

## MONEY MATTERS II



Panel members listen as Bob Bohlen speaks.

On June 19-21, 2003, real estate salespeople and other interested parties from 27 states and 4 foreign countries gathered at the Ritz Carlton in Chicago for the Money Matters II conference. After the first very successful Money Matters held in Ann Arbor in 2002, Bob Bohlen decided to have a second meeting to focus on how to create passive income and wealth and unbelievable customer service. Where better to hold the meeting than at the Ritz Carlton, whose name is synonymous with blow your mind customer service. The flawless service at the hotel provided a high bar for all the other service encounters the attendees incurred along the way.

Keynote speaker for the conference was Dr. Tom Connellan, author of *Inside the Magic Kingdom* and *Bringing Out the Best in Others* as well as being a consultant to many well known businesses. In his first presentation, using the Disney Corporation as an example, Dr. Connellan showed how attention to detail and doing just a little extra will create exceptional customer experiences. To change what you are doing presently, you must have clear goals, be specific in making those changes, and reinforce the change continuously to maintain the desired level of customer service. *Bringing Out the Best in Others* was the second part of Dr. Connellan's presentation. He illustrated with examples of how you can bring the most out of people you interact with by being compassionate and understanding.

Robin Brown, former manager of the Four Seasons, Boston, told many stories of how our clients/customers are our business and no matter how difficult they may be at times, we have no business without them. He emphasized how important developing a company or team culture was to delivering unbelievable customer service. We need to think like a client/customer to know what their expectations are, we need to leave our emotional baggage at home each day, and we need to be technically prepared to deliver service that will set us apart from our competition.

Dr. Frederick Grosse delivered a message on *The Mental Side of Success* where he did a great job of laying out the conference focus and tying it to a plan of action to achieve our goals. In her message, Patricia Mischell pointed out that there are a lot of things in the world that we do not understand and there are a lot of things that are possible even if you doubt, question, or lack belief.

A very popular part of the conference was the time devoted to scripts and dialogs with lots of interaction and ideas coming from the panel composed of Lance Kammes, Wade Klick, Stan Steinberg, and Lillian Montalto. Borrow the CD's from the library when you need to know what to say as the panelists have a multitude of responses to situations that are most interesting.

The Preview Properties.com agents and staff who attended Money Matters II highly recommend that their colleagues attend Money Matters III to expand their knowledge and to motivate themselves to greater heights.



Lillian Montalto & Patricia Mischell



"Saved me time and money. The truck was clean, even had air conditioning," according to Carol Lange. Other than having a real physical challenge getting into the big truck, Carol says her experience using the Preview Properties.com's truck was excellent. Everything in Carol's move went perfectly and she gives her agent, Emmy Brown, a 10+ for a great closing.

On July 18, 2003, Preview Properties.com rolled out their two new orange Ford E-350 moving trucks. Theresa Runyan's customer Tom LaRocque checked out the first truck that day. The trucks are available free for the use of Preview Properties.com's clients and customers. The moving trucks have automatic transmission, air conditioning, and radios for drivers comfort and enjoyment. The boxes feature a pull

out ramp, a hand truck, and furniture pads for easier moving. When our clients and customers are not using the trucks, local charities, schools, and other non-profit organizations may reserve a truck for their fund raising events.

The trucks have been a big hit! In August, 26 clients and customers used the trucks and in September, Preview Properties.com's trucks have been used by 29 different clients and customers. The users speak highly of the convenience and service provided by Preview Properties.com and their agent.

"The truck was free, got good gas mileage, and had air conditioning (an important factor in the summer)," says Sandra Liebgott, a customer of Joette Bickel. Gerardo Costa says, "The truck is a very good size and the ramp was extremely helpful." Gerardo is a customer of Jason Kilarski. Funny, but almost everyone did mention that their Realtor could have helped them move!

# TAXATION OF REAL ESTATE



Joe Panessidi, Charlie Koenn, Mark Mitchell & Ken Judkins enjoy Jackson Hole, Wyoming

With notebooks in hand and visions of trout dancing in their heads, Ken Judkins, Charlie Koenn, Mark Mitchell, and Joe Panessidi set out for Jackson Hole, Wyoming to attend Chris Bird's Taxation of Real Estate—The Changing Tax Code's Effect on Real Estate and You on August 6, 7, and 8. Chris Bird started his career as an IRS agent and then moved on to his own company, Chris Bird Seminars. He has become widely acclaimed for his programs on wealth building, tax strategies, retirement, independent contractor tax issues, effective money management, and defined benefit plans which he has presented at NAR conventions, Howard Brinton Star Power Conferences, and most recently at Bob Bohlen's Money Matters II.

Joe Panessidi thought some of the best ideas were some do's and don'ts of IRS, some ways of legally manipulating the IRS code, and understanding the word "intent". Ken Judkins enjoyed learning more about how option dollars are taxed and Charlie Koenn liked hearing more about using IRA's to buy real estate. The discussion of the new tax law for 2003 should be beneficial in all of the attendee's business this year. Most of the agents attending the seminar are active in Realtors Land Institute and it was interesting to note that most of the attendees were farmers or ranchers and are now Realtors. Sounded familiar to the Preview Properties.com agents!

Ken, Charlie, Mark and Joe loved the opportunity to fish five different rivers. Fly fishing the Snake River from a McPherson float boat with the Grand Tetons in the background is an absolutely fabulous experience—at least a 50 and maybe a 100. Catching fish was great too. Networking with the other participants on both real estate and fishing was real interesting and produced many good ideas. Steak at the Cowboy Bar and Restaurant was the best. According to Joe, another trip like this would inspire him to prospect, list, negotiate, and sell to meet his goals.

## Our Congratulations to the Kohl's on their 50th Wedding Anniversary



L.E. and Rowena Kohl celebrated their 50th wedding anniversary on August 16, 2003 with a trip to Greenfield Village with their daughter Kim and her son, Dawson. The visit to Greenfield Village concluded a trip to show Dawson his grandparents favorite attractions in their adopted home state of Michigan. From the Soo Locks to the sand dunes to Mackinaw Island and finally to Greenfield Village. After all that sightseeing, two of Dawson's favorite things to do were to feed the ducks at the Brighton Mill Pond and to eat at Grandma's (a treat that was interrupted by the great power outage).

The Kohl's were married August 16, 1953 in Vandalia, Missouri where they made

their home until a new career in real estate brought them to Preview Properties.com in 1986. L.E. and Rowena have five children, Johnny, Annette, Elaine, Kim, and Mark. The Kohl's recently purchased their retirement home back in Missouri where the family frequently gathers. It is probably wrong to say retirement because it is hard to imagine L.E. and Rowena sitting in their rocking chairs on the front porch. A more likely scenario would be Rowena horseback riding through the woods with the kids and grandkids and L.E. measuring the location for a cabin in the woods for family outings. Our congratulations and best wishes to the Kohl's on their 50th wedding anniversary.



## ~2003 Calendar~

October 14-17	Dr. Fred Grosse, Preview Properties.com
October 23 & 27	Con-Ed Classes, Metro Title, Brighton
November 7-10	NAR Conference, San Francisco, CA
November 13	CCIM Exam
November 14&15	CCIM Conference, San Antonio, Texas

## Best Wishes to the Newlyweds

Dan & Kristin O'Berski  
~July 12, 2003~

Gina (Colletta) & Jeff Bollock  
~September 6, 2003~

## Congratulations to.....



Madison Nicole Steudle and her family

Parents~ Nick and Jennie (Gehring)

7 lb. 2 oz.

July 27, 2003

## 54 AGENTS FROM PREVIEW PROPERTIES.COM TRAVELED BY BUS AND CAR TO SEE MIKE FERRY

On one of his rare personal appearances this year, Mike Ferry spent the day with over 600 Realtors from across Michigan, adjoining states and Canada on September 16th, at the Macomb Center for the Performing Arts. The popular event was sponsored by the Metropolitan Consolidated Association of Realtors. Forty Preview Properties.com sales associates rode in two buses to the seminar while the rest of the sales associates from out state offices drove directly to Sterling Heights. At lunch time, everyone gathered at Andiamos Pizza Pie for lunch before returning to the seminar for the afternoon session.

For those who have attended Mike Ferry Seminars, the event was a nice refresher for things that we already know but need to be reminded of, and for our newer agents, seeing Mike Ferry in person enhanced the taped learning materials that we have in our library. As Mike Ferry and Bob Bohlen both preach, completing business plans in October gives the sales associate three extra months for business in 2004, so the seminar was very timely.



Mike Ferry announced the good news that the Mike Ferry Organization will do an Activity Workshop in Michigan during the first quarter of 2004 to be followed by a Productivity Workshop in the second quarter. What a great opportunity to refresh your prospecting skills or learn new skills. Watch for the sign up.

How many times have we heard these ideas?

1. I must make good business decisions.
2. I must prospect, present, and close
3. I must generate new business every day
4. I must determine my motivation
5. I must learn my scripts and dialogs
6. I have to learn what is holding me back and GET OVER IT
7. I must remove emotion, drama, and frenzy from my life
8. I must control my ego
9. I must be fanatic about staying on a schedule
10. I must remember that changing my behavior takes time
11. I must not focus on big wins and losses each day
12. I must eliminate excuses
13. I must use blind faith that things will work out
14. I must not be attached to the outcome
15. I must do the right thing
16. I must remember that it is just a numbers game
17. I must talk to 100 people every day

Sounds familiar doesn't it ? JUST DO IT.

## UNDER THE TUSCAN SUN AND OTHER FOND MEMORIES OF ITALY

What a dream! The 500 year old, 16th Century Villa Corsano was the setting for Dr. Fred and Victoria's Boutique 100—Tuscany Conference held in Italy September 21-27, 2003. Tucked in the countryside of Tuscany near Sienna, the villa surrounded by thousands of acres of vineyards and olive trees, allowed Emmy Brown and Carol Kujala to submerge themselves into the conference. Emmy found being so far away from her business a little scary at first, and Carol felt being out of the country made it easier to turn off the business and concentrate fully. Never the less, they both had a wonderful adventure.

Carol Kujala said the business highlight of the trip was the opportunity to connect with top producers in their respective fields and to work together on personal agenda items. Having a full week together allowed the group to accomplish greater depth on issues and to really get to know one another. Carol feels that the valuable lifetime business/personal relationships will be meaningful and fun for years to come. By traveling abroad and experiencing a different culture, Carol says she feels more open to dreaming "big" and now realizes that anything is possible and can be reduced to simply doing business to fund a magnificent life (where did she hear that before?). Of course, the tax deduction possible from attending the conference made the trip even better.

Being able to completely concentrate on the conference enabled Emmy Brown to walk away with a much better understanding of the differences that she will institute into her everyday business. These differences will insure that my team exceeds every expectation of our clients and customers. Emmy says that a conference in a special place should be a goal for all to strive for; the reason being, the journey, the sightseeing, and the wonderful surprises along the way opens your mind to focus on and retain what you are there to learn.



Emmy Brown & Carol Kujala

Prior to the conference, Emmy and Carol explored Italy for 8 days early morning to late at night, enjoying bustling Rome with its history and ruins, Venice's canals, and Florence's art and architecture. They did everything; i.e., tossing pennies in the Trevi Fountain, visiting the Vatican, walking through the coliseum, riding in a gondola, and walking the narrow cobblestone streets of Tuscany. Emmy noticed the Italians have seemingly mastered the wonderful balance between business and family life and are able to enjoy life to its fullest.

Florence was Emmy's favorite city, with the great shopping, beautiful sightseeing, and the juxtaposition of quaintness and busyness. She says that she could definitely live in Florence. Carol remembers a wonderful meal in the Chianti countryside as the best; cooking on an open hearth, music and wine flowing, and guests enjoying great food, song, laughter, and camaraderie. Being of Italian decent, Emmy found all the different pastas to be wonderful and she noted the freshness of all the food. Chocolate mousse and coconut were Emmy's favorite flavors of gelato, the wonderful Italian ice cream sold on every street corner.



Emmy feeding pigeons in St. Marks Square

A special trip like Emmy's and Carol's trip to Italy awakened their desire to travel. Emmy is planning an Alaskan cruise for 2004 and a 20th anniversary trip back to Italy in 2005. Carol looks forward to a major trip to England and Scotland where her ancestors came from. She will be researching family, castles, Cotswold cottages, and much more.

So many places to go and so much to do. Plan for these special events and they will happen.

## 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.



## CUSTOMER SERVICE SURVEY

**Regina Benson**-Judy Miller and Rita VanKeymuellen heard about Regina and Preview Properties.com through a sister in law. They appreciated Regina driving them to look at homes and they say that the closing would have gone more smoothly if they had listened to Regina. (25610 York)

**Joette Bickel**-Richard and Phaedra Cote say that their communication from Joette was very consistent and they liked the fact that many agents from Preview Properties.com showed their home. They heard of Joette through a friend. (2943 Parkway Place)

**John Bogdasarian & Tim Furlong**-Michael Kromutin called from an ad and he was pleased with timely updates, good communication, knowledge of market, and helpfulness in negotiating. (2822 Barclay Way)

**Scott Bohlen**-Phil & Johnnye Summerson from Prudential Henry and Burrows, Overland Park, KS referred Neal & Heather Soenksen to Scott. The Soenksen's were happy that Scott was here to deal with all of the "hassles." (3155 Prescott)

**Emmy Brown**-Jeannette L. Ellis-Foltz liked Emmy's monthly report, her communication, and advertising. They hear about Emmy from Tony Killen of Cedar Brook Homes. (222 Second)

**Gary Bush**-Gary's knowledge of current real estate laws and regulations was helpful in the buying process according to Harvey Martin. (2227 Ridgemoor)

**Brent Flewelling**-Bob & Peggy Wills say that Brent is a real asset to Preview Properties.com. He did a great job finding vacant land for them & they look forward to having Brent sell their present home when the new home is built. (Mohrle Rd)

**JoAn Hauber**-Kevin & Laura Karon say JoAn always kept us informed, even a two minute phone call meant so much. They learned of Preview Properties.com through Kevin's parents and this is the second home that they have bought through JoAn. (3299 Sanitorium)

**Valerie Hogan**-Valerie was very flexible and helpful in the home buying process reports Amy Heincelman. Amy said it was great to have the Preview Properties.com moving van available for her use. (2157 Park Place)

**Dick Kerschbaum**-Wesley & Bette Rae said Dick provided excellent service and helpful information in their recent transaction. (922 Wiltshire)

**Linda Kilarski**-Donald & Sharon Hendrian report that Linda was very thorough and professional and they learned of Preview Properties.com through the internet. (28091 Galien)

**Charlie Koenn**-Douglas & Judith Maidment knew Charlie from a past business experience and they say he was fantastic to work with and he maintained great communication with them. (11140 Sargent Road)

**Bill Lane**-Julie Swanson liked Bill's regular updates and his prompt action and follow-up. (2983 Simsberry)

**Robin Love**-Karey Hodskins has known Robin for 14 years and she says the service was great on her recent transaction. (570 Power)

**Larry Myers**-Larry's knowledge of the local area was super and he was excellent to deal with, according to Jason and Linda Raines. (5673 San Antonio)

**Joe Panessidi**-Chris & Doug Oberstaedt have already referred people to Joe because of Joe's knowledge and attitude. (9122 Bernice)

**Val Potts**-Richard & Gladys Lasko learned of Preview Properties.com over the internet and they appreciated everything Val did to make their transaction go smoothly. (320 S. First)

**Theresa Runyan**-Anthony & Michelle Skwirsk called on a Preview Properties.com sign and they were pleased that Theresa was there when they had a question. (6185 Pingree)

**Deanna Schneider**-Christopher and Grizdela Holbrook were repeat clients and they said that Deanna was excellent to work with. (11835 Brandywine)

**Ron Sipes**-James & Angelina Smith found out about Preview Properties.com on Realtor.com and Ron was very accommodating to all of their needs. They report that Ron was invaluable. (238 Brentwood)

**Bob Smith**-Donald & Sara Kinker found Bob in the 6/27 Homes magazine and they appreciated the advice that Bob provided on matters that were unfamiliar to them. (6034 Pleasant)

**Andy Stersic**-Vernese Garrett appreciated the professionalism of Preview Properties.com's staff. (2942 Whig Hwy)

**Dave Villerot**-Kenneth & Aimee Sienkiewicz learned of Preview Properties.com through a friend and they said the personal treatment and services that they received from Dave were awesome. (5463 Mystic Lake Road)

**Beth Ward**-Anthony & Amy Brooks report that Beth delivered superb customer service. The level of professionalism was refreshing. Beth was early for closing and most importantly, she was prepared. (Layton Road Vacant Land)

**Priscilla Watts**-Excellent service was provided with honesty, friendliness and professionalism according to Michael and Carrie Giacobone. (10428 Skeman Road)

**Debbie Wroblewski**-Gene & Kristin Webster said Debbie kept smiling and providing excellent service through countless hours for showing 75 homes to find their special home. They learned of Preview Properties.com over the internet. (3013 Brewer Road)

**John Young**-Jon was easy to get in touch with and gave plenty of updates report Darren and Angela Kanerva. (Piebert Court, Parcel C)



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