

FROM THE PRESIDENT by Karen Rolland

MID YEAR GREETINGS!

When I lived up North, the coming of July 4th was always kind of bittersweet because it meant that the summer would soon be drawing to an end and it would be time for school to start and vacations to be over. The cool air would start to sneak back into the evenings and the weather would soon start to turn the leaves their awesome shades. It meant taking advantage of every opportunity to be outside and enjoying the summer months before we once again became victims of cabin fever for the winter. Can you tell I lived in Minnesota? As I was working this weekend, I was thinking how much difference a location makes. I actually still get confused about what time of the year it is down here because I lived up north for so long! Now summer means rain and storms and heat, a good time to get caught up on those inside projects. In Minnesota, winter was the time

to do that, not because of rain/heat but SNOW...lots of SNOW and ICE! One of my inside projects has been to do a mid-year check up on how we are doing as a chapter and to see where and how we can improve to make our goals in time for year end. All in all, our chapter is doing great! The web site is up and running, our newsletter has been automated, and our systems are in place for the chapter to be able to administer the basic functions of performing updates to our site. We still have a few things to work on, like our major fundraiser and the re-working our accounting method/system. The fundraiser will be in October at the Tentatorium.

The committee is already busy making plans and so far they have had some great ideas and have started to put the ideas in place to make for a very fun night out. They are going to need some help though, so if you have an

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From the President



Karen Rolland, President
Prudential Florida WCI
(941)639-1600



Kathy DeLorenze, Pres. Elect.
RE/Max Palm Realty
(941)743-5525



Terri Stuthers, VP Membership
HomeChoice Real Estate
(941)575-9775



Holly Partin, Secretary
Tarpon Coast Bank
(941)205-8111



Kim Service, Treasurer
Charlotte State Bank
(941)235-4444

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WCR Vision Statement

*To be the premiere organization
for individual achievement.*

Women's Council Mission Statement

*We are a community of real
estate professionals creating
business opportunities, developing
skills for the future and achieving
our individual potential for
success.*

FROM THE PRESIDENT ELECT by Kathy DeLorenze

Effective Communications ~ Listen, Listen, Listen!!!

A Few Things to Think About Before Your Next Prospect Meeting:

It's not what we say that convinces others to trust us and accept what we say rather it is our ability to connect with them on a human level that wins them over. People make up their minds almost instantly if they feel you have their best interests in mind they feel comfortable doing business with you.

Teach yourself to focus exclusively on the person in front of you. When you meet and talk with prospects 100% of your attention must be focused on them. This is the skill that makes successful communica-

tors. Take time at your first meeting with a prospect to let them get comfortable with you. Make good eye contact. Remember this first meeting can be slightly uncomfortable for both parties, but you're the Pro, the prospect relies on you to handle any initial discomforts. You establish credibility not by what you say to the prospect but rather by how you act during that initial meeting.

Listen and remember this is about them. This is a big decision for people and they are often anxious and uncertain. Let them talk about their concerns and pressures. You know the answers, but if you want them to trust you, JUST LISTEN!

Continued from page 1...

interest in getting to know your fellow members, this is a great committee to work on. Please let Odette Embury know and she will be sure to find a project for you to help with. (oembury@tarponcoastbank.com). The accounting system project hasn't been as much fun but it is slowly taking shape and will be ready to roll in time for our new fiscal year beginning December 1st. Another project in process is the nomination of officers for the 2006-7 year. Kathy DeLorenze will be President next year, but who will be her team? Stay tuned and be sure to come to the August meeting for the elections. The

Nomination Committee has been busy gathering names of qualified candidates and will be presenting their recommendations to the Governing Board soon.

I hope that you are all enjoying your summer so far and that business is picking up a bit for all of us. Take care and thank you once again for your membership and your support of Women's Council. I appreciate the opportunity to be your President.

Karen Rolland

Peggy Bolden
Mortgage Loan Officer



phone: 941-255-5439
fax: 941-255-2125
cell: 941-286-5039

19720 Toldedo Blade Blvd
Port Charlotte, FL
33948

NANCY F. PADGETT
Senior Title Representative/Manager

WCI | TITLE

1620 Tamiami Trail • Suite 100 • Port Charlotte, FL 33948
Phone: 941-206-2035 • Fax: 941-206-2040 • Cell: 941-769-0239
Home: 941-639-2850
NancyPadgett@wcicomunities.com



Secrets of \$500k Top Producers by Todd Beeler

Sales professionals earning a minimum of \$500,000 were surveyed using our assessment. We identified 11 key areas where these sales professionals consistently scored high. You will learn the two critical behaviors we found and ways you can improve your skills in these two behavior areas of \$500k top producers.

Critical \$500K Sales Behavior #1 - *Frequently interacting with others*

This simply refers to how often you interact with others and how comfortable you are during those interactions. How you manage your social interactions will determine your income. Some people are more naturally comfortable with frequent social interactions, while others avoid it. To become a top sales producer, you must master the characteristics to become this type of person. As a starting point, you will need to work on skills like patience, communication, empathy, and extraversion. You will also need to master the ability to avoid prejudging and becoming more accepting and understanding of other people. There are only a handful of skills you must master to align with sales behavior #1. The 5 areas are: ability to communicate with **different personality types**, a **genuine** interest in the needs, wants, and desires of others, strong **empathetic** skills, lack of **bias** and **pre-judging**, and **patient listening**.

So, how do you really start to develop your skill levels of this key sales behavior? Let me give you a few pointers that have worked well for my clients. Empathy is the secret to trust so get clear on their thoughts and emotions. Work on developing questioning skills. This patient listening will pull out of people their needs, wants, and desires. Tailor your presentation to each individual's values and goals. Learn how to quickly read personality types. Be a trusted advisor and don't offer solutions which sound full of bias. Tell them the truth about what they really need to solve their problem. Get comfortable being interrupted. Being well organized will help you there. Really be present with every person.

Critical \$500k Sales Behavior #2 - *Competitive Fire*

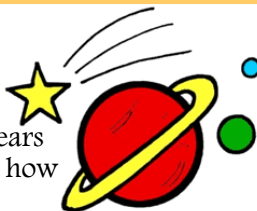
To reach the top, you need a fire to be the best, shatter standards, and outperform your personal best on a regular basis. You will need to have a compelling vision and an attitude of perseverance. If you do not consider yourself to be naturally a competitive person, you can learn to become more competitive. There are really 5 skills you will need to master to become more competitive. The 5 areas include: **goal clarity**, **appreciation of competitiveness**, **seeing the path to your goals with clarity**, **believing you are worthy of extraordinary accomplishment**, and being willing to **learn and adopt new skills, behaviors, and attitudes**. Now, let's spend some time on how to develop the behavior of competitive fire. Become a masterful goal setter. Use this simple 3-step cycle: set, achieve, and re-evaluate. It also helps to learn how to visualize success. You can write a story and read it out loud every day. This helps, so make your vision vivid. Push yourself to go further than you think you can go. You will be surprised at your results. Most operate at a level FAR below their potential. Commit to paying the price of hard work and self-discipline. Nothing worth having comes easily. Get crystal clear on your outcomes. What will you see then? What will you hear? What will you touch? How will you know when you are there?

To improve your beliefs, take two steps. First, do not let the past dictate your future. Change your control beliefs and expectation levels as a starting point. Next, ramp up your motivation, sales and marketing skills via audio courses, books, or coaches.

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Lost In Space

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SPECIAL ANNOUNCEMENT!!!!

In response to member concerns and feedback, we will be changing the location of our monthly luncheon program/meetings to the Elks Club in Port Charlotte. The meeting time will continue to be 11:15 AM for registration with the meeting starting at 11:45 AM. The location is a little more central, making it easier for our members from North Port and Port Charlotte but also easy access to our Punta Gorda and North Port members via Highway 75. The club is located off of Veteran's Highway and Atwater. We will have a three month initial contract giving us time to try it on for size and see how everyone likes it. We think you will be happy with the change but we do want to hear what you think about it, particularly during the trial period.

The advantages of a new location are:

- Open seating with no obstructions to the speaker or stage;
- One entry with an isolated room for our meeting;
- Buffet luncheon, allowing more time to network and less interference from serving staff during the program;

- Expanded menu, offering more of a variety from month to month.
- Improved sound system;
- Additional options for video presentations;

Cost: \$16.00 for members and \$18.00 for guests.

Reservations and Standing List:

Carrabbas was very tolerant of our group when it came to reservations. Each month, we have to call in a total count of how many meals we will need. Carrabbas only charged us for the number of meals SERVED. The Elks have a much stricter policy, as do most restaurants. If we call in our number, that is the MINIMUM number of meals we will be charged for and they will have very few extras for people who failed to make a reservation. For this reason, you will need to make a reservation. If you book a reservation or on the standing list for reservations and do not cancel or do not show, you will be billed for the lunch. NO EXCEPTIONS. We as a chapter are financially challenged this year and

cannot afford to pay for reservations not used. We wish we could, but we just flat out can't!

Directions:

From Punta Gorda:

Take 75 to the King's Highway exit to Veteran's (right) to Atwater (right). Take the very first left. The club is the second building on the left.

From North Port:

Take 75 to King's Highway exit to Veteran's (right) to Atwater (right). Take the very first left. The club is the second building on the left. From Port Charlotte: It really depends on where you are coming from! Please call 941-625-7571 for directions or log onto maps.com.

We are excited about the change and think that you will be as well. If you haven't dined at an Elks Club before, you are in for a special treat. The food is great!

Hope to see you there on August 2nd.

Queen of Hearts...

Don't miss out on this exciting chance to win! Have your ticket Drawn for a Chance to Win \$1917.00

Attend any monthly meeting at the Elks and get your tickets for the drawing, pick the **Queen of Hearts** & WIN...



Don't Forget...

Canned Goods, Cell Phones & Eye Glasses are being collected at EVERY meeting. Collection boxes are available at the Board Of Realtors and the Prudential Florida WCI Realty Office, located in Punta Gorda.



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mj.green@bankofamerica.com

james.m.green@bankofamerica.com

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Important Dates... Mark Your Calendars!

General Membership Meetings are the 1st Wednesday of every month.
Port Charlotte Elks Club
11:15am-1:00pm
RSVP: Jeannie Davis
(941)423-3093

Tax Consequences of a Second Home
Dale Buelow
Aug 2, 2006

Contact the Gazette
Do you know of something that you think should be mentioned here in the Gulfcoast Gazette? We'd love to hear about your ideas, and report your important news! To share your story, Contact Committee Chair:
Becca Nye: (941)204-7015 OR
Rnye@landam.com

Secrets of \$500k Top Producers

Do not be intimidated by anyone. Use a system you have confidence in and throw yourself into mastering that system. Expose yourself to some wealthy models that can change your belief of what is possible. I have personally paid tens of thousands for coaches to help me identify and reset my beliefs. Before success comes, you must first believe you are worthy of success. You will need to raise your self worth. Study very competitive people, like Michael Jordan. Learn what drives them. Michael has written an excellent book on competitiveness called *Driven From Within*. Buy it, read it, study it, and live it.

You also need to focus. Do not let anything distract you from reaching your goals. \$500K top producers have a fire within, almost a rage to succeed. You have to want it very bad, and pay the price it takes to get there. Practice the habit of dramatically increasing your commitment to your goals. You must make many sacrifices to get to the top: financial investment, time away from friends and family, physical fatigue, and emotionally pushing you out of your comfort zones.

Remember, to become a \$500k top producer, focus on these 2 key behaviors: frequently interacting with others, and competitive fire. And lock in on the 5 skills you need to master for each of the top 2 critical sales behaviors.

Todd Beeler is a top ranked Sales Coach specializing in using research-based systems to turn service professionals who hate to sell into \$500k top producers. You can view more info at:
masteringmotivation.com.

WELCOME NEW MEMBERS

Adriano Gheorghiu
Mortgage Broker
Millennium Mortgage Group, LLC
2529 Tamiami Trail
Punta Gorda, Fl. 33950
941-456-5151
fax: 941-625-4205
email: Adriano@mmgfl.net

Hollie Dustin
Owner/Broker
HomeChoice Real Estate, Inc.
6101 Duncan Rd. Ste. 107
Punta Gorda, Florida 33950
(941)575-9775 office
(941)575-6975 fax
hdustin@comcast.net

Shawn Brnovich
Realtor
Mercedes Homes
8128 Wiltshire Dr.
Port Charlotte, Fl. 33981
(941)698-9929 office
(941)698-9931 fax
sbrnovich@merhomes.com

Lore Mooren
Realtor
Mercedes Homes
8128 Wiltshire Dr.
Port Charlotte, Fl. 33981
(941)698-9929 office
(941)698-9931 fax
lmooren@merhomes.com