

AUGUST NEWSLETTER

AUGUST 19, 2011



James Eastlack
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19 Community Drive
Augusta, ME 04330
Phone: (207) 622-7501

CONGRATULATIONS! 2011 REALTOR® of the Year



Jeff Mitchell
Village Realty, East Wilton

A Message from President James Eastlack:

Greetings Everyone,

We are almost through the third quarter of 2011, a challenging year to say the least. I was just reviewing sales data in Franklin county and it appears our sales figures improved over last year in the first quarter but have fallen off the pace a little bit since April. I still believe it is crucial, despite all the media, to remain positive and understand that our markets are very local. In Rangeley, our YTD Sales figures are up almost 40% over the YTD figures of 2009. Remember, we work with sellers and buyers. What a fantastic time for a buyer to get exactly what they want at a great price.

As far as our sellers go, it's time to spruce up, sharpen their pencils, and work hard to make their home look better than their competition. Landscaping, paint, cleaning carpets ... it can make all the difference in a market like this. Another idea is to have the tough conversation with your sellers about pricing once a month. I promise, they will appreciate that you care. I've dropped prices on 8 homes in the past 2 weeks and my sellers were excited to do so. The real estate business is a tough one right now. Go back to the basics, be honest with your clients and you will be successful.

Hope to see everyone at the MAR Convention this year. It's being held at the Samoset Resort from October 4-6 and the theme is "The Many Faces of Real Estate." It's a great way to meet fellow REALTORS® from around the state and also earn up to 16 credits toward your continuing education requirements.

As always, please let me know of any great success stories so far this year and/or if you have any ideas or comments, please e-mail me at eastlack@megalink.net, or call me at Morton & Furbish Agency at 564-5777. I hope to see you all at the September membership meeting!

Upcoming Membership Meeting & Course:

The next membership meeting of the Mountains Council of REALTORS® is scheduled for Wednesday, September 7. Registration begins at 8:00 a.m.; Continental Breakfast & Membership Meeting begins at 8:15 a.m. An education program “Negotiation—Everybody Wins” will be from 9:00 a.m.—12:00 noon. This month's sponsor is Oxford Federal Credit Union. Register online or obtain a printable registration form at <http://mountainscouncil.com>.

Meeting Schedule:

September 7	Breakfast	Oxford Federal CU	“Negotiation—Everybody Wins”
November 9	Breakfast	Fairbanks School Meeting House	“Foreclosures—What Licensees Need to Know”
December 8	Dinner	Location TBA	Holiday Party & 2012 Officer Installation

E-Mail Staff: tanya@mainerealtors.com

Visit Council Website: <http://mountainscouncil.com>

~ Plan to Attend the September Membership Meeting on Wednesday, September 7 ~