

Windermere Real Estate/East, Inc.

State of the Union

2014

Welcome Redmond!



Redmond Town Center



Let the Staff Help You



BELLEVUE



D'Ann Jackson
Manager
(1.5 Years)



Sheila Kenkman
Lead/IC/AC
(6 Years)



Beth Anne Caldwell
Listing Coordinator
(New)



Julia Nasca
Receptionist
(New)

BELLEVUE SOUTH



Joe Deasy
Manager
(17 Years)



Annalisa Parlee
Lead Secretary
(New)



Kelsey Oakland
Internet Coordinator
(New)



Alex Valentine
Receptionist
(New)

BELLEVUE WEST



Roger Harwood
Manager
(19 Years)



Dawn Davidson
Lead Secretary
(15 Years)



Sara Athari
Internet Coordinator
(New)



Kristina Draper
Internet Coordinator
(1 Year)

ISSAQUAH



Dave Paremski
Manager
(2 Years)



Denise McNeal
Lead Secretary/IC
(12 Years)



Erin Etchemendy
Ad/Listing Coord.
(5 Years)



Melissa Wieser
Receptionist
(1 Year)

REDMOND



Matt Deasy
Manager
(20 Years)



Dianne Masaoka
Lead Secretary
(New)



Sarah Weinold
Broker Services
(New)



Kara Deak
Receptionist
(1 Year)

YARROW BAY



Lew Mason
Manager
(9 Years)



Dorothy Tropp
Lead/IC/TC
(10 Years)



Laurel Crisafulli
Ad Coordinator
(1 Year)



Ivana Hill
Receptionist
(7 Years)

BRANCH SUPPORT



Beverly Tindall
Lead Bookkeeper
(11 Years)



Kim Baldwin
East/YB Bookkeeper
(12 Years)



Trina Goodman
Admin Assistant
(8 Years)



Natalie Currie
Admin Assistant
(12 Years)

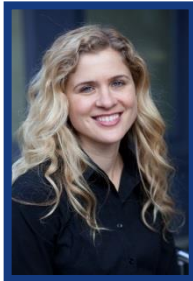
Let Our Partners Help You



CW Title Reps



**Teresa
Hollenbeck**



**Nicole
Harding**



**Patrick
O'Neil**

Windermere Mortgage



**Steve
Tedrow**



**Ken
Harding**

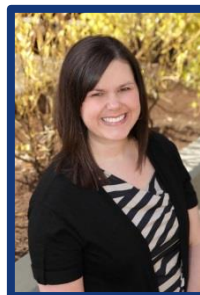


**Elizabeth
Vona**

CW Escrow



**Michelle
Johnson**



**Lori
Barnes**



**Kim
Steward**



**Judy
Holden**

2013 Messages



- Mindset, skillset, action = Formula for success**
- See the moonwalking bear**
- Improve your success ratio**

Mindset and Skillset Quotes/Tests



- **Vital few vs. trivial many**
- **On purpose vs. on accident**
- **Open your mind – you must see the subtle and notice the hidden in 2013**
- **Do you think every game (negotiation) is win/lose? Look for Win/Win.**
- **Do you have “Yes, but” brain**
- **Is it what happens to you or how you respond to things that matters?**
- **System check – If you leave out a digit on a phone call, the call doesn’t go through.**
- **Can’t make a sale because there is NO inventory.**

Moonwalking Bear Ideas



- Previously listed properties that have not sold. Yours and market.
- Review old CMA's – Who was interested in selling previously, but has not.
- Letter/mailer to neighborhoods where a buyer lost in multiple offers.
- Out of state property owners that are renting their properties.
- Challenged properties – Busy street, tough floor plan, etc.
- Talk about bridge loans.
- Talk about selling first, renting, then buying.
- Open houses – 65% of attendees have home to sell. Invite neighbors.

2014 Messages



- Take Advantage of the Market**
- Be On Purpose**
- Have Fun**

2014 Messages



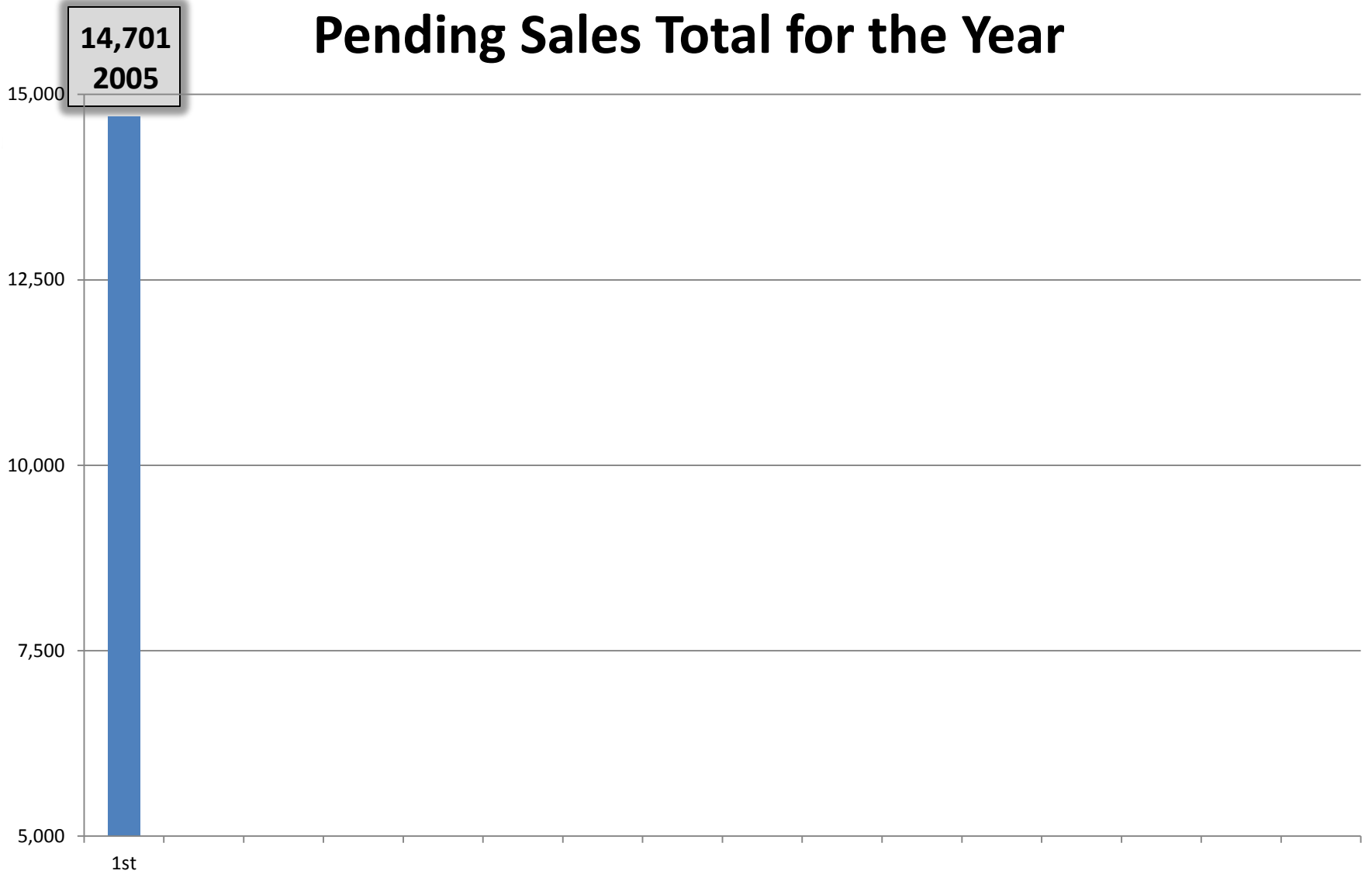
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- Be On Purpose**
- Have Fun**

We are in Boom Market

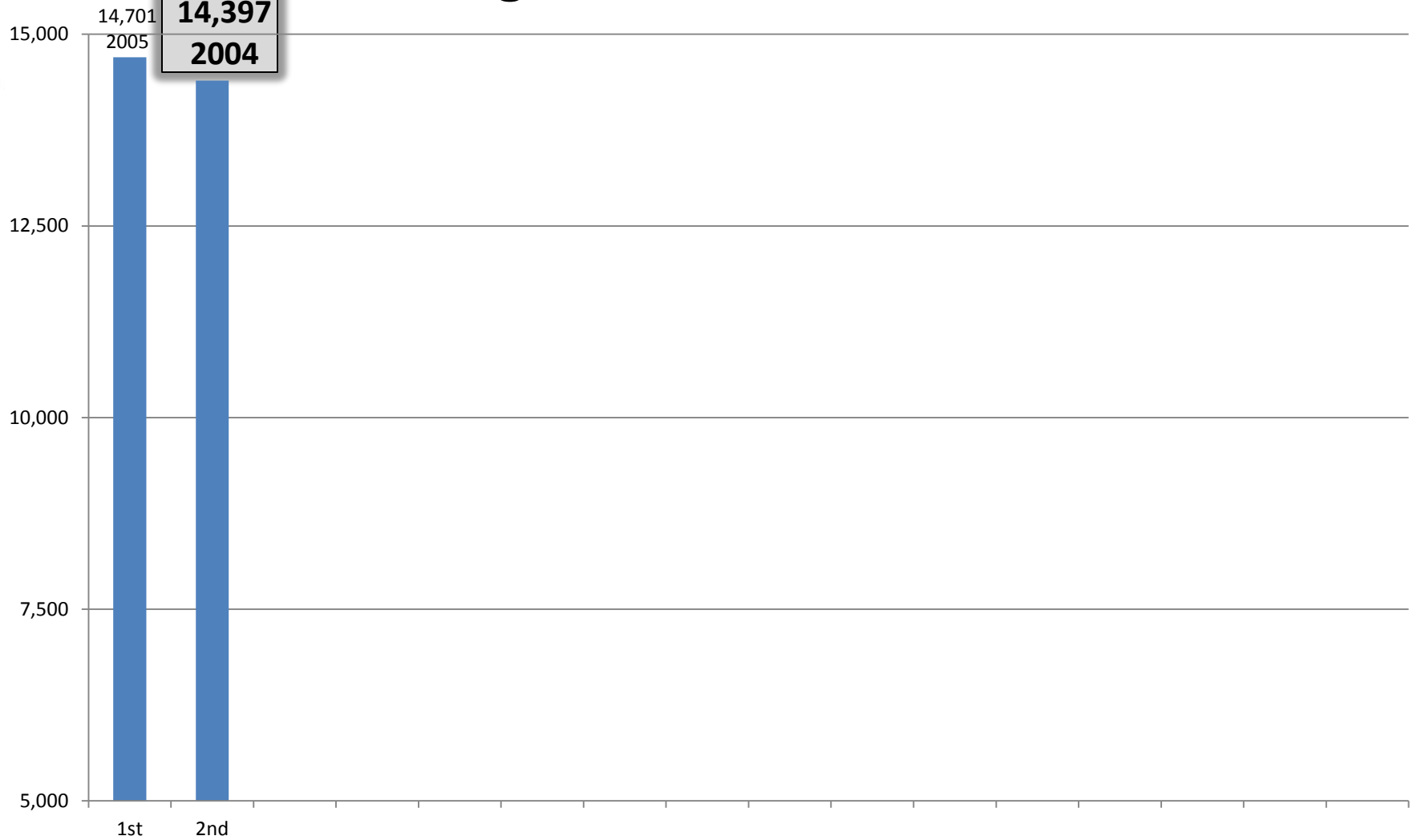


**From 1998 to 2013, what year
had the highest transaction
count?**

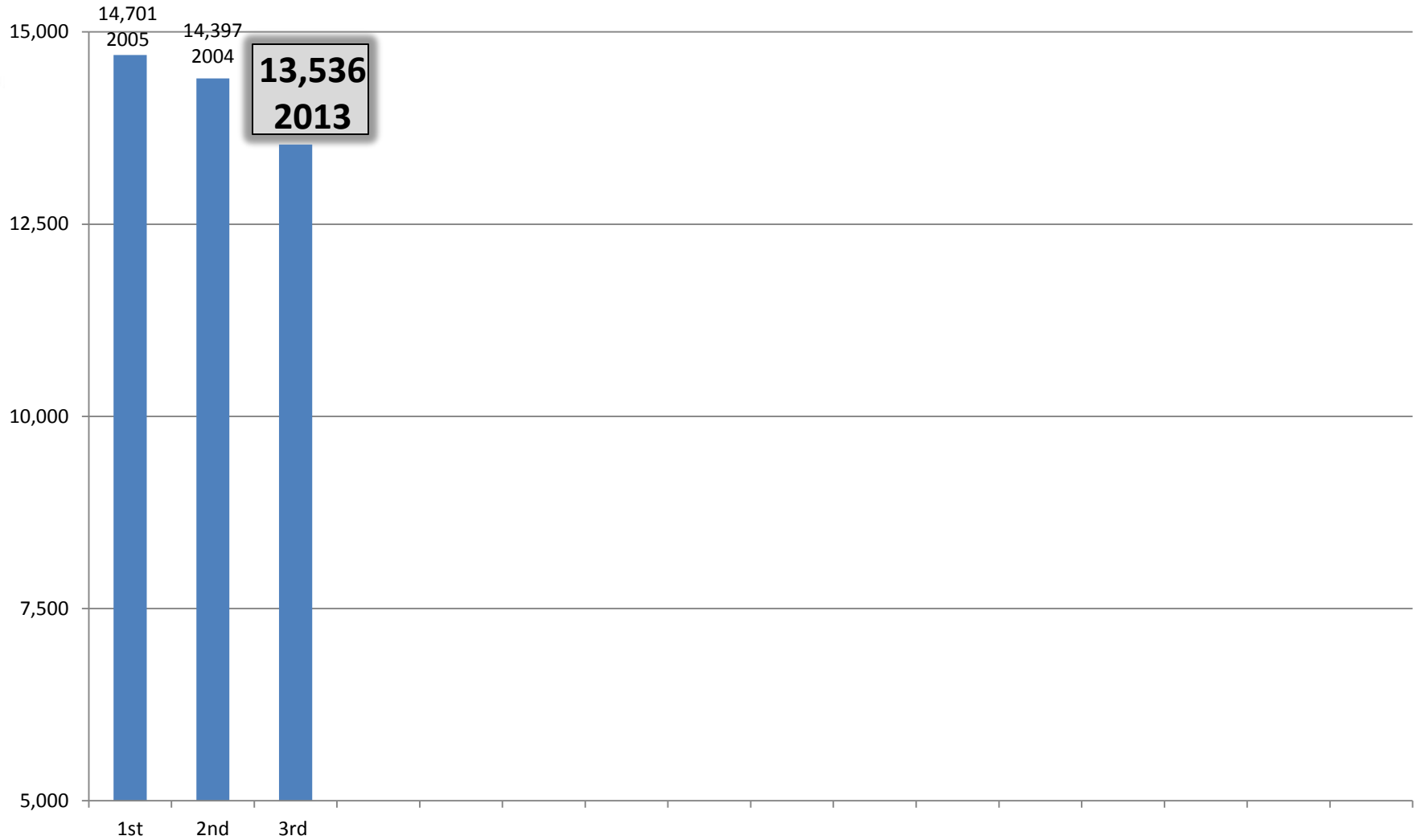
Pending Sales Total for the Year



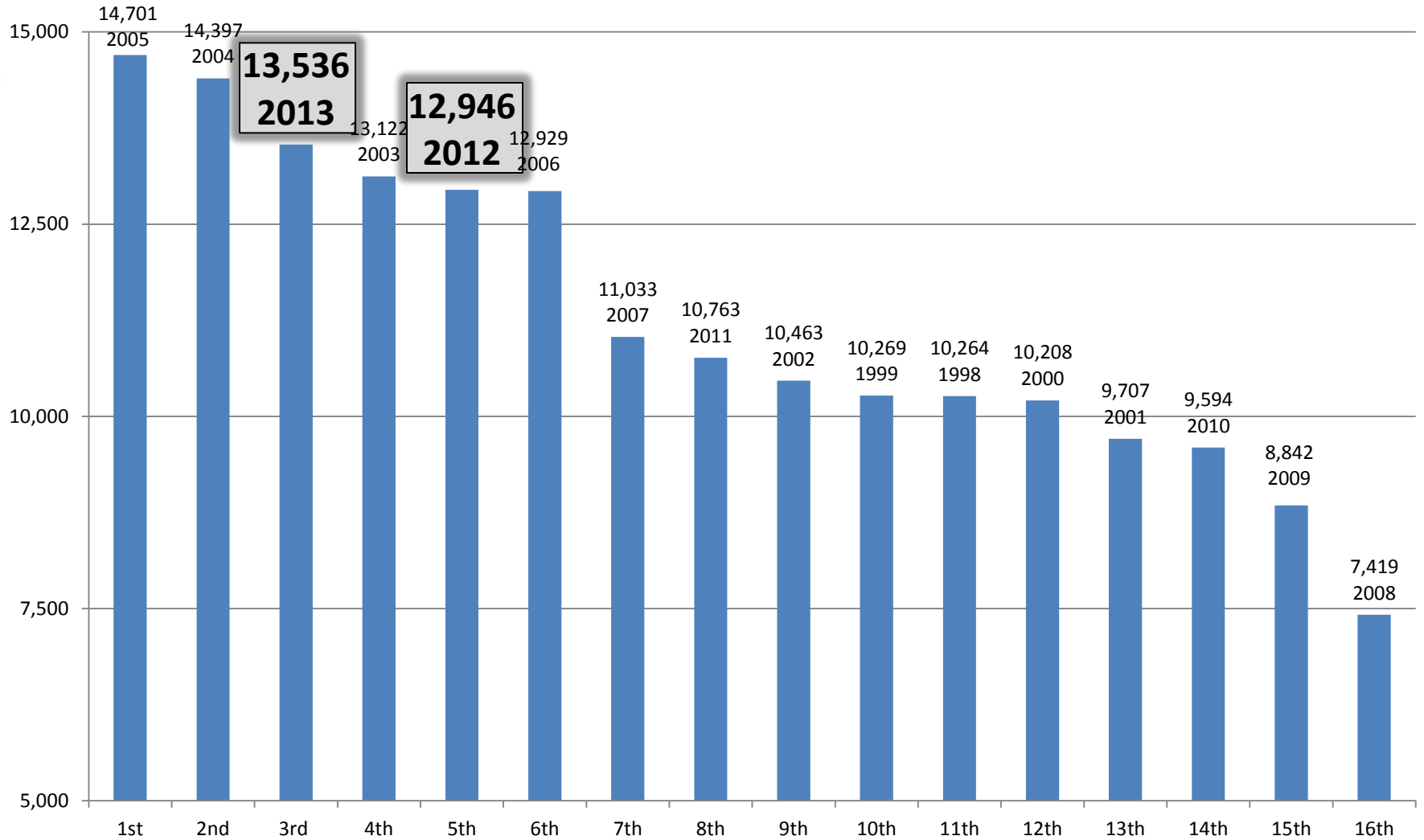
Pending Sales Total for the Year



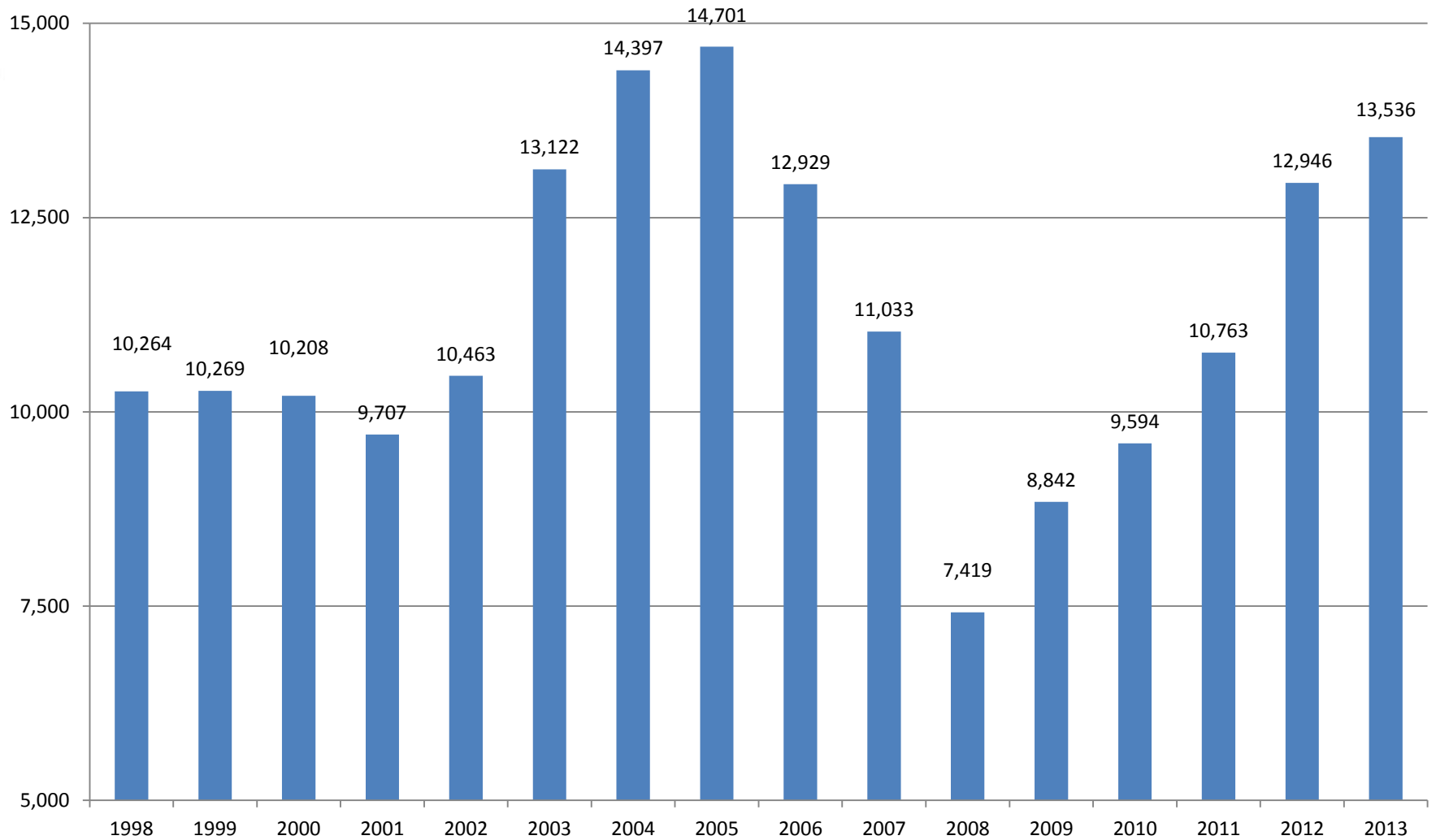
Pending Sales Total for the Year



Pending Sales Total for the Year



Pending Sales Total for the Year



**Please text all your
answer codes to:**

22333

Example:

On Screen Question:

What is your favorite color?

You may respond at PollEv.com when the presenter pushes this poll
Text a **CODE** to **22333**

Blue **335565**

Yellow **335571**

Red **335572**

0

Total Results: 0

Phone:

Verizon LTE 10:18 AM 100%

New Message Cancel

To: 223-33

335565 Send

1 2 3 4 5 6 7 8 9 0

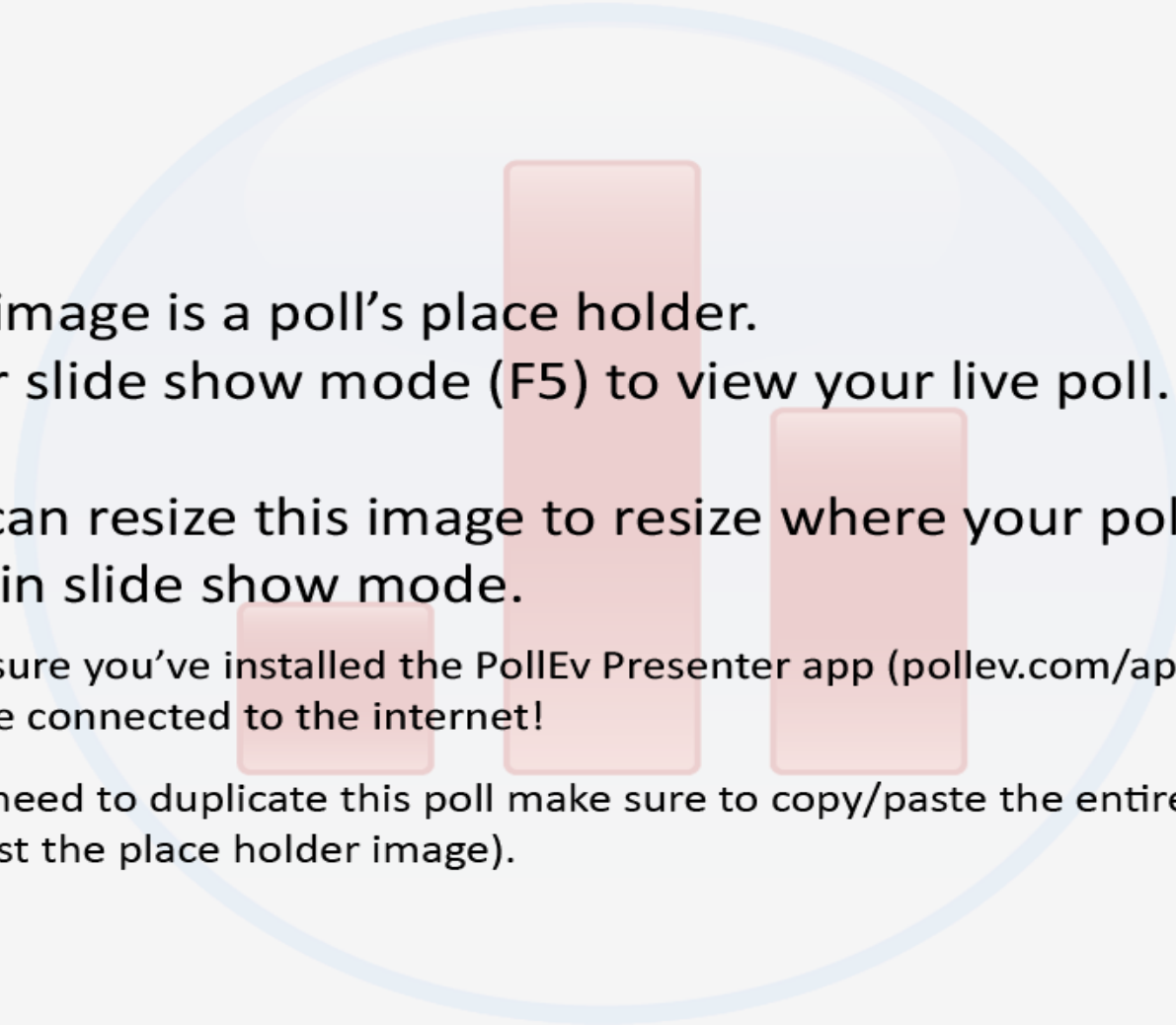
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ABC globe microphone space return

What does your crystal ball show for 2014?

- | | |
|--------------------------|---------------|
| A. Prices are down | 417739 |
| B. Prices are up 0 – 5% | 417744 |
| C. Prices are up 5 – 10% | 417750 |
| D. Prices are up 10+% | 417775 |



This image is a poll's place holder.
Enter slide show mode (F5) to view your live poll.

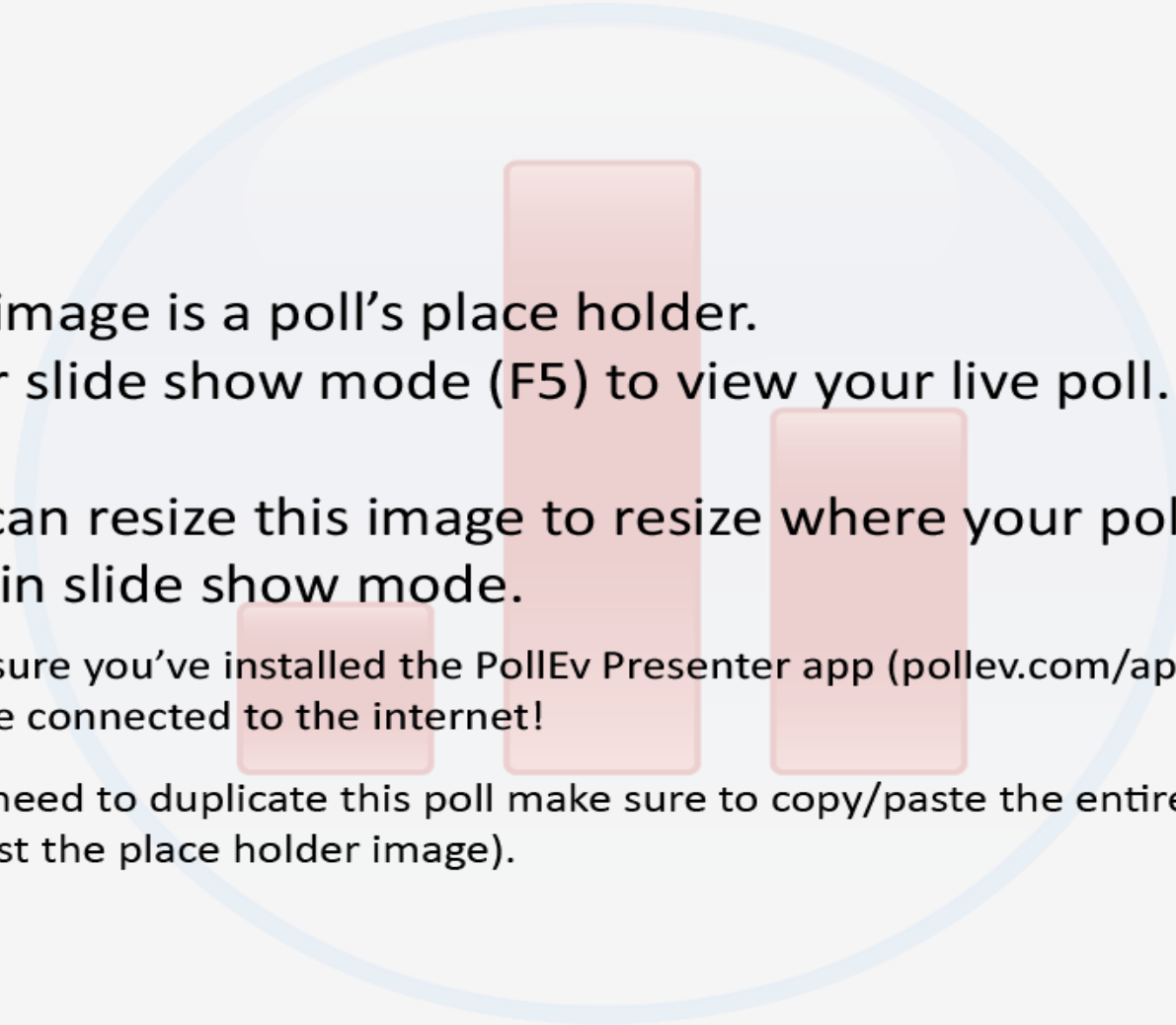
You can resize this image to resize where your poll will load in slide show mode.

Make sure you've installed the PollEv Presenter app (pollev.com/app) and are connected to the internet!

If you need to duplicate this poll make sure to copy/paste the entire slide (not just the place holder image).

What does your crystal ball show for 2014?

- | | |
|-------------------------|---------------|
| A. Units are down | 426652 |
| B. Units are up 0 – 5% | 426746 |
| C. Units are up 5 – 10% | 426752 |
| D. Units are up 10+% | 426753 |



This image is a poll's place holder.
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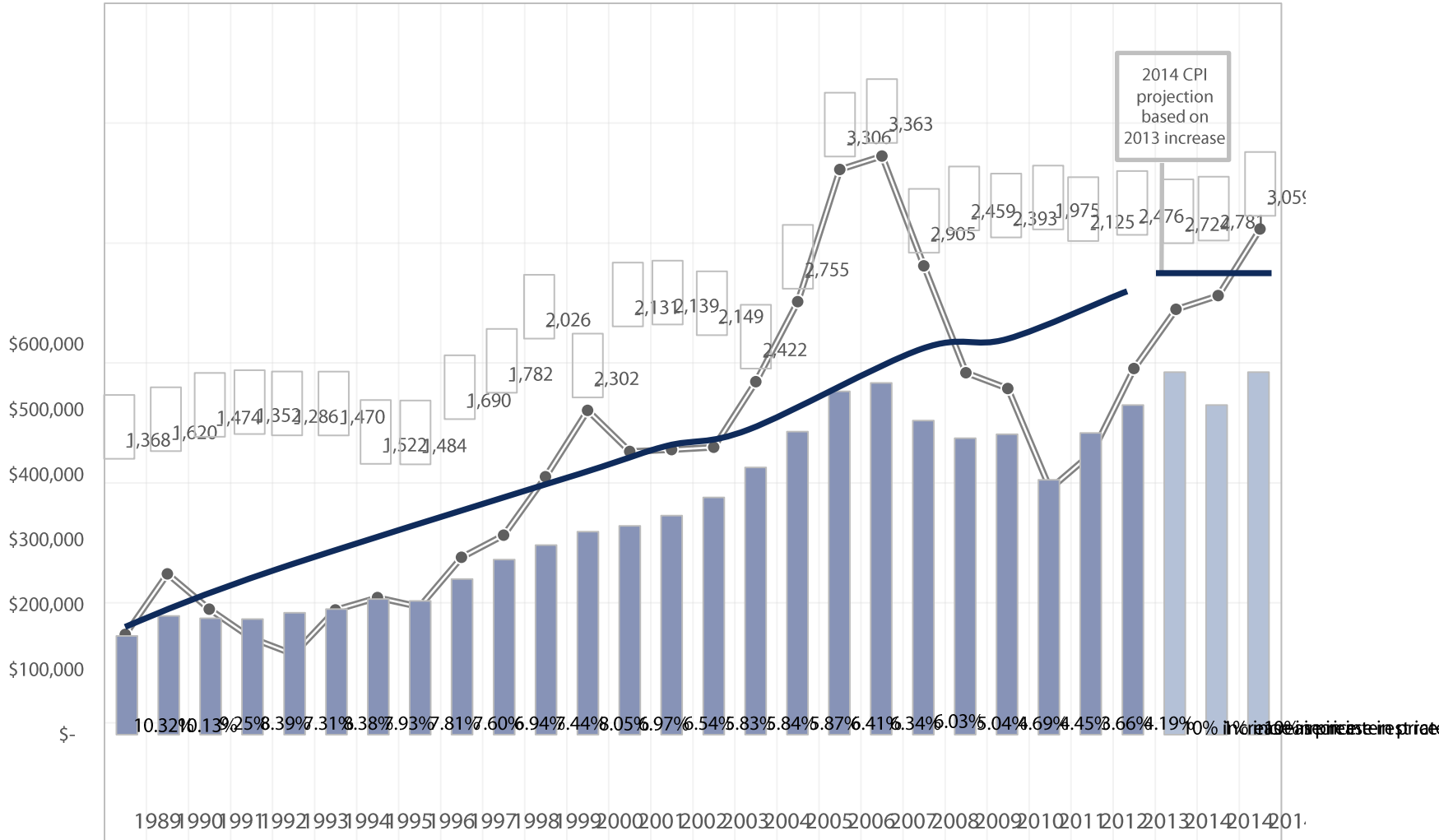
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Monthly Payment Based on 30 Year Fixed Interest Rate and Median Closed Sales Price in King County

— Seattle Consumer Price Index – U ●— Principle & Interest



The Realtor Prayer



**“Oh Lord,
Please let there be one more real estate
boom and I promise I won’t let it slip
away this time!”**



2014 Messages



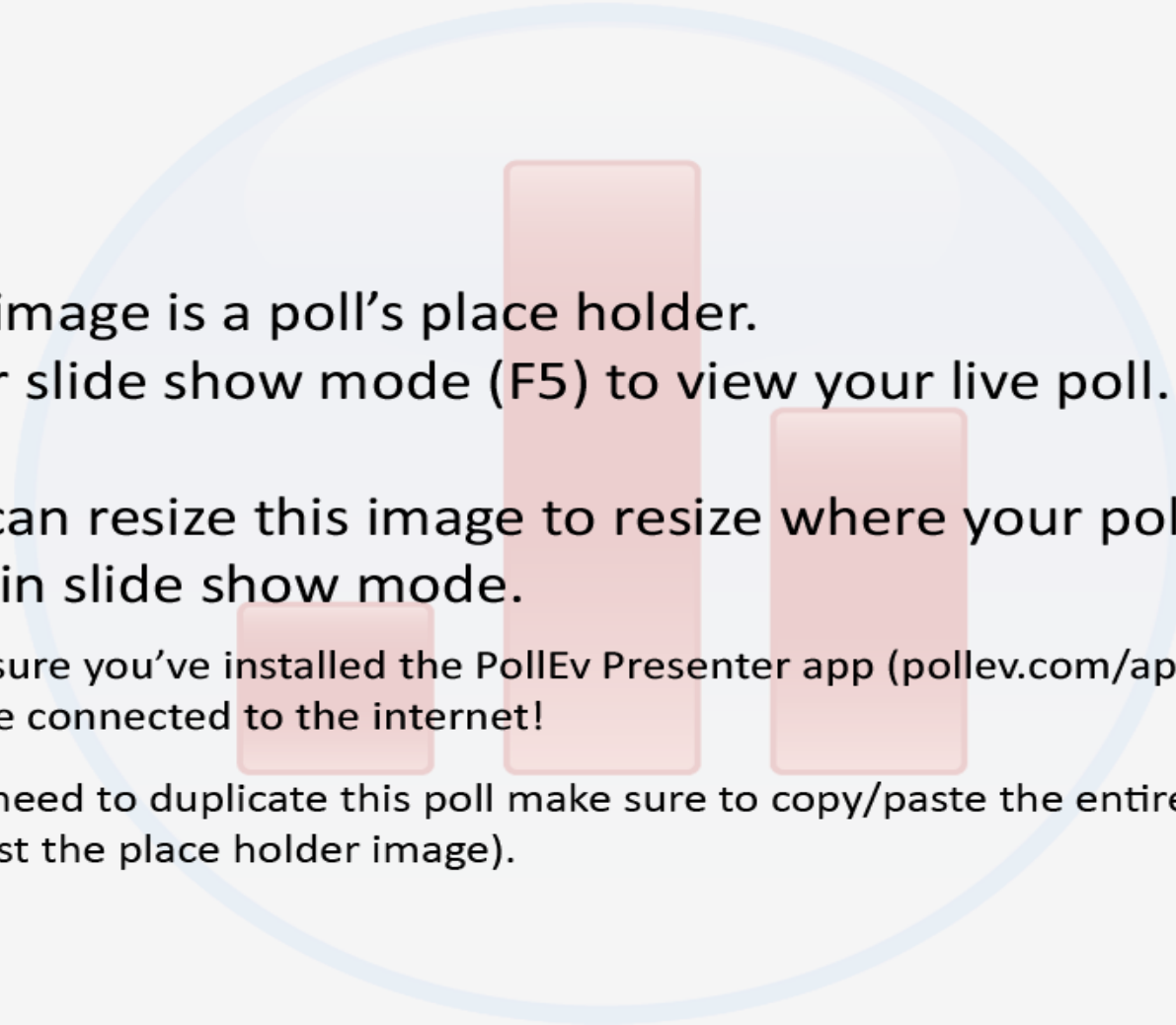
- Take Advantage of the Market**
- Be On Purpose**
- Have Fun**

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What is your On Purpose for 2014?

- | | |
|-----------------------------------------------|---------------|
| A. Help as many people and make as much money | 421790 |
| B. Build your net worth | 421791 |
| C. Have fun in your business | 437284 |
| D. Grow your business | 437285 |
| E. Enjoy more time outside of real estate | 437291 |
| F. Other | 437292 |



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What does “On Purpose” look like?

- **Mindset, Attitude, & Affirmations**
- **Daily Routine**
- **Database – 250 to 350 contacts**
- **Flow**

Tony Hsieh

Sold LinkExchange to Microsoft for \$265M

Sold Zappos to Amazon.com for \$1.2 Billion

“The telephone is the most amazing and productive electronic device ever invented!”

Delivering Happiness by Tony Hsieh



What does “On Purpose” look like?

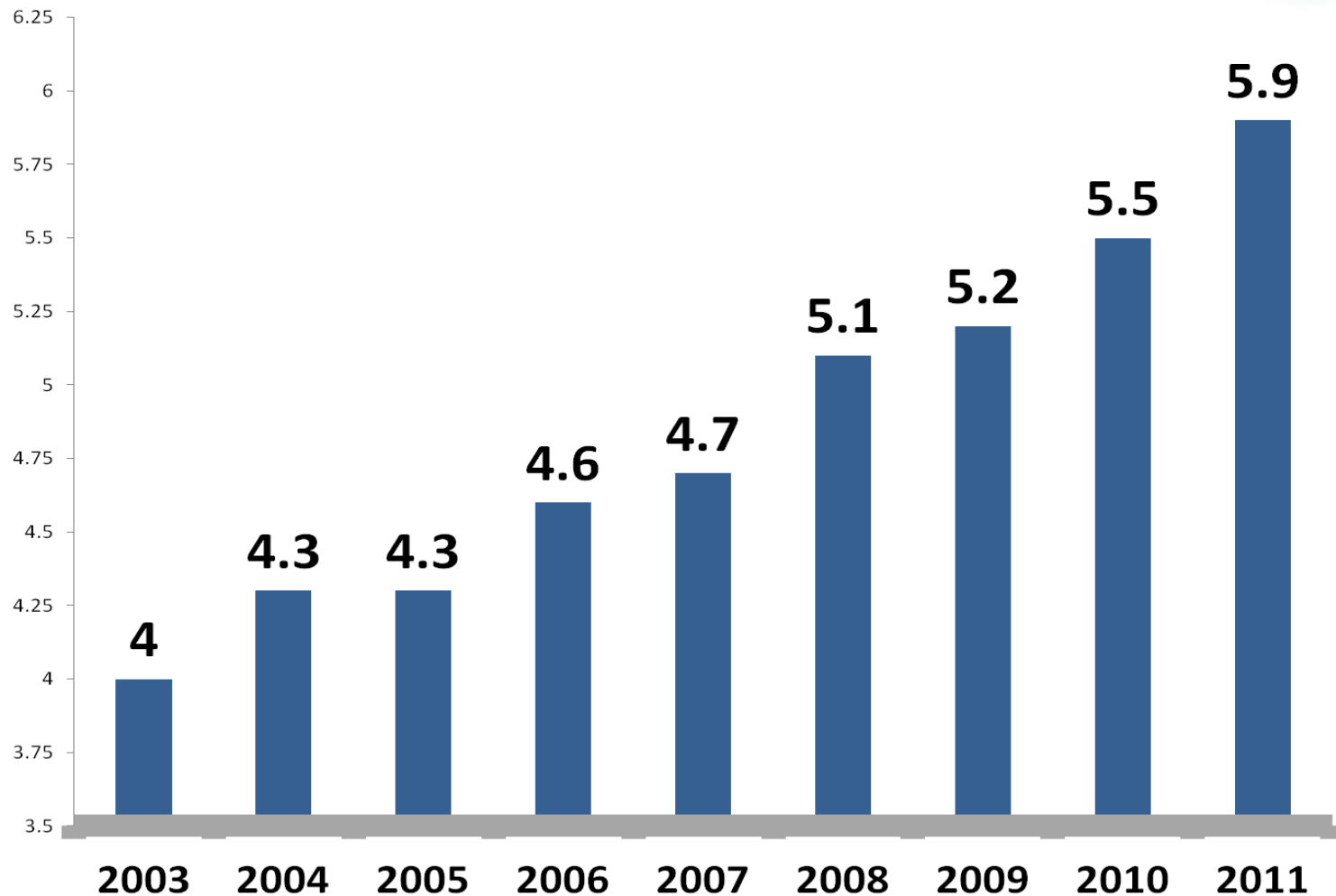
- **Mindset, Attitude, & Affirmations**
- **Daily Routine**
- **Database – 250 to 350 contacts**
- **Flow**
- **Clients**
- **Vacations**

Moonwalking Bear Ideas

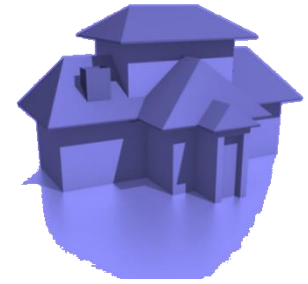
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- Out of state property owners that are renting their properties.
- Challenged properties – Busy street, tough floor plan, etc.
- Open houses – 65% of attendees have home to sell. Invite neighbors.
- People who put life on hold
 - Previously had negative equity
 - Boeing and related industries

25-34 Year Olds

Living with Parents: *In millions*



The Cost of Waiting a year in 2013



Median Price

Rate

P&I

Dec 2013

\$590,000

4.47%

\$2,980

Dec 2012

\$525,000

3.41%

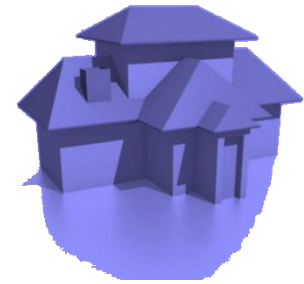
\$2,330

\$65,000

**\$650 month
\$7,800 year**

The Cost of Waiting a year in 2014?

If prices rise 5% and rates increase ½%



	Median Price	Rate	P&I
Dec 2014	\$619,500	4.97%	\$3,315
Dec 2013	\$590,000	4.47%	\$2,980
	\$29,500		\$335 month \$4,020 year



Standards of Practice

What's in it for You?

2014 Messages



- Take Advantage of the Market**
- Be On Purpose**
- Have Fun**

Have Fun



“Honestly, at times it wasn’t fun...just stressful...but I knew the results would be strong and just stayed focused on doing a great job for clients. Good clients make the job more fun, and I am fortunate to have quality relationships with people.”

Have Fun



**Write down two or three things
you can do for fun
in your business in 2014?**

Have Fun



- What you focus on expands**
- Clients**
- Vacations scheduled**
- Do it with someone else**
- Spend money on others**

2014 Messages



Take Advantage of the Market

Be On Purpose

Have Fun

Morning Run



- Take Advantage of the Day
- Be On Purpose
- Have Fun

**THANK
YOU**