



June 2008

Volume 1
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*We've Arrived!!! Keller Williams Announces
their New Eastern Shore Office by Roland Neeson*

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We are no longer singing Johnny Cash's *Folsom Prison Blues* (you know the lyrics "I bear that train a'coming, it's coming round the bend"). It officially arrived at the Eastern Shore Art Center on Tuesday, May 20th. Keller Williams Realty Alabama Gulf Coast hosted a networking event for Realtors, Builders and Vendors from 6-8:30 PM. Thanks to the efforts of everyone, but especially Jacqueline Dyer, Elaine Diehl, and Linda Gaston, the event was a huge success.

When the doors to the train opened and the crowd of 100 plus agents and vendors poured in, a good time was had by all. Our Operating Principle (OP), Keith Cook, held everyone's attention with a half-hour presentation that covered the demographics of our marketplace and the impact EADS, ThyssenKrupp and Earnhardt raceway will have on our communities. Although our current market appears to be inventory-heavy, that will change rapidly as demand outpaces the time it takes to bring new developments on line. Keith also addressed specific opportunities to cooperate with vendors and Agents in the audience that will benefit all practitioners in the real estate industry. While the event was held in a relaxed venue, Keith ensured that all who attended left with information of value to their business and their clients.



OUR MISSION: To build careers worth having, businesses worth owning and lives worth living.

OUR VISION: To understand our Agents goals so we can help them create wealth and develop to the highest level in their professional and personal lives.

BELIEF: Keller Williams believes that real estate is a local service business driven by individual real estate agents, and their local image with their local centers of influence.

Upcoming Events:

- Join us for **POWER HOUR** every morning at 8:45 AM—hosted by Alan Pate
- **TEAM MEETINGS** on Tuesdays at 10:30 AM
- Jun 23— **BOWLING FOR KW CARES' DOLLARS**—6:30 PM in Foley
- Jun 24 — **"MYTHBUSTING FORECLOSURES"**—Lydia Temonia/Prestige Title, Inc.
- Jun 25—"Foreclosures, Short Sales and REO'S"—Jonathan Keith/Keller Williams



IT IS OFFICIAL! Keller Williams Realty Alabama Gulf Coast has a new Operating Principal and a new main office location by Cal Carter



Mr. Cook is a visionary that has driven the growth of multiple market centers in the Northeast Georgia areas of Hall, Dawson, Jackson, and White Counties and includes the Lake Lanier, Gainesville, Dawsonville, Braselton, and Helen areas which have experienced huge growth from being adjacent to the Atlanta Metropolitan Statistical Area. Mr. Cook has successfully grown his operations from a core group of 5 agents to over 400 agents at present. He attended Tulane University and played football for the Tulane Green Wave. He looks forward to being back in the Gulf Coast area and growing Keller Williams Alabama Gulf Coast with the same strategic vision employed within his Georgia Market Centers.

As part of his vision, the Keller Williams Alabama Gulf Coast main office will be relocated to Fairhope, Alabama so that it will have a more central location within Baldwin County and better serve our agent base in Spanish Fort, Daphne, Fairhope, Point Clear, Gulf Shores, Orange Beach, Ono Island, and Fort Morgan as well as the rest of Baldwin County.

<p>Self Empowerment Pledge By Joe Tye</p>	<p>Monday's Pledge - RESPONSIBILITY</p> <p>I will take complete responsibility for my health, my happiness, my success, and my life, and will not blame others for my problems or predicaments.</p>	<p>Tuesday's Pledge - ACCOUNTABILITY</p> <p>I will not allow low self-esteem, self-limiting beliefs, or the negativity of others to prevent me from achieving my authentic goals and from becoming the person I am meant to be.</p>	<p>Wednesday's Pledge - DETERMINATION</p> <p>I will do the things I'm afraid to do, but which I know should be done. Sometimes this will mean asking for help to do that which I cannot do by myself.</p>
<p>Thursday's Pledge - CONTRIBUTION</p> <p>I will earn the help I need in advance by helping other people now, and repay the help I receive by serving others later.</p>	<p>Friday's Pledge - RESILIANCE</p> <p>I will face rejection and failure with courage, awareness, and perseverance, making these experiences the platform for future acceptance and success.</p>	<p>Saturday's Pledge - CHOICE</p> <p>I will have faith that, though I may not understand why adversity happens, by my conscious choice I can find strength, compassion, and grace through my trials.</p>	<p>Sunday's Pledge - FAITH</p> <p>My faith and my gratitude for all that I have been blessed with will shine through in my attitudes and in my actions.</p>

OFFICE GRAND OPENING, Thursday, July 17th, 2008

6:30 —8:30 PM by Debbie McAdams

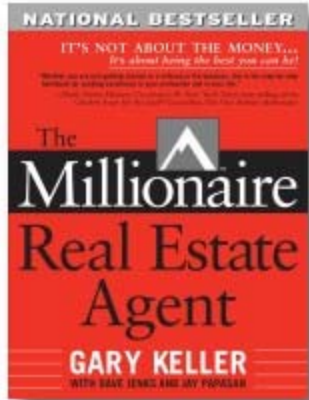


"LOWCOUNTRY BOIL"

MARK YOUR CALENDAR: July 17, 2008
GRAND OPENING AND EASTERN SHORE CHAMBER OF COMMERCE RIBBON CUTTING
Keller Williams Realty, Alabama Gulf Coast LLC
24390 U.S. Hwy 98, Suite #1
Fairhope, AL 36532
251.928.9890 phone/251.990.4935

MILLIONAIRE REAL ESTATE AGENT BOOK CLUB COMING IN JULY!

by Elaine Diehl and Jacqueline Dyer



One of the exercises in the MREA book that caught the attention of our Associates this past week was YOUR “BIG WHY”!

What is your “Big Why”?

1. Have you thought lately about your “Big Why”?
2. If you are clear about your life purpose, it will give you credibility when asking others to determine theirs.
3. Take a few minutes to write down your “Big Why”.
4. Using a graph in the MREA book, you will be able to organize your “whys” and place the important at the top!

PERSONAL GROWTH “I WANT TO BE THE BEST I CAN BE”



The real estate industry's most innovative training tool. Delivering exciting online education 24/7 that can be taught at your market center's convenience.



See the Complimentary June 2008 KW Alabama Gulf Coast Training Calendar
GUESTS WELCOME!

Special thanks to Leigh McArthur for providing the beautiful paintings in our conference rooms, her sewing skills, paint brushes, and anything else she thought was needed.



OUR NEW ASSOCIATE LEADERSHIP COUNCIL:

- Cal Carter, Susan Clary, Elaine Diehl, Jacqueline Dyer, and Cathy Taylor

Keller Williams is your company and it exists for you. It has evolved and continually improved through direct input from our sales associates and was designed to be the very best career vehicle possible. The main objectives are to:

- Drive production in the Market/Business Center
- Assist in setting annual Market/Business Center goals and plans
- Take an active part in implementing these plans and helping the Market Center achieve these goals
- Be the forum for the creation of all Market/Business Center policies, guidelines and procedures
- Inspire and create leadership and be leaders
- Provide unity and spirit of team support
- Produce the innovation, creativity and leaderships for the implementation of these ideas
- Keep our professional standards and public image world class
- Work toward helping our associates become the very best sales people and business people possible



*Keller Williams Realty
Alabama Gulf Coast LLC*

*From the Beach to the Bay!
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Fairhope, AL 36532
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W I 4 C 2 T S™

WIN-WIN— OR NO DEAL
INTEGRITY—DO THE RIGHT THING
COMMITMENT—IN ALL THINGS
COMMUNICATION—SEEK FIRST TO UNDERSTAND
CREATIVITY—IDEAS BEFORE RESULTS
CUSTOMERS—ALWAYS COME FIRST
TEAMWORK—TOGETHER EVERYONE ACHIEVES MORE
TRUST—BEGINS WITH HONESTY
SUCCESS—RESULTS THROUGH PEOPLE