



The Local Wave

PACIFIC NORTHWEST TITLE
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March 2010

Did You Know?

In the United States, a pound of potato chips costs two hundred times more than a pound of potatoes.

Large doses of coffee can be lethal. Ten grams, or 100 cups over 4 hours, can kill the average human.

McDonalds and Burger King sugar-coat their fries so they will turn golden-brown.

Research shows that only 43% of homemade dinners served in the US include vegetables.

The pound cake got its name from the pound of butter it contained.

The average child will eat 1,500 peanut butter & jelly sandwiches by high school graduation.

The average person will consume 10,000 chocolate bars in a lifetime.

THE POWER OF LUCK

Adapted from **The Luck Factor** by Dr. Richard Wiseman

LUCK exerts a dramatic influence over our lives. A few seconds of bad fortune can unravel years of striving, while a moment of good luck can lead to success and happiness. Luck has the power to transform the improbable into the possible; to make the difference between life and death, reward and ruin, happiness and despair.

Psychologists have studied how our lives are affected by our intelligence, personality, genes, appearance, and upbringing. Measuring intelligence and categorizing people's personalities is relatively straightforward, but how do you quantify luck and control chance? In a 10-year study of the beliefs and experiences of lucky and unlucky people, Dr. Richard Wiseman discovers that good fortune is less about supernatural forces and more about positive attitude.

4 Principles of Luck

- Lucky people consistently encounter chance opportunities and meet people who have a very beneficial effect on their lives. In contrast, unlucky people rarely have these sorts of experiences, or they meet people who have a negative effect on their lives.
- Lucky people make good decisions without knowing why. Unlucky people's decisions tend to result in failure and despair.
- Lucky people's dreams, ambitions, and goals have an uncanny knack of coming true. Unlucky people are exact opposite.
- Lucky people have an ability to turn their bad luck into good fortune. Unlucky people lack this ability and their bad luck causes nothing but upset and ruin.

Lucky People Build And Maintain A Strong "Network of Luck"

Lucky people score much higher than unlucky people on extroversion, and there are three ways in which extroversion significantly increases the likelihood of having a lucky chance encounter - meeting a large number of people, being a "social magnet," and keeping in contact with people.

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The information in this newsletter is summary in nature and is not intended as legal advice.



Lucky people dramatically increase the possibility of a lucky chance encounter by meeting a large number of people in their daily lives. The more people they meet, the greater opportunity they have of running into someone who could have a positive effect on their lives.

Social magnets attract others because, without realizing it, they exhibit the types of body language and facial expressions that other people find attractive and inviting. Lucky people exhibit exactly the same pattern of behaviors. Upon reviewing video tapes of interviews with lucky and unlucky people, it was found that the lucky people smiled twice as much as the unlucky people, and engaged in far more eye contact. The lucky people also tended to engage in three times as much open body language (point their bodies toward the person they are speaking with, uncross their arms and legs, make gestures that display open palms) as the unlucky people.

Lucky people are also effective at building secure and long lasting attachments with people they meet. They are easy to get to know and most people like them. They tend to be trusting and form close friendships with others. As a result, they often keep in touch with a much larger number of friends and colleagues than unlucky people. This network of friends helps promote opportunity in their lives.

Together, these actions result in a massive “network of luck” and a huge potential for chance opportunities. And it takes only one chance encounter to change a life.

Connect Four

Each week for the next month, strike up a conversation with at least one person whom you don't know very well, or don't know at all. Try to initiate a conversation only with people who look friendly and approachable. Capitalize on a naturally occurring situation, such as standing in line or sitting next to someone on a train or plane. To break the ice, ask the person for more information or help. If the person seems friendly, elaborate on your opening questions.

Play The Contact Game

Each week, make contact with one person whom you haven't been in touch with for a while. Look through your address book and make a list of the names and telephone numbers of all the people you haven't spoken to for a while. Simply choose someone, pick up the phone, and make the call.

Lucky People Are Open To New Experiences In Their Lives

People who obtain a high score on the openness dimension of personality like a great deal of variety and novelty in their lives. They love trying new experiences, new kinds of foods, and new ways of doing things. They tend not to be bound by convention and they like the notion of unpredictability. People who obtain a low score on openness tend to be much more conventional. Lucky people score much higher on openness than unlucky people, and this greater openness can help promote chance opportunities in their lives.

Play The Dice Game

Make a list of six new experiences - things that you have never done before but wouldn't mind trying. Some of the experiences might be fairly simple and others might be more adventurous. Some might require more prolonged effort, others might push back your comfort zone, or some might fulfill a long-held secret desire. Write down a list of experiences and number them 1 to 6. Then, roll a die and carry out whichever experience is selected.



**“I'm a great believer in luck,
and I find the harder I work,
the more I have of it.”**

-Thomas Jefferson

Lucky People Attempt To Achieve Their Goals, Even If Their Chances Of Success Seem Slim, And Persevere In The Face Of Failure.

Unlucky people are often convinced that their lives are going to be full of failure and misery, and they believe that there is nothing that they can do to affect the bad things that are going to happen to them. These beliefs can quickly cause them to lose hope and simply give up, so they often do not make any attempt to achieve their goals, and this in turn, transforms their expectations into reality.

Lucky people's positive expectations motivate them to take control of their lives. They attempt to achieve whatever they want from life, even if the likelihood of being successful is quite low. Often, lucky people's high expectations also motivate them to persist, even in the face of considerable adversity. ♦



PISCES

February 20



March 20

If Pisces is taken to represent the twelfth and last period of life, it symbolizes a spiritual letting go of earthly attachments and a merging with the cosmos. Generally speaking, Pisces are easy about sharing material possessions and enjoy friendships and close partnerships more than most. Yet they also need to be alone a good deal of the time and run the risk of becoming escapists or loners who isolate themselves from the world. Pisces are often blessed with excellent memories, due to their impressionability. In addition, they tend to be devotional, and make true believers - this applies not only in the religious sense, but also in regard to other belief systems and principles. Pisces are highly emphatic and sensitive to the difficulties of others. They tend to respond with compassion in the face of misfortune. However, Pisces must beware that others do not impose unduly on them or take advantage of their acquiescence.

ARIES

March 21



April 20

Aries is the first and most elemental of the twelve signs of the zodiac, representing the beginning of all things. Aries are enthusiastic, ambitious, and determined with a heart for success and a head for business. Although quite methodical in the plans they design to overcome obstacles, they have a strong artistic streak and a love for all things. Still innocent, they apprehend the world with awe and wonder. The urge to be the star and shine is strong in them but equally so the impulse to explore. Generally, Aries do not seek approval to bolster their egos, but rather demand that others pay attention to them. At their best, Aries can be truly original and idealistic pioneers, but at their worst, only novelty-seeking, unfeeling egotists. Aries often become artists, architects, or writers, and are important participants in public affairs. They like to travel and are always looking for new adventures.

Real Estate Survival Tip Make A "To-Don't" List

When the market is slow it is especially crucial to be efficient with your time. Make sure that the majority of your efforts are spent on activities that bring immediate reward.

One of the most effective ways to master time is to eliminate time-wasters from your life. You can do this by starting a "To-Don't List." Every successful agent has a "To-Do List" but the super-successful write down those things they will stop doing that waste their time such as:

1. Don't work with unmotivated buyers. Stop working with buyers who won't sign a Buyer-Broker Agreement with you. If they won't commit themselves to an agent who will work hard on their behalf and show them all of the properties on the market, how motivated are they? When you reject clients it raises your perceived value because that simple act says to people that you are particular about the ones you spend your valuable time serve.

2. Don't work with unmotivated sellers. Owners who aren't willing to price their properties to sell and make their homes show well aren't motivated. If they want to "test the market" with a price that's even slightly above market send them to your competitors.

3. Don't work with clients you dislike. Perhaps you just don't have much rapport with them but folks you don't personally like will waste your time just the same. If buyers don't intrinsically trust, you'll find they will be reluctant to make offers when you suggest at a price that is reasonable. Sellers who lack trust will be unwilling to price their properties to sell or spend the money to make it look its best.

4. Don't let clients choose you. Successful agents choose their clients carefully, not the other way around. The only way to be in this power position is to develop a marketing plan that brings you more clients than you need, so you can reject unmotivated buyers, seller and people you don't have instant rapport with. This leads to the next "Don't."

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May you live as long as you want,
And never want as long as you live.



Real Estate Survival Tip, continued

5. Don't run ineffective ads. If an ad doesn't pay for itself stop it immediately. This means that you must track every ad to see how much business it brings in and if it isn't measurable (such as vanity advertising) or doesn't at least cover its cost - dump it. Ineffective ads not only waste time, but money as well.

6. Don't hang around with negative people. In this market there are plenty of people filled with doom and gloom, so avoid them. Don't forget that real estate is cyclical. For example, in the 1980's - interest rates were twenty-two percent higher and yet plenty of agents made a very good living during this market and other challenging times. Spend your time with positive upbeat people and not those who can brighten an entire office just by leaving.

7. Don't operate without a business plan. You need to know exactly how many transactions you must close from buyers and sellers to support you and your family for the year. You should track your progress towards achievement of these goals on a monthly or quarterly basis, so you can make adjustments to keep the plan on track.

8. Don't overlook new markets. There are still plenty of homebuyers, but they're not the typical families who used to purchase homes. Keep an eye open for the younger Generation-Xers, single women, seniors, and multicultural buyers in your area who are looking to get into home ownership while prices and interest rates are low.

What's wasting your time? Make your own "To-Don't List" and stick to it. You'll find this list will save you time and money.♦



As you slide down
the bannister of life -
May the splinters never
point in the wrong direction.



Benchmarks of Success

You are a success when you
give hope to the hopeless, love the unlovable,
and are pleasant to the grouch,
courteous to the rude, and generous to the needy.

You are a success when you
can look back in forgiveness, forward in hope,
down in compassion, and up with gratitude.

Sudoku Puzzle

Fill in the grid so that every row, every column, and every 3x3 box contains the numbers 1 through 9. There is only one solution to the puzzle.

		6	2					7
	4	5					6	
	9	1	4			5		
					7	9		
9				8				2
		8	5					
		3			5	2	4	
	8					6	7	
5					9	8		

For the solution to this puzzle - visit pnwt.com

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Everett
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www.pnwt.com

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8	3	6	2	5	1	4	9	7
2	4	5	9	7	8	1	6	3
7	9	1	4	3	6	5	2	8
3	5	4	1	2	7	9	8	6
9	1	7	6	8	4	3	5	2
6	2	8	5	9	3	7	1	4
1	7	3	8	6	5	2	4	9
4	8	9	3	1	2	6	7	5
5	6	2	7	4	9	8	3	1

Solutions to March 2010 Sodoku Puzzle

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