

TRACY ELLIS

A GUIDE TO LUXURY REAL ESTATE

*Fall
Edition*



Historic Bed
& Breakfast

in St. Charles, MO



The
Tracy Ellis
Show

FM NewsTalk 97.1
Sunday @ 10 AM

Social Media
Expert

Katie Lance





Tracy Ellis is excited to announce she is now a member of *luxuryrealestate.com!*

LuxuryRealEstate.com, a Webby Award Honoree, has been voted 'Best of the Web' by Forbes magazine multiple times, praised by the International Herald Tribune, Town & Country, The Wall Street Journal and has been ranked 'Best Website' by consumer surveys. Since its debut in 1995, LuxuryRealEstate.com has remained the #1 portal for luxury properties on the internet and has several times more \$1,000,000+ content of any near-peer.

Known in the industry since 1986 as the Who'sWho in Luxury Real Estate network, a global collection of the finest luxury real estate brokers in the world, this group of more than 130,000 professionals in more than 85 countries collectively sells in excess of \$190 billion of real estate annually. Members are selected by Chairman/Publisher John Brian Losh, one of REALTOR Magazine's 25 Most Influential People in Real Estate and broker of fine properties and estates through his Seattle-based brokerage firm, Ewing & Clark, Inc. Luxury Real Estate has been recognized by the Webby Awards, has received "Best of the Web" by Forbes Magazine, honored with an ADDY

Award for Excellence in Web Design, deemed "Best Website" by consumer surveys, ranked in the Inc. 5000 List, noted as one of the 100 Fastest Growing Private Companies by Puget Sound Business Journal, and recognized by the Maggie Awards.

Tracy Ellis has been in real estate for 17 years and has lived in St. Charles & St. Louis County for over 30 years. She is a member of RE/MAX Hall of Fame and was ranked #2 by RE/MAX in Sales Volume for the month of May in Missouri. Tracy is excited to announce that she is now a member of LuxuryRealEstate.com. Now Tracy's listings will be marketed internationally to the luxury market. The Tracy Ellis Team is taking technology to the highest level with aerial photography and video of their listings.

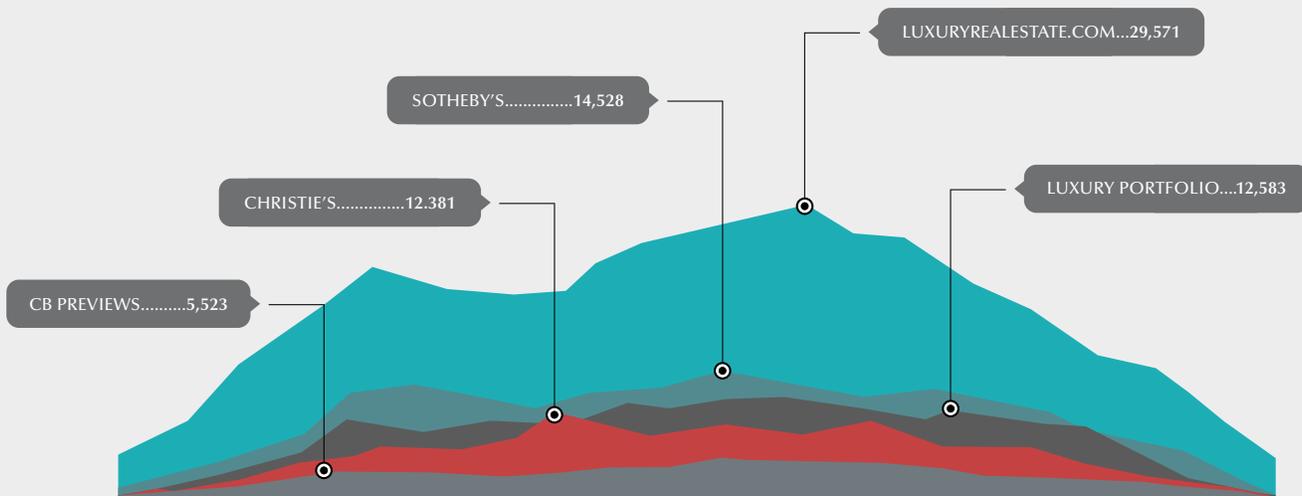
When the real estate market changed several years ago, Tracy realized the importance of marketing her listings to the largest possible audience and started doing her radio show. The "Tracy Ellis Show" airs every Sunday morning from 10-11 a.m. on FM NEWS TALK 97.1. Tracy is joined every Sunday with businesses

in our community who offer excellent customer service at affordable prices. You'll find all of the preferred business partners from The Tracy Ellis Show throughout the Tracy Ellis magazine.

You'll also find that Tracy makes effective use of SocialMedia by promoting her listings on Facebook, Instagram, Pinterest, SoundCloud, LinkedIn, E-Newsletter and now her new magazine, *Tracy Ellis: A Guide to Luxury Real Estate*. Tracy knows the importance of networking with top producing real estate agents all over the U.S. and created a special area on her web site called *Dream Home Destinations*, which highlights listings from Sam Real in LA, Ben Moss in Miami and Rick Lively in KeyWest.

"I want to make this an easy, enjoyable experience for all of my clients because my goal is to be your Real Estate Agent for Life!"

WE HAVE MORE PROPERTIES OVER \$1,000,000 USD THAN ANY OTHER NEAR-PEER WEBSITE.



Wings Road: \$1,700,000

Thornhill Drive
Listed: \$1,500,000 SOLD: \$1,493,000



**“I sold these beautiful homes.
Now, I’d love to sell yours!”**



TRACY ELLIS

www.TracyEllis.com
636.299.3702
Tracy@TracyEllis.com

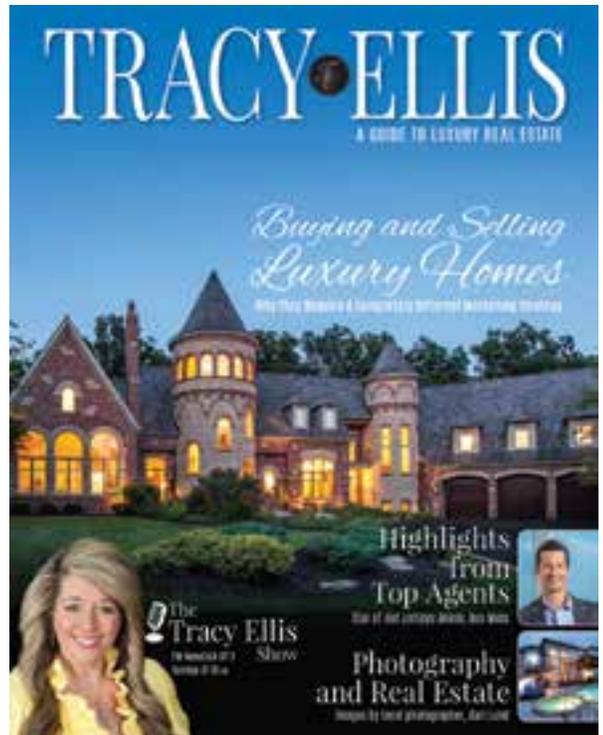


Tune in to the
Tracy Ellis
Show every
Sunday from

10:00 - 11:00 AM on FM News Talk 97.1, and be sure to check out her magazine, where you can find detailed articles about her own listings, real estate advice from the experts, home maintenance, and more!

“Tracy is very accessible, knowledgeable, dedicated, and professional. She always answers questions within seconds, day or night. During an intense back & forth of negotiations, she recently worked right through her son’s graduation ceremony to get our deal put together. Now that’s dedication! Our home was on the market for a lengthy time a while ago with another big name local agent. We did not receive even a single offer, so we finally gave up and took it off the market. After listing it with Tracy Ellis, she was able to negotiate a sale at very close to our asking price. Even after the sale, she works hard to ensure that we are informed and updated throughout the process. I would highly recommend Tracy for any of your real estate needs, she’s the best!”

- Review on Zillow by seller of Thornhill Drive



*This home featured on the cover sold shortly after this issue was printed!





Tracy Ellis
is giving you the **EDGE**
you need in Real Estate!

What an incredible year 2014 has already been in real estate. The market continues to improve and home prices are rising. As of now, interest rates are remaining low and sellers are feeling more confident every day. According to the National Association of Realtors, existing home sales have increased for the 3rd straight month and sales are at the highest pace since October of 2013. The median existing home price for all housing types in June was \$223,000, which is 4.3% above June of 2013. The number of distressed homes, foreclosures and short sales continues to drop from 15% in June of 2013 to currently 11%.

After being in real estate for 17 years, I've seen the highs and lows in the market. It's so nice to be helping my clients obtain their dream home again or downsize because they want to, not because they have to. I truly have the best job and I never take for granted the fact that my clients are trusting me with their largest investment.

It has been such an amazing year for The Tracy Ellis Team. I made the move to RE/MAX Edge in December of 2013 and it was one of the best business decision's I've made in my real estate career. Our office offers incredible technology and a prime location that is conveniently located to all major highways. I hope you'll stop by and visit me at 1114 Wolfrum Rd., Weldon Spring, 63304.

The Tracy Ellis Team continues to grow with the addition of Mary Kay Schlimpert who has been in real estate for over 10 years, my amazing husband Rick Ellis, who has had his real estate license for 14 years and an amazing 30 year career in IT. Rick will be joining me full time and will add so much value to my team.

I'm excited to announce that I am a member of RE/MAX Hall of Fame and was ranked #2 by RE/MAX in Sales Volume for the month of May in Missouri. In July, we listed or sold approximately \$6 million dollars in real estate. I've also just become a member of LuxuryRealEstate.com and I'm so glad to be a part of such a prestigious group of agents and brokers.

My real estate radio show continues to be a joy and I work with an incredible group of individuals and business owners at FM NEWS TALK 97.1. You can tune in to The Tracy Ellis Show every Sunday morning from 10-11.

Thank you all so much for your kind words and support as I work to grow my team. I will continually work to improve my

magazine and website so that I can offer our clients the absolute best results! ☺



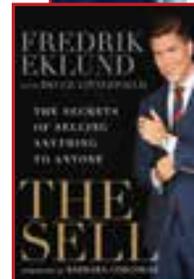
Million Dollar Masterminds with Fredrik Eklund



I'm doing everything I can to learn from the best! Fredrik Eklund from Million Dollar Listings NY on Bravo sold over one BILLION dollars in Real Estate in 2013! I recently completed a six week training course where I was mentored by Fredrik and am now a Member of Million Dollar Masterminds. I have a Global Networking Database through the class I took with Fredrik and now network with over 140 of the top Real Estate Agents all over the World. This allows me to market my listings nationally and internationally.



Fredrik Eklund just signed a six-figure deal to pen a book revealing the tricks used to convince people "to love you, listen to you and buy whatever you are selling." This book is due to be released early 2015.



DESTINATION DREAM HOME

with *Sam Real*

Recently Sam Real, who is a Top Producing Broker in LA and a member of The Ryan Serhant Team (from Bravo's MDLNY), was on The Tracy Ellis Show. Sam will also be featured on Tracy's website with some of his incredible properties with Nest Seekers International.

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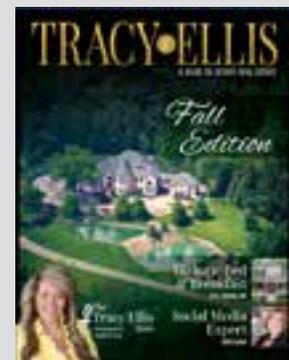


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On the cover:

Photo by:
Ron Burnett

Location:
3001 Matteson Blvd.
O'Fallon, MO



TRACY ELLIS TEAM CURRENT LISTINGS



1126 Wings Rd
St. Albans, MO 63073
\$1,700,000



12898 Thornhill Ct
St. Louis, MO 63131
\$1,500,000



3001 Matteson Blvd
O'Fallon, MO 63366
\$1,499,900



27 Lake Forest
St Charles 63301
\$650,000



3646 Hempstead
St. Charles, MO 63301
\$449,900



408 Olde Court Rd
St. Charles, MO 63303
\$349,900



1024 Brook Mont Dr
O'Fallon, MO 63366
\$349,900



171 Blackrock Lane
Weldon Spring, MO 63304
\$415,000



2020 Crimson Meadows Dr
O'Fallon, MO 63366
\$414,900



981 Bentley Park Cir
O'Fallon, MO 63368
\$400,000



1717 Elm St
St. Charles, MO 63301
\$370,000



3002 Brook Hollow Dr
O'Fallon, MO 63366
\$339,900

Giving you the **EDGE** you need in Real Estate!



www.TracyEllis.com
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TracyEllisTeam



tracy.ellis.144



TracyEllisReMax

TRACY ELLIS TEAM CURRENT LISTINGS



760 Obrecht Lane
O'Fallon, MO 63366
\$299,900



1909 Crossbridge Ct
St. Charles, MO 63303
\$244,900



409 Paddington
Troy, MO 63379
\$209,900



852 Townhouse Lane
Hazelwood, MO 63042
\$124,900



3833 Blow St
St. Louis, MO 63116
\$155,000



3373 Clemens Dr
St. Charles, MO 63301
\$115,000



617 Perry
St. Charles, MO 63301
\$95,000



3001 Smiley Rd
Bridgeton, MO 63044
\$87,500



7373 Landi
Hazelwood, MO 63042
\$50,000



10613 Glen Garry Rd
St. Louis, MO 63137
\$45,000



9721 Calumet Dr
St. Louis, MO 63137
\$45,000



10501 Durness Dr
St. Louis, MO 63137
\$45,000



413 Shepley Dr
St. Louis, MO 63137
\$45,000



10822 Mcduff Dr
St. Louis, MO 63137
\$45,000



2334 Eagles Pines Dr
St. Charles, MO 63303
\$194,900

Tracy
Ellis
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Rick
Ellis
636.699.2197



Mary Kay
Schlimpert
636.751.4435





MEET THE TRACY ELLIS TEAM



Tracy Ellis has been in real estate for 17 years and has lived in St. Charles & St. Louis County for over 30 years. Tracy was recently inducted into the RE/MAX Hall of Fame and most recently ranked #2 out of 996 RE/MAX agents in Missouri. Tracy is excited to announce that she is now a member of LuxuryRealEstate.com. Now Tracy's listings will be marketed internationally to the luxury market.

Tracy knows firsthand all the time and effort it takes to buy or sell a home. When you work with Tracy, she'll be the only person you speak with on her team from start to finish! It's very important to Tracy to be hands on and make sure her clients are taken care of personally.

Cell: 636.299.3702 | Office: 636.720.3833 | Fax: 636.300.3038
Tracy@TracyEllis.com



Rick Ellis has been licensed in Real Estate since 2000 and is a member of the Tracy Ellis team at RE/MAX Edge. Rick has worked as an IT Professional for over 30 years at the top technology companies in the St. Louis and St. Charles County areas. Rick is a proven leader who has successfully managed large teams of technology professionals and projects with proven results. Selling Real Estate today requires much more than sticking a sign in the yard. Rick believes that Merging Real Estate, technology, customer service, and organizational skills are essential in buying and selling Real Estate. One of Rick's hobbies is photography and in Real Estate he is excited to combine his passion of photography and technology to serve the clients of the Tracy Ellis Team.

Cell: 636.699.2197 | Office: 636.720.3834 | Fax: 636.300.3038
Rick@TracyEllis.com



Mary Kay Schlimpert is a full time licensed agent, specializing in buyers, new construction and short sales for the Tracy Ellis Team. She graduated from Patricia Stevens Career College. She is a certified specialist in short sales, and foreclosures and has her GRI. Mary Kay has been a licensed residential real estate agent since 2004.

Cell: 636.751.4435
Office: 636.720.3854
Fax: 636.300.3038
MaryKay@TracyEllisTeam.com



Tracy is proud to add Kathryn Schlimpert to her team! Kathryn recently graduated from Missouri State University with a Bachelor of Arts in English - Creative Writing and a minor in Technical Writing.

When listing a home, the comments written in the MLS are one of the first things a buyer reads! In order to make those comments memorable, Tracy feels it's important to tell a story about her properties. You can see an example of this technique in the article about Tracy's B & B listing on Elm St., written by Kathryn!





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Staci & Jim Maneage
Guests on
"The Tracy Ellis Show"



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OUR COMPANY VALUES

● **Value TO Our Customers**

- Keeps gutters clear and free flowing
- Protection of your home
- Keeps you safe and off ladders
- Allows more quality time to spend with your family
- Investment in your home

● **We Value OUR Customers**

- We listen to your needs and make sure to address those needs
- We never use high pressure to make a sell nor misrepresent our product
- We provide integrity pricing. There are no

opportunities for up charging and price gouging.

● **Service of the product**

- **Installs like a roofers flashing with screws NOT nails for extra security against wind.**

We also do not use any glues or adhesives strips on the owners roofs. Our products installation does not void customers roof warranty

- Only product on the market that adds extra support to the gutter and goes on under first shingle
- Heavy gauge .027 like your existing gutter so need need for ridges for stability

- Nothing screws into the front of gutter that debris can get caught on like many other products
- Works on extremely steep pitched roofs as well as on flat, metal, tile, slate and cedar shake roofs.

- **We have a Lifetime Performance Warranty (lifetime of the home) that is transferable at NO CHARGE.**

● **Reputation of OUR business**

- Our integrity is of very high value to us. We believe that our track record in awards and recognitions displays that.
- We believe in building relationships and trust with our customers

- During stressful times dealing with insurance claims from storm damage Staci, the co owner, walks through the process with the homeowner gathering the needed information to help the insurance adjusters have what they need.

- We KNOW our customers have brought us to where we are today and will be who take us to where we are heading and we don't take that for granted one minute.

- We maintain an A+ rating with the Better Business Bureau. We won the Better Business Bureau Torch Award in 2009 as well as the Angie's List Super Service Award from 2006-2013.



Home of the

3001 Matteson Blvd,
O'Fallon, MO 63366

Month

The *Matteson Mansion* simply cannot be described in words, you have to see it for yourself and take in its grandeur. This impressive home is located in a private area of St. Charles County and sits on over 5 manicured stately acres.

As you enter your private street you'll notice a park like setting with 2 large ponds, beautiful fountains and of course a stunning 1.5 story sprawling mansion.

This custom designed home is one of the most magnificent you will come across. A gorgeous brick & stone front elevation with hip roof, multiple peaks and turrets are an architect's delight. The 300 cubic yards of stamped concrete will simply amaze you and shows the attention to detail the owner has put into this home. Two separate rear-entry garages, one 3-car and another 2 car with a circle driveway and attached breezeway to the carriage house.

As you enter the home you'll be amazed at the openness of the floor plan and astonished that the home offers 8,700 sq/ft of finished living space. The lower level is a walk-out with an additional 5,700 sq/ft ready to be finished.

The grand entry foyer with 25 ft. ceilings, floor to ceiling built in bookcases and a wall of custom windows opens to a formal great room. Off the great room you'll find the main floor master suite that offers a sitting -room with fireplace, an exercise room, his/her walk in closets, grand master bath with marble floors, a large steam shower, his/her vanities with wrap around custom cabinets and pillars that lead you to your whirlpool tub.

The raised dining room is perfect for entertaining. The dining room opens to the great room, hearth room and kitchen with beautiful columns and marble floors.

You'll also find an amazing custom wood bar to entertain your guest as you enter the library. The octagon shaped library has floor to ceiling wood paneled walls, detailed moldings, hardwood floors and one of the 5 fireplaces you'll find throughout the estate. You'll be very impressed with the 35 ft. ceiling open to the upper level with an incredible chandelier.

A gourmet kitchen with granite counters, Custom Island, top of the line appliances that include sub-zero refrigerator and freezer, Miele coffee station are sure to be a chef's delight. Just off the kitchen is the maid's



quarters with private bath and 1 of the 5 laundry rooms. The home design includes a place for the installation of an elevator if you desire.

Simply stunning hearth room with incredible floor to ceiling stone fireplace and beautiful windows surround the entire room. Gorgeous 5 piece mill-work, 35 ft. ceilings, 4 ceiling fans and an open spindled loft above. The upper loft offers a rec-room for entertaining along with a 2nd custom wood bar.

The floating spiral staircase leads you to an amazing octagon shaped look-out turret with beautiful views of the grounds and ponds and below and opens to the library.

Upstairs you will find 3 large bedrooms all with walk-in closets. One of suites have a private balcony overlooking the pool. Another with private bath. A 2nd full bath is located near the bar & rec area, the home also offers 2 additional laundry rooms and a huge media room on the 2nd floor.

A wonderful stamped concrete walk-way leads you to the incredible back yard with custom in-ground salt water pool. The pool deck and pool itself have dolphins stamped into the concrete. The rear of this home is

incredible with a wall of windows and stately columns across the back of the home.

On top of all of these amazing features there is also a carriage house over the garage. The home offers in-ground sprinklers, 8 ft. solid wood arched doors with barrel openings throughout home. Soft edged corners in drywall, 5 piece mill work in most rooms and much more.

The *Matteson Mansion* is simply one of a kind and an amazing opportunity to own this masterpiece. **Call Tracy Ellis at 636-299-3702 for a private showing today.**

This beautiful home is for sale, listed at \$1,499,000 in O'Fallon, MO. Contact Tracy Ellis directly for more information: 636.299.3702.

*Photography by Greg Nation.
More information and photos at tracyellis.com*

Historic *Bed & Breakfast* in St. Charles, MO

A lovely representation of 19th Century England, *The Raines Victorian Inn* is a quiet and sophisticated get-away spot. Located just minutes from Historic Main Street in the City of Saint Charles, the Bed & Breakfast has been open to local travelers from the St. Charles region and surrounding areas looking to get away from distractions, as well as travelers from all over the world. The owner, Ruth (Raines) Williams, has had guests travel from as far as Australia to enjoy the comforts of her inn.

Guests and visitors of the inn walk up to a quaint home with an inviting wrap-around veranda and step into a beautifully preserved 20th century home. Built in 1904, the home retains the original woodwork. Its elegance, charm, and Victorian feel is enhanced by the fabulous antiques that make-up the majority of the décor, which are for sale with the inn. The owner acquired some of the antique pieces around Florida. However, Williams purchased the most extravagant pieces along with the residence in November of 2006. At that time, the home was also in use as a bed & breakfast. Though *The Raines Inn* would make a wonderful family home, Williams hopes the next owner will consider carrying on the legacy of the home as a Bed & Breakfast, as it has been a place of rest and comfort to its guests for over 20 years, with a history that



extends far beyond the year the home was built.

On the first floor, the living room and parlor branch off from the stunning foyer with an antique chandelier and hardwood floors. The living room has a fireplace and bay window, which has been the site



The Raines Victorian Inn

of lovely weddings hosted by the bed and breakfast. The tranquil and beautiful space is the home of a pair of antique chairs made in 1855, and a turn of the century sofa from the late 1800s. A gorgeous armoire can be found across the foyer in the enchanting parlor. It is unusual to see a piece like it today, and it fits perfectly with the rare, Victorian atmosphere of this home.

Down the hall is a library where guests can relax, visit, and play cards. The library was also used as a scene in a movie filmed by a local. In the scene, an older man sits at the antique secretary in the library and attempts to retell his experiences during the Civil War to his grandson.

The kitchen in the inn has been remodeled as a modern kitchen, complete with modern appliances. Williams serves breakfast to her guests in the beautiful dining room, separated from the kitchen by the home's original wood door. Around the breakfast table, Williams has entertained many guests over the years, each adding their own piece of history to the bed and breakfast.

There are four rooms in the inn, each named after the first generation of Raines to immigrate to the United States from England. The Lady Edith Room is located on the first floor, and the Sir James, Lady Annie, and Lady Emily Suites are located a quick walk up the lovely

central staircase. Each room has a sitting area and personal bathroom, and each has a BainUltra therapeutic, air jet bathtub. The deluxe baths are so popular, Williams has entertained guests in the inn who were only interested in trying out the luxury tubs. She even had a woman offer to pay her \$50 dollars to take a test-run of the bathtub before she bought one for herself!

Apart from those features, the rooms are elegant and spacious, each with a completely different setup and feel. There are no cookie-cutter, plain, square rooms in this home. They all take on their very own charming, Victorian personalities.

The inn has a living quarters in the basement that is very spacious with two bedrooms, a full bathroom, an office space, and a living area. The backyard of the home is delightful and serene. There are separate seating areas spread throughout the yard for couples to have a bit of peace and quiet. The yard has been the site of a number of weddings, as many couples find the presence of the 190-year-old, one of the oldest Elm Trees on the National Registry in the state of Missouri, incredibly romantic.

All in all, *The Raines Victorian Inn* is a wonderful bed & breakfast that would also make the perfect family home. It is truly a historic, St. Charles gem. **Call Tracy Ellis at 636-299-3702 for a private showing today.** ∞

April's on Main



I have been in this industry for over 22 years. I am 37 years old. My partner Paul Moxley and my Mother Kathleen Feldewerth were my biggest fans when I thought about going out on my own. Hundreds of hours in the evenings and every day off was spent painting, receiving merchandise, displaying and designing.

- April Feldewerth

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Jack is able to offer more programs with better pricing for his customers. In 2003, he closed over \$46,000,000 in home mortgage loans, and has continued to offer his clients the best customer service and dedication possible.

In Jack's words, "I treat my customers the same way I would expect to be treated! I enjoy taking the time to answer all questions and I am always available, even after hours."

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Photography and *Real Estate*

Interview with Local Photographer, Greg Nation



1717 Elm St.



3001 Matteson Blvd.

W

What got you started in photography?

Well I've always been interested in photography. Some of my earliest memories were of me looking through my parent's Time, Life and National Geographic magazines and being fascinated by the pictures. I knew at a very early age that I wanted to take pictures and I got my first camera when I was just eight years old. I've been taking pictures ever since. Of course everything was different back then. I had to buy film and flash bulbs and then pay for the film to get processed. Kids these days don't know how good they have it. I've always been creative and artistic as well. I won my first art contest when I was still in kindergarten and I still have the trophy. I took art class every year that I could during my school years and I had some great instructors. They taught me so many things like perspective, composition and how to see the light. I loved using my creativity to create things so the plan was to become an architect and that meant going away to college. Well life happens and I fell in love and decided to change my major and stay in St. Louis. I bought my first professional camera in 1985 and took my first photography class at UMSL. I absolutely loved the magical experience of developing my own film in the darkroom. I also started realizing that I had a little bit of talent because my instructor kept using my photos as examples for the class. In 1986 I got married and for the next 23 years my wife and two kids were my inspiration. I literally took thousands of pictures of them. However in 2009 I suddenly found myself single again and with a lot of spare time on my hands. So in 2010 I decided to pursue my photography passion once again and I

bought a Canon 5D Mark II and started getting paid on the side to do what I love.

Are there any special techniques you can share with us amateurs in regards to taking photos of real estate?

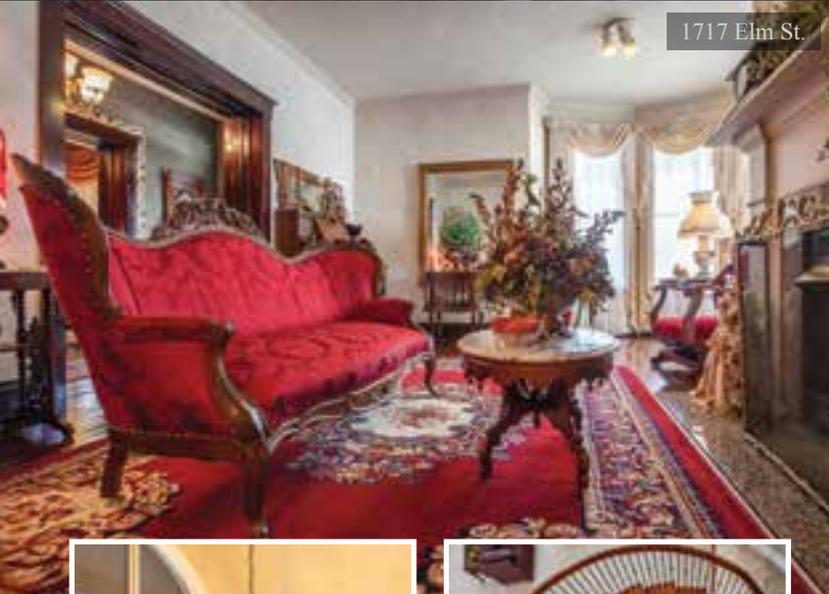
The number one tip I would tell realtors is to use a tripod. I use a tripod for probably 95% of my interior shots. I also set my camera on a 2 second timer so that I don't have to worry about camera shake when I press the shutter release. I also always shoot in raw and then convert to jpegs when I finish editing an image.

What do you think is the best time of day for taking exterior/interior photos?

In photography it's all about the light. For example, when you're taking a picture of a house your camera really isn't taking a picture of the house. What the camera is doing is taking a picture of how the light reflects off of the house. So to get a good picture you need good light and good light means soft light. The morning and the early evening are the best times to photograph exteriors because the light is indirect light. If it's a cloudy or overcast day then anytime is fine. The bigger the light source the softer the light. You should always avoid shooting anything in harsh direct sunlight. I normally shoot interiors after exteriors if I'm doing a morning shoot and interiors first if I'm doing an evening shoot. If I were a realtor selling a luxury home then I would definitely want to have a nice twilight exterior shot to really showcase the house's beauty.



1126 Wings Road



1717 Elm St.



1126 Wings Road



3001 Matteson Blvd.

Do you have a favorite camera/lens/flash?

Well I do love my Canon 5D Mark II and all of my Canon L-series lenses. I normally use my 16-35 2.8mm lens for most of my interior shots and use my 24-70 2.8mm for exterior ones. Sometimes I'll use my 70-200 2.8 mm if the house has a long driveway or a large front yard. I rarely use a flash when I'm photographing a house.

Is there any more advice that you would like to share?

The number one basic rule in real estate photography is to try and keep the vertical lines vertical. Sometimes this isn't possible depending on your angle but that should be the goal for most of your images. Yes, you want to use a wide-angle lens for interior photos but not one that distorts things too much. I usually have my camera about four feet high when I'm doing interiors and I've found that this height helps. You should never use a fisheye lens in real estate photography. Most photography software like Photoshop and Lightroom can help you straighten some of the vertical lines during the editing process.

Do you think you'll ever leave your current job to do photography full time?

I get asked that a lot, but I have a great job with a great company. I've been with them for over 30 years now and I really enjoy what I do. Besides, my hours allow me to do all the photography that I want. I'm off every weekend and I'm off every weekday by 2PM. I also get seven weeks of vacation so I can schedule shoots during that time if I need to. There really have been a lot of changes in the photography industry in the last ten years and things are still changing. The market is already over saturated with photographers and I think that trend is just going to continue. However, I think there will always be a demand for photographers that stand out from the rest of the crowd. I can retire in a few years so who knows what the future holds. I may have a booming senior photography business going or I may be living on a sailboat somewhere. One thing is for sure though, I'll always be taking pictures. ∞

About Greg Nation



Through the lens of my camera, I see beauty and artistry and the opportunity to capture it frame by frame is my passion. Whether it be a bride on her wedding day, a portrait session of a high school senior or a real estate shoot for a house going up for sale, taking stunning photographs is what I love to do. As an artist I tend to be a perfectionist and I do whatever it takes to get the best possible images for my clients. There have never been more choices for people looking for photographers than there are today, so it's important to be diligent when you choose one. I've had several people talk to me recently about being less than satisfied with their photographers. You deserve someone that will not only strive to meet your expectations but to exceed them in every way. I take pride in directly corresponding with my clients throughout the entire process. I will personally work with you as we customize your session. I will be your photographer, I will hand edit your images myself, and I will personally answer all your questions. I do not overbook and I actually limit my sessions throughout the year so my clients can count on me. If my clients aren't happy then I'm not happy. If you would like more information then give me a call at 636-577-3216 or check out my website at gregnation.com. I would love to work with you.



by Katie Lance

What are the Benefits of *Social Media* for Realtors?

Real estate is a highly personal business. Behind every bit of data, analysis and market reporting is a person looking for her or her perfect home. That's where social media comes in: it's an opportunity to connect with present and prospective clients in an accessible and human manner.

Each and every one of us has a personal brand, and that brand represents so much more than what we do for a living. Telling our stories helps us to connect with others, and what can be more important in business (and in life?) than connecting with those around us?

Let's outline a few benefits that social media holds for real estate professionals.

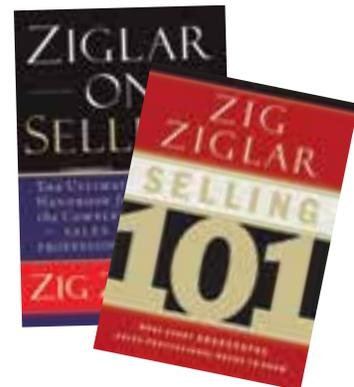
Building Rapport

I started my career in direct sales. When I did in-home sales, I never started with what I was there to sell. Instead, I began by talking about a potential client's home or their children, asking questions to put them at ease. Somehow with social media, many salespeople have

forgotten that fundamental skill and how important that foundation is for any sales transaction.

I encourage anyone in sales to pick up a Zig Ziglar book – he was the king of training salespeople. As Zig liked to say: "People don't buy for logical reasons. They buy for emotional reasons." I'm constantly reminded of this whenever I see a customer completely zone out because a salesperson is just rattling off a list of features and hasn't taken the time to build rapport or, worse yet, hasn't bothered to listen.

Social media functions as an incredible megaphone. It allows you to tell your story – and you should – but I encourage anyone in sales to turn that megaphone around and use social media as a listening tool.



Intentionally listen to your clients and potential clients. Some of these people you may be connected to on Facebook. If so, create a private list on Facebook called, 'clients' or 'potential clients' and then spend five minutes a day looking at that list and engaging. How do you build a relationship on social media? Comment on photos of their children, like their posts, share their articles – be interested in what they are doing. Don't click 'like' on everything, but be intentional and stay top-of-mind to the people whom you want to stay in touch with for business. If you've ever had someone say, "call me again in 6 months" – Facebook is a great way to stay top of mind with those people until you have your next phone call or in-person meeting.

Getting Past the Numbers

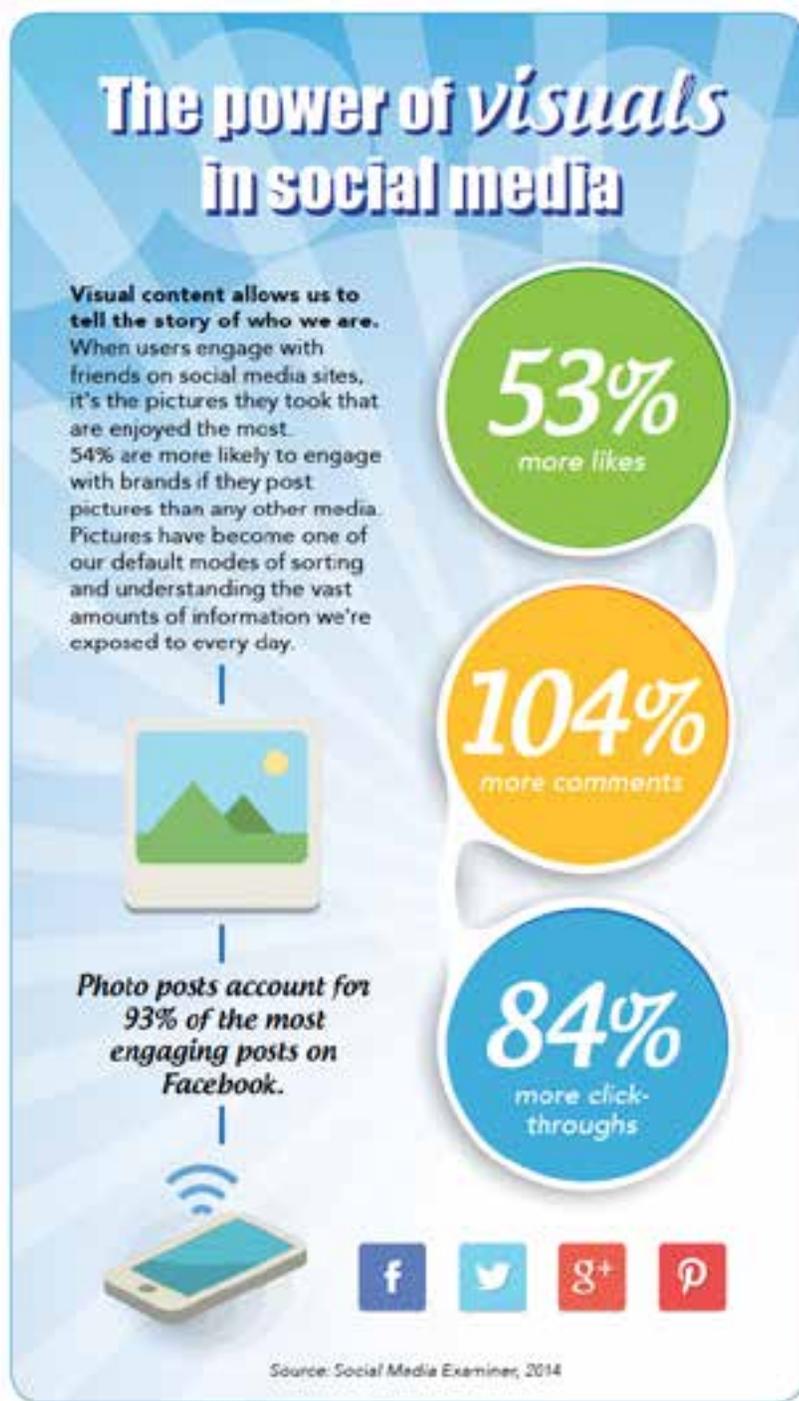
Figures are never just that – they represent moments in real estate that are critical to those involved with them. Social media gives you the opportunity to share these moments and make the most of real estate events – specifically, the celebration you have with clients when the home is officially theirs! Capturing these in word, image or video gives life to simple statistics, making your professional triumphs jump off the computer screen and into the hearts and minds of your viewing audience.

Transcending the numbers also means taking a few steps back from simply getting past your quotas and goals. It means really thinking about what you're posting on Facebook, Twitter or LinkedIn in order to reach the person at the other end of that message.

Sharing What You Love

At the end of the day, you're a person too, right? As a person, you have your own set of passions, whether those are tech, travel, dining or a whole wide world of other interests. Sharing things that are of interest to you not only helps tell your story, but to connect with others.

The key here is to be personal and real. By showing that you're willing to share in an authentic way, you transcend the role of salesperson and enter the realm of someone who people can trust. Remember, your own life can be used as content – events, broker tours and clients you work with all tell the story of what you do and why you're passionate about it! Convey that and people are sure to share your passion. ∞



Katie is the CEO and Owner of Katie Lance Consulting. Katie specializes in social media strategy and content development, and works with brands in the technology and real estate industries. Katie is a nationally known keynote speaker at conferences and events, teaching the latest tools and strategies in social media, mobile and technology trends. She is a frequent blogger and contributor to Inman News and The Huffington Post and is passionate about all things tech and empowering women in leadership. She lives in the San Francisco Bay Area with her husband and two beautiful boys.

For more tips about social media, please sign up for my weekly email newsletter at katielance.com. I also just launched a brand-new social media group coaching program for agents! Please visit getsocialsmart.com to sign up for my next session!



HIGHLIGHTS FROM TOP AGENTS



Maria Babaev, MBA

Certified Luxury Home Marketing Specialist
Licensed Associate Real Estate Broker

Location:

North Shore Long Island, New York

Maria Babaev is the elite broker representing luxury properties on the North Shore of Long Island. She brings a refreshing perspective to the business of residential real estate. Her many years working on Wall Street, along with the impressive network of clients she has cultivated, both locally and abroad, has enabled Maria to represent unique Gold Coast estates and bring buyers and sellers of luxury properties together.

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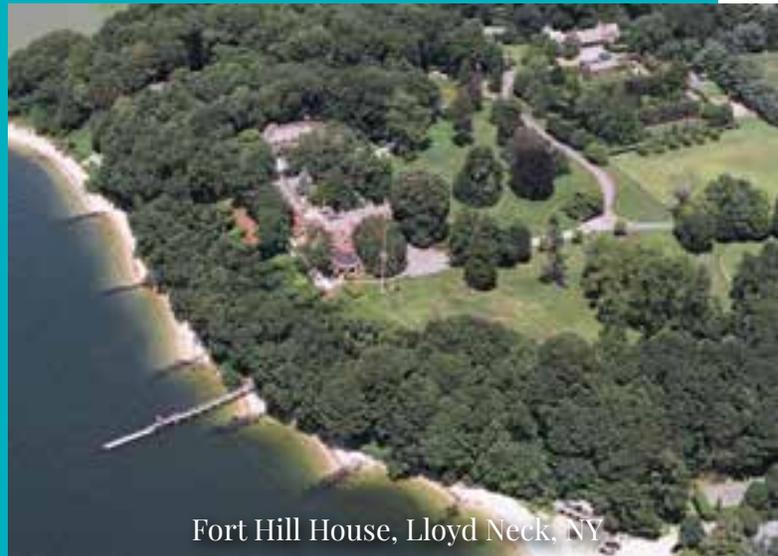
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mbabaev@elliman.com mariababaev.com



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Chestnut Hill Drive, Upper Brookville, NY



Fort Hill House, Lloyd Neck, NY



Elmhirst Drive, Old Westbury, NY



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Brian L. Mitry

Location:

Serving Placer, El Dorado & Sacramento Counties. Including Tahoe & Folsom Lake



After many years of selling homes to the affluent of Hollywood, I found myself moving from Los Angeles to Granite Bay, CA and opening a new branch of Pacific Coast Properties in Granite Bay. Just a short distance to both the beautiful San Francisco Bay Area and Lake Tahoe, Granite Bay is one of northern California’s premier luxury towns where homes range from the \$500,000.00 homes to \$12,000,000.00 mega estates. With its large estates and proximity to Folsom Lake it is one of the more sought after towns in which to purchase a home or even a second home. I specialize in luxury homes both in and around Granite Bay including those in El Dorado, Placer and Sacramento counties. There’s no better time than now to find your dream home! Call me today at 916.223.9077 to find your dream home!



Contact:

916.223.9077
Brian@BrianMitry.com
Pacific Coast Properties



“Changing the Face of Real Estate One Relationship at a Time”

Terry Thompson

Location:

The Hamptons, NY

With 25 years experience in the Financial and Real Estate industries, Terry capitalizes on her diversified background to guide clients seamlessly through their home purchase or sale. Whether you are a first time homebuyer, seasoned investor, or savvy seller, Terry incorporates a consultative approach to meeting clients’ needs, transforming challenges into opportunity. Her local network of Hamptons professionals offer a unique, team approach with mutual goals of honesty and integrity, to insure the clients’ best interests are satisfied. With her tireless work ethic, Terry goes above and beyond to help buyers find their Hamptons dream home. Whether you are searching for a great land value, a home to make your own, or simply need assistance in staging your property for sale, Terry Thompson will guide you with patience and professionalism.

Terry is currently focusing on Barn & Vine, a sophisticated collection of 37 new homes. Ranging from six to seven bedrooms, each home is finely crafted and thoughtfully designed. Nestled into a rich natural preserve amidst the rolling pastures and fields of Bridgehampton, this project offers a true Hamptons experience.

Considering the Hamptons for your next residence? Give Terry a call to find out more. 631-871-7844



Contact:

631-871-7844
Terrythompson.elliman.com
Terry.thompson@elliman.com

Behind The Scenes with Jeff Allen at FM News Talk 97.1



Jeff Allen, Program Director of FM NewsTalk 97.1 (KFTK-FM owned by Emmis Communications) has been in radio professionally since 1980. However, his true radio career began when he was just a little boy, sitting in front of his home television, doing play-by-play of the baseball games with his grade school buddy. Now, he feels blessed by being able to do what he's always loved in his hometown.

After college, Allen was on the air as a host for morning shows, and was an air personality for Top 40, Adult Contemporary, Rock, Country, Oldies and Contemporary Christian radio stations. After 15 years of hosting, it got to the point where Allen was sitting on the air, feeling like he simply couldn't play another Elton John record. At that time, strategy, marketing, and coordinating radio seemed more enticing and challenging.

"Unless you're an extremely high achiever, making a 50 year career out of being on the air usually doesn't happen," said Allen. "People might not realize how challenging it really is to sit behind a microphone for hours and do a show," but it really is. "If you want to be good at it, there's a lot more that goes into it than just sitting down and talking."

Jamie Allman, Dana Loesch, and Dave Glover, the daytime hosts on FM NewsTalk 97.1, spend hours researching and preparing for what they're going to talk about, dealing with goings-on behind the scenes, working on keeping their voice radio-ready, perpetuating a positive attitude, and perfecting their radio personas.

The host of *Allman in the Morning*, which airs from 5-9 am every Monday-Friday, has a specific routine that helps him prepare for his shows. After his kids are asleep, Jamie Allman spends around two hours a night doing research, going over websites he's flagged throughout the day, and checking out what's been happening in the media. He spends even more time listing out his talking points for the show and collecting the appropriate sound bytes. Each night, he finishes his work around 12:30 pm and falls asleep. In order to catch up on the overseas events he may have missed overnight, he wakes up only a few hours later at 4 am.

It's a lot of work, but Jamie Allman is in charge of his own show and wants his news to be the latest and freshest for his listeners. After he has an outline prepared, he hands it off to his producer, who puts the information into a form that's radio ready, but Allman's work doesn't stop there. Throughout the show, he does more research to keep up with the day's news, and as the show constantly changes throughout the day, he has to be ready to go with the flow. Whatever Allman is doing, it's working. *Allman in the Morning* is the "#1 talk show in the market," according to the FM NewsTalk website.

Today, former radio host Jeff Allen is happy to be out from Allman's world behind the microphone, working behind the scenes as Program Director for 97.1, where he takes on everything from what comes out of the speakers, to video and podcasts, to what goes on the website, social media, and various promotional marketing—it's all under his department.

"We don't do anything on the air that doesn't have some kind of digital or website component. That's the whole new thing. We're not in radio anymore—we're in content."

With all of the outlets available, FM NewsTalk 97.1 has been able to expand and provide content for its listeners on a greater scale than ever before, and the station has grown tremendously from where it first began.

Emmis communications bought and signed on FM NewsTalk 97.1 in 2000. When the acquisition took place, an FM talk station was almost unheard of in the industry. However, that didn't stop Emmis Communications from purchasing KFTK 97.1, a rock music station at the time, and transforming it into one of the first FM news talk stations in the country.

At the same time, 106.5 WKKX, Kix 106.5, a country radio station that Allen was also programming changed formats when Emmis sold it to Bonneville. Also as part of that sale, Emmis bought KIHT, K Hits 96.3, Hits of the 70s & 80s. Along with 97.1 and 96.3, Emmis Communications owns KSHE 95 Real Rock radio, and KPNT 105.7 The Point, Everything Alternative.

Emmis Communications brought Allen on as Program Director for FM NewsTalk 97.1 in 2000. In the early years, 97.1 was geared toward women listeners, but the station's approach wasn't as successful as they had hoped. As a result, KFTK needed a different direction.

Through research and talking with listeners, they discovered a huge void in conservative FM talk radio. This was before Fox News Radio even existed, and listeners were eager for a station that would serve as a voice for moderate to conservative thinking individuals, an outlet they were not receiving in the mainstream media.

After deciding to focus on branding themselves as a conservative

talk radio station, Laura Ingram was hired as their first host along with Don Inmus for the morning show. Later, 97.1 signed on FOX News, and the ratings started growing. Today, 97.1 is the #1 FM talk station for listeners from ages 25-54. However, Allen thinks often times the station gets misrepresented, and that people assume FM NewsTalk 97.1 is nothing more than conservative talk radio.

“That is a part of what we do, but it is not all that we do,” according to Allen. “Listeners want to know there are others out there who think the same way as they do. The beauty of 97.1 is that we use issues as entertainment. Basically, what we do is tell stories everyday, and it gets people talking.”

The upcoming mid-term election in September will increase activity, and after the holidays, the 2016 presidential election cycle will begin. To Allen, politics is almost like a soap opera, and listeners like to tune in, especially during election cycles.

“The dirty little secret of the radio station is that you don’t have to be conservative, moderate, or liberal, you just have to be engaged. That’s what will help you enjoy the station.”

Their way of using politics as entertainment, along with their incredible cast of show hosts, is what makes FM NewsTalk 97.1 such a hit. Listeners enjoy getting to hear what’s happening with Jamie Allman, Dana Loesch, and Dave Glover, and feeling involved in their lives.

“Jamie Allman talks about the Muny and many other community events and issues, and Dave Glover talks about everything *but* politics sometimes,” said Allen. “Our listeners know exactly who we are.”

FM NewsTalk 97.1 is a huge supporter of local business, and enjoys promoting and watching local businesses grow, which is just another side of what they do on the radio.

Tracy Ellis, who also has a show on 97.1 every Sunday, has seen first hand that what they put out on the air about promoting small businesses, they also practice in their personal lives. FM NewsTalk 97.1 has been an incredible help with promoting Ellis’ Real Estate business, and they are happy to see how much it has grown. In fact, 97.1 would prefer not to become nationally syndicated, like many stations are today, because they would be unable to promote local businesses the way they do now, which is something the station cares deeply about.

Jeff Allen has been with Emmis Communication since December of 1996 and has been through many changes with FM NewsTalk 97.1. Today he lives in O’Fallon, Missouri and is married to Teresa, his wife of almost 30 years, and has two grown sons. Allen is as committed to the success of 97.1 as ever, and listens to the station 24/7, quite literally. It’s constantly on in his house, all day and through the night. Even his dog listens to 97.1 during the day, and is very well informed.

For more information about shows, hosts, and events with FM NewsTalk 97.1, visit their website at www.971talk.com. Log on and send Jeff Allen an e-mail! ∞

Julia Bayers

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Ask the Experts Event

On Sunday, June 22nd, Tracy Ellis (Realtor & Radio Host) hosted a special event, “Ask the Experts” at the new RE/MAX Edge office located at 1114 Wolfrum Rd. in St. Charles, Missouri. The Tracy Ellis Show airs every Sunday from 10-11 a.m. on FM News Talk 97.1. Because Sunday is a very busy time in Real Estate for Tracy, she pre-tapes her show on Friday mornings. Often listeners let Tracy know they’d like the opportunity to ask questions live. As a result, Tracy decided to host a live event for listeners, buyers, and sellers to ask questions of all of the experts on the show.

The producer of *The Tracy Ellis Show*, Tom Terbrock, and Station Manager, Jeff Allan with FM News Talk 97.1 agreed to take the show to the newly opened office, owned by broker Mark Cooper. Tracy invited all of her sponsors to do a live taping of *The Tracy Ellis Show*. The event was open to the public, especially to those looking to buy or sell a home, and anyone looking to get a little advice from the experts.

All of the businesses on the show came out for the event, including Tony White with Verified Service Reports, a website where consumers can go to educate themselves on verified companies, adding a layer of protection to their contracting hires; Travis Seeger with Chesterfield Service, a respected heating and cooling company, and Mindy Primm with First State Bank, who has been a loan officer for the past 21 years.

John Leach and his team promoted their business, One Source Solutions, who assist new home owners with setting up their utilities for absolutely no charge to the home owner. Patrick Dickenson with Pillar to Post, who completes home inspections using the best technology available, and the best customer service around, was also there to share his business with listeners.

Jim and Staci Maneage with The Gutter Cover Company, who do a fantastic job protecting homes from water damage due to clogged gutters; Jason Krazer and his team from First Choice Construction, where they specialize in roofing, and Mike Haverstick with Ameriprise Financial, who



is located in St. Peters and has more than 30 years of experience in the financial industry gave their advice on air. Finally, Chris Balch from Final Stage Home Staging, who offers free consultation's to all of the Tracy Ellis Team clients, rounded out the Sunday morning talk show with information on why it is crucial for sellers to have their homes staged professionally. Final Stage Home Staging is now working with April Feldewerth, owner of April's on Main, a fabulous new store located at 222 N. Main in St. Charles, Missouri,

Tracy was glad to have her team members, Rick Ellis (Tracy's husband) and Mary Kay Schlimpert at the office for the taping, along with her broker and owner of RE/MAX Edge, Mark Cooper. Even Tom Terbrock's mom made a personal appearance on the show!

As seen by the number of respected and qualified businesses endorsed during this event, Tracy Ellis and FM News Talk 97.1 are advocates for helping small businesses grow. "Ask The Experts," hosted by Tracy Ellis and FM News Talk 97.1 was a great chance for listeners and the businesses on the show to connect, network, and get some great advice from local experts.

For more information about The Tracy Ellis Team, her talk show, FM News Talk 97.1, and all of the local businesses from *The Tracy Ellis Show*, visit her website at www.TracyEllis.com or contact her directly at 636-299-3702. ∞





**Sundays
10AM - 11AM**

**Educating Consumers
about Real Estate &
promoting Small Business**



Tom Terbrock, the producer of *The Tracy Ellis Show*.

Tracy Ellis has been in real estate for over 15 years and started doing radio shows several years ago when the real estate market became more challenging. Tracy wanted to be able to promote her listings to the largest possible audience and educate consumers on buying & selling homes in the St. Louis & St. Charles County area. She has had the pleasure of representing many local businesses in their real estate transactions and noticed in the recent economy what a struggle it has been for small businesses in our area and wanted to do something to make a difference.

Magazine Launch Party

Tracy Ellis launched the 1st edition of her magazine at The Matteson Mansion (one of her luxury listings in O’Fallon, MO) in April. Tracy was joined by listeners of her show on FM NEWS TALK 97.1, Jeff Allen (Program Director of KFTK), Tom Terbrock (Tracy Ellis Show Producer), clients, sponsors of her radio show and magazine, photographers, website & magazine designers, loan officers, Mark & Connie Cooper (RE/MAX Edge owners/brokers), Rick Ellis & Mary Kay Schlimpert (members of *The Tracy Ellis Team*). Guest enjoyed an evening of wine, beer and appetizers while touring an incredible property and receiving their first copies of The Tracy Ellis Magazine.

After being in Real Estate for 15 years and the cost of advertising continuing to rise, Tracy decided to start her own magazine to offer her clients even more exposure. When it comes to marketing, Tracy goes above and beyond for her clients with radio, websites, video, social media, national and international networking and now her own magazine. Tracy realizes the importance of networking with top producing agents all over the world and added a special section to her magazine to highlight top agents throughout the country. When you visit www.tracyellis.com you’ll also find a special section on her home page called Destination Dream Home with Sam Real (a top agent in LA & member of Ryan Serhant’s Team from MDLNY), Ben Moss (top producer in Miami & star of Hot Listing’s Miami), and Rick Lively who features amazing properties in Key West.

The Tracy Ellis Magazine is delivered to homes in St. Louis & St. Charles County, you’ll find it in many local businesses and as an E-magazine on www.tracyellis.com. ∞



Photography by Laura Merchant



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WHAT IS HOME STAGING?

Home staging is all about helping property owners present their homes for sale in the best condition possible. You can show potential buyers everything a house has to offer by depersonalizing and de-cluttering. Along with intelligent merchandising, these methods will transform your home in just a matter of days.



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**BUYING
& SELLING**

Thinking of Moving, Should you Update your Home or Not?



This is a very common question and one of the most important things if you're an owner of a luxury home. Do not try to "save money" by refusing to update the interior of your luxury listing.

This strategy can work with *lesser-priced* homes, but it almost guarantees that a luxury listing will *not* sell. Or, even worse, it will sell at a bargain, *lowball* price.

If you have outdated carpets, replace them with new carpet. If your walls are adorned with early 1990's floral wallpaper, get rid of it.

If your appliances were brand new when you moved in 1995, they aren't new anymore. Get new ones! If you have brass light fixtures or plumbing fixtures, please replace them with bronze or brushed nickel!

Buyers of luxury homes will not tolerate anything that is outdated. I mean, think about it: would you shell out a half a million or more on a home that will immediately require \$50,000 of upgrades?

Again, the reason isn't mathematical. It has nothing to do with price. Most affluent buyers that can afford a \$500,000 home could just as easily afford a \$550,000 home. So it's not the extra expense of replacing old, outdated appliances, carpet, fixtures, etc. It has to do with convenience.

Buyers don't want to worry about the stress and time involvement of managing an interior renovation. It's fun to watch on HGTV, but it's pretty stressful in life.

So basically, if your home's carpets, appliances, countertops, fixtures, wallpaper, or paint colors are outdated, it's not their problem. It is yours.

So if you know that a particular part of your home is outdated, fix it before you list the home for sale. If you don't, it may be a long, long time before your listing sells, if ever.

Please call me or a member of The Tracy Ellis Team before you start making updates to your home. The Tracy Ellis Team may be able to save you money by not replacing unnecessary items or making the wrong choices. I have a team of professionals that can make any and all changes quickly and at a great price! So, prior to putting your home on the market, I'd do a detailed walk through of your home along with my professional stager to give you recommendations on what we feel it will take to get your home sold for top dollar! ∞

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Individual Ticket-\$50; Table of 10 Friends-\$450

10:30 a.m. to 1:30 p.m.

Friday, November 7, 2014

The Columns in St. Charles

Shopping begins at 10:00 a.m.; Lunch served at 12 Noon

Honoring

John and Keri Crocker, Club Fitness

Healing Hearts Award

Jeff and Raegan Parrish,
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Children's Champion Award

Cuivre River Electric Cooperative

Guardian Angel Award

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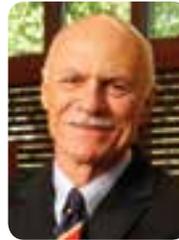
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