



SOUTHERN REGION

Eagle's Edition

Celebrating 50 Years of Real Estate Excellence



May 2016

EXPERIENCE EXCELLENCE®

SEE YOU AT THE TOP!

By Zig Ziegelman
CRB CRS GRI ABR SFR SRES



Recently I attended the National Association of Realtors Mid-Year Conference held in Washington DC along with over 24,000 other Realtors. It was wonderful seeing and visiting with brokers and agents from our region as well as people I had not seen in years. I encourage everyone to attend this meeting. More decisions are made and ideas are discussed during this meeting than any other NAR meeting. Voting is cast during this conference for our new President of the NAR, the induction ceremony and inaugural ball will be held at the NAR national conference this November in Orlando. See You There!

One of the many items discussed during this time was the progress of having a national MLS through NAR. Currently the information is public and vendors like Zillow, Truila and other lead generating firms, sell our own data back to us either by the listing or zip codes. NAR would like to help us to regain control of the data that each of us has worked so hard and paid dearly, in order to secure the property for marketing.

I am excited that this issue is moving toward a solution and we should hear more about how the leaders are planning to help us with this issue in the future. I was very encouraged by what I heard along with thousands of other Realtors.

We should all be encouraged that we may be moving toward a National MLS. In doing so NAR will place all of us back in the driver's seat when it comes to receiving leads off of our own listings. This is very exciting and I cannot wait for it to come together for all of us.

See you at the top!

Congratulations Everyone!!!

Ranking is determined on "actual" gross commission closed through April 2016. Congratulations to these Outstanding Executives who have achieved an Award Level in the first four months of 2016!!! For those of you who achieved the Diamond Award and the 100% Club Award in just four months of closed business – Way To Go! Outstanding Job!!! Congratulations are in order for Everyone!

Diamond Award

1	Sharon Bailey	Knoxville	2	Sally Love	The Villages
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100% Club Award

1	Kathy Abruzzo	The Villages	7	Cindy Wise	The Villages
2	Jeff Funk	Central Florida	8	Tammy Garber	Knoxville
3	Debra Whaley	Knoxville	9	Nancy Alley	Knoxville
4	Lillian Sung	Virginia Beach	10	Scott Shippy	Savannah
5	John Porta	The Villages	11	Mel Bernstein	Lake Mary
6	Aaron Fowler	Knoxville	12	Caroleanne Vorac	Seminole

Gold *EXECUTIVE* Award

1	Scott Tomlinson	Clearwater	7	Mary Grant	The Villages
2	Ray Gaudet	Knoxville	8	Cheryl Hatfield	Knoxville
3	Mark Murphy	Seminole	9	Jay Blevins	Knoxville
4	Kriston Wilson	Knoxville	10	Ted Fisher	Knoxville
5	Sherry Zirakdjou	Lake Mary	11	Debaran Hughes	Knoxville
6	Beth Ann Ackerman	Seminole			

Silver *EXECUTIVE* Award

1	Andrea Spires	Johnson City	9	David DiGioia	Cornelius
2	Heather Pourchot	Seminole	10	Lambdin Freeman	Seminole
3	Forrest Murphy	Seminole	11	Michael Klanot	Sarasota
4	Vickie Ricker	Greeneville	12	Chris Spencer	Hickory
5	Amy King	Knoxville	13	Kathryn Knowles	Lake Mary
6	Jason Fulmer	Central Florida	14	Mike Hicks	Knoxville
7	Tom Hughes	Knoxville	15	Jeffrey Jones	Clearwater
8	Kala DiCiero	Virginia Beach	16	Laszlo Kovacs	Sarasota

17	Tyler Fogarty	Knoxville	33	Malloy Team	Clearwater
18	Joe Fox	Knoxville	34	Angela Cody	Knoxville
19	Bunky Dorse	The Villages	35	Carol Goodwin	Johnson City
20	Laura Jensen	The Villages	36	Steve Amburgey	Central Florida
21	April Winters	Central Florida	37	Anne Barrier	Hickory
22	Furman Burt	Winston-Salem	38	Bo Caldwell	Knoxville
23	Jeanne Dukes	Knoxville	39	Jim Umstead	Central Florida
24	Carrie Dougherty	Knoxville	40	Linda Ritchie Royal	Virginia Beach
25	Team LaPoint	Orlando	41	Amy Schlosser	Knoxville
26	Wanda Hendryx	Seymour	42	Beth Larson	Savannah
27	Leslie Rotella	Knoxville	43	Cole Edwards	Knoxville
28	Beth Pankratz	Knoxville	44	Ashley Finney	Knoxville
29	Pamela Zibell	Clearwater	45	Terri Kerr	Knoxville
30	Dave Moore	Knoxville	46	Regie Jones	Greeneville
31	Gary Koontz	Knoxville	47	Daniel Parker	Knoxville
32	Kerry Queener	Knoxville			

The Rankings below are determined on "estimated" gross commission closed by the end of 2016. It is wonderful to see so many Executives are on track to achieve either a higher award level or qualify for an award during the year. Congratulations Everyone! **Sharon Bailey** is on track to achieve the Pinnacle Award!!!

Pinnacle Award

1	Sharon Bailey	Knoxville
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Double Diamond Award

1	Sally Love	The Villages	3	Jeff Funk	Central Florida
2	Kathy Abruzzo	The Villages			

Diamond Award

1	Debra Whaley	Knoxville	8	Scott Shippy	Savannah
2	Lillian Sung	Virginia Beach	9	Mel Bernstein	Lake Mary
3	John Porta	The Villages	10	Caroleanne Vorac	Seminole
4	Aaron Fowler	Knoxville	11	Scott Tomlinson	Clearwater
5	Cindy Wise	The Villages	12	Ray Gaudet	Knoxville
6	Tammy Garber	Knoxville	13	Mark Murphy	Seminole
7	Nancy Alley	Knoxville			

100% Club Award

1	Kriston Wilson	Knoxville	41	Malloy Team	Clearwater
2	Sherry Zirakdjou	Lake Mary	42	Angela Cody	Knoxville
3	Beth Ann Ackerman	Seminole	43	Carol Goodwin	Johnson City
4	Mary Grant	The Villages	44	Steve Amburgey	Central Florida
5	Cheryl Hatfield	Knoxville	45	Anne Barrier	Hickory
6	Jay Blevins	Knoxville	46	Bo Caldwell	Knoxville
7	Ted Fisher	Knoxville	47	Jim Umstead	Central Florida
8	Debaran Hughes	Knoxville	48	Linda Ritchie Royal	Virginia Beach
9	Andrea Spires	Johnson City	49	Amy Schlosser	Knoxville
10	Heather Pourchot	Seminole	50	Beth Larson	Savannah
11	Forrest Murphy	Seminole	51	Cole Edwards	Knoxville
12	Vickie Ricker	Greeneville	52	Ashley Finney	Knoxville
13	Amy King	Knoxville	53	Terri Kerr	Knoxville
14	Jason Fulmer	Central Florida	54	Regie Jones	Greeneville
15	Tom Hughes	Knoxville	55	Daniel Parker	Knoxville
16	Kala DiCiero	Virginia Beach	56	Julie Haines	The Villages
17	David DiGioia	Cornelius	57	Brian Shelby	Knoxville
18	Lambdin Freeman	Seminole	58	Karol Clark	The Villages
19	Michael Klanot	Sarasota	59	Timothy Hathaway	Knoxville
20	Chris Spencer	Hickory	60	Kim & Mark Harrington	Lake Mary
21	Kathryn Knowles	Lake Mary	61	Sherry Paul	Knoxville
22	Mike Hicks	Knoxville	62	Laura Harrison	Seminole
23	Jeffrey Jones	Clearwater	63	Christine Sparks	Knoxville
24	Laszlo Kovacs	Sarasota	64	Pam Washko	Central Florida
25	Tyler Fogarty	Knoxville	65	Nicholas Nicaud	Knoxville
26	Joe Fox	Knoxville	66	Lindsay Dicus-Harrison	Seminole
27	Bunky Doxsee	The Villages	67	Margaret McGuiness	Knoxville
28	Laura Jensen	The Villages	68	Linda Mieczkowski	Central Florida
29	April Winters	Central Florida	69	Alvin Sanders	Savannah
30	Furman Burt	Winston-Salem	70	Jamie Seal	Knoxville
31	Jeanne Dukes	Knoxville	71	Amy Goodlett	Knoxville
32	Carrie Dougherty	Knoxville	72	Jon Brock	Knoxville
33	Team LaPoint	Orlando	73	Joe Massot	Lake Mary
34	Wanda Hendryx	Seymour	74	Vicki Everbach	Knoxville
35	Leslie Rotella	Knoxville	75	Don Taylor	Seminole
36	Beth Pankratz	Knoxville	76	Angie Gibson	Knoxville
37	Pamela Zibell	Clearwater	77	Noel Gilbreath	Knoxville
38	Dave Moore	Knoxville	78	Donna Bosze	Virginia Beach
39	Gary Koontz	Knoxville	79	Jeanne Duncan	Knoxville
40	Kerry Queener	Knoxville	80	Randy Susong	Knoxville

81	Eddie Perry	Maynardville	108	Lisa Hagerman	Knoxville
82	Hector Gomez	Sarasota	109	Elizabeth Hamil	Knoxville
83	Donna Bailey	Knoxville	110	Sharon Brookshire	Savannah
84	Kim Oliver	Hickory	111	Robert Sabrikhani	Lake Mary
85	Carolyn Bolden	Hickory	112	Tish Hickman	Knoxville
86	Rusty Ensor	Knoxville	113	Teresa Hensley	Hickory
87	Elizabeth Clark	Knoxville	114	Kim Miller	Knoxville
88	Denny Koontz	Knoxville	115	Doyle Webb	Knoxville
89	Cal Cundiff	Clearwater	116	Daniel Green	Knoxville
90	Janie Diggs	Hinesville	117	Douglas Ewell	Knoxville
91	Robin Myrick	Knoxville	118	Pam Lovett	Hinesville
92	Mark Foust	Knoxville	119	Yvonnca Landes	Knoxville
93	Ray Cooper	Knoxville	120	Elizabeth Frank	Hickory
94	Wesley Shotwell	Knoxville	121	John Mansker	Lake Mary
95	Kay Winefordner	Sarasota	122	Larry Spann	Mount Dora
96	Jim Grider	The Villages	123	Jackie Mills	Knoxville
97	Mike Murphy	Seminole	124	Teresa Rogers	Johnson City
98	Emily Page Pratt-Miller	Knoxville	125	Lynn Waters	Knoxville
99	Susan Nelson	The Villages	126	Andrew Sharits	Knoxville
100	Terrie Senecal	Lake Mary	127	Lois Leonard	Hickory
101	Penny Lawrence	Lake Mary	128	Tammy Gerdt	Kingsport
102	Karla Mason	The Villages	129	Paul Meise	Virginia Beach
103	Keith Allison	Knoxville	130	Angela Lloyd	Knoxville
104	Matt Herrick	Virginia Beach	131	Stephanie Wilson	Knoxville
105	Ginger Jarvis	Central Florida	132	Nick Calvert	Virginia Beach
106	Julie Hash Spivey	Knoxville	133	Theodore Ciske	Clearwater
107	Lois Bonacci	Lake Mary	134	Francis Pierce	The Villages

Gold *EXECUTIVE* Award

1	Susan Caruana	Virginia Beach	14	John Hurst	Virginia Beach
2	Paula Spartz Sanders	Virginia Beach	15	Christian Merrill	Knoxville
3	Kathy Caylor	Knoxville	16	Karen George	Knoxville
4	Michelle Blades	Key West	17	Nikitia Thompson	Knoxville
5	Mary Butler	Seminole	18	Yolanda Pfeifer	Virginia Beach
6	Thomas Jostes	Knoxville	19	Steve Davis	Knoxville
7	Ron Clark	Virginia Beach	20	Mary Kidwell	Knoxville
8	Jerry Headrick	Knoxville	21	Milford Leedy	The Villages
9	Judy Rowley	The Villages	22	Bev Shive	The Villages
10	Jeff Larue	Knoxville	23	Barbara Lowry	Knoxville
11	Anna Harlan	Knoxville	24	Betty Cooper	Knoxville
12	Darrell Moore	Virginia Beach	25	Elisabeth Bennett	Knoxville
13	Dog Gone Good Team	The Villages	26	Marcee Blackmon	Knoxville

27	Jim Browning	Port Charlotte	42	Linda Mabry	The Villages
28	Dawn Kilby	Hickory	43	Pete McClain Jr.	Knoxville
29	Susan Clouse	Johnson City	44	Frank Weiskopf	Knoxville
30	Marian Henry	Clearwater	45	Brad Knuth	Central Florida
31	Mary Crawford	Melbourne	46	Chris Barnes	Knoxville
32	Tom Aubry	Knoxville	47	Rodney Atkinson	Lake Mary
33	Kathy Hersh	Virginia Beach	48	Chip Huber	Knoxville
34	Ryan Freeman	Hickory	49	Lisa Vineyard	Knoxville
35	Peggy Schaefer	The Villages	50	Carlton Purvis	Watkinsville
36	Pat Serafino	The Villages	51	Garges Purtee	Seminole
37	Christine DiRienzo	Central Florida	52	William Gallaher	Knoxville
38	Martha Hancock	Knoxville	53	Quint Bourgeois	Knoxville
39	Kelly Bolden	Hickory	54	Vicki Glardon	Knoxville
40	Cheryl Good	Central Florida	55	Jennifer Honeycutt	Knoxville
41	Michael Post	Orlando	56	Debbie Gibson	Johnson City

Silver *EXECUTIVE* Award

1	Glenn Stein	Ocala	25	Jenna Proffit	Lenoir
2	Audra Christian	Seminole	26	Pam Raymond	Seminole
3	Lisa Axley	Knoxville	27	Bill Cox	Hickory
4	Gidget Jackson	Marathon	28	Stephanie Scarbrough	Knoxville
5	Kim Litton	Knoxville	29	Marion Krick	Lake Mary
6	Julie Hedges	Johnson City	30	Carol Youkey	The Villages
7	Carl Knudsen	Savannah	31	Shashi Dhingra	Knoxville
8	Kimberly Hollin	Knoxville	32	Jana Webb	Knoxville
9	Tammie Hill	Knoxville	33	Jill Piercy	Johnson City
10	Tom Whitten	Savannah	34	Phyllis Edington	Knoxville
11	Lisa McCurry	Knoxville	35	Lauren Arch	The Villages
12	Kim Douglas	Knoxville	36	Donald Batho	Knoxville
13	Cissie Smith	The Villages	37	Adam Collins	Maynardville
14	Richard Crabtree	Clearwater	38	Phyllis Harrison	Bristol
15	Mary King	Knoxville	39	Susie Finley	Virginia Beach
16	Julie Scheve	Knoxville	40	Samantha Crowe	Knoxville
17	Lisa Esposito	The Villages	41	Pam Morgan-Robertson	Knoxville
18	Mandy Hembree	Knoxville	42	Sasha Venovski	Orlando
19	Bill Morton	Knoxville	43	Terry Goodson	Knoxville
20	Becky Hale	Johnson City	44	Alan Long	Hickory
21	Sandy Black	Seminole	45	Jeff Bales	Knoxville
22	Ellie Howe	Knoxville	46	Michael Veri	Ocala
23	Steven Doty	Knoxville	47	Kenneth Kirby	Knoxville
24	John Mier	Knoxville	48	Sally Kamrada	Central Florida

49	Mitzi Brown	Seymour	58	Jim Van Ostran	The Villages
50	Dee Gavin	Virginia Beach	59	Sam Daugherty	Knoxville
51	Linda Weir	Knoxville	60	Kim Bartlett	Knoxville
52	Donna Tallent	Knoxville	61	Sandy Jones	Knoxville
53	Katherine Phelps	Knoxville	62	Tom Morris	Knoxville
54	Adam Sharp	Knoxville	63	Melissa Anderson	Knoxville
55	Kara Edenfield	Knoxville	64	Pam Zachary	Knoxville
56	Julie Koontz	Knoxville	65	Robin Skeen	Knoxville
57	Megan Stansbury	Knoxville	66	Dana Webb-Sims	Knoxville

EXECUTIVE MARKETING UPDATE

By Ken Durkee



Congratulations to those Executives who closed five or more sides in the month of April 2016. **Pamela Raymond** closed 14 sides in one month. This is remarkable! Congratulations to all Executives who continue to do outstanding production! Here are the names of the Executives and their companies' names.

TENNESSEE

Andrea Spires	5 sides	REALTY EXECUTIVES Johnson City
Eddie Perry	7.5 sides	REALTY EXECUTIVES Maynardville
Tammy Gerdts	5 sides	REALTY EXECUTIVES Kingsport

NORTH CAROLINA

Dawn Kilby	5 sides	REALTY EXECUTIVES Hickory
Jade Isenhour	5 sides	REALTY EXECUTIVES Hickory
Jenna Proffit	6 sides	REALTY EXECUTIVES Triad Winston-Salem

FLORIDA

Cindy Wise	7 sides	REALTY EXECUTIVES in The Villages
Sally Love	11 sides	REALTY EXECUTIVES in The Villages
JP Porta	7 sides	REALTY EXECUTIVES in The Villages
Kathy Abruzzo	11 sides	REALTY EXECUTIVES in The Villages
Milford Leedy	5 sides	REALTY EXECUTIVES in The Villages
Gidget Jackson	6 sides	REALTY EXECUTIVES Marathon Key
Caroleanne Vorac	9 sides	REALTY EXECUTIVES Adamo
Lindsay Dicus Harrison	5 sides	REALTY EXECUTIVES Adamo
Mark Murphy	11 sides	REALTY EXECUTIVES Adamo
Pamela Raymond	14 sides	REALTY EXECUTIVES Adamo

National Association of REALTORS Industry Update Excerpts!

WASHINGTON (May 26, 2016) — Pending home sales rose for the third consecutive month in April and reached their highest level in over a decade, according to the National Association of Realtors®. All major regions saw gains in contract activity last month except for the Midwest, which saw a meager decline.

The Pending Home Sales Index, a forward-looking indicator based on contract signings, hiked up 5.1 percent to 116.3 in April from an upwardly revised 110.7 in March and is now 4.6 percent above April 2015 (111.2). After last month's gain, the index has now increased year-over-year for 20 consecutive months.

Lawrence Yun, NAR chief economist, says vast gains in the South and West propelled pending sales in April to their highest level since February 2006 (117.4). "The ability to sign a contract on a home is slightly exceeding expectations this spring even with the affordability stresses and inventory squeezes affecting buyers in a number of markets," he said. "The building momentum from the over 14 million jobs created since 2010 and the prospect of facing higher rents and mortgage rates down the road appear to be bringing more interested buyers into the market."

On the topic of mortgage rates, which have remained below 4 percent in 16 of the past 17 months, Yun says it remains to be seen how long they will stay this low. Along with rent growth, rising gas prices — and the fading effects of last year's cheap oil on consumer prices — could edge up inflation and push rates higher. For now, he foresees mortgage rates continuing to hover around 4 percent in coming months, but inflation could potentially surprise the market and cause rates to increase suddenly. Adds Yun, "Even if rates rise soon, sales have legs for further expansion this summer if housing supply increases enough to give buyers an adequate number of affordable choices during their search."

Following the housing market's best first quarter of existing-sales since 2007 (5.66 million) and a decent increase (1.7 percent) in April, Yun expects sales this year to climb above earlier estimates and be around 5.41 million, a 3.0 percent boost from 2015. After accelerating to 6.8 percent a year ago, national median existing-home price growth is forecast to slightly moderate to between 4 and 5 percent.

The Pending Home Sales Index in the Northeast climbed 1.2 percent to 98.2 in April, and is now 10.1 percent above a year ago. In the Midwest the index declined slightly (0.6 percent) to 112.9 in April, but is still 2.0 percent above April 2015. Pending home sales in the South jumped 6.8 percent to an index of 133.9 in April and are 5.1 percent higher than last April. The index in the West soared 11.4 percent in April to 106.2, and is now 2.8 percent above a year ago.

The National Association of Realtors®, "The Voice for Real Estate," is America's largest trade association, representing 1.1 million members involved in all aspects of the residential and commercial real estate industries.

WELCOME TO OUR NEWEST EXECUTIVES

FLORIDA

REALTY EXECUTIVES Central Florida

Susan Latorre – susan700@icloud.com

REALTY EXECUTIVES Orlando

Paula Adams – orlandohomesbypaula@outlook.com

Kelly Baylor – kellymyflrealtor@gmail.com

TENNESSEE

REALTY EXECUTIVES Johnson City

Richard Ogan – rogansmclean@hotmail.com

REALTY EXECUTIVES Advantage

Terry Winkles – terry.l.winkles@gmail.com

NEW MARKETING LIBRARY

Under PrimeAgent the New Marketing Library has been updated with many additional items. Every time we log into PrimeAgent there is something new to review. We clicked onto Marketing at the top and this is what we found.

On page 10 there are images to show you what items are available. We then opened *Website and Social Media Graphics* and depicted what is available on page 11.

As you can see there are a number of options and graphics available for your review. The IT department is continually adding new and different additional items for everyone's use.

Their assignment is to provide graphics that look fresh and new to the eye. As we continue to go further in opening a particular item we discover just how comprehensive the graphic materials have become. You are given the option to search for a specific topic. You may sort by Agent, Broker or Consumer. We selected under Marketing Materials by Category "Website Homepage Exteriors". You will find those options on page 11. And finally page 12 shows a specific option for Website Homepage Exteriors. We picked the house shown as an example. Also on page 12 is a current example of a billboard that can be modified with your information for your market.

All Categories

Item Name/Description 1


Audience 1
☐ Agent ☐ Broker ☒ Consumer


Type 1
☒ Automated ☐ Saved


Search Clear


Marketing Materials by Category*
View All Categories


All Categories



Awards
Open



Broker Resources
Open



Celebrating 50 Years
Open



Email Signature Banners
Open



Listing and Prospecting Materials
Open



Logos | Fonts | Graphic Standards
Open


Marketing Graphics
Open


Office and Business Materials
Open


RD Resources
Open


Signage | Large Format | Outdoor
Open


Website & Social Media Graphics
Open

It's all about
You.



It's all about
You.

YOU!

Website & Social Media Graphics >> WEBSITE: HOME PAGE - Exteriors

Item Name/Description	Audience	Type	
<input type="text" value="Item Name/Description"/>	<input type="checkbox"/> Agent <input type="checkbox"/> Broker <input type="checkbox"/> Consumer	<input type="checkbox"/> Automated <input type="checkbox"/> Saved	<input type="button" value="Search"/> <input type="button" value="Clear"/>

Marketing Materials by Category

WEBSITE: HOME PAGE - Exteriors

Website & Social Media Graphics >> WEBSITE: HOME PAGE - Exteriors

These images are sized for use in the Realty Executives homepage gallery.

Also note that they are licensed for use only in Realty Executives proprietary websites (they are not licensed for use in third party websites). Download the image to your desktop, and then -- in Agent or Brokerage Website Management -- upload to your *File Manager* or *Home Page Images*.



homepage-1-BoxFrame_yard...

[More Info](#)



homepage-1-Die-Cut_yardsig...

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homepage-brick-pink-trees

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homepage-cottage-house-por...

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homepage-farmhouse-barn-s...

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homepage_stately-brick

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homepage_townhomes

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[More Info](#)

Here is the final product. The image is very clear and it stands out. This is only one example to display. If you have time we hope you will drill down and see all the wonderful items Realty Executives is providing for us. Thank you for your attention. Under the picture below is a current billboard.



Experience
the Advantages
of Working
with an
Executive

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EXECUTIVES**

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