

RE/MAX TIMES ONLINE

Enjoy these **November 2008** highlights from the **RE/MAX Times Online**. Everyone can view the stories, but links within them require Mainstreet membership. The **RE/MAX Times Online** is updated every Monday. 082046

Florida Rookie Reaches 100 Percent Club Despite Slow Market

Kathleen Perkins commands multimillion dollar and luxury listings, has a flood of leads coming in daily, and had to hire a part-time assistant to help her manage her bustling business. Find out how she kick-started her career.

Here's What to Say When Buyers Won't Buy

You've listened to your clients, have grown to know what they value – or don't value – in a home, and have finally found them a property that fits their needs, desires and price range. But they're frozen by fear of paying too much. How can you keep things on track?

What Book Do You Think Every Real Estate Pro Should Read?

Toronto Broker/Owner Ken McLachlan says Michael Gerber's "The E-Myth Revisited" is "the very best real estate book ever written." That's one Affiliate's pick as a real estate must-read. What's yours?

Considering Convention? This Star Finds Many Reasons to Go

Carol Bailey Zellers with RE/MAX Central in Lansdale, Pa., attends every RE/MAX International Convention and understands how they benefit her business. The Lifetime Achievement Award recipient explains why she goes – and why you should, too.

- [Network Continues to Rank in Top 10 for Sites, Search Terms](#)
- [Hall of Famer Leaves RE/MAX, But Doesn't Stay Gone Long](#)
- [Arizona Father, Son Provide First-Person Report From Long Drive](#)

COACHING



[Go Global: Learn to Produce Anywhere and Everywhere](#)

BUSINESS



[Easier Than You Think: Creating a Podcast in 5 Steps](#)

MARKETING



[Ohio Associate Gives Time, Money During 'Extreme Makeover'](#)

Tips from Top Producers

Coaching, referrals, negotiating skills, handwritten notes and specific goals are just a few of the things that keep Lifetime Achievement Award winner [Bill McGarrigle](#) (right) on top. Want specific ideas on success? Here they are.



- [Ryan O'Neill: 'Work Smarter, Not Harder, for a Win-Win'](#)
- [Ken Poffenroth: 'It's Not About Money – It's About Others'](#)

Global Reach

News from some of the more than 65 countries in the RE/MAX network:

- [Malta](#)
- [Panama](#)
- [Slovakia](#)
- [World Recap](#)

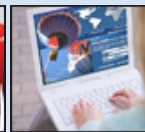


RE/MAX Associates can log in to Mainstreet and visit the RE/MAX Times Online site for these resources:

Videos and Photos



Tour helps maximize Mainstreet



Keep up with consumers' online habits



Brand shines in Argentina promo video

Download PDFs

- [Atlanta Agent an Expert on HGTV](#)
- [Liniger: 'We Have the Buyers'](#)
- [Quick Action Brings LeadStreet Success](#)
- [RE/MAX Times Online: Best of October](#)
- [You Too Can Combat Negative Media](#)

Contact the Editors

To submit a story idea, ask a question or make a comment or suggestion, e-mail editor@remax.net

Your Lives: Associate Features



In Grueling Triathlon, Affiliate Finds Thrill of Competition

On Oct. 11, Broker/Owner Lee Allen of North Carolina swam 2.4 miles in the Pacific Ocean, rode his bike 112 miles through lava fields while fighting winds of up to 60 mph, and then ran a full marathon. No big deal for this Ironman.

- [Ladies Lighten the Load With Laughter](#)
- [College Benefits From Agent's Generosity, Her Husband's Skill](#)