



SOUTHERN REGION

Eagle's Edition

Celebrating 50 Years of Real Estate Excellence



March 2017

EXPERIENCE EXCELLENCE®

SEE YOU AT THE TOP!

By Zig Ziegelman
CRB CRS GRI ABR SFR SRES



ANOTHER BANNER YEAR

It's hard to believe that spring is here after having a banner year last year; we are off to a great start for 2017 at Realty Executives Southern Region.

The Regional Awards have been sent to each broker. I hope you all have received your award. Thank you for your outstanding production. International has recently

published the finding showing Realty Executives averages 32% more closed transactions than the industry standards. Again, another great achievement! Thank You.

I'd like to recognize and acknowledge Realty Executives Lifestyle Group in Clermont, FL for being a sponsor and part of "Citrus Rocks Tower," a one day music benefit for Ronald McDonald Houses of Central Florida. I have attached some photos. It was a very good turnout. When you or your office is involved in community support or events please let me know at Zig@isellsr.com, so that I may share your information with the Region.

"SEE YOU AT THE TOP"



Congratulations Everyone!!!

Ranking is determined on "actual" gross commission closed through February 2017. Congratulations to these Outstanding Executives who achieved an Award Level in January; **especially the 5** of you who achieved an Award in the first month of the year. Congratulations **Jeanne Duncan and Debaran Hughes** for achieving the 100% Club Award in January!!!

100% Award

1	Jeanne Duncan	Knoxville	3	Kathy Abruzzo	The Villages
2	Debaran Hughes	Knoxville			

Gold Executive Award

1	Sally Love	The Villages	3	Kathryn Knowles	Lake Mary
2	Noel Gilbreath	Knoxville	4	Mary Crawford	Melbourne

Silver Executive Award

1	Nilitia Thompson	Knoxville	10	Sandy Jones	Knoxville
2	Debra Whaley	Knoxville	11	Sharon Bailey	Knoxville
3	Quint Bourgeois	Knoxville	12	Dave Moore	Knoxville
4	Kriston Wilson	Knoxville	13	Ray Gaudet	Knoxville
5	Rebecca Fritschie	Knoxville	14	Tammy Garber	Knoxville
6	Cindy Wise	The Villages	15	Wanda Hendryx	Seymour
7	Lisa Hagerman	Knoxville	16	Gary Koontz	Knoxville
8	Joe Fox	Knoxville	17	Jeanne Dukes	Knoxville
9	Tyler Fogarty	Knoxville	18	Karen George	Knoxville

Below is the award level **you could obtain** if you continue to close business at the current rate. Closings through February the closed gross commission is **annualized** to see what could be obtained if the closing rate continues.

Pinnacle Award

1	Jeanne Duncan	Knoxville	2	Debaran Hughes	Knoxville
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Double Diamond Award

1	Kathy Abruzzo	The Villages
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Diamond Award

1	Sally Love	The Villages	19	Wanda Hendryx	Seymour
2	Noel Gilbreath	Knoxville	20	Gary Koontz	Knoxville
3	Kathryn Knowles	Lake Mary	21	Jeanne Dukes	Knoxville
4	Mary Crawford	Melbourne	22	Karen George	Knoxville
5	Nilitia Thompson	Knoxville	23	Pam Morgan-Robertson	Knoxville
6	Debra Whaley	Knoxville	24	Scott Shippy	Savannah
7	Quint Bourgeois	Knoxville	25	Jay Blevins	Knoxville
8	Kriston Wilson	Knoxville	26	Mel Bernstein	Lake Mary
9	Rebecca Fritschie	Knoxville	27	Bo Caldwell	Knoxville
10	Cindy Wise	The Villages	28	Bunky Doxsee	The Villages
11	Lisa Hagerman	Knoxville	29	Mike Owens	Knoxville
12	Joe Fox	Knoxville	30	John Mello aka Dog Gone Good Team	The Villages
13	Tyler Fogarty	Knoxville	31	Jon Brock	Knoxville
14	Sandy Jones	Knoxville	32	Sherry Zirakojou	Lake Mary
15	Sharon Bailey	Knoxville	33	Amy Schlosser	Knoxville
16	Dave Moore	Knoxville	34	Troy Jenkins	Sarasota
17	Ray Gaudet	Knoxville			
18	Tammy Garber	Knoxville			

100% Club Award

1	Frank Weiskopf	Knoxville	18	Angela Cody	Knoxville
2	Dick Brower	Knoxville	19	Mark Foust	Knoxville
3	Wendy Hoffman	Clearwater	20	Nancy Britton	The Villages
4	Christian Merrill	Knoxville	21	Forrest Murphy	Seminole
5	Ray Cooper	Knoxville	22	Peggy Schaefer	The Villages
6	Gidget Jackson	Marathon	23	Tracy Southard	Knoxville
7	Donna Bailey	Knoxville	24	Matt Craft	Knoxville
8	Todd Hill	Cornelius	25	Francis Pierce	The Villages
9	Kerry Queener	Knoxville	26	Jeff Larue	Knoxville
10	Betty Cooper	Knoxville	27	Melissa Anderson	Knoxville
11	Leslie Rotella	Knoxville	28	Yvonna Landes	Knoxville
12	Beth Pankratz	Knoxville	29	Nicholas Nicaud	Knoxville
13	Jackie Mills	Knoxville	30	Thomas Jostes	Knoxville
14	Kim Miller	Knoxville	31	Laura Harrison	Seminole
15	Stephen Johnston	Greensboro	32	Wesley Shotwell	Knoxville
16	Donna Tallent	Knoxville	33	Teresa Rogers	Johnson City
17	Timothy Hathaway	Knoxville	34	Michelle Smith	Knoxville

35	Malloy Properties	Clearwater	71	Mark Murphy	Seminole
36	Jesus Garcia	Lake Mary	72	Daniel Parker	Knoxville
37	Judy Brewton	Knoxville	73	Randy Temple	Knoxville
38	Chip Huber	Knoxville	74	Kim Edwards	Knoxville
39	Cissie Smith	The Villages	75	Rene' Jenkins	Knoxville
40	Paige Widener	Knoxville	76	Tara Hayes	Knoxville
41	Brian Shelby	Knoxville	77	Doyle Webb	Knoxville
42	Tammie Hill	Knoxville	78	Casey Stooksbury	Knoxville
43	Judy Danner	Central FL	79	Maria Ubilus	Central FL
44	Denny Koontz	Knoxville	80	Cole Edwards	Knoxville
45	Ashley Finney	Knoxville	81	Derrick Merritt	Maynardville
46	Terri Mason Perry	Knoxville	82	Tami Dawn Jones	Clearwater
47	Angie Gibson	Knoxville	83	Nathan Way	Knoxville
48	Jamie Seal	Knoxville	84	Tish Hickman	Knoxville
49	Christine McInerney	Knoxville	85	Pamela Zibell	Clearwater
50	Caroleanne Vorac	Seminole	86	Elizabeth Hamil	Knoxville
51	Aaron Fowler	Knoxville	87	Dawn Kilby	Hickory
52	Sherry Paul	Knoxville	88	Mandy Street	Knoxville
53	John Gorry	The Villages	89	Becky Hale	Johnson City
54	Andrea Spires	Johnson City	90	Chris Barnes	Knoxville
55	Lois Bonacci	Lake Mary	91	Annette Oliverio	Knoxville
56	Laura Jensen	The Villages	92	Johnny Weston	Knoxville
57	David DiGioia	Cornelius	93	Marie Gerrick	Knoxville
58	Pamela Owen	Knoxville	94	Julie Hedges	Johnson City
59	Claudia Kester	Central FL	95	Michael Klanot	Sarasota
60	Iwona Wajszczak	Sarasota	96	Jordan Coleman	Knoxville
61	Carrie Dougherty	Knoxville	97	Carolyn Bolden	Hickory
62	Sam Daugherty	Knoxville	98	Pete McClain Jr.	Knoxville
63	David Koenig	Orlando	99	Mary Ann Patton	Johnson City
64	Mike Murphy	Seminole	100	Amy King	Knoxville
65	Marion Krick	Lake Mary	101	Phyllis Harrison	Bristol
66	Bev Shive	The Villages	102	James Cottrell	Greensboro
67	Tammy Gerdtz	Bristol	103	Linda Mieczkowski	Central FL
68	Floyd Humphreys	Hickory	104	Mary Grant	The Villages
69	Vicki Everbach	Knoxville	105	Robin Myrick	Knoxville
70	Lindsay Dicus-Harrison	Seminole			

Gold Executive Award

1	Niva Santos	Lake Mary	3	Cathy Delorenzo	Seminole
2	Russell Orlowski	Knoxville	4	Susan Calabrese	Knoxville

5	Jason Fulmer	Central FL	37	Phyllis Edington	Knoxville
6	Mark and Kim Harrington	Lake Mary	38	Verda Hill	Knoxville
7	Cheryl Hatfield	Knoxville	39	Lisa Vineyard	Knoxville
8	Kay Chang	Central FL	40	Julie Haines	The Villages
9	Glenda Wilson	Lenior	41	Adam Sharp	Knoxville
10	Terry Goodson	Knoxville	42	Beckie Colvin	Knoxville
11	Scott Tomlinson	Clearwater	43	Karen Shelton	Johnson City
12	Steve Hill	Knoxville	44	Andrew Sharits	Knoxville
13	Beth Larson	Savannah	45	Sally Karmarada	Central FL
14	Linda Meese	Knoxville	46	Ryan Fogarty	Knoxville
15	Kim Isenberg	Knoxville	47	Charles Copenhaver Jr.	Knoxville
16	Charles Fethe	Knoxville	48	Stephen Smith	Knoxville
17	Martha Hancock	Knoxville	49	Jana Webb	Knoxville
18	Alvin Sanders	Savannah	50	Rusty Ensor	Knoxville
19	Julie Koontz	Knoxville	51	Chiara Petro	Knoxville
20	Jeff Linginfelter	Knoxville	52	James Thomas	Knoxville
21	Margaret Lopez	Ocala	53	Richard Crabtree	Clearwater
22	Debby Gibson	Johnson City	54	Terri Kerr	Knoxville
23	Alan Long	Hickory	55	Wafa Sulaiman	Knoxville
24	Robert Berube	The Villages	56	Lynn Walsh	Lake Mary
25	Geralyn Vilar	The Villages	57	Iris Greer	Knoxville
26	Ellie Howe	Knoxville	58	Jim Umstead	Central FL
27	Cal Cundiff	Clearwater	59	Amy Goodlett	Knoxville
28	Susan Stout	Knoxville	60	Chris Spencer	Hickory
29	Mac Tobler	Knoxville	61	Martin Fugate	Knoxville
30	Charles Wilson	Knoxville	62	Victoria Duever	Johnson City
31	William Gallaher	Knoxville	63	Penny Lawrence	Lake Mary
32	Vicki Glardon	Knoxville	64	John Melton	Knoxville
33	Penny Vierling	Seminole	65	Laura Ashley	Bristol
34	Kenneth Kirby	Knoxville	66	Megan Stansbury	Knoxville
35	Maurice Natour	Knoxville	67	Marcee Blackmon	Knoxville
36	Frank Melino	The Villages			

Silver Executive Award

1	Jeanna Penton	Knoxville	7	Tom Fethe	Knoxville
2	Tim Cogburn	Knoxville	8	Cindy Gates	Knoxville
3	Larry Arth	Sarasota	9	Scott Wilson	Knoxville
4	Robert Spangler	Knoxville	10	Lisa Esposito	The Villages
5	David Roberts	Knoxville	11	Jerry Collins	Knoxville
6	Steven Doty	Knoxville	12	Steven Hardison	Knoxville

13	Tonja Doty	Knoxville	44	William Taft	Sarasota
14	Kelly Bolden	Hickory	45	Tabatha Ogle	Knoxville
15	Hector Gomez	Sarasota	46	Hamlin, Laura	The Villages
16	Anne Barrier	Hickory	47	Julie Hash Spivey	Knoxville
17	Jim Grider	The Villages	48	Cristina Vieira	Knoxville
18	Brian Howard	Knoxville	49	Elizabeth Frank	Hickory
19	Ted Fisher	Knoxville	50	Marian Henry	Clearwater
20	Steve Amburgey	Central FL	51	Jeffery Eric Jones	Clearwater
21	Darrell Biggs	Seminole	52	Ann Grubb	Knoxville
22	Pam Raymond	Seminole	53	Bill Cox	Hickory
23	Eric Muffutt	Seymour	54	Daniel Green	Knoxville
24	Sharon Brookshire	Savannah	55	Carl Knudsen	Savannah
25	Liza Bryan Acheson	Knoxville	56	Mitzi Horner	Knoxville
26	Michael Duever	Johnson City	57	Ronald Bastek	Sarasota
27	Douglas Ewell	Knoxville	58	Sara Gavin Venczel	Middle TN
28	Mark Bissell	Knoxville	59	Mia Johnson	Bristol
29	Karol Clark	The Villages	60	Susan Niedergeses	Knoxville
30	Randy Susong	Knoxville	61	Milford Leedy	The Villages
31	Dana Webb-Sims	Knoxville	62	Steve Keirse	Knoxville
32	Robert Derouen	Johnson City	63	Susan Hicks	Knoxville
33	Emily Wyrick	Knoxville	64	Keith Paul	Knoxville
34	Lisa Roder	Lake Mary	65	Matthew Thomas	Knoxville
35	Michael Finley	Knoxville	66	Annette McCullough	The Villages
36	Sandra Giraldo	Ocala	67	Alice Pigott	Knoxville
37	Penny Rogers	Knoxville	68	Judy Collins	Knoxville
38	Janet Maloy	Clearwater	69	Ian Drummond	Lake Mary
39	Debra Davis-Johnson	Knoxville	70	Melissa Hall	Bristol
40	Nathan Piotrowski	The Villages	71	Dolores Wilson	Seminole
41	Marie Hodge	Bristol	72	Karen Robertson	Knoxville
42	Jerry Headrick	Knoxville	73	Donna David	Knoxville
43	Alice Sciarrino	Sarasota			

It's all
about
You.



It's all
about
You.

YOU!

National Association of REALTORS Industry Update Excerpts!

Existing-Home Sales Stumble in February

WASHINGTON (March 22, 2017) — After starting the year at the fastest pace in almost a decade, existing-home sales slid in February but remained above year ago levels both nationally and in all major regions, according to the National Association of Realtors®.

Total [existing-home sales](#), which are completed transactions that include single-family homes, townhomes, condominiums and co-ops, retreated 3.7 percent to a seasonally adjusted annual rate of 5.48 million in February from 5.69 million in January. Despite last month's decline, February's sales pace is still 5.4 percent above a year ago.

Lawrence Yun, NAR chief economist, says closings retreated in February as too few properties for sale and weakening affordability conditions stifled buyers in most of the country. "Realtors® are reporting stronger foot traffic from a year ago, but low supply in the affordable price range continues to be the pest that's pushing up price growth and pressuring the budgets of prospective buyers," he said. "Newly listed properties are being snatched up quickly so far this year and leaving behind minimal choices for buyers trying to reach the market."

Added Yun, "A growing share of homeowners [in NAR's first quarter HOME survey](#) said now is a good time to sell, but until an increase in listings actually occurs, home prices will continue to move hastily."

The median existing-home price for all housing types in February was \$228,400, up 7.7 percent from February 2016 (\$212,100). February's price increase was the fastest since last January (8.1 percent) and marks the 60th consecutive month of year-over-year gains.

Total housing inventory at the end of February increased 4.2 percent to 1.75 million existing homes available for sale, but is still 6.4 percent lower than a year ago (1.87 million) and has fallen year-over-year for 21 straight months. Unsold inventory is at a 3.8-month supply at the current sales pace (3.5 months in January).

All-cash sales were 27 percent of transactions in February (matching the highest since November 2015), up from 23 percent in January and 25 percent a year ago. Individual investors, who account for many cash sales, purchased 17 percent of homes in February, up from 15 percent in January but down from 18 percent a year ago. Seventy-one percent of investors paid in cash in February (matching highest since April 2015).

First-time buyers were 32 percent of sales in February, which is down from 33 percent in January but up from 30 percent a year ago. NAR's 2016 Profile of Home

Buyers and Sellers — [released in late 2016](#) — revealed that the annual share of first-time buyers was 35 percent.

"The affordability constraints holding back renters from buying is a signal to many investors that rental demand will remain solid for the foreseeable future," said Yun. "Investors are still making up an above average share of the market right now despite steadily rising home prices and few distressed properties on the market, and their financial wherewithal to pay in cash gives them a leg-up on the competition against first-time buyers."

According to Freddie Mac, the [average commitment rate](#) for a 30-year, conventional, fixed-rate mortgage inched up in February to 4.17 percent from 4.15 percent in January. The average commitment rate for all of 2016 was 3.65 percent.

Properties typically stayed on the market for 45 days in February, down from 50 days in January and considerably more than a year ago (59 days). Short sales were on the market the longest at a median of 214 days in February, while foreclosures sold in 49 days and non-distressed homes took 45 days. Forty-two percent of homes sold in February were on the market for less than a month.

Distressed sales — foreclosures and short sales — were 7 percent of sales for the third straight month in February, and are down from 10 percent a year ago. Six percent of February sales were foreclosures and 1 percent were short sales. Foreclosures sold for an average discount of 18 percent below market value in February (14 percent in January), while short sales were discounted 17 percent (10 percent in January).

Single-family and Condo/Co-op Sales

Single-family home sales declined 3.0 percent to a seasonally adjusted annual rate of 4.89 million in February from 5.04 million in January, and are now 5.8 percent above the 4.62 million pace a year ago. The median existing single-family home price was \$229,900 in February, up 7.6 percent from February 2016.

Existing condominium and co-op sales descended 9.2 percent to a seasonally adjusted annual rate of 590,000 units in February, but are still 1.7 percent higher than a year ago. The median existing condo price was \$216,100 in February, which is 8.2 percent above a year ago.

Regional Breakdown

Existing-home sales in the South in February rose 1.3 percent to an annual rate of 2.34 million, and are now 5.9 percent above February 2016. The median price in the South was \$205,300, up 9.6 percent from a year ago.

The National Association of Realtors®, "The Voice for Real Estate," is America's largest trade association, representing 1.2 million members involved in all aspects of the residential and commercial real estate industries.

EXECUTIVE MARKETING UPDATE

By Ken Durkee



Premium brand.
Entrepreneurial freedom.

Congratulations to those Executives who closed five or more sides in the month of **February 2017.**

This is Outstanding!

Congratulations to all Executives who continue to do outstanding production! Here are the names of the Executives and their Companies' names.

NORTH CAROLINA

Steve Johnson 5 sides **REALTY EXECUTIVES** Greensboro

GEORGIA

Alvin Sanders 6 sides **REALTY EXECUTIVES** Coastal Empire, Savannah

FLORIDA

Kathy Abruzzo 10 sides **REALTY EXECUTIVES** in The Villages

Laura Jensen 5 sides **REALTY EXECUTIVES** in The Villages

Sally Love 7 sides **REALTY EXECUTIVES** in The Villages

Cindy Wise 6 sides **REALTY EXECUTIVES** in The Villages



FLORIDA

***REALTY EXECUTIVES* Central Florida**

Emilia Rivero - emiliamka@hotmail.com

Kellie Brinker - kellbrinker@yahoo.com

***REALTY EXECUTIVES* Clermont**

Nicole Bonadies - nbonadies@realtyexecutives.com

***REALTY EXECUTIVES* Adamo & Associates, Seminole**

Debra Ryder - dyay223@aol.com

GEORGIA

***REALTY EXECUTIVES* Coastal Empire, Savannah**

Brue "Jeffery" Gasto – jeffgastpn@gmail.com

NORTH CAROLINA

***REALTY EXECUTIVES* Hickory**

Carla Boldon – carlaboldon@yahoo.com

Melissa Rios – riosmar4@att.com

Meredith Ayers – meredith.ayers76@gmail.com

TENNESSEE

***REALTY EXECUTIVES* Maynardville**

Amy Ayers – aayers07@comcast.net

***REALTY EXECUTIVES* East Tennessee, Greeneville**

Cindy Monk - cmonknow@gmail.com



On the next page is the April 2017 training calendar and please note that part of that calendar is a **New Executive Orientation** given on April 20th.

With all the new benefits that Realty Executives has inserted into PrimeAgent, which is our very own dashboard to all the Realty Executives products and services. Since it has been upgraded so much during the past two years, if you have not taken the training, you may end up missing a lot of programs and systems that will work directly for you and your clients that could bring you more income.

We encourage you to sign up for this Orientation whether you are brand new or you have been with us for some time. There is so much that has been added to the Realty Executives programs and systems during the recent years. It is free. Please log onto PrimeAgent and click onto the training tab and sign up.



Calendar View List View Options

< > today

April 2017

month week day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27 New Executive Orientation - March 2017 (1-day option)	28	29	30 +3 more	31	1
2	3	4 Adwex Real Estate Advertising for the Digital Age	5 15 minute showcase - EXECUTIVE REALTY® Listing Automation (including our new video automation)	6	7	8
9	10	11	12	13	14	15
16	17 Generate New Business with Just Listed and Just Sold Email Marketing and Postcards	18 Adwex Real Estate Advertising for the Digital Age	19	20 New Executive Orientation - April 2017	21	22
23	24	25	26 +3 more	27	28	29
30	1	2 Adwex Real Estate Advertising for the Digital Age	3	4	5	6

Questions?
Click here to chat with us

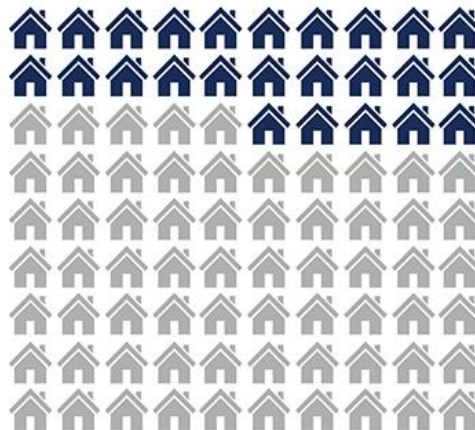
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Online - Chat with us!

Find out how to use the Brand More Efficiently:

Attend the Training and see your transactions grow:

Remember



32%

more closed transaction sides completed by Realty Executives agents than the industry standard

