



The Local Wave

PACIFIC NORTHWEST TITLE
COMPANY OF WASHINGTON

VOLUME 5, ISSUE X

OCTOBER 2009

Did You Know?

The length from your wrist to your elbow is the same as the length of your foot.

On average, you speak almost 5,000 words a day - although almost 80% of speaking is self-talking (talking to yourself).

In 1900, a person could expect to live to be 47. Today, the average life expectancy for men and women in developed countries is longer than 70 years.

Our eyes are always the same size from birth.

A person can live without food for about a month, but only a week without water.

55% of people yawn within 5 minutes of seeing someone else yawn.

If the amount of water in your body is reduced by just 1%, you'll feel thirsty.

REAL ESTATE'S NEW KARMA ECONOMY Blogs, Dogs, Reruns And Social Media

Written by Bernice Ross, CEO of RealEstateCoach.com

How can you convert more leads from the Web? What do you have to do to build a social media presence that will generate leads? The answers may surprise you.

As Web 2.0 continues to mature and Web analytics become more common, a series of best social media practices are beginning to emerge. Here are some of the themes that appeared repeatedly at the recent Real Estate Connect Conference in San Francisco.

1. Share openly and share often

According to David Gibbons, director of community relations for Zillow.com, the way we conduct business has undergone a sea of change. The hard sell and vanity marketing is dead. Marketing in this new world is no longer about you. Instead, the karma economy has taken its place. In other words, the new mantra for building your business is, "What can I do to help you?" When you help others, you build social capital or "Whuffie".

Before the Web, agents grew their sphere of influence by one person at a time. Whether the agent used snail mail or bulk e-mail, it took time and effort to build a large referral database. Gibbons said social media allows you to grow your sphere of influence quickly and exponentially. Each person who joins your network amplifies your ability to expand your sphere of influence. In fact, using Facebook and Twitter is the equivalent of putting your "sphere of influence marketing on steroids."

2. Shift your print marketing

Even with the shift to Web marketing, many agents still use print marketing as a prime lead generation source. In today's Web 2.0 environment, print still plays an important role, but how you use it must shift. Print marketing works best when you use it to drive potential clients to your Web site, or as a number of experts suggest, to your Facebook page. You also need to change what you put on your business card. Instead of listing

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several telephone numbers, list one phone number, your e-mail address, your Facebook address and your Twitter handle. This is particularly true for members of Gen X and Gen Y, who don't like to talk on the phone and prefer text-messaging to e-mail.

3. Don't make me think

Web 2.0, texting and social media are hit-and-run. You have the person's attention for only a few seconds before they jump to the next post on Facebook or to surf to another Web site. Consequently, the words you use must be crystal clear. You must also be as literal as possible.

For example, rather than saying "featured homes," say "homes for sale." Instead of saying "search for listings," say "property search." Avoid hype. Instead, focus on clear headlines and bullet points. Reducing confusion increases conversion.

4. If you're going to engage in social media, be social

If you accept a friend request on Facebook or from any other social network, don't just click on the "accept button." Instead, take the time to look at the person's profile and to send a reply to their request. The reply can be as simple as saying "thank you." A better approach is to reference something on their profile such as where they live or what they like to do. The person then knows that your response came from you rather than from some impersonal auto-responder. Personally responding also adds Whuffie, which generates more business leads.

5. Treat your readers like dogs

When it comes to blogging or any type of social media, reward readers with great content. This means speaking specifically to their needs by knowing not only about where they live, but everything about their life-style as well.

6. Hazy, heinous don'ts

When people first start tweeting, they often pick up bad habits because so many other people engage in them. One of the worst is blatant self-promotion. It's particularly obnoxious when someone agrees to be your friend on Facebook or decides to follow you on Twitter and you send them a message

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that says, "Visit my Web site to get my great services and my really great stuff now." This also applies if you answer consumer questions on social networking sites. Any agent who posts a response that says, "For more information, please visit my Web site," will probably be inundated with a barrage of angry consumer responses. If someone wants to contact you, they will click through to view your profile page. Consequently, make sure that your profile page is as complete as possible.

7. Limit reruns

Chain e-mails have been replaced by chain "retweets" on Twitter. While it's great to resend interesting information to your database, if that's all you do you will lose many of your friends and followers. For example, a number of people on Twitter only repeat what others have posted. Others only send out inspirational quotations.

There's another group that does nothing but suggest that you follow other Twitter members. (Their goal appears to be to increase the number of their followers.) In each case, their failure to engage on a personal level prevents them from being genuinely involved in the social conversation. To connect using social media, you must show up as a person, not a continuous rerun of other people's stuff.

8. Beyond the geeks

Social media is no longer about geeks talking to each other about technology. Instead social media today is about people with personality discussing what interests them and what makes them interesting. The temptation to confuse connection and conversation with the technology. Yes, the technology has changed, but all the innovations come down to a simple technology fact: Technology is merely the channel through which we communicate. Whether it is a tweet, a text message or a phone call, it's what is being said that matters ~ not the mechanism used to deliver the message.

9. Technology doesn't change who you are.

If you have a bad business model, a blog isn't going to help you. If you're not good at networking in person, you probably won't be good at it online either. ♦



LIBRA

September 23



October 22

Libra is the seventh sign of the zodiac and both the second air sign (after Gemini) and the second sign to be ruled by Venus (after Taurus). Because of their energy and stamina, Libras are often highly prized mates and co-workers. However, they must be aware of imposing their strong views on others. They are at their best when they can keep it light and have fun - particularly since depression is difficult for them to cope with. Being attractive is extremely important to Libras, but they must beware of becoming obsessed with physical appearances. If they go too far in this regard they may compromise their dignity. Another high priority for Libras is fairness, but in their quest for equality they must seek the middle way, thus avoiding the twin pitfalls of overly accepting or judgmental behavior.

SCORPIO

October 24



November 22

You are strong willed and energetic with an exceptionally high tolerance for hard work. No matter what the stakes or how difficult the obstacles, you never give up until you have seen a problem through. You are honest in all relationships and when it comes to those you love you are both loyal and possessive. You are noted for your faithfulness and honesty but what is perhaps most admired about you is your remarkable ability to concentrate. Although you have a tendency to become obstinate or headstrong at times, if you temper these characteristics with compassion they will enable you to become a skilled and fair leader. Scorpios are also artistically and musically inclined, with a sincere appreciation for the arts and literature.

OH, THOSE 'HAUNTED HOMES'! Clark Gable 'parties on' in afterlife

What do Benjamin "Bugsy" Siegel, John Lennon and Clark Gable have in common?

If your answer is "They're all dead," you're only half right. Notorious gangster Bugsy Siegel, ex-Beatle Lennon and acting great Gable, are also among the most famous of the restless spirits who are said to haunt their former homes and favorite hangouts. There are literally tens of thousands of homes and other buildings that are said to be haunted.

"About 90 percent of the suspected hauntings we check out prove to have rational explanations," said Dale Kaczmarek, the director of the respected Oak Lawn, Illinois based Ghost Research Society and a real life "ghostbuster" who inspects haunted homes using high-tech equipment and a healthy dose of horse sense.

"That creaking somebody hears is just the house settling, the 'whoo-oo' is air in the plumbing system, or stuff seems to fly off shelves because there are train tracks two miles away that send off undetectable vibrations every time a locomotive passes by."

But it's the remaining 10 percent of homes - the ones whose hauntings or other odd occurrences can't be explained so easily - that fascinates the American public, from professional researchers like Kaczmarek to Cub Scouts gathered around a campfire.

Benjamin "Bugsy" Siegel haunts the Flamingo Hotel he built in Las Vegas, Nevada and the Beverly Hills home where he was shot to death by fellow gangsters in 1947.

Dead entertainers are also famous for revisiting their former stomping grounds. But the former Beatle, John Lennon, appears to be extra-busy in the afterlife, haunting his former homes in both New York and Los Angeles.

Lennon sang about peace and love for 20 years before he was shot to death in the doorway of The Dakota apartments in Manhattan on December 8, 1980. Literally hundreds of people have since reported seeing his

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Oh, those 'haunted homes!', continued from previous page

life-like ghost lingering about the lobby or on the sidewalk outside.

Lennon, however, also loved Los Angeles and leased a bungalow in its West Hollywood area while he was playing with the Beatles. The bungalow is now owned by actress Robin Givens, and she has learned to share the home with the singer's gentle spirit.

Clark Gable, meantime, seems to be having as much fun in the afterlife as he did while the raconteur actor did when he was alive.

His ghost has been spotted at the Hollywood Roosevelt Hotel, not far from the fabled intersection of Hollywood Boulevard and Vine Street - the same hotel where Marilyn Monroe's ghostly apparition frequently appears in a mirror she once owned but that now hangs in the hotel's foyer.

The spirits of Gable and his one-time spouse, actress Carol Lombard, also still whoop it up in Room 15 of the old Oatman Hotel in Arizona. The couple spent their 1939 wedding night in the once bustling desert resort of Oatman, which itself became sort of a ghost-town when it was bypassed by the 3,000 mile Interstate 10 that was completed in the 1960's.

"Clark and Carol are still having a great time," said Linda Weber, who manages the hotel and lives on the same floor as the Room 15 honeymoon suite.

Weber has photographs sent by other newlyweds, who snapped a picture of the suite's interior and were surprised after the film was developed and ghostly apparitions that look like the famous couple appeared in the background.

"There's always laughter and giggling coming from the room," Weber said. "Clark likes to raid the room's icebox and drink the beer, but he always puts the 'empties' back very neatly on the shelf."♦

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

For the solution to this puzzle - visit pnwt.com

Twenty years from now
 you will be more disappointed
 by the things you didn't do
 than by the ones you did.
 So throw off the bowlines,
 Sail away from the safe harbor.
 Catch the trade winds in your sails.
 Explore. Dream.
 -Mark Twain



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Oh, those 'haunted homes!', continued from previous page

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

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