



Bob Wolff and Scott Bohlen

POSITIVE ATTITUDE AND ENERGY PERSONIFIED

Bob Wolff, Re-Max real estate agent extraordinaire from Monarch Beach, California, is always a delight to hear. On Friday, June 6, 2008, Bob shared his business philosophy with Preview Properties.com agents, staff, and friends using his amazing, sometimes outrageous sense of humor coupled with his positive attitude, energy, commitment, and work ethic to illustrate how he works both good and bad markets.



Regina Benson welcomes Wade Micoley, Micoley and Company Realtors, Green Bay, WI, Lance Kammes, C-21 The United Group, Wheaton, IL, Bryan Barnes, ReMax Professionals, Toronto, Ontario.

According to Bob Wolff, in today's market, buyers and sellers need great real estate agents more than ever. How embarrassing it is to tell your family that you did not sell anything today—for 363 days a year! When buyers and sellers say they will just wait, Bob says, "Don't wait, buy (or sell) now, and then wait." Agents must tell their clients the truth, especially in this market. Making your business duplicatable is all the more important in a down market. Quoting football coach Vince Lombardi, "Do what you do best and do it over and over again." Bob Wolff said to go back to the basics. It will work.

Can you believe the year is half over? Bob says you can still make a change this year if you have a plan. Decide what you want. Carry a picture of what you want—visuals are helpful. You have to have a reason to work beyond rent and food. Get rid of the belief that you can not have it. Do affirmations and self talk. Record songs that make you feel good to listen to when driving to appointments and working out.



Terri Weisman and Marie Karas serve pancakes

More than ever, Bob Wolff says eliminate all negativity in your life. The news media does their best to make everyone think the worst. How do we feel about ourselves? Bob says that it is so important to make yourself feel good in these tough times. Have a passion for what you are doing and share that passion with others. Know your business better than anyone else. Bob Wolff knows his stats because he works at it and is willing to pay the price. Let everyone know what you do everyday. Act the part and look the part; when others say it does not matter, know that it does.

Bob Wolff, like Bob Bohlen, knows exactly what he is going to be doing at any given time. He knows that he plays tennis three times a week. He knows how, when, where and what he is going to do the rest of the time. Writing 5 thank you notes everyday is always part of his day. Always remember to do the basics; focus, smile, work, show up, listen carefully, and return calls; this plan leaves nothing to chance.

When Bob Wolff speaks, you know there are no secrets and short cuts. Everyone has an opportunity to be successful. Love what you do, do it all the time, and have fun. Start to do it immediately and do it flamboyantly.

Time Management With Bob Bohlen

"Early is on time; on time is late", is a quote attributed to Bo Schembechler, former football coach at the University of Michigan, but it certainly fits Bob Bohlen's work philosophy to a T. Through the years, early morning meetings at Preview Properties.com were all set by Bob Bohlen. On May 23, 2008, Bob conducted agent training on Time Management at 9:00 a.m. (an hour earlier than agent training is usually scheduled). Points covered by Bob were:

- Open mail, touch once
- Clean up desk to declutter mind
- 15 seconds to make an impression, two months to recover bad impression
- Make an appointment to prospect
- Always carry business cards, give out 20 per week
- Carry pre-listing packages in your car for appointments and drive-bys
- Can never recover lost time
- Start every day with a plan written down the night before
- Do most unpleasant task first
- Always have listing packages, signs and lockboxes in your car
- Return every call before sundown
- JDI—Just Do It (Perfection=Procrastination)
- Be daily accountable
- Score your day on accomplishments
- CITO = Come Into The Office
- Always be prospecting
- Just ask questions
- Stay out of judgment
- Practice, practice, practice
- Use customer survey cards (third party endorsement)

In today's market, Bob recommended moving your prospecting east and not wasting time on vacant land listings. Make residential listings your first priority; commercial listings would be the second priority and vacant land would be the last priority. With 82% of the April closings involving short sales and bank owned properties, Bob said everyone must learn that business to be successful today.

Bob Bohlen again reminded everyone to work from an ideal day, first booking personal time and then business time during which the focus shall be on prospecting, listing, negotiating, and finally selling. More than ever, Bob says the successful agent must plan and organize their day; extra miles and time cost money.

BPO CLINIC WITH RICH KOWNACKI

Friday mornings at Preview Properties.com are very interesting because it is then that the agents give their presentations. Friday, June 20 was no exception as Rich Kownacki gave a BPO Clinic. Rich describes his BPO as the menu approach. His goal is to be within 10% of the sales price. The key areas of Rich's search are square footage, acreage/lot size, age, architecture, close date within 6 months, PRD, and listing history. Homes in the same subdivision are invaluable as comps. On a map search in the city, Rich stays in a one mile radius; in the country the radius moves out to five miles.

When asked if he did adjustments, Kownacki said, "No, I am not an appraiser." Getting the price right the first time is important; otherwise, you are chasing the market.

The topic for prospecting will begin with Short Sales/Bank Owned on Monday, Prospecting on Wednesday, Evaluating and Buying Investment Property on Thursday, and finally Agent Presentations on Friday.

Thursday Agent Training finds Property Mortgage doing the training the first Thursday of this month and Title America bringing the news on the second Thursday—a great session with time to ask questions and share information. Always post the Preview Properties.com training schedule on your calendar as a regularly scheduled appointment.



Gail and Ron at the top of the Rock of Gibraltar view across the Straits to Africa.

A Relaxing Cruise for the Sipes

Whether it is on your "Bucket List" or it is one of your Dr. Grosse 100's, everyone needs to write down their goals and have a timeframe to achieve them. For Ron and Gail Sipes, a European cruise was on their "Bucket List". They made the cruise a goal for this year and made their reservation on the Grand Princess of the Princess Cruise Line in January. Ron says he loves to cruise and Gail had long wanted to see where Princess Grace was married and lived. A cruise beginning in Rome and ending in Southampton, England was the answer.

According to Ron, the high point of the cruise was at the top of the Rock of Gibraltar looking out towards Africa. Each port was interesting and wonderful for its own reasons. How timely that their day at the Beaches of Normandy was D-Day (June 6). The activities at the American Cemetery that day were awe-inspiring. Another terrific day was spent sightseeing in Morocco and ending the day relaxing and having a drink at Rick's Café in Casa Blanca.



The Harbor at Monaco.

For Gail, the highlight of the trip was the day seeing all of Monaco, Monte Carlo, and Cannes. Visiting the cathedral where Princess Grace was married, the palace where she lived, and the beautiful, but tiny, country of Monaco brought all the stories of Grace Kelly and her Prince to life. No report of the trip would be complete without talking about their fantastic visit to Rome before the cruise seeing the sights and enjoying the side walk cafes to the "wee" hours knowing that relaxing on the ship was just hours away. Ron and Gail especially like cruises for the fact that once on board, the work of travel is over. Everything is taken care of and the relaxation can begin.

Keeping on Track

On June 13, Tim Minder reminded everyone at Scripts and Dialogues to keep their business on track. For Tim, keeping the business on track starts with having a plan for an ideal day and being accountable for staying on track. Some points from Tim on keeping on track include letting energy build energy, writing down what you want to do (not leaving anything to chance), analyzing where your business comes from and pursuing those avenues, and above all else, keeping a positive mindset.

Tim Minder always gives out more than one business card, one for them and more for their friends. In working with clients, Tim says to always make it about the clients and to make it fun.

As the price of gasoline goes up, some ideas that Tim shared were to CITO (come into the office) everyone, plan your route carefully and only show three homes, and to use the buddy system by letting people know when you are going to a particular area and ask if you can put up a sign or take off a lockbox for your associates.

Our special thanks to Tim, Rich, Bob, and all of our associates who have so generously shared their time and ideas during Friday Scripts and Dialogues.

John Bogdasarian and Brad McFarlane Featured in Ann Arbor Business Review



Preview Properties.com agents John Bogdasarian and Brad McFarlane along with Lindsay Bogdasarian, president of Coach Me Fit, were featured recently in the Ann Arbor Business Review announcing the opening of 3 new Coach Me Fit franchises. Lindsay Bogdasarian, wife of John, started Coach Me Fit, a studio that offers personal fitness training, in 2001. Coach Me Fit has found its niche by incorporating fitness into client lifestyle. Lindsay says their clients are as much about getting fit to play with their grandkids as getting fit to wear a bikini. Unlike most gyms where there is a membership fee, Coach Me Fit clients pay only for workouts they schedule. While Lindsay is involved in the operations, John and Brad are pursuing the sale of the franchises for the business.

10 Things to Make Your Closing Go Smoother

1. Purchase agreements and addendums must be signed and dated by all parties to the agreement before submitting to the closing department.
2. Turn in complete Closing Instructions when you submit the purchase agreement. If changes are made to the purchase agreement during the period the purchase agreement is pending, turn in the corrected documents to Mary Jo Zurawski and Title America.
3. Make sure that you have correctly marked the status of the transaction fee and/or the consolidated fee. If, for any reason, this charge changes, notify Mary Jo Zurawski and Title America.
4. You can add a Home Warranty to the transaction while in negotiation, but you cannot delete a Home Warranty that was included in the original listing.
5. If the buyer and seller change their plans for occupancy, let Mary Jo and Title America know so that they can make proper adjustments to closing paperwork.
6. Earnest money deposits must be checks or money orders—absolutely NO CASH.
7. Certificates of Trust must be prepared by the seller's attorney.
8. Give a copy of incoming and outgoing referrals to Lisa Henecke so that we can pay the referral at closing or so we can identify incoming referral checks.
9. The closing table is not the place to negotiate closing details and proceeds.
10. Always fill out the Commission Disbursement Agreement, where applicable, if you want to get paid.

MAKING A DIFFERENCE

Battle of the Penny Wars was won by the upstairs with a total of \$219.80 collected. The office collected \$434.28 for Gleaners during the month of March. Another great effort by Preview Properties.com to help those in need in our community.

Our thanks to Joette Bickel for leading the collection efforts of Cell Phones for Soldiers. Through Joette's organization and efforts of Judy and Paul Klebba coordinating pickup sites, Preview Properties.com has collected 450 phones which translate into 450 60 minute calling cards for our soldiers in the Middle East. The boxes remain at the collection sites and at Preview Properties.com for as long as we can continue to make a difference.

Jennie Gehring is coordinating our current collection for The Connection, a home for teen aged kids in Howell. The August Back to School Backpack project will begin shortly. Preview Properties.com will be acting as a host site for the Brighton Kiwanis Blood Drive on July 24 and August 28. Watch for further updates on these projects.

A special thanks to all the agents and staff who have worked so hard to make the Community Service Projects a great success.

Preview Properties.com bids a fond farewell to Pat Morley



Bob Bohlen thanks Pat Morley for keeping our MLS listings organized.



JoAn, Pat, and Nancy—we will all miss Pat.



Mary Jo and Pat thank Jennie for a lovely evening.



Theresa and Pat—Lots of hugs.

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.



Larry Vering happily left Michigan and his blue car behind when he returned to Arizona July 2.

CUSTOMER SERVICE SURVEYS

Joette Bickel went above and beyond Robert and Grace Curry's expectations and was there everytime they needed her. The Curry's, who purchased 570 Joan Street, called off a sign and said everyone was very patient with them during the closing process.

Scott Bohlen did a great job when Kevin and Laura McQueen sold 8482 Sandwood. They heard of Preview Properties.com through Nancy at Realcomp II and they greatly appreciated Scott's help with the negotiations and repairs.

Diane Brady was there for Christopher and Brittany Mathes as they looked at homes and worked toward a closing. Diane is a friend of the family according to the Mathes who bought 4225 W. Allen.

George Bush provided the excellent service that Robert and Vickey Marten desired during their recent real estate transaction on 7135 Corunna Road. They were past customers.

Elizabeth Fairchild's initial analysis of 11358 Cherrylawn and her help with staging, convinced Diane Cosler that Elizabeth was the one to sell her home. Excellent communication, high energy, and very professional and client friendly attitude earned Elizabeth Diane's highest praise.

Greg Garwood's monthly report was great and Greg was excellent to work with when Robert Perry sold 933 County Farm Road. Robert originally called Greg off yard signs and he has already recommended Greg to other home buyers and sellers.

Dolores Johnson played on Kathryn Kennedy's soccer team and sold her previous home so when she was ready to buy 4881 Greer, Kathryn called on Dolores. According to Kathryn, Dolores gave excellent service and was very patient.

JoAn Hauber worked directly with the bank on this unique sale and that is what David and Nicole Hauenstein most appreciated when they sold 3405 Pine Creek.

JoAn Hauber got the fast sale that Vincent Tocco was hoping for when he sold his home at 9241 Hamburg Rd. The communication on this transaction was great between JoAn, the Seller, and Kathy Presutti of Re:Style who staged the home.

Andy Karas' market knowledge, patience, and historical information on the listing were most appreciated by Christine Howlett when she purchased 22563 Deerfield Road. Christine says Andy, Preview Properties.com, and the title company were well prepared.

Dick Kerschbaum was called by Joel Abner from a sign and Dick's services in helping Joel purchase 20455 Wasson were excellent.

Paul & Judy Klebba got great marks for fast, friendly service that made the home buying process fun, exciting, and easy as possible when their granddaughter Christine Klebba-Spencley bought 266 Hyatt Ln.

Robin Love's friendly service and prompt return of phone calls was greatly appreciated by Scott Young when he bought 3458 Amber Oaks. Robin is a family friend.

Rogin Love has raving fans in Lauren and Laurel Jonckheere who met Robin at an open house in 2005. They especially appreciated Robin's negotiating and follow up.

Nick & Michelle Lycos gave Susan Butler frequent follow-ups, letting her know what was happening when she sold 2937 E. Grand River. The Lycos called Ms. Butler to look at the property and it worked out great.

The Lycos Team called the wrong number but asked Dennis Mosher all the right questions. Dennis and Jodi ended up buying 10278 Coon Lake through the great effort of Michelle and Nick who helped the Mosher's find the right house.

Joe Panessidi's ongoing communications about the status were appreciated when Gregory and Marilyn Wlodarczak sold 4665 Kingswood. The Wlodarczak's were a referral from their boss and they liked Joe's honest assesment of the market and home values.

Potts and Watts Team was the agent for the home that Yvonne Keans wanted at 9587 Hilton. Yvonne says, "We love Val." Val's patience and good communication was most appreciated.

Diann Shott gave excellent service and the communications with Gary and Donna Fox-Primazich were especially good when they purchased 1554 Marquis. The Fox-Primazich's knew Diann.

Amy Toncevich gave excellent communications when Devon Simons was selling 3032 Williamsburg. Another client of Amy's, Scott Donner, appreciated Amy's knowledge of homes when he was buying 8952 Ash.

Priscilla Watts gave excellent service when Phillip Johnson was buying 34968 John Street. Johnson first heard of Preview Properties.com when he saw a sign on a Preview Properties.com listing.

Pat Welgs went above and beyond in everyway according to Leslie Myles-Sanders on the sale of 920 Bischoff. Everything Pat did to complete the transaction was appreciated.

WELCOME GIRLS!



Ruby Caroline Bogdasarian
8 lbs. 13 oz., 20 inches
Born May 12, 2008
to John and Lindsay Bogdasarian
(pictured with big sister Avery)



Jocelyn Reiff Wall
7 lbs. 7 oz., 21 inches
Born November 18, 2007 to
Brent and Tiffany Wall



Olivia Jane Paul
9 lbs. 3 oz., 21 inches
Born May 21, 2008
to Michael and Erin Paul
(and big sister Katie)
Granddaughter of Kathy and
Steve Paul



Kylie Marie Kohl
8 lbs. 9 oz.
Born April 10, 2008
to Mark & Peggy Kohl
Granddaughter of L.E. and
Rowena Kohl