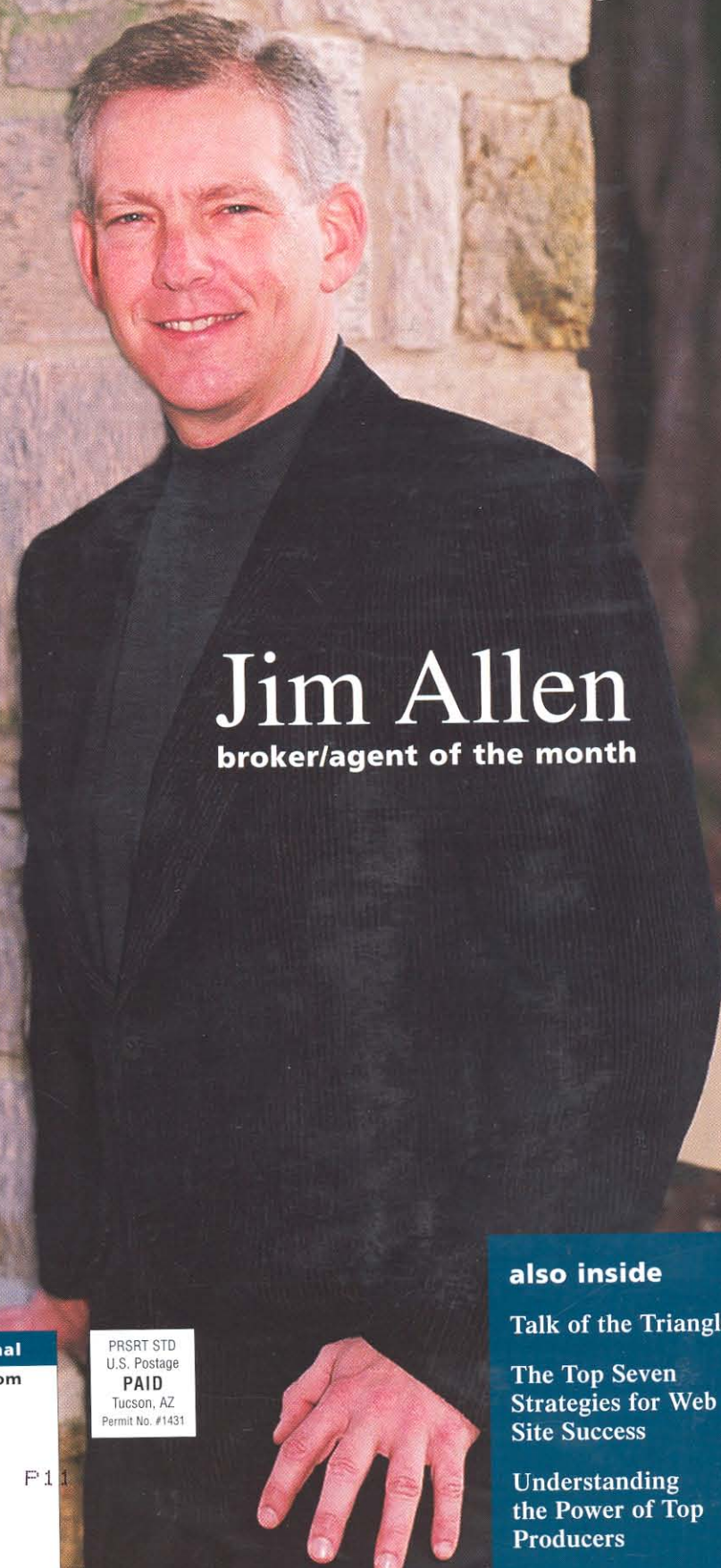


north carolina triangle edition

BROKER★AGENT™ magazine



Jim Allen
broker/agent of the month

America's Trade Publication for the Real Estate Professional

027-NCT 2008 issue 1 \$5.95 U.S. www.gotoBAM.com



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also inside

Talk of the Triangle

The Top Seven
Strategies for Web
Site Success

Understanding
the Power of Top
Producers

the Triangle

Fonville Morisey, second year inductee; and **Michelle Kern** of Coldwell Banker Advantage, second year inductee.

★ RE/MAX Southern Advantage Announces Technology Initiative

RE/MAX Southern Advantage announced the launch of its SAVVI (pronounced savvy) initiative. SAVVI stands for Southern Advantage Vision Venture Initiative. The purpose of the initiative is to take advantage of opportunities in this new real estate market and look for technological solutions and processes to take advantage of those opportunities.

Barrett Powell, owner and ex-tech executive with both Hewlett-Packard (HP) and IBM says: "This initiative is a marriage between cutting edge technologies and good old fashioned sales and marketing techniques to create a real value proposition for our customers and our brokers. We look for ways to make the customer experience second to none by providing services and resources they won't find anywhere else. In addition, we aim to provide our brokers with the latest and best in technologies to help them serve their clients better. One of our first undertakings was to become a full fledged approved software development partner with the Triangle MLS through our Web development firm Strategic Advantage. That commitment allowed us to provide one off custom solutions for our company Web sites that enhance the customer experience and are found only with us. Most other firms rely on third party vendors for their MLS IDX search and listing capabilities, and it shows. You go to one site of our competitors and you pretty much have seen them all. Ours is different."

★ Local Entrepreneurs Announce Launch of Your Door & More

Brenda Priest and **Lisa Drymon** announced the launch of Your Door & More, a Raleigh-based business specializing in pen-and-ink drawings of homes and businesses. The firm custom illustrates special housewarming gifts, moving announcement cards and holiday greeting cards, as well as 8-inch-by-10-inch elevation drawings. The one-of-a-kind cards are designed to accentuate the unique architectural features of a client's house, such as the front door. In addition, Your Door & More offers the specialized service of floor-plan illustration upon special request. For more information or in-home appointments, visit the Web site at www.yourdoorandmore.com or e-mail info@yourdoorandmore.com.

★ Raleigh Butterfly Life Franchise Gives Back to Women's Center of Wake County

The Raleigh Butterfly Life, located at 3512-A Wade Ave., is dedicated to helping women live a healthier lifestyle. Butterfly Life is a revolutionary 30-minute fitness franchise designed specifically for women to achieve a healthier overall body and mind. In addition to helping women live a healthier lifestyle, Raleigh Club owners **Sunita** and **Joseph Shouse** have joined forces with their club members to support a local non-profit, the Wake County Women's Center.

The Women's Center of Wake County, Inc. started over 20 years ago as a grass roots movement to meet the needs of women re-entering the community from prison. Over the course of the years, the Center has

responded to the changing needs of women, expanding and providing services for women in the community. Over the last 12 years, the Center shifted focus in response to the most critical needs of women, addressing the growing issue of homelessness for women with children and single women.

★ RE/MAX Southern Advantage Announces New Division

RE/MAX Southern Advantage, Chatham County's largest realty company, announced the formation of the Neighborhood Development and Sales Division. The new division will focus on new development and home sales with select and exclusive builder teams throughout the Triangle and North Carolina. The division is currently working with developers on five new neighborhoods in the region and has assembled a top-notch team of builders and new home sales associates for those developments, the first of which is in the process of opening this month.

The Neighborhood Development and Sales Division will be headed up by **Peggy Makepeace**, who has more than 30 years of experience in new home and development sales and marketing. As president of the division, Makepeace will oversee the staff and head up the developer and builder services delivery. Services offered by the division include market research, land acquisition, builder team management, marketing, and sales team development and sales. ★



Dawn Weiss



Alvaro Casella



Jennifer Foster



Jim Walters



Lucy Haislip



Rob Downing