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With the topiary's



Sharing ideas to better serve you

DAVID'S POSITIVE HOME NEWS

www.davidcathers.com

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My Elite Experience Mastermind Group at Disney World for our Background Tour of the Magic Kingdom

A Visit to the Magic Kingdom..

And what we can learn

Walt Disney said “Do what you do so well that people can’t help telling others about you.” Then he went out and showed us how.

In February my mastermind group met in Orlando for 2 1/2 days. The purpose of this meeting was to work with each other on ways to improve our businesses. With a very *strong focus* on marketing. That way we can all serve **you**, our clients, better.

Included was a day behind the scenes at Disney World. We were introduced to the whole culture behind the Disney Family. **Every** person is a “**Cast member**” and visitors are all “**Guests.**” This attention to every detail is shared in what they call “Disney-ese.”

A language that gives a strong bond to working together. The focus is on making sure the **guests** all have the best experience ever. And by creating a positive environment for the cast members (ie employees) they will work together helping each other. This attention to detail is extended from the highest seat in the company all the way to the all important ticket taker. No one is considered any less. And this is why it works so well.

This tour and the ideas my group shared has given me an Amazing new set of tools. Already I have started to implement some of these ideas into my business. What does this mean to you? Many, many more imaginative ways to market your home when you want to sell. And imaginative ways to improve the way we work together when you want to buy your next home.

Prior to this adventure we all read a great book. I highly recommend it “**Inside the Magic Kingdom**” by Tom Connellan.

Ponder This:

Why don't ceramic cats come complete with synthetic hairballs?

Why did kamikaze pilots wear helmets?



WELCOME TO CATHERS CORNER

Quotes of the Month

A smile is an inexpensive way to improve your looks.

People who matter are most aware that everyone else does, too.

March Webinar

Do you know this Amazing Breakthrough strategy for selling your home?

Join me for my Webinar this month

“Reverse Offer”

Thursday March 11, 2010

@ 11:00 am P.S.T.

Send me your email to register.

david@davidcathers.com

Or call

253-278-9251

What does David and the Frisbee have in common?

In February I lost an old friend. Walt Fredrick Morrison was the inventor of the Frisbee. To me he was a friend and sponsor of my aerobatic dreams.

While I was in college Walt came to take flying lessons from me. Although he had flown in the war. He said “I want to go through everything as if I never had before.” And so we flew together re sparking his love of flight.

Of course he had shared that flying love with the world through the Frisbee. Walt always said he hated the name Whamo had given it. Grandmas Flying pie pan was his start.

When the war started a friend of his was working with plastics. Of course that was for plastic explosives. But his friend helped him take his flying tin pie pan and make it in plastic.

Walt was a giving person. He used to call me little feller. He asked what I wanted to do with my flying. At the time I was training and enjoying flying aerobatics. Walt stepped in and sponsored me with an airplane. From there we created a training course. Covering basic aerobatic safety courses to advanced courses for competition.

He helped me to share a dream. And for that I am forever thankful.

I still remember one day sitting at lunch with Walt and his wife (Sara). He was wearing some old worn out jeans and a t shirt with a cartoon picture of a chipmunk. (Kind of like Alvin). Sara looked at me and asked “would you ever guess this guy was a millionaire?” Many people may not have thought so but my friend Walt brought millions of smiles to my life. He shared my dream. Thank you my friend for that gift. I will always treasure having known you.

Enjoy the newsletter and I'll talk with you next month!

David

Real Estate Question of the Month

Is my agent marketing Pro- Actively?

What does this really mean?

You sign the listing agreement. Next you hope that someone will see your home on the MLS (Multiple Listing Service). But what else is being done to market your home?

As in anything, there are two sides to the equation. Some agents will list your home and wait for another agent to see it on the MLS. And then they hope that agent will show your house. And maybe sell it for them.

Some will put a picture in the newspaper. Did you know that gives you less than a 1% chance of being sold? What about those open houses? (less than 3%). Do you want to be out of your home for half the day? Only to find out your nosey neighbors are the only ones who came to your house.

Or worse yet your agent was just trying to meet buyers. Then show them another home they have listed.

Before you get the same old thing. Find an agent that knows how to market *Pro Actively*. You want to have an agent that is **actively** building a database of Both Buyers and Sellers.

Then your home will be marketed aggressively. Instead of just waiting for somebody to come to you. Once listed your home will be sent to this list of ready and approved Buyers and Sellers.

Check to be sure the agent you hire has a plan that **includes at least** the following:

1. Buy Back Protection Program.
2. Reverse Offer System.
3. 24/7 Access to your homes information
4. Buyer Profile System.
5. Information Capture System
6. Automatic Lead Exchange & Buyer Network
7. Written Performance & Cancellation Guarantee.
8. Measurable Marketing that makes a difference.

If they don't. Then call me. I do!

INFORMATION CORNER

Valuable **FREE** reports for Buyers and Sellers mailed to you at no cost or obligation. Call anytime, 24 hours a day to **1-877-560-0175** and enter the **ID#** of the Information that you would like to receive.

BUYERS

1. **SAVE THOUSANDS**— Find out how you can save thousands of dollars when you buy a home ... **ID# 1014**
2. **STOP PAYING RENT**— Learn how to buy your first home for as little as renting ... **ID# 1001**
3. **HOW TO BUY A HOME WITH AS LITTLE AS NO MONEY DOWN.....**
.... **... ID# 1025**
4. **10 BEST BUYS HOT LIST**— Receive a FREE list of the most current Best Buys in your desired location and price range **ID# 1040**
5. **9 BUYER TRAPS**— How to avoid these common traps that could cost you the home of your dreams.... **ID# 1018**

SELLERS

1. **11 HOME INSPECTION PITFALLS**— Learn about these common and costly traps BEFORE you list..... **ID# 1003**
2. **COSTLY HOMESSELLER MISTAKES**— Learn how to avoid these common mistakes and save yourself thousands of dollars when you sell your home... **ID# 1000**
3. **HOW TO SELL YOUR HOME WITHOUT AN AGENT ...** **ID# 1017**
4. **FIND OUT WHAT AREA HOMES ARE SELLING FOR**— Receive a Free computerized hotlist of recent home sales and current Listings **ID# 1041**
5. **27 QUICK & EASY FIXUPS** — Learn how to sell your home fast and for top dollar..... **ID# 1023**

4 Thoughts and Observations, Rules and Axioms to think about:

1. Experience is something you don't get until just after you need it.
2. Always try to be modest, and be proud of it!
3. The severity of the itch is inversely proportional to the ability to reach it.
4. Did you ever notice when you blow in a dog's face he gets mad at you?
But when you take him in a car he sticks his head out the window.



David

March Quiz Question

Is my agent marketing Pro-Actively?

Hint: the answer is somewhere in this newsletter...

Congratulations to last months winners Tony & Jean Blas



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Question

Everyone who calls
278-9251 or emails
(David@DavidCathers.com)
the correct answer by the
30th of this month will be
entered into a drawing for
Free Movie Pass for Two.
Enjoy a night out with
someone special on me.

*A VALUABLE
RESOURCE*

This Month's Vendor Highlight:

Rosedale Gardens

This month's featured business in Rosedale Gardens. This full service nursery and quaint gift shop blend with the surroundings to help you choose the finest quality plants, garden art, and pottery to create the garden place of your dreams.

Started in 1986, Rosedale Gardens grew out of a desire to build a business where art and landscape design could be displayed. The unique settings will inspire visitors to create the elements of a professionally landscaped yard.

Since 1975, owner Scott Junge has built a reputation for creating classic designs for clients that bring permanent beauty in the landscape. His style and work is well known throughout the Puget Sound region using art elements, professional planting and elegant stonework.

Call Scott today (253) 851-7333. I know you'll be Glad You did!

BE A WINNER!