

Southeastern

February 2013 Issue 32

CONNECT WITH US!



1 WE ARE
KW

We are ONE Family. We have ONE destiny.
We share ONE Thing ...

We are now the NUMBER ONE
real estate company in the United States!*

*Based upon publicly available agent count figures for the United States, as of February 6, 2013.

INSIDE THIS ISSUE

Meet the Region Staff/ Contest p2
Top Agents/Teams/ Groups p6
Project Triple Crown p9
Sadoti Says p11

Family Reunion Special p3
Region Rankings p7
Market Center News p10
The Bobism' p12-13

Region Awards p4-5
The ONE Thing p8
Important Dates p10
Sponsors p14-15

Southeast Region Leadership Team



Bob Kilinski
Operating Partner



Cheryl Sadoti
Regional Director



Beth Torrence
Region Resource Director



Lisa Romine
Operations Manager



Sam Foster
Regional MCA



Mary Thompson Overman
Regional Finance Director



Emily Hauert
Regional Assistant

Kay Evans Scholarship

Kay Evans Scholarship is funded by donations and 100% goes back to recipients. Scholarships are awarded based on financial hardship. Applications may be submitted by Team Leaders or Operating Partners to the Region. Kay Evans Scholarship Fund is a 501(c) 3.

Ask your Team Leader for more information!!



Newsletter Contest Results



The winner of last month's newsletter contest was
BLAKE GLOVER
{of Atlanta-Metro East Market Center}.
He won a \$25 STARBUCKS card!!
Let's see who wins this month.

THANK YOU for
reading our Newsletter!
Be the first to find
the answer to our
monthly newsletter
question and you could
WIN a \$25 gift Card!

30th in 13 FAMILY REUNION

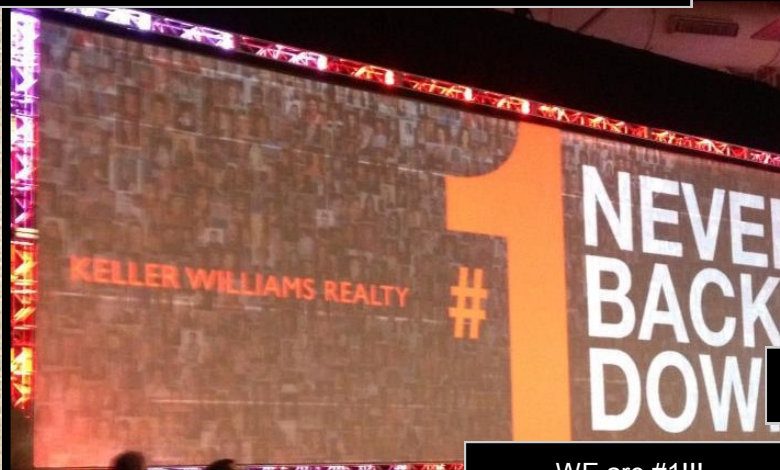
KELLER WILLIAMS REALTY



Mo Anderson celebrating Keller Williams 30 years!



Red Bash Celebration.



Dallas Cowboy Cheerleaders celebrating KW Family Reunion

WE are #1!!!



Southeast Region kicking off Family Reunion 2013



Dave Ramsey-Key Note Speaker



Inspirational Brunch



Official Announcement that KW is the #1 Real Estate Agency in Agent Count!

2012 Southeast Region Awards

Top Performing MCAs

1. Levi Brooks
2. Tina Smith
3. Bert Horton
4. Annie Kitchens
5. Kathy Love

Top 10 MCs—Growth

1. Atlanta-Sugarloaf
2. Atlanta-Perimeter North
3. Atlanta Hall County
4. Atlanta-Cherokee
4. Nashville-Green Hills
6. Clarksville
6. Johnson City
8. Atlanta-Hall County
8. Atlanta-Metro East
10. Atlanta-Peachtree Road

Top 10 MCs—Productivity

1. Nashville-Franklin
2. Atlanta-Roswell
2. Atlanta-Peachtree City
4. Atlanta-Barrow Jackson
6. Anniston
7. Atlanta-East Cobb
7. Chattanooga-Downtown
7. Cleveland
7. Nashville-Hendersonville

Top 10 MCs—Closed Volume

1. Atlanta-Sandy Springs
2. Atlanta-Peachtree Road
3. Savannah
4. Clarksville
5. Nashville-Green Hills
6. Atlanta-West Cobb
7. Atlanta-Sugarloaf
8. Atlanta-Smyrna Vinings
9. Knoxville-West
10. Atlanta-Roswell

Top 10 MCs—Total Profit

1. Atlanta-Sandy Springs
2. Atlanta-Peachtree Road
3. Atlanta-West Cobb
4. Atlanta-Roswell
5. Atlanta-Sugarloaf
6. Savannah
7. Knoxville-West
8. Huntsville
9. Atlanta-Smyrna Vinings
10. Atlanta-North Forsyth

Top 10 MCs-Profit Share

1. Atlanta-Sandy Springs
2. Atlanta-Peachtree Road
3. Atlanta-West Cobb
4. Atlanta-Roswell
5. Atlanta-Sugarloaf
6. Savannah
7. Knoxville-West
8. Huntsville
9. Atlanta-Smyrna Vinings
10. Atlanta-North Forsyth

Top Commercial Agents GCI

- Tim Abney-Georgia
- Robert Fisher-Tennessee

Rookie of the Year

1. Paul Teller
2. J Brian Crawford
3. Jennie Moshure

Top 10 Shooting Stars

1. Reign Streiter
2. Judy McDonald
3. Justin Woodall
4. Dan Bangs
5. Lisa Scales
6. Reid Casey
7. Mary Beth Cook
8. Joe Polaneczky
9. Thelma Dawson
10. Robert Fisher

Top 5 Agents GCI Alabama (Individual)

1. Alan Dorn
2. Gina Kiker
3. Martha Ann Cooper
4. Holly McDonald
5. Robert Gifford

Top 5 Agents GCI Georgia (Individual)

1. Deborah Ratchford
2. Kelly Marsh
3. Teresa Smith
4. Jim Hadden
5. Robert Carrino

Top 5 Agents GCI- Tennessee (Individual)

1. Judy Teasley
2. Paul Teller
3. Bill Bainbridge
4. Kari Powell
5. Marion Jewell

Top 10 Agents GCI (Individual)

1. Deborah Ratchford
2. Alan Dorn
3. Judy Teasley
4. Kelly Marsh
5. Teresa Smith
6. Jim Hadden
7. Paul Teller
8. Bill Bainbridge
9. Robert Carrino
10. Peggy Pfohl

Top 5 Agents GCI Alabama (Teams)

1. Ozment & Associates
2. Karen & Ron Borden
3. Blacko, LLC
4. Amy Angel
5. The Birmingham Real Estate Experts

Top 5 Agents GCI Georgia (Teams)

1. Anna K Intown
2. The Natalie Gregory Team
3. Lee & Julie Budden
4. The Welch Team
5. Don Callahan Group

Top 5 Agents GCI Tennessee (Teams)

1. FYK Group
2. McCracken Real Estate Services
3. Ashley Claire Real Estate
4. Judy Bishop
5. The Lea Team

Top 10 Agents GCI (Teams)

1. Anna K Intown
2. The Natalie Gregory Team
3. Lee & Julie Budden
4. The Welch Team
5. Don Callahan Group
6. Keith O'Rourke & Associates
7. FYK Group
8. Wolf Team
9. Carlson Team
10. McCracken Real Estate Services

Top 5 Agents GCI Alabama (Groups)

1. Owen & Associates
2. Joey Crews Team
3. Birmingham's Best Real Estate Group
4. Jill Heffernan Group
5. Thelma Dawson Team

Top 5 Agents GCI Georgia (Groups)

1. The Mark Spain Team
2. Rick Hale & Associates
3. Atlanta Sold Sisters
4. Brightstar
5. Dillard & Company

Top 5 Agents GCI Tennessee (Groups)

1. Armstrong Real Estate Group
2. Charlotte Mabry Group
3. The Air Assault Team
4. Ann Hoke & Associates
5. The Anderson Group

Top 10 Agents GCI (Groups)

1. The Mark Spain Team
2. Armstrong Real Estate Group
3. Rick Hale & Associates
4. Charlotte Mabry Group
5. The Air Assault Team
6. Atlanta Sold Sisters
7. Ann Hoke & Associates
8. The Anderson Group
9. Brightstar
10. Holli McCray Group

Top MREA GCI (over \$1 million)

1. The Mark Spain Team
2. Armstrong Real Estate Group
3. Rick Hale & Associates
4. Charlotte Mabry Group
5. The Air Assault Team

Top Luxury Agents

1. Valerie Hunter-Kelly
2. Zana Dillard
3. Judy Teasley
4. Michael Schiff
5. Bill Bainbridge



Jane Campbell, (Agent-Nashville-Franklin Market Center) was the winner of the **Dot Loop Giveaway** at Family Reunion! She won the Delorian!!! Congrats to Jane!



CONGRATULATIONS!!
To **Paige Powers** of Atlanta-Sugarloaf Market Center for winning her **BLACK BELT TEAM LEADER AWARD** during Family Reunion.

2012 Cultural Ambassadors



Leslie Kunkel
Atlanta-Sugarloaf



Joey Crews
Anniston

Southeast Region Rankings

Top 20 Agents Rockin' the Region GCI*

Rank	Associate	Market Center	Rank	Associate	Market Center
1.	Joe Pleva	Chattanooga-Downtown	11.	Judy Teasley	Knoxville-West
2.	Martha Ann Cooper	Birmingham-Vestavia	12.	Peggy Pfohl	Atlanta-Sugarloaf
3.	Leslie Zweben	Atlanta-Intown	13.	Deborah Ratchford	Atlanta-Smyrna Vinings
4.	Michael Harrison	Nashville-Hendersonville	14.	Mary Beth Cook	Atlanta-South Forsyth
5.	Dan Bangs	Atlanta-Perimeter North	15.	Tamera Wade	Atlanta-Sugarloaf
6.	Don Callahan	Savannah	16.	Sian Sinclair	Atlanta-Peachtree Road
7.	Julie Budden	Atlanta-Sandy Springs	17.	Phillip Drone	Nashville-Franklin
8.	Laura Dew	Atlanta-Peachtree Road	18.	Melissa Eubanks	Nashville-Green Hills
9.	Kimberly Logan	Atlanta-Metro East	19.	Liz Cohen	Atlanta-East Cobb
10.	Paul Teller	Nashville-Mt Juliet	20.	Armand Harris	Atlanta-Peachtree Road

Teams Topping the Charts—GCI*

Rank	Associate	Market Center	Rank	Associate	Market Center
1.	Christie Wilkins	Atlanta-Sugarloaf	6.	Matt Hermes & Associates	Atlanta-Sugarloaf
2.	The Welch Team	Atlanta-North Forsyth	7.	The Baldwin Team	Atlanta-Northeast
3.	Anna K Intown	Atlanta-Intown	8.	Ozment & Associates	Huntsville
4.	TBC & Associates	Atlanta-Cherokee	9.	Red & Co.	Atlanta-Perimeter North
5.	Homes for Atlanta	Atlanta-Decatur	10.	The Natalie Gregory Team	Atlanta-Decatur

Groups Topping the Charts—GCI*

Rank	Associate	Market Center	Rank	Associate	Market Center
1.	The Mark Spain Team	Atlanta-North Fulton	6.	Dillard & Company Realty Group	Atlanta-Sandy Springs
2.	Wayne and Donna Long	Columbus	7.	Atlanta Sold Sisters Inc	Atlanta-Roswell
3.	The Holli McCray Group	Knoxville-West	8.	Owen & Associates	Huntsville
4.	Mabry Team	Chattanooga-Downtown	9.	Brightstar	Atlanta-Midtown
5.	Armstrong Real Estate Group	Nashville-Green Hills	10.	Justin Seeby & Associates	Atlanta-Intown

***From January KWRI reports**

*In an effort to recognize individual teams and groups we are using KWRI reports which reflect GCI.

Southeast Region Rankings

KWRI Region Rankings

Categories to Be #1

	January
Total Agents	2
Net Recruits	29
Closed Units	1
Closed Vol.	1
Written Units	1
Written Vol.	1
Listing Units	1
Listing Vol.	1
Owner Profit	4
Profit Share	3
# Categories SE is #1	6

Total Agents:

#1 – Texas – South 5,691
#2 – Southeast 5,179

Net Recruits:

#1 – South Texas 69
#2 – Canada 59
#3 – North Florida 57
#29 – Southeast -54

Owner Profit:

#1 – Carolinas \$232,906
#2 – South Texas \$209,483
#3 – Texas – NNMM \$188,426
#4 – Southeast \$154,255

Profit Share:

#1 – Texas – South \$177,476
#2 – Carolinas \$168,572
#3 – Southeast \$163,555

To Be #1, We Need Additional:*

Total Agents: # 512

Recruits: # 123

Owner Profit: \$78,651

Profit Share: \$13,921

*NOTE: These are "make-up numbers" as of the end of January 2013.

Top 10 Market Centers Ranked By JANUARY PROFIT SHARE

Rank	Market Center	Profit Share	Rank	Market Center	Profit Share
1.	Atlanta-Roswell	\$17,302	6.	Knoxville-West	\$9,147
2.	Chattanooga-Downtown	\$12,887	7.	Atlanta-Smyrna Vinings	\$9,073
3.	Atlanta-West Cobb	\$12,595	8.	Huntsville	\$8,242
4.	Atlanta-Peachtree Road	\$12,288	9.	Birmingham-Alabaster	\$7,086
5.	Atlanta-Sandy Springs	\$9,760	10.	Atlanta-Hall County	\$6,762

Top 10 Market Centers Ranked By JANUARY OWNER PROFIT

Rank	Market Center	Profit	Rank	Market Center	Profit
1.	Atlanta-Roswell	\$21,272	6.	Knoxville-West	\$13,117
2.	Chattanooga-Downtown	\$16,857	7.	Atlanta-Smyrna Vinings	\$13,043
3.	Atlanta-West Cobb	\$16,565	8.	Huntsville	\$12,212
4.	Atlanta-Peachtree Road	\$16,258	9.	Birmingham-Alabaster	\$11,056
5.	Atlanta-Sandy Springs	\$13,730	10.	Atlanta-Hall County	\$10,732

REGISTER NOW!



The ONE Thing Book Tour With Gary Keller

ATLANTA



Stop everything. Do ONE Thing.

Time: 8am to Noon

Date: Tuesday, March 19, 2013

Location: Georgia International Convention Center

Cost: \$50

Register at the1thing.com/events



The ONE Thing Book Tour With Jay Papasan

NASHVILLE



Stop everything. Do ONE Thing.

Time: 8am to Noon

Date: Friday, March 22, 2013

Location: Gaylord Springs Golf Links Clubhouse

Cost: \$50

Register at the1thing.com/events

Team Triple Crown

SECRETARIAT

Atlanta-Peachtree Road
Nashville-Green Hills
Anniston
Birmingham-Gardendale
Atlanta-North Fulton

BIG RED

Savannah
Atlanta-North Gwinnett
Atlanta-Stockbridge
Nashville-Hendersonville
Atlanta-Hall County

THE WON THING

Atlanta-Roswell
Atlanta-South Forsyth
Chattanooga-East Brainerd
Augusta
Auburn

IN IT TO WIN IT

Knoxville-West
Atlanta-East Cobb
Atlanta-Perimeter North
Nashville-Spring Hill
Birmingham-Alabaster

KNIGHT BOB

Atlanta-Cherokee
Clarksville
Atlanta-Metro East
Atlanta-Chattahoochee North
Atlanta-North Forsyth

SKIP THE BISCUIT

Atlanta-West Cobb
Atlanta-Midtown
Birmingham-Trussville
Birmingham-Vestavia
Atlanta-Peachtree City
Athens

TEAM OF DESTINY

Atlanta-Decatur
Atlanta-Sugarloaf
Columbus
Madison
Cleveland
Birmingham-Hoover

PANTS ON FIRE

Chattanooga-Downtown
Atlanta-Smyrna Vinings
Atlanta-Northeast
Atlanta-Newnan
Montgomery
Nashville-Mt Juliet

NO DEAD WEIGHT

Nashville-Franklin
Atlanta-Sandy Springs
Atlanta-Perimeter East
Atlanta-South Fulton
Johnson City

THE 1 THING WONDER

Huntsville
Atlanta-Barrow Jackson
Atlanta-Intown
Nashville-Murfreesboro
Atlanta-Buckhead

PANTS ON
FIRE

SKIP THE
BISCUIT

SECRETARIAT

THE 1 THING
WONDER

THE WON
THING

KNIGHT
BOB

BIG RED

IN IT TO
WIN IT

NO DEAD
WEIGHT

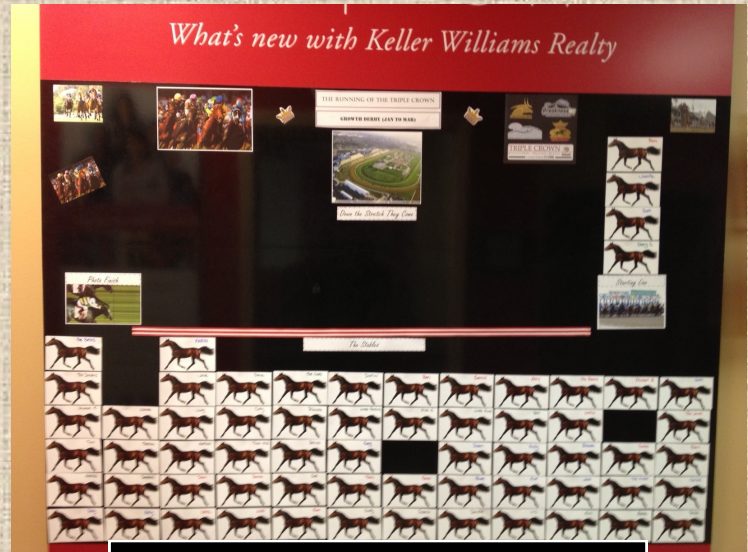
TEAM OF
DESTINY

When will Gary
Keller & Jay Papasan be
visiting the
Southeast
Region and where?

Market Center News



Montgomery Market Center had a Recruiting Contest . For every warm lead the agent gets 1 pie and for every recruit who joins the agents get 5 pies. Pictured: Jimmie Ann Campbell (OP), Kendall Wahlert (TL) & Melanie Terry (MCA)



Birmingham-Alabaster Market Center took the Triple Crown Contest into their Market Center. Each agent has their own horse and is in the race!



Nashville-Franklin Market Center took the Triple Crown Contest to a whole new level and has not only started their own internal contest but has a photo op for agents!



Remember these dates

March 2013

March 6 & 7 - Recruiting Great Agents @ Atlanta-Sandy Springs Market Center

March 19 - Gary Keller Book Tour with Gary Keller @ GA International Convention Center-Atlanta

March 22 - Gary Keller Book Tour with Jay Papasan @ Gaylord Springs Golf Links Clubhouse-Nashville

March 25 & 26 - RSTLM with Shaun Rawls & Seth Campbell @ GA Tech Hotel in Atlanta

April 2013

April 25 - Leadership Meeting in Atlanta (Location TBD)

Calendar is posted on www.kwsoutheast.com/calendar





A Trusted Resource
to Properly Launch
and Operate a
Highly Productive,
Very Profitable,
Culturally Sound
Keller Williams
Market Center.

What a remarkable Family Reunion in Dallas! Beginning with the Cultural Summit and wrapping with the Inspirational Brunch and everything in between, we were fed facts, fun and loads of useful information. Now we must purposefully apply the knowledge we learned.

Sitting on the edge of our seats we all listened intently until Mark Willis finally shared what we all suspected...We are #1! That's quite an accomplishment! At the same time we must never rest on that success. There is so much more to achieve than simply claiming the #1 position in agent count. (Check out Mark's State of the Company Address on **KWConnect**).

Gary Keller certainly helped us understand how to maintain focus with The ONE Thing, his latest book. He began the convention with a

session on The One Thing giving us all a simple way to improve the way we live and do business. With his Vision Speech, Gary delivered some pretty amazing numbers showing recovery in our industry. Gary also shared his congratulations on the announcement of becoming #1 and challenged us to the responsibility that distinction brings. Gary said "with that position comes a lot of responsibility. You have a platform. As an individual in the real estate business you're with an organization that literally is spanning the globe. You have an opportunity so take advantage of that. Change the world." (Check out Gary's Vision Speech on **KWConnect**).

With Family Reunion behind us and spring on the horizon, what are you implementing in your business to make sure you get your "unfair" share while focusing on your ONE Thing? Are you taking advantage of the amazing resources provided by this company? This year the Southeast Region launched a new department, The Resource Department, under the direction of Beth Torrence. We are pleased to provide support of all the resources our company offers. To find the resource you are searching for go to: www.myredresources.com.

NOW is the time to build your business as conditions in our industry improve. Your brand and your business are what drive Keller Williams Realty. Make the most of all you have in front of you today to succeed at a higher level. Make 2013 your best year ever!

A handwritten signature in black ink, appearing to read 'Cheryl'.

Regional Director
Southeast Region

REGION 'RAP'

Sadoti Shares...





A Trusted Resource
to Properly Launch
and Operate a
Highly Productive,
Very Profitable,
Culturally Sound
Keller Williams
Market Center.



REGION 'RAP'

The Bobism'

To the Leaders and Associate Partners of the SE Region:

Effective April 1, 2013, I will "re-wire" my region-related functions and no longer be part of the daily operations of the Southeast Region. It is with very mixed emotions that I "re-wire" at such a young age---but there is a time and place for everything and this is that time and place.

Although not involved in daily operations, I will remain as Operating Partner of the Southeast Region, and along with my incredible co-owner partner, Kay Evans, will be there to support your Region staff and watch over the performance of the Regional team to help ensure the Region's performance and continued growth. Also, upon request of the Region office, I will continue to teach my two favorite courses: *Running Your Business Like a Business* and *ALC Fireside Chat*.

Cheryl Sadoti, your awesome Regional Director, along with her most competent staff, will be in charge of all of the Region operations. Under her leadership, the Region office will maintain and grow its support of the Market Centers and associates, continuing to enhance its "trusted resource" value proposition within every phase of your Region.

As you can see on the chart on the following page (12), the Region staff will be enhanced with two new positions (in blue) to support you. The first is the Resource Director who will assist the agents and offices in obtaining and effectively using all the powerful tools that KW has designed and offers to its franchises on so many levels. The Region is proud to announce that Beth Torrence, the leading eEdge instructor, has accepted this position. The second position to be added will be the Area Director who will be in the field to support each and every Team Leader in the Southeast Region. These two new additions to the Region staff will enhance the Region service platform immensely.

Kay and I have worked for years on the planning and implementation of the Region's leadership succession. We are elated as to how it has unfolded. You, our leaders and associates, are in very good hands !!

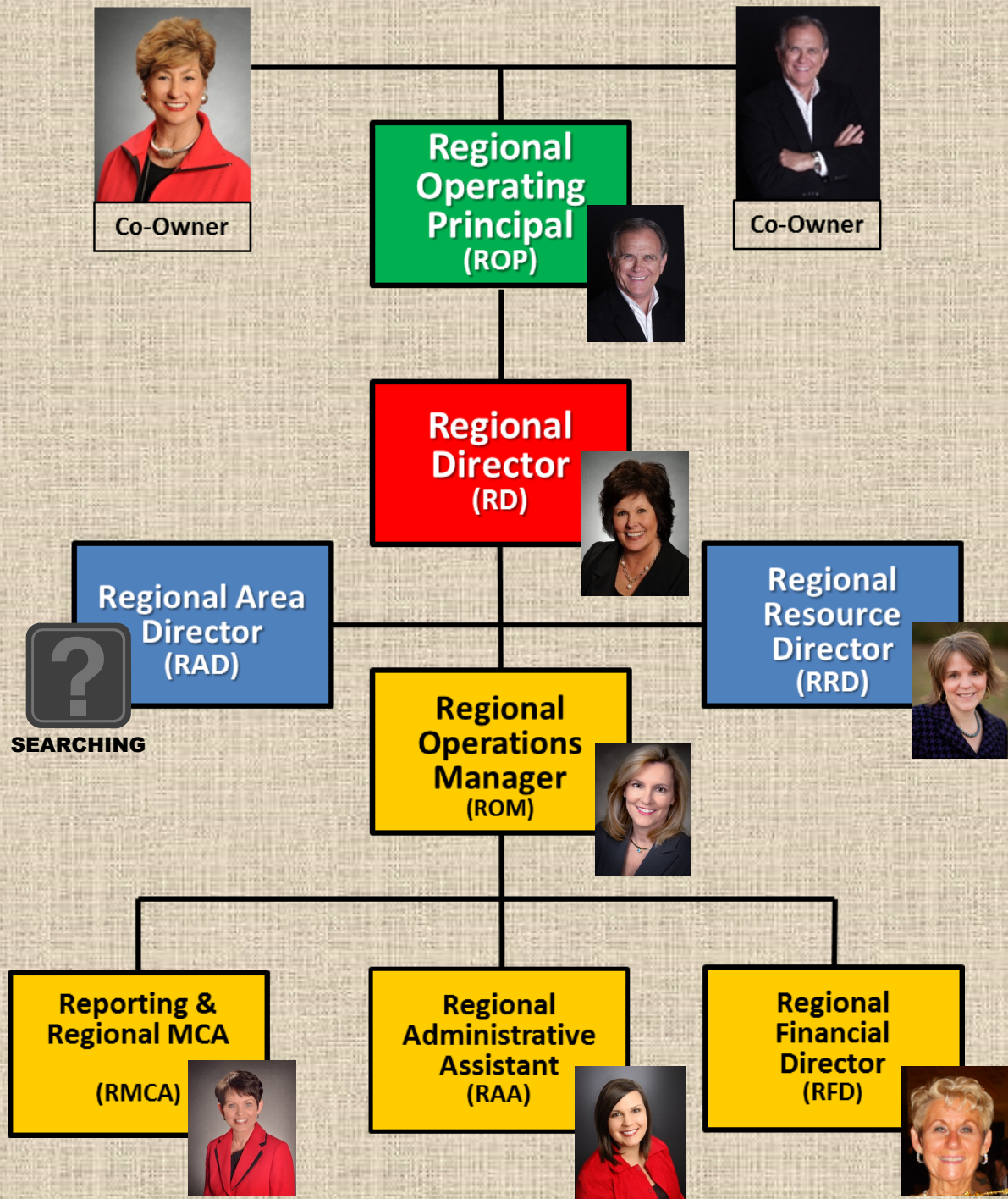
With great love and respect,

Operating Partner
Southeast Region

The Bobism' Continued...



Organizational Chart Your 2013 Resource





From pre-approval to closing, we will guide you through the homebuying process.

Citibank offers you:

- Free pre-approval with SureStart®¹
- \$1,500 on-time closing guarantee²
- Citi® Homebuyer's Advantage³

Jumbo Product Offerings:

- 15 and 30 year fixed
- 5/1 and 10/1 ARM
- Loans over \$3 million may be available on exception basis to well-qualified buyers

To learn more about working with Citibank, please contact:

Jeff Zulauf
 AVP, Producing Sales Manager
 770-597-2160
 jeff.zulauf@citi.com
 NMLS# 18566

Jay Zulauf
 Home Lending Consultant
 770-331-7601
 jay.zulauf@citi.com
 NMLS# 22942



Terms, conditions and fees of accounts, programs, products and services are subject to change. This is not a commitment to lend. All loans are subject to credit and property approval. Certain restrictions may apply on all programs. Offer cannot be combined with any other mortgage offer.
¹ SureStart is a registered service mark of Citigroup Inc. Final commitment is subject to verification of information, receipt of a satisfactory sales contract on the home you wish to purchase, appraisal and title report, and meeting our customary closing conditions. This offer is not a commitment to lend and is subject to change without notice. There is no charge for the SureStart pre-approval, but standard application and commitment fees apply.
² If you are purchasing a home, we guarantee to close by the date specified in the purchase contract, unless prohibited by federal law, and further provided that the date is at least 90 days after the application date and the date of the purchase contract. If the loan fails to close on time due to a delay by Citibank, you will receive a credit towards closing costs of \$1,500. Offer not available for refinancing loans, co-ops, unapproved condos, residences under construction, community lending loans, and government loans. In Texas, the credit may not result in your client receiving cash back. (*Federal law requires certain disclosures be delivered to the borrower at least 2 business days before consummation. The guarantee to close does not apply if such disclosures are required and the closing is delayed due to the 3 business day waiting period.)
³ Eligible buyers receive .50% of the loan amount as a credit, which can be used to lower the interest rate by paying points or for other closing costs. For example, on a loan amount of \$400,000 the credit is \$2,000. The offer cannot be used to obtain cash from the transaction. Offer available on purchase transactions only, not refinance. This is a limited time offer. Citibank reserves the right to suspend, change and terminate the offer and promotion. Customer must apply and lock in rate by the offer end date to qualify.
 © 2013 Citibank, N.A. equal housing lender, member FDIC. NMLS# 412915. Citi, Citibank, Arc Design and Citi with Arc Design are registered service marks of Citigroup Inc.

O'KELLEY & SOROHAN

ATTORNEYS AT LAW, LLC

Duluth (main office)

Cobb

Gainesville

Midtown

Alpharetta

Conyers

Johns Creek

Snellville

Athens

Cumming

Kennesaw

Stockbridge

Buford

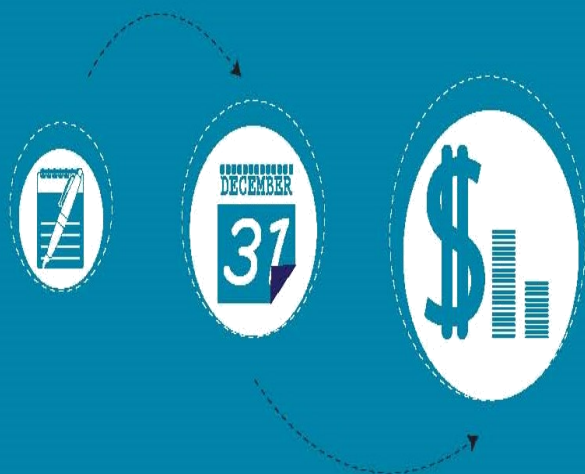
Florida

Norcross

Tucker

770.497.1880

WWW.OKELLEYANDSOROHAN.COM



Are my goals **SMART?**



LONG LIVE HAPPY HOMES.

Are you set for success? Make 2013
your year—get your goals in gear.

Learn more. Read “Four questions to
ask yourself to be successful in 2013.”

Visit, warranty.2-10.com/2013Goals



Keller Williams Realty, Inc. does not warrant any product or service delivered under this strategic alliance. All products and services are provided by 2-10 HBW®. Home Buyers Resale Warranty Corporation and Home Buyers Warranty Corporation VI 4/b/a 2-10 Home Buyers Warranty. California: 2-10 HBW Warranty of California, Inc. Virginia: 2-10 Home Buyers Warranty of Virginia, Inc. 2-10 Home Buyers Warranty or its affiliates does business in all states except Alaska, Hawaii, Montana, New Hampshire, Wisconsin, and Wyoming.

Mark your Calendars.....

ALC Mid-Year RETREAT

Will be hosted by the
Southeast Region

June 19-20

*OP, TL, MCA &
Entire ALC should attend!*

FAMILY REUNION

Join us
next
year!

february 15-19

2014

PHOENIX
ARIZONA

