

The Turnbull Times

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Do These Jeans Make My...

Hello again, and Happy 2017 to you. As you may have already noticed from the previous 9 issues of the Turnbull Times I will speak my mind if the situation calls for it. The majority of the time I am a man of few words, but also not afraid to speak my mind if the situation calls.

Even after five years of being together with Tabatha, I'm still learning how to tell her what I actually think without pissing her off.

Tabatha has never been a clothes shopper for as long as I have known her. In fact I have way more clothes than she does. I even get three quarters of the closet space. My excuse, she wears scrubs at work every day, comes home, puts the same old haggard sweatshirt of mine, and assumes position on the couch while binge watching our latest show on Netflix.

To me this is great that I don't have to deal with what most men do in their wives

continually hitting the racks at Nordstrom to find the latest \$200 pair of Rock Revival jeans or whatever is in style now.

However, it's hard to convince a four month pregnant woman that it's acceptable to opt for comfort over style on a "date night".

Just the other night we were getting ready to go out to a nice dinner or "date", however you want to look at it.

I have the ability to quick shave, shower, enjoy a beer, brush my teeth, and throw on a pair of jeans, shirt, jacket, and hat in under thirty minutes.

Tabatha, not so much. It takes her 30 minutes just to blow dry her beautiful hair. Then add in the makeup and phone conversations with whoever and we are looking at an hour to get ready. Then comes the toughest part of the entire night, what does she wear?

With a growing baby in her belly, the bump is starting to show. To me it's attractive, but to her it's inconvenient when getting ready. "Nothing fits right anymore" she frustratingly throws the next pair of jeans on the floor on top of the five shirts that she has already become frustrated with.



Then the famous question comes **“does this look good?”**

“Of course it looks good babe”. I reply. She refuses to accept the fact that I think it looks good, even though she has learned from me in the past if I don't think it looks good I reply “that looks ok, but don't you think this shirt would look better?” or if it's really hideous I will flat out tell her “I don't like it.” and then follow with “what about this shirt, with this scarf, and these leggings.”

“I'm not a scarf person, and I hate that shirt... I have no clothes and nothing to wear.”

My constant reply is “I think you look good, and that's all that matters.”

Finally after ten different outfits she is ready to rock, but still complaining all the way to the garage that she doesn't have shit for clothes to wear. After all she only drives by twenty stores between her office and our house including the biggest mall around and Nordstrom Rack.

Where Am I going with this?

I was going back reading through many of the reviews I have received from past clients. The overwhelmingly common theme in them was I won't force anything on you. I don't look at myself as a salesman, but rather a consultant.

Take Travis and Sara Lepsch for example, first time home buyers, and we had originally written their first offer on a home last spring, but the offer never came to terms in a multiple offer situation, and we continued their search. It wasn't until the end of September of this year until they found the home that they had been looking for. Here is the review from the Lepsch's. *“Cole Turnbull was very helpful as he helped us through the process of buying our first house. He let us decide, and wanted us to find the right house. I would definitely recommend Cole to any of my family and friends.”*

First of all, Thank You for the kind words Travis and Sarah.

In dealing with home buyers for four year now I know that people don't like to be pressured into buying something that they don't feel comfortable in. Many of the pickiest buyers are first time home buyers and I expect you to be picky. Don't force it. Purchasing a home is one of the most important and biggest purchases most of us will ever make in our entire lives.



tend to believe that number to be even shorter for first time buyers and sellers.

It seems that more times than not folks are buying a home, living in it for three to five years, and then have the need to move up to a bigger house. Life happens, babies come, and kids move out. Just like in most aspects of life, you start at the bottom of the ladder rung, and then work your way up, step by step. Most of us don't just get to the

top rung of the ladder overnight.

The main thing I stress to first time buyers is that most often, your first home isn't going to be your dream home. In fact, depending on which website you look at the average American will move about every seven years. I

Whether it be picking out an outfit, or making an educated purchase on a home I call a spade a spade. No Bullshit.

Brag Board



Congratulations to Nate and Jaclyn Church on your Amazing Wedding!

&



Great job Bobby of Saving Fishers little paws!

No Real Estate This Month. A Discussion of a Different Kind.

I'm departing from my typical real estate column this month.

Instead, I want to speak to the reason I founded Coeur d'Alene Advice Givers® podcast, the entire media company, in the first place.

Let me start by stating the obvious.

Media companies today aren't about serving the local community. *Coeur d'Alene*. Their only interest (and mission) is to generate advertising revenue, and pulling national stories from the Associated Press.

We are here to help break that mold.

It used to be that you could visit a media company's website, or read their publication, and find stories about local entrepreneurs. Business people and leaders in the community, that were striving to build interesting things, solve problems, make impact. And when you read these stories, you were inspired. "If he or she can do it, why can't I?" Further, you often knew the people that were featured. Maybe it's a parent of your kids' friend, at the local school. Or a young entrepreneur who invented a gadget, solving a painful problem. Or a service provider, like a financial planner or local chiropractor, helping individuals, families, and retirees to live better lives.

Now though, you open that publication, and it doesn't matter which it is, only to find more ads. In the famous words of Dave Thomas, Wendy's founder, "Where's the beef?" And the stories that are published, aren't even about the people in our local

community, city or county. They're from someplace we've never heard of.

Then there is the issue of content.

What has happened to the art of great storytelling? Where did the human element go? Good stories begin with great characters. Great characters begin with good people. And when you find those good people, it's their good intentions which can be trusted to solve the real problems. But where has that advice gone?

Now, you just see "click bait." An Internet term used to describe sensationalized headlines. You only read about murders and child molesters, and all the bad shit that has happened. The motto of media companies today: "Anything to promote controversy. Stir up anger. Or inspire fear." Those are the emotions that the media companies of today prey on. And why has journalism become so horrible? Where has the pride gone in the quality of their coverage?

When did journalism *stop* being investigative?

At one time, the sole purpose of the media was to effectively vet truth from fiction. Separate lies from fact. We used to be able to count on the media. They were our advocates. We could trust them. Now though, the media serves as little more than a shell for the company, or political party, with the most ad dollars.

Fed-up and frustrated, that's why I launched *Coeur d'Alene Advice Givers*®—to get back to the roots of effective local journalism.

As you know, this newsletter, in tandem with the podcast is committed to spotlighting local business owners, entrepreneurs and thought-leaders, to bring the best advice to the folks of Coeur d'Alene, from our community's brightest minds.

And the articles, they're written by *real* journalists. Telling real stories. Spotlighting good people, with strong character, from right here in our own backyard.

Throughout this journey, which I hope is evident, my mission and purpose, and sole driving factor, is to create a movement of *Impact*. Quite simply, I want to grow and strengthen the *Chain of Inspiration*. That is to say, just like adding chain-link to a chain to make it longer, one person, through their actions, through their story, through the demonstration of their character, inspires another.

This creates a *Chain of Inspiration*.

One way we can do that too, is to better tell the stories (and distribute the message) of the business owners and entrepreneurs in our community, that are solving problems.

This, not only helps to grow local businesses. But it puts those with a problem, in touch with the people who can solve it.

Take Jerod Keyser, for example. Jerod was my second guest on the podcast. If you don't know Jerod is my Uncle "In-Law" and started Fortress Business Systems a few years ago with his Wife Amber.

Fortress Business Systems goes over the top in customer service, providing clients with the best tools to conduct their businesses. They don't just sell you a printer, but they also account for the security issues that are transmitted through these systems. Not something that I ever thought about until our

conversation on the podcast.

Jerod and Amber are both very involved in the community, donating portions of their profits to local charities including the American Childhood Cancer Organization Inland Northwest (ACCOIN) and The Boys & Girls Club of Kootenai County.

Go ahead and tune into Coeur d'Alene Advice Givers on itunes, or stitcher to find out more about Fortress Business Systems and other great guests.

The hardest part about starting the podcast has been securing interviews. There are many folks I have spoken with who are all about being interviewed, but with all of our crazy lifes having people set aside thirty minutes out of their day will be worth it in the long run.

With the whirlwind of life events over the past month and a half I frankly have just let it slide, but plan on getting right back up behind the mic and continuing to interview our local Thought Leaders.

If you, or anyone you know you think would be a good guest to have on the show please reach out to me. I am currently booking interviews for February and March. Thank you



Tales from the Hood

Real stories from Cole Turnbull's every day experiences. The Good, The Bad, and the Ugly!

No White Flags

Just the other night Tabatha and I were thumbing through Netflix, and Amazon Prime in search for a Friday night movie to watch. When I opened up Prime the first movie that popped up was "Gleason". I said to her "I want to watch this, I heard it's amazing".

If you don't know the story behind Steve Gleason, I recommend you get familiar with it. Talk about a man who has lived his life with a purpose. Steve grew up in Spokane, and played football at both Washington State, and in the NFL with the New Orleans Saints. He could possibly hold the title for the greatest play in New Orleans History with the punt he blocked on Monday Night Football in the return of the Saints to New Orleans after hurricane Katrina. That play is referred to as the "Rebirth" of New Orleans, and even has a statue of the play. He soon retired, and was diagnosed with ALS a few years later.

Upon his diagnosis, Steve was determined to continue to live

his adventurous life. In the journey Steve and his friends and family started Team Gleason, a non-profit charity with the mission to "Help provide individuals with neuromuscular diseases or injuries with leading edge technology, equipment and services."

The movement created by Team Gleason is incredible. If you want to be moved, head on over to <https://teamgleasonexperiment.org/> and read the stories written by the folks who have been impacted by ALS, and Team Gleason. Truly life changing.

ALS patients like Roxanne Green who is a mother of four boys, received eye technology from the foundation and is now able to communicate with her boys every day. As she states in the blog her boys are the reason for her to get out of bed every day. "They love hearing me talk through the Tobii (the technology she received)".

Another ALS movement even closer to home is Matt's Place Foundation.



Matt Wild, a Coeur d'Alene native who was diagnosed with ALS in 2015, and created the foundation to assist PALS (People with ALS) and their families with the ALS battle.

Matt, who has an "Uncrushable Spirit" has very similar goals and motives as Steve Gleason. He refuses to let the disease kill his spirit, making everyday an opportunity to make progress in the battle. Matt's Place has done a tremendous job of raising funds locally. Making an impact on our local community helping PALS with necessary

alterations needing to be done to their homes upon diagnosis, among other contributions.

Be sure to keep March 4th open on your calendars to come out and support the 2nd annual pub crawl downtown Coeur d'Alene.

MATT'S PLACE
FOUNDATION

2ND ANNUAL
PUB CRAWL

SATURDAY
MARCH 4, 2017
DOWNTOWN CDA, ID

SUPPORTING THOSE WITH ALS
www.mattsplacefoundation.com

SAVE THE DATE

The Turnbull Times

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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.



This newsletter is intended for entertainment purposes only.

