



Rick & Karey Kendrick

Your Home Sold
GUARANTEED
Or I'll Buy it!*

IN HOUSE
EXCLUSIVE INFORMATION FOR THE
KENDRICK HOMESELLING TEAM VALUED CLIENTS

FALL ISSUE

For information on our exclusive Guaranteed Sale Program, order a Free Report by visiting www.KendrickGuarantee.com Or FREE Recorded Message: 1-866-274-7448 ID# 5072 or call Rick direct at 561-702-4782 (no obligation to list) and Start Packing!

*Seller and Rick Kendrick must agree on guaranteed price and possession date at time of listing.

"It's my pleasure"

I'm not sure if you have ever had the privilege of eating at Chic-fil-A, but if you do, not only will you love their chicken sandwich; the experience you will receive is equally as good.

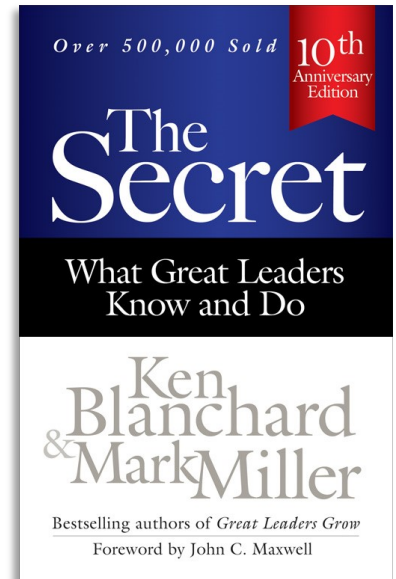
You place your order and whenever you say thank you, they quickly follow with "it's my pleasure". Yes it's polite, but it's also something more. I call it a unique selling proposition.

A USP is the answer to the question of WHY should I do business with you over any other option. At Chick-Fil-A, they made a decision at some point in their business evolution to leverage their tasty sandwich to differentiate themselves from other fast food restaurants by simply 'serving' better.

'Serving' can be looked at negatively in today's culture. Seems many in media promote the opposite: to approach people with strength. But 'serving' others IS, in my experience, the strongest position you can approach people from. I call it **servant leadership**.

At our real estate company we are doing our best to learn and teach better leadership skills to everyone. My belief is that if we want to be a better real estate company we simply need to become better people. Doing this requires a desire to do better, and be better and produce a better experience for not only our clients but for each other.

In Ken Blanchard and Mark Miller's book **The Secret**, the concept of Great Leadership is explored, tested and revealed. "What is the secret of great leadership?" is a question that everyone in a position of authority whether in a business, a local volunteer group or a little league coach wonders about sooner or later.



INSIDE THIS ISSUE

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- ◆ HOUSE PRICES
- ◆ LOCAL BUSINESSES & COUPONS

Mark Miller, co-author of the book, is also the vice president of training and development at Chick-Fil-A. He reveals *The Secret* is essentially to 'Lead by Serving' others. My U.S. Marine friends tell me that the leaders (those in command) eat last, after all the enlisted men and women have eaten. The Bible teaches this concept in that 'Truly I tell you, whatever you did for one of the least of these brothers and sisters of mine, you did for me.' As well as 'The greatest among you shall be your servant. For whoever exalts himself will be humbled, and whoever humbles himself will be exalted....' I could go on but even without these reference points and study on this subject, real life reveals this IS the most effective way of not just running a business or leading people, it is a more joyful way to live life.



Servant-leader ship is all about making the goals clear and then rolling your sleeves up and doing whatever it takes to help people win. In that situation, they don't work for you, you work for them.

— Ken Blanchard —

As you read through this issue of *In House* hopefully, you will discover hints of how WE do things differently than most other real estate agents. The systems, strategies and methods we use are a result of believing that Leading Clients to buying and selling is best done by serving them and it IS our pleasure.

If you like the idea of Servant Leadership, I would encourage you to pick up Ken and Mark's book *The Secret*. When you learn 'The Secret', don't keep it to yourself. Share it and use it with your people at your business, company or organization. It will make a difference in their lives and in their performance. If you know 'The Secret', both relationships and results will prosper. It's a perfect move in your life from success to significance.

Go Serve Big!

Rick & Karey Kendrick
Owners, Chasewood Realty

Find Out What Homes in Your Neighborhood are Selling For . . .

FREE SERVICE FOR PALM BEACH AREA HOME OWNERS

You can Receive a FREE computerized printout of recent Home Sales & Current Listings anywhere in the Palm Desert area mailed to you at NO Cost, or Obligation.

You don't have to talk to anyone. Just call our 24/hr hotline below and leave a message indicating which streets or buildings you would like to have information on. **You will receive by mail, a computerized printout on each active property for sale (or recently sold)** including the address and photo of the home, a description of key features, along with the list price and (if relevant) the sale price.

This information will give you a good idea of what your home might sell for if you were to put it up for sale in today's market.

To receive a Computerized Area Home Sales Report call:

1-866-274-7448 ID# 2075

(24/hr recorded message)



123 Main Street, Your Town
Listed: 02/04/12 for \$675,000
Sold: 03/05/12 for \$667,000

667 Any Street, Your Town
Listed: 04/01/12 for \$1,095,000
Sold: 04/14/12 for \$1,050,000

The Real Estate Investor Building Wealth Through Real Estate



Corner

Here's this month's **BEST BUYS**:



Palm Beach Gardens, Est. NOI \$16,574
Two 2/2 Units, Below Market Rents



Jupiter, Est. NOI \$22,000
Two 2/1 Units, Well Maintained



Wellington, Sale Includes Seven Four-Plexes. Each Four-Plex is a 3/2.

Cash Flow Cabins



Done For You. Turn Key Real Estate Investment
Opportunities in the Great Smoky Mountains!
Guaranteed Cash Flow or We Pay You the Difference!*

FREE List Available upon Request.

We have special financing options available for these cabins as well as tenants who will rent these cabins if you need assistance with that.

If these homes do not interest you, then contact us about other great investment opportunities.

Just know the good deals go fast!

If you know of anyone else who may be interested in building wealth through real estate investing, please pass on my contact info or provide me with their info.

Thank you!
Rick Kendrick
561-702-4782

Your Referrals Help the Kids!



As you may have heard, **Little Smiles** is a volunteer organization that provides toys, games, DVD's, computers, VIP outings, celebrity meet & greets, concerts, sporting event tickets, theme park tickets, junk food runs & much much more... for children in local hospitals, hospices and shelters throughout South Florida.

So even though we are eager to enjoy Spring, others are simply hoping they can be here to see it.

This is why we have resolved to do what we can to help.

For every referral we receive this year, we are donating a portion of our income to Little Smiles. We are on a mission to raise \$10,000 for Little Smiles.

This is where you can help. Life moves fast for some and we are eager to make the Home Selling or Home Buying experience a smooth and rewarding one. Over the last years of helping hundreds of families sell their home and/or buy another, we have met some wonderful, loving, caring people. People like you!



For anyone considering a move that we help, you can rest assured that not only will they get the award winning service we are known for, but that a solid portion of the income we receive from the transaction will go toward a very worthy cause.

Your Referrals Really Do Help the Kids...

We want to make it easy to refer your friends, neighbors, associates or family members considering making a move, so here are your options:

1. You can pass along our business card to them, We have enclosed a couple here for that purpose.
2. You can go to www.LittleSmilesReferrals.com and enter their contact info on line or forward the link to who you know considering a move.
3. Of course you can always call us direct as well at 561-702-4782.

You and your referrals mean more than ever to our team. As we move forward in this new season, please know we are extremely thankful for you and your being a special part of our business. With all our appreciation.

Rick & Karey Kendrick

Owners, Chasewood Realty

P.S. Please consider doing business with some of our favorite people:

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Eric Rosemary

Branch Manager

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F 954.229.1030

erosemary@myccmortgage.com



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