



August 2010



It was great seeing all our Broker/Owners who attended the recent series of regional exchanges.

There's no better way to learn than by sharing challenges and solutions with other RE/MAX Associates. It's been one of the keys to success for many in the RE/MAX network.

As we move into the second half of the year, we want to make sure we're doing all we can to assist you and your business. Let us now what we can do for you. When you succeed, RE/MAX succeeds.

—Rick Yohn, Regional Vice President,
RE/MAX California-Hawaii

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CA-HI Broker/Owner Exchanges

Over three whirlwind days in July, 96 Broker/Owners met in four different Exchanges with CA-HI regional staff.



In San Diego, the group met at the Rady's Children's Hospital, and saw first-hand how RE/MAX and Children's Miracle Network helps so many families.



At a Giants game in San Francisco.



SAVE THE DATE!

Join us in Lake Tahoe
September 22 – 24
For the annual Broker/Owner & Manager Retreat!

We'll be at the Ritz-Carlton for this great event!
Get together to share tips and techniques, challenges and successes.
Watch your mail for the invitation and details.



Congratulations, and welcome to our new offices!



RE/MAX TerraSol, formerly The Betancourt Group, is our newest CA-HI franchise!

Broker/Owner Leo Betancourt says he chose RE/MAX because extraordinary times in real estate call for aligning with the strongest real estate brand.

RE/MAX TerraSol is located in Huntington Beach, and you can reach Leo and the office at: (714) 536 – 6529.

On the web at: www.terrasolrealty.com

RE/MAX Returns to Rancho Bernardo

Al Haragely, Broker/Owner of RE/MAX Associates has relocated his Poway, CA office to a newly designed 4,000-square-foot space in the center of Rancho Bernardo in San Diego.

The new office boasts client consultation rooms with flat screen monitors, and is located at 16787 Bernardo Center Drive #A6.

The grand opening is scheduled for later this year. You can reach Al and the office at: (858) 391-5800.



What's happening... what's shaking...



Who needs coffee?!

Throw away that coffee cup! Just tune in to the “The RE/MAX Gold Show” for a shot of excitement and energy to start your day!

This video blog, produced for RE/MAX Gold by Think Big, Work Small, is funny and contains some valuable insights into the real estate biz.

Check it out by clicking on the picture to the left, or go to www.goldshow.tv.



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Caught Doing Good...



Taking on the competition for a good cause! RE/MAX Associates and RE/MAX Ranch and Beach joined together in the first annual I-15 Corridor Realtor Softball Tournament to benefit the Rancho Bernardo and Poway, CA Senior Citizens Centers.

The team went head to head with area Prudential, Keller Williams, and Coldwell Banker offices... and beat them all!

Check out all the photos on the event [Facebook page](#).

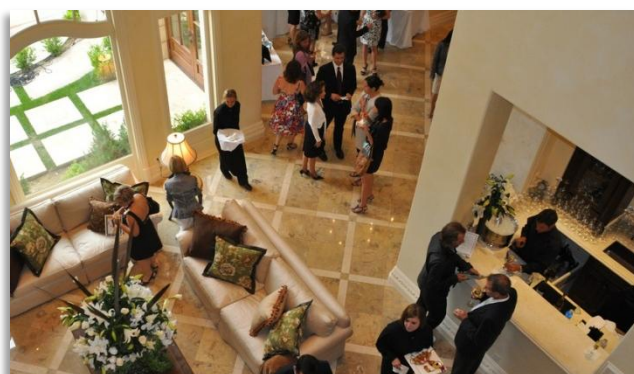


Lavish Night Out for Diabetes Research

Nearly 400 guests enjoyed an evening of fashion, beauty and great food to raise money for the Dream Guild of the Juvenile Diabetes Research Foundation, Orange County Chapter.

Their hostess was Lee Ann Canaday, with the Canaday Group, RE/MAX Fine Homes. The setting: a 14,000 square foot, brand new, seven-bedroom mansion known as the Jewel of Newport Coast. Listed by Lee Ann, the property is offered at \$17.5 million.

For more information on the diabetes research foundation, visit www.jdrfoc.org.



RE/MAX Professionals, in Corona, CA, is hosting a special Children's Miracle Network event on August 28. The first annual "Children Are Miracles" Charity Fair will benefit the Children's Hospital, Los Angeles.

The office is looking for other local RE/MAX offices to join them by either sponsoring some of the fair activities, donating raffle prizes, or volunteering.

Make the event a success for kids!

Contact: Tracy A. Hall, Office Manager, RE/MAX Professionals at (951) 281-3924, or: remax@myremaxprofessionals.com





Regional news...



State of the Housing Market

Annualized Existing Home Sales for June dropped 5.1 percent from May, but were still 9.8 percent above the pace a year ago, according to a report released by the [National Association of Realtors](#).

And, according to the new RE/MAX National Housing Report, closed transactions are up 5.6% from June 2009, with the average median sales price up 3.5% year-over-year at \$211,530.

See the complete [RE/MAX National Housing Report](#).

CA Broker Sues Over New Nebraska Real Estate Rules

A California woman whose website advertises property for sale says new rules governing Nebraska's real estate industry should be thrown out for being too broad, according to a federal lawsuit.

Her lawsuit says changes to the Nebraska Real Estate License Act that took effect July 15 are unconstitutional because they give the state commission jurisdiction beyond Nebraska. She says the act does not provide enough guidance on whether she must be licensed in the state, among other things.

Read the [complete Associated Press story](#).

California Revokes Real Estate Licenses at Record Pace

The California Department of Real Estate says it revoked a record number of real estate licenses in its most recently completed fiscal year.

The department revoked 633 licenses for cause in the 12 months ending June 30, up from 574 in the prior-year period.

Read the [complete story](#).



Coachella Valley Market Bucks National Trends

Home sales across the Coachella Valley rose 6 percent in June compared with a year ago, bucking both state and national home-sales declines.

The median price for all valley home sales rose 8.1 percent to \$207,000 during June, San Diego based MDA DataQuick reported.

Condo sales were up 38%.

Read the [complete story](#).



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New Marketing and Branding Resources

RE/MAX Takes Spotlight

RE/MAX Chairman Dave Liniger is grabbing more media attention, landing the cover of DSNews magazine earlier this year and now sharing his thoughts on short sales in a July column.

The advanced skills and productivity of RE/MAX agents are the main focus of the July 2010 *Real Estate* magazine cover story, which also landed RE/MAX on the front cover.

Look for more to come and visit Mainstreet for details on re-orders.



Top 100 Shows RE/MAX Edge

Another major study confirms that RE/MAX Associates, on average, out-produce their competitors at other national franchise brands.

[Realtor Magazine's annual Top 100 Companies report](#) shows RE/MAX offices that made the list averaged 14.3 transaction sides per agent, nearly 40% more than the closest franchise competitor.

[Read more.](#)

August National Ad Schedule

Want to share with your customers just where RE/MAX will show up during the month of August? [Get the latest schedule.](#)



New from RE/MAX - August 2010

"New from RE/MAX" this month includes information on the newly redesigned Mainstreet page for the RE/MAX Collection, and much more!

[Check it out on Mainstreet.](#)

Casual for a Cause - Miracle Jeans Day

Support Children's Miracle Network and participate in Miracle Jeans Day, Wed., Sept. 15th.

Wear your favorite pair of jeans on this day for just a \$5 donation and show how RE/MAX agents make a difference for children every day.

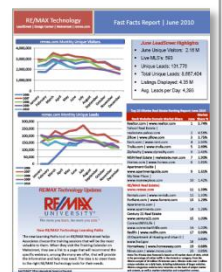
Find out more on [the Miracle Jeans Day website](#) and look for more information on Mainstreet coming soon!



Technology Fast Facts

The RE/MAX Technology "Fast Facts Report" for June 2010 shows a slight uptick in unique visits to remax.com from year-ago totals and, LeadStreet nears nine million leads.

Download the [latest RE/MAX Technology Fast Facts!](#)





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The more you learn... the more you earn.

It's New, Improved... and... Free!

Aug. 16-19
 Sept. 13-16
 Oct. 11-14
 Nov. 8-11
 Dec. 6-9

The new and improved **Broker/Owner Management Training**, held monthly at RE/MAX World Headquarters in Denver, Colorado, provides a tremendous opportunity to revisit and build on the foundations of your business.

From business planning to fee structures to recruiting, this comprehensive training is providing new *and existing* Broker/Owners and Managers with the tools and resources for maximizing the Success of their RE/MAX franchise.

Best of all... the training is **FREE!**

Please contact the region if you're interested in attending.



Featured Training from RE/MAX University



Tuesdays with Kathy

- Broker/Owner Mark Scuderi discusses the best ways to reach Generation Y.
- Watch the latest "60 Minutes with Dave" to hear from RE/MAX Chairman Dave Liniger.
- Check out [these Quick Hits and more from RU On Demand.](#)

The fantastic new LIVE Recruiting program, "Tuesdays with Kathy Baker," airs once a month on RE/MAX University on Demand, via Mainstreet or on the Roku box.

Broker/Owners and Managers, tune in and join us online during the program via [Facebook](#) or on Twitter using the hashtag #rmxbaker.

August 17th, 3pm ET
September 14th, 3pm ET
October 12th, 3pm ET

what's happening

August Training Highlights

- Aug. 9 – Design Center: Print Marketing
- Aug. 10 - LeadStreet: Manage Your Office Website, New Design
- Aug. 19 – **NEW!** "Flex Your Social Networking Muscles"
- Aug. 19 – LeadStreet: Foreclosure 101

To register for these and to view all the trainings for August, visit the [Calendar on the Mainstreet home page.](#)



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