
AUGUST 16, 2012

NEXT WEEK:

The **next meeting** of the Tri-Valley Executives' Association will be held on **August 16th** at Vic's All-Star Kitchen at 7:00am.

GREETERS will be **Dr. Endre Selmeczy** of Livermore Sedation Dentistry and **Lawrence Ling** of QES Computers.

The SPOTLIGHT on **Hacienda Auto Glass** will be given by **Manny Martin**.

Dave Parker of Edward Jones Investments will give his CLASSIFICATION.

SAVE THE DATE:

On the evening of September 27th, we will have our fall mixer, and no morning meeting. Stay tuned for details!

SPOTLIGHT:

BY JIM PEASE

Keller Williams Tri-Valley Realty sells residential properties of which 90% are resale and 10% are new construction. They focus on the towns of Pleasanton, Dublin, Livermore and San Ramon, retaining great agents with good compensation packages including profit sharing. With 110 agents in their two offices, they leverage technology to communicate with clients and develop leads. They are experts at what happens between the contract and the close of escrow.

When choosing an agent, ask if they are full-time and how long they've been in the business, as well as how many escrows they have closed in the past year or two and how many clients they are currently working with.

Tom Fox and Mike Peel exceed the minimum requirements for an agents and can assure a smooth transaction no matter if you or referral are on the

buying or selling side. Call Mike Peel: 426-3849 mike@mepeel.com or Tom Fox: 426-3826 tom@tomfox.com for all of your real estate needs.

POT REPORT:

This week's TVEA 50/50 raffle is at **\$91** with 4 marbles: 2 white (\$5), 1 blue (\$10) and 1 red (winner takes all).

HAVE YOU INVITED A GUEST THIS WEEK?

Please make sure to let Cristin know that you'll be bringing someone and make sure there are no Classification conflicts.

CLASSIFICATION:

Real Estate Appraiser, **Larry Brumm** was born the day after Christmas, and was raised in Kansas City, Missouri. He attended Central Missouri State University, but dropped out before he was kicked out. He eventually decided to go back, and got a Bachelor of Science in Biology and Chemistry with a minor in math. 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, getting his wings in 1969, and became an instructor pilot, then was sent to Viet Nam.

While stationed at Moffett Field, living in Alameda, California after his tour of duty in Viet Nam he met his wife through his neighbors. They settled in Pleasanton 42 years ago. Larry is an avid golfer. He has a son Steve (who has 15-year-old twin boys with autism), from his first marriage, a son Billy (who has two adopted children ages 9 and 6) and daughter Phyllis (married and living in the Sacramento area) who all graduated from Amador Valley High.

Larry worked for Merrell National Laboratories, a pharmaceutical company for several years before getting in and then out of the real estate business. He worked for Larry Osbourne with Tom Fox & Mike Peel, during which he obtained his Broker's License, but

made a career change when interest rates got too high. He sold window coverings and also worked for an industrial rubber distributor for a while before he 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 three years ago. Most of Larry's work used to come from the refinance market and purchases. The new laws for appraisers, have caused him to lose 25 years of clients. Whereas he has to be hired by the bank directly (through the AMCs: Appraisal Management Companies), not the mortgage broker, not even being able to speak to the mortgage broker, Larry 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.
