

# Keller Williams Family

Volume 1,  
Issue 6

## Special Tips From TC Department

### TC/Compliance Tip

Help Us Help You!!!

**SIGN UP  
FOR  
RELAY!!!!!!!!!!**

**If you need  
any help,  
please contact  
Wendy or  
Yvonne!**

## Welcome Our New KW Family Members!!!

Bryce Gharring  
Mark Youngson  
Lori Spurgeon  
Diane Boynton  
Bill Boynton  
John Saul  
Andrea Dixon  
Monica Atherton  
Inga Reynolds  
Leah Lindquist  
Freddie Clemons  
Al Helter

## Commitment



It's a word that we all use quite a bit, but what does it really mean? Looking up the word on dictionary.com I found a number of definitions for the word "commit:"

*To place in a mental institution or hospital by or as if by legal authority . . .*

Oops – not the definition I had in mind! This is more like it:

*To bind or obligate, as by pledge or assurance; pledge: to commit oneself . . .*

It's the beginning of a new year – a new decade. How committed are you? Are you committed to real estate? To your goals? To learning all you can? To becoming a better person, spouse, friend . . . agent?

All too often we hear someone say, "I'll give real estate a try and if it doesn't work out, then I'll go back to (fill in the blank)." How committed is this agent? Straddling two shores with water underneath us means that we're not firmly planted in either place. In other words, we are not committed.

Take a hard look at your commitments. The results you get are directly tied to the level of commitment you've given. Have a wildly and 'committed' successful new year!

- Arlis  
951-252-9081



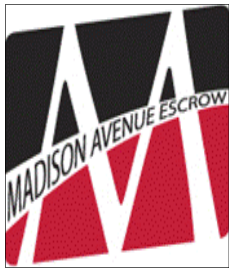
Family Reunion  
New Orleans

Feb. 20-24, 2010

### Attending to Date:

Ron Featherly  
Mike Horan  
Barbara Horan  
Marcel Hensley  
Sherry Kotvis  
Sara Johnson  
Sandra Turner  
Tom Olsewski  
Susan Johnson  
Mimi Ghofranian  
Cindy Bakay  
Susan Hanley  
Bruce Lindquist





## ESCROW CORNER

We have great news for the New Year!!!

I am excited to announce that Madison Avenue Escrow will be moving across the hall on 1/15/2010 to Suite 210.

I will also have a full time assistant on 1/15/2010. Nichole Redlin will be moving here to Temecula Office on a permanent basis. She has worked with me for over 5 years and I am excited to have her here to make sure you always have the best service and support team.

Thank you so much to everyone for all your support this year we are growing with you and looking forward to a prosperous 2010.....

January County Holiday reminder: 1/18/2010 Martin Luther King Jr. Day....

Sharon Pflugradt, Escrow Officer  
800-3170-6135

### Chunky Guacamole

*(Game Time Grub)*

- 4 ripe avocados
- 3 limes, juiced
- 1/2 red onion, chopped
- 1 garlic clove, minced
- 2 serrano chiles, sliced thinly
- 1 big handful fresh cilantro, finely chopped
- Extra-virgin olive oil

**Kosher salt and freshly ground black pepper**

#### Directions

Halve and pit the avocados. Scoop out the flesh with a tablespoon into a mixing bowl. Mash the avocados with a fork, leaving them somewhat chunky. Add the remaining ingredients, and fold everything together to gently mix. Lay a piece of plastic wrap right on the surface of the guacamole so it doesn't brown and refrigerate 1 hour before serving.

(Courtesy of: foodtv.com)

### 2010 "Thrive-al" Gala

**Saturday—January 30**

**Time: 6pm-9pm**

**Place: Morgan Hills  
Community Club  
44994 Frogs Leap St  
Temecula, Ca 92592**

**Adults Only**

**\$10.00 per person  
Contact Karablack@kw.com**

**Drew**

**First**

**Blood!!**

(First Keller William commission check)

**Jan Nelson**

**Darcie Lott**



### 100% Club Capper Of The Month!!

**Susan Johnson**

**Lori Cutka**

**Mike Horan**





### *.....The angle from the angel*

JANUARY 14th is your last chance to give me any changes made to your vital information; ie name change, address change, phone # change, email change etc. We MUST have your legal name, the way it is printed on your social security card, for proper recording of your 1099. If you think we may not have that in our system then please email me ASAP on what that should be. The name listed on your real estate license should also be your legal name. If it's not then you need to get with the DRE to fix that.

ALSO agents who joined us during the year of 2009 please make sure you have given me your GCI from your previous company so that it can be added to your GCI here at KW for awards purposes only.

ONE MORE THING to remember, make sure when doing a green sheet that all numbers are correct; ie sales price, commission %, commission amount, and all deductions taken. What you enter on the green sheet is what is used to compile your End of the Year numbers. If you have a change of any kind that occurs after the green sheet was submitted PLEASE email me ASAP with the change so that I can fix it.

Leslie  
951-292-9050



### **..... Coach's Corner**

Are you tired of the lack of inventory in our area? If you've been asking this question, you're not alone. As the coach and trainer for the office, this is a common complaint I hear. So let me ask you a question...What are willing to do about it? Everyone has heard Arlis and I say that if you lack inventory, go out and create your own! What do we mean by that? It's simple.

Remember... He who lists not only controls the sellers, but controls the buyers! With so many people in distress today, there has never been an easier time to pick-up listings. Of course, you must qualify the situation of each of these potential sellers but if you're listing homes, remember that you will always have inventory for your buyers.

Miguel  
951-252-9150



### ***Keller Williams Family member.....***

#### ***Melissa Johnson***

Meet Melissa Johnson, PFC daughter of Sarah and Doug Johnson. She recently graduated from Technical School in Texas and will be stationed at March Air Reserve Base in California.



*Are you building your profit share tree?*



## *Agent Spotlight: Meet Sherry Kotvis*

Sherry began her career in real estate three years ago. She has been with our Keller Williams family for the past year. Before she entered real estate, Sherry worked for a Fortune 500 company as an E-Learning Strategist and she also worked for a distance learning company as a "Usability Tester."

When asked what was the one decision factor that brought her to KW she stated while she was studying to become a Realtor, she read the Millionaire Real Estate Agent. Coming from a corporate background where process improvement was always at the forefront, she loved the models and systems and knew Keller Williams had it all!!

Sherry loves the fact that Keller Williams people are always willing to help each other in the office. She states "I just can't get over that. It is truly an environment of giving, sharing and learning from others". Sherry has some pretty ambitious sales goals set for 2010, one being attending Family Reunion. She hopes to add an assistant to her team and she's very focused on growing her Profit Tree this year. Sherry is pretty industrious, always looking for opportunities in business and always working on solutions to problems.

While not working, Sherry and her husband Ron love traveling. She also loves cooking, gourmet foods, decorating and reading. She stated she was inspired recently by reading Jack Canfield's "Success Principles."

Sherry's favorite quote is "Success seems to be largely a matter of hanging on after others have let go."

----William Feather

### **Top Producers December , 2009**

#### **Congratulations!!**

#### **Listings**

##### **Top Listing Group**

The Tall Guy Team

##### **Top Listing Team**

Michelle Elias

##### **Top Listing Individual**

Erenie Fortney

#### **Closed Sales**

##### **Top Closed Group**

The Tall Guy Tea,

##### **Top Closed Team**

Michelle Elias

##### **Top Closed Individual**

Erenie Fortney

### *Associate Anniversaries !! January*

*Paula Black  
Karin McCoy  
Darren Smith  
Barbara Horan  
Jeff Dixon  
Ken Duckwood  
Diana Bendiksen  
Ernie Petrosino  
Mike Lanier  
David Boysen  
Marelle Dorsey  
Dale Black  
Mike Horan  
Sherry Kotvis*

### *January 2010 Birthdays !!*

**Dawn Holm 1-1**  
**Jame DePauw 1-1**  
**Dale Black 1-1**  
**Margarita Harwood 1-4**  
**Pat Browne 1-5**  
**Ron Craft 1-5**  
**Howard Rose 1-5**  
**Amanda Bethke 1-5**  
**Bert Smith 1-6**  
**Mary Ann Kay 1-7**  
**Virgil Chancy 1-8**  
**Daunia Scarsella 1-10**  
**Lynn Joseph 1-10**  
**Dave Pavlik 1-14**  
**Barak Berlin 1-20**  
**Chuck Sickles 1-21**  
**Brigitte Johnson 1-24**  
**Kelly Smith 1-25**  
**Rafael Sanz 1-25**  
**Scott Barr 1-26**  
**Ulf Grefelt 1-28**  
**Ernie Petrosino 1-28**  
**Mike Horan 1-30**  
**Sandra Turner 1-31**



### **Susan Hanley, Broker Support Director**

Before this market took place, the common practice was to allow sellers to stay in the home: COE plus up to three days. Most sellers were waiting for their proceeds for a concurrent close or they just needed the money to move. Today's market is completely different. Sellers are very lucky to have equity at all. Selling a home can be very emotional. Most sellers have raised their family, entertained their friends and have gotten attached to their home. That's right it's a home to them, not a house.

Therefore, when a seller who is in trouble puts their home on the market, they are saying goodbye to an old friend. This can bring heartache and it may be difficult for them to walk away. With this in mind, it is our duty as their Realtor to look out for our client's best interest.

Susan  
951-252-9093