



ERA 1ST TEAM NEWS



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KEN'S KORNER

Ken Harris
Regional President
Region 1.

HAPPY NEW YEAR! Reflecting on our accomplishments in 1992, I could not be happier with the results achieved by the Member Brokers of Region 1.

On January 29, 1992, Region 1 kicked off the year with a dynamic event at the Paramount Theatre in New York City. ERA made real estate history that day with a record breaking attendance of 6,000 excited ERA Member Brokers, sales associates, and their guests. Zig Ziglar captured our attention and imagination with an inspiring performance. We all left the event motivated to perform at higher levels with Zig's promise to "See You at the Top."

A short 10 months later, Region 1 Brokers smashed the record established in January by coming together in the largest event in real estate history! In October, 1992, Anthony Robbins dazzled Region 1 with two record breaking performances. Combined attendance for the two events totaled over 15,000 people. The events were held October 12 at the Patriot Center in Virginia and October 13 at Madison Square Garden in New York. Anthony exploded into both events and set everyone on fire with his powerful presence. He shared his warmth, dynamic style, and his insight on "Personal Power in the 90's and Beyond." He received spectacular reviews from the participants of both events.

These events had a great impact on the performance of the Member Brokers of Region 1. In 1992, the number of transactions dramatically increased 12% over 1991. It is important to note that we made these gains in an area often referred to as "one of the most economically devastated in the country!" Congratulations to you all! Your hard work and determination produced great results in 1992.

The outlook for continued growth and profitability in 1993 is very promising. ERA recently promoted Dave Kovalsky (MA, VT, CT, RI), and Jim Towner (VA, MD) to the level

of Vice President, District Business Unit Managers, and on the marketing side, Stewart Wilson (VA, MD, WV) and Dick Lindwall (NY) were promoted to Vice President of Marketing. In addition, Joe Frenze (NY, PA), Bernie Ackerman (MI, OH, WV, PA) and Don Kane (NJ, PA) were hired into the Vice President level to augment an already strong ERA Staff. This infusion of real estate talent and knowledge will enable our Member Brokers to realize increased performance and results. Finally, special recognition to Judie Crawford and her team for achieving outstanding results in the New Jersey and Philadelphia marketplace. Our mission for 1993 is to provide the Member Brokers and their associates the finest real estate products and services which, when delivered to their customers, can increase their company and personal competitiveness, productivity and profitability.

WELCOME ERA BESMATCH



Pictured above are from left: Vice President of Marketing, Dick Lindwall; Region 1 President, Ken Harris; ERA BESMATCH President, Harry Baksh and ERA Vice President, Joe Frenze at the ERA BESMATCH kick-off celebration in October, 1992.

ERA BESMATCH, a two office company with 70 agents, holds a 35% market share in the North Bronx. Formerly a Century 21 broker, Harry lists ERA's many products and services along with its management support as his main reasons for making the switch. BESMATCH feels that ERA will help him take the company's volume from 35 million to 45 million in the next year.

**A HEARTY ERA WELCOME
TO EVERYONE AT ERA BESMATCH!!**