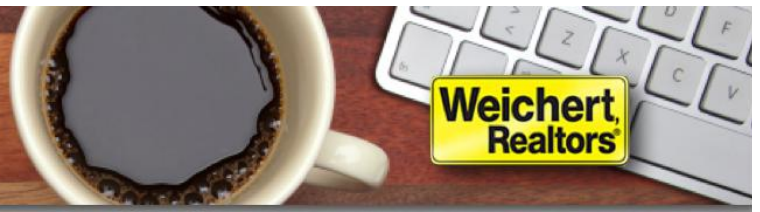
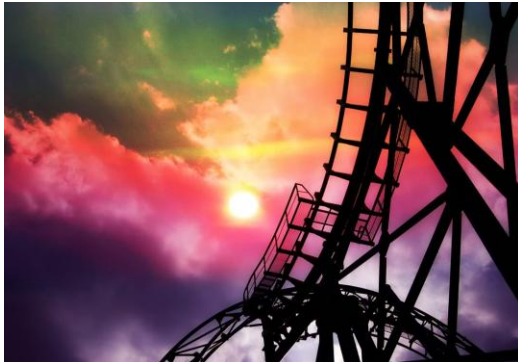


MONDAY MOJO

Martin J. Rueter, President
Weichert Real Estate Affiliates



May 7, 2012



“Take into account that great love and great achievements involve great risk.”

~ His Holiness the 14th Dalai Lama

REMEMBER the last time you wanted something badly, intensely... but FEAR got in your way? Instead, you did nothing. You stayed home, got sick, made a conflicting appointment to give you a convenient excuse? We all have such moments, when we're enthralled with a novel idea, a terrific opportunity to succeed, do better, prosper, only to have FEAR keep us from moving forward.

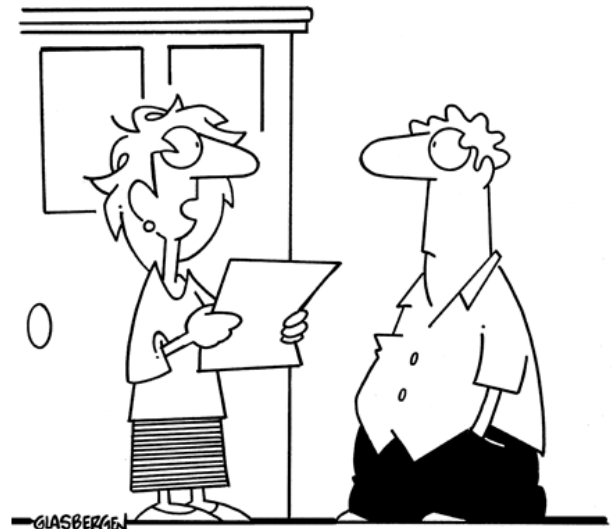
WHAT CAN WE DO to overcome fear from paralyzing us from achieving our dreams and desires? Conquering fear doesn't happen overnight. It is the result of deliberate (determined) intention and taking conscious (courageous) action towards doing (facing up to) those things that scare you. By tackling your fears, you grow as a person, and expand the possibilities that impact your life everyday, a new job, promotion, a great lead, a big Weichert® sales trophy! It is interesting (confounding) to me how “playing it safe” makes many people choose being miserable over being happy. The minute we experience pain, we never want to experience it again. Often it's the unknown that scares us. We don't even try. We'll go to further extent to avoid pain than to gain pleasure. Nothing of value was ever gained by playing it safe. To have a life that you love requires some form of risk taking, stepping out of your comfort zone to confront your fears... doing things new or differently... possibly alienating you from others. The only sure thing in life is that at some point your heart will stop pumping and this fantastic ride will be over. SURE, life can be a roller coaster, but the highs far outweigh the lows.

Weichert News...

- PTA or CMA? It's okay to use both pricing tools, but never leave out the Price Trend Analysis; it clearly differentiates you from the competition. Happily, there are bidding wars (again) in some markets, indicating that prices are trending upward. You can't rely on the past for predicting future values. Let PTA help you get it right ... and clinch the deal!
- The Weichert Home Protection Plan covers most property defects during the listing period, and after the sale is completed. A lot of angst (and liability) can be avoided if you simply OFFER it every time.
- Want to capture more Weichert Lead Network customers? Don't worry about finding the computer information. Instead, ask two important questions within the first two minutes of your initial phone conversation: “What attracted you about that home?” ... and “When can we get together?”

“I am” is reportedly the shortest sentence in the English language. Could it be that “I do” is the longest sentence?

~George Carlin



“The Homeowner's Association says my nail polish isn't an approved color.”