



SOUTHERN REGION

Eagle's Edition

Celebrating 50 Years of Real Estate Excellence



January 2018

EXPERIENCE EXCELLENCE®

SEE YOU AT THE TOP!

By Zig Ziegelman
CRB CRS GRI ABR SFR SRES



Happy New Year!!

The totals are in and we have a **Pinnacle Award Winner. Sharon Bailey** of Realty Executives Associates in Knoxville, Tennessee closed over a Million Dollars in gross commission. This is fantastic! Congratulations **Sharon!!! Sally Love** of Realty Executives The Villages, Florida was a close second, and she is the first in a list of 10

Double Diamond Award winners!!! It is so exciting to see so many Award winners this year. There are 410 Award winners in the Southern Region and we are so proud to be part of an organization with so many Award winners.

Ken and I were talking today about all of our wonderful Executives and the outstanding production they did during 2017. We believe that 2018 will be even a better year for our Executives.

With more spendable income increasing numbers of people will want their own home. Did you know that 2/3rds of all renters would like to buy property? All they need to know is the property will probably appreciate in value over time and the economy will be stronger than previously. Chances are they will either keep their current job or be able to find a better one because industries are hiring. Consumer confidence is the highest it has been in years and incomes are rising. As businesses hire more people there is a greater potential that some of those individuals would want to own their own home. This is exciting because so many houses are selling quickly and for more money than last year. Property values are stronger than ever and continue to appreciate. This is a great time to be in real estate!

We hope everyone has a great 2018! Again, congratulations on a job well done!

"SEE YOU AT THE TOP"

Congratulations Everyone!!!

Ranking is determined on "actual" gross commission closed through December 2017. We have a **Pinnacle Award** winner **Sharon Bailey!** Also, congratulations **Sally Love, Debra Whaley, Kathy Abruzzo, Debaran Hughes, Kerry Queener, Tammy Garber, Nicholas Nicaud, Aaron Fowler, Jay Blevins & Jon Brock** who achieved the **Double Diamond Award**!

Pinnacle Award

(\$1,000,000 gross commission closed or higher)



Sharon Bailey

Knoxville

Double Diamond Award

(\$500,000 up to but not including \$1,000,000 gross commission closed)

1	Sally Love	The Villages	6	Tammy Garber	Knoxville
2	Debra Whaley	Knoxville	7	Nicholas Nicaud	Knoxville
3	Kathy Abruzzo	The Villages	8	Aaron Fowler	Knoxville
4	Debaran Hughes	Knoxville	9	Jay Blevins	Knoxville
5	Kerry Queener	Knoxville	10	Jon Brock	Knoxville

Diamond Award

(\$250,000 up to but not including \$500,000 gross commission closed)

1	Sherry Paul	Knoxville	18	Kriston Wilson	Knoxville
2	Shannon Foster-Boline	Knoxville	19	Beth Pankratz	Knoxville
3	Joe Fox	Knoxville	20	Bo Caldwell	Knoxville
4	Tyler Fogarty	Knoxville	21	Heather Lowe	Knoxville
5	Rebecca Fritschie	Knoxville	22	Amy King	Knoxville
6	Jackie Mills	Knoxville	23	Quint Bourgeois	Knoxville
7	Jeanne Duncan	Knoxville	24	Thomas Jostes	Knoxville
8	Ashley Finney	Knoxville	25	Jones Team	Clearwater
9	Mel Bernstein	Lake Mary	26	Pete McClain Jr.	Knoxville
10	Ray Gaudet	Knoxville	27	Dave Moore	Knoxville
11	Cole Edwards	Knoxville	28	Todd Hill	Cornelius
12	Cindy Wise	The Villages	29	Scott Shippy	Savannah
13	Kim Miller	Knoxville	30	Dick Brower	Knoxville
14	David DiGioia	Cornelius	31	Rusty Ensor	Knoxville
15	Wanda Hendryx	Seymour TN	32	Julie Haines	The Villages
16	Wesley Shotwell	Knoxville	33	Brian Shelby	Knoxville
17	Carrie Dougherty	Knoxville	34	Kara Edenfield	Knoxville

35	Forrest Murphy	Seminole	39	Jeanne Dukes	Knoxville
36	Leslie Rotella	Knoxville	40	Jesus Garcia	Lake Mary
37	Timothy Hathaway	Knoxville	41	Yvonnca Landes	Knoxville
38	Amy Schlosser	Knoxville	42	Julie Hedges	Johnson City

100% Award

(\$100,000 up to but not including \$250,000 gross commission closed)

1	Noel Gilbreath	Knoxville	36	Ray Cooper	Knoxville
2	Robin Butler	Knoxville	37	Sherry Zirakojou	Lake Mary
3	Terri Kerr	Knoxville	38	Lindsay Discus-Harrison	Seminole
4	Tom Hughes	Knoxville	39	Betty Cooper	Knoxville
5	Cissie Smith	The Villages	40	Dog Gone Good Team	The Villages
6	Gary Koontz	Knoxville	41	Mark Murphy	Seminole
7	Marian Epps	Knoxville	42	Cheryl Hatfield	Knoxville
8	Mark Foust	Knoxville	43	Laszlo C Kovacs LLC	Sarasota
9	Peggy Schaefer	The Villages	44	Tish Hickman	Knoxville
10	Mary Crawford	Melbourne	45	Rick McKean	The Villages
11	Tracy Southard	Knoxville	46	Francis Pierce	The Villages
12	Vicki Everbach	Knoxville	47	Pamela Owen	Knoxville
13	Rene' Jenkins	Knoxville	48	Mark and Kim Harrington	Lake Mary
14	Jeff Larue	Knoxville	49	Carl Knudsen	Savannah
15	Mike Murphy	Seminole	50	Angela Cody	Knoxville
16	Sandy Jones	Knoxville	51	Lisa Vineyard	Knoxville
17	Christine Sparks	Knoxville	52	Scott Wilson	Knoxville
18	Jamie Seal	Knoxville	53	Charles Fethe	Knoxville
19	Donna Bailey	Knoxville	54	Jennifer Bales	The Villages
20	Randy Susong	Knoxville	55	Debby Gibson	Johnson City
21	Frank Weiskopf	Knoxville	56	Stephanie Wilson	Knoxville
22	Laura Jensen	The Villages	57	Jon Boyles	Hickory
23	Darrell Biggs	Seminole	58	Donna Tallent	Knoxville
24	Maurice Natour	Knoxville	59	Lisa McCurry	Knoxville
25	Nathan Lefebvre	Knoxville	60	Matt Craft	Knoxville
26	Melissa Anderson	Knoxville	61	Jason Fulmer	Central FL
27	Elizabeth Hamil	Knoxville	62	Angie Gibson	Knoxville
28	Judy Brewton	Knoxville	63	Theodore Ciske	Clearwater
29	Tammie Hill	Knoxville	64	Laura Harrison	Seminole
30	Chris Spencer	Hickory	65	Heather Pourchot	Seminole
31	Nikitia Thompson	Knoxville	66	Kathryn Knowles	Lake Mary
32	Chris Barnes	Knoxville	67	Russell Orłowski	Knoxville
33	Terry Goodson	Knoxville	68	Karla Mason	The Villages
34	Daniel Parker	Knoxville	69	Kim Isenberg	Knoxville
35	Ted Fisher	Knoxville	70	Nancy Britton	The Villages

71	Tonja Doty	Knoxville	114	Teresa Hensley	Hickory
72	Becky Hale	Johnson City	115	Keith Allison	Knoxville
73	Steven Doty	Knoxville	116	Kandis , Buse	The Villages
74	Malloy Properties, Inc	Clearwater	117	Dawn Kilby	Hickory
75	Chip Huber	Knoxville	118	Tae Harper	Central FL
76	Pat Serafino	The Villages	119	Bev Shive	The Villages
77	Stephen Goodson	Knoxville	120	Lois Bonacci	Lake Mary
78	Jeff Linginfelter	Knoxville	121	Robert Berube	The Villages
79	Nikki Moore	Knoxville	122	Anne Barrier	Hickory
80	Vicki Glardon	Knoxville	123	Jil Piercy	Johnson City
81	Ginger & Ed Jarvis	Central FL	124	Phyllis Edington	Knoxville
82	Andrea Spires	Johnson City	125	Penny Vierling	Seminole
83	Denny Koontz	Knoxville	126	Pam Morgan-Robertson	Knoxville
84	Emma Bea Stallings	Knoxville	127	Jerry Headrick	Knoxville
85	Carolyn Bolden	Hickory	128	Steven Hardison	Knoxville
86	Cathy Delorenzo	Seminole	129	Lynette Bell	Knoxville
87	Teresa Rogers	Johnson City	130	Tara Hayes	Knoxville
88	Jim Migliore	Beaufort NC	131	Jeanna Penton	Knoxville
89	Cundiff Team	Clearwater	132	Glenda Wilson	Lenoir
90	Hope Davis	Knoxville	133	Ryan Fogarty	Knoxville
91	Lambdin Freeman	Seminole	134	Jenna Skuza	Knoxville
92	Leah Woodruff	Knoxville	135	William Long	Knoxville
93	Furman Burt	Winston-Salem	136	Alvin Sanders	Savannah
94	Steve Savage	The Villages	137	Scott Tomlinson, LLC	Clearwater
95	Beth Larson	Savannah	138	Ashley Keeton Francis	Knoxville
96	Stephen Smith	Knoxville	139	Christine McInerney	Knoxville
97	Kelly Bolden	Hickory	140	Mary Butler	Seminole
98	Douglas Ewell	Knoxville	141	Johnny Weston	Knoxville
99	Susan Calabrese	Knoxville	142	Mary Grant	The Villages
100	Vickie Ricker	East TN	143	Mike Owens	Knoxville
101	Andrew Sharits	Knoxville	144	Elizabeth Clark	Knoxville
102	Mary King	Knoxville	145	Debbie Miller	Bristol
103	Randy Temple	Knoxville	146	Marian Henry	Clearwater
104	Robin Myrick	Knoxville	147	Michael Pruitt	Bristol
105	Gary Lenderman	Knoxville	148	Marcy Halberstadt	Knoxville
106	Mandy Hembree	Knoxville	149	Bryan Doblrow	Lake Mary
107	Charles Copenhaver Jr.	Knoxville	150	Robin Skeen	Knoxville
108	Karen George	Knoxville	151	Tom Pettitt	Knoxville
109	Don Taylor	Seminole	152	Linda Meese	Knoxville
110	Wendy Hoffman	Clearwater	153	Donald Batho	Knoxville
111	Michael Klanot	Sarasota	154	Lois Leonard	Hickory
112	Annette McCullough	The Villages	155	Karen Robertson	Knoxville
113	Steve Amburgey	Central FL	156	Jerry Collins	Knoxville

157	Liz Dietrich	The Villages	165	Alan Long	Hickory
158	Martha Hancock	Knoxville	166	Ellie Howe	Knoxville
159	Daniel Park	Knoxville	167	Nidia Saba	Central FL
160	Donna Martin	Knoxville	168	Derrick Merritt	Maynardville
161	Dean Palombi	Knoxville	169	Susan Niedergeses	Knoxville
162	Christian Merrill	Knoxville	170	Leticia Ridinger	Knoxville
163	Ashley Striker	Knoxville	171	Jim Umstead	Central FL
164	John Gorry	The Villages	172	Daniel Green	Knoxville

Gold Executive Award

(\$75,000 up to but not including \$100,000 gross commission closed)

1	Greg Gilbert	Knoxville	32	Mark Bissell	Knoxville
2	Carolyn Matthews	Knoxville	33	Michael Schiedermayer	The Villages
3	Kenneth Kirby	Knoxville	34	Zoraida (Zoe) Ballew	Knoxville
4	Kathy Caylor	Knoxville	35	Michael Duever	Johnson City
5	Jordan Coleman	Knoxville	36	Marie Gerrick	Knoxville
6	Jim Van Ostran	The Villages	37	Tien Watson	Knoxville
7	Mac Tobler	Knoxville	38	William Gallaher	Knoxville
8	Rodney Atkinson	Lake Mary	39	Matt Hearon	Knoxville
9	Robert Saunders	Knoxville	40	Jennifer Honeycutt	Knoxville
10	Hector Gomez	Sarasota	41	Nathan Piotrowski	The Villages
11	Richard Crabtree	Clearwater	42	Colleen Boehr	Knoxville
12	Tanya Viera	The Villages	43	Claudia Kester	Central FL
13	Gina Jenkins	Hickory	44	Cindy Dickerson	Knoxville
14	Bill Morton	Knoxville	45	Mary Kidwell	Knoxville
15	Somer Harmon	Knoxville	46	Eddie Manson	The Villages
16	Brian Howard	Knoxville	47	Lauren Mack	Knoxville
17	Elizabeth Frank	Hickory	48	Jen Dollar	Orlando
18	Michelle Smith	Knoxville	49	Lynn Waters	Knoxville
19	Christine Chenot	Knoxville	50	Frank Melino	The Villages
20	John Melton	Knoxville	51	Steve Hill	Knoxville
21	Nancy Alley	Knoxville	52	Laura Hamlin	The Villages
22	Liza Bryan Acheson	Knoxville	53	Mary Ann Patton	Johnson City
23	Tim Cogburn	Knoxville	54	Gina King	Hickory
24	Marcee Blackmon	Knoxville	55	Marie Hodge	Bristol
25	Terri Mason Perry	Knoxville	56	Elsie Yu	Savannah
26	Cynthia Stansberry	Knoxville	57	Dana Webb-Sims	Knoxville
27	Karol Clark	The Villages	58	Bertha Sanchez	Knoxville
28	Victoria Duever	Johnson City	59	Paidge Widener	Knoxville
29	Dick Cutler	Knoxville	60	Mitzi Horner	Knoxville
30	Sandra Loveday	Knoxville	61	Kelly Deel	Knoxville
31	Tim Tipton	Knoxville	62	Linda Mieczkowski	Central FL

63	Ann Richards	Knoxville	71	Troy Jenkins	Sarasota
64	Chris Hauck	Knoxville	72	Bunky Doxsee	The Villages
65	Andrea Roberts	Knoxville	73	Garges Purtee	Seminole
66	Debra Davis-Johnson	Knoxville	74	Janice Loveday	Knoxville
67	Sean Kilby	Hickory	75	Sam Daugherty	Knoxville
68	Phyllis Harrison	Bristol	76	Kay Chang	Central FL
69	Stacey Brandau	Knoxville	77	Bill Cox	Hickory
70	Sharon Brookshire	Savannah			

Silver Executive Award

(\$50,000 up to but not including \$75,000 gross commission closed)

1	Michael Finley	Knoxville	32	Amy Booher	Bristol
2	Kris and Jen Lapoint	Orlando	33	John Jones	The Villages
3	Sally Karmarada	Central FL	34	Jin Harmon	Knoxville
4	Kim Litton	Knoxville	35	Barbara Everett	Knoxville
5	Adam Sharp	Knoxville	36	Wafa Sulaiman	Knoxville
6	Tom Fethe	Knoxville	37	Brad Bollinger	Hickory
7	Cheri Probert	The Villages	38	Carolyn Francis	Sarasota
8	Julie Koontz	Knoxville	39	Janet Nutley	Brunswick
9	Judy Danner	Central FL	40	Emily Wyrick	Knoxville
10	Jonah Jackson	Knoxville	41	Doug Lange	The Villages
11	Billy Houston	Knoxville	42	Pam Zachary	Knoxville
12	James Cottrell	Greensboro	43	Rita Gayewski	Bristol
13	Emily Page Pratt-Miller	Knoxville	44	T. Edward (Eddie) Perry	Maynardville
14	Stephen Johnston	Greensboro	45	Jessica Hill	Knoxville
15	Barbara Lowry	Knoxville	46	Sandy Black	Seminole
16	Sonya Dodd	Knoxville	47	Lauren Arch	The Villages
17	Matthew Thomas	Knoxville	48	Lofton Stuart	Knoxville
18	Charles Wilson	Knoxville	49	Barry Smith	Knoxville
19	Christopher Kirkland	Knoxville	50	Margaret McGuiness	Knoxville
20	Kim Pichiarella	Knoxville	51	William Taft	Sarasota
21	Julia Martinez	Knoxville	52	Alice Sciarrino	Sarasota
22	Carol Goodwin	Johnson City	53	Travis Fuller	Knoxville
23	David Roberts	Knoxville	54	Ellen Purvis	Watkinsville
24	Jill Brewer	Bristol	55	Megan Stansbury	Knoxville
25	Diane Martin	Middle TN	56	John Palatinus	Knoxville
26	Dayse Grillo	Central FL	57	Tabatha Ogle	Knoxville
27	Randall Middleton	Clearwater	58	Robert Derouen	Johnson City
28	Travis Redmon	Knoxville	59	Ashton Thomas	The Villages
29	Annette Oliverio	Knoxville	60	Margaret Lopez	Ocala
30	Carla Boldon	Hickory	61	Gidget Jackson	Marathon Keys
31	Jan Cole	Knoxville	62	Julie Hash Spivey	Knoxville

63	Lolita Thompson	Knoxville	86	Shirley Shuler	Knoxville
64	Christine DiRienzo	Central FL	87	Audra Christian	Seminole
65	Lisa Esposito	The Villages	88	April Winters	Central FL
66	Colby Winters	Hickory	89	Lisa Thomas	Knoxville
67	Lilly Rayson	Knoxville	90	Janet Maloy	Clearwater
68	Larry Spann	Clermont	91	Byron Yarbrough	Hickory
69	Tammy Gerdts	Bristol	92	Beckie Colvin	Knoxville
70	Susan Stout	Knoxville	93	Linda Weir	Knoxville
71	Doyle Webb	Knoxville	94	Joanna Lankford	Knoxville
72	Aleex Conner	Knoxville	95	Cristina Vieira	Knoxville
73	Pamela Sue Zibell	Clearwater	96	Dena Hood	Knoxville
74	Darcie Furnier	The Villages	97	Pam Kendall	Hickory
75	Brenda Albert	Knoxville	98	Amy Goodlett	Knoxville
76	Elisabeth Bennett	Knoxville	99	Jade Bryant	East TN
77	Carlton Purvis	Watkinsville	100	Michelle Murphy	Knoxville
78	Kim Douglas	Knoxville	101	Susan Saunders	Knoxville
79	Barry Bray	Knoxville	102	Tina Levy & Karren Schoman	The Villages
80	Jade Isenhour	Hickory	103	Keith Paul	Knoxville
81	Karen Shelton	Johnson City	104	Casey Stooksbury	Knoxville
82	Melissa Duffy	Central FL	105	Charles Blankenship	Knoxville
83	Steve Davis	Knoxville	106	Pat McGill	Knoxville
84	John Mier	Knoxville	107	Dave Bolton	Central FL
85	Jama Shuler	Knoxville			



Welcome to our newest Executives!

FLORIDA

REALTY EXECUTIVES Lifestyle Group Clermont

Donna Dyson - ddysonrealtor@gmail.com

EXECUTIVE MARKETING UPDATE

By Ken Durkee



Premium brand.
Entrepreneurial freedom.

Congratulations to the 13 Executives who closed five or more sides during the month of **December 2017**.

This is Outstanding!

CONGRATULATIONS EVERYONE ON YOUR OUTSTANDING PRODUCTION!

NORTH CAROLINA

Carolyn Boldon

9 sides **REALTY EXECUTIVES** Hickory

FLORIDA

Kathy Abruzzo

16 sides **REALTY EXECUTIVES** in The Villages

Laura Jensen

8 sides **REALTY EXECUTIVES** in The Villages

Sally Love

11.5 sides **REALTY EXECUTIVES** in The Villages

Peggy Schaefer

6 sides **REALTY EXECUTIVES** in The Villages

Pat Serafino

5.5 sides **REALTY EXECUTIVES** in The Villages

Cindy Wise

7 sides **REALTY EXECUTIVES** in The Villages

Rick McKean

5 sides **REALTY EXECUTIVES** in The Villages

Cheri Probert

5 sides **REALTY EXECUTIVES** in The Villages

Jesus Garcia

6 sides **REALTY EXECUTIVES** Lake Mary

Mel Bernstein

6 sides **REALTY EXECUTIVES** Lake Mary

TENNESSEE

Darbi Neas

5 sides **REALTY EXECUTIVES** East Tennessee, Greeneville

GEORGIA

Scott Shippy

5 sides **REALTY EXECUTIVES** Coastal Empire, Savannah



REMEMBER...

Now that the Awards are in, Realty Executives agents do close 47% more transactions than agents with other brands. By using the Realty Executives products, services and tools, they set us apart from the competition. You can see by the results that Realty Executives agents are definitely a cut above the average agent in the marketplace. This is why we give them the title EXECUTIVE.



47%
~~32%~~ **more**

transaction sides are closed
by Realty Executives agents
than the industry standard.

Have you seen the newly improved Realty Executives website video, here is the url; click on it and take a moment to review? Now you can see your listings on your Realty Executives website. Also, teams have more to show off on the newly revised website.

<https://www.youtube.com/watch?v=P1PLh78yv3g&feature=youtu.be>

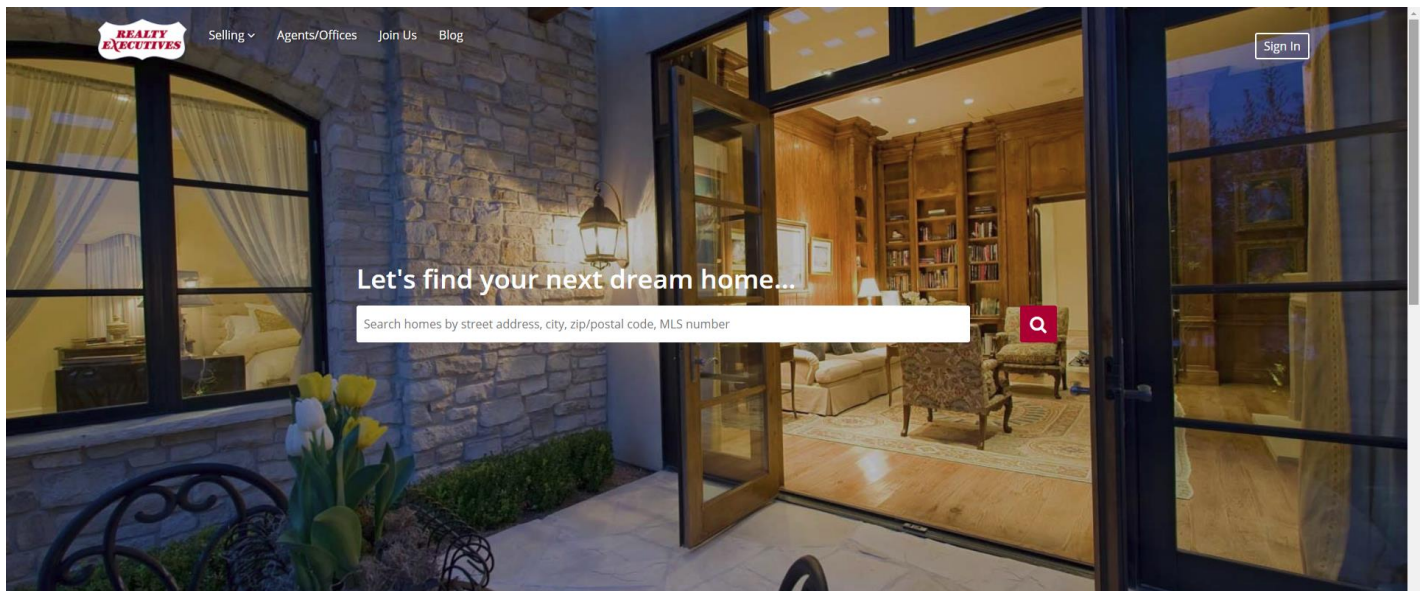
See what the consumer sees at

<https://www.realtyexecutives.com/>

The main webpage is not sterile. It changes on a regular basis. If it is your website under the Realty Executives website your listings can be promoted on the front page. Your website now becomes a consumer focused presentation of your listings, so they can begin review of your listings before the consumer begins to search the entire market for a property. The concept is to try to keep the consumer on your website long enough. Then they will feel comfortable and then register so you can stay in touch with them on a regular basis to find the right property just for them. If you are a team the new website is very team friendly. It shows the team members and the benefits of working with your team over another real estate competitor.

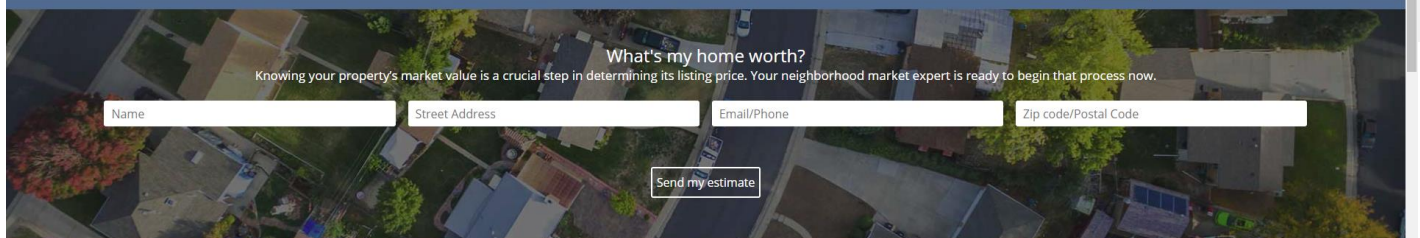
After looking at the video go into PrimeAgent and look under the training tab and review the training module on the new team concept. You will be impressed.

In case you missed last month's issue, the next page shows a picture of the new look of the website. Remember the Executive website looks just like the Realty Executives master site.



Connect with a local real estate expert now.

Contact



Investment Calculators

Mortgage Calculator

What can I Afford?

Rental Calculator

Want to know what your monthly mortgage payment will be?

Use our handy calculator to help you estimate the financial side of home buying. Complete the applicable field(s) and click "Calculate" to see the results. Happy investing!



Your Loan Information

Purchase Price:

\$500,000

Down Payment:

\$0

Interest Rate:

3.5%

Annual HOA Fees:

\$0

Annual Insurance Fees:

\$0

Annual Property Taxes:

\$0

Loan Term

30 Years

Calculate

Your Monthly Payment

Principal and Interest:

Property Taxes:

Homeowner's Insurance:

HOA Dues:

Total Monthly Payment:

The total monthly payment calculated above includes your total payment with principal, interest, taxes, insurance (PITI) and HOA dues (if applicable).

Depending on the type of loan and your loan to value, you'll need to confirm with your lender to determine pricing on any additional costs such as mortgage insurance or CMHC.

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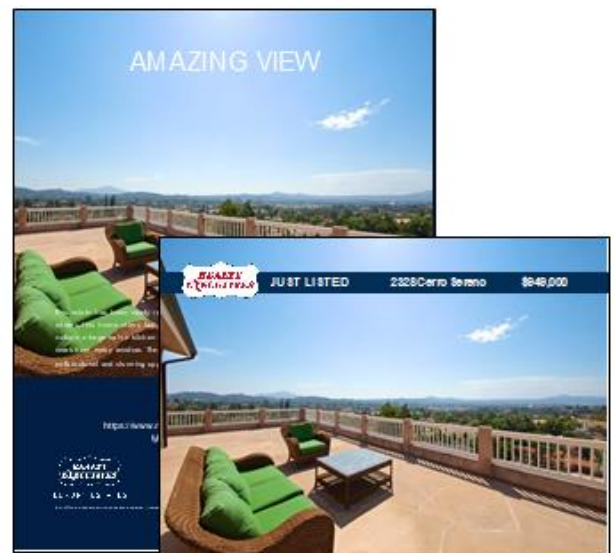


Full color front and back
Photo stock jumbo postcard
.55 cents per postcard delivered

Remember the front page images change its looks on a regular basis.

If you would like to have an oversized postcard mailed to the neighbors of your new listing, now you can. Pick the area, street names and how many you want sent and "Wala" in just a few days the postcards arrive with your id on the card. This is huge for those Executives who just do not have time to do the research. Now the cards arrive and the successful is off listing another property.

Auto Populate your marketing flyers and postcards using PrimeAgent in the Realty Executives website.



As your leads begin to load into PrimeAgent, would it be beneficial to be able to send them notifications right from your smartphone? Those notifications could include a price change, notification of an open house, a new listing that just came on the market that fits their criteria. Now your leads can be reached quickly and without taking a lot of time. Another practical time saver just for you.



Automate email and text marketing using your smartphone and PrimeAgent

