

JANUARY 21, 2010

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**NEXT WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **February 4** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jay Woidtke** of The Law Offices of Jay A. Woidtke and General Contractor, **Phil Maser**.

**John Quintanal** of USANA Health Sciences will give the VALUE.

We will have the Real Estate Panel of **Hometown Real Estate, Residential Pacific Mortgage, Amador Valley Property Management** and Larry Brumm **Real Estate Appraiser** discussing the current housing market and answering our questions.

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**MEMBER NEWS:**

**Ron Johnson** will be shifting all the Management and Owner's Responsibilities of ABI to the other owners, and will still retain his office at ABI, but work less hours, approximately 10 a.m. - 5 p.m., Monday-Thursday, about 45 weeks per year. He will still be the Broker of Record for all transactions. The TVEA membership will be retained by ABI but represented by another one of the partners.

The Classification held by FSM Building Maintenance is now open: **Janitorial Service – Commercial**.

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**DID YOU INVITE A POTENTIAL MEMBER TO THE MEETING THIS WEEK?** Thank you to **Mike Peel** for inviting Jeff Johnson of Solar Universe.

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**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is up to **\$153.00**.

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**VALUE:**

Guest and former member, Scott Burns of JDT Under Pressure, is still seeing the value of the TVEA: It has been 6 years since he was a member and he still has customers that were referred by the group, as well as making some lifelong friends.

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**DID YOU GIVE A REFERRAL THIS WEEK?**

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**CLASSIFICATION:**

Real Estate Appraiser, **Larry Brumm** was born and raised in Kansas City, Missouri. He attended Missouri State College, but dropped out before he was kicked out. He eventually decided to go back and majored in biology. He was set to go to dental or medical school, but at a friend's urging, enlisted in the armed forces instead. He was stationed in Corpus Christi, Texas and became an instructor pilot, then was sent to Viet Nam.

While living in Alameda, California after his tour of duty in Viet Nam he met his wife through his neighbors. They settled in Pleasanton 40 years ago. Larry is an avid golfer. He has a son Steve, from his first marriage, a son Billy and daughter Phyllis who all graduated from Amador Valley High.

Larry worked for a pharmaceutical company for several years before getting in and then out of the real estate business when interest rates got too high. He sold window coverings for a while and finally landed as a real estate appraiser with a friend of his.

He went out on his own in 1987. Although he has done both commercial and residential appraisals, stringent licensing has him now doing just residential appraisals.

Earlier in his career he would draw each appraisal floor plan by hand, but now everything is computerized. The computer programs allow him to not only draw the floor plans, but help do the very complicated

calculations. All of his reports now go out on PDF files through the internet – he saves a lot of money on printer paper, ink, photography and FedEx!

Two of the most important qualities needed in an appraiser are extreme honesty and being informative. Through the new MLS Alliance, Larry now only has to be a member of two associations to get all of the information to do an appraisal in northern California.

Most of Larry's work used to come from the refinance market and purchases. The new laws for appraisers, whereas he has to be hired by the bank directly, not the mortgage broker, have caused him to find other sources of revenue. He finds himself doing mostly appraisals for estate planning attorneys.

If you know of an estate planning attorney who could use Larry's services, or if you need your home appraised call Larry Brumm at 846-1096.

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#### ELECTIONS:

It's time to choose a new Board. It's an easy gig – get involved!

Our President-elect is **Mike Peel** of Hometown Real Estate. If you are interested in getting more involved or want to know more how the organization works, please contact Cristin.

Estate Planning Attorney, **Jay Woidtke** and **Joey Minahan** of the Door Doctor have been nominated and we'd like one more new nominee for elections in March.

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#### NEW MEMBER:

*Classification:* Acupuncture

*Member:* Dr. Sun's Acupuncture Center, P.C.

*Represented by:* **Haili Sun**

*Address:* 4275 Rosewood Dr. #29, Pleasanton, CA 94588

*Phone:* (925) 463-8686

*E-Mail:* [drhsun@ymail.com](mailto:drhsun@ymail.com)

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#### THOUGHTS FOR THE WEEK:

"Water-boarding is no big deal." – *Larry Brumm*

"Breathing is overrated." – *Dave Jones*

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