The Villages	30	David Snelson	Knoxville
14	Mary Crawford	Melbourne	31	Jeff Bales	Knoxville
15	Susan Clouse	Johnson City	32	Robert Berube	The Villages
16	Stacey Brandau	Knoxville	33	Milford Leedy	The Villages
17	Louise Harrison	Knoxville	34	Caroleanne Vorac	Seminole

35	Carol Adkins	Lynnhaven	50	Linda Trotta	Kempsville
36	Wendy W Hoffman	St. Petersburg	51	Julie Reynolds	Knoxville
37	Tammy Taylor	Seminole	52	Jane Paquin	The Villages
38	Lynn Waters	Knoxville	53	Sherri McAnaug	Lake Mary
39	Debbie Miller	Bristol	54	G. Scott Whidden	Kissimmee
40	Bettina Guild	St. Petersburg	55	Nik Shewmaker	Knoxville
41	Yolanda Pfeifer	Kempsville	56	Mary Butler	Seminole
42	Judy Massey	Knoxville	57	Vonda Kudron	Marietta
43	Lisa Vinyard	Knoxville	58	Jay Crockett	Johnson City
44	Chris Homan	St. Petersburg	59	William McLain	Knoxville
45	John Gorry	The Villages	60	Lois Leonard	Hickory
46	Michael Murphy	Seminole	61	Win Big Team	Seminole
47	Phyllis Edington	Knoxville	62	John McLaughlin	Knoxville
48	Kelly Bullard	Knoxville	63	Jane Forbes	St. Petersburg
49	Susan Calabrese	Knoxville	64	Laura Ashley	Bristol

Silver Executive Award

1	Pam Rogers	Kempsville	26	Jil Piercy	Johnson City
2	Joe Hicks	Bristol	27	Shashi Dhingra	Knoxville
3	Frankie Hawn	Kingston	28	Carrie Koppin	Greeneville
4	Cathy Guihuly	Orlando North	29	Laura Wilson	Marietta
5	Jeffrey Read	Clermont	30	Marty McGuinness	Knoxville
6	Steven Davis	Knoxville	31	Tammy Gerdts	Kingsport
7	Chris Breeden	Knoxville	32	Stephanie Scarbrough	Knoxville
8	Michael Veri	Ocala	33	Tina Mounger	Knoxville
9	Mary King	Knoxville	34	Phyllis Harrison	Bristol
10	Don Anderson	Knoxville	35	Sheila Robertson	Knightdale
11	Pam Miller	The Villages	36	Elwanda Shelton	Johnson City
12	Angie Gibson	Knoxville	37	Jack Abee	Greeneville
13	Bill Cox	Hickory	38	Robin Myrick	Knoxville
14	Phil Ahmed	Port Charlotte	39	Kara Edenfield	Knoxville
15	Judy Taub	Erwin	40	Valerie Lee	Florence
16	Donna Tallent	Knoxville	41	Stacy Stahl	The Florida Keys
17	Bill Long	Knoxville	42	Sherry Zirakdjou	Orlando North
18	Maurice Franklin	St. Petersburg	43	Jean Becker	Pigeon Forge
19	Linda Richie Royal	Lynnhaven	44	Jim Browning	Port Charlotte
20	Jeffrey Queen	Seminole	45	Brian Howard	Knoxville
21	Jamie DiSalvatore	Orlando North	46	Sandra Call	Clermont
22	Debra Davis	Knoxville	47	Betsy Christensen	Knoxville
23	Vickie Ricker	Greeneville	48	Jim Griffin	Greeneville
24	Paula Miller	Knoxville	49	Carol Goodwin	Johnson City
25	Adelina Rotar	Knoxville	50	Kim Litton	Knoxville

51	Shirley Ross	Knoxville	74	Sue Flax	Kempsville
52	Julia Brazier	St. Petersburg	75	Rita Gayewski	Bristol
53	Doyle Hensley	Knoxville	76	Jim Pearsall	Kempsville
54	Brenda Chapman	Knoxville	77	Cynthia Cormany	Knoxville
55	Steve Tyler	Florence	78	Deborah Kantor	Lake Mary
56	Dottie Reynolds	Seminole	79	Michelle Huber	Kempsville
57	Kim Oliver	Hickory	80	Debra Beasley	Pigeon Forge
58	Gary Boles	Knoxville	81	Mabel Burford	Hinesville
59	Carol Julianelli	The Villages	82	Andrea Roberts	Knoxville
60	Nicholas Nicaud	Knoxville	83	Willie Brown	Kempsville
61	Paul Varner	Knoxville	84	Eric Lukkarinen	Hinesville
62	Holly Janey	Knoxville	85	Scott Metcalf	Johnson City
63	Joan Taylor	Florence	86	Dabney Hansard	Knoxville
64	Hu-ed Sharp	Knoxville	87	Ron Parkinson	Knoxville
65	Verda Hill	Knoxville	88	Angie Page	Crossville
66	Laura Diss	Lake Mary	89	Kathy Villafane	Hinesville
67	G. Forrest Murphy	Seminole	90	Adam Kinnaman	Knoxville
68	Pat McGill	Knoxville	91	Bunky Doxsee	The Villages
69	Barbara Lowry	Knoxville	92	Marilyn Gerke	The Villages
70	Beth Ann Ackerman	Seminole	93	Greg Wilson	Knoxville
71	Dottie Coker	Bristol	94	Gary King	Knoxville
72	Regina Stanford	Chesapeake	95	Lois Bonacci	Lake Mary
73	Kathryn Knowles	Orlando North	96	Kathy Huckleberry	Knoxville

A Special "Thank You" to all of you who are weathering this real estate market. You are witnessing changes in our business that draws the cream of the cream to the top. You are the Best!!! Thank you!

