



RLI COLORADO

NEWSLETTER

FALL 2008

PRESIDENT'S Paddock

By George Harvey

Being that this is my last letter as your President it gives me pause to reflect on the last two years. For me the number one service that this organization provides for its members is an opportunity to get their listings sold in a statewide land broker's network and help their land and ranch buyers find exactly the property they are looking for. It is through this network that a member's listing anywhere in the state gets exposed to a much broader collection of ranch brokers than just in their own 'neck of the woods'.



The second priority is education. Education is what separates us from the rest of the real estate brokers in Colorado. This knowledge helps them provide the best advice and information to their clients either in listing or purchasing a property. When our clients are hiring a doctor, lawyer, or land broker they want the highest and best service possible. Our goal is to set ourselves above the norm with the highest level of expectations by our own demand and demand of our clientele. The education that Colorado RLI has made available over the last several years has been exceptional.

The third item on my mind is the relationship between CO RLI and the Colorado Association of REALTORS®

and specifically Maggie Thomas. We could not be more blessed with a dedicated, caring and thoughtful staff person to assist with our small organization to operate at the utmost level achievable. With Maggie's assistance we have been able to take a 'good ole boy' and 'good ole gal' system of operation and raise the bar to a new level of service for our members. I am very excited about the future under the leadership of Kirk Goble and the Board of Directors

working closely with Maggie. Our group is very fortunate to see Kirk step up to the plate and serve as our President for 2009-2010. We could have not asked for anyone better with his depth of experience in education and leadership. My personal hope is we can increase our membership by at least another 40-50 brokers that will help us insure our financial stability we have experienced over the last 4-5 years but also bring new energy and enthusiasm into our group.

Lastly, as you all know, I am very privileged to become President-Elect of the Colorado Association of REALTORS® and its

cont. on page 2

RLI OFFICERS

President

George Harvey
PO Box 37
Telluride, CO 81435
george@tellurideproperties.com

President-elect

Kirk Goble, ALC
kirk@bell5.com

Chairman of the Board

Steve Fleming
steve@tworiversrealtyinc.com

Treasurer

Gene Cruikshank, ALC
Gene@CruikshankRealty.com

Secretary

Christy Belton
christy@steamboatreal
estate.com

Governor-At-Large

Rick Clark
rickc@redcreekland.com
Michael Landreth, ALC
Michael@weknowranches.com
Dave Banzhaf
dbanzhaf@beaconmtnranch.com

TABLE OF CONTENTS

| | |
|--------------------------|--------|
| Marketing Corner..... | page 2 |
| Upcoming Meetings..... | page 2 |
| RLI Fall Meetings..... | page 3 |
| Master of Marketing..... | page 4 |

MARKETING CORNER

By Steve Fleming, ALC

Mark your calendar and book your hotel for September 18 and 19 for our fall Grand Junction meeting! The marketing will start at 9:00 am September 18 and go all day. Bring your new listings on the package form along with your Power Point presentations – don't miss the opportunity to get your inventory in front of 40+ land brokers!

Also bring your buyers as well. We will do our buyer session again to give you an opportunity to get your buyers exposed to lots of inventory. We will track the buyers presented and the sellers presented so you can take them with you. This summer we had millions and millions of cash buyers at the Denver summer meeting, so don't miss out!

Remember the package form and the format for Power Point presentations are on our website.

See you September 18 and 19 in Grand Junction.

President's from page 1

27,000 members. I am looking forward to the opportunity to continue to promote the land business, the ALC designation, and the value of this organization to those Realtors® in the state that would like to develop their skill in the land brokerage business. It has been my great honor to serve all of you in this capacity and am truly humbled by the breath of friends that I have made here in the last few years. Thank you for allowing me to serve you in this capacity.

Sincerely,
George R. Harvey, Jr.

UPCOMING MEETINGS

| | |
|-------------------|---|
| August 25 & 26 | Tax Implications of Real Estate RLI Class – 14 hrs CE |
| September 18 & 19 | Chapter Fall Meeting Grand Junction |
| October 19-23 | CAR State Convention Colorado Springs |
| November 20 & 21 | Land 101 –Fundamentals of Land Brokerage Fort Collins |
| November 5 – 10 | RLI & NAR National Meeting Orlando, FL |

Mark Your Calendars for the 2009 MEETINGS

| | |
|-------------------|----------------|
| January 15 & 16 | Denver |
| April 30 & May 1 | Grand Junction |
| July 16 & 17 | Denver |
| September 17 & 18 | Grand Junction |

The Board of Directors at the July meeting decided to have all the meetings follow a consistent format. Therefore, for the next two years you can plan on a full day marketing session with a breakfast and lunch served for Thursday, and a half day educational opportunity on Friday's with a breakfast, but no lunch. This will allow everyone the opportunity to travel back home on Friday afternoon.

What Would You Like to See Offered at the Friday's Session?

Now's the time to speak up! The goal is to plan out all four meetings, so you know well enough in advance what is happening. Please send your suggestions for topics and/or speakers to mthomas@coloradorealtors.com. I will collate the data and pass it along to the Education Committee.

put your goals in focus...



and lead yourself to excellence at
the CAR State Convention!



October 19-21, 2008
The Broadmoor Hotel, Colorado Springs
Affordable, Educational, Motivational
www.CARStateConvention.com



**2008 Fall Meeting of the Colorado Chapter
Thursday and Friday, September 18 and 19
Courtyard by Marriott—Grand Junction
765 Horizon Drive
Grand Junction**

Room Queen/King \$99**
 (**Rate is good only for Wednesday & Thursday (9/17 & 9/18 due to Winefest)

Make your reservation ASAP to receive this reduced rate!!!
Call the hotel direct for reservations 1-800-935-4176 (970-263-4004)
Rate for Courtyard by Marriott only—mention you are with REALTOR® Land Institute
 or
Register online at www.Coloradorli.com—under Events & Meetings
Directions: I-70 to Horizon Drive—go east

AGENDA

| | | |
|------------------|-----------------|-------------------------------------|
| Sept 18-Thursday | 7:30—9:00 am | Board of Directors Meeting |
| | 9:00 am—5:00 pm | Marketing Meeting |
| | 5:00—6:30 pm | Cowboy Auction & Cocktail Reception |
| Sept 19-Friday | 8:00 am—12:00 N | Education Session |

Education Session:
Brought to you by: Kirk Goble
Enhanced Marketing Session—Come sharpen your skills:

| | |
|--------------------|----------------|
| ✓Client Counseling | ✓Moderating |
| ✓PowerPoint | ✓Presentations |
| ✓✓✓And Much More | |

| | |
|---|---|
| Please register online at www.Coloradorli.com Via Fax: 303-790-7299 or 800-317-689 E-mail to: Mthomas@ColoradoRealtors.com Name: _____ Company: _____ Phone: _____ Payment: ___ AMEX ___ VISA ___ Mastercard (Charges will appear as "REALTOR® Association/MLS") Card Number: _____ Exp: _____ Name on Card: _____ Signature: _____ | <p align="center">Cost for Meeting</p> <input type="checkbox"/> Thursday, 9/18/08 Marketing Session \$30 Lunch 20 <p align="right">TOTAL \$50</p> <input type="checkbox"/> Friday, 9/19/08 Class \$30 <p align="right">TOTAL \$30</p> <p>Total Both Days \$80</p> <p>TOTAL AMOUNT \$ _____</p> |
|---|---|

**Non Chapter Members please add \$10.00 for Marketing Session; and \$15.00 for Class.
 Payment by Cash or check at the meeting.**

Become a.....

Master of Marketing

The Colorado RLI Marketing Sessions have been great—excellent turnout, awesome packages, and business is getting done! Someone is making \$\$\$\$ from every session!

Members have been requesting additional training in all aspects of the marketing session process. We have a good thing going that we can make even better!

Please plan to attend the next chapter meeting and marketing in Grand Junction on September 18 and 19. The education session will be held on Friday morning, September 19 at which time we will conduct in-depth training for all aspects of the marketing session concept. Including:

- **Client Counseling**
- **Package Preparation**
- **Use of RLI Marketing and Min-Offer Forms**
- **Marketing Session procedure**
- **Moderation of packages**
- **PowerPoint presentations (BRING YOUR LAPTOP!)**
- **Using the Cash Board**

We are planning a panel of experienced RLI brokers to help train and answer questions.

Hope to see you all there!



Mountain Plains Farm Credit Services

*Proudly serving the men and
women who feed the world.*



www.ifeedtheworld.com