



## 2009 May

Thank you for reading the Midwest Newsletter.



### April New Executives

- Terry Bowser - Alexandria
- Pam Davey - Mankato
- Tim Dieterichs - Elk River
- Gwen Feddema- St. Cloud
- Gwen Lang - West St. Paul
- Kim Saloka - Elk River
- Elroy Strusz - Red Wing

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Deanna Kennedy and Joseph LaManna have been traveling this month visiting our offices in Hill City, Fargo and Alexandria. They also made some sales calls in Sioux Falls and Bismarck along the way. If you know of any potential acquisitions or mergers, please contact the Regional office.



Congratulations to the Midwest Region **REALTY EXECUTIVES** award winners for 2008!

2008 **REALTY EXECUTIVES** Award Winners!

Circle of Excellence - Broker/Owners

- Wausau, WI
- MaDonna McMahan, Karen Hocking, Joan Belke and Linda Kohn-Koppa

Top Territory in Sales Productivity per Executive

- **REALTY EXECUTIVES** Associates - Wayzata
- **REALTY EXECUTIVES** Advantage - Zimmerman

Top 100 Units Sold

- #50 Aaron Pletcher
- #58 Robert Tenold
- #60 Barry Cavalancia

Top 100 Commission Dollars

- #18 Barry Cavalancia

**REALTY EXECUTIVES** Midwest  
 Toll Free: 877-750-7744  
 2025 Centre Pointe Blvd. #220  
 Mendota Heights, MN 55120  
 Midwest@RealtyExecutives.com  
[www.RealtyExecutivesMidwest.com](http://www.RealtyExecutivesMidwest.com)

Upcoming Dates

- B/O Conference Call June 11th
- Executive Orientation July 14th
- Franchise Training June 22nd - 26th

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Realty Generator for the Midwest Region

There is a short window of opportunity to participate in this trial. Each Broker/Owner will receive an informational packet in the mail explaining the opportunity and inviting you to participate in a product demonstration webinar for your region.

**Phase 6: (Midwest Region)**

- Tuesday, June 16th - 9am PDT
- Wednesday, June 17th - 1pm PDT
- Thursday, June 18th - 9am PDT

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**Look Who We Caught Doing Something Good**



Greg Baldwin, Realty Executives North Plains in Fargo, has been sending out weekly newsletters to all of his clients and local news media.

Not only has he received excellent responses from his clients, he has managed to get on the local news four times, as well as two other Executives from the Fargo office, on stories about real estate in their market in the past month. "I can't tell how many people are walking up to me and saying I saw you on the news." Congratulations on showing everyone in the Fargo market that you are the expert to go to Greg!

Craig's List

CraigsList? Is it a viable marketing effort for a Realtor? Many in the industry say YES! But.. you have got to know what you are doing or it will be a gigantic waste of time and effort.

**#1: Run your ads with the intention of getting buyer leads not just selling a specific property.** How many times does a buyer call on a home and end up buying that specific home?

**#2: Direct your leads to a site or page specifically about that home.** If the lead is directed to your main page, they may become frustrated when having to look around the page to find where to "Search all Homes for Sale."

**#3: Get the buyer's contact information without them calling you.** Many people who are searching on Craigslist are looking online in the evening and at night.



Many agents advertise the property and then ask the person to call them for more information. Either provide a 24 hour 1 -800 number or put a form on the website for them to enter their name and information so you can contact them.

**#4: Offer the buyer something for free in return for their contact information.** If you can offer something the buyer will want, they are more likely to provide you their contact information. Offer a free List of Foreclosure or Bank Owned Homes, First Time Home Buyer Information, or the latest tax credit and mortgage rate information.

[www.RealtyExecutivesMidwest.com](http://www.RealtyExecutivesMidwest.com)  
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## Relocation Corner

SIRVA Relocation recently invited us to choose an Executive to participate in a SIRVA Relocation training session focusing on the state of the foreclosure market. Aaron Pletcher, Realty Executives Top Producers, accepted the invitation and was one of just three local real estate agents to sit on a panel of experts. The panel addressed approximately 30 SIRVA Relocation Risk Managers in their Plymouth office and across the country via conference call.

Since then, SIRVA Relocation has communicated to us that the session was a great success and Aaron's insight was not only very valuable but he was also a great representative for Realty Executives. Aaron's willingness to participate in this event created great exposure for Realty Executives Midwest and strengthens our relationship with a valued customer, SIRVA Relocation.



Aaron Pletcher, Realty Executives Top Producers Blaine

**Thank You  
Aaron !!**

## Top Ten Executives

### April 2009 Volume Closed

Barry Cavalancia - Wayzata  
Aaron Pletcher - Blaine  
Kyle McLean - Blaine  
Paul Hagen - Wayzata  
Matt Ebbighausen - Burnsville  
Danny Dietl - Burnsville  
Bob Tenold - Zimmerman  
Curt Tenold - Zimmerman  
Steve Lynch - Mpls Top Producers  
Gerry Gangnes - Fargo

### April 2009 Transactions Closed

Aaron Pletcher - Blaine  
Barry Cavalancia - Wayzata  
Bob Tenold - Zimmerman  
Curt Tenold - Zimmerman  
Kyle McLean - Blaine  
Jeremy Cudd - Hudson  
Matt Ebbighausen - Burnsville  
Danny Dietl - Burnsville  
Gerry Gangnes - Fargo  
Nick Johnson - Plymouth

#### Regional Office

REALTY EXECUTIVES  
MIDWEST  
Phone: (877) 750-7744

Alexandria  
LAKE & HOME SALES  
Phone: (320) 763-4255

Bemidji  
THE PRODUCER GROUP  
Phone: (218) 444-1021

Blaine  
TOP PRODUCERS  
Phone: (763) 390-3900

Buffalo  
CHOICE  
Phone: (763) 682-8900

Burnsville  
ASSOCIATES  
Phone: (952) 303-6770

Edina  
ASSOCIATES  
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Elk River  
LEGACY  
Phone: (763) 633-6400

Fargo  
NORTH PLAINS  
Phone: (701) 499-5300

Hill City  
BLACK HILLS  
Phone: (605) 574-3222

Hudson  
SELECT  
Phone: (715) 381-8337

LaCrescent  
RESULTS  
Phone: (507) 450-6299

Mankato  
RIVER VALLEY  
Phone: (507) 344-1030

Menomonie  
PREMIER  
Phone: (715) 231-7355

Minneapolis- Downtown  
TOP PRODUCERS  
Phone: (612) 332-6100

Minneapolis- Uptown  
ASSOCIATES  
Phone: (612) 767-4950

Plymouth  
TOP PRODUCERS  
Phone: (763) 268-1660

Red Wing  
CONSIDER IT SOLD  
Phone: (888) 777-3196

Roseville  
ONLINE EXPERTS  
Phone: (651) 488-7237

Saint Cloud  
ONLY EXCELLENCE  
Phone: (320) 230-4663

Saint Paul  
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Wausau  
RE of WAUSAU  
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