

OFFICE INFO

VOLUME 1, ISSUE 1

OCTOBER 2010

Team Leader

Dawn Polk

MCA

Misty Byrd

Call Coordinator

Deb Martin

New Address!!

3730 Village Way

Suite 160

Braselton, GA 30517

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Grand Opening



On Thursday, September 9, 2010, the KW Lanier Partners of Jackson & Barrow celebrated the Grand Re-Opening of its Braselton office! It was truly a wonderful afternoon for all the Partners, with mouth-watering faire catered by La Parrilla. Mmmm...Chips, salsa and tacos...DELICIOUS!

Our guest and partners had the opportunity to visit and network with our AWESOME Vendor-Partners in a "mini trade-show". We are so proud to work with the best of the best in their industries! They also provided some great gifts for business card drawings. Quite a few folks walked out with gift cards, bottles of wine and big grins

I was most proud to stand with my fellow KW Lanier Partners and watch as our

fearless Team Leader Dawn cut the Grand Re-opening ribbon, officially welcoming all to our spectacular new offices. I couldn't be prouder of our "new home" or the great communities we all serve.

To the wonderful committee of partners who worked so hard getting the invitations out, setting up and taking down, coordinating food and vendors, decorating and welcoming...JOB WELL DONE! Your commitment to success was unwavering and most appreciated!

I can't think of a better place to build a career worth having, a business worth owning or a life worth living!

Debbie Martin

A BIG Thank you
to our
Grand Opening
Committee!
What a great Job!

Our Vendors are Awesome!

Protech Home and Property Inspections

Phil LeBlanc 770-227-5655

2-10 Home Buyers Warranty

Kelly Lukenda 404-992-2655

Home Inspections Atlanta

Chris Curles 770-493-0227

Philpot Relocation Systems

Mike Whittaker 404-247-1661

REO Preservation Services

Jon Bowles 678-863-2591

Hawk Home Services

Robert Hawk 706-224-8604

Budget Blinds

Sean Brandenburg 770-831-8114
ext. 50

RedBarn Graphics

Shanda McClure 706-367-4817

National Property Inspections

Ben Hill 706-247-1699

Legacy Landscape

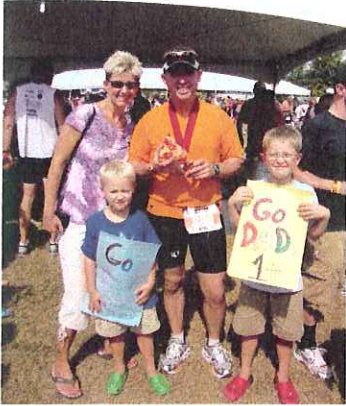
Shawn Watson 706-693-2686

Trademark Pest Solutions

Cal Couch 678-725-3942

Stage, Show & Sell Home Stager

Patsy Overton 770-843-2307



FLIP DOES AN IRONMAN

ESI IRONMAN 70.3 AUGUSTA IS A LONG DISTANCE TRIATHLON CONSISTING OF: 1.2 MILE SWIM, 56 MILE BIKE, 13.1 MILE RUN.

It was an exciting day of racing in Augusta, Georgia at the second edition of the ESI Ironman 70.3 Augusta. More than 3,100 professional and age group athletes took the opportunity to compete. During Saturday's bike check-in, nervous athletes that were treated to temperatures that had soared into the mid 90's, which has been "par for the course" weather conditions of late for the region. On race morning, competitors were greeted to rainy conditions that remained throughout the race, while the thermometer slipped to the mid 80's. Even though my bike broke down on mile 20 of the bike,

I persevered and finished proud to finish two years straight.



September Success Stories

TOP LISTING AGENT

Stephanie Stapler

11 Listings

Over \$1,110,000 in new listing volume

TOP SELLING AGENT

Tom Miller

3 units closed

Over \$25K in GCI
Over \$1.3 million in closed volume

Ashley Walter

is rank

#3 agent in

the entire

southeast region

In sales.

Mega Camp Aha's

"You don't have to do everything well to be successful, just pick what you're good at and focus on that. Social media, when used correctly, is as powerful as anything for lead generation." - Steve Rider

#1 Talent is Overrated. Success = Time on Task over Time. The best of the best made a commitment to master something and then they followed through with mastering just that one thing. They didn't try to be good at a lot of little things. They flat-out mastered ONE thing. And that one thing was some form of lead generation; not all forms....ONE form.

#2 Persistence and Consistency: The best of the best have a system for *everything*. They don't use will power to succeed, they just set up a great system and follow it.

#3 NONE of the best of the best, talked about "the market". They didn't whine about it being down, they didn't even mention it. They just talked about what they DO every day to succeed; and it had nothing to do with the market! The market is just the environment they are playing in.

#4 Most people are victims to their excuses; letting all the reasons they can't do it hold them back. The best of the best are accountable to their results." - Dawn Polk

New Faces

WELCOME ABOARD

Gwen Foernsler

678-549-0051

gwenf@kw.com

Make it a point to call or email Gwen and welcome her to the KWLP family!



KW Cares

Sunday, October 24
from 2-4 pm

Photos with Santa for KW Cares

Beat the crowd and have your Santa Shots done with the Mall of Georgia Santa Claus at our office

You can also invite your clients to show your appreciation for their business

\$20 includes a cd of photos and a contribution to KW Cares!

Our office has raised
\$ 5331.49

October 2010

Monday	Tuesday	Wednesday	Thursday	Friday
				1
4	5 10:30-11 Mortgage Q&A w/Jeff Waggoner 11-12 Team Meeting The New KW Stimulus Plan!	6 11-12 Blogging with Ginger Nix Good Karma Computer Consulting.com	7	8 11-12 FaceBook 101
11	12 9-11 Power Hour 11am Making Sense of Short Sales w/O'Kelley & Sorohan Atty: Stephen King	13 Short Sale Panel Featuring Lenders!! presented by O'Kelley & Sorohan at Cobb Galleria	14 9-11 Power Hour 1-3 Lead Generation is KING	15 11-12 FaceBook 201
18 2pm Associate Leadership Council Meeting	19 9am Team Meeting 3rd Qtr Stats 1-4:30 Gary Keller In the ATL!! Game Changers	20 ALC Clinic	21 ALC Clinic \$\$\$\$\$\$ Profit Share Pay Day \$\$\$\$\$\$	22 11:30-1 I-85 North Board of Realtors General Membership Meeting
25 Cathy McDaniel Industry Day 1:30-3 Video Marketing for Relators with Bruce Craig	26 9-11 Power Hour 1:00 Craigslist for Leads!	27 10-3 Invitation Only 2011 Business Planning Workshop	28 9-11 Power Hour	29 11-12 FaceBook 301

Create a YouTube channel to showcase your listings in a dynamic format

By Ginger Nix

Allow your listings to sell themselves and give home buyers the ability to pre-screen potential homes before they contact you by creating a YouTube channel. YouTube actually reaches the specific audiences you are looking to reach: real estate buyers and sellers. Did you know that YouTube viewers are 90% more likely to obtain information about real estate online than the average American?(1) Tap into this audience on YouTube and actively engage with potential home buyers and sellers in this media rich environment.

from

[Google Tools for Real Estate Professionals](#)

Join the KW Braselton Office
for the Santa Shuffle
5K Trail Run/Walk will benefit

Shop with a cop" in Barrow and Walton County.
on December 11 at

Fort Yargo State Park in Winder

Lets show our KW Culture !

Race Starts at 8am

Entry Fees : \$20 (must be postmarked no later than 11/30)

-Guaranteed a T-Shirt

\$25 - December 1 Thru Race Day

Register online at www.active.com

OR

Complete registration form and mail with check to: P.O. Box 1136,
Oakwood, GA 30566

MAKE CHECK PAYABLE TO WBBOR.

(Must be postmarked no later than 11/30/10).

Registrations form can be found on Jackson Barrow office Intranet under
Announcement.

See you there!!!

Book Review By Tom Miller The Go Giver

I think almost anybody would consider the term "Go-Getter" a positive description of a person who is motivated, aggressive and gets what they want. I have several people in mind that this term applies to and have heard it used at times to describe me. A "Go-Getter" sets goals and objectives and establishes an action plan that will give him/her the best chance of achieving those objectives. When the plan doesn't work, the "Go-Getter" modifies the plan to ensure success. This approach can be very productive, and Keller Williams is certainly a proponent of these concepts. While I have found this approach effective a lot of the time, when it is not working, the feeling can be very defeating. It seems like nothing I do is working, and no matter how many times I change things up, my goals are still not being met. This is how I felt through most of 2008, during the worst slump of my professional career. It's also interesting that even during times of success, sometimes I look back at a great month and say, "what have I REALLY accomplished?"

Dawn introduced me to a book a couple of weeks ago that turns all of this on its head. The book is entitled "The Go-Giver". The book talks about how focusing on what you GIVE instead of what you GET, is the model that brings true success. And while focusing on giving does not always lead to financial reward, often times it does. A great example for me is when I am working with buyers. I always like to lead with my own listings for obvious reasons, but sometimes there is another property that fits my prospect's requirements better. The Go-Getter in me wants to only show my listings and hope the prospect doesn't find out about the other property. The Go-Giver shows the property that is a better match in hopes of building a relationship that could last a lifetime. This happened to me recently when I helped Steve Johnson buy one of Stephanie Stapler's listings on Bulldog Circle. I received one of the nicest referral letters that I have ever received from him. And by the way, that prospect, now client, is much more likely to refer business down the road. The Go-Giver approach is not natural for me. I have to work at it. I want to work at it.