

**APRIL 28, 2011**

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**THIS WEEK:**

The **next meeting** of the Tri-Valley Executives' Association will be held on **May 5<sup>th</sup>** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Jason Cooke** of Herrmann Financial and **Larry Smario** of Larry Smario Landscape & Tree Service.

We will have a very special GUEST SPEAKER: **Janeen Brumm** (no relation to Larry), of *The JRB Group* a Social Media Consultant will be here to talk about the new world of marketing yourself online. You won't want to miss this!

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**SPOTLIGHT:**

**Custom Exteriors** has been in business for 13 years and has installed windows in over 14,000 homes. At the height of business, they were doing 150 jobs per day.

Kevin Gundry and his partner have 40 employees, 6 salespeople, run 8 crews, have a lead coordinator and a person who solely does service calls.

Custom Exteriors is Diamond Certified, is on the Honor Roll of both Angie's List and the Better Business Bureau and was the #1 Anderson dealer in 2006 and the #1 installation company in 2009.

Where Custom Exteriors beats their competition is through service. When a customer has an issue with a product or install, it gives them a chance to shine.

For someone who needs new windows or to update your home call Kevin at 249-2280.

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**MEMBER NEWS:**

*Happy Birthday Wayne Yearw! (4/28)*

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**SPOTLIGHT CHANGE:**

We're changing it up! Some of you may remember when two members were in a **Spotlight**; well, we're going back to it.

One member will visit the business of another member to find out more about them. The visiting member will then present a "commercial" about that business at the next meeting.

We will be setting up a schedule, so you'll know in advance with whom you'll need to plan a date.

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**THE WEEKLY "POT" REPORT:**

TVEA's 50/50 raffle is at **\$52.00** with 9 white marbles (\$5), one blue (\$10) and one red marble (winner takes all).

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**SIGN-UP AND START WRITING REVIEWS:**

<http://www.yelp.com/biz/tri-valley-executives-association-pleasanton-2>

Tip: Write the review from the perspective of being a client – if it sounds like you're an owner, you'll get filtered out.

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**CLASSIFICATION:**

Real Estate Appraiser, **Larry Brumm** was born the day after Christmas, and was 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 got a Bachelor of Science in Biology with a minor in math and a minor in Chemistry. He was set to go to dental or medical school, but at a friend's urging, enlisted in the armed forces to become pilots 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 41 years ago. Larry is an avid golfer. He has a son Steve (who has 14-year-old twin boys with autism), from his first marriage, a son Billy (who has two adopted children ages 7 and 5) and daughter Phyllis (married and living in the Sacramento area) 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. He worked for Osbourne with Tom Fox & Mike Peel, but made a career change 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.

Business was very good, booked out two weeks and with two helpers, until two years ago. 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 and cannot even speak to the mortgage broker, have caused him to lose 25 years of clients. He now finds other sources of revenue mostly through doing 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.