

Alan (AkiN) Amanda (AnneK) BarbaraC Betty J BillieB (Bob H) Bob M Brad W BrianD CarrieH Charles CherylM
 Corey T (CraigW) Curt L Dan M Dana M DaniJ Dave H DawnT (DeanaD) DebbieH DebbieK (DebbieR)
 DonnaG ElizabethErik L Faye O (GingerB) Greg C Gunnar Haris JamesW (Jan S) Janet D Jason A Jean L JeanM
 JenniferO John F (John K) Joy B Judy D (JulieK) Julie T (Kal R) Kasra Keith B (Kent W) KevinG Kori K (Kris F)
 KrissyH (Krista N) KristaT (KristalG) Laurie (LindaH) LindaT LisaJ Mai MargaretteN (MariaS) Marilyn
 MarleneMarshall MarySu (Mary S) Michael NancyB Norma Pat S PattiM PhilR RebeccaK Renee RobB Roberta
 (RuthC) SharonF Shawn ShelbyP ShelleyS StephH (SteveH) SueP Suzanne Todd G VeronicaS WilmaL

**RE/MAX Equity Group
 Portland Executive Office Business Meeting**

Tuesday October 28, 2008 9:00am

Breakfast Sponsor: Scotte Perry Lawyers Title 503.333.4090

Haves and Wants: Tour Properties - New Listings - Buyer Looking For? - Great Deals!!

Equity Home Mortgage: Bob/Don

Office: PE Office Going Green – We are going to purchase fewer Paper Coffee Cups and would like them to be available for “to go” and clients only. While in the office use a mug! Thanks, Mai

Need an end of the year business tune-up? Business planning, systems and results realignment?
 Set a FREE 1 hour appointment with Alan, business coach, counselor and confidant... ext 5194

Mark your calendars Wednesday Dec 10 4:00pm – 7:00pm PE Office Conference Room
 PE Office Christmas Party and Charity Projects
 Wine and Beer, Appetizers, Music, Silent Auction, Charity Gift Drop Off and FUN
 Judged Dessert Contest with Prizes

Lunch and Learn Thursday: 10/30 Top 10 Mistakes Agents Are Making Gary Taylor/Alan Fidelity
Lunch @ 11:30am 11/06 Social Networking Scotte Perry Lawyers
Class starts @ 12noon 11/13 Short Sales Listing Home Book Leann Ticor

EG Foundation: Shawn McDonald Office Project to make the holidays better for local families

Company: Legal Beagle!! Kate Brooke

Handout from RE/MAX MainStreet “Learn 20 Ways to Win Over First-time Homebuyers”

Real Estate Business.:

OAR Fall GRI December 1-4 Sheraton Airport Hotel 1.800.252.9115 or PEoffice Blog

RMLS Issues see attached

Happy October Birthdays: Betty J 5th, Sharon S 9th, Phil R 9th, Ruth C 12th, Sharon F 12th,
 Krissy H 13th, Jim Homolka 21st, Michael D 28th,

It's a great day to buy or sell real estate!

MLS#: 8093262 **Area:** 142 **Prop Cat:** RES **L/Price:** \$279,000
Address: 2915 NE FREMONT DR 97220 **Unit #:** **Map Coord:** 597G3
City: Portland **Yr Built:** 1950 **Bdrms:** 3 **Total Bath:** 2
Total SF: 1546 **L/Off:** EQTY25 **Style:** RANCH,1STORY **Access. Y/N:** Y
Agt Name: Faye O'Bryant **Contact#:** 503-706-4874 **Acres:** 0.23
Date: 10/28/2008 **Time:** 11-1 **Food:** Y
Remarks: \$5 Starbucks card just for coming by. Home is at the base of Rocky Butte. Remodeled to perfection with hdwds, gourmet kit w/slab granite & ss appl's, garden window, french doors, bathrm w/Jacuzzi & shower, new paint & patio. Sale includes a plasma TV mounted.
Directions: 82nd to Russell to Fremont Drive

MLS#: 8102531 **Area:** 148 **Prop Cat:** RES **L/Price:** \$209,000
Address: 9616 NW MILLER HILL DR 97229 **Unit #:** **Map Coord:** 595E3
City: Portland **Yr Built:** 1995 **Bdrms:** 2 **Total Bath:** 1.1
Total SF: 1050 **L/Off:** EQTY25 **Style:** TOWNHSE **Access. Y/N:** **Acres:** 0.03
Agt Name: Maria Sabatino **Contact#:** 503-680-3423 **Food:** Y
Date: 10/28/2008 **Time:** 11 - 1
Remarks: This is a great unit in a fab area of Forest Heights. Near Starbucks & shops. Patio borders greenspace. Quiet, clean & bright. Brand new carpet. New exterior paint. Seller has paid all assessments & recent repairs by HOA are complete.
Directions: Miller Road to Miller Hill *HOA Repairs*

MLS#: 8098667 **Area:** 148 **Prop Cat:** RES **L/Price:** \$875,000
Address: 9150 NW MURDOCK ST 97229 **Unit #:** **Map Coord:** 595F2
City: Portland **Yr Built:** 2000 **Bdrms:** 5 **Total Bath:** 3.1
Total SF: 4208 **L/Off:** EQTY25 **Style:** TRAD **Access. Y/N:** **Acres:** 0.25
Agt Name: Veronica Story **Contact#:** 503-495-5180 **Food:** Y
Date: 10/28/2008 **Time:** 4:00-6:00
Remarks: \$875,000, 9150 NW Murdock. Vampire wine & Halloween Tini's served at Chapin. Visit both Chapin & Murdock to have chance to win \$100.00 in gas. Kim web confirms visits. Houses 2 minutes apart.
Directions: NW Miller Rd to NW Murdock or Thompson to Miller to Murdock

MLS#: 8097658 **Area:** 148 **Prop Cat:** RES **L/Price:** \$950,000
Address: 3206 NW CHAPIN DR 97229 **Unit #:** **Map Coord:** 595F2
City: Portland **Yr Built:** 2007 **Bdrms:** 4 **Total Bath:** 5
Total SF: 4760 **L/Off:** EQTY25 **Style:** TRAD **Access. Y/N:** **Acres:** 0.26
Agt Name: Veronica Story **Contact#:** 503-495-5180 **Food:** Y
Date: 10/28/2008 **Time:** 4:00-6:00
Remarks: 3206 NW Chapin. \$950,000. Vampire wine, Halloween Tini's and a chance to win \$100.00 in gas visiting my two homes on Tour. Chapin & Murdock. Kim Web will confirm both visits.
Directions: NW Miller, N of Thompson, Right on Chapin

MLS#: 8100545 **Area:** 151 **Prop Cat:** RES **L/Price:** \$195,000
Address: 19810 SW BOONES FERRY RD 97062 **Unit #:** **Map Coord:** 685F4
City: Tualatin **Yr Built:** 1995 **Bdrms:** 2 **Total Bath:** 2.1
Total SF: 980 **L/Off:** EQTY25 **Style:** TOWNHSE **Access. Y/N:**
Agt Name: Anne Kadin **Contact#:** 503-495-3256 **Acres:**
Date: 10/28/2008 **Time:** 11-1 **Food:** Y
Remarks: Sits back in a flag lot off Boones Fy Rd. across from old Tual. Grade school. Very quiet. With only 7 units – townhouse style duplexes, these units almost never come up for sale. Easy living with attached garage, gas furnace & fireplace, 17x29 fenced pvt yard. DON'T LET CAT OUT.
Directions: South of Mohawk, North of Sagert

MLS#: 8100975 **Area:** 151 **Prop Cat:** RES **L/Price:** \$219,900
Address: 12359 SW KING GEORGE DR 97124 **Unit #:** **Map Coord:** 655B7
City: King City **Yr Built:** 1967 **Bdrms:** 2 **Total Bath:** 1.1
Total SF: 1186 **L/Off:** EQTY25 **Style:** RANCH **Access. Y/N:** Y
Agt Name: John Kempe **Contact#:** 503-970-5996 **Acres:**
Date: 10/28/2008 **Time:** All day **Food:** N
Remarks: Warm and inviting 1-level in the heart of the King City retirement community. Pride of ownership shines throughout this beautiful home. It's light and it's bright. The Great room floor plan is perfect for entertaining and relaxation. The DR slider opens to a covered patio, yard and garden. Simply gorgeous! **Please - no shoes on carpets**
Directions: 99W/Durham Rd: Into King City, L. on Queen Eliz, L. on King George

MLS#: 8091020 **Area:** 151 **Prop Cat:** RES **L/Price:** \$279,000
Address: 20632 SW ELK HORN CT 97062 **Unit #:** **Map Coord:** 685D5
City: Tualatin **Yr Built:** 1980 **Bdrms:** 3 **Total Bath:** 2
Total SF: 1510 **L/Off:** EQTY25 **Style:** RANCH, 1STORY **Access. Y/N:** Y
Agt Name: John Ferguson **Contact#:** 503-481-3718 **Acres:** 0.23
Date: 10/28/2008 **Time:** 11 - 2PM **Food:**
Remarks: All new interior paint & carpet in this single level ranch style home. 3BR/2BAs w/great room style kitchen & family room. Gas fireplace in family room. Living room & dining room are together. Quiet cul-de-sac. Interior room dimen are approx.
Directions: South on Boones Ferry / W on Avery / L on Elk Horn Ct

MLS#: 8102180 **Area:** 151 **Prop Cat:** RES **L/Price:** \$300,000
Address: 7145 SW SHADY CT 97223 **Unit #:** **Map Coord:** 655G1
City: Tigard **Yr Built:** 1971 **Bdrms:** 3 **Total Bath:** 2
Total SF: 2012 **L/Off:** EQTY25 **Style:** TRI **Access. Y/N:**
Agt Name: Debra Ryan **Contact#:** 503-380-4377 **Acres:** 0.22
Date: 10/28/2008 **Time:** 11-2 **Food:** Y
Remarks: Terrific value-not a short sale! Nicely remod baths&fam room,all lam-floor on main,Great natural light&upgraded kitch lighting.Lower bedroom oversized (windows not legal egress size).Deck&arbor in front yard&another in back.Gorgeous park-like setting on culdesac.Shows very well
Directions: 80th or Barbur to Taylor's Ferry, S on 74th, L on Shady Ln, L on Shady C

MLS#: 8094166 **Area:** 151 **Prop Cat:** RES **L/Price:** \$869,900
Address: 12240 SW ANN CT 97223 **Unit #:** **Map Coord:** 655B4
City: Tigard **Yr Built:** 1980 **Bdrms:** 3 **Total Bath:** 3.1
Total SF: 4296 **L/Off:** EQTY25 **Style:** TRAD **Access. Y/N:** **Acres:** 0.58
Agt Name: Dave Hopkins **Contact#:** 503-495-5173 **Food:** Y
Date: 10/28/2008 **Time:** 11am-1PM
Remarks: You've got to see it to believe it! Stunning lake views, boat/fishing dock/private creek w/bridge, .58 acre lot, media & game rooms, sport court, covered deck, extensive remodel amenities, wine room, 2nd master suite w/bath, 2 A/C's, heated 4 car garage, Amazing property!
Directions: Schools Ferry, S on 121st, R on Katherine, L on 124th, L on Ann Ct.

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- Linda H
 condo 3/1/2 'Fanno Creek' Townhouse \$172K
 single car gar

- John R.
 In like 2nd kitchen Stratford Rd area \$299K
 Back to open space 2016 3/bedroom 2
 beds TLE @ kitchen

- Maria -
 lot - 69K
 House 1500 sq Burgate "Green" N \$268K

need

- Horse Property up to \$650 Barb

- Multi family - 2-3 units 300K John K

- Alameda -700 Brian

- Sherwood + Shop - 400K Sue P

- SF 150-170K Brian

[« Back to Home Page](#)

Do It Better

Learn 20 Ways to Win Over First-time Homebuyers

By [Deborah Ball](#), RE/MAX Times Associate Editor

For a first-time homebuyer, there's nothing more exciting - or more nerve-wracking - than home ownership.

A combination of factors in today's market has created the perfect buying opportunity for these property rookies. Federal tax credits. A surplus of inventory. FHA financing. Low mortgage rates. Incredibly low home prices.

But why is it that these buyers seem to be lurking in the shadows? And better yet, how can you coax them to the light and convince them that you're the right person to handle this monumental step in their lives?

Don't fret - help is here.

[Heather Joubran](#) and [Mark Orgonek](#) have created a name for themselves as the go-to agents in their markets for first-time homebuyers. And they're sharing their sage advice with you, so take notes.

20 Ways to Win Over First-time Homebuyers

Joubran, a Sales Associate with RE/MAX Central Realty in Lake Mary, Fla., says:

1. Be a step ahead. First-time homebuyers are very knowledgeable about the market and lending programs. You need to be one step ahead of them. Visit the Web sites they are visiting so you can help separate fact from fiction.

2. Tech savvy is a must. This is a group of tech junkies; they have grown up with instant access and expect their Realtor to keep up. If they send you an e-mail and you don't respond within a few hours, they'll move on to the next agent.

3. Get them pre-approved first. When a potential client first contacts me, I spell out how I work up front. The first step is getting them pre-approved. While my policy of doing it this way is to avoid wasting my time, I tell buyers that I don't want to show them a home that they'll fall in love with if they can't afford it. By knowing what they can afford, they'll see homes and fall in love with one that fits their needs and budget.

5. Educate yourself on the programs. Contact your local lenders and government agencies and get on a list to attend classes on government grants and programs. Make sure you find out about all the programs available to help



JOUBRAN

first-time homebuyers get into a home.

6. Ease their fears. Purchasing their first home is a very exciting but scary time for these buyers. Show them how paying a mortgage isn't much different than paying rent. Explain the tax benefits and help them see the benefits of home ownership.

7. Be yourself and open up. My key to finding these buyers is going where they go and being in front of them. They want to get to know you, read about you and your expertise. I regularly blog on ActiveRain about my experiences with first-time homebuyer questions and answers and the downpayment assistance programs available to them, and also tell stories about past clients and myself.

8. Educate the buyer on day one. Our job isn't to sell buyers on anything; we're supposed to educate them. I think many Realtors have a hard time working with this group because they take the first approach. This group is very standoffish when it comes to sales, and they can smell a pitch a mile away. They want to learn about the market and know that their Realtor cares about them and their needs.

9. Disclose and explain what a Realtor does. They don't always understand how we get paid. Make sure to let them know. Also inform them about the types of homes you can show them and explain what your role is as their Realtor. You are their advocate, adviser and negotiator.

10. Hold their hands. Stay in constant contact with this group. They have a higher propensity to jump ship to the next Realtor if you don't communicate with them. It's really important to form a bond with them by staying in touch and being their trusted expert.

Organek, a Sales Associate with RE/MAX Alliance Group in Gilbert, Ariz., says:



11. Find out what they know (or think they know). The first-time homebuyer will have some preconceived notions regarding the current state of the housing market. Find out what their opinions are immediately. Let them express what they feel the market conditions are and listen to them.

ORGANEK

12. Take them through the buying process step-by-step. Cover the process from start to finish, which culminates with a referral for you. Provide an overview of what each step of the process involves and what indicators can be used to recognize a change from one step to another. For example, an accepted contract from a seller moves the transaction from the shopping stage to the open escrow stage.

13. Be the Gatekeeper. Insist that you are the "gatekeeper" for their home search. You are the person they need to bounce any and all questions off of. If you don't do this, a lender, title agent, appraiser, inspector - or another agent - may provide information that is opinion, not fact. This can be very costly. Take on this role and have them acknowledge the part you play in the process.

14. Find out why they're buying. Identify their true driving reason to purchase a home. It's never because

they're tired of renting; it will always be an emotional issue. Identify this emotional issue before you find out how many bedrooms they want. When you find a home that satisfies the emotional needs, you can make a case that their need has been satisfied.

15. Communicate on their level. Communicate regularly and through their preferred form of communication - not yours. If they e-mail you, your responses should come through e-mail. Always take the time to confirm what method they prefer.

16. Get a feel for their home preferences up front. Find out what they dislike about homes that you show them before you find out what they like. Asking them what they like may put pressure on them to buy now. Explain that telling you what they don't like will help you find a home that will suit their needs.

17. Educate them about the importance of home inspections. Make sure there is a thorough understanding of getting a home inspection on items that are of material importance to them. Just because most clients don't pay a licensed plumber or roofer to come out and certify the plumbing or the roof doesn't mean you can blow over these inspections with a first-time buyer. Cover all possible inspections with them, and find out what they want to have inspected. Failing to do this is failing your client.

18. Prepare them for a bumpy ride and worst-case scenarios. Toward the end of the escrow period, the lender's underwriter may have the buyers jump through flaming hoops. Every request might be one followed by, "... and we need that ASAP!" This is the time where the dream turns into a nightmare. Prepare them for this time period at every opportunity, and be there for them every step of the way.

19. Ask for honest, open feedback. Don't ask questions that will steer them to a positive answer. Seek honest and open, gloves-off feedback from the client. Word your questions to yield a more negative response. This will allow a candid conversation to occur that may uncover actual feelings of disdain for you or parts of the process. You can't fix what you can't see. Look for complaints so you can show them that you're professional enough to address them properly.

20. Always be at the signing. Never miss a signing appointment with a first-time homebuyer. They will feel abandoned, and all of the other steps that were done right will lose value. They need you at the signing more than any other time, so be there.

Do you have effective tips on how to work with first-time homebuyers? E-mail your thoughts to editor@remax.net.

Visit the [RE/MAX Times Online](#) every week to read new feature articles, top-producer profiles, stories about valuable resources and more.

Comment on this story

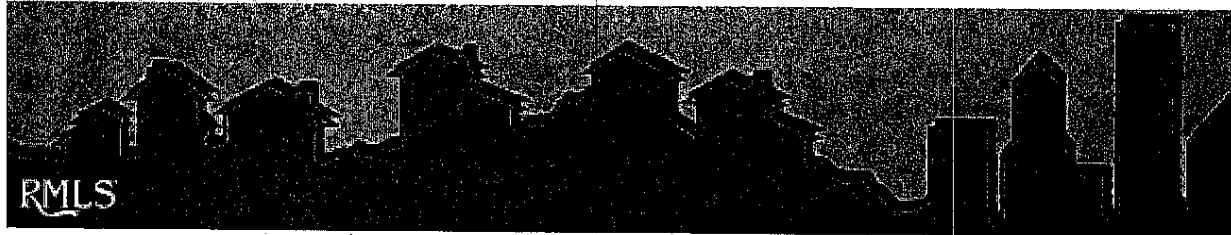
E-mail your comments to editor@remax.net. Please include your full name, RE/MAX office, city and state. Comments will appear below.

Comments (0)

From: RMLS Communications [communications@rmls.ccsend.com] on behalf of RMLS Communications [communications@rmls.com]
Sent: Monday, October 27, 2008 2:15 AM
To: amehrwein@remax.net
Subject: RMLS Monday Morning Missives

10.27.2008

RMLS™ Monday Morning Missives



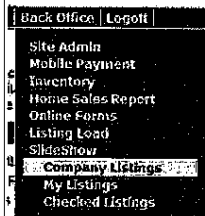
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New Slideshow Feature Available Show off your listings

You can now show off your listings or your company's listings with our new slideshow feature on RMLSweb. To generate a show, simply scroll over Back Office and select one of the following options:

- 1.) Company Listings
- 2.) My Listings
- 3.) Checked Listings. Note: On a search results page, check the listings that you want to display and then click "Checked Listings". These listing do still have to be listings from you or your company).

This simple slideshow displays the first picture of each listing, the address, list price & public remarks. It opens in a new window, separate from RMLSweb. If you close RMLSweb or are logged out, it will still run.



Fraudulent Phone Calls

RMLS™ does not solicit personal information



We have received reports from RMLS™ subscribers in the Coos Bay area who have recently been contacted via phone by persons asking for personal information, such as income and type of real estate specialization.

Please be assured that these phone calls are fraudulent. There is never a time when we would need to ask you for this type of information. Please disregard any requests for information such as this and report them to RMLS™ by contacting Kelly McKenna at kelly.m@rmls.com or (503) 236-7657 or 877-256-2169 toll free.

Rules Changes - Effective November 1

Review summary & documents below for key points

A specially appointed RMLS™ Rules Task Force thoroughly reviewed the RMLS™ Rules and Regulations for relevance, clarity and agreement with NAR rules.

While the majority of changes approved by the RMLS™ Board of Directors were semantic, here are a few that are significant:

- RMLS™ Orientation is now mandatory for new subscribers
- Status changes must be made within 72 hours
- Written authorization from the seller is required for submitting listing information. Note: Agents using a listing contract other than the RMLS™ Listing Contract Form must obtain the seller's written authorization to submit the listing information to RMLS™.
- The display of the address field on broker IDX websites is no longer prohibited.

For more information see the [summary of the changes](#) or [Document 1450: Rules and Regulations-redline](#).

In This Issue

[New Slideshow Feature Available](#)

[Fraudulent Phone Calls](#)

[Rules Changes - Effective Nov. 1](#)

[RMLSweb Tip](#)

What's New?

[Upcoming Rules Changes](#)

[September Area Changes](#)

[Latest Market Action](#)

[Customizable Columns Demo](#)

[Market Time Calculation \(MP3\)](#)

[eBilling Now Available](#)

RMLSweb Tip



Need a Closer Look?

Want to see a larger photo? If so, simply click on a photo in a report and it will open the RMLSweb Photo Viewer in a new window, which displays larger previews of the photos.

Monday Morning Missives Archive

Looking for past issues?
[Click here](#)

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