

KICK-OFF 2008!

21 January 2008

SEVEN OUTSTANDING OFFICES!



RE/MAX Central
#1-5050 Kingsway
Burnaby, BC



RE/MAX Central (North)
3906 Hastings St.
Burnaby, BC



RE/MAX Crest Realty
#101-2609 Westview Dr.
North Vancouver, BC



RE/MAX Crest Realty
(Westside)
1728 West 7th Ave.
Vancouver, BC



RE/MAX Crest Realty
(Westside)
3215 MacDonald St.
Vancouver, BC



RE/MAX Crest Realty
(Westside)
#2-1012 Beach Ave.
Vancouver, BC



RE/MAX Masters Realty
#200-1455 Bellevue Ave.
West Vancouver, BC

**CONGRATULATIONS
TO THE GANG AT
RE/MAX CREST (WESTSIDE)
FOR AN OUTSTANDING
YEAR OF FUNDRAISING
FOR THE CHILDREN'S
MIRACLE NETWORK**



WE BELIEVE IN MIRACLES!

**Look how much we raised
in 2007!**

\$73,187

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DESIGNER CLOSET GUYS





Targeting Trends by Thom Winninger

Support Topic Outline

Targeting Trends to Improve Your Value

- Differentiate yourself based upon the trends
- When you move from product to process you elevate your value
- When you move from process to purpose you elevate your value

Example:

- The house is a product.
- The way you list the home, the services you bring, the way you have the home staged are key aspects of the process.
- The purpose is what you bring in your life and your commitment to this career that makes a difference for your sellers.
- "What is the term that defines you?"
 - *The more able you are to define your purpose, the more you will differentiate yourself, which means you'll get paid more.*
 - *The moment you attach your purpose to the highest price, shortest time, least inconvenience for your sellers, you are positioning yourself to a higher level of significance.*
 - *Brand yourself differently than someone else to accentuate your value.*
 - *Your value is the difference and your price is the similarity. Build value ahead of price.*

Four Trends:

- **Response** – Consumers today want response. How long after they contact are you capable of getting back to them to ensure a quick response in the market place?
- **Efficiency** – Are you busy telling them everything single thing or are you capable of paring down things you do into 4 or 5 specific services that you know serve the highest need of that customer?
- **One Source** - If you can do things and refer them to sources that help them, you are being the one single source to them that they see as a way to lower their cost as they pay you your commission that is based on your value.
- **Specialist** – People want to work with someone who seems to be the expert in the one or two things that relate to them.

Knowledge of these four trends will solidify your value in the market place.

For more information, please visit: www.winninger.com

ANNUAL PRODUCTION AWARDS - RE/MAX CREST WESTSIDE

Diamond Club



The **Diamond Club** recognizes Sales Associates who earn at least \$1,000,000 in commissions in the calendar year

Tom Gradecak

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Stuart Bonner, Elizabeth McQueen, Sonja Pederson, Jill Pennefather, Les Twarog, Bryan Velve

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The **Platinum Club** is for those who earn \$250,000 to \$499,000 in commissions for the year

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Shirley Clarke, Tony Rossetti

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**Marjan Mazaheri
Douglas Soo**

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100% Club



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Judy Anderson, Rae Armour, Maryam Asadi, Joel Carcone, Merhnaz Chitsaz, Craig Clark, Bev Davies, Irene Dekker, Anndee Devine, Molly Edgar, Toby Edgar, Teresa Engelman, Val Fedora, Frances Frost, Sue Gedge, John Humphreys, Lauren Jackson, Jim Jorgenson, Charlie Kiers, Kim Kwan-Berg, Sergio Lavaggi, Debbie Lee, Joel Lloyd, Gregg Logan, Sarina Lui, Charlie MacKenzie, Ali Manavi, Bill Mason, Dan Morrison, Farima Roberts, Soheil Roohani, Satnam Sidhu, Keith Simmons, Cecelia Simmons, Mirko Simovic, Alan Skinner, Ken Spong, Stan Stanchev, Ralph Stiebel, Dawn Williamson, Jim Williamson, Joy Wilson, Tazmeen Woodall

ANNUAL PRODUCTION AWARDS - RE/MAX CENTRAL

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No Qualifiers this Year - We look forward to next year!

Chairman's Club



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**Doris Gee
Phil Moore
Joe Sorrenti**

Platinum Club



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Carolyn Blum, Andy Chan, Tony Chan, Vincent Chan, Rosalind Chang, Cathy Chin, Chris Davies, Theodora Gannon, George Gomory David Hall, Peter Hall, James Hampton, Selina Jansen, Ken Johnston, Irina Turitsa, Hans Versteeg, Albert Yen, Jim Young, Tim Zimich

100% Club



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ANNUAL PRODUCTION AWARDS - RE/MAX MASTERS

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Platinum Club



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Mark Ballard, Paul Browne, Dale Falconer, Helen Grant, Rick Gustavson, Wendy Gustavson, Lauren Kent, Dave McLean, Dale McGuaran, Jila Rezai

100% Club



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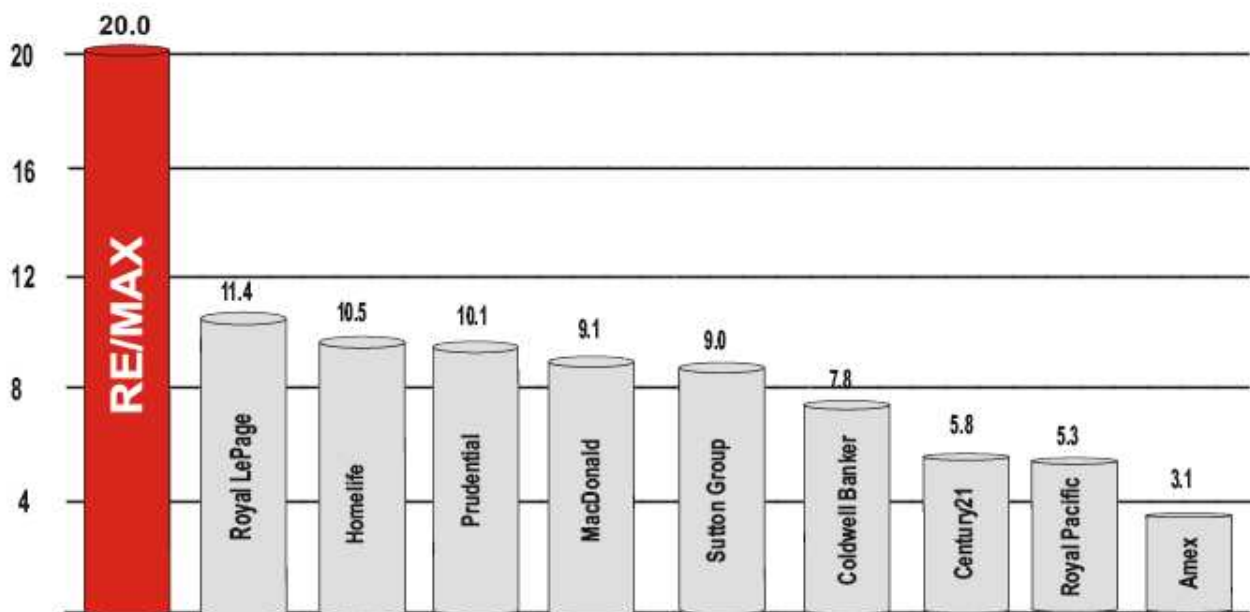
Steve Baldwin, George Bewza, Rob Bone, Vesselina Chela, Mark Chernoff, David Crawford, Elizabeth Dyer, Ian Eggleton, Keith Finney, Ruth Finney, Graham Kirby, Petra Lamadrid, Toni Lindsay, Lisa Lorentzen, Thyra McKilligan, Kasha Riddle, Orazio Scaldafari, Simi Soltani, Carolyn Stenson, Sheri Stenson-Murphy, Bob Smith



MLS SALES PER REPRESENTATIVE

Real Estate Board of Greater Vancouver & Fraser Valley Real Estate Board

January 1 to December 31, 2007



Note: This representation is based in whole or in part on data generated by the Real Estate Board of Greater Vancouver which assumes no responsibility for its accuracy.
Graph indicates Real Estate organizations with the highest market share based on residential MLS \$ sales volumes.