

The Turnbull Times

April, 2016 Volume 1

Inside this Issue

- The Game has Changed
- Foundation of the Month-The Boys and Girls Club
- Four Stories to Higher Profit
- Client Stories

The Game has Changed

Perfecting the Power Sweep

I have changed my offensive approach to life and business. I have audibled to an entire new playbook. Going back to the basics. Instead of throwing up Hail Mary's or running gimmick plays I will perfect the way Real Estate should be conducted. Coach Lombardi would work on the power sweep non-stop. He didn't care if the defense was lined up to stop the play, he would run it anyway. The goal of the play is to get a couple of yards. Always having the ultimate goal in mind and not letting anyone else force you away from your strengths.

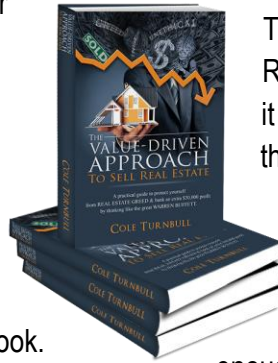
Since obtaining my Real Estate License in 2013 I have been exposed to the ugly truths of the profession. Yes, there are some great agents out there who have the same desire to protect their clients as I do, but unfortunately there are more

agents who give us a bad rep. You know what I am talking about... It is those who have Real Estate Agents being compared to Politicians. Nobody trusts politicians. I am setting out to help change the industry, and how agents conduct their business. You will never see me knocking on your door uninvited again, or mailing out a recipe on how to make brownies. I mean come on, if you want to know how to make brownies we all know how to use the internet, and most have Pinterest on their phones. Food recipes are for the birds. They have nothing to do with Real Estate. It is unfortunate that it took me three plus years to get my approach documented.

"Once a man has made a commitment to a way of life, he puts the greatest strength in the world behind him. It's something we call heart power. Once a man has made this commitment, nothing will stop him short of success"

-Vince Lombardi

From here on out I will be providing you with a monthly newsletter. I will be conducting my business in a way that is invigorating for both myself, and my clients. I will be releasing a book in the coming weeks that I collaborated on with like-minded colleagues from all over the United States that have the same business models as I do. My friend Ryan Fletcher was the Ghost Writer on the project, and put all of our ideas into a book. The book is called The Value-Driven Approach to Sell Real Estate ; A practical guide to protect yourself from REAL ESTATE GREED & bank and extra \$30,000 profit by thinking like the great WARREN BUFFETT. When you receive the book you will find out what the approach is all about. It is my business bible. The book won't be available on Amazon either. You can go to www.freebook4cdacharity.com and request your copy of the book. All I ask in return is that you pay it forward by donating \$5 to a local charity. If I can give away just 100 books a week, and if each person donates just \$5 to a charity of their choice, then indirectly, this book will generate \$500 in new donations every seven days, for one great cause after another. Times that by 52



weeks... In one year, that's over \$25,000 in new donations!

The other reason for the book is because Real Estate Greed is in fact a real thing, and it puts homeowners at risk. I am out to level the playing field. After all the only protection you have from Real Estate Greed is to know how the game is played. Sure the unethical agents will come out in uproar about me calling out their tactics. But enough is enough. They can line up with all eleven guys on the line of scrimmage and I won't give a shit. As long as I gain yards on each play I am winning. Sure it will be tough sledding at times, but as the great Vince Lombardi stated; *"Once a man has made a commitment to a way of life, he puts the greatest strength in the world behind him. It's something we call heart power. Once a man has made this commitment, nothing will stop him short of success."* It is of this mindset that I will continue to live my life.

Together we can make a difference in our community. I can't do this alone. It takes a movement to make a lasting impact on a business with such a negative reputation. I am fine with that. I cherish an uphill battle.



My Beautiful Bride and I on our wedding day, September 5, 2015.

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Foundation of the Month



Who is the Boys and Girls Club of Kootenai County?

The Boys and Girls Club of Kootenai County has been doing many great things for our community since it arrived in Kootenai County in 2007. The club originally started in the basement of the Post Falls Church of Nazarene, and further expanded in 2011 to an outreach program at Sorensen Elementary. By 2012 the Club's Board Members had raised enough money to open their current facility on Mullan Ave in Post Falls. Since the opening the Club has served approximately 10,000 of our community's youth. The new Hagadone facility on 15th Street in Coeur d'Alene is scheduled to open in the fall of 2016. Together the two Club locations in Kootenai County will serve around 650 youth daily.

What is the Boys and Girls Club?

The Club is focused on providing a safe, and positive place while having a significant impact on the youth in our community. Within the Club

they focus on five main programming areas. They are; Character & Leadership, Education & Career Development, Health & Life Skills, Arts, and Sports/Fitness & Recreation. Each one of these programming areas has many different subgroups for the club goes such as power hour which is a tutoring center where the kids can get their homework done before they go home. The Kootenai County Club is getting ready to launch their new PGA Sports Academy teaching the youth how to golf. These are just a couple of the great programs that the Club offers.

Besides the everyday activities the Club offers,

they also take special initiatives within the community. They have a nutrition program which each child gets a free nutritious meal or snack every day. The Club also has special

programs during the Holiday's assuring that children are able to receive a proper Christmas or Thanksgiving.



The Boys and I having fun at the Bowling Fundraiser for The Boys and Girls Club. The Coeur d'Alene Association of Realtors raised \$1,434.

Why the Boys and Girls Club?

The time from when school gets out to when children's parents get off work is when kids can find themselves getting into trouble. The Boys and Girls Club of Kootenai County helps solve this issue. The barrier to get a child into the Club is minimal. The fee for the entire school year is \$20 per kid (3-6pm), and their summer program which is 9am to 6pm is \$20 as well. It costs the club \$270 to provide the programming for each child. To help make up the difference of the \$250

the Club relies on donations. The Annual Spring Party is coming up on April 28th at the Hagadone Event Center, and is the main catalyst for fundraising for the summer programs. Tickets are free, but you must RSVP to attend. If you would like more information on the event, or to donate to help the Club you can visit www.springparty.com. Unfortunately I will be out of town on the 28th, but it would be awesome if you went out to support the cause.

The Club is always in need. Whether you would like to make a financial donation, or a time donation they love their supporters. With the Summer Program getting ready to kick off in just a few months they are always looking for

assistance. According to Ryan Davis, the Executive Director there are some glaring needs that arise every summer that they are looking for help with. They go through a pallet of paper in the summer and are always in need of more. They always need more athletic equipment, tools, and materials for daily activities, and even storage containers and shelves. I challenge each and every reader of this publication to log onto the website and either claim your tickets to the party, or make a minimal donation to help the program.

For more information on how you can help, or to register your child please visit <http://www.northidahobgc.org/>.

May I take you on a bit of journey? ...



Four Stories To Higher Profit – from your home sale and, anything else you sell in life.

By Cole Turnbull, author of the forthcoming book *The Warren Buffett Approach To Sell Real Estate: A practical guide to protect yourself from REAL ESTATE GREED & bank an extra \$30,000 by taking a VALUE-DRIVEN APPROACH.*

There is a website on the Internet that I believe is the best website in the world. Would you like to know which it is? I'll reveal that website in a moment but first have, let me share with you several stories that recently impacted me. The first comes from a book, written by Carmine Gallo.

"Meet Aimee Mullins, she as 12 pairs of legs. Like most people she was born with two, but unlike most people Mullins had to have both legs amputated below the knee due to a medical condition. Mullins has lived with no lower legs since her first birthday.

Mullins grew up in a middle class family in the middle-class town of Allentown, Pennsylvania, yet her achievements are far from ordinary. Mullins doctors suggested that an early amputation would give her the best chance to have a reasonable amount of mobility. As a child Mullins had no input into that decision, but as she grew up she refused to see herself as or to

accept the label most people gave her—“disabled.” Instead, she decided that prosthetic limbs would give her superpowers that others could only dream of.

Mullins redefines what it means to be disabled. As she told comedian and talk show host Stephen Colbert, many actresses have more prosthetic material in their breasts than she does in her whole body, “and we don’t call half of Hollywood disabled.”

Mullins tapped her superpower—her prosthetic limbs—to run track for an NCAA Division One program at Georgetown University. She broke three world records in track and field at the 1996 Paralympics, became a fashion model and an actress, and landed a spot on People magazine’s annual list of the 50 Most Beautiful people.

When Mullins told her story to the world, “The opportunity of Adversity,” just as I have told you her story here, it was quickly viewed nearly 1.5 million times.

Let me tell you another story. This is story that I both witnessed and read about. In his book, Gallo puts introduced me to Cameron Russell.

In a presentation, Russell tells the audience, “Looks aren’t everything.” Cliché? Yes, if it had been delivered by anyone else. Russell, however, is a successful fashion model. Within thirty seconds of taking the stage Russell changed her outfit. She covered her revealing, tight-fitting black dress with a wraparound skirt, replaced her eight-inch heels with plain shoes, and pulled a turtleneck sweater over her head.

“So why did I do that?” She asked the audience. “Image is powerful, but also image is superficial. I just totally transformed what you thought of me in six seconds.”

When Russell told her story, the full version, not just the intro has I have shared with you here, it was quickly viewed more than 6.5 million times.

Let me tell you another story. This one about Magic Johnson but more specifically, his business partner, Ken Lombard. Ken and Magic were scheduled to meet with Peter Gruber who, at the time, was the CEO of Sony pictures. Upon meeting Gruber in his office, the first thing Lombard said was, “Close your eyes. We’re going to tell you a story about a foreign country.” Gruber thought it a little “unorthodox,” but he shut his eyes and went along with it. Lombard continued, “This is a land with a strong customer base, great location, and qualified investors. You know how to build theaters in Europe, Asia, and South America. You know how to invest in foreign countries that have different languages, different cultures, different problems. What you do, Peter, is you find a partner in the country who speaks the language, knows the culture, and handles the local problems. Right?” Gruber nodded in agreement as his eyes remained shut. “Well, what if I told you a promised land exists that already speaks English, craves movies, has plenty of available real estate, and no competition? ... This promised land is about six miles from here.”

Lombard and Johnson were pitching Gruber on building movie theaters in underserved urban communities, but knew Gruber wouldn’t be interested if he knew from the start that this was their idea.

Lombard knew, first, he’d have to create a desire for Gruber to own such a location. For this, he needed to tell the above story. He’d need to take Gruber on a journey, so he could see, and imagine, before he judged and ruled out.

Through the power of storytelling, Lombard and Johnson cast themselves as the heroes of the narrative who would help Gruber navigate the waters to reach the promised land. *It worked!* In the first four weeks of opening, the first Magic Johnson Theater was one of the top five highest-grossing theaters in the Sony chain.

Now, before I wrap this up and reveal to you what I believe is the world's greatest website, let me tell you one last story.

Meet Rob Walker and Joshua Glenn. They founded the site SignificantObjects.com, a website dedicated to the power of story. Significant Objects was a social and anthropological experience devised by Rob and Glenn. The two researchers started with a hypothesis: a writer can invent a story about an object, investing in the object with subjective significance that would raise its objective value. In other words, they could buy crap, tell a compelling story about that crap, and because of the romanticism of the story, create a desire for the object to sell it for far more than they purchased it for. They curated objects from thrift stores and garage sales. The objects would cost no more than a buck or two. The second phase of the experiment saw a writer create a short, fictional story about the object. In the third step, the object was auctioned off on eBay.

The researchers purchased \$128.74 worth of objects. The thrift-store "junk" sold for a total of \$3,612.51. The men had discovered that a powerful story had raised the average products' prices by 2,700 percent. For example, a fake banana cost 25 cents and sold on eBay for \$76 after the story was added. An old motel key cost \$2 and sold for \$45.01, after a story was told about the object to make it "significant"—hence the name of the site, Significant Objects.

Through the experiment the researchers concluded, "Stories are such a powerful driver of emotional value that their effect on any given object's subjective value can actually be measured objectively. Or simply put, "When someone likes a story about an object—or your home, if its on the market and you're selling it—that emotional connection is expressed by the buyer in his willingness to pay a higher sales price. This of course, earns the seller of the object a greater profit for what object whatever that object is being sold.

"So tell you these stories?" Because each one of these stories reveals a secret that we use when working with real estate clients to realize higher bottom-line profits. If you want to turn adversity into opportunity, for example, you craft a story. Every home has its flaws; there is no perfect home. But through the power of story, as Aimee Mullins demonstrated, how those flaws are seen and viewed to the outside world can be changed. The thesaurus definition for the word disabled is: broken-down, confined, decrepit, handicapped, helpless, hurt, incapable, laid-up, lame, maimed, out-of-action, paralyzed, powerless, weakened, worn-out, wounded, wrecked. But as Aimee Mullins exemplifies, even with no lower legs, none of these "definitions" are true. She believes her prosthetic limbs are her superpowers and give her options. Longer prosthetic to make her taller for balls and black tie events, spring-loaded prosthetic legs for running at incredible speeds, shorter prosthetic for every day... she has options we do not. And while I can't ever imagine wanting to trade my lower legs for no lower legs, through the power of hearing Aimee's story, I wouldn't now fear it. With every adversity there is opportunity. The Power of Story helps real estate clients to see that same

truth, when looking at or selling a “flawed” home. We can turn it into a positive...

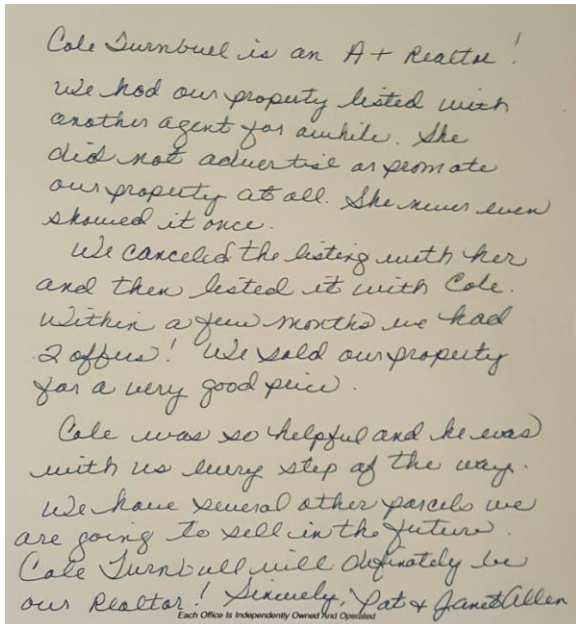
If you want transform the look of your home, as Cameron Russell revealed, image is only surface deep. In the same way Russell completely transformed her image within 30 seconds of taking the stage, we, through a process called “Scientific staging”, can transform the image of a clients’ home. In her full presentation Russell talks about, in preparation for a photo shoot, of having a team of hair and make-up stylists, photographers, fashion coordinators, people to help her pose, etc., all working to tell a story through her *newly* created image. And, in real estate maximum profit works in exactly the same manner. Through the creation of a new imagine, we’re able to tell a home’s story. And, from Rob and Joshua’s research at Significant Objects, on the power of story, we know this is a path to higher profit.

The reality is, we all love stories.
They have the power to entertain us, suck us

into a message, and help us envision the impossible, even change our minds about deeply held beliefs—as Lombard proved to Gruber about building theaters in urban areas. This is why I spend so much time on TED.com, listening to and studying stories. Sure, I enjoy them, but also, for my clients, my job is to tell them effectively. Their profit, and the speed of their home sale, depends on it.

If you love great stories and stories that really make you think, I believe the site TED.com is the best website in the world. If you search Mullins and Russell, you will find their full presentations along with others.

I guess my point is—never forget—the *story* you tell about your home, in more ways than you may imagine, has impact on your bottom-line profit. So don’t shortcut this step and be certain that no agent you may hire to help you, shortcut this step either.



Client Stories

My first Heartfelt Testimonial

This testimonial has a real special place in my heart. It was the first true to the heart review I had received after getting my license in 2013. I grew up with Janet and Pat’s son, Jake. We were always causing havoc on the Dalton Gardens streets when we were kids, and I am sorry if Jake and Matt caused you trouble, I was always the one telling them NO. We were the three amigos.

Anyway Pat and Janet had ten acres in Hauser Lake that they had tried selling numerous times with another agent, but it never sold for various

reasons I won't get into. It was one of my first listings, and I was still learning my ways on selling property (and still am three years later), but I knew that I couldn't let them down. This piece of property was Pat's pride and joy. It was tough for him to let it go.

The same piece of vacant land has a different value to each and every person. One buyer may cherish the trees and solitude that the piece offered, but the next guy may have very different ideas for the piece. Would he cut down all of the trees, sell all of the lumber, and have his dogs barking at all hours of the day? These are just some of the ideas and possibilities running through their minds. After all Pat and Janet are not planning on moving any time soon. They had built their dream house on the neighboring piece years before.

I was lucky enough to run into Pat and Janet at Costco earlier this month and had a nice conversation with them. The gentleman who purchased the piece built his dream home on the land, and they couldn't have picked a better neighbor.

Stories like this keep me driving down the field. Sure there will be issues that arise from time to time, but it is my job to help my clients solve those issues or concerns. I am here for you. Some nights I lay in bed thinking about issues and dilemmas that arise in certain transactions. How will I best solve or attack the next problem that my client and I will face from greedy and unethical agents?

About the Author- Cole Turnbull is an entrepreneur and relentless innovator of the real estate industry. He is the creator of the "Value Driven Approach to Sell Real Estate". Fortunate enough to be one of the few who were born and raised in North Idaho. Cole Enjoys spending time in the great outdoors, and is an avid Seahawks and Sun Devil fan.

Cole also supports many great national charities too, such as: National Foundation for Transplants, St. Josephs Foundation, Boys and Girls Club, Movember Foundation, Forward Assist Foundation, Rocky Mountain Elk Foundation among others. Being a committed philanthropist he hopes to raise/donate over \$10,000 to local charities each year.

