

# Becoming Cowgirl Update



By end of year one competing,  
with goal to win a buckle.



May  
2014  
Luke



# After 5 Days

























# Why I did not Win



I Did Not Win Because

My ability was **below**  
what was required to  
**WIN.**



MARIPOSA EVENT CENTER SHEET

AGE	D-onca le			
VISION	Novice			
JND		Rudy Maas	Elainp Davis	Shell Brodnax
	Obstacle Name			
#1	POOL	BALKED 6.0	BALKED 6.0	6.5
#2	HAY MAZE	7.0	7.0	7.0
#3	CAROUSEL	6.5 HP	6.5 HP	6.5 HP
#4	MAILBOXES	SHIED PC 6.0-6. 4.5	DN 33 6.0	N/T DN 33 5.5
#5	GOLF BALL	6.5	6.5	6.0
#6	WEAVE POLES	6.5	BG 6.5	6.5
#7	CREEK BED	6.5	7.0	6.5
#8	POLE & BARREL	7.0	7.0	DN 33-LUC 4.0
#9	BACKDOWN	5.5	6.5	6.0
#10	BRIDGE	6.5	7.0	6.0
#11				
#12				
#13				
	Horsemanship	6.0	7.0	6.0
	TIME	3:56:31	3:04:97	4:36:47
	Position/Bonus	68.5	73	66.5
	TOTAL			

# Rudy



MARIPOSA EVENT CENTER SHEET

SE	DAVE ONCALE					
SION	NOVICE					
JND		Shell Broadmax	Bobbi Lippman	Layne Clifton	Rudy Marino	Elaine Dunis
	Obstacle Name					
#1	PULLEY	6.5	<sup>SPOOKED</sup> 5.0	7.0	6.0	<sup>SPOOKED</sup> 4.5
#2	FIGURE 8'S	OP-5.5	6.5	7.5	OP-5.0	<sup>OP</sup> 5.5
#3	GATE	6.5	7.0	7.0	<sup>DNSS-LOOSE</sup> 5.0	7.0
#4	LEDGE	5.5	7.0	7.0	7.0	7.0
#5	JUMP	<sup>K.O.P.</sup> 4.0	6.5	6.0	6.0	5.5
#6	BANKING BOX	4.5	6.5	6.5	5.5	6.5
#7	HULA HOOPS	<sup>DNSS</sup> 6.0	<sup>BALLS</sup> 5.0	6.5	OP-5.0	6.0
#8	BALLOONS	4.5 <sup>DNSS</sup>	6.5	7.0	5.5	<sup>SPOOKED</sup> 4.0
#9	GOAT	5.5	6.5	6.5	6.0	5.0
#10	NOODLES	6.0	7.0	7.0	4.5	6.0
#11		<del>54.5</del>	<del>63.5</del>	<del>68.0</del>	<del>55</del>	<del>57</del>
#12						
#13						
	Horsemanship	5.5	7.5	7.5	6.5	6.5
	TIME	6:26:59	4:19:15	6:17:28	4:12:03	5:05:12
	Position/Bonus	8	9.5	9	10	9
	TOTAL					

68 80.5 84.0 71.5 72.5

JUDGE'S ABBREVIATION  
 O.P. - OFF PATTERN  
 K.O.P. - KNOCKED OVER RULERS  
 DNSS - DID NOT STAY STILL  
 SPOOKED - GATE

I also have:

1. Layne
2. Bobbi
3. Elaine
4. Shell/Rudy

---

Who or What is Your Rudy?

How Do You Deal With It?

# Calls I get, It's Not Fair

- **She** underbids me.
- **She** knew an agent when **she** started and he gave **her** all his business.
- **Her** husband works, so **she** can afford to do it for less.



Circumstances are not  
*fair* when you feel  
*inferior* to the  
circumstance.

*Shell Brodnax*

When you are confident  
in your own abilities, it  
doesn't matter what your  
competition does.

*Shell Brodnax*



# Another Look

- She underbids me.
- She knew an agent when she started and he gave her all his business.
- Her husband works, so she can afford to do it for less.
- **Lack of confidence**
- **Great! How awesome is that!**
- **Excuses, lack of confidence, focusing on others**

When Life Is Not Fair  
Up Your Game

Focus on YOU!

*Shell Brodnax*



# How to Become a Respected Expert on Your Local Level



## 2 Key Elements to Becoming a Respected Expert on Your Local Level

Get Involved and Mean It

Do Something to be  
Considered an Expert



# 1<sup>st</sup> Step

---

Join or start a  
**RESA Chapter**

# What Do RESA Chapters Do?

- **Monthly Meetings** - Focusing on education and skills
- **Charity Events** – Raise awareness, PR opportunities
- **Educate Agents**



# Advantages of RESA Chapters

- Referrals
- Increased Efficiency
- Increased Stability
- Access to Quality Services
- Becoming the Expert
- Name Recognition
- Connections
- Raising Your Profile
- Positive Influence
- Increased Confidence
- Education for Yourself
- Educating Agents

# Public Perception Benefits

Companies have a more **positive image** and are more likely to garner **trust & loyalty** from consumers when they are **perceived** to be doing good in the community.

## Promote Yourself:

- Press releases
- Website
- Clients



# 4 Simple Steps

- Build a team aka: CHAPTER
- Define your goals
- Determine what events you will have monthly as well as an annual fundraiser
- Decide who is going to do what

**Go do it**

Take a position that uses  
your skill sets

- President
- Secretary
- Treasurer

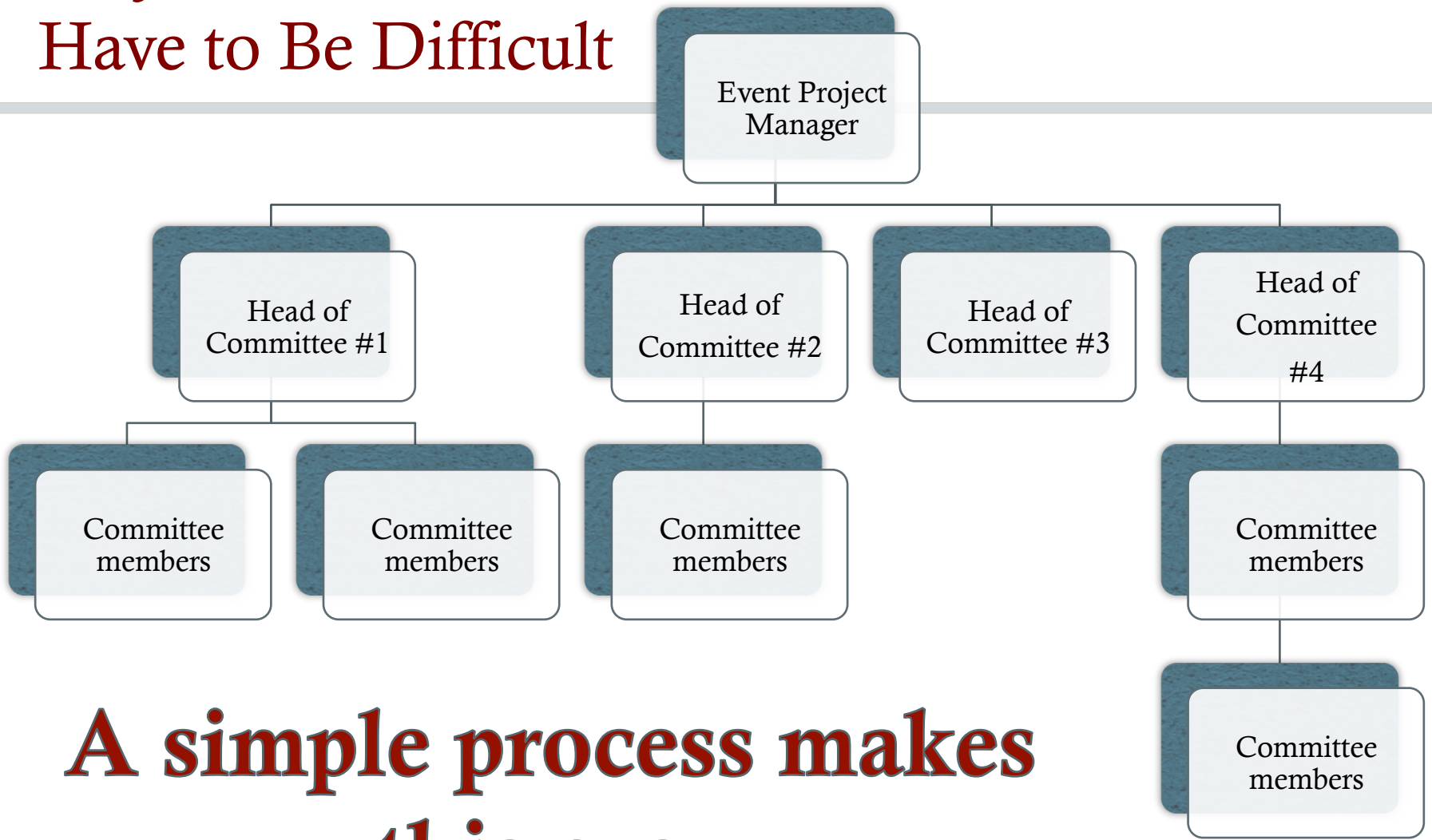
**This is all you need**



# Define Your Goals

1. One major fundraiser
2. One donation based project
3. Building a relationship with the local REALTOR association for chapter members to teach the *Staging To Sell What Every Agent Should Know* real estate course
4. Monthly meetings
5. Attending other events as a group
6. Chapters should join the REALTOR association as an *affiliate company membership*

# Major Events Don't Have to Be Difficult



**A simple process makes  
this easy**

# Kitchener Waterloo



Families of  
battered women  
and children  
who are in need



# Kitchener Waterloo

Presented to the local real estate board:

\$25.00 off consult for every toy an agent brings in to donate to kid in need.

10 consults booked

2 new clients





Real Estate Staging Association (RESA) members (clockwise from left) Josée Lalonde, Melanie Henson, Valeria Westra, Dana Miller, Diana Zinck and Daria Bunting in the newly renovated Cridge Transition House for Women in Saanich. Through RESA's annual Hands-Up project, the domestic violence support home received a \$40,000 makeover. The facility helps hundreds of women and children each year. Not pictured are RESA members Tracey Jones and Stacey Kaminski.

Daniel Palmer/News staff

## Women's home gets a makeover

Daniel Palmer  
News staff

A quiet home in rural Saanich that shelters hundreds of local women from domestic violence each year is receiving a bit of love back from the community.

The 18-bed home, which houses about 150 women and 100 children annually, received a \$40,000 makeover, co-ordinated by members of the local Real Estate Staging Association (RESA).

"We can sometimes wonder if we're making a difference, because there's always more work to be done to stop violence against women," said Mariene Goley, manager of women's and family services with The Cridge Centre for the Family. "But having this kind of support rallying around us shows us people are remembering us."

The renovation included new paint, light fixtures, window dressings, furniture, artwork and landscaping.

"One of the favourite rooms of everyone is just the entrance hall coming in," Goley said. "They put a big mirror in, a lovely bench, and some artwork. It just makes such a difference and feels so good."

Women can stay for up to 30 days at the transition house and receive ongoing support from outreach workers confidentially as they rebuild their lives.

Learn more at [cridge.org/cthw](http://cridge.org/cthw).

[editor@saanichnews.com](mailto:editor@saanichnews.com)

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**New Patient Welcome!**

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**GORDON HEA**  
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(next to Tim Hortons)  
250.477.4711

[www.sioj.com](http://www.sioj.com)

# Victoria Island Gave a Women's Home a Complete Makeover

# Portland

Non-profit organization that provides families escaping domestic violence with emergency shelter, ongoing housing support and many other vital services.

- 16 Staging Companies from the Chapter donated and/or participated
- Can now comfortably refer staging projects to each other since we worked together so successfully on this project.
- We showed other local home stagers that RESA is a strong organization whose members cooperate with each other, for the common good of all -- and we now have several new members as a result.
- **NO PUBLICITY**

























# Alzheimer's Ontario



*"By supporting Alzheimer's you help unlock memories for those who can't do it on their own."*



**Shell Brodnax**

CEO, Real Estate Staging Association  
[RealEstateStagingAssociation.com](http://RealEstateStagingAssociation.com)

**Bill Cochrane**

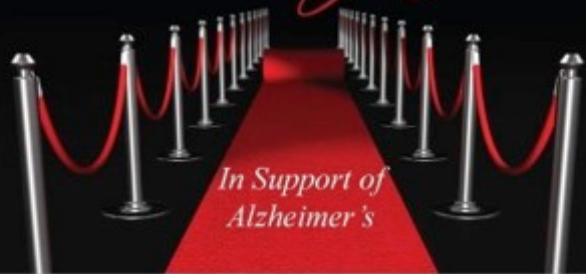
Director of business development, Aegis  
[www.aegiseffect.com](http://www.aegiseffect.com)

VIP

RESA Canada's

1st Annual

*Holiday Gala*



*In Support of  
Alzheimer's*

November 19th, 2014 at The Waterside Inn, Mississauga, ON  
Doors open at 6pm, dinner served at 7pm.

**\$80 person | \$450 table of 6 | \$750 table of 10**

Red Carpet Event. Formal Dinner. Silent Auction. Table Scape Design Contest.  
Vocalist Ron Dewberry. Vendor Display.

TICKETS ~ [www.resa-canada.org](http://www.resa-canada.org)  
or email [itsmarketingthing@gmail.com](mailto:itsmarketingthing@gmail.com)



Using RESA videos  
**ALL YEAR LONG**



# Jillian Summers

- Met a vendor.
- Used vendor to complete an order on new client job.
- Now has a great resource with great pricing.



# Colleen Donovan

- Bought a \$700.00 table.
- Invited clients
- She can now take photos, post on website and looks amazingly successful to new and potential clients.





# Lisa McIntee

An agent had been following her on Facebook for a while. He saw her Alzheimer's video and reached out.





RESA Canada's Alzheimer's Awareness Gala

If you want to be viewed as an expert, then you must get more visibility on a regular basis

## **RESA Chapters get involved with:**

- Women's Council of Realtors
- Local real estate board
- Attend fundraisers, networking and social events that are hosted by real estate boards, WCR etc.



# Do Something To Be An Expert

**RESA Approved Instructor**

*Staging to Sell, What Every Agent  
Should Know*

# The Benefits of Teaching the Course

- Position yourself as an expert in your field
- Market yourself as an expert in your field
- Educate potential clients
- Grow your business
- Directly influence the climate of the real estate industry on your local level

# How It Works





# Approved States

- CA 2 Hours
- CT 3 Hours
- CO 2 Hours
- GA 3 Hours
- IA 2 Hours
- NJ 1 Hour
- NC 4 Hours
- OH 2 Hours
- TX 3 Hours
- TN 2 Hours
- WA 2 Hours

# What the Course Covers

- What is home staging and what is included in home staging
- The cost and value of home staging, **ROI factors**
- Importance of leveraging marketing efforts with staging, photos and Internet presence
- How buyers think and how staging **influences** them to buy

# What the Course Covers

- Home **staging statistics** and facts
- Why sellers respond better to professional stagers advice vs. agents
- Why agents **shouldn't** stage
- How to **collaborate** with a home stager
- How to present home staging to your clients and **overcome objections**



# Why Educate Agents?

- Some agents are **uneducated** or **educated incorrectly** on the facts and benefits of home staging
- Many agents are unable to communicate and sell the benefits of home staging to their clients
- Educating them provides them with the **correct information** so they can give this information to their clients

# Get Strategic

Associations are **HAPPY** to  
**partner** with RESA.

# TEXAS

- Instructors are are **paid** by MetroTex to teach
- This year we saw a large increase in attendance which resulted in up to \$500 for 2 hours for teaching per class
- Marketing by MetroTex is FREE to over **15K agents**
- Instructors have received **new business**



# Texas

Dallas News Talk Radio Show **Mike & Tim Show** featured RESA members twice on a syndicated broadcast, but also our membership with MetroTex as an affiliate company/chapter



# Blogging on MetroTex website. Karen Otto #1



SEARCH

[The MetroTex Message](#) | [REALTOR Resource](#) | [A Happy Homeowner](#) | [See Full Archive](#) | [Back to Blog Home](#)

A Happy Homeowner



**GUEST BLOGGER  
VALERIE KEENER: TOP 10  
HOMEOWNER "HACKS"  
FROM HOME INSPECTORS**

DECEMBER 16, 2014

As a homeowner, I know what it's like firsthand to feel overwhelmed by caring ...

[Continue →](#)

A Happy Homeowner, REALTOR Resource



**DFW METROPLEX ON  
TRACK TO BE SECOND  
BUSIEST HOMEBUILDING  
MARKET IN 2015**

DECEMBER 12, 2014

Realtors of the metroplex rejoice as a MetroStudy forecast predicts the Dallas-Fort Worth area ...

[Continue →](#)

A Happy Homeowner



**GUEST BLOGGER JULIE  
JONES: HAS YOUR  
FURNACE HAD ITS FALL  
TUNE-UP?**

NOVEMBER 18, 2014

Imagine this: It's below freezing. The ground is covered with snow. You're just about ...

[Continue →](#)

A Happy Homeowner, REALTOR Resource



**GUEST BLOGGER KAREN  
OTTO: 5 THOUGHTS  
REALTORS MAY HAVE  
WHEN CONSIDERING  
ADDING A HOME STAGER  
TO THE TEAM**

OCTOBER 3, 2014

This year has seen a huge increase in Realtors who are considering partnering with ...

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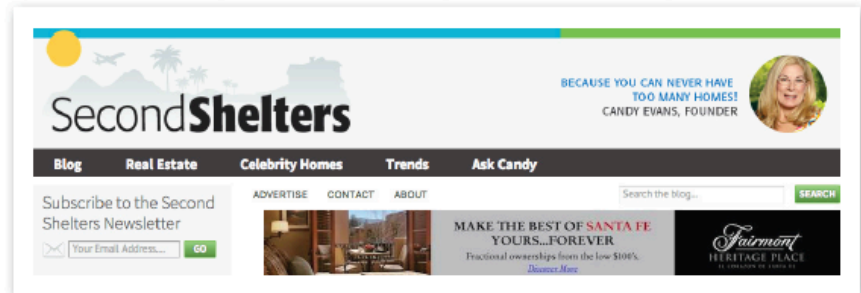
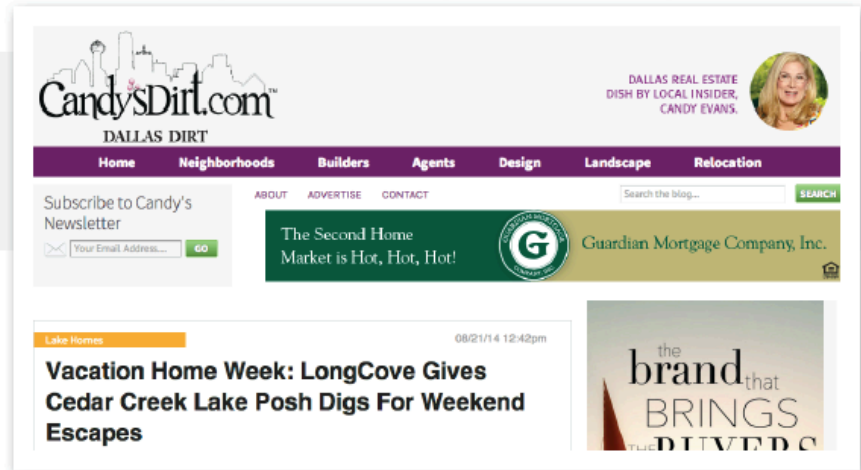
**CandysDirt** provides the inside scoop on the Dallas/Fort Worth and North Texas real estate scene, and a destination site for those who love beautiful homes

**SecondShelters** is a spin-off blog, on the theme of second, vacation, and investment homes

■ Traffic and Demographics

- 130,000+ Page Views per month
- 99,000+ Unique Visitors per month
- 15,000+ Newsletter Subscribers
- 16,000+ Social Media Followers
- Age:
  - 25-34: 20%
  - 35-44: 22%
  - 45-54: 21%
- Income
  - \$50-100K: 36%
  - \$100-150K: 22%
  - \$150K+: 21%
- Male 49% Female 51%

Sources: Clicky; Quantcast, June 2014



**Advertising Opportunities & Pricing\*!**

- Sponsored Posts & Giveaways Contest Campaigns - From \$1,500
- Display Banners - From \$500/mo.
- In-blog Ad Placement - From \$700/mo.
- Newsletter Sponsorship - From \$500
- Event Sponsorship - Please Inquire

\*Ad design and sponsored content creative priced separately. Please inquire about minimum spend.

Candace Evans | Candace@CandysDirt.com | 214-533-3657



# Texas



# Big Picture

- Educated agents **hire stagers** and add staging to their **marketing program**
- One stager can't service everyone. It's important to have **qualified stagers** in your network
- The **more** stagers working **successfully** means **more** work for **everyone**
- **Educating** agents helps to further **legitimize** home staging

# If You Want to be an Expert, Do What They Do!



Karen Otto



Karen Eubank



Amy George



Gemma Hobbs



Amy Fedosky