

## One of the Best

In Preview Properties.com's ongoing effort to surround ourselves with the best real estate agents who are doing more business than we are, Wade Micoley of Micoley & Company in Green Bay Wisconsin was our guest speaker on April 17, 2007. Wade Micoley and his nine buyers agents closed 520 transactions on sales totaling 54 million dollars last year. That is more business than some of us do. So what does Wade do to be so successful?

To prepare for his presentation, Wade Micoley asked each of his buyer's agents what they were doing to keep their business up in a down market. Some of their thoughts were:

1. Renewed focus on business; doing face to faces everyday
2. Establish a commercial business in addition to residential
3. Focus on training and productive open houses
4. Work all angles of the business
5. Be there; be focused; get more at bats
6. Be a joiner; municipal and school boards; volunteer fanatic
7. Continual exposure to new opportunities

It really is all about getting back to basics. Maybe doing the basic things, or maybe we need to be reminded once again to do the things that we know we should do everyday.

Along with doing the basics, Wade Micoley encouraged everyone to read about and try new ideas. Some things Wade's office is using with success are:

1. Statistics. Become the real estate expert; share your knowledge with clients, customers, bankers, builders, and the community.
2. Where is all the money? It is in outgoing calls. Keep making them.
3. S P I is a reminder to keep doing what is important. Sales first, problems second, and improvements third.
4. Email Blast—sending timely "postcards".
5. Who did a tough deal? Share the experience and learn from each other.

Finally, Wade said to focus on the results and not the task. Show up everyday and be accountable.

Wade Micoley can be reached at Micoley and Company in Green Bay, Wisconsin. His phone number is 920-662-1000 and his email is wadem@micoleys.com.



## TAKE ME OUT TO THE BALLGAME

Twenty some Preview Properties.com agents and management attended the Lansing Lugnut ballgame against South Bend on Thursday night, June 7 marking the end of the late spring Face to Face Contest. It was a beautiful summer evening to celebrate the face to face appointments that each agent had completed to be eligible to attend the game. It is not to late to join **THE SUMMER SIZZLER FACE TO FACE CONTEST**. See or call Regina at 220-1501 or Val at 220-1463.

## Fast Start for the New Agent

As any seasoned real estate agent will tell you, there is no magic answer to success in real estate. Much of an agent's success is hard work, doing the basics, and being there. In announcing that Klod Kasmi was joining the Koch Team and that summer intern Shaun Toole took prelicensing training and passed the salesperson's exam on June 11th, Bob Bohlen asked each Preview Properties.com agent to give Shaun some advice to begin his real estate career. Some of the suggestions were as follows:

- Join the sales contest
- Find first time home buyers
- Listen to and use the scripts and dialogues
- Call all the expireds
- Be accountable
- Show up
- Avoid being with negative people
- Do not be afraid of the phones
- CITO—Come Into the Office
- Learn about Property Mortgage.com
- Learn about TitleAmerica
- Under promise and over deliver
- Focus on the positive
- Hold open houses
- Be the real estate market expert
- Talk to those who are doing things

These ideas are not just for new agents; they apply to everyone. Just do it.

## JUST LICENSED



Congratulations to Shaun Toole. Preview Properties.com's summer intern from Cleary University, Shaun took pre-licensing the week of June 4-8 and passed the state examination on June 11. Shaun is just finishing his sophomore year

at Cleary University where he is working towards his B.S. in Business Administration-Management. Jennie Gehring, Administrative Assistant to Bob Bohlen, says Shaun is an open minded and willing student and is eager to do what it takes to complete a task. When asked what he had learned at Preview Properties.com, Shaun said that he learned a lot about real estate, but he was really surprised at how much he had learned about the workplace. According to Shaun, everything seems to go so smoothly at Preview Properties.com.

Shaun is a resident of South Lyon, and he graduated from Kensington Woods High School. In addition to his internship, he is working at Lakeland Ace Hardware this summer. Shaun lives on the Huron River, and he likes to fish in his spare time. He does like lake fishing best and he does clean, cook, and eat the fish he catches.

## Preview Properties.com Agents Climb Detroit



Jason Kilarski, sales associate at Preview Properties.com of Brighton and his wife LeAnn climbed the stairs in the 70 story Renaissance Center in downtown Detroit as part of the American Lung Association's Climb Detroit on Sunday, February 25. Jason finished 9th in his division with a time of

11:28 minutes. Linda and Jim Kilarski, parents of Jason and fellow Realtors at Preview Properties.com, climbed 40 stories in their quest to Climb Detroit. Linda and Jim Kilarski both placed 2nd in their age groups. The Kilarski's team "Body Within" raised \$5,000 and the total contributions to the American Lung Association are expected to exceed \$90,000.



## BACK BY POPULAR DEMAND



When everyday seems to be a struggle, who better to bring some common sense and humor to the situation than Bob Wolff of ReMax Real Estate Services in Monarch Beach, California. On March 29, 2007 Bob Wolff returned to Preview Properties.com for an informative, humorous, and fun couple of hours. Bob is 54 years old and has 32 years experience in the real estate business. He has experienced and thrived in the best of markets and the worst of markets.

According to Bob Wolff, when the market shifts, you have to shift with it. He sincerely believes that you must go the extra step, all the while being excited, happy, and enthusiastic about what you are doing. By surrounding himself with positive people, he maintains an energetic pace that is unbelievable. Letting people know what you do is essential; give your card to everyone and always follow up with your contacts.

To maintain his goal of 10 sales a month, Bob Wolff says he must keep doing the basics. The market is not going to effect Bob's goals for the year. If you did something once, you can do it again. Pretend you have it, look the part and act the part (in the casual southern California market, Bob would not go to a restaurant without a jacket and tie). Know why you are doing it and be there. Have a plan. People have to sell and people have to buy everyday. Go find them.

Bob Wolff says that struggle is what champions are made of. We have to adapt quickly. Bob says we can change by starting now, doing it flamboyantly, and making no exceptions to the plan. Only the lead dog gets a change of scenery. We are here to play the game whether it is raining, snowing, good market, or bad market. We need to offer better customer service. Bob's day is not complete until he has written 20 thank you's, given out business cards at every opportunity, changed his voice mail, and dressed for the occasion. There are no short cuts.

As always, Bob Wolff demonstrated that you have to know what you have to do. Keep a poster or folder with the things you want close at hand. Have a business plan and better yet, carry your goals on 3 x 5 cards. Today, your market is your market. Worry about things you can change. Know what you have to do and remember all people are significant. Bob would advise you to keep a good attitude, leave nothing to chance, make a profit, and have fun.

Bob can be contacted at [bob@bobwolff.com](mailto:bob@bobwolff.com).

## Preview Properties.com Newly Elected Directors

Top row: John Bogdasarian and Scott Bohlen

Bottom row: Gregg Hardy and Jason Kilarski

### PREVIEW PROPERTIES.COM CALENDAR

June 20	Selling In A Challenging Market Seminar, for our Sellers at PP.com
July 13-14	Money Matters VI, Boston
July 17-20	Mike Ferry Superstar Retreat, Las Vegas
July 21	Community Service Project: Salvation Army at Preview Properties.com
July 25	Career Day at Preview Properties.com
July 25-28	Howard Brinton, Star Power, Phoenix
August 21	Guest Speaker, Todd Rooker, Financial Planning and Improving Your Credit Score
Sept. 12	Career Day at Preview Properties.com
Sept. 13	Brighton Chamber of Commerce After Hours, at Preview Properties.com
Sept. 20	Continuing Education with Holloways Institute at Preview Properties.com
Nov. 13-16	Mike Ferry Action Workshop, Detroit
Jan. 11, 2008	Awards Banquet & Continuing Education, Soaring Eagle, Mt. Pleasant



## Giving Back, Serving our Community

Beginning in November with the Thanksgiving food drive for Gleaners, salespeople, assistants, management, and support staff have worked together for the betterment of our community with a monthly charity activity. On April 14, Preview Properties.com gathered at Bush's in Dexter where they collected 1/2 ton of groceries and \$354 for the St. Louis Center, a caring residential community for people with developmental disabilities located in Chelsea. Sign Works in Howell provided a Fill The Truck banner for use at our collection sites. Agents helped by driving the truck to and from the sight as well as helping collect the food and finally unloading the food after the event.

On April 14, 837 lbs. of food and \$298 were collected in Fowlerville for the Family Impact Center. Five hundred pounds of food stuff and \$300 were contributed to Gleaners from a collection done at VG's in Brighton on June 9.

Watch for a great July event—on Saturday, July 21, our trucks and people will be available for a humongous collection of clothing and paper products for the Salvation Army. The location of this collection will be right in the Preview Properties.com parking lot from 9:00 a.m. until 2:00 p.m. Salvation Army asks that clothing be clean and in good condition (no missing buttons or broken zippers, appliances in working condition, books, and household items are also being collected). In addition to the usual Salvation Army thrift store items, they also provide a store for paper products and toiletries that cannot be purchased with food stamps. Clean out your closets and seek out family and friends who need to do the same. See you on July 21.



## Get Listings Affirmations

- I love my real estate job.**
- I prospect daily.**
- I am a masterful presenter.**
- I am great at getting others to make decisions.**
- I am a big thinker.**
- I am great at delegating to my team members and client care.**
- I get sellers to understand why pricing is so important.**
- I look like my sellers but slightly better.**
- I am confident that I will get the listing.**
- I have professional marketing materials.**
- I invest in myself.**
- I have great negotiating skills.**
- I put my client's interests first.**
- I have excellent listening and communication skills.**
- I stay in regular contact with my clients and customers.**

## The Typical Realtor

As we know, Realtors run the gamut of age, prior profession and years of experience in the real estate business. A National Association of Realtors' 2007 survey paints the following profile of the average member:

- The typical Realtor is a 51 year old white female.
- She has attended college, owns her home, lives there only with her spouse.
- The typical Realtor has a household income of over \$100,000.
- The typical Realtor votes in both national and local elections. Ninety-five percent of Realtors are registered to vote. Ninety percent voted in the last national election and eighty-one percent voted in the last local elections.

You, the reader, probably do not fit this profile, but take some time to think about someone you know who would make a good Realtor or analyze people you do business with for their potential. Talk to them about a career in real estate and give the names to Sherry Hinsperger. Sherry can be reached at 810-599-8614 or shinsperger@aol.com. Remember our next Career Day is July 25, 2007.

## The News Was Not Good

While Mitch Stapley, chief fixed income officer for Fifth Third Asset Management Inc., had very little good news for residents of Michigan and Realtors specifically, he did keep his May 8, 2007 presentation at Preview Properties.com interesting and informative. How weak is Michigan's economy? Recent statistics show Michigan ranked 50th in personal income growth, in unemployment rate, employment growth, and economic momentum (population, personal income, and employment).

Can Michigan change in the areas where it is weak? When Ford Chairman Alan Mullaly was head of Boeing, he lowered the time to build a 757 aircraft from 22 days to 11 days. Can he improve the productivity from the current 35.8 hours to build a Ford? Improvements can and will be made. This recession is kind of a one state (Michigan) recession; other states have issues but none as severe as Michigan. It all boils down to whether the national economy can pick up and carry Michigan forward; Michigan will have to have help to move on.

According to Mr. Stapley, there will be a couple rough years, but there will be great opportunities. Real estate in Michigan is and will be particularly price sensitive. As compared to past recessions, people are optimistic. Just do it.

## THE PREVIEW REVIEW

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THE PREVIEW REVIEW, published by Preview Properties.com, 130 W. Grand River, Brighton, MI 48116, is devoted to news of corporate activities, real estate issues and allied interests.

**There is Still Time  
to Register!**

**Join us in Boston,  
July 13 and 14 for  
Money Matters VI.**

**Guest Speakers include:**

**John Sileo  
Identity Theft**

**Michael Port  
Getting More Clients  
Than you can Handle**

**For a complete list of  
speakers and details on  
how to sign up, check out  
our website at:**

**[Moneymatters6.com](http://Moneymatters6.com)**

## CUSTOMER SERVICE SURVEYS

**Sandy Bailey-Bristol** always made time for Mark and Tracie Knickerbocker whether it was to return a phone call, answer questions, or to meet with them on their time. Sandy's service was excellent during the Knickerbocker's transaction on 3595 Gale Road.

**Nancy Bohlen** and Preview Properties.com sold Kathleen Galli's home located at 6376 Westwego in just 43 days. In addition to the quick sale, Kathy appreciated the use of the moving truck and was impressed with the hospitality at the office.

**Scott Bohlen** got excellent marks from Brian Parker of Parker's Propane Gas Co. for the manner in which he helped get the approvals necessary for their final site plan. When Parker purchased Burkhart Par. B and Hydraulic Drive, he called from a for sale sign.

**Emmy Brown** gave excellent service during Michael and Kimberly Funk's recent sale of 2397 E. Dexter Trail and the purchase of 4519 Garden Gate. The Funk's especially appreciated using the moving truck and how accommodating Emmy was to fax them documents and to drive paperwork to their home.

**George Bush** was more than willing to work around Melissa Cederholm's schedule when she purchased Bennington Road, Par. A. Melissa first heard of Preview Properties.com on line and the sale and closing went very smoothly.

**Brent Flewelling** got excellent scores from both Mark and Annette Lemke and Brian Dybas who were all return clients. They liked Brent's quickness in getting information and his good customer service. (6010 Hickory Lane and 3483 Oak Knoll).

**Tim Furlong's** reliability and follow-through were greatly appreciated by Kenny and Michelle Walkup when they sold their home at 11813 Four Lakes. A friend had told them about Tim.

**Greg Garwood** was recommended to Phyllis Chmura by a good friend during her recent transaction on 4503 Golf View Court. Greg's service was excellent and his communication skills were outstanding. The closing went "smooth as silk".

**Pat Hagensen** showed patience, honesty and good judgement when Jeremy and Jodi Licht bought 1465 E. Burt Road. Their sister had referred them to Pat. They said that you could tell Pat loved her career.

**JoAn Hauber** was referred to Tyrus and Christine Gerych by their parents when they sold 124 Second Street. They liked the personalized service and the moving truck.

**Marla Heatley** held Robin Ashlock's hand as needed during the sale of 1830 Coronada. Robin heard of Preview Properties.com through John Bogdasarian and Robin appreciated Marla's patience and being able to schedule the closing later in the day.

**Rick Johnson** showed up anytime Dietrich Wollenhaupt wanted to see homes. Dietrich says it was just luck that he called on a house and got Rick who did an excellent job during the purchase of 1461 Crest Rd.

**Andrew Karas** was willing to show John Laupp all of the homes that he was interested in looking at when he bought 5602 Leslie Drive. Everything was great and the closing was fast and quick. A friend referred John to Andy.

**Jason Kilarski** gave great explanations of all the fees and services during Jason Vance's purchase of 7777 Shady Beach. Jason was very knowledgeable and friendly.

**Linda Kilarski** had sold many homes in Mona Robbins and Thomas Davisons's neighborhood. Linda and Jim's good communication skills were much appreciated. (7740 Athlone)

**Heidi Kirby** provided prompt, professional, knowledgeable and courteous service at all times when Nan Stratos and Cynthia Keller sold 1314 Arella. They heard of Preview Properties.com through the Ann Arbor News.

**Jeff Klink** was referred by a friend to Paul Johnson who is a real estate investor. He appreciated all of Jeff's services.

**Holly Koch** is the best agent Karen Kerr has ever worked with and she appreciated Holly's diligence and attention to detail during the sale of 31191 Livingston.

**Charlie Koenn** represented the seller of the property John and Julia Hanawalt were interested in. They appreciated Charlie's patience and timely communication when they purchased Trist Road, Par. 5. They said, "You can't improve on excellence."

**Carol Kujala** did everything, per Nancy McEwan, during the 11014 Woodward transaction. While Nancy would have liked a little more money, she was pleased that her daughter referred her to Carol and Preview Properties.com and Nancy has already referred a customer to Carol.

**Jack LeSage** helped with some of the clean up and met servicemen at the site for repairs during Scott Farnell's recent transaction at 8071 Main Street. On Scott's part, the service was excellent.

**Nick and Michelle Lycos** were referred to Nate Brandsen by a friend when he purchased 2645 College Road. Nate says he got perfect service; he wouldn't of changed anything about the transaction.

**Rhiannon McCarty** was excellent and helped Ana Gjesdal and Gene Skidmore every step of the way. Rhiannon's skills at negotiating were greatly appreciated by the clients. (8135 Cypress Circle)

**Joe Panessidi** was in constant communication with Henry and Kay Koch when they bought Bull Run, Par. 1. They first learned of Joe and Preview Properties.com through Joe's listings.

**Kimmie Price** did great work when Miatta Taylor purchased 102 Astor. A friend referred Miatta to Kimmie and everything went fine. Great communications and honesty were much appreciated.

**Neal Sanford** gave excellent service during Debra McKay's transaction on 2544 Dardy Drive. She appreciated the signs, the computer, and keeping in touch. She heard of Neal through a mailing.

**Ron Sipes** did an excellent job according to Stan Blackman of Citizens Bank when Ron sold bank owned 9333 Crofoot Road. Ron called the bank for the listing and Citizen's appreciated all of the services provided, especially the sale.

**Dave Villerot's** efforts in the sale of 366 Harvard were great according to Bonnie Marvin. She really appreciated getting the listings on line.

**Priscilla Watts** did an excellent job selling Cathleen Nations' home in the worst market. A friend told Cathleen about Priscilla when she was ready to sell 10866 Spencer.

**Priscilla Watts** provided great service during Shawn and Margaret Doane's transaction on 18927 Bradley Road. They learned of Preview Properties.com and Priscilla through the internet and they really appreciated the unlimited use of the free moving truck.