



Director of Marketing and Sales

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***“ Plain & Simple Tried & True ”***

Hi Folks!

The rhetoric and hyperbola surrounding **soaring energy costs** are enough to make you wobble in the saddle. Investor dollars are chasing oil like they once chased real estate. Many of us are wondering how and where this will all go.

In the real estate arena there's been a **nice surge of new activity**. Motivated sellers are more affable than ever before and negotiations with real buyers are earnest and to the point resulting in solid settlements.

The quiet successes of **The Rapid Results Sales & Listing Program** are amazing!!! This marketing mechanism continues to teach us how customers readily embrace different buying options, **eliminates any fear** about current market conditions, and that the value in a transaction isn't always measured by the price you pay.

**Yes the market is different, we've adapted; we're very busy!**

Since my letter to you last, many of us have spoken and reminisced about the past. That's a funny thing we naturally do, talking easily about the things we've already been through. Our personal memories, less their pain, the lessons learned are what should remain. We need to **take note of this unique cause and effect**; it should give us calm courage to face what we haven't faced yet. Try to have all good days; yes some are better than others, but even a bad one beats not having another!



**God Bless,**

*Rico*

