

## Oh What a Night

The bar has definitely been raised for the annual Preview Properties.com awards ceremony. It will be difficult to return to the stark confines of Metropolitan Title after the Amway Grand experience.

The event was jump-started by a rather interesting version of Con-Ed that I compare to passing through a small town in that if you took the time out to blink you probably missed it. Hats off to Jerry Holloway, "but you all know that anyway!"

The Grand Ballroom was the perfect setting for a great evening among friends and co-workers whom many of us don't get to see much outside of the office environment. Special thanks go out to Bob Wolff for traveling across the country from sunny California to attend our little shindig. By the way, the temperature in Laguna Niguel is still hovering at 75 degrees and sunny, while we have warmed up significantly. Life would be so boring without change, wouldn't you agree?

The awards ceremony was very exciting this year as there were many new names and faces to crack the top 20 and top 10. After a year hiatus John Bogdasarian and his team returned to top form in 2003 by closing over 1 Million in GCI. John wanted to thank his mentor Bob Bohlen for providing him with the blueprint for success, Nancy for helping create an environment that allows for growth, his fellow agents for support and encouragement, and most of all his team (Tim Furlong, Melissa Yee, Gina Bollock, Marla Heatley and Phil Moise) for finally allowing him to achieve his goal of 1 Million which he set for himself almost 5 years ago. To keep focused this past year, John kept a photo of the home he was building taped in front of him so he could always remember what he was working for. This year John plans to build on his success and has selected his first coaching clients whom he feels will help him enter the next phase of his career.

John and Gregg Hardy continue to battle for the 1st place position with Gregg ranking second for 2003. We'll have to wait and see how 2004 will end!

For many of the group the dinner and awards ceremony was only the beginning of a memorable evening. Thanks to the excellent negotiating ability of the young Brent Flewelling, almost 30 revelers were able to avoid the cover charge at Grand Rapids hippest nightclub ironically call "The Bob", and enjoy the atmosphere with a cold drink, great music and excellent company. The gang was most appreciative of the "Tube" walkways that allowed them to get home in the extreme cold with little discomfort.

For those of you who missed it, Grand Rapids was well worth the drive, and with all the positive feedback generated you can almost bet on a repeat performance to host the event next year. A congratulations to all and here's to another great year.

~Tim Furlong



The John Bogdasarian Team was #1.



Gregg Hardy accepts the 2nd place award.



Betsy and George Bush celebrate 3rd place.



Outgoing directors Jerry Hale and Neal Sanford welcome new Preview Properties.com directors Linda Kilarski and John Bogdasarian.

## *Brent Flewelling Wins Dingler Award*

Brent Flewelling is the sixth recipient of the Bob Dingler Award given to the Number One new associate who exhibits the spirit of loyalty and positive can do attitude that Bob Dingler displayed everyday. Brent is from the Dexter area and he graduated from the University of Montana in 2002. A \$1,000 education scholarship is a part of the Dingler award. A firm believer in the value of education, Brent has completed 4 CCIM courses, ABR, GRI 1, a Site to Do Business (a CCIM support course), and the Mike Ferry Productivity School. Congratulations to Brent.



Brent Flewelling receives the 2003 Dingler Award from Scott Bohlen (2002 recipient) and Nancy Bohlen

## PREVIEW PROPERTIES.COM MOVING TRUCKS

Kellie Urban, a client of Alan and Carol Kujala who recently moved to Perry, Michigan says that "the size of the truck was perfect for moving. It took less trips."

Raymond Robins who recently moved to a new home in Howell said the convenience of the moving truck was great but "I hate moving". He worked with Robin Love on his recent transaction.

Ben Croy said the new truck, dolly, and blankets were great in his recent move to South Lyon. Priscilla Watts was his agent.

Rayma Bilicki liked using the Preview Properties.com moving truck because it allowed him to move at his own pace. Rayma worked with Emmy Brown on his recent purchase. He did get stuck in his own backyard at 3:30 a.m.

Scott Nowling said Preview Properties.com's moving truck was a nice service and he appreciated the availability of the truck.

Alan Verscheure appreciated the use of the Preview Properties.com moving truck because it was free and convenient. He could have done without the icy roads. His agent was L.E. Kohl.

## 2003 PREVIEW PROPERTIES.COM AWARDS

- |                                     |                                  |
|-------------------------------------|----------------------------------|
| 1. <b>The John Bogdasarian Team</b> | 14. <b>JoAn Hauber</b>           |
| 2. <b>Gregg Hardy</b>               | 15. <b>Jason Kilarski</b>        |
| 3. <b>George W. Bush</b>            | 16. <b>Emmy Jiordano-Brown</b>   |
| 4. <b>Scott &amp; Kathi Cutler</b>  | 17. <b>Elizabeth Fairchild</b>   |
| 5. <b>Linda Kilarski</b>            | 18. <b>Neal Sanford</b>          |
| 6. <b>Robin Love</b>                | 19. <b>Greg Garwood</b>          |
| 7. <b>Theresa Runyan</b>            | 20. <b>Ronald and Gail Sipes</b> |
| 8. <b>Priscilla Watts</b>           | 21. <b>David Villerot</b>        |
| 9. <b>Karl Forell</b>               | 22. <b>Jon Young</b>             |
| 10. <b>Timothy Forell</b>           | 23. <b>Jerry Hale</b>            |
| 11. <b>L.E. and Rowena Kohl</b>     | 24. <b>Beth Ward</b>             |
| 12. <b>Valerie Potts</b>            | 25. <b>Nicholas Bolhouse</b>     |
| 13. <b>Scott Bohlen</b>             |                                  |



Julie Fischer and Beth Ward received matching tractor awards for their part in the most unusual tractor incident at Preview Properties.com.



Regina and Jim Benson enjoy their evening.



Nancy Bohlen, JoAn Hauber and Pat Morley in the elegant lobby at Amway Grand Hotel in Grand Rapids.



Kathi & Scott Cutler, Nick Bolhouse and Brandon Holmes enjoy the awards banquet at the Amway Grand Hotel.

## Want to learn something new? Agent presentations....

Many people think that Realtors work unbelievable hours and eat, drink, and sleep real estate 24/7. The past two months have revealed that at least Preview Properties.com's Realtors have many other passions and interests. On Tuesday, Thursday, and Friday, the Sales Associates have been giving presentations at the morning Prospecting Meetings. These presentations have been very interesting and informative.



Bill Lane shows how a well works.

The presentations started out rather low key until Bill Lane brought in his model of how a well works. Bill had constructed his model to illustrate a well problem to one of his clients and he shared the model along with his solution to the seller's dilemma. The bar was raised. Bob Smith talked about training for a marathon; what distances you should do in training, how to pace your speed in training, and what to eat and drink during training. Harper Bohlen presented Steps to Innovation about creative thinking outside of the box. Julie Fischer talked about the advantages and disadvantages of leasing vs. buying a car or truck. She said that she will repeat the presentation, so watch for a future date.

Brent Flewelling reported on shadowing B.J. Adams at her office in Aspen, Colorado. He was blown away with some of the mind blowing customer service ideas he heard about, like arranging a dinner or even setting up Christmas in the new home for those holiday closings. Brent also learned how lucky he is to be part of the Preview Properties.com environment.

Diane Brady gave her recent presentation on Foxhunting. Diane and her husband Grant ride with the Battle Creek Hunt Club weekly from October to mid-April. Traits of a great horse, clothing, etiquette and the history of fox-

hunting were covered in Diane's presentation. Jason Kilarski shared his experiences in learning to fly an airplane and so it goes. One of the very popular presentations was a demonstration of making a Key Lime Pie by Valerie Hogan. Her passion for cooking was clearly evident and the audience savored the finished product. Contact Valerie at 810-220-1483 for the recipe.

Tim Furlong gave a very informative talk on his procedures for putting buyers into his system. The buyers may come from floor time, referrals, open houses, or signs. Tim is looking for immediate signs that this is a real buyer. He does this by asking lots of questions, not by telling them about properties. Tim wants to know if they can buy now, are they pre-approved, can they buy today, do they need to resolve any issues, and is anybody else involved in the decision? By the time the first contact is over, Tim knows a lot about the buyer and whether he can help them with their real estate purchase. Scott Bohlen reported on "The Site to Do Business" seminar. The class demonstrated the use of demographics in commercial real estate. There are so many ways the information can be used in CCIM studies when one knows where to find the information and how to use it.



Tim Furlong shared his prospecting system.

Time is one of our most precious commodities and by sharing our knowledge with others through presentations and demonstrations, the prospecting participants can make an informed decisions to read a book, take a class, learn something new, and have fun too.

### 2004 Calendar

April 1	On Site Agent Training: Karen Maidlow discusses taxes (in advance & arrears) & closing procedures
April 6	Preferred Partner Luncheon, Preview Properties.com
April 8	On Site Agent Training: John Peterson - Current Mortgage Products
April 13	Title America's "The Paperless Closer", Preview Properties.com
April 15	Economic Development Council, Preview Properties.com
April 19-20, 22-23	Dr. Fred Grosse, Preview Properties.com
April 29	On Site Agent Training: Top Producer
May 24	Allan Dalton, President REALTOR.COM
June 17-19	Money Matters III, Ritz Carlton, Chicago, IL

## 7 GREATEST LESSONS IN REAL ESTATE

Through the years, Preview Properties.com's sales associates have enjoyed the many hours that they have spent with Bob Wolff of ReMax in Laguna Niguel, California, learning from his vast knowledge of real estate and laughing at his humorous presentations, when he visited our office, took part in the Australasian Meetings, or spoke at the Money Matters Seminars. Many of his stories were repeated to spouses and significant others along the way; finally, at the 2003 Awards Banquet in Grand Rapids on January 23, 2004, the spouses and significant others were able to hear Bob Wolff and share in our educational experience.

The 7 lessons that Bob shared that evening were:

1. Have goals and dreams
2. Always remember to say thank you
3. Have a plan
4. Engage in dollar productive behavior
5. Have systems, rituals, schedules for everything
6. Operate with high level of self esteem and great attitude
7. Always remember the basics.



Bob Wolff and Bob Bohlen share a story at the Awards Banquet.

While Preview Properties.com's sales associates relate these points to real estate, those sharing the message that night could easily see how the lessons apply to their field of work. A special thanks to Bob for leaving sunny California to join us on a snowy, very cold night in Michigan.

## THE PREVIEW REVIEW

A publication of  
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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.



## Congratulations...

To Tim and Tina Forell on the birth of their son, Austin Jack Forell, born February 25. He weighed 6 lbs., 15 oz. and was 19.5" long.



## CUSTOMER SERVICE SURVEY

Timothy and Stephanie Johnson note that Joette Bickel helped out a lot in their recent real estate transaction. They first heard of Preview Properties.com through a friend and they say that Joette did a wonderful job. (2485 Calvin Court)  
Scot and Jessica Stodart appreciate all of Melissa Yee's assistance on behalf of the Bogdasarian Team. Melissa has a wealth of knowledge and was wonderful to work with according to the Stodart's. They heard of Preview Properties.com from Rich Hanna. (10281 Lee Road)  
Harrison Carter first heard of Preview Properties.com through for sale signs. He liked the contact service used by the Bohlen Team. (Jackson Road)  
Bret and Sarah Keefe heard of Preview Properties.com through a co-worker. Scott Bohlen was courteous, professional and worked hard to answer the Keefe's needs. (6525 Willow Road)  
Darren and Kelly Robson were past customers of Emmy Brown and they especially liked the personable people at Preview Properties.com, the website, the flavored coffee, and the moving trucks. (1035 Parkview and 3215 Argentine)  
Kimberly Masacek said that Gary Bush was extremely helpful with the financing process and he was available at convenient times for her. (14447 Ripley)  
Linda Smith and Andrew Kaier learned of Preview Properties.com through the newspaper and appreciated that Kathi Jones-Cutler was always available and open with them. (23280 Beech)  
Brian & Jennifer Keares liked Elizabeth Fairchild's open communication, availability, and the open houses she held at their home. Her service was great through the whole process. (7517 Legacy Lane)  
Richard and Holly Nickels heard about Bill Fear and Preview Properties.com through their lender and they appreciated that Bill answered all of their questions right away and he was always available to them. (215 N. National)  
The members of the Kendall Living Trust liked the excellent follow-up given by Greg Garwood and his team. They added a whole new column to Preview Properties.com's Customer Service Survey card giving Greg supertalidous ratings to all the questions! (3870 Highcrest)  
Cheryl Earles and Judith Goins came upon Valerie Hogan's business card and found through working with her that she gave excellent information in good response time. They will recommend Valerie and Preview Properties.com to acquaintances looking for a real estate agent. (7104 Jasmine Dr)  
John and Denise Tiburcio appreciated Jack Johnson's communication, negotiation skills, and the care and time spent in making them comfortable and happy in the buying process. They found Jack's service to be excellent and they have told friends and family about their buying experience with Jack and Preview Properties.com (14270 Pernell)  
Alan and Wanda Atkinson really appreciated Dick Kerschbaum's good paperwork and attention to detail during their real estate transaction. (2227 Lydia Lane)  
Daniel Bandrian heard of the Kilarski Team of Linda and Jim through his parents. Throughout the transaction, there was always great communication, explanation of details, phone calls and e-mails were returned promptly. (23558 Rockledge)  
Stephen & Jayne Heilner liked the attention and follow-up that Paul & Judy Klebba gave them during their recent real estate transaction with Preview Properties.com. Everything went great!(1485 Jones Rd)  
James and Susan Rogers called Charlie Koenn as a result of an ad in the Ann Arbor News. Their recent transaction went very quickly and general contact and updates during the process with Charlie and Preview Properties.com were good. (16213 M-52, Par. B)  
Thomas Malysz and Rose Marie Clark gave L.E. Kohl high marks for patience and maturity. "L.E. will be the first agent I call for future real estate needs". They knew of Preview Properties.com and L.E. because they have lived in the Howell area for 20 years. (4200 Nicholson Road)  
Kim Kretschmar appreciated the assistance in locating and purchasing her home that she got from Sandra Kretschmar (her mother). (3901 Roseann)  
Julie Swanson heard of Preview Properties.com through her sister-in-law. Her agent Bill Lane gave excellent service and she especially appreciated regular updates, prompt action, and follow up. (2983 Simsbury)  
Karey Hodskins has known Robin Love and Preview Properties.com for 14 years and comes back to Robin for great service! (570 Power Street)  
Keith & Genine Tobel first heard of Lucy Mouser through a friend. They appreciated the Realtor Open House and the team of Realtors from Preview Properties.com (9598 Viking Lane)  
Richard & Michelle Ferguson called Diann Shott because she came to one of the Ferguson's FSBO open houses. Priscilla Watts also worked on the listing and everything they did was appreciated by the former FSBO's. (10715 Home Shore Drive)

## Ken Blanchard Comes to Town



On February 16, twenty-some Preview Properties.com sales associates took part in the first ever Livingston County Economic Club's speaker luncheon series. Over 270 persons were treated to an entertaining and informative presentation by Ken Blanchard, author of "The One Minute Manager" and a number of other business best sellers. Dr. Blanchard's central message was that successful leadership centers around love; love of a humble self, love for customers, love for the people who work for you and love for the mission of the business. Leaders who have humility are going farther to treat their employees right, which will result in better treatment of the customer. After all, raving fans are the reason we have jobs.

On May 17, Detroit Mayor Kwame Kilpatrick will be the next Economic Club speaker. Later this year, on October 18, Debbi Field, founder of the Mrs. Field's Cookies, will wrap up this years lecture series. Quite a nice start for the Livingston County Economic Club!