



No Bull
While in Chicago!

DAVID'S

POSITIVE HOME NEWS

www.davidcathers.com

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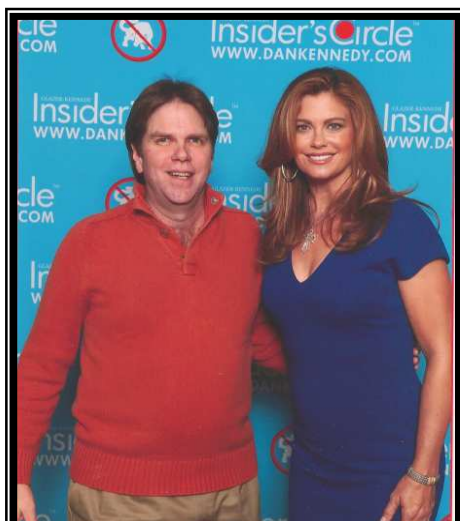
What do Kathy Ireland, Michael Masterson, Lenny Leibermen have in common?

What do they have in common? I'll get to that in a moment. This month in Chicago I met with 1200 other business entrepreneurs from all over the world. Why did we come together? This was the Annual GKIC Marketing Super Conference. And for 4 days we shared ideas with a combination of the best direct response marketers in the world. Once again it proved that no business is different. Only the way in which you point out the value of what you offer to your clients.

As you see by the pictures the Conference in Chicago overflowed with ideas and materials to use in my business. The speakers and attendees shared hundreds of workable ideas and solutions for marketing at its best.

Do you know what Kathy Ireland is most known for now? Many of you will remember her as a Swimsuit model. But Kathy is a smart business woman and she wanted to do more than just "shut

up and pose" as it was said in the modeling industry. That is why she followed her passion and has built a 1.5 Billion Dollar Company. That company is Kathy Ireland Worldwide. They provide everything from clothing to household items and furniture. She is also involved in many philanthropic avenues.



David Cathers with Kathy Ireland

What about Lenny Leiberman? He is the powerhouse behind the very successful Guthy-Renker empire. You know all those infomercials that sell things like ProActive, Tony Robbins Personal Power.

Next we spent time with Michael Masterson. He is the Chief Strategist for AGORA Publishing. And of course Dan Kennedy and Bill Glazer presented on Marketing Topics ranging from Newsletters to Outrageous Marketing.



David With Michael Masterson, Chief Marketing Strategist for AGORA

The rest of the article and more pictures on Page 2.

Keep Reading

WELCOME TO CATHERS CORNER

Sunday summed up everything with the 11 people giving their presentations vying for “Marketer of The Year”. After they were done we all voted and the honor was presented to this years winner. That would be Mike Searls. The common thread was that all these businesses used a combination of 14 to 18 different systems in their marketing. And although each was in a different kind of business, they all used many of the same letters, postcards, newsletters, referral programs, etc. Each one adjusted the content of the messages to match their specific clients needs and interests.

As you see by the front page and the pictures the Conference in Chicago overflowed with ideas and materials to use. Besides getting share some time with many friends I hadn’t seen in a while, I met many, many more new people from all over the world.

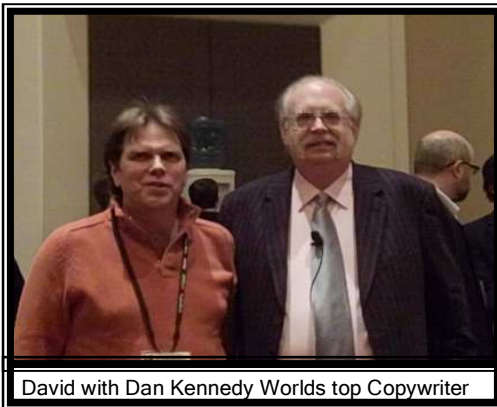
We all learned from each others ideas. And Brian Mittman & I put together some more pieces to our Coast to Coast Master Mind Marketing Business. The book has been a real success. Actually the day after I returned from Chicago I was a guest speaker for the Bellevue Chapter of GKIC. They wanted to know more about my book and how it is used in marketing my real estate business. As well as how I help other businesses with their marketing.

Have you gotten your copy yet?



Ricochet ready to write again.

David



David with Dan Kennedy Worlds top Copywriter



Richard Brunson from DotCom Secrets



David with Bill Glazer. Author Outrageous Marketing that works.



David with Mike Searls 2011 Marketer of the Year

Use your cell phone scanner to go directly to the website

Real Estate Question of the Month

If a Seller leaves an unanswered line in the Form 17, could the buyer come back anytime prior to closing with a request for the seller to "Amend" the Form 17, saying it is incomplete?

The Seller Disclosure Act requires sellers to answer all questions on the Form, unless the buyer waives the right to receive the answers. If seller answers "N/A", that could be the true answer. For example, none of the questions regarding septic apply if the home is connected to sewer. However if seller simply fails or refuses to answer one or more questions, then the seller has not complied with the statute and buyer has the right to terminate the agreement for up to three days following receipt of all answers to all questions on the form. If this were not the case, the seller could simply choose not to answer questions that may reveal negative issues and hope that a buyer does not notice until more than three days have past.

Buyer waives the right to receive the completed disclosure statement by signing the last signature line on page 5. Buyer waives the right to rescind the purchase agreement by signing the second (middle) signature line on page 5. Accordingly, if buyer receives an incomplete form and signs either the second line or the last line of page 5, then buyer will have no right to come back later and ask for a completed disclosure statement.

(This information was provided by Attorney Annie Fitzsimmons. She answers questions for the legal hotline for Washington State Realtors).

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**

Thoughts to Ponder

1. I have six locks on my door all in a row. When I go out, I lock every other one. I figure no matter how long somebody stands there picking the locks, they are always locking three.
2. You can never win an argument, because if you lose it you lose it, and if you win it, you lose it.—Dale Carnegie
3. To be Positive, is to be mistaken at the top of ones voice.
4. Quality merchandise: Something that doesn't wear out until it's paid for.

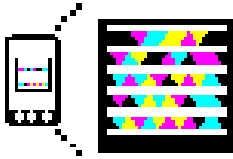
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May Quiz Question

If a Seller leaves an unanswered line in the Form 17, could the buyer come back anytime prior to closing with a request for the seller to “Amend” the Form 17, saying it is incomplete?

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

IN THIS ISSUE

GKIC Marketing Conference

Cathers Corner

Real Estate

Question of the Month

New Opportunity



May Quiz
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.
(Your Odds are better than you think)

BE A WINNER!

Happy New Home Owner

CONBRATULATIONS!

Brian Knight



Brian Knight gets his new Home. Brian hung in there since he decided to buy a home that was in a Short Sale. He laughed and said “ Thank God it went through. I’ll never buy another short sale.” Then Brian said “You did a Great Job David, I will recommend your services”

You asked for Information—We Got It!

Check out www.DavidCathers.com & www.DavidCathers.TV