So, apparently we have all been living a lie. That’s right. Multitasking is no longer the way to do things, so we can all give up trying to pat our heads and rub our stomachs at the same time.

It makes sense, though. In our endless pursuit of financial security, a rewarding and successful career, and happiness in general, we have perfected really only one thing: spreading ourselves paper-thin. Consequently, we have learned the hard way that committing to too many projects ultimately leaves us performing poorly in all aspects of life, not just one. In other words, “If you chase two rabbits, you will not catch either one.” Time to step back and reassess.

Anyone who knows me can attest to my master candle-burning skills. Two jobs and a degree program later, I was still torn between setting that last little bit of wick ablaze, or saving my sanity. Turns out what I thought was me working smarter, ended up me working much harder and feeling as if there was little to show for it. The release of The One Thing could not have come at a better time. In fact, Gary Keller himself might

Continued on Page 2
as well have bonked me on the head and told me to stop chasing rabbits!

The One Thing is a resounding aHa moment for anyone who feels pitted in what seems like an endless search for balance. The book identifies our growing, simultaneous wants for less and more; less distractions and more productivity; more income; more time to spend with friends and family, or just relax in general. Unlike other books that slap us on the nose with a rolled up newspaper and either make us feel guilty for taking on so many commitments or brush it off and try to convince us this is the way of the world, The One Thing takes a different approach. Rather than forcing readers to make a sacrifice or continue down a path of chaos, the book instead wants readers to reflect on the one thing that they could do every day that would make things copacetic. By consistently doing that one thing, it will eventually create a domino effect of success in all aspects of life.

Intrigued? I was. The book is available for pre-order through March 31, 2013, until it is finally available in bookstores April 1. The One Thing book tour is also kicking off in March. Lucky for us New Englanders, Gary Keller will be visiting Boston April 18, 2013 to share even more of his valuable insight. As a bonus, attendees are registered for a pre-ordered copy of The One Thing. Although a venue has yet to be determined, keep checking the1Thing.com for future registration details. In the meantime, stop chasing rabbits and ask yourself what is your ONE thing?

WHAT’S YOUR ONE THING?

Gary Keller has identified that behind every successful person is their ONE Thing. No matter how success is measured, personal or professional, only the ability to dismiss distractions and concentrate on your ONE Thing stands between you and your goals. The ONE Thing is about getting extraordinary results in every situation.

BOOK TOUR

The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results kicks off with a multi-city tour full of unique and exciting content applicable to every aspect of your life. Whether you're looking to improve your spiritual life, physical health, personal life, key relationships, job, business, or financial life, The ONE Thing Book Tour will spark the impact of your actions that lead to spectacular results. In addition to entertaining and invaluable insight, attendees are automatically registered for a pre-ordered copy of The ONE Thing.

New England Tour Date
Thursday, April 18, 2013 in Boston, MA
Venue to be determined
WE ARE 1

We are ONE Family. We have ONE destiny.
We share ONE Thing...

We are now the NUMBER ONE real estate company in the United States!*

*Keller Williams, Real Estate.
*Based upon publicly available agent count figures for the United States, as of February 6, 2013.
# 2013 ALC Representatives

## Connecticut

### 815 Greater Hartford
- Amina Blake
- Linda Conchado
- Lauren Iraeta
- Matt Lloyd
- Matt Miale
- Rob O'Meara
- Lisa Ogren
- Jess Star
- Sandie Terenzi
- Kathy Veneziano
- Rose Zolnik

### 286 Beverly
- Paul DalBon
- Phil Dennersen
- Paul Herrick
- Sarah MacBurnie
- Pam McKee
- Peggy McNamara
- Paul Rallo
- Nancy Yorgy

### 326 Easton
- TBA

### 698 Topsfield
- Sally Cote
- Karen Evans
- Kevin Fruh
- Nancy Judge
- Linda Magnifico
- Dennis Marks
- Ingrid Miles
- Karen Neve
- Donna Quinlan
- Wendy Willis

## Maine

### 318 Greater Portland
- Rob Edgerley
- John Hatcher
- Jan Jacques
- Don L'Heureux
- Deja Lett
- Jeff Mateja
- Jim McFarlane
- Deb Meek
- Holly Mitchell
- Tammy & Mark Richard
- Melissa Richter
- Laura & Michael Sosnowski
- Scott & Sunny Townsend
- Lucy Tucker
- Bridgette Vermette

### 366 Pioneer Valley
- Kelly Duncan
- Eileen Fowler
- Amy Hefflin
- Kathy Neilsen
- Lesly Reiter

### 554 Franklin-Milford
- Ron Arpino
- Winston Ho
- Penny Quackenbush

### 568 Greater Worcester
- James Black
- Jane Becker
- Erika Hall
- Justin Jarboe
- Kelly Provost

### 730 Chestnut Hill
- TBA

### 735 Quincy
- Chris Arienti
- Kristin Bucker
- Nicole Condon
- Eddie Mulckerrins
- Rick Murray

### 737 North Central
- Linda Anderson
- Gail Bergeron
- Daniel Loring
- José Matthews
- Susan Roser

### 780 Boston Northwest
- Roger Allen
- Pat Blair
- Ginette Brockway
- Roxanne Kazda
- Heather Plate
- Steve Zippin

### 801 Boston South West
- Giovanna Colabraro
- Joe Delaney
- Alex Jowdy
- Josepha Jowdy
- Paul Kouri
- Lee Kouri
- Adriano Varano
- Ann Wood

## Massachusetts

### 159 Westborough
- Gail DuBois
- Jim Gatos
- Jennifer Juliano

### 183 Andover
- Ron Carpenito
- Susan Donahue
- Linda Hartnett
- Elisa Jordan
- Debbie Kruzel
- Patti Martin
- Susan Rochwarg
- Praful Thakkar

### 610 Cambridge-Somerville
- Paul Campano
- Dino Confalone
- Anne Fantasia
- Ellen Friedman
- David Gaviglio
- Ed Greable
- Ilya Rasner

### 614 Merrimack Valley
- TBA

### 624 Boston-Metro
- TBA
2013 ALC Representatives cont.

826 Mid-Uppper Cape Cod
- Paulette Armstrong
- Andrea Barber
- Karin Neal-Doyle
- Eric Thomas
- Nichole Willey

868 Foxboro/North Attleboro
- Cheryl Gordon
- Marilyn Panagos
- Yvonne Thompson
- Patty Tinnell

New Hampshire

440 Southern New Hampshire
- Laura Flanagan
- Judy Gagne
- Dave Heeter
- Jim Knowlton
- Donna Parrott
- Ella Reape
- Michelle Soucy

463 Coastal New Hampshire
- TBA

538 Metropolitan
- Fred Afshar
- Beth Decato Beaulieu
- Siobhan Bennett
- Kelly Black
- Karen Cormier
- Kim Daneault
- Kelly Erwin
- Ron Fredette
- Calin Lahey
- Darlene Lynch
- Diana Mancuso
- Greg McCarthy
- Jeff Meade
- T.J. Potter
- Tracy Murphy Roche
- Paul Sargeant
- Caroline Verow
- Cheryl Waitt
- Kristi Whitten

Rhode Island

184 Central Rhode Island
- TBA

700 Newport
- Katy Donovan
- Sarah Principe
- Tiffany Thielman

715 Northern Rhode Island
- Cory Brien
- Kevin Dumont
- Marian Luke
- Stephen Thibodeau
- Elise Vetri

Vermont

860 Green Mountain
- TBA

2013 Market Center Cultural Ambassadors

Massachusetts

286 Beverly
- Robin O'Donnell
- Paul Rallo

366 Pioneer Valley
- Eileen Fowler

568 Greater Worcester
- James Black

801 Boston South West
- Paul Kouri

New Hampshire

538 Metropolitan
- Barbara Potvin

Rhode Island

715 Northern Rhode Island
- Diane Giunta

At Keller Williams Realty, we know that CHARACTER BUILDS CULTURE and is the backbone of our belief system, WI4C2TS. In this video series, Vice-Chairman Mo Anderson addresses the key traits that make up a person of strong character; from Positivity and Dependability to Loyalty and Honor. Mo’s personal stories will guide you on developing your own good character which in turn will not only enhance your life, but your business too!
My Dear Keller Williams Family,

We are so proud of the incredible generosity you displayed during our Inspirational Brunch on Wednesday. We were honored to share the story of the amazing associates in our Greater Des Moines market center. Ever since the market center opened, they have been struggling against a competitor with dominant market share who is paying only $1 of commissions on listings. These Keller Williams associates have been unfairly denied approximately $100,000 in commissions they rightfully earned for helping their clients move into the homes of their dreams. We challenged you – our Keller Williams family – to make our brothers and sisters whole.

And, WOW, did you ever respond! Within 60 seconds, you wrote checks and stuffed envelopes with donations totaling $107,684! We received pledges for an additional $36,200. (Darlings, you better pay up on those IOUs!)

All of these contributions are going to the KW Family Fund that Mary Tennant set up expressly for this purpose. We are committed to making our Greater Des Moines family whole – and we’re going to continue to help them until these unfair business practices end.

Keller Williams family, we need your continued support. While this is an amazing start, the situation is far from over. Our Greater Des Moines associates have a lot of pending transactions. And they’re doing all of this with no guarantee that they’ll ever get paid and with little reason to believe that our competitor will see the light. (Actually, there is some reason to be optimistic: Our market center brought more that 60 people to Family Reunion – pretty amazing considering they only have 58 associates!)

Today, we are encouraging each of you to donate 50 cents of every commission you earn to the KW Family Fund through the Greensheet. Of course, you don’t need to feel limited to 50 cents. You can give a dollar if you’d like ... or $10 ... or $100!

Please take the high road. Do not mention our competitor in your conversations or social media postings. The last thing they deserve for their shameful behavior is free publicity.

Keller Williams family, your actions truly show commitment in all things. Where in the world but KW could such an outpouring of generosity take place? It capped an historic Family Reunion and your response will be remembered forever. We not only announced that we’re the #1 real state company by agent count in the United States – but we showcased for the world the extraordinary culture that got us to this point and the passion and determination that are going to power us forward. You stood up as a real family and covered the backs of our brothers and sisters in need.

Thank you for your generosity. Thank you for your commitment. And thank you for proving that we’re #1! We feel blessed to be part of your family.

With love and appreciation,
MC 159 Westborough

Joining the Team

Please join us in welcoming the following agents to the Westborough team: Tracy Bertonazzi, Amanda Duesberg, Kim Jordan, Sheba Pai, Lisa Pazol, Myles Silberstein, Murilo Silva, Donna Thomas, and Jay Vaithilingam.

Events

Thank you to all those who participated in the Bag of Hope drive this past December. The collection of bags, suitcases, and other necessities benefits children in foster programs when moving around. The market center collected about 125 bags over the course of a month, and they were greatly appreciated!

Family Reunion!

The team leader of the Westborough and Worcester office along with the OP at Family Reunion.

MC 286 Beverly/Salem

Joining the Team

Please join us in welcoming the following agents to the Beverly/Salem team: Diana Butler, Tom Cafarella, Joyce Center, Megan Contilli, Joseph DeGeorge, Neil Donnenfeld, Jackelyn Enslow, Brian Fitzpatrick, Chris Hendricks, Steven Holstein, Kimberly Kent, Chris Leblanc, Liz Levesque, Peter Lutts, Bill Mandell, Jeremy McElwain, Peter Samiljan, Terri Sheppard, Greg Tully, and Judy Zissulis.

Events

Please join us in giving a very warm KW welcome to our many new additions:

Kenedy Michele Kekinona Guilmet. Congratulations to Shannon Guilmet and her husband, Kam!

Luciana Baldassare. Congratulations to Holly Baldassare and her husband, Brian!

Kate Cafarella. Congratulations to Tom Cafarella and his wife, Diana!

MC 286 News Continued on Page 7...
News from our Market Centers — MA

MC 286 Beverly/Salem cont.

Family Reunion!

Congratulations to the Beverly/Salem agents who were recognized at Family Reunion for their accomplishments in 2012:

Bronze — GCI $60,000 — $119,999 or 15-26 Units
- Stephen Archer
- Julie Costa
- Karen Cronin
- Andrea D’Amato
- Brian Dapice
- Mark Dirksen
- Rochelle Hale
- Marilyn Jarvis
- Christopher Martin
- Daniel Meegan
- Heather Poulin
- Chad Smith
- Deborah Terlik

Silver — GCI $120,000 — $179,999 or 27-39 Units
- Anthony Bullock
- Jeffrey Carter
- Lauren Consolazio
- Rob DelGreco
- Phil Dennesen
- Ron Dobrosielski
- Sarah MacBurnie
- Jeremy McElwain
- Peggy McNamara
- Shari McStay
- Paul Rallo
- Alan Synenki
- Gail Tarmey
- Nancy Yorgy

Double-Gold — GCI $240,000 — $299,999 or 50-59 Units
- Paul DalBon
- Paul Herrick

Triple Gold — GCI $300,000 — $399,999 or 60-74 Units
- Pam McKee and Team

Triple Gold — Accurate and On-Time Transmittals,
- low A/R, 125-250 Associates
- Tina Chase

Congratulations to all of the MC 286 agents who participate in Profit Share!

Double-Gold Profit Share
- $240,000 — $300,000 in Profit Share
- Kathy Brogan
MC 366 Pioneer Valley

Joining the Team
Please join us in welcoming the following agents to the Pioneer Valley team: Jen Balesky, Chris Buendo, Richard Cahill, Maria Crespo, Martha Friedso, Charlie Guimond, Mila Trompke, Ellen Pollock, James Shields, Amanda Walen.

ALC News
MC 366’s new Associate Leadership Council kicked off 2013 with a great retreat to establish goals for the coming year. Kelly Duncan, Eileen Fowler, Amy Hefflin, Kathy Neilsen, and Lesly Reiter are serving this year and were all in attendance.

Events
The market center is very excited to be kicking off BOLD in January. It is also a combined class with the Greater Hartford Market Center.

MC 568 Worcester

Joining the Team
Please join us in welcoming the following agents to the Worcester team: Residential agents, Tammy Byers, Debbie Pattow-Godbout, Keith Krikorian, Shane Ludden, and Chelsea Taylor, and commercial agents, Gary Librandi and Mark Johns. The Worcester market center would like to take this opportunity to also welcome back Gina Bello.

Events

Celebrating Success
Congratulations to Amy Bonner and Ranushma Santram for graduating the Ignite program!

Family Reunion!
There was a total of 14 attendees for this year’s Family Reunion in Dallas!
Joining the Team

Please join us in welcoming David Barber to the Cambridge team!

ALC News

In January, the ALC took a retreat to Providence, RI where there was plenty of learning, exciting conversation, great food, and lots of laughs! Many great things came out of this retreat. The leadership and the ALC are very eager to state implementing them in the Keller Williams Cambridge market center.

Wishing them Well

The Cambridge market center wants to wish a fond farewell to their Agent of the Year, Elizabeth Browning. She will be moving to Texas to join the Houston market center and to be closer to her family. Elizabeth is one of Cambridge’s most beloved realtors, and they wish her all the best in her new endeavor!
Joining the Team

Please join us in welcoming the following agents to the Merrimack Valley team: Dale Bengtson, Judd Braverman, Chris DiRico, Terri Henry, Wasim Nagpurir, Carol & Tim Slighter.

ALC News

The 2013 ALC met in January at the Stow Away Inn in Stow MA for their annual retreat. It was a productive meeting with lively discussion of where we have come and how to move the market center forward in the coming year. Three significant objectives were decided upon for 2013: to serve our communities at a high level, to empower our agent partners to be their very best and to attract agents that fit with our KW beliefs as we grow to 100. Our 2013 ALC includes: Linda Arpino (Finance), Deb Kotlarz (Growth), Paul Huang (Growth), Peter Thompson (Culture), Cyndy Rondeau (Productivity).

Tech Director

In an effort to move the market center from E to P in technology, the ALC has invited Cathy Stewart, one of our growing agents with a clear understanding and focus on utilizing technology to grow and manage her business, to take a leadership role in 2013 as Technology Director. Cathy will begin sharing her knowledge by teaching classes in 2013 on the KW systems and tools, as well as other programs like optimizing your Google, social media lead generation and more. Cathy has just two years with KWMV and yet has doubled her personal business utilizing the tools and resources. We are so excited to have Cathy join our leadership team.

Events

The extensive growth in 2012 has brought many challenges including space for our partners to gather and work. In 2012, we added a second resource area on our second floor only to discover the space was just not enough. Our most recent changes for 2013 include relocation of our training room, adding more space for general meetings and workshops, and more importantly, opening up our first floor resource and agent services area in order to provide the new office space for our partners to work. The new space has the café flair as well as additional day desks. In addition, a lead generation room was created for our agents to utilize. Our new look speaks to our mission in providing a high energy, productivity focused environment. The KW experience graphics will complete our new look in 2013.
**MC 698 Topsfield**

**Celebrating Success**

Cheer to Scott MacDougall for chairing our first annual Calendar Raffle for KW Cares. Great job, Scott!

Cappers

Wendy Willis
Frank Bertolino
Sally Cote
Kevin Fruh

January Triple Crown Winners

Agent of the Month—Judy Murray-Magill
Alpha Agent—Sally Cote
Mortgage Master Agent—Trudy Millar

**MC 735 Quincy**

**Joining the Team**

Please join us in welcoming the following agents to the Quincy team: Jane Follansbee, Marc Hayhurst, Jennifer Lemoureax, Ben Perrotta, Kate Richard Patricia Riley, Stewart Slawsby, Sharon Taheri, Ashley Trapp, and Tracy Trinh.

**Celebrating Success**

Congratulations on your first KW Listing: Ben & Kate Real Estate, Allison Fiorentino, Ashley Trapp!
Congratulations on your first KW Closing: Ben & Kate Real Estate, Ashley Trapp!

Congratulations to our Team Leader, Shannon Buss for being installed on the Board of Directors for Plymouth and South Shore Association of Realtors for 2013! We helped celebrate at the PASS Holiday Gala at Black Rock Country Club.

**Events**

We held our annual Client Appreciation Movie Day on February 22nd at Loring Hall Theatre in Hingham. This year we watched *Ice Age 4 Continental Drift*. Our agents invited their databases for this fun, family day, which featured free admission, popcorn and soda for all who attended.

2013 Board of Directors—Plymouth and South Shore Association of Realtors
**MC 737 North Central**

**Joining the Team**
Please join us in welcoming the following agents to the North Central team: Elliot Chick, Kristine Johnson, Nick Pelletier, and Kathleen Valois.

**Celebrating Success**
Congratulations to Operating Principal, Rochelle Jonswold! Rochelle was installed as the 2013 WRAR Board President during a ceremony held at Wachusetts Country Club in December 2012. Congratulations and best wishes to her!

On February 4, 2013, the Top Producers, Honor Society, and Sales Associates of the Year Awards Celebration was held at the Colonial Inn. NCMAR Award winners are: Linda Anderson, Bambi Azarian, Kathy Casey, Patricia Collette, Paul Collette, Rick Freeman, Penny Maliska, Jose Matthews, Kelle O’Keefe, Susan Roser, Gayle Sabol, and Judy Scotland. Honor Society Member and 2012 President, Mark Kavanagh was also recognized. In other Board news, Dan Loring and Sandra Naroian of NEAR have also received the Top Producer Award for 2012. Cheers and continued success to all of them!

**Events**
FSO 2013 in Austin, TX was the place to be! Our investment group got energized and fired up, with a large group of New England contingents from January 13-16th. Thank you to Mo Anderson for her enthusiasm and pride in our company!

Congratulations to Gail Bergeron on the birth of her new grandson, Finn Horregan!

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**MC 801 Boston Southwest**

**Joining the Team**
Please join us in welcoming Angela Farrell to the Boston Southwest office. We are very glad to have her on our team and are looking forward to seeing her growth in success here in the office.

**Celebrating Success**
In 2012, we gained a couple of new faces in the fall months that were brand new to real estate. That has not slowed them down, though. Since they have arrived, they have taken eight listings, have two written deals, and have closed four. Congratulations to Adam Stivaletta, Beth Holbrook, and Chris Yang who have strived to get these numbers. Because of their hard work and determination, we know this is just the tip of the iceberg for them and there are many more to come.
News from our Market Centers — MA

MC 868 Foxboro/North Attleboro

Joining the Team

Please join us in welcoming the following agents to the Foxboro/North Attleboro team: Peter Mello and Greg Sunderland.

Events

We are starting off the 2013 training calendar with a bang! Ignite classes started on Monday, January 7 and will continue through March 25. We are pleased that so many agents—both Keller Williams and non-Keller Williams—have committed to this program. We look forward to the impressive results we will see from this training event.

Contests

We just kicked off our first contest of the year called, Pop-A-Listing! The Market Center’s goal is to obtain at least 60 listings in 90 days. This contest runs from January 14 to April 15 and encourages new listings and active eEdge 33 Touch campaigns. Prizes include an iPad Mini, Laptop, 60” HDTV and much more.

News from our Market Centers — NH

MC 440 Southern New Hampshire

Joining the Team

Please join us in welcoming Jessica Forcier, John Gatchell, Cathy LaBrecque, Wayne LeBrecque, and Leslie Patterson.

Celebrating Success

MC 440’s very own Ella Reape was selected from over 80,000 agents company-wide to be part of a panel discussion at Family Reunion in Dallas this year. Ella was both, “thrilled and honored to have been selected,” especially to talk about a topic that she swears helped build her career from scratch: open houses.
MC 463 Coastal New Hampshire

Joining the Team

Please join us in welcoming the following agents to the Coastal New Hampshire team: Sharon Anderson, Misty Couch, Nancy DePorter, Marc Desrosiers, Adam Dow, Rick Feener, Steve Fleming, Donna Gerry, Ashleigh Godin, Billy Graham, Mary Kalista, Joanna Knight, Mike L’Heureux, Eric Levin, Robbie Mcloud, Keith Myers, Lee Ann Parks, Bill Ryan, Mary Ann Ryan, Cynthia Sabatino, James Sabatino, Cortney Schultze, and Jeanette Teague.

The Coastal New Hampshire market center would also like to welcome their new productivity coach, Susan Treleaven. Prior to her appointment as Productivity Coach, Treleaven most recently served as an Associate Broker at RE/MAX By the Bay in Portsmouth, NH. Treleaven has been a REALTOR for over 25 years, is licensed in New Hampshire and Maine, is a trained educator, and has been a resident of the Seacoast for over 40 years.

“My belief strongly in the REALTOR Code of Ethics, in treating all with fairness, honesty and integrity, and I look forward to offering top-notch training sessions, teaching relevant classes, coaching and mentoring all of our agents to help them achieve their goals!”

Celebrating Success

Keller Williams Coastal Realty is happy to announce a lot of great achievements this past year! In 2012, the market center had over $160,000 in profit share! This past year was their best year ever, and they are looking forward to what 2013 brings.

Congratulations to our hard working agents who received various awards for their achievements in the New England Region! Your Home Team: #5 in closed units among Groups; Melissa Lesniak: for #1 in written units and #8 in closed units among Top Producers; the Douglass Group: #3 in closed units among Groups!
Joining the Team

Please join us in welcoming the following agents to the Metropolitan team: Stacie Berry, June Branscom, Jackie Brown, BJ Carbee, Angela Costello, Paula Martin, and Nicole Martinez. Stacie comes to us from Bean Group. June was previously with Re/Max Omega in Manchester and has been in real estate for over 10 years in Southern New Hampshire. Jackie Brown was previously associated with C21 Classic in Hooksett and has been a real estate professional for more than 13 years. BJ is a real estate professional with over 30 years experience and comes to us from Peterson Group. Angela was previously associated with McLaughlin Group Real Estate in Candia. Paula Martin was previously with Sue Padden Real Estate and has been a real estate professional for 20 years. Nicole Martinez joined us from Exit Realty in Ossipee. Nicole is active in the White Mountain Region.

We are also proud to announce the affiliation of Paul Dallaire, Robert Hynes, Dennis Kivley, David Lee, Dawn O’Neill, Nancy Rousselle, Peter Saunders, Bill Skaleris and a special welcome back to Nate Fredette. We would also like to extend a warm welcome to the most recent associates to join the market center: Amie Chick and Annette McCarthy.

Celebrating Success

Keller Williams Realty Metropolitan is lucky enough to have 5 agents sworn into the Greater Manchester-Nashua Board of Realtor’s Leadership Team for 2013. Gail Athas was sworn in as President; Paul Sargeant was elected onto the Board of Directors and Tracy Hawkins, Kathy McCarthy and Michael Caouette were appointment as committee chairs.

We are thrilled that we Profit Shared over $400,000 in 2012. Congratulations to our associates that recently profit shared! Operating Principal, Alan Rice, and Team Leader, Mark Mulcahy, have been instrumental in assisting agents in building their profit line.

Family Reunion!

We had 32 agents and 5 vendors from Mortgage and Title attend Family Reunion in Dallas. What a fantastic time! The speakers were outstanding and the breakout sessions were standing room only. The agents will be getting together for a recap to discuss the things they learned and what they will implement. “The One Thing” was especially exciting to a number of associates and leadership.
MC 700 East Bay/Newport

Celebrating Success

Congratulations to Jules Clark for being recognized at Family Reunion as one of the New England region’s cultural icon award winners!

MC 715 Northern Rhode Island

Joining the Team

We proudly announce our new Team Leader, Ms. Evelyn Ranone!

Evelyn has lived in Rhode Island for the past 20 years and has an extensive knowledge of the Rhode Island Counties. Working in Real Estate for almost 12 years has given her a solid history of dealing with buyers, sellers, and investors in all areas of the real estate transaction. With her timely negotiation and processing skills, Evelyn has serviced her clients in a trustworthy and reliable way. Because of her minority/women-owned business status, she was able to service and market to those in the growing Spanish-speaking Rhode Island Community. When asked about why Evelyn decided to join Keller Williams, this is what she had to say:

“I have since decided to incorporate my company, Real Estate Solutions Team, into the umbrella of the Keller Williams of Northern Rhode Island, with much hesitation because I had been doing so well on my own. What has now brought me to this point... is the Enlightenment I received while participating in our office Holiday Party. Gathering that day with the many people, some of whom I know and others whom I had never met, and feeling the sense of commendatory, fellowship and genuine care for one another validated my decision to join the Keller Williams of Northern Rhode Island. This has been a life-altering year for me, and to know that this was one of the best decisions I have made, brings me into the New Year with a great sense of anticipation of what will be forthcoming.”

Celebrating Success

We proudly announce the following realtors in our office have achieved Diamond Sales Awards from the Northern RI Board of Realtors: Our Broker & OP John Somyk, Stephen Thibodeau, Marian Luke, Suzanne Blades, Elise Vetri, Martha Gagnon, Marilyn Boyce, Michele Babbitt, Heather Realejo, Carlos Mendes, Donna Prete-Gomes, Mike Duckett, and Eric Marsh. Three of our Teams have also earned the Diamond Sales Award Status: M.B.A. Realty Group, Pinnacle Realty Associates, and Spectrum Real Estate Consultants. These awards will be given out at the Banquet scheduled this spring.

Events

Agent Elyse Gesmondi gave birth to her second daughter, Maggie Aline Gastonguay on February 18th. Maggie joins her Dad, Andy and Big Sister Charlotte.
Thoroughbreds Don’t Run with Donkeys: Dave Ramsey’s Five Principles of “EntreLeadership”

“No buy a car from a real estate agent,” Dave Ramsey jokingly advised. “I know how you drive. You go across fields and run into mailboxes.” Ramsey’s parents sold real estate. He sold real estate. His children sell real estate. And because of Ramsey’s strong identification with real estate professionals and the financial issues they face, he was thrilled to have the opportunity to talk with Keller Williams associates.

Ramsey congratulated KW on its rise to #1 and then recounted his own boom and bust years in the real estate industry. He sat for his real estate license when he was 18 years old and sold his first home three weeks later. By 20, he had a broker’s license.

“I set up a farm, gave my clients pumpkins at Halloween and controlled 98 percent of my market,” he said. “In the next few years, I lost everything. I was sued, foreclosed on, had a baby and went bankrupt. I had to start over. That’s how I learned how money and business really work.”

Ramsey shared with the attentive audience his five principles of EntreLeadership:

**People Matter**

“If you don’t have people at your core, you will fail,” Ramsey said. “Your customers matter. They’re not transactions. They have stories.” And because real estate agents often deal with people during their toughest times, there’s stress and drama. Ramsey urged attendees to always remember that the members of your team are people. “Your competitors are people, too,” he said. “And sometimes we all need a little grace.”

You don’t get to #1 unless you like to help others, Ramsey observed. “And if you help enough people, you don’t have to worry about money.”

**An Incredible Team and Culture of Excellence Matters**

Ramsey used his own company to illustrate his lessons. “The easiest way to build an incredible team is to build an incredible team,” he said. “Thoroughbreds don’t want to run with donkeys.”

“If you’re going to build an incredible team, hiring and firing matter,” he added.

Ramsey uses the DISC assessment to keep “crazy” at bay. “When ‘crazy’ comes into the building, we try to find out which door they used,” he said.

Ramsey also relies on his wife’s counsel. “I don’t make major decisions unless we’re in agreement,” he said. “If I’m in a big meeting with FOX business, she’s in the meeting. If I’m discussing a deal with Simon & Schuster, she’s in the meeting. I always ask her how she feels. I’ve only overruled her ‘feeling’ twice. And

Continued on Page 19
And both times ended as disasters.”

Ramsey’s hiring process includes a final interview over dinner with the hiring authority, the candidate and both of their spouses. “You better know what you’re getting into,” he said. “When you join our team, you’re on our team. No one’s loyal to companies anymore because companies aren’t loyal to people.”

It’s also important to treat people as you want to be treated. Ramsey shared a story of an employee whose child was diagnosed with leukemia. He immediately gave her six months off with pay. And during that time, the family never had to mow their yard or prepare meals. Ramsey’s team “got organized” to cover it all. “They’ll do anything for me because I’ll do anything for them,” he said. “That’s how you build a culture of excellence.”

Ramsey has a zero tolerance policy for gossip. “I have no secrets,” he said. “That makes it easy. My failures are my brand. And failure is just the pile of stuff you stand on as success.”

**Slow and Steady Matters**

“The businesses that succeed are not microwaves but crockpots,” Ramsey observed. The biggest reasons for business failure are cash flow problems and growing too fast. “Don’t outrun your supply lines,” he advised. “When I was broke, I decided to learn from millionaires. Now I want to learn from billionaires.”

Ramsey recounted a meeting he recently had with one of these billionaires, who said the best business lesson comes from “The Tortoise and the Hare” story. Ramsey said market cycles clean out the trash.

“Those of you in this room today have the heart of the tortoise,” he said.


**Financial Principles Matter**

Ramsey urged all Keller Williams associates to follow his basic rules of finance: Stay out of debt, follow a written plan and save money. “When you have a bad idea and borrow money, you pay big,” he said. Create an emergency fund to cover at least 3-6 months, pay in cash, invest for the long-term, live on less than you make and be generous.

**A Higher Calling Matters**

“If you can’t find a purpose in your work, you need to find other work,” Ramsey said. Money’s nice, but it’s not everything. “If you eat enough lobster it tastes like soap.”

Ramsey concluded by challenging everyone in attendance. “You have what you need to win but it’s up to you. It’s as you will it.”

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America’s trusted voice on money and business, Dave Ramsey is a personal money-management expert and extremely popular national radio personality. His four New York Times best-selling books – Financial Peace, More Than Enough, The Total Money Makeover and EntreLeadership – have sold more than 7 million copies combined. EntreLeadership: 20 Years of Practical Business Wisdom from the Trenches, his latest best-seller, released in September 2011 and debuted at number one.
1. Dave Ramsey’s Money Principles:
   - People matter
   - An incredible team in a culture of excellence matters
   - Slow and steady matters
   - Financial principles matter
   - A higher calling matters

2. Only companies who help people, survive and win.

3. The leader of an incredible team has to have a servant’s heart.

4. 5 Financial Principles:
   - Get/Stay out of debt:
     - You need a written plan/budget
     - Save money
     - Live on less than you make
     - Be generous

5. “Why” matters! If you don’t know “why”, you’ll quit when things get tough.

6. Opportunities come through other people

7. Eliminate “gossip” in your workplace/environment.

8. Great companies “over-communicate”

9. Thoroughbreds don’t hang out with donkeys; you become who you hang out with.

10. Every time “crazy” gets in the building, we find out which door they used, and we go close it.

11. Good hiring:
   - Take more time/slow down
   - Add steps
   - Use DISC (not to hire/not to fire)
   - Include/engage spouses (yours/theiris) in the decision

12. I’m listening to you, and you’re teaching me.

13. The driver of life is/should be Purpose.

14. It’s not the One and Only Thing, it’s only One Thing at a time.

15. The ALC are “the chosen ones”

16. The ALC is the team that the TL will build the MC through

17. The ALC shouldn’t grow the MC to help the TL, they should do it to help themselves.

18. We are all in this together

19. “Hire for attitude and hire tough. It doesn’t matter how smart you are, if you don’t fit the culture, we don’t want you”

20. “Empower everyone through training. Training is the lifeblood of any organization.”


Ahas from Family Reunion cont. on Pg. 21
22. “When you’re #1, you’re no longer the hunter, you’re the hunted.” – Steve Murray, Real Trends
23. Presentation is all about our ability to take a leadership position with the Buyer or Seller.
24. When you reach the point where you are doing all you can possibly do in your business, you hire administrative help.
25. Talent seeks to know: talent welcomes challenges: talent pursues achievement
26. When asked by other real estate companies what KW’s secret to success is, Steve Murray says it’s simple: “They recruit and they train. They train and recruit.”
27. If you argue for your limitations, you get to keep them.
28. Get leverage and get it fast.
29. 7 Pillars of Repeating Success – John Gruden
   • Capitalize while you’re hot
   • You’re only as strong as your weakest link
   • Respect, but do not fear, your competition
   • Execution/Effort/Enthusiasm/Intensity
   • Take communication to the next level
   • Preparation/Presentation
   • Contingency plan for sudden/unexpected change.
30. The focusing question is: “What’s the ONE Thing I can do such that by doing it everything else will become easier or unnecessary?”

Ahas from Family Reunion 2013 courtesy of:

Dick Dillingham, CRS
Keller Williams Realty
214-212-6909
dillingham@kw.com

Join us next year!
February 15-19
2014 Phoenix Arizona

10 Month Combo Payment Plan
Attend Family Reunion ’14 and Mega Camp ’13 for less than $78/month.
New England Regional Events

Mark Your Calendars!

Recruit Select with Paul Morris

Keller Williams Realty New England Region

Monday, March 25, 2013 @ 8:30am—Tuesday, March 26, 2013 @ 5pm.

DoubleTree by Hilton Hotel Boston-Milford

11 Beaver St., Milford, MA 01757

If you want to build your business by hiring talent, this course will help you find and choose the best candidates. This course enables you to implement proven hiring systems that ensure the best and the brightest – the candidates most likely to succeed – join your team. This hiring system is the only one to follow when you are in the market for talent.

**Recruit-Select** is the first course in a series of leadership training courses meant to help you find, train and retain talent for your businesses. The Recruit-Select-Train-Lead-Motivate™ (RSTLM™) system has been exclusively licensed to Keller Williams Realty International by Corporate Consulting to use within the real estate industry to select business partners, support them through training, and effectively lead and motivate them for long-term success.

**A Few Words About... Recruit Select**

“I had the honor of having a one-on-one lunch with Gary Keller at Mega Camp in September. After I told him my goals, his advice was for me to take Recruit Select five times in 2013. I realized why after taking it in October. It is because Recruit Select holds the keys to building a team firing on all cylinders. Any person serious about building a team would benefit greatly from taking this class.”

Paul Yarma
MC 440

“I came to KW looking for a road map to the type of success I was after. I went to my first Mega Camp in September and heard Seth Campbell (who built a large team in under 3 years) say that Recruit Select was a major key to his success. He took the class numerous times in a year, traveling all over the country. I took the two-day class in Portland, ME. It was unbelievable! If an agent wants to attract, recruit, and retain top talent while building a large Real Estate business by growing a team, this is a must take.”

Jason Francoeur
MC 440

Register for this, and other regional events, at [Eventbrite](#)
GARY KELLER IS COMING TO NEW ENGLAND!

YOU WANT LESS.
You want fewer distractions and less on your plate. The daily barrage of e-mails, texts, tweets, messages, and meetings distract you and stress you out. The simultaneous demands of work and family are taking a toll. And what's the cost? Second-rate work, missed deadlines, smaller paychecks, fewer promotions - and lots of stress.

AND YOU WANT MORE.
You want more productivity from your work. More income for a better lifestyle. You want more satisfaction from life, and more time for yourself, your family, and your friends.

NOW YOU CAN HAVE BOTH—LESS AND MORE.
In The ONE Thing, you'll learn to:
- Cut through the clutter
- Achieve better results in less time
- Build momentum toward your goal
- Dial down the stress
- Overcome that overwhelmed feeling
- Revive your energy
- Stay on track
- Master what matters to you

The ONE Thing delivers extraordinary results in every area of your life—work, personal, family, and spiritual.

WHAT'S YOUR ONE THING?
New England Regional Events

Register for these, and other upcoming regional events, at eventbrite.com

BOLD Leader Session 2 (Homework)
Mon., March 11, 2013 @ 8am
Hampton Inn Executive Conference Center Boston-Natick
319 Speen St., Natick, MA 01760
Register directly with MAPS for this event

MCA Leadership Meeting
Thurs., March 28, 2013 @ 10am—4pm
614 Merrimack Valley Market Center
175 Littleon Rd., Suite 201, Westford, MA

Action Training, Leadership, and Motivation with Madison Offenhauser
Wed., April 10, 2013 @ 8:30am—Thur., April 11, 2013 @ 5pm
DoubleTree by Hilton Hotel Boston-Milford
11 Beaver St., Milford, MA 01757

OP, TL, and MCA Leadership Meeting
Mon., April 22, 2013 @ 10am—4pm
Location TBA
New England Regional Events

Register for these, and other upcoming regional events, at eventbrite.com

OP, TL, and MCA Leadership Meeting
Mon., April 22, 2013 @ 10am—4pm
Location TBA

BOLD Technology
Fri., April 26, 2013 @ 8:30am—5pm
DoubleTree by Hilton Hotel Boston-Milford
11 Beaver St., Milford, MA 01757
Register directly with MAPS for this event

What's happening in the New England Region?

Just send your email address by text message:

Text KWNEEVENTS to 22828 to get started.

Message and data rates may apply.
The New England Regional Newsletter and other promotional considerations provided by:

<table>
<thead>
<tr>
<th>ANISIA GIFFORD INTERIORS</th>
<th>BOSTON VIRTUAL IMAGING</th>
<th>MARKET LEADER</th>
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<tr>
<td>Offering a wide range of design</td>
<td>Create Visual Marketing Tools for the Real Estate &amp; Hospitality Industries</td>
<td>RE Marketing products and solutions for management and growth.</td>
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<td>Database growth through sharing home-related discounts via unique, free</td>
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<tr>
<td>For over 25 years, they have brought you all-natural goodness &amp; a legendary crunch.</td>
<td>Your Source for Home Loan Solutions.</td>
<td>Fully Trained &amp; Certified</td>
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<th>LIEBERMAN LAW</th>
<th>VULEE TOURS</th>
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<tr>
<td>Full Service Title &amp; Escrow Co. Available in All 50 States</td>
<td>A full service law firm specializing in all aspects of commercial &amp; residential real estate.</td>
<td>Showcase your listings from anywhere, on any device.</td>
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<td><a href="#">LePizzera Laprocina</a></td>
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<tr>
<td>Fine art photographer, publisher, music promoter &amp; music journalist.</td>
<td>Nationwide Real Estate Sign Supplier since 1972</td>
<td>National Direct Lender with Experienced Local</td>
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<td><a href="#">Middleman Productions</a></td>
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<td><a href="#">Prospect Mortgage</a></td>
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### Top 5 Market Centers Profit

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<th>Market Center</th>
<th>Profit</th>
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<tr>
<td>Greater Portland</td>
<td>$60,147</td>
</tr>
<tr>
<td>Bedford-Manchester</td>
<td>$57,449</td>
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<tr>
<td>Quincy</td>
<td>$24,103</td>
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<tr>
<td>Topsfield</td>
<td>$23,931</td>
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<tr>
<td>Beverly</td>
<td>$23,091</td>
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* Taken from CEO Region Profit Report 3/13/2013

### Top 5 Market Center Profit Share

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<tr>
<th>Market Center</th>
<th>Profit Share</th>
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<tr>
<td>Greater Portland</td>
<td>$53,295</td>
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<tr>
<td>Bedford-Manchester</td>
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<td>Beverly</td>
<td>$26,661</td>
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<tr>
<td>Topsfield</td>
<td>$15,222</td>
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<tr>
<td>Boston-Metro</td>
<td>$12,472</td>
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* Taken from CEO Region Profit Share Report 3/13/2013

### Top 10 Market Centers by GCI

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<th>Market Center</th>
<th>GCI</th>
<th>YTD February</th>
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<tr>
<td>Bedford-Manchester</td>
<td>$254,622</td>
<td>Beverly</td>
</tr>
<tr>
<td>Greater Portland</td>
<td>$251,895</td>
<td>$118,301</td>
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<tr>
<td>Boston-Metro</td>
<td>$187,019</td>
<td>Portsmouth</td>
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<td>Greater Hartford</td>
<td>$134,134</td>
<td>Topsfield</td>
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<tr>
<td>Easton</td>
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<td>$102,557</td>
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<td></td>
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<td>Regional Total:</td>
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<td>$689,430</td>
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* Taken from CEO Regional Production Report 3/13/2013

### International Statistics

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<th>Value</th>
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<td>Regions</td>
<td>31</td>
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<tr>
<td>Market Centers</td>
<td>676</td>
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<tr>
<td>Associates</td>
<td>75,477</td>
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<tr>
<td>New Associates</td>
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</tr>
<tr>
<td>Sales Volume</td>
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<tr>
<td>Profit Share</td>
<td>$4,871,531</td>
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### Reg. Statistics—YTD February

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<th>Category</th>
<th>Value</th>
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<tbody>
<tr>
<td>Associate Count</td>
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<tr>
<td>Net Recruits</td>
<td>44</td>
</tr>
<tr>
<td>Closed Volume</td>
<td>$532,732,102</td>
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<tr>
<td>Closed Units</td>
<td>2,125</td>
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<tr>
<td>Listing Units</td>
<td>1,868</td>
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<tr>
<td>Profit Sharing</td>
<td>$217,543</td>
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Keller Williams Realty was recently voted #9 of the nation’s Top 150 Workplaces of 2013 and was the only real estate franchise featured on the list.

Working with their 30 publishing partners, Workplace Dynamics polled over 1 million employees from 872 large companies across the U.S., in order to create the definitive list of 150 Top Workplaces with 1000 employees or more.