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## Think about it ...

*Freedom has its life in the hearts, the actions, the spirit of men and so it must be daily earned and refreshed - else like a flower cut from its life-giving roots, it will wither and die.*  
~Dwight D. Eisenhower

## Don't Miss Your Next Issue!

Our newsletter is a FREE monthly newsletter geared toward the real estate profession. Each month we send out tips, tricks and news that impact YOU. Everything from new solutions to help you leverage your time to tips & tricks from professional coaches. Want to see something specific in next month's issue? Just send us an email and we will consider your suggestion for inclusion in our newsletter!



**This Month's Marketing Tip: More Secrets for leveraging time!**

## Marketing for RESULTS

When you are marketing your services, there are three essential questions to ask before placing an ad or sending out that direct mail campaign...**Who** is it that you're looking for? **Where** do you find them? And **When** you do find them, what do you say that will compel them to respond?

Most real estate agents cannot completely describe who they want to respond to their marketing efforts, who their ideal client is, or even take the time to differentiate marketing efforts for new and existing clients. What most real estate agents do is send out a mass-marketing campaign to everyone and hope for a

### 07/07/07

Feeling brainy? Romantic? Lucky?

If so, July 7, 2007 is the day for you. With 07/07/07 combining three occurrences of the lucky number 7, people all over the world are making special arrangements for the day.

It is turning out to be the most romantic day ever. According to theknot.com, 31,000 couples have officially registered to marry on that Saturday -- twice the average for a summer Saturday.

But what is the attraction of the number 7?

The number seven has an ancient reputation, perhaps only sullied slightly by its role as the winning number in the dice game craps. However if we

response. Nationwide, real estate agents spend thousands and thousands of dollars conducting this type of marketing campaign with minimal results. In order to market effectively it is imperative to be able to understand what type of client you are marketing for, what kind of interests they have, and most importantly what needs they have to be satisfied.

Let's start with answering the first question, **Who?** What type of client are you currently looking for? Are you looking for white-collar or blue-collar? What size home does your target client have? What age bracket are they in? What

overlook its misspent personal time, you'll find seven popping up everywhere.

In math, seven displays curious behavior. Seven, a prime number (or a number that can only be divided evenly by itself and one), has an odd characteristic in division. When any number is divided by seven (except multiples of seven), the digits after the decimal point line up in order 142857. The decimal can start at any one of those digits, for example, if the decimal starts at 7 and then the order would be .714285.

In modern culture, you'll find books, art, television and music that involve seven: (The Seven Habits of Highly Effective People, by Stephen Covey), Seven of Nine (Star Trek), 7-Eleven, 007, and the number of

specific housing or marketing needs do they have?

These are some of the basic questions that you need sit down and ask yourself. When you can successfully answer these questions, you have a baseline of the type of client that you are looking for. Now, these are only the most basic of questions, as you learn more about your clients you will develop more complex and detailed questions. The more specific information you can obtain about your clients, the more specific you can make your marketing material, then the higher your rate of your return on your marketing efforts will be.

Next month, I will continue this section with the second essential consideration in marketing for results; Knowing where to find your target client.

telephone digits. Religion is packed with references to the number seven. It is the day God rested (Shabbat) after working for six days to create the world. Seventy times seven is the number of times Jesus advises the Apostle Peter to forgive. It is the number of early Christian churches in Asia and the number of sacraments in the Roman Catholic Church. It is the number of blessings in a Jewish wedding ceremony. In Buddhism, Buddha walked seven steps at his birth.

Finally, fans will note that July 7 is the birthday of Harry Potter whose seventh book is due out in 2007, but, alas, it will not be released on July 7, 2007, but the following week.

## Eye on the Economy

Consumer spending will have staying power

In the past year, consumer spending has been a bright spot in the economy. Starting again this summer, the outlook is again very positive. Here's why.

Job markets continue to strengthen so there is plenty of income, and that should continue. And recent reports by Business Week show that home sales, housing starts, and mortgage applications are rising. The housing slump isn't over, but is diminishing.

Steady growth in jobs and incomes have helped smooth the way for consumers during the past year, and the remainder of this year should be no different, especially given the signs that housing, and some of the economy's other weak spots, are stabilizing.

According to the Mortgage Bankers Association, there will be fewer sub-prime mortgages. But fixed rate mortgages will make up for most of the difference. Low interest rates and continued income growth are boosting

affordability in the prime market.

Inventory and equipment purchases have been a drag on the economy, and any improvement in these areas will be a plus for job growth and income.



We have enjoyed so much freedom for so long that we are perhaps in danger of forgetting how much blood it cost to establish the Bill of Rights.

~Felix Frankfurter

## Kindness can take you far in the business world

In *The Power of Nice*, Linda Kaplan Thaler and Robin Koval take turns narrating chapters about using kindness in business. The success of their advertising agency, Kaplan Thaler Group, attests to their claim that being nice doesn't mean being a pushover. (Nice follows their book on marketing strategies, *Bang!*)

Thaler Group has high-profile clients such as Aflac. (They created the duck.)

Placing others' needs on the same level as your own, they write, will get you everything you want. Studies show that nice people are luckier in love, make more money, and are healthier.

### Their Power of Nice principles:

\* Positive impressions are like seeds. Kindness can come back to you in unexpected and profitable ways. Once, Thaler made a special effort to make Melania Trump comfortable when she was in one of the agency's commercials. Later, when Thaler was a judge on *The Apprentice*, Donald

Trump returned the favor by describing her firm as one of the hottest ad agencies in the country.

\* You never know. Treat every person you meet as the most important person in the world. A woman carried a stranger's bags up five flights of stairs and was invited to a farmhouse gathering, where she socialized with Clint Eastwood.

\* People change. Be nice to everyone including competitors and junior employees who could later send you business.

\* Small gestures can have a big impact. One company lost out on a huge contract because its executive didn't help the client with her bags at the airport.

Thaler and Koval say even helping opponents is a good way to boost a career. And being genuine produces better results than game playing.

A pleasant read, this book is well thought-out and presented. Don't miss the forward by Jay Leno.



# Marketing Tip of the Month

## Use Systems to Create More Free Time and More Income! ~Michelle Spalding

Focus! Start day with a plan and stay focused. It's easy to get off on something else as soon as the phone rings but, staying true to your plan will help you grow your business. If you have an article to write, a proposal to prepare, cold calls to make or anything else that takes focus, turn OFF your email, and tell yourself you will spend the next hour or however much time you think this will take on this activity only. Then focus, focus, focus. You'll be amazed at how much you'll get done in a shorter period of time without any interruptions or distractions.

Schedule time to work on your business rather than in it. Spending time developing goals, new systems and solutions for implementing them is a surefire way to increase your business. Don't get stuck in the day to day and confuse busy time for business building time. Many top professionals take one day off a month and work on their business. They do not take calls, emails or any interruptions during this time. They simply work on building their business.

As a small business owner I am all too familiar with the day to day distractions and time zapping activities that come our way. However, in order to grow a business you've got to be willing to do a few simple steps to set it up. Remember most of us started our own business to be freed of the constraints of having a JOB. However, if your business is solely relying on you to make it work, and you are the only one who can do all the activities then you don't really have a business, sorry, you have a JOB.

*Michelle Spalding, is Founder and CEO of Transaction Management Consultants. Her team helps Realtors® nationwide manage their listings and transactions. Their systems are responsible for many agents learning how to leverage time to devote to more income generating activities. For additional information please visit [www.protmc.com](http://www.protmc.com)*



"Yes, it was very noble to turn yourself in, but it was your own identity that you stole."



"Gee, mom, none of the other kids are wearing their childproof caps."



## News From Home

### Selecting a chandelier

A sparkling chandelier adds a classy touch as it anchors the dining room and attractively lights the foods on the table and the faces of your guests.

To choose the right size, measure the diameter of your table and divide by two. That should be the chandelier's diameter.

For the height in inches multiply the number of feet of the ceiling height by three. Designers quoted in Red Book say if the ceiling is eight feet tall, the chandelier should be 24 inches long.

Hang the fixture so its lowest point is at least 30 inches above the table. For

tall ceilings, raise the chandelier 3 inches for every foot above 8 feet.

### Fast dog training

Here's an easy way to house train your dog in one weekend if you have a fenced yard.

When training a dog, be sure to give your dog a way to get out of the house. The best solution is to install a dog door and fence but if this isn't possible establish frequent and predictable walks for your dog. Don't punish your dog for messing in the house when it has no way to get outside.

To train your puppy (older than 16 weeks) in one weekend: Put the dog out in the fenced yard every

hour for eight hours. Praise him when he does his business. No food for two hours before bed and one walk before bed. Put the puppy in a crate for the night. The next day, carry the puppy quickly out before you do anything else, then out every hour for four hours, gradually increasing to two hours.

Watch for signs that the dog needs to go out. A restless puppy should be taken out immediately. If the dog comes to you or to the door, take it out.

With puppies, always take the puppy out a half hour after it eats or drinks.

If you have a dog door, even young dogs will easily learn to let themselves in and out in one or two days.

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Those who expect to reap the blessings of freedom, must undergo the fatigue of supporting it.

~Thomas Paine



**We're on the Web!**  
See us at:  
[www.Volusia360.com](http://www.Volusia360.com)

## Technology

### What to do before calling for computer repairs

Many companies now offer online computer repairs. Before calling for help, experts at PC Magazine say you should do this.

\* Reboot. If the "start" button doesn't work, try holding down the Ctrl-Alt-Delete key, or press and hold the power button for a few seconds to shut off the machine.

\* Be sure all cords are firmly placed in the power supply and in the computer's ports.

\* Make sure the operating system is up to date. If you run Windows XP, for example, go to the [update.microsoft.com](http://update.microsoft.com) and

let Microsoft check for updates.

\* If you have a hardware problem, check the manufacturer's website for an updated driver.

\* See whether your hardware or software maker owes you free support.

\* Back up your data.

### Customize your horn

A customized tune playing from your car horn can help to round up your kids at a picnic or your pals at a tailgate party.

HornTunes' FX-550 system (\$249 from

[www.horntunes.com](http://www.horntunes.com)), is an MP3-enabled horn enhancer. Songs can be downloaded from HornTunes in sets of nine tones and grouped into themes that you can call up to suit your mood. The files are uploaded via a USB connection.

Tunes are not recommended while driving and are illegal in some areas while the car is moving. Don't tempt the police.



## Twos Galore Sudoku

Sudoku is gaining popularity all across Europe. Only logic and patience are required. No math is involved. Simply make sure that each 3x3 square region has a number 1 through 9 and that the number only occurs once. Each column and row of the large grid must have only one instance of the numbers 1 through 9.

Here's a tip for playing. We'll call the 3x3 squares "regions." With a highlighter, color in all the rows in the large grid and all the columns in the larger grid that have a 2 in them. We chose 2 because there are several of them in the puzzle. Finished?

Now observe. In the upper left region, what is the only possible location for the 2?

This technique is called "scanning" and you usually do it with your eyes and not a marker.

The difficulty rating on this puzzle is medium.

			2				6	
	9			3		7		4
					8	1		2
	2							5
5		3		1		2		9
9							4	
6		9	1					
2		1		8			5	
	5				4			

### Last Month's Answer

6	8	3	4	9	1	2	5	7
9	4	7	5	3	2	6	8	1
2	1	5	7	6	8	3	4	9
7	5	9	1	2	4	8	3	6
1	3	8	6	5	9	4	7	2
4	6	2	3	8	7	9	1	5
8	2	1	9	7	3	5	6	4
5	9	4	8	1	6	7	2	3
3	7	6	2	4	5	1	9	8