

The Turnbull Times

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Apples to Oranges

Earlier this month Tab and I attended an event called "A Night Under the Stars" which was a fundraiser for the Inland Northwest SIDS Foundation. If you haven't heard Liz and company have been doing amazing things around the community as far as safe sleep education for our little ones.

Like a typical fundraiser, there was both a silent auction, and a live auction. Once the silent auctions were wrapped up, it was time for the live auction which has some great packages, including a beautiful little girl with black shiny fur. Her mom was a chocolate lab, and dad was a golden retriever.

As the auctioneer was going a mile a minute, but as she was bidding off one of the other packages I glance over and see Tab frolics around in the grass with the little puppy as she was making her way back from the restroom. She instantly comes over to me and expresses her desire to take the puppy, who was referred to by "Maggie" home. Maggie's little pouncing and playfulness had hooked Tab, and sucked me

right in also when I saw both Tab's and Maggie's puppy dog eyes.

Long story short \$1,500 later we were the proud new parents of Maggie... (story told in weekly email)

Maggie came home for good a few weeks back. The first night was like a honeymoon. She slept in her crate, whined at 4 to go outside, and then was ready to rock. But it hasn't been all fun and games since she came along.

There have been growing pains.

Frustration with potty training has definitely set in. Accident after accident on the floor. Some which were our fault for not getting her outside enough, some of them falling on Maggie who would come in from outside and pee minutes later..

Then the comparisons started to come.

Our 8 year old lab, Onyx is such a breeze at her grouchy age. She likes to sleep most of the day, play ball for a bit, and then back to

sleep she goes. Relatively low maintenance as she can be locked in the house for 10 hours at a time without having an accident. Maggie, well she gets about 1 hour on a good day..

Onyx never had an interest in shoes or flip flops, Maggie does.

Onyx doesn't chew on all the cords...

Onyx doesn't wake me up at all hours of the night...

Onyx doesn't....

It isn't fair to do this. They are completely different dogs. Onyx was a puppy once, we just forget because it was so long ago.

I see this happen in all aspects of life, and once it's noticeable, it's definitely something that will change your perspective and feelings about things. We place expectations on people and experiences based on past experiences, or notions that we develop in our minds.

That gap that exists between our expectations and how it actually is leads to frustration which ultimately results in anger and resentment.

Take the latest diet that "failed you" for instance. We are constantly shown on Pinterest, Facebook, and Instagram how amazing you can look in a swimsuit if you just drink this drink, or eat this and not that.

But that person isn't you.

Your expectations are that you should have the same results, but in all reality the only thing you have in common with that person is you are both human beings.

No two brains think alike. No two people have the exact same life situations, but we are constantly comparing.

I imagine it's easy to fall in this same trap once you have multiple kids.

Tatum didn't do that, or act that way, why do you "little Johnny"?

Comparisons happen all the time in real estate as well. Often times you will see agents offer a "Free Market Analysis" which is essentially taking a McDonald's cheeseburger and putting it up against a burger from Hudson's or Nosworthy's.

You are comparing apples to oranges. Yes they are all houses on a foundation often times, and may look similar from the front, but doesn't take into account what makes each individual home unique.

In fact that's fundamental mistake #3 that is laid out in our book, "The Value-Driven Approach To Sell Real Estate".

It is hard to break out of this mindset. As humans we naturally want to compare, compare, compare.

Maggie has her special character traits that we will grow to love, just as Onyx has hers.

So next time you start thinking to yourself, "This isn't how I thought it would be" remember that no two dogs, no two people, no two houses, or no two of anything else have the exact same story so don't place the expectations like they do.





EVENT #5: SEPTEMBER 13TH, 2018 PADDY'S SPORTS BAR 630-730PM

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The stage is set for our 5th Impact Club event. The event will be Thursday, September 13th at Paddy's Sports Bar from 6:30 – 7:30 pm. In the matter of 4 events we, as Impact Club Coeur d'Alene have donated \$41,300 to Newby-Ginnings of North Idaho, The Anna Schindler Foundation, Camp Journey, and Matt's Place Foundation. Who will be next?

The three charities have been working hard on their stories. In just the matter of minutes the power of story will help propel one local charity with the best story to a donation of at least \$11,200!

Records Are Made To Be Broken: A Case Study of 2716 N. Ivy Lane

Have you ever heard of Roger Bannister? He was an Englishman who set out in the 1950's do the impossible.

To run a sub four minute mile...

After finishing fourth in the 1952 Olympics Bannister set his sights on breaking the barrier that had never been broken before. He worked on his form. He worked on his approach. He trained just thirty minutes a day as he was limited on time while attending med school at the same time.

Then it happened, on May 6th, 1954 Roger Bannister was running in Oxford against amateur college students when he ran a 3:59.4 second mile.

He had accomplished the "impossible"

However It didn't take long for someone to break Bannister's new record. Later that same month John Landy from Australia broke Bannister's record by less than a second.

Since it has been done by over 500 American's alone, with the current record sitting at 3:43.13. Nearly 17 seconds faster than Bannister's historic time.

So what was the magic? Or was it magic? With modern day technology, tools, and education it seems like athletes are only getting faster, stronger, and smashing records left and right. But it took that one instance, that one example for someone to break a record, to prove that what seemed impossible or at least unlikely was possible, and it could happen.

Records are made to be broken. We see it all the time in real estate as well.

I recently found my friends Casey and Chantelle in a situation where they wanted to sell their home, and in a hurry because they had found "the home of their dreams" on the internet.

The Situation

The problem was the home was priced very well, in a highly desired neighborhood, and I in no way could encourage the Kirk's (Casey and Chantelle) to leave tens of thousands of dollars on the table as they were in the middle of updates. So we quickly scheduled a time for a walk through, and for our scientific stager Griffen to meet with Casey and Chantelle as well to help them get their home show ready.

The Gameplan

Was pretty extensive for the Kirk's, but they were up for the challenge. They were in the middle of installing new floor, painting cabinets, and numerous other projects. Some of the major items that were to be addressed were new counter tops, new backsplash, new dishwasher, finish the flooring, and a pre inspection prior to going on the market.

Many people balk at the notion of having their home inspected prior to putting it on the market, but I have written about the benefits of it many of times, and when you are in the position to where you need to have the least amount of hold ups in a deal when you are trying to get a seller to accept a home sale contingency it's strongly urged.

After months of the Kirks preparing for list, and watching the home they had their eye on sell, but we still moved forward with the listing of their home.

This is where Mike with McCall Media works his magic.

Before



After



The photos were amazing!

As soon as we launched our Social Media campaign for the home it set Facebook on fire!

The Results

Within days we had multiple offers, including the one the ultimately accepted which was full price. Higher than any “comparable” home in the neighborhood had including the former model home around the corner which was

under contract for less than where we were. (\$177.24/sq ft).

The kicker... The buyer hadn't even stepped foot in the house and neither had his agent. While this made us all a bit nervous we took the proper steps to assure that this was the best offer for our sellers.


Further the buyer reviewed the inspection report that we had from the pre-inspection, and moved forward without any requests from the inspection contingency.

Within a month's time, we were closing on Casey and Chantelle's home, and found them the home of their dreams.

All the while shattering what most would think was impossible for the neighborhood. It is my estimation that with the flawless execution of The Value-Driven Approach that the Kirks netted at least \$10,000 over their investment on the work completed in the sale of their home. Congratulations Casey and Chantelle!

“

Cole is down to earth and friendly but professional. He is knowledgeable of the market. He will work very hard to get what you deserve for your sale, and will work just as hard to help you find your dream home. When we decided to list our home, Cole was not in a rush to get it on the market just to make a quick sale (which lots of other agents do). He takes the time to make sure your home is truly market ready for top dollar sales, which we greatly appreciated. He is incredibly patient. We had a lot of questions and Cole was timely and understanding in his response to our concerns. If he was not sure of the answer, he was diligent about finding it for us. All in all, Cole made the sale of our home and purchase of another smooth and as stress free as possible. We will, without a doubt, always turn to Cole for help with our future home sales or purchases.



Casey Kirk

On behalf of Cole Turnbull
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Creating a Legacy Piece with Kibbee Walton of Artisan Portrait & Design

"There is a legacy piece to family portraits... every single person will tell you how quickly time passes.. a big part of my motivation is being able to create that legacy piece... heres something you will always remember."

Kibbee Walton, Owner and Operator of Artisan Portrait and Design began creating art at a young age. Following his passion Kibbee went to North Idaho College where he soon became the editor of the school newspaper. He realized that maybe his hobby could be a great career.

Now his hobby has turned into a career and has truly opened doors for him. After starting his professional career under the guidance of two other portrait studios, Kibbee acquired his studio in downtown Post Falls. Kibbee started out by focusing on High School Senior Portraits and took the market by storm through adding a unique flair to them, he offered Free Profile Picture Day.

Students who were getting into social media were able to come and get a high quality photo for their social media for free and eventually those same students came back to get their senior photos taken.

Shortly after one of Kibbee's mentors mentioned to him, "not everyone has a senior but everyone has a family." At that moment Kibbee began a transition into a more family portrait focused studio, where portraits capture the essence of the family, and are made uniquely with the family members with memory in mind.

Clients sit down with Kibbee, they discuss the ideas for their family portrait, they pick their frame for their finished piece and the process takes a bit of time. It's a true experience; they don't just come in take a photo and leave. Kibbee, takes pride in creating that "legacy piece" that will always remind people of that moment in time for years to come.

Kibbee doesn't want to stop there, he plan on giving back \$250,000 to our community and local charities. Kibbee bases his business on wanting to "give back and not just take" to "just genuinely be a good person".



For more on Kibbee Walton and Artisan Portrait visit their website at www.artisanportrait.com or head to their studio in Post Falls, ID at 306 N Spokane St.

Giving Second Chances with Karen Ashenbrenner of Idaho Drug Free Youth

“We believe in second chances, we won’t close the door to a kid who makes a mistake, who sometimes doesn’t have control over the outcome that is our success”.

Karen Ashenbrenner, Executive Director of Idaho Drug Free Youth or IDFY (I-defy), got involved with the organization after a very unfortunate family circumstance lead her to the organization that focuses on helping our Idaho youth live a drug free life.

Working through every position at IDFY, Karen recently took the position of Executive Director in 2017. The nonprofit, offers 6 different programs coupled with various school assemblies all across the state that gives the students an opportunity to discuss, open up and feel like they belong.

To facilitate all of this, there are coordinators in North Idaho and in Southern Idaho to help IDFY communicate the drug prevention education to as many students as possible. The challenges for each school is different based on changing demographics, so Karen and her team work hard to teach the drug free education in a very open way.

They don’t stop at assemblies and in school discussion, but they also provide a summer camp called Idaho Youth Summit at Lutherhaven. Students from all over the state come to participate in the four day event packed full of speakers and breakout sessions about drug prevention topics.



These amazing programs all are powered by the funding of grants, private donors, and corporate sponsors. IDFY also has a donation program called 360 degree which is a program where each year donors can give 360 dollars which covers the cost for one student to participate in the yearly Idaho Youth Summit.

If Karen has one thing to say its that “no mistake is too big” and “we don’t want to close the door or assume anything” and that mindset is truly making a difference in the communities throughout Idaho.

To learn more about IDFY and Karen head to their website at www.idahodrugfreeyouth.com or visit their office in Hayden, Idaho.

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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.



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