

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

RE/MAX Equity Group

Portland Executive Office Business Meeting

Tuesday October 7, 2008 9:00am

Breakfast Sponsor: John Reinwald First American Title 503.313.3999

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

Equity Home Mortgage: Bob/Don

Office: Congratulations: Suzanne Cox, Sue Pantages, Carrie Hankins and Keith Berne
5 Years with RE/MAX Equity Group!!

Congratulations: Kori Koppen earned Earth Advantage S.T.A.R. certification

Congratulations: Margarette Nicholls July #4 Individual State of Oregon All of RE/MAX
Erik Lee July #8 Team Leader; Dave Hopkins #3 Individual

Brian Buffini and RE/MAX "Ultimate Agent" Alan's Mentor Code # 10633846
90 minute sessions twice a week for 4 weeks
Mondays 1:00pm and Thursdays 9:30am Starts Monday Oct 13th
\$395 plus s&h, receive a \$25 Starbucks Gift Card

NAR Ethics Class here at PE Friday October 17 9:30am (also 2.5 hours core)

Lunch and Learn Thursday: 10/9 Real Estate Roof – Mold and Roof Insp Agent Followup System
Lunch @ 11:30am 10/16 Short Sales & Mortgage Resolution
Class starts @ 12noon 10/23 Panel of PE Agents Recent CRS Listing Class Highlights

EG Foundation: Shawn McDonald

Company: RE/MAX Balloon 30 Years Old Wednesday Oct 8th 10:00am-12:00n Lake Oswego Office

RE/MAX Collection Meeting Wednesday Oct 15 Exquisite Houses in West Linn

Bruce Benham COO of RE/MAX International 5 Keys To Ending 2008 On A High Note

Real Estate Business.: OAR Fall GRI December 1-4 Sheraton Airport Hotel see attached

RMLS Communication now found on our office blog peoffice.wordpress.com

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:** \$282,000
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: 10/7/2008 **Time:** 11-1 **Food:** Y
Remarks: This is the home that you clients have been holding out for! At the base of Rocky Butte. Remodeled to perfection with hwdws, gourmet kit w/slab granite & ss appl's, garden window, french doors, bathrm w/Jacuzzi & shower, new paint & patio. Sale includes a plasma TV.
Directions: 82nd, West on NE Siskiyou, Rt on Fremont to Address

MLS#: 8094600 **Area:** 147 **Prop Cat:** RES **L/Price:** \$649,000
Address: 18212 INDIAN CREEK DR 97035 **Unit #:** **Map Coord:** 686A2
City: Lake Oswego **Yr Built:** 1973 **Bdrms:** 4 **Total Bath:** 2.1
Total SF: 2313 **L/Off:** EQTY25 **Style:** RANCH,1STORY **Access. Y/N:** Y
Agt Name: John Ferguson **Contact#:** 503-481-3718 **Acres:** 0.22
Date: 10/7/2008 **Time:** 11 - 1PM **Food:** Y
Remarks: Complete remodel, walls removed for very open floor plan on 1 level. Kitchen w/slab granite, beechwood cabs, stainless steel gas applian, tile floors, beechwood hardwoods, new carpeting, new paint in & out, new vinyl windows & sliders, all new doors in & out.
Directions: Bryant Rd / S on Deerbrush / R on Indian Creek Dr

MLS#: 8096735 **Area:** 148 **Prop Cat:** RES **L/Price:** \$369,500
Address: 7900 SW 84TH AVE 97223 **Unit #:** **Map Coord:** 625F6
City: Portland **Yr Built:** 1957 **Bdrms:** 3 **Total Bath:** 3
Total SF: 1950 **L/Off:** EQTY25 **Style:** 2STORY **Access. Y/N:**
Agt Name: Greg Carnese **Contact#:** 503-495-5195 **Acres:** 0.38
Date: 10/7/2008 **Time:** 11:00-1:00 **Food:** N
Remarks: CLASSIC 1957 DAYLIGHT RANCH IN GARDEN HOME PRICED FOR QUICK SALE WITH POSSIBILITY TO DIVIDE ON .38 ACRE LOT. EXTENSIVE UPDATING WITH A NEW FULL BATH IN BASEMENT, NEW VANITY IN MAIN FLOOR BA, NEW PAINT. FEATURES HARDWOOD FLOORS ON MAIN, 2 FIREPLACES, LARGE DECK WITH FENCED BACKYARD, CENTRAL AIR
Directions: GARDEN HOME, SOUTH ON 84TH HOME ON LEFT

MLS#: 8093663 **Area:** 151 **Prop Cat:** RES **L/Price:** \$449,500
Address: 6045 SW SEQUOIA DR 97062 **Unit #:** **Map Coord:** 685H4
City: Tualatin **Yr Built:** 1998 **Bdrms:** 4 **Total Bath:** 3.1
Total SF: 2769 **L/Off:** EQTY25 **Style:** CONTEMP,2STORY **Access. Y/N:**
Agt Name: Suzanne Cox **Contact#:** 503-495-3237 **Acres:**
Date: 10/7/2008 **Time:** 11-1 PM **Food:**
Remarks: Immaculate 2 story contemporary on prime lot - perfect for entertaining! Grand entry w/vaulted ceilings, maple hwdws, 2 gas FP, kitchen w/island opens to fam rm, private backyd w/covered deck, 3 gas hook-ups, putting green-friendly dogs in garage. Starbucks cards to 1st 10 agents!
Directions: Borland to Sequoia

Alan Mehrwein

From: Blake Ellis [blake@ellisnw.com]
Sent: Friday, October 03, 2008 2:47 PM
To: Alan Mehrwein
Subject: Join Us To Celebrate 30 Years of RE/MAX!



Join RE/MAX equity group as we celebrate 30 years of the RE/MAX balloon!
Enjoy light refreshments and network with area agents.

Wednesday, October 8, 2008 at the Lake Oswego RE/MAX equity group branch office
4800 Meadows Road Suite 100 Lake Oswego, OR 97035
10:00am - 12:00pm

Also, Tigor Title will be around to demonstrate 'Tigor Online', a great tool for gathering

10/6/2008

From: Natalia Conley [nataliac@equitygroup.com]
Sent: Monday, October 06, 2008 11:56 AM
To: all@equitygroup.com
Subject: NEXT RE/MAX Collection Meeting
Importance: High

Our **NEXT** RE/MAX Collection Meeting is...

Wednesday October 15, 2008

Exquisite West Linn Estates

LOCATION: 19711 Wildwood Dr (Join us for lunch here)
AND
19690 Wildwood Dr (Join us for the meeting here)

RMLS: [Click here to view 19711 Wildwood Dr.](#)
[Click here to view 19690 Wildwood Dr.](#)

PRICE: \$1,185,000
\$1,699,000 RECENTLY REDUCED!!

HOSTS: Jeff Nopper, Bonny Crowley and Norma Gibson

TIME: 12:30-2:30 p.m.

RSVP
nataliac@equitygroup.com

1 ELECTIVE CE HOUR WILL BE GIVEN

Don't Miss...



Dawn Shaffer Owner/Founder of AllAbout Virtual Tours will be speaking about how to effectively market High End properties. AllAbout Virtual Tours knows that professional marketing takes hard work. They offer a full line of online and curbside solutions which correspond perfectly with the print advertising you already do. Let Dawn show you how to market your High End listings by thinking outside the box.



The Final Word

5 Keys To Ending 2008 On A High Note

By
Bruce
Benham

The kids are back in school, the holidays are approaching and the end of the year is in sight. As you look ahead to the final months of 2008, do you have plans in place that will lead to a productive fourth quarter? There are signs of increased activity ahead, and it's up to you to grab your share of the business in a way that ends this year dynamically and sends you into 2009 with a full head of steam.

Here are five keys to finishing strong:

1.) PROSPECT AND ADVISE

With our industry so much in the spotlight this year, consumers have been bombarded with mixed messages about what they should be doing. Countless potential buyers are on the sidelines, waiting for the perceived bottom of the market. After Oct. 1, when tax credits through the Housing and Economic Recovery Act of 2008 become available, sales should pick up, and many families will be seeking a real estate professional to help guide them through the process.

Do they know you — or at least know about you? Have your prospecting and advertising systems put your name and reputation into their minds? It might be smart to push harder with your marketing so that people think of *you* when it's time to contact an expert. Promotion never stops in our business.

2.) THINK GREEN

Gasoline costs more than \$4 a gallon. Homeowners face the prospect of massive winter heating bills. The economy and the environment share the front page. And your role as a property expert has changed a bit as a result.

More than ever, you need to understand and articulate every environmental detail of the homes your clients are selling or your buyers are considering. On the one hand, you need to know commuting options and proximity to groceries and other services. On the other, you must be able to explain energy efficiency on a whole new level. People want specifics about the furnace

and cooling systems, the appliances, and the attic insulation and ventilation. To many cost-conscious families, these elements have become much more important than the kitchen countertops.

On the listing side, your sellers may need to improve their homes in energy-related areas. If you're informed about environmental issues, you can add value by helping them make smart decisions.

Additionally, what are you doing to be green in your own business and personal life? Taking steps, especially moneysaving steps, to cut your carbon footprint makes good sense. And some of your potential clients will surely appreciate it.

It all begins with your education, and you have several good training options, including NAR's new Green Designation course, available to you.

3.) LEARN THOSE NICHEs

Foreclosures, REOs and short sales comprise a large portion of transactions throughout the country. Whether you're assisting sellers who've fallen on hard times, helping buyers find great deals or leading investors to ideal acquisitions, chances are that foreclosures and short sales have touched your business in some fashion.

Are you proficient with these types of sales? It's not too late to sharpen your skills. Perhaps your company offers training. At mine, for instance, agents can take an ABR elective called "Foreclosure: Prevention and Opportunities for Buyer-Clients," via our private business TV system, the RE/MAX Satellite Network. Another ABR offering on RSN, "Introduction to Real Estate Auction," might also open doors to new business.

4.) GET ONLINE

Mainstream America has embraced the notion of online social networking. A study by Internet analyst Hitwise ranked MySpace as the third most popular U.S. Web site in July, with FaceBook (No. 8) not far behind. In fact, with newspaper

readership moving online, Web video becoming ubiquitous and blogs exploding in popularity, the Internet has reached a whole new level as a primary source of information.

Are you part of this revolution? Many agents now use Web 2.0 technology to market themselves and create business-building connections with potential customers and industry peers. It's a good move. As more young consumers enter the home-buying market, the expectation that you understand and use these Internet tools will only heighten.

5.) CONTACT PAST CLIENTS

Of course, not every idea is new. In fact, one very old idea continues to provide real estate agents with a foundation for long-term success: staying in touch with past clients. This back-to-basics notion is as solid as ever, and the end of the year offers many opportunities for client contact.

Holiday greetings, appreciation parties, getaway lunches, thoughtful gifts, local coupons, small favors — these are just a few of the ways you can reach out and say thank-you to the people who've supported your business in the past. It's important to stay in their minds and solidify your position as the Realtor® they'd use again and recommend to others.

BIG FINISH

Regardless of how your year has gone, it's good to end strong and send yourself into 2009 on a high note. With planning, focus and drive, you can make the most of these final months and set the stage for a productive year ahead. ■

Bruce Benham is Chief Operating Officer of RE/MAX International, Inc. RE/MAX is a real estate franchise network of nearly 110,000 associates in 7,000 offices in more than 65 countries worldwide. RE/MAX International is headquartered in Denver, Colorado, 303-770-5531. Visit the RE/MAX Web site at remax.com.

He is a regular contributing columnist to *The REAL ESTATE PROFESSIONAL*.

OREGON GRI



Undergraduate

Courses

100, 200, 300

Dec. 1-4, 2008

Graduate
Seminar

Dec. 2-3, 2008



The NEW GRI
is right for you.

The OREGON GRI
program's updated
and revised
curriculum now
gives you . . .

Advanced Real Estate Practices SB 446, passed by the Oregon Legislature in 2001, requires that all brokers who were licensed after July 1, 2002 must complete the 30 hour advanced Real Estate Practices course at the time of their first renewal. Currently 25½ hours of the curriculum are included in Courses 100, 200 and 300.

Property Management Module
The Fall Oregon GRI also includes the required 4½ hour module on Property Management. This module will be presented in conjunction with GRI on Friday, December 5. It's open to any current GRI student who needs the course to satisfy the Advanced Real Estate Practices requirement.

Curriculum

All students should bring a calculator to class.

Course 100

15 hours required, 13 hours elective.

- How to Get the Listing & Get it Sold
- Finance Overview
- Real Estate Law I
- Advanced Agency Topics
- Economics of Business
- Business Ethics & the REALTOR® Code of Ethics
- Review of Administrative Actions

Course 200

21 hours required,
7 hour elective

- Misrepresentation
- Investment Real Estate & Taxation
- Real Estate Law II
- Business Ethics & Communication

Course 300

17½ hours required,
10½ hours elective

- Brokerage Management
- Current Events
- Personal Marketing & Technology
- Business & Goal Planning
- 1031 Exchanges
- Leading your Business



Institute Week Schedule

Classes begin promptly at 8:15 a.m. and conclude at 4:30 p.m. daily. Sessions break for lunch from 11:45 a.m. to 1:00 p.m. Course examinations will be held at 4:30 p.m. Tuesday and Thursday. Join us for the Institute Reception Wednesday evening.

Tuition Information

Early bird registration (received by November 7)
\$275 for Course 100 or 200
\$305 for Course 300 (includes NAR designation fee)
\$335 non-member fee for Course 100, 200 or 300
\$60 additional tuition for "Property Management" module

Tuition after November 7
\$305 for Course 100 or 200
\$335 for Course 300 (includes NAR designation fee)
\$355 non-member fee for Course 100, 200 or 300
\$65 additional tuition for "Property Management" module

On-site tuition
(after November 24; space available basis only)
\$310 for Course 100 or 200
\$340 for Course 300 (includes NAR designation fee)
\$365 non-member fee for Courses 100, 200 or 300
\$65 additional tuition for "Property Management" module

"Property Management" module only
\$60 early bird (received by November 7)
\$70 after November 7
\$75 on-site

GRADUATE SEMINAR

Early bird registration (received by November 7)
\$150 Two-day program
\$89 One-day session (either Market Confidence or Life After Real Estate)
\$175 Two-day program (after November 7)
\$109 One-day session (after November 7)

Non-members add \$50 to all of the above

Graduate Seminar Program

Bringing the Wary Buyer to the Table & There's no Such Thing as a One-Person Tango

Tuesday, December 2, 2008

Karel Murray, DREI, CRB, RS, GRI, ABR
Waterloo, IA

In *Bringing the Wary Buyer to the Table* you'll learn how to re-engage cautious customers. Real estate may be local but media is national. Convinced that all housing markets are treacherous, many consumers are reluctant to engage even in locally strong markets. REALTORS® must get buyers to focus on opportunities and reality – not fear.

There's no Such Thing as a One-Person Tango demonstrates how to effectively connect with others – and prevent "stepping on toes." It takes two to tango . . . or to communicate and collaborate.

Karel Murray speaks from experience and her clients love her combination of compelling content and highly entertaining programs. She has successfully managed the branch office of a franchise real estate company and also has experience in marketing and training. She is the 2009 President of the Real Estate Educators Association.

2 hours required credit; 4 hours elective credit

Life After Real Estate: Making the Most of Your Money in Tough Times

Wednesday, December 3, 2008

Robert Pool, MSFS, CFP, CFS
Vancouver, WA

Many real estate practitioners have whispered to themselves, "Let the market improve and this time I promise not to spend everything," without actually embarking on any planning to protect their assets. *Life After Real Estate* will start you down the path of making the most of your money even now, when times are tough. The program will provide a quick review of some of the key components of diversity along with practical tools that can provide the key to long term survival and what to watch out for in terms of debt. This is an act now program!

Rob Pool holds a Masters of Science in Financial Services and is a Certified Funds Specialist. A REALTOR® for 12 years, he served as a broker manager for five years, working with developers, builders, investors and home owners. He currently works with Arcadia Investment Advisors, an independent registered advisory firm as well as for two Fortune 500 companies.

2 hours required credit; 2 hours elective



Registration/Cancellation

1. Complete and return the registration form provided.
2. Your registration will be confirmed via email when processed. If you do not receive confirmation, contact OAR at 800/252-9115 to verify your registration. You are not enrolled until you receive confirmation from the Oregon REALTORS®.
3. In the event you must cancel your registration, your tuition is refundable less a \$35 administrative fee only if written notice of cancellation is received by Nov. 19, 2008. Tuition is not transferable from one Institute another nor from one student to another.



Please register for the

2008 Fall GRI (Graduate REALTOR® Institute)

December 1-4, 2008

Sheraton Portland Airport Hotel

Fill out this form

Name _____ Nickname _____

Firm _____ Firm Address _____

City _____ State _____ Zip _____

Firm Phone _____ Firm Fax _____ E-mail _____

If course was taken elsewhere, please send written verification of completion.

I previously completed Course(s) _____ at Location _____ Month _____ Year _____

Note: Courses *must* be taken in numerical sequence. Mail to: OAR at P.O. Box 351, Salem, OR 97308

December 1-4, 2008 Please enroll me in: (check one)

Course 100 *or* Course 200 @ \$275 by 11/7 (\$305 after) Course 300 @ \$305 by 11/7 (\$335 after)

Graduate Seminars

2 day program, Dec. 2 & 3 – Bringing the Wary Buyer to the Table & Life After Real Estate @ \$150 by 11/7 (\$175 after)

Bringing the Wary Buyer to the Table – Dec. 2 @ \$89 by 11/7 (\$109 after)

Life After Real Estate – Dec. 3 @ \$89 by 11/7 (\$109 after)

December 5, 2008 Property Management (An Advanced Real Estate Practices Module) @ \$60 if included with Course 100, 200, 300 by 11/7 (\$70 after); \$70 stand-alone by 11/7 (\$75 after)

In order to better accommodate your needs, do you have a disability that will require auxiliary aids or services at this meeting?

Yes No If yes, please explain _____

Questions? Call 800/252-9115 (Salem 503/362-3645)

Fax 503/362-9615 (Credit Card registrations only)

You can register online @ www.oregonrealtors.org

Registration (Make checks payable to OAR)

Enclosed is my check for \$ _____ Charge my bank card (VISA, MasterCard, American Express only)

Charge \$ _____ Card No. _____ Expiration Date _____

Billing Address _____

Signature _____

Reservations contact:

Sheraton Portland Airport Hotel The Sheraton Portland Airport Hotel is the closest hotel to the Portland airport. With the new Sheraton Sweet Sleeper™ Bed in all guest rooms, 24-hour room service and a 24-hour fitness facility the hotel is ideal for the business guest. For accommodations, contact the Sheraton at 800/808-9497 by November 7, 2008 for the Oregon Association of REALTORS® preferred rate of \$109.00. Their address is 8235 NE Airport Way, Portland, OR 97220.



Get REAL with great education!

