### 2014 Mega Conference, Las Vegas

# TAKE BACK YOUR CLASSIFIED MARKETPLACE

Janet DeGeorge,
Sales Trainer/Consultant
Classified Executive Training.com
February 2014

### **Classified Executive Training**

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"There are millions of dollars hiding in your classifieds. I can show you how to get them." Janet DeGeorge, Sales trainer and consultant

- Re-motivate your staff to love selling!
- Remove the fear of cold calling.
- Learn the ABC secrets of upselling.
- Own your recruitment market!
- Professionally overcome objections.
- Sell against the competition.
- Strengthen private party sales.
- Handle the most difficult customers.
- Redesign your Cclassifieds for the 21st Century.

MORE

# I have TWO strong scenarios for 2014

Which one will be for your newspaper?

# 2014: This will be your BEST Year (this century) for Classified Revenue

# 2014: This will be your WORST Year (of any century) for Classified Revenue

The choice is yours

### Agenda

- Economy for 2014: Good, Better, Best
- Good: Real Estate/Rentals
- Better: Jobs
- **Best:** Auto



If your classifieds look anything like this, you will never get your market share back.

# Winning the Auto Market in 2014

That is...If you haven't already...

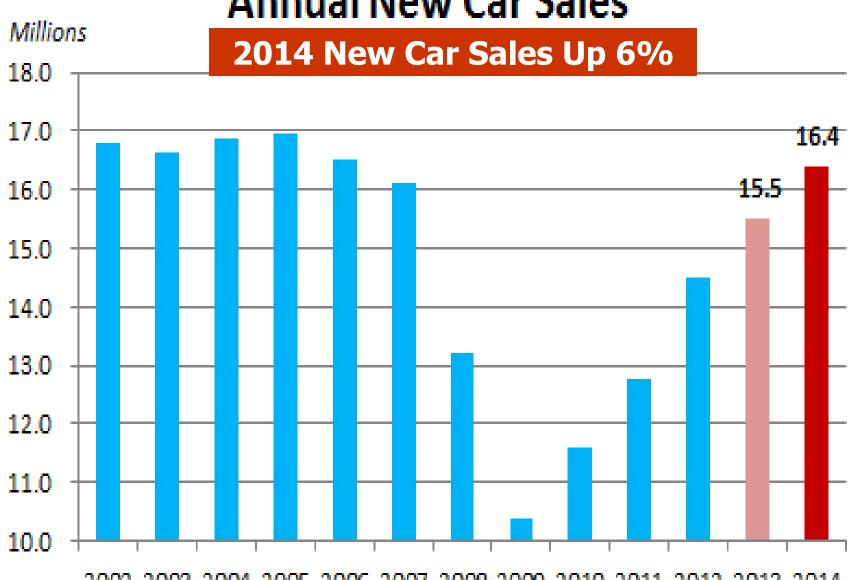
# If you did not have STRONG AUTO sales in 2013, could this be why?

- Did you have a great <u>AUTO SECTION DESIGN</u> with the right advertorial and great ad design?
- Did you invest in and design a first class auto website with the auto inventory of your advertisers?
- Did you have an <u>auto direct URL</u> to your auto website that you promoted to your subscribers & your community?
- Did you include <u>auto used car line ads</u> with your display print packages?
- Did you have an auto rep who knew how to close the sale?
- Do you have auto <u>SPECIAL SECTIONS</u> that the dealers want and need?
- Because newspapers that do all the above have great auto success stories!

# If you lost AUTO revenue the last 5 years it is because of the recession

Not declining circulation, not due to online competition, not because of your rates.





2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 Source: Edmunds.com

### **Just ALL GOOD NEWS**

- Record breaking auto sales.
- Auto dealers still love print.
- Auto dealers LOVE newspaper online branding.
- Auto dealers can be convinced to give you their inventory IF you have a quality Auto website.
- All you need is that ONE great auto rep.
- And the numbers tell the story...

# YOUR readers are THEIR NEW CAR BUYERS...

They know it, let them know YOU KNOW IT too...

# Baby Boomers main driver of new car sales May 31, 2013 USA TODAY

- Older buyers are more important to the auto industry than ever, according to a study by the University of Michigan Transportation Research Institute.
- Adults ages <u>55 to 64 were 15 times</u> more likely to buy new vehicles than those ages 18 to 24....
- Collectively, the results show that car sales still are predicated on an <u>ability to connect with older</u> <u>buyers</u>.
- "The probability of <u>buying a vehicle</u> per driver is highest for people 55 to 64 years of age," said Michael Sivak, who led the study using data from R.L. Polk.
- "That is probably <u>surprising</u> to many people, because they think of much younger people being the target audience."

# Case Study: Grand Junction (CO) Sentinel Circ 25K

2013 CHEVROLET CRUZE

## Cruze adds new

The Chevrolet Cruze Chevraint's less selling passenger our ground the world, provides the provides, quatrons, subty frequest, and department, and recommence expected. of a larger welfer, but with the efficiency and trades of a compact our For 2013, Chorroles adds infogation on

and salely inchrologies that hring even posts value to Orizon. They include the Chermlet Mylink infolganess spoken, standard on R.C.

Non-and LITZ mostate and avoidable on ILT. Two moto systems — to finding as AMPW moto system with GIS enabled capterion and a seven-indi-diagonal order knoth series, are size

town for 2013.
Citate also salds an Returneed Rabity
Package - available on E.F. Ret and 122. models - One offices crack provinces technologies such as Side Hillard Zone Alert, Stear Chrow-Traffic Alert and rose

Choose to acceptable in US, USE, USE week 17X moles, as well as a gas object. No main that, when equipped with a manual transmission, articovic as 10 %-retionaled 40 may harboost making 6 the most had officient, paroline gowerest non-hybrid car in America.



New high-both features make the Chromist Crise an consider value with appeals amounties at an afforciable price.

DESIGN Cross feedures Chern delle global signature has a two-let grife with the gold bowler logs. An arching resiling contracts a sleeply raised windsheld and find-disping over pillars that provide a sporty, coope-this proportion. Provident headings breakup wrap

ground the corners and server apward pile the headers and boost. The sent mordeck to typically found on sport coupes. Wheels are planted in the corners with minimal frost and mar overloops, which make the car appear looper.

Chem models wild at North America. president to entitle begggs ex-Train-reviewing sengment and a choice of six speed reason or automatic transmissions. At \$2 mag lightway, the Orago firm with the manual transmission. is the most fast-efficient, gravitos-powered

non-lighted car in America. Speciated on US models in the 10% horsepower Foreign I. B. Bear-ylander with contin-torarily variable valve droing that optimizes performance and had consump action the rym layd. IC'S estimated by a son my is. If may not any in may on an highway with Do marcal instantioner and 20 mpg object in 15 mpg highway with the automatic

Standard or LT, LTV, and No models in an Boston LM, fartin. Be included driven lart notagger belon the regime perform the a larger orgins when needed, but return the efficiency of a small-deplacement four cylinder to most driving conditions.

Once offer over standard solely lindares than any reliche to its clium, much contributing to (Descriptive grad of projecting appearant before during and in comornées high signagh stawl sipongth and crush protection by helping to proved submotion into prevener inexparament. Underbody main rails extend from the best of the structure all the way to the near, further reducing the body's strongth and stiffness. A cross-structure beaut behald the instrument purel supports the body in the owner of a side-toppart crash. Once was the link in the segment

to provide Distanciard air hage. including frontal driver and passengs air loggs, roof rad-mounted be at curtain rate air logo that help protect the front and outboard over westing positions, seed occasion sele-impact air large (front and rear), and front know zer fragel.

### ED BOZARTH & MARK MILLER CHEVROLET BUICK

### 2012 CHEVY IMPALA

Entire, Cruise Dontrol. Power Windows and Looks, Traction and Stability Earthol, and reuch mural



MARK'S PRICE

2009 TOYOTA PRIUS

Hybrid Nayless Start Reyland Entry, Climate Central, Rower Windows Minners and Looks, Treetin Cantrel, HSEA glass, and



MARK'S PRICE

### 2012 CHEVY MALIBU

Steering Steel Audio Remote Engine Start, Cross Control, Navigation, and structh marvel



MARICS PRICE-

### 2008 CHEVY SUBURBAN

Glass Leather Steering Wheel, Crybse Control. Stability Coversi, Multi-Zone Air Canditioning, and respirit moral



MARK'S PRICE



AURORA, CO - LONE TREE, CO - TOPERA, KS - GRAND JUNCTION, CO - LAS YEGAS, MY





**ALREADY Very** Successful with **ROP AUTO...the** goal was to also have a **Classified Auto Section that was** definitely **NEW** Revenue

the daily sentinel

### New GMC is innovative, tough

To allinew 2014 GMC Rees. ISS Indicate photosp to the most powerful. tered adventage and most religion took to the bready IIII-year housey fleends told new interior leaners one of firms ofnew ReeTest oragines, a hilly specialed entire with analysis non-promption invitigate presenting and other features designed for the cost develop trait centers.

Our engineer and designers left making radom" said They TXSally, vice president of GMC Marketing. These tracks have all the never and combility (half) emerted in lader's traction, expedient fixed efficiency, play a lest of specialistic represent features declared

haddon's shew date as livings. the 2014 filters baseds the largest list of stantied listoms over for a follows GMC pictup. Prom summething solutions, in a standard to-down system in the mar, in the segments only standard projector from headlangs, regov provident leakane um finanti on each and every all new flows.

Sorrals regime postfolio in applicad for 2014 with the real of borrows to colone forms and had offshooty action the board. There will be a 4.35, V-6, a 5.35, V-6 and a 4.25, V-6 offered, all Items stared RecTecSongto funity.

Each engine feature standard direct triotion, continuously randols raise timing and Active Plat Management, which recent they wounded to write to turn on that ordered during light kind driving to some fast.

ASK ABOUT

up to 60 months



### The GMC Sierra is all-new for 2014, offering lots of new

the new entires is the next of news than II) milion hours of explosionist computer modeling, more from half of which were used

to make the first of the combatter provide.
The new 4.3. V4 Northell regime will offer improved corps and lowing regardly for the six \$1.10 track convey who tow.

Strong broken are important for elopping brains, whether they're full of people, poplosal or bods. The 2014 Storry, Sodome Sagretard disc brokes with Duralite broke micro, which feature a hardward and strengthward fireton like world find to a continuous or improved." Some has an option not covered payor

designed for visibility and accombility Studies and leathers are large, legible and within reach. All legale are compel spice a relator-coveraged beforeign, so they're easy to get; even through

A new instrument chatter on all makes Indiana on garger with an analysis centrally Contac with votacle status information, a trip corpular, and other information, like radio was

Unidates to Stermin tendy and chapete perdesigned in improve this and bundling, comfort. and cognitality. The fully bound from uses high-strength sheet, and hydroforming to provide non-strength and rigidity with loss weaps.

stops that make effecting into the last may, regarding of whether the bulgule impror down. The steps are pained with grips formed into the top of each test side. Four moveble apper to drivers are also standard. They can be placed in nine different locations and can hear a \$50 populities.

Application (2011) recent feating into product beyond his the bed mile will therefore the land when a turnings occur to be place. The products 101 Left. and Lower talgate uses an integraled tomorn four and degrees to appeal of the and lessenters.



### innovations and a more refined driving experience. perfect to relate services. Denillo relate

- a GM-custatre isotrology - are expected to but twice so king to conventional release and provide quader breaking with less vibration. Refinement

### Demant restorate abordier to detail and

surposeful technology deline florms alleure cable. New collisionals makerbal and could be shardman later line on interior (logic for used on people and conductive stocks.

"Track owners were a well-craded opins, but also one that will lead like a track," and Dake Broky, Sken interior despr director



### **SYNERGY FROM PRINT TO ONLINE**





### OVER 60 NEW GM's IN STOCK

2013 GMC SIERRA 2500 HD 4WD DOW DAY, GUIVE WHITE WITHOUT WITHOUT BOY HATE PICE THANDRING STOY OF DODGE \*37.036\*

MESOD DESCRIPTION

2013 GMC ACADIA AWD SUI-1 TOUR PROCE \$39,538

2013 GMC SIERRA 1500 4WD

TOUR PRICE: \$31,787

2013 GMC TERRAIN AWD SLT-2

MIND STATES TOUR PAGE \$34,867

FOR LAWYS, DURL TIME A/C, NORS PARROWS

1000 mcc \$36,299" 2013 GMC YUKON 4WD SLT

TOLE MICE \$55,995

DEMEN, DAW & CHTC/TONAMENT PACKAGE & MICES MICES MICE.

van mcc \$59,547

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**Beautiful Half Page Display** Design

# Dealers rotate each week on front page

## the daily sentinel

2013 CHEVROLET CRUZE Cruze adds new

technology

The Chevrolet Cruze, (Sermin's bookeding passenger our strand the world, provides the amendium, quietames, collety fratures, ministratures; and members expects of a larger seeing, but with the officiency and value of a compact our.

For 2013, 'Deviraled adds infragement, and solidy including the first bring even

more value to Oraza. They testade the Cheemint Mylank inflorement system, electors in SLT Removed LTX recodely and smallship on E.F. Two sadio systems—including as AMVM sudio system with GPSenabled coviguities and a seven-inchdiagnost color touch icroon, are about new for 2013.

Once also addr as linkswood fodely Parkage - analogie-on 17, Nov and 177, molest - that offers creat-annexages technologies such as Side Blind Rose Allort, Goog Crean Traffic Allort and from

Crear is available in US, HT, HT and ITM models, as well as a gas eighing. Her model fluit, when equipped with a mental insperiment, achieves at 12%relimited G ropg highway making it the most had-effected, gardine powered. son hybrid our in America.



New, Not-lect features make the Chevrolet Gross on excellent value with operate amenities at an affectable price.

Crupe limitaries (Thermisto) global signature flaw - a leve-to-r grille with the gold bowsia-lego. An arriving resiling consecutation steeply mixed would have and But-oksping mar pillum itse promition, specify, coaps-blie proportion.

Prominent Newflamp honology wroparrand the corners and sweep apears! with the limiters and board. The short over dwik is besiegdly found on most couper. Wheels are plicated at the corners with minimal from and room mechanic, which make the car spower longer.

Crear sursivis sold in North America. are equipped with one of two efficient. hore-rylocker engines and a drawn of six speed reagand or suit reads Importations. At 42 raps highway, the Orace Rev with the magnetic transmissions. to the result fluel-effectual, gas also-presently non-hybrid sig in America.

Support on L5 models to the US-horsepower Koster LSL lice-cylinder with meria-toxicly variable valve timing that optimizes performance and had womenty across the mm based. ICPA entirepaid fluid occupantly in If many city and IS may on the highway with the manual languages and IS may city and 25 once bodyway with the automatic

Special on II, LTX and the models is at Respect Al, botto. No extense driven infectoryer helps the orgins perform like a bayer engine when needed, but returns the effection you'll a crual-displacement. It are related to most driving conditions.

Once offers mere standard registy technical log septimization in the class, such contributing to Cleverain's good of protecting passengers below, change and

Safety begins with a strong, untitled body structure first is a morning high already sind (100) in last mass to enstrength and much production by helping to prevent intraction into passenger compartment. Underbody-maio relicionated from the from of the structure all the way to the from further entopoling the hody's strength and stiffness. A amose estructure beaut behald the instrument pased supports the body

this thely Sentine . Selecting Sentine 27, 2017. SC

in the yearst of a vide-impact exact. Cross was the first in to regreen to provide 10 standard air loags. to help though driver and passenger air lage, excl rail-material head curtain eide air bags that help present. the front and outboard near wealing. profit roy and currented stile-topout, air tags (front and ever), and front

### ED BOZARTH & MARK MILLER CHEVROLET BUICK

### 2012 CHEVY IMPALA

Avenue L ANCHROCO. Westignam Letter for , Karyless Entry, Enuise Control, Power Windows and Leaks Traction and Stability Control, and much more!

MARK'S PRICE:

Descrip West Audio Cantrols, Neviess Entry, Control Navagation, and From doors

MARK'S PRICE:

**2012 CHEVY MALIBU** 

### 2009 TOYOTA PRIUS

Potenti Review Start. Keylean Entry, Elimate Centrol, Power Windows. Mirrory and Locks, Transfer Carrirol, HSDA gloss, and much marel



MARK'S PRICE:

### 2008 CHEVY SUBURBAN

4WD, Tow Wasks, Privacy Glass, Leather Steering Keylma firtry, Traction and Stability Control, Multi-Zone Air Canditioning, and much more!













### the daily sentine

### to advertise, and (970) 343-1313, menting-fitting 8-5 - log on anythrar to wave girelessis.com



Velkowagee All owen Audi. Parache, Valkawagee, Lamborgiani, Bogath and Bentiny

They're on the cutting edge of technology. constantly improving performance, fuel efficiency and styling."

Jack Townson

Desiry 122 Monte and Monte of the Parket of the American Services

Desiry 1 of the Control of the

retinent," sold Tirefon, "and the interpretion

with people." When Souther brought the deplicatop in 1995, I was in a smaller developer frontier. By seven the dealership to be report because most of town on Hammer Board to 1969. "I started stopal," Scorters until "We man on:

The dealership brought the perspects more to it and back of the Big for personnel reductor

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Front who of drive system."

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Mention
"They all distreto binating," Brehin, and
"They are the conting odge of technology,
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Oh Montain Belovici Re-mily Videoroppe bull studently on the Wessen Baye. The desiredty others people from across Colorado and the centre U.S., acrossed home layers in digate decreas the level of adia and context. Wheel by the depleration Tracking layers to interest more layers from the Grant Valley who are interested to the on totaling adjetimens of the forgon buts to atombio

### **European AWD brings excitement**

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"Saturbal working for him whom I was a because," Sorbits said. "I wont to work

no make manifest at the feedership in Latermood, New Serroy Hight out of reflequi-What Turnbur man IS, the proper of extenging Technologies to be desirably approximated his below and asked of he roat encounted to beging the dealership. He follow believed but the yearger Towlers nee it as on approximate to seek his mostle, as he briggle it of the limbrohip around, with it and some total posteroidity with his failur and breaker on a Chevrolin distribution. The business was necessarily. To the business or second feature of larger and larger to think alread blo out word. Exceed an extended our dealerships.

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an Audi Studenskip.
"Control the continuents of the con

Truth in Engineering

### The future is here today.

Summer of Audi Event happening now!

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2013 S7 Quattro Content (String and once Advert Specimes 06-429 (services to 1-497-948)



2014 A&L TDI Quattro Delega (Sten selfilles Louistes) For 60 MAN 21 6-4 Seconds - 65 1 60





2013 S5 3.0T Cabriolet



2013 S4 Quattro too Stime of Electrical Landon Expension ported and 100 of Landon



to the William of Bridge and and and the state of the sta



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Raptor 700R 2007 ow hours, includes ramp boots, helmet. For pants profestor, siwsys serviced/garaged, \$3760 OBC, \$70-538-6184



DOUBLE PADOLE GANGE pletely refurbished. It will appear in Wooden Boat Magazine, November Issue, Relaunchings page, Prime

gra 245-6982 or norm#862@bresnen.net



DRIGHT BOAT Supra 27' 55V Wakeboard/Gurf Boat and with amp and wolfer. Extra sok, matching travel cover. perfect pass, parage kept, well-maintained and cared for, 643 hours on engine Galf Part \$79,000,0001 Auking \$22,500 CBO

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### boats



12 ft., 95 hp. Mercury outboard, CD, changing room, Simini, Docking/bay-sling covers, Lowership Subfinder, Expellent shape! MOW \$15,000 obs. Marge \$70-216-6711, \$70-636-0380



Audi AS 2004 All the Extrax) Beautiful, well maintained, twin turbo 2.77 Gustro, leather seats. cold weather peckage, XIII radio, all wheel drive, power sun roof, top of the line, good gas mileage, very clean, \$7000, 261-6422

### Cars, Trucks, Boats, Oh, my. g)wheels.com



Buick Lacrosse 2011 -Oster, low miles, 30 mpg. eafter heated seab, remote start, will not less long! Ask for Analy Herwick Call for price #25063

D. TERRE



Buick Lucerne Premium 2012 revel in knrury w. 3.5L power & great had economic Cell Date (8 970-261-0207 for the details, \$29,900 \$05305

NEW!

### cars



Buick Lacrosse 2011 Great car, one owner, low refer, nice carl Call Dyson 245-3100. \$24.676 #U4397A

### 245-3100

Buick Luceme 2007 Great looking car, a must see! Call Jon Krabbe 201-4892 4075400





Buick Lucerne Super 2010 Lucury leafter of the Northster V6 power. Very low rides Call Dave @ 970-215-0207 foday. Call for price #05395





Carlifor Allerta 1995 Green/palontino 7,900 original miles. STUNNING Btill smells new, one owner Must see! Oall Rick 873-255-5577 818,535 000



Chevy Camaro ZL1 2013 Your chance to town this Smiled production, high performance muscle car 500 homspower, 5 speed remod. Coll Dave @ 261-0207 Only 242 miles Call for price 40-0749

> DEEDE www.G.Electarift.com

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### cars

Chevy Camero 85 2010 Leigher, Voor Housele der lehere? Call on Krabbe 201-4610 #25376 DEC.

www.CLilliograph.com



Chevy Camaro SS 2011 Crity (4K) Heads up display top shift automatic. British all differential, leather, great deal \$30,986,405055 Ask for Michael Chars.

Description of the last of the www.G.Riczeth.com



Chevy Corvette 2LT 2012 Drive this beautiful lose mile coupe. Includes both tops & meny options, subs. Call David

lodes @ 970-251-0307 for the details \$44,900 #04596 FUEDERIN www.G.Boyarth.co.m

Chevy GTO 2006 Fast car, heed to find, \$1-4395 \$007500 1/6 Washington Sale com-



Chevy Impala 2009 true book price, low miles bday, Call Order Vescons 977L886-1515-804718

D. Ball

Chevy Impala 2012 4 door, suits, A/C, all power, 21K miles. JUST \$14,950 #P1481

GLUND WEST KIN 970-248-0800



Chevy impela LS 2004 Alloy wheels, applier, 3.51, V6 local trade, \$6,900 #U2967

Tuesde determine, box. 970-349-6691

### Don't want it? Sell it! Call 242-1313 today.

Chevy Impela LTZ 2013 Moorstof, traded. leather, T-K JUST \$19,950 4P1520

GRAND WAST KIN 970-248-0800

Chevy Malibu 2010 2-5. 4 cylinder, 5 speed outs 50K, 1-owner, XM, ALIX port for Plud, very clean Cell for price #10617 Asia for Andrew Martinez





Chevy Matibe 2013 New body style, 2LT, 19K, remote stort, My Link stereo of 7" display screen & more Agit for Andrew Martinez Call for price #10520A



Cherry Malibu Classic 2005 Mox 2.2 L., 4 cylinder, 4 speed automatic! Call Dyson 970-345-3100 \$5,675 P13464A2

245-3100

Chrysler 200 2012 4 door, sub, AC. power, 31K miles. JUST \$13,550 #P1471

GRAND WEST KIN. 970-248-0800



Nos. V-5. 4 speed, automatic Call Dyson 245-3100. \$9,256 #1317582

### 245-3100

Chrysler 300 2005 naded, leather, premium, surroof, automatic. Cell Jon Krabbe 201-4610 #25393





Chrysler Sebring 2008 Limited model, feeted leather ser convertible, automatic excellent condition, and clean Carrier.

### \$12,998 #1340634 **^**ASUBARU 241-2414

DODGE, CHRYSLER. JEEP 2013 Program vehicles are here! Cers, tracks, SUVs & vanst. Best deal on the Western Slopel Cell Ken

245-3100



Foot Focus 2010 SE, 24,100 very low 1-over miles. Very clean - Just off of lease, white. \$15504

SIMPSON AUTO Ford Focus 2010 SE, local bade, 1-center toxid right, \$113,496, #20646A

11/10 WesternSlopeAuto core: 1-677-720-3616

### cars

Ford Fusion 2012 Bill, 4 door, waterwate, AVC, all power, 29% JUST \$15,950 6P1 409

GRAND WEST KIA 970-248-0800



Ford Mustang 2000 Corwellie, bwinder, premium sound, great vehicle for those rice, hot surroter days. Great condition Cell Orner Velconez 970-985-1515 #0-9703

### SI SPEINE www.GJBccerth.com



Ford Mustang GT 2002 Local trade, expelled creditors leading seals, power convertible, 5-speed manual harantimion, and only 56%. \$5,905 \$137525A

### MOUBARU 241-2414

For home delivery call 242-1919



Honda Accord LX 2008 4 door, auto, 4 cylinder, 23K miles, 1 local perser certified with werrants \$17,450,44134701 Asit for Day 242-1571



Honda Civic 2007 Low rides and great fixed economy. Carril pass up on \$10-245-3100 \$13,247 #14043A

245-3100

### cars



Nonda Civic EX 2007 1 cremer, clean Cerffee, substrate: Inspersion. surroof, excellent condition and only 75K miles! \$11,995 \$136396A

MEUBARU 241-2414



Honda Fit 2008 Local trade, dean Carfiex up to 34 MPG, 5-speed reservated transcribed out. and only 44% miles! \$13,995 \$121755A

MSUBARU 241-2414

Don't need it? We'll sell it.



Hyundai Elantra SE 2009 4 door, suits, leather surrouf. 95%, Great on gas. \$9,950 #1134441 Ask for Dan 242-1571



Hyundai Sonata 2011 Clean, loss roles, keylegs engine start, programmable home remails buttons. Bustooth, great find \$10,906 \$24725 Apr for Michael Eyers

EO ROZONIE WWW. Burth

Kila Forte 2012 EX. 4 door, eato, AC AUDIT \$13 PEO PROTECTA

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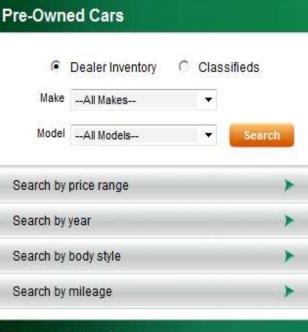
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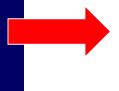
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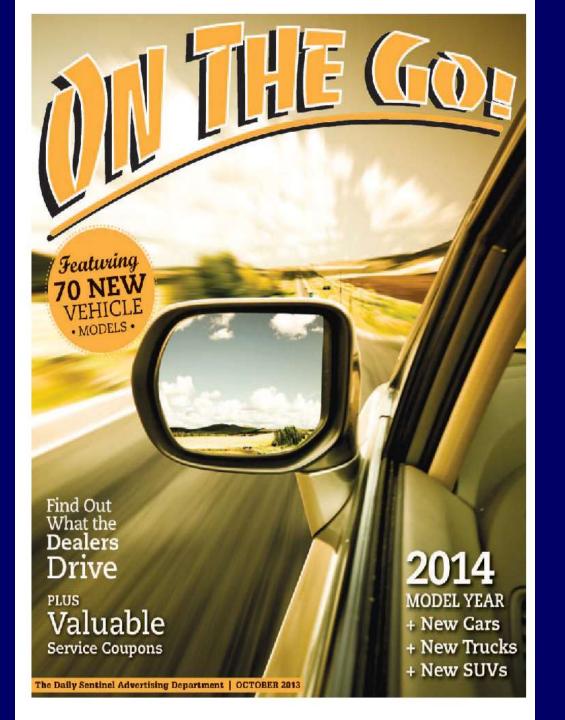
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### GRAND JUNCTION CHRYSLER JEEP DODGE RAM 6



MEET THE DEALER Grand Junction Chrysler. Jeep, Dodge, Ram Mike Nixon New Car Sales Manager

Current Best Seller 2014 Srand Cherokee

### Fevorite New Feature and Why:

The Grand Cherokee and 1500 Ram. both have a diesel engine giving. them high fuel economy without sacrificing power.

### What's in Your Garage? Jeep Grand Cherokee and Ram

### What is the most unique vehicle you have ever sold? 2014 SRTB Jeep Grand Cherokee

### What makes you dealership

unique? Customer lovalty, Taking care of the customer through the Ife of the vehicle. Our service after the sale Our staff is like family.

### Dealership Facts Date Opened: 1987

Number of Employees: 47 Location, 2578 US MISO Grand kinction CO RSSOS

M-F 8:30-5:30 Saturday 8:30-5 Phone Number: 970-245-2100

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you can order e Grand Caravan to colebrate. Tons of small changes to trim levels and option packages across the board, but nothing outlandish. - Charger and Challenger SWR models make a safe return for 2004, but are now area! short for Time Attack. Yes, that's all in one able in "Core" models with less content and all suboversoon, Protity seed, old? The new Vicer

Fresh off of being named Motor Trend's Truck of the Year for the 2013 model year, Ram 1500 isn't resting on its

Ram combines best in the business functionality and diversity to match Ford and Chew/GMC and also does one better by being the first of the bunch to offer a

"It's the only light-duty diesel pickup in North America," said Mike Noon, the new car sales manager at Grand Junction Chrysler Ieen Dodge Ram. The Ram 1500 has always had plenty of

attitude, but who knew it could balance that macho-ness with fuel performance? That was partially addressed when Chrysler's ever-popular 3.6-liter V6 found its way into the engine bay. With 305 horsepower and 15 mpg in the city and 25 highway, it was a sweet combination. Its early speed automatic transmission also helped and it can now also be attached to the 365-horsenower 5.7-liter "Herra" VA. The big engine can shut down four of its eight eximiters when not needed, such as at under light-lead conditions or when heading downhill. The big news for 2014 is the optional 10-liter "EcoDiesel" Vis.

Using the same figures as for the Jeep Grand Cherokee - 240 harsepower and 420 pound feet of torque - with the eightspeed automatic, it can tow 9,200 rounds. The regular V6 can tag 7,450 pounds. Ranss get further fuel-reduction assistance with stop-start technology that turns off ned-size car in its segment. Naun said.



again suce the brake podal is released. Finally a 'thermal management. system" is designed to quickly get the Ram's crunkrase oil and other fluids up to replace the Clevesler 200, which was operational temperatures, which assists in buffed up three years ago.

Dodge's big seven-passenger Durango SUV gets freshened in 2014 with a new interior, additional electronics and voice commands, and a new eight-speed automatic transmission that raises gas raleage nearly 13 percent on the V-6 model to 25 mpg on the highway. The outside gets new LED lighting for running lamps and new tail lamps.

The muscular Dodge Averger remains a popular seller and is the fastest-growing the engine at rest, then instantly fires it up It's slated for a makeover in 2005.

Chrysler plans to roll out a new, more conceitive midsize sedan in the first quarter of peat year. The new car will

Also in 2014, Ram updates its 2500 and 2500 work pickups. Both get new frames. and the 2500 gets the company's linkcoll suspension. Also new is an optimal 6.4 liter, 411 horsepower V-8 engine, Air suspensions are optional as well.

Dodge and Chrysler have ellowed their was into consumers' minds by providing sale, well-styled vehicles with luxury amenities at a masonable cost. Nigara said.

Why spend more money when you can: get the same level of lenury and safety - and better fuel economy, for half the price? Nixon said.



the horsecower. - ST Viser sold through exper - Th armes just one year after a total reclesion. rerood and STT-sawy dealerships on a limited of the brand's halo machine. Apparently sales basis; new "Time Attack" model for 2014. -Durango updates books and packaging. Carry-ever: Averger: Draflenger: Charger; Strayer: Grand Caravan: Viner

### Storing less

Dodge is one of those al-th see brands where you'll find everything but Not seem for 2014: The ministratures 30, so the bitches sinic a minimar; a setre muscle 470-barsepower family sedan a cap car. as Italian compact; and a 646-horsepower track terror called the Viner "IX", which is

are not spectacular and SRT boss Raigh Gifes says the reason is that people are unnecessafe intimidated by the Viner 1 Interescent/? The TA adds plenty of unique bits, along with better Brembo brakes, and throws them tigether into a neck-propping package. There are also narious wheel/fire package upgrades, at ever hornier 18-spealer aufo package. and fancier trim bits. For those who want their Wiper to resemble an F22 Raptor jet fighter, the Anodored Carbon Edition adds matterblack saint, carbon-liber brake ducks and sear humper plus other bits inside and out finished in the blackest shades of black. Trading speed

CONTINUED on page 26



### Chrysler

Not news for 2004: The minion turns 30 and Onvoier is offering a tarted-up Town & Country to celebrate your domesticity and fetish for space checks . A reducement for the 200 sedan is in the works for an early 2014 release. Yes, it speaks Italian. · Clothing designer John Variatios nets his name on two limited-edition

Cornever: 200: 300: Toxe & Country Const. Nove

### Starting line

If you look at Chevrolet, which has three completely redesigned cars and two refreshes going on for 2014, you really have to wooder what's up at Chrysler, Certainly the answer to the aging 200 is coming in early 2014 as an Afa-Romeo-based replacement is in the works. All is one of the brands owned by Fiat, which currently owns Chrysler. But where brands live and die by the speed at which they

CONTINUED on page 27



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MEET THE DEALER **Fuoco Nissan** Matt Constable Missan Manager

**Current Best Seller** Nissan Altima

Favorite New Feature and Why: 38 miles per gallon on the All New 2014 Nissan Altima

What's in Your Garage? 2010 Nissan Titan

What is the most unique vehicle you have ever sold? 1967 Ford Mustand Fasiback

### **Dealership Facts**

Date Opened: 1934 Number of Employees: 90 Location: 741 N First St., Grand Junction, CO 81501

M-F 7:30-6 Saturday 8:30-5:30 Phone Number: 970-242-1571

Hot news for 2014: Smart packaging creates a replacement for the Versa wagon that's smaller yet more roomy on the inside. The new Versa Note is sized right, priced right and sips fuel, . Hybrid Pathfinder arrives. . Juke Nismo adds a bit more power and some tough

Carryover: 3702: Altima: Armada: CrossCabriglet; Cube; Frantier; GT-R: Julie; Leaf: Maxima: Murano: Quest: Rogue Select: Sentra: Titar; Versa sedas; Xterra Gone: Altima coupe

### Starting line

With one of the largest model lineups in the entire automotive world, where does Nissan go from there? It creates sati models. This model year, there will be two separate and distinct Regue models - the new one and the carryover 2013 model - as well as a Versa sedan and the new Yersa Note hatchback that replaces the Versa wagon, Whoa. The original

### **FUOCO NISSAN**

By Penny Stine Special sections staff writer

The big news for Nissan in 2014 comes in a fairly small package with the redesign of the Versa Note. The Note is a five-door hatchback that's been redesigned to give passengers more room, increase fuel efficiency and make it more fun to drive.

"I have three in stock and four more on order," said Matt Constable, sales manager for Fooco Nissan. "This car appeals to everyone from college lads to retirees. We've had people from Utah coming to take a look at them."

Part of the Versa Note's appeal is the price. The versatile little car starts at only \$14,500, making it inexpensive to buy. With an estimated 40 mpg on the highway, the Versa Note is also inexpensive to drive and own, as well.

The Versa Note offers owners a great deal of flexibility, with the Divide-N-Hide adjustable floor and 60/40 split rear seats that combine to give multiple combinations for hading everything from your children to your dog, yard furniture or bicycles. The front passenger sent also folds down, allowing for longer items, like ladders or surfboards

Safety features of the Versa Note include vehicle dynamic control that helps drivers materiain a steered path, brake assist, electronic brake force distribution and a traction control system that helps reduce wheelspin in low traction nituations.



The Altima, which was redesigned in 2013, remains the biggest selling car for

People really like the new body style and the gas mileage," Constable said. Standard Altima features include remote start, bluetooth and power seats. Fuoco Nissan has more than a dozen 2014 Altima models on order and still has three 2013 models, which means they're making deals on the 2013 Altimus remaining on the showroom floor.

The NV200 Compact Cargo van also came out late in 2013, offering small businesses a great commercial vehicle option, with 122 cubic feet in the carge

'It's good for businesses that aren't hading huge loads or heavy equipment," Constable said.

The vans start at \$19,990 and come with either a free cargo bin upgrade or a full exterior wrap.

"As fast as they land on the lot, they're gone," Constable said.

Nissan has lowered the MSRP in 2014 for all Armada, Murano, Rogue and Altima models and offers 0 percent interest for 60 months on most models with approved credit. The company also offers recent college graduates the opportunity to get employee pricing on new cor purchases, giving them better pricing than anyone walking in off the street. Buyers must have a job and a recently awarded diploma (within the last year) to qualify.



Versa wagon -- a 2007-nodel-year arrival -adventage. An optional adjustable height load was all about low price and fuel efficiency. The floor called "Hide-N-Childe" can be raised to new Note, expands on that theme by actually match the height of the rear seats when they're shrinking in size. It's shorter by more than six folded flat, all the white creating a hidden storage spot below. The Note's 109-horsepower 1,6inches (ID-13 inches shorter than the sedan) without reducing the distance between the front and rear wheels or the interior volume, which mgg in the city and 40 on the highway. That's has actually increased slightly. Curtailing the with the optional continuously variable transmissize contributes to a new car that's 300 pounds sion. Those numbers best the previous wagon's lighter. Virtually all of the shrinkage occurs. 28/34 numbers by a wide margin. For comparishead of the front wheels where the aerodyson, the Note's standard five-speed manual namic nose slopes downward in a way that's transmission earns a 27/36 rating. Tim levels reminiscent of the Hooda Fit. Both the Versa sedan and Versa Note waton lend their respecconditioning and a basic radio/CD player, in tive entry-level categories in cabin space, but the Note's clever interior packaging gives it a clear









CONTINUED on page

### **GRAND JUNCTION SUBARU**

By Penny Stine Special sections staff writer

Suboru has several tricks up its sleeve and surprises that will delight car afficionados in its 2014 lineup.

The Subaru BRZ, which started showing up on sales floors in the late spring of 2012, is unlike any Subaru ever made. For one, it's a real wheel drive roadster.

"It's the most soughtsafter car in America right now," said John Wampler with Grand Junction Subaru, "We get phone calls from all over the world about this car."

Subacu entered into a joint manufacturing agreement with Toyota with this car. It received such positive and glowing resiews at shows that Subacu decided to sell it under its own brand, too.

"It doesn't look like a Subaru," Wampler said. "This is not a car for your typical Subaru buyer."

It is a car for those who enjoy precision handling, unadulterated fan and a driving experience that goes beyout the worlday commute. The boxer engine gives the car a low center of gravity, and the low weight of the car (under 3,000 pounds) adds to the feeling of dancing across the parement with a rificulous combination of speed, control and www.

Customers will be able to start ordering 2014 models in November, 2013 for spring 2014 delivery.

Also new to the 2014 Subaru lineup is the Crosstrek, a vehicle that was born out of customers' wants and wishes.

"It's an all-wheel drive vehicle that gets 36 MPG, but sits as high as an Outback," Warmber said.

Based on the Impreza wagon, the Crosstrek has higher ground clearance,







a slightly larger size and increased fuel efficiency.

"The most incredible thing for Subacu to come out with this year isn't the vehicle but the technology in the vehicle," Wampler said.

Eyesight is a new feature available in Outback and Legacy models designed to give increased safety and confort in the vehicle.

"It has been used in Japan for five years in 100 percent of all vehicles," Wampler said, "Over the next few years, expect all Suburus to have it."

Eyesight uses stereo cameras to process stereo images and identify whiches, obstacles and truffle lanes in front of the car. It can apply the brakes or decrease the throatie to reduce the severity of, or mode a collision altogether. The system also has a line departure warning signal and a line sway warning signal that can help drowny shrivess realize their judgment is compromised. All systems can be switched off manually by the driver.

"We're really excited about Eyesight."



Wampler said

Subaru is tight-tipped about new models and new technology. The company desire have the exhibit the test a travies on shownous floors nor do they send out information to the dealership before a model or the technology is resishable. With leavest model or the technology is resishable. With heard anything about the technology until they received a 2013 Legacy equipped with the feature.

"You will never see Subaru in the Motor Trend Spy Shots," said Wampler.

The local Subar a dealership is committed to environmental sewardship and has installed a solar array that supplies the dealership with 50 percent of its electricity needs. The dealership is equally committed to providing good customer service and is excited that the limited construction of Highway 6 & 50 will allow it to expand its parking lot.

Parking for the service department has been drastically improved, which is good news to European car owners who frequent the Subaru service department that to its excellent service professionals.

Subaru

Hot nows for 2014: Forester is in for a rodesign on a slightly larger platform. • XV Crosstrek available in a "mild" hybrid model. • Tribora jazznd up with a full-length moon roof and one "Limited" trim level. • Eye/Sight.

crash-avoidance tech finds its way into more trim levels, Carryover: BRZ; Imprezic Legacy; Outback; Intecc; WEX; WEX STI Coner Note:

Starting line

Through good times and bad, Subaru is a constant success story because it blends



MEET THE DEALER Grand Junction Subaru Shawn Harrison

General Sales Manager

Current Best Seller

2014 Subaru Forester

Favorite New Feature and Why: Auto drimning side view mirrors. Mirrors drim automatically in bright

What's in Your Garage?

2001 Subaru Impreza, 2014 Subaru Forester and 2011 Subaru Impreza

What is the most unique vehicle you have ever sold? 1963 grain truck

What makes your dealership unique? Our staff and adaptability to our customers.

**Dealership Facts** 

Date Opened: 2006 Number of Employees: 37 Location: 2496 Hwy 6 and 50 Grand Junction, CO 81505

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safety and value with the sociatity of allwheel-drive. Yes, that sounds like a jingle, but there's so other way to explain the brand's popularity. The ordy exception to the formula, of course, is the now-lastyear BRZ, which is a recervine-drive weekend track car. Up for its disclauritcredesin in the Proported tall wages, it also on a

new platform that modestly stretches the

distance between the front and year wheels for a

bit more note leg moon, while a taller notifies and lower load floor add somewhat more cargo volume with the spit-folding more and reded flot. The carryover 2.5-liter four-cylinder engine installed in 2.5i modelshi generates 170 horsepower and 174 passedeet of toogs. All horsepower and 174 passedeet of toogs. All

CONTINUED on page



2014 SUBARU

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# Brett Miller, Augusta Chronicle Sales Manager in charge of Auto...13,000 plus cars on their AugustaCars.com



I asked Brett how he was able to get all the dealerships to agree to send their inventory to his site.

His reply:

"We never really asked for it, just made it part of the package..."

His advice on an auto website:

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# Can Weekly's get their share of Auto?

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# Dee Scarpati, Princeton Packet, (NJ)

From Dee's Facebook Page:





## Dee's Advice to your Auto Reps

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## Does a great redesign help your auto dealers get results?

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Everett Herald (WA), 49K Circ.

## **Auto Section for 10 years**

NORTHSOUND DRIVING

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Friday, August 19, 2011

## Ford Explorer reclaims its former prestige

ROAD TEST

by Larry Lark

Being a former Ford owner, albeit of the vintage variety (1968 Mustang Fastback), it was a treat to test the latest in camation of another Ford dassic, the 2011 Explorer.

First introduced 20 years ago - one of my colleagues is still driving his premium Eddie Bauer model - the Explorer SUV has stood the test of time. And, Ike all things living and mechanical, the feat is a ccomp Is hed by changing and adapting - with the exception of my colleague, that is.

It wasn't long ago that Explorer was America's top-selling SUV. More recently, Explorer was on its deathbed before being saved by Ford CEO Alan Mulally, who mandated the vehicle be made larger and weigh less, but maintain its off-road performance.

Mission accomplished. The 2011 Explorer has been reinvented, redeveloped and redone, and has reclaimed its former prestige, being name North American Truck of the Year at this year's auto show in Detroit.

The Explorer now delivers two new engines, best-in-class fuel economy, the power to tow 5,000 pounds when properly equipped, seating for seven maybe eight in a pinch), flexibility to haul cargo, four-wheel-drive versatility, a boatload of technology features to spoil and pamper, and 23 miles per gallon during highway driving.

Trips to Eastern Washington, Caman o Island and Safeco Field put the Explorer tester through its paces: open who diese woods. Someon books The



I-5 and city traffic. Mose than 500 miles and a week later, I was drinking all of the Ford Kool-Aid.

My tester was the Limited model, equipped with a 3.5-liter V6 engine with twin independent variable camshaft timing that enables intelligent fourwheel-drive with termin management. The engine delivers an estimated 290 horsepower and 255 lb-ft of torque, and was matched with a six-speed automatic transmission with manual shift capability.

The tester's optional equipment (\$4,910) includes four-wheel drive, navigation, luxury seating, powerfold third-row seat that lays flat with the push of a button, power liftgate, blind spot monitoring system, and adaptive cruise control with collision warning.

The adaptive cruise control autostically adjusts to the vehicle in front

slowing and speeding the car as needed to the pre-set speed. In my case, 75 miles per hour, just a skosh above the I-90 speed limit. The adaptive cruise control does not need to be disengaged and reengaged; it adapts.

My Explorer came sans moonroof, and I wished there had been one.

Like any large SUV, the Explorer has blind spots. Not to worry. A warning light near the driver and front passenger windows brightens when any vehicle enters the blind spot.

Explorer Limited's exterior benefits from 20-inch painted aluminum wheels, chrome dual exhaust tips, LED taillights, fog lamps and a ro of rack.

Touch-screen controls that reminded me of an iPad operate air temperature, fan speed, navigation, radio channels, volume von-enmait. The only disadvantage to this feature was inadvertently hitting an area of the screen that was not intended, and being taken on an unexpected tangent.

Fortunately, the vehicle's SOS post crash alert system was not needed during the test week.

The Ford Explorer is back, and worthy of close scrutiny if you're contemplating a new SUV.

#### FORD EXPLORER LIMITED

BASE PRICE: \$39,190 AS TESTED: \$44,665

Base prior includes destination charge. Vehicles are provided by the manufactures.

### **After**



## Hyundai Santa Fe: smart choice in crossovers

#### **ROAD TEST**

#### by Larry Lark

when it comes to choosing a mid-size crossover vehicle, there are sexy choices, there are emotional choices, there are economical choices, and there are smart choices. The 2011 Hyundai Santa Fe Limited is, in this writer's mind at least, a smart choice.

Here's the plain, unvarnished English: Santa Fe looks good, is dependable, delivers versatility, and includes an extensive list of standard features that will appeal to a broad range of smart customers will ove the handling and new features. Santa Fe comes in three distinct trim levels; GLS, SE and Limited.

The only new features this year on my 2011 Limited tester were the addition of solar glass as standard operating equipment, and a 605-watt Infinity surround-sound audio system with 10 speakers (including subwoofer) and external amplifier.

That's right: 605 watts. OMG! My ears are still ringing. Powered by an optional 3.5-liter V6 engine generating 276 horsepower and 248 lb-tt of torque, the Limited AWD tester delivered outstanding acceleration and passing performance, along with a fuel economy

rating of 20 mpg

city, 26 high-

way. The

gine is coupled with a six-speed automatic transmission with Shiftronic for faux manual operation. The Santa Fe uses

a unibody crossover platform, creating additional room for passengers and cargo. Its turning radius is surprisingly tight (35.4 feet). My habitual U-turn on Mukilteo Speedway was made with ease, eliminating my usual close encounter with the sidewalk curb. It also provides owners with 3.500 pounds of towing capacity.

The all-wheel drive system automatically routes power to the wheels with the best traction. A driver-selectable AWD lock provides a fixed 50/50 torque split between front and rear wheels, which improves performance on wet, sometimes slippery, road surfaces. Ad with blue light for easy nighttime detection and funky ambience.

Interior amenities I found most appealing were the heated leather seats, dual-zone climate control for the driver and front-seat passenger, iPod with USB auxiliary jack, satellite radio, steering wheel-mounted audio and cruise controls, hands-free Bluetooth, fog lights and keyless entry with alarm.

Santa Fe's exterior is a cut above much of its crossover brethren. Ash — the dkdkf fjdkle ehai;d; ieme the enentiond for the will an ddetermination of an artist will pay off isplays a green light on the instrument panel toe radio, steering wheel-mounted audio and cruise tha steff don't forjit the same controls, hand indic the ansnewe at not to mention a recent car tio Smart.



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AS TESTED: \$29,145

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Services, garage sales, pets, items for sale



#### New look, technology infusion for 2013 Escape

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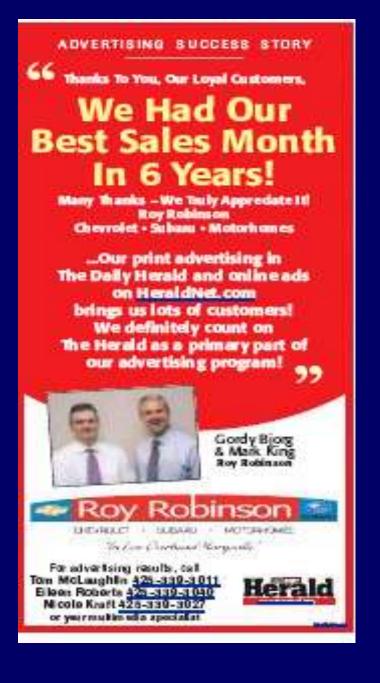
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## 8 Ways to rebuild AUTOMOTIVE

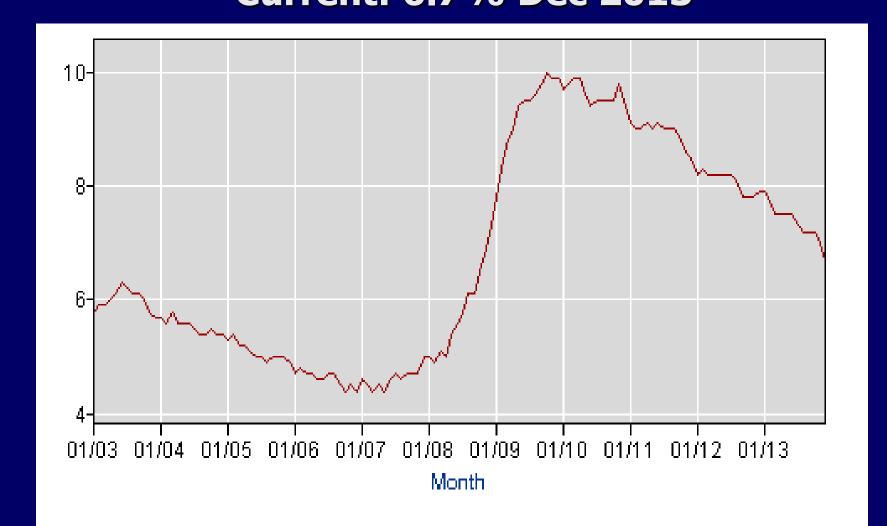
- 1. Relationships: Relationship has to start between the Publisher/Ad Director and the GM of each auto dealership. They respect authority.
- 2. Provide a Media Mix: Print, Digital, Mobile, direct mail, their used cars everywhere you can put them.
- 3. AUTO ONLY: Provide products that are only about autos. That means a website built for autos without ROS retail banners or anything that is not about autos, a print product for Autos and a mobile product for autos.
- 4. Promote: Promote your unique AUTO URL where the dealers will see it.

## Rebuilding auto continued

- <u>5. New Ideas</u>: So many newspapers are doing great things with Autos, do your research and bring your dealers new ideas, new campaigns, new designs.
- 6. Used Car Ads: GIVE AWAY used car line ads. You need BULK to attract car buyers to your newspaper. Sell even one used car for them each week and they will stick with you. And bulk will help get your private party back.
- 7. Advertorial: An auto section should be filled with POSITIVE stories about Auto Dealerships, New Cars and happy Car buyers.
- 8. Sales Rep or Auto Manager: This is not a job for wimps or reps who give up easily. Find the right person(s). I always encourage the title of Auto Manager, it helps the rep get in the door.

# **Employment Revenue: IT'S BACK!**

## US Unemployment rate 2003-2013 Low: 4.4% Dec. 2006 High: 10% Oct. 2009 Current: 6.7% Dec 2013



# If you lost EMPLOYMENT revenue the last 5 years it is because of the recession

Not declining circulation, not due to online competition, not because of your rates.

## U.S. Total Payroll Jobs

(8 million lost ... 7 million gained)





## States with Fast Job Growth

	<u>State</u>	Job Growth Rate
1	North Dakota	3.2%
2	Utah	2.7%
3	Idaho	2.5%
4	Texas	2.4%
5	Colorado	2.3%
6	Minnesota	2.3%
7	Georgia	2.1%
8	Washington	2.1%
9	Arizona	2.0%
10	New Jersey	2.0%

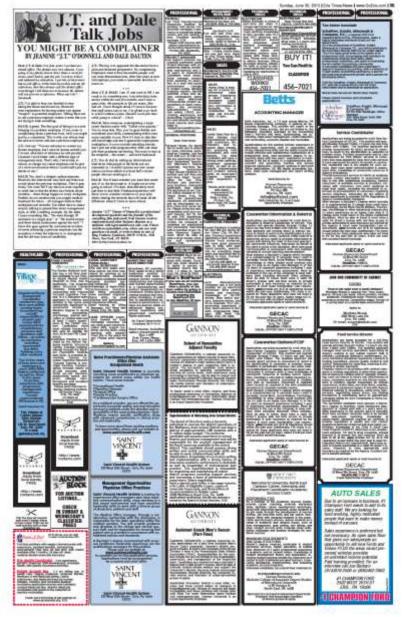


# Case Study: Employment, Erie (PA) Times News Circ Sunday 69K Unemployment rate 7%

Jan. through Sept 2013 trending recruitment to be down 18%. Then everything changed.

## Before, no jobs section. Just old fashion employment ads declining each week.





From -18% to +15%.

That is an increase of 33% in recruitment revenue.

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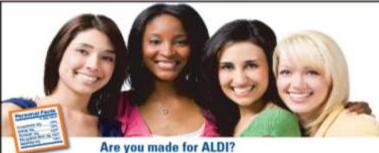
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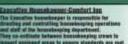
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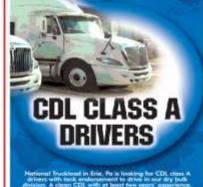
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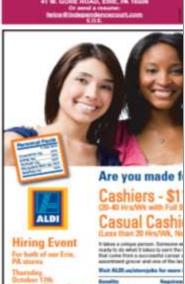
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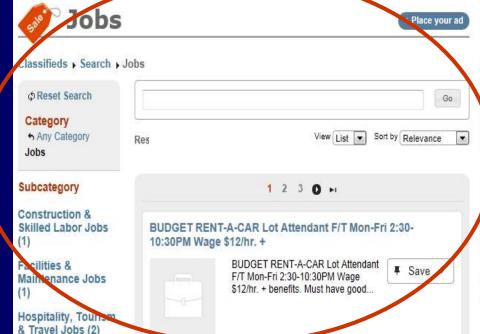
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Laura Newsom

Inewsom@newsminer.com 24 Hours/7 Days A Week Daily News - Miner

cell 459-755



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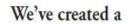


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great way

to find employees!

**Fairbanks News Miner** Started their branded Jobs section mid 2013









Administrative. Sall Newspaper Subscriptions Clerical & Support Door to Door, Commission Services Jobs (4) only. Most people Self Nevergaper Subscriptions District Dear Commission Advartising onto. Most people will earn at least \$17.0. Murhisting & Public Relations Jobs (1) A Close Lash | # Posted Shore age Construction &

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Subcategory

# The final component, great display ads

Why did all these advertisers start spending 3-5x more...great design

# DISPLAY DESIGN IS BRANDED WITH THIS COMPANY'S WEBSITE

#### **BEFORE**



#### Springhill Senior

Living Erie's Premier Continuing Care Retirement Community

#### DRIVER

mmediate part time opening for a driver catering to an elderly population.

Qualified candidates must have experience and a CDL license. Must be able to work a varied of hours and be flexible.

Our associates receive excellent benefits and salary based upon professional experience.

Complete an application on-line or in person www.springhillerie.org

Springhill Senior Living 2323 Edinboro Road Attn: Barbara Machuga, Director, Human Resources Erie, Pa. 16509 Fax-814/884-7063 bmachuga @asbury.org EOE



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Erie's Premier Continuing Care Retirement Community

> Be a Part of Something Better.

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Qualified candidates must have experience and a CDL license.

Must be able to work a varied of hours and be flexible.

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Springhill Senior Living 2323 Edinboro Rd.

Attn: Barbara Machuga, Director, Human Resources Erie, PA 16509 Fax-814/864-7063 bmachuga @asbury.org

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STREET,

#### PROFESSIONAL

Yturri Rose LLP, a 10-lawyer AV-Rated law firm with clients in Idaho and Oregon, seeks a legal assistant/paralegal for a full time position in our litigation department in Ontario, Oregon. Experience in civil litigation, with emphasis on personal injury and family law, is preferred. Email your resume with a cover letter to smckey@yturrirose.com.



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## After: Quarter page

BEFORE: 2x3

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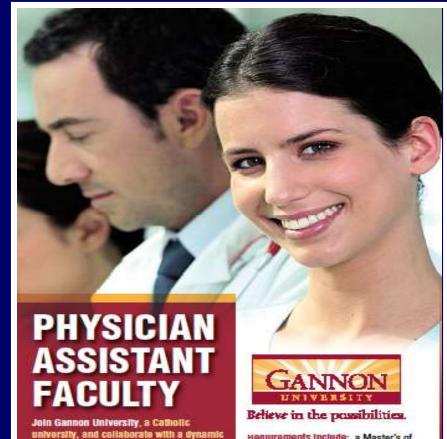
#### Physician Assistant Faculty

Join Gannon University, a Catholic university, and collaborate with a dynamic faculty that prepares motivated students intellectually, professionally and personally for leadership roles in their careers, society and church. The Physician Assistant Program is experiencing a strong student enrollment resulting in the need for additional faculty support. Applications are invited for three twelve-month tenure track Assistant Professor/Clinical Coordinator faculty positions. Success ful candidates will coordinate clinical rotations according to estab the carbotates will coordinate clinical rotations according to established standards; prepare student examinations; advise and liciture within the program; provide research guidance to graduate-level students; and participate on University committees, complete scholarly activities, and provide service to the PA profession. Secause Gandards and provide service to the PA profession. non seeks excellence through inclusiveness, the University inviter women and members of underrepresented groups to apply

Requirements include: a Master's of Science degree (doctorate is preferred); current NGCPA certification and appropriate clinical experience; must have, or be eligible for, PA licensure in Pennsylvania; prior teaching or clinical preceptor experience and research experi

Application Procedure: Submit a cover letter, C.V., and the names of three professional references to www.gannon.edu/employment. Review of applications will begin immediately and these positions will remain open until filled. Finalists will be required to submit originalists. nal transcripts from the institutions awarding their terminal degrees References will not be contacted without prior notification to the ap

For more information about Gannon visit www.gannon.edu. Gannon University is an Equal Opportunity Employer.



faculty that prepares motivated students

and church. The Physician Assistant

enrollment resulting in the need for

intellectually, professionally and personally

for leadership roles in their careers, society

Program is experiencing a strong student

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faculty positions. Successful candidates

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experience are preferred.

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RN or LPN Charge Nurse

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## Special Section EVERY NEWSPAPER should have

Amarillo Globe News DIVERSITY





Plus \$26,000

### DIVERSITY IN THE WORKFORCE

Employers strive for a well-rounded, well-represented workplace

#### JOB OPPORTUNITIES IN TEXAS

Texas has largest 10-year growth in private sector jobs among all states

#### THE BENEFITS OF DIVERSITY

Employers reap the rewards of recruiting from a diverse talent pool

### AMARILLO GLOBE-NEWS

LUBBOCK AVALANCHE-JOURNAL

WELCOME to

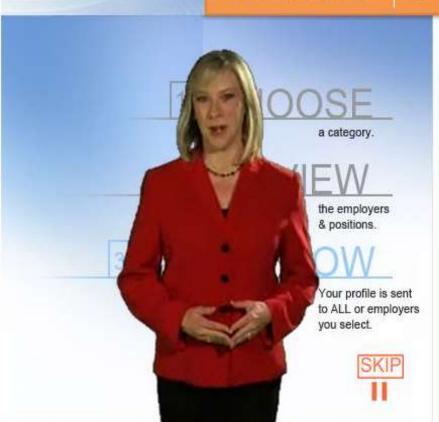
Amarillo Globe-News/Lubbock Avalanche-Journal

### VIRTUAL CAREER EVENT

March 28 - April 11, 2010

Jobs Available

GET STARTED HERE!





#### Select a Category

- FINANCE JOBS
- GENERAL JOBS
- HEALTHCARE JOBS
- MANUFACTURING JOBS
- SALES JOBS
- TRANSPORTATION JOBS

#### UNIQUE OPPORTUNITIES

Our Virtual Job Fair was created to match jobseekers with employment opportunities requiring similar skills and experience.

Simply answer a few questions on a profile one time for a category. You may select specific employers to apply or choose all current and future employers participating in this virtual job fair. Your information is provided to employers with an array of easy-to-use tools to match their needs with you.

Click categories to view our participating companies and add your profile.

AMARILLO GLOBE-NEWS | TERMS OF USE | ABOUT US | PRIVACY POLICY | HELP



# Want a copy: email me at my personal email:

janetdegeorge@aol.com

## **Jobs: Bottom line in 2014**

Just follow these 10 steps and you will have JOBS revenue beyond your goals all year. P.S. There are NO short cuts.

## 10 Step Formula is clear:

- DESIGN: New design for print recruitment branded with an online job only website with a direct url and a link to your ad order entry.
- 2. **SYSTEM**: Great front end system helps as well as detailed pagination of section.
- 3. TRAINING: Great sales training for an already great sales team.
- 4. <u>CULTURE</u>: A culture and environment of <u>sales team support</u> with a knowledgeable and supportive manager.
- 5. MOTIVATION: Monthly challenges and spiffs to keep reps motivated.

## **10 Steps Continued:**

- 6. ARTISTS: New partnership and process with the Art Department to create outstanding employment display designs with 24 hour turnaround. (Yes, it can be done!)
- 7. **RATES:** A new employment module **display rate** system that while still very profitable, includes a print/online package that gives the advertiser more bang for their buck.
- 8. PROMOTION: to both advertiser and job seeker. Almost ALL through free Email Blasts.
- 9. MEGA SECTION/JOB FAIRS: At least two a year. Getting your brand out there is part of the plan.
- 10. **SALARY/COMMMISION**: To get the best and keep the best.

## Real Estate...The "Good" in the Good, Better, Best.

## **Real Estate Includes**

- Homes for Sale
- Rentals
- Commercial Property
- Banks and Mortgage Companies
- Affiliates (there is usually a list on your Realtor's board website)
- Property Managers
- Senior Living
- Vacation Homes
- LAND, LAND, LAND

## The Realtors hate the newspaper.

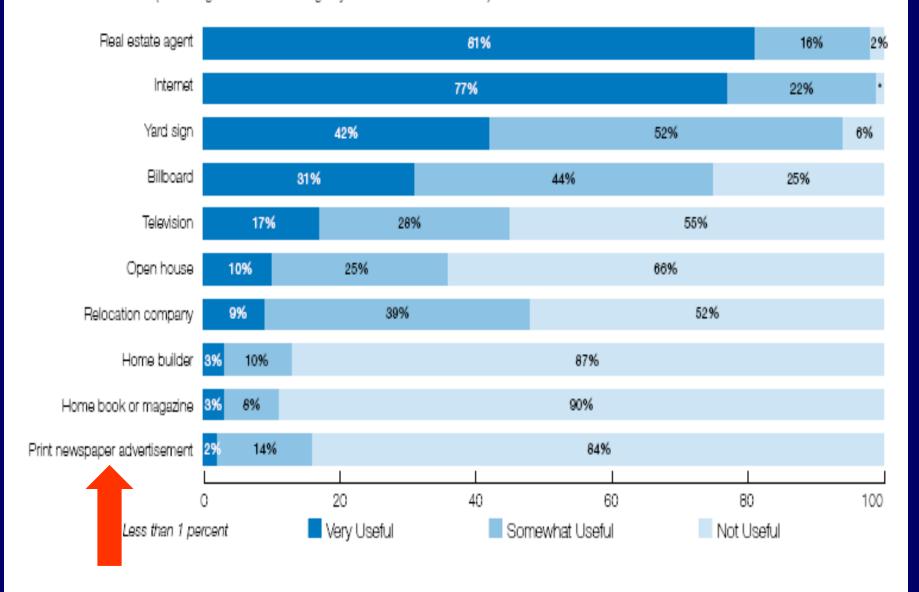
- Then what are you doing to rebuild the relationship?
- Is your publisher or Ad Directing taking the Board President to lunch to discuss mending past problems?
- Are you attending charity and networking events by the Board.
- Do you buy a booth and really work it at their local Association meetings?
- Are you meeting with Brokers in round tables to discuss the problems.
- Are you publishing positive Realtor news in your newspaper's advertising sections.

Exhibit 3-6

#### USEFULNESS OF INFORMATION SOURCES

2009 Survey

(Percentage Distribution Among Buyers that Used Each Source)



## My Real Estate wish for you this year...

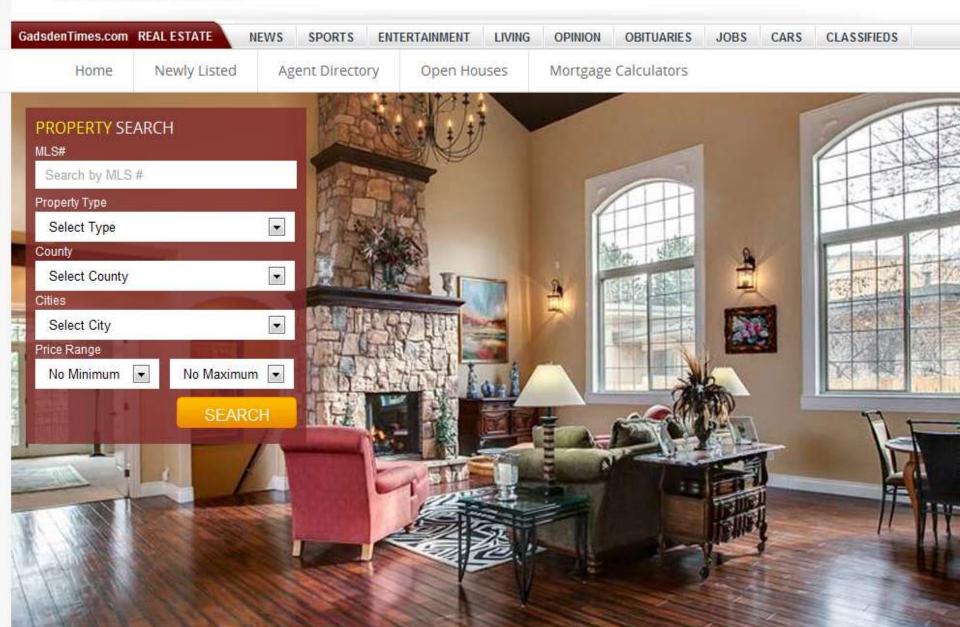
That you all have a sexy, elegant, turn key real estate website that Realtors want to buy and Home buyers want to search.

One like this...

## The Gadsden Times

Gadsden HomeFinder.com





## FRONT DOOR HOMES .net jeff@frontdoorhomes.net

Economically priced at:

\$295 month, turn key.

No extra hidden costs ever.

## My second Real Estate Wish for you...

To have an elegant real estate print product that focuses on REALTORS as much as their homes for sale

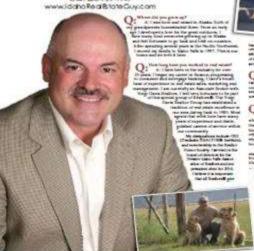
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### Agent spotkaht

Associate Broker, GRI

Voigt Davis Realton Cal: 208-709-1747

www.idahoRealBhoteGuy.com



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Featured inside: The Great Race for Education

## **Idaho Falls Post Register**

Circ 25K.

### **FOCUS ON THE REALTORS!**

# Why FOCUS ON THE REALTORS??



Jeff Lewis, Flipping Out





The Kleigs, Selling New York



Million Dollar Listings, LA



Fredrik, Million Dollar Listing, NY



**Property Brothers** 

# Let's look at what is going on in Real Estate news...

From National Association of Realtors.

## Housing Market and Economic Outlook

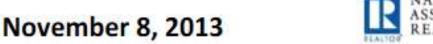
Lawrence Yun, Ph.D.

Chief Economist

NATIONAL ASSOCIATION OF REALTORS®

Presentation at NAR Annual Conference Residential Real Estate Forum

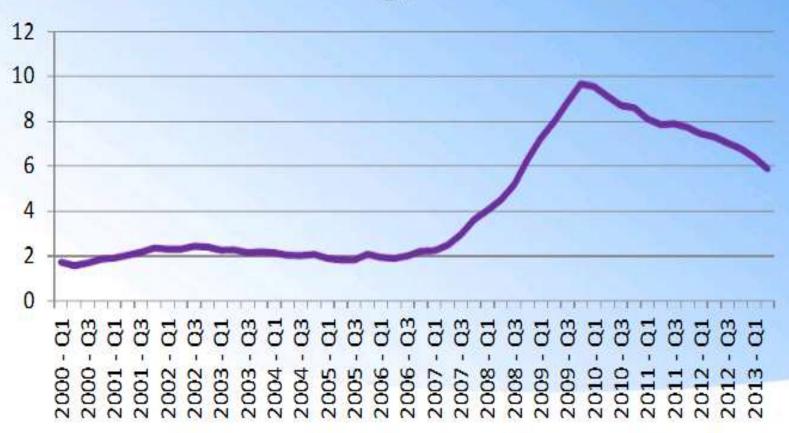
San Francisco, CA



# If you lost REAL ESTATE revenue the last 5 years it is because of the recession

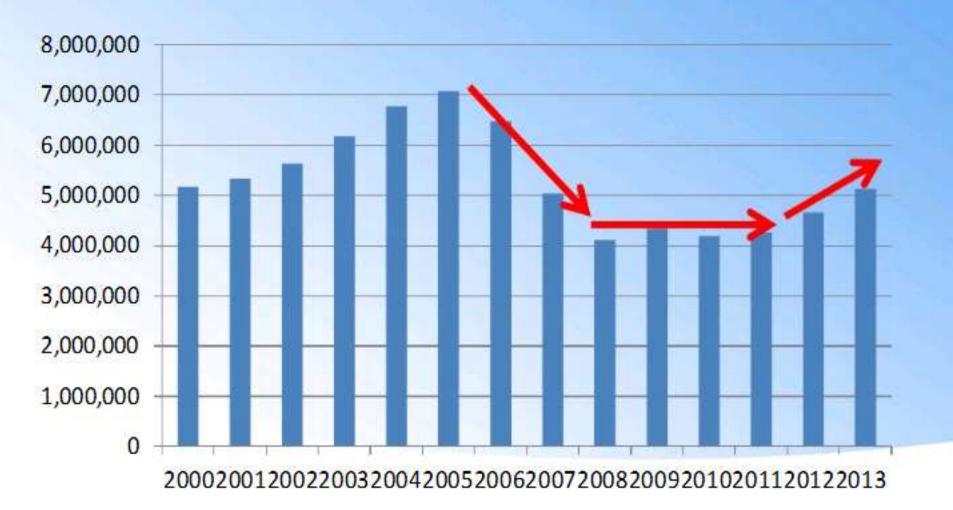
Not declining circulation, not due to online competition, not because of your rates.

# Shadow Inventory (Mortgages Late 90+ day or in foreclosure process)



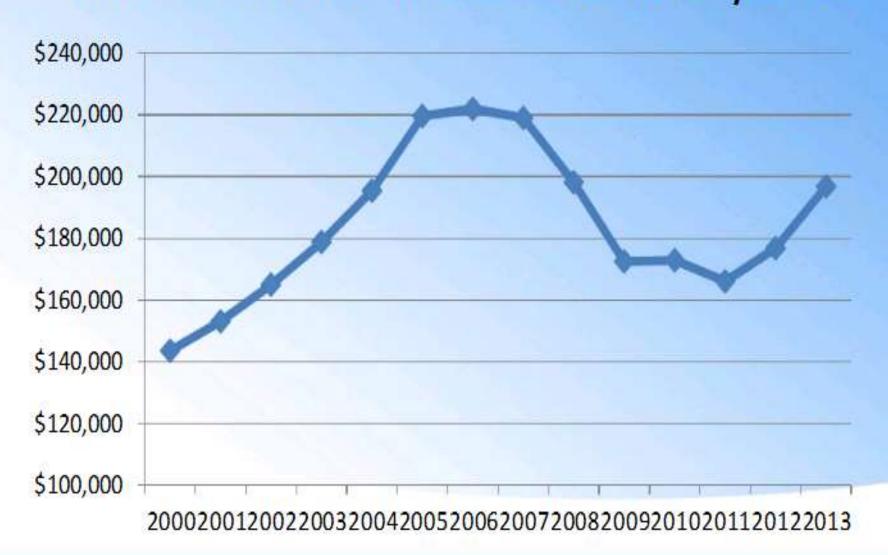


# Existing Home Sales 20% cumulative increase over 2 years

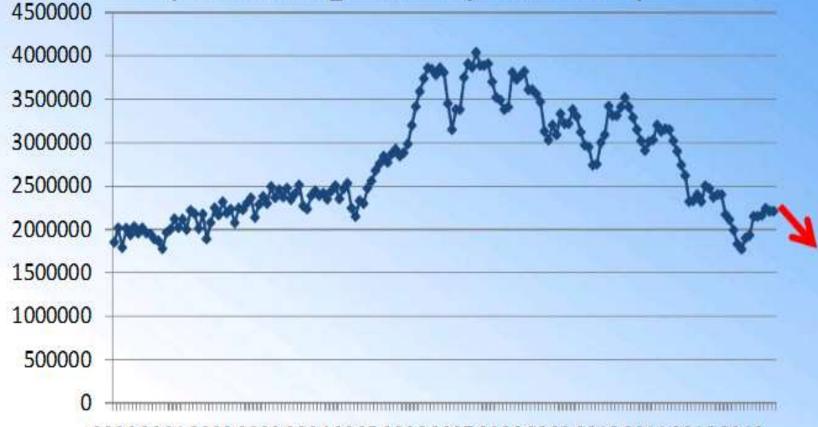




## Median Home Price 18% cumulative increase over 2 years



## Existing Home Inventory (Bouncing at 13-year lows)



2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 - Jan -



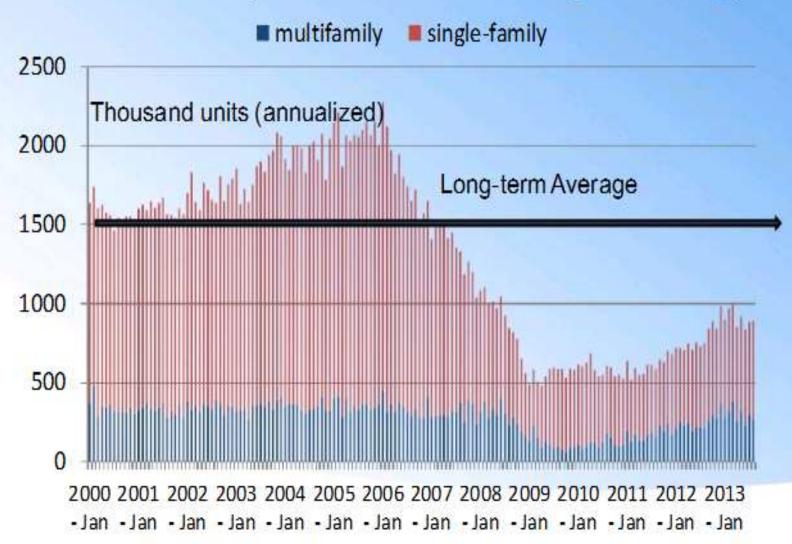
## New Home Inventory

(Newly Constructed Homes Inventory at near 50-year low)





# Housing Starts ... Need to Reach 1.5 million soon or persistent housing shortage





## Rentals

Should you start a FOR RENT print and online product?
Your local economy will tell you

# What are RENTAL categories

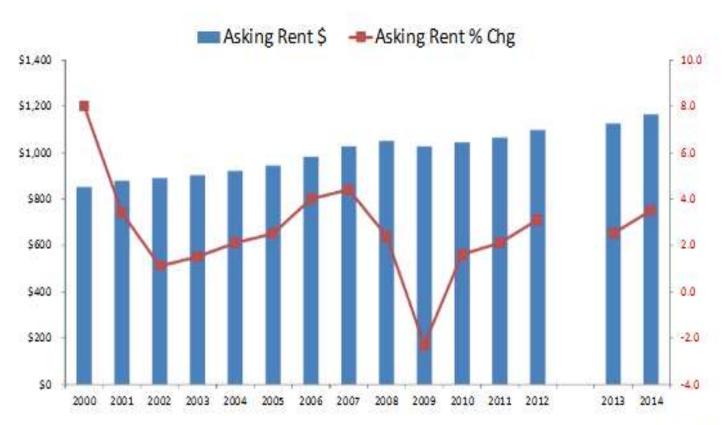
- Apartments
- Commercial Properties:
- Industrial, Office and Retail
- Senior Living
- Property Management
- Rental Equipment
- Rental Services

## Renter Households





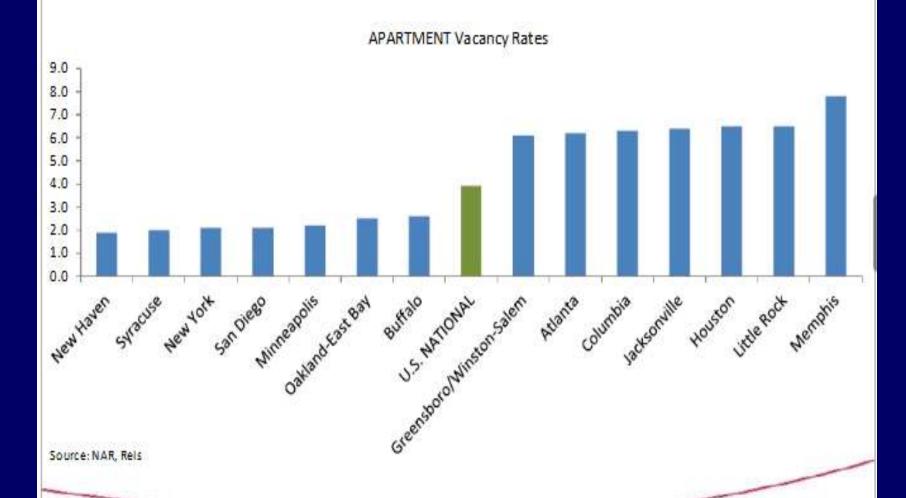
## **Apartment Rents**



Source: Reis

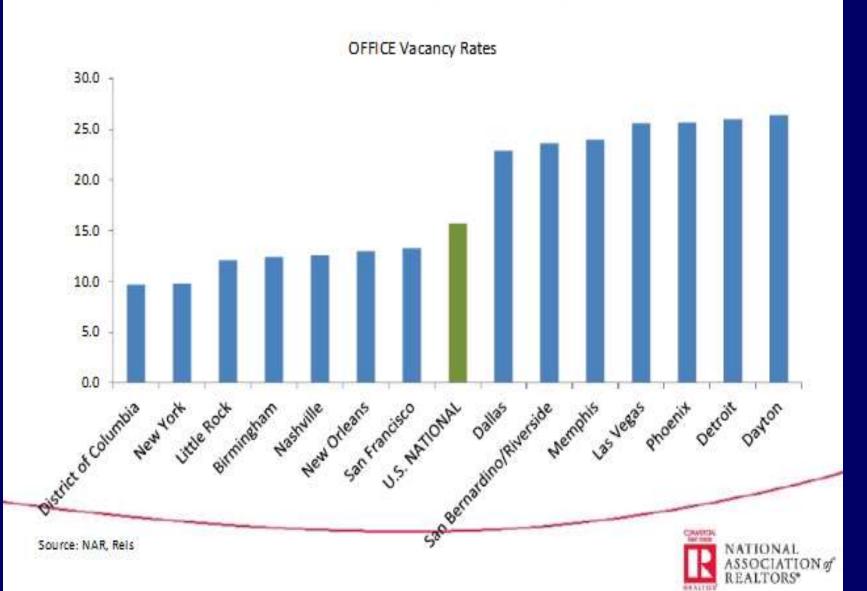


## **Apartment Vacancy Comparison**

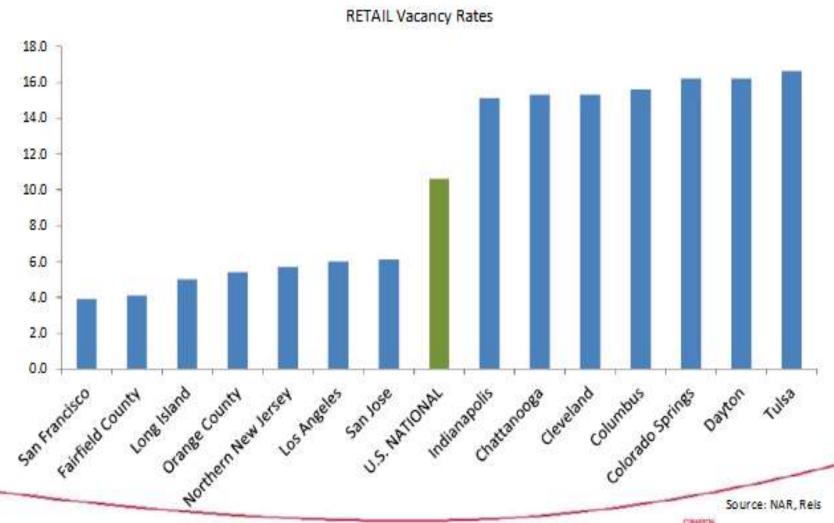




## Office Vacancy Comparison

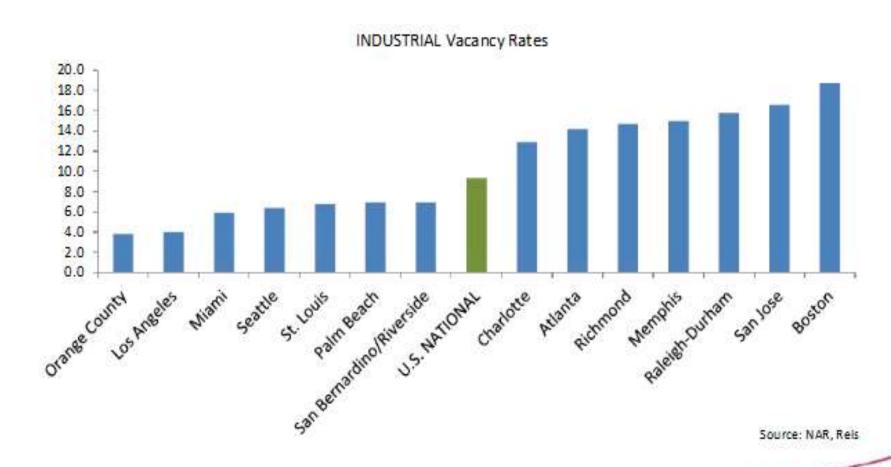


## Retail Vacancy Comparison





## Industrial Vacancy Comparison





# Find out what your local vacancy rates are and ACT NOW if there is high vacancy

This is an opportunity waiting to happen!

## the daily sentinel to advertise, call (970) 242-1313, monday - friday 8-5 + log on anytime to www.girealestateweekly.com





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FROM RETALDING CHARGE STORY

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office Time Provided (Contract of Business)





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HANGEN & ASSOCIATES REALTY





# Case Study: Grand Junction Sentinel

From a tired looking tab to a vibrant 16 page full color Sunday real estate section.





Hal Heath OwnerManaging Brokes 605 25 Rd., Subs 105 Grand Junction, CC 91005 345 0076 or 250 4676 Military com-

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Jaco Spottight on page 4



METICULOUS RANCHER W/ PAVIDRAMIC MONUMENT WEWS

 Spacious Kitchen wi Cherry Cabinets & Granite Countertops Formal Dining Room w/ Hardwood Floors

Redlands ~ \$350,000

584 Jesse Way

April 15, 2012

**NEW LISTING!** 

## Fruita~ \$224,900 560 Heath Drive

Real Estate Weekly

- WALKING DISTANCE TO NEW FRUITA REC CENTER MOSPITAL & SMOPPING Approx, 1800 sq. ft., 3 bdr + office, 2 baths, 3 car garage
- Studen/stone, west facing, open concept, spilt bedrooms
   Upgraded stanless steel appliances, upgraded lighting, surround sound
- Ingatos, covered palo, store fregion, timed spirithan, garden area
   Tile and paraetthroughout, 5 pages paster both unbace wolk in doors.

Lenore • 986-1761 • FOR SALE BY OWNER



- 2250 SF 4 bedrooms, 3 full baths
   Oversize 30x30 foot 2-car parage
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(Discoul et \$450,000) THE SALIGHN YEAR California Burker









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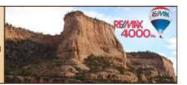




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### FEATURED - FOR SALE



Great location for this 1700 Sq.Ft. rancher currently used as a rental. Continuous & ... see details

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## \$154,900 3 bed , 2 bath

1,708 sq. ft.



Joanna Little 970-683-2503 Email Joanna Little

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This home is ready for you! New carpet and new blinds to be installed soon, ... see details

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## \$154,000

3 bed , 2 bath 1,364 sq. ft.



Joanna Little 970-683-2503 Email Joanna Little

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With a little TLC this could be a show place. 4th bedroom is off living room and would ... see details

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\$199,750 4 bed , 2 bath



Ruth Kinnett (970) 523-0303 Email Ruth Kinnett

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Fabulous remodeled 1/2 of a duplex. New granite counter tops, custom ... see details

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Larry Craven (970) 263-8018 Email Larry Craven

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AGENT SPOTLIGHT



Hal Heath NemerManaging Brokes 605 25 Rd., Suth 105 Grand Juriction, CO 91505 245-0276 or 250-0016 nt Gritgione

Tell on about Hooth and Company: I anythmed to say all all out Matry Brokers/Goard Justice work ingetter on a resist. I am the owner/restauger of Houth & Company Brakter. Our spoofs: wasteringful sale contents of one, larger Houte and Debites (or.)

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## Grand Junction Real Estate, Homes for Sale & Homes for Rent



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With a little TLC this could be a show place. 4th bedroom is off living room and would. see details.

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FEATURED - FOR SALE Find Properties for Sale



Great location for this 1700 Sq.Ft. rancher currently used as a rental. Continuous & see details

BROWSE ALL FEATURED



Joanna Little 970-683-2503 Email Joanna Little

\$219,900

Larry Craven

(970) 263-8018

Email Larry Craven

\$154,900

3 bed . 2 bath

1,788 sq. ft.

FEATURED - FOR SALE



This home is ready for you! New carpet and new blinds to be installed soon, \_\_ see

BROWSE ALL FEATURED

Joanna Little

\$154,000

3 bed , 2 bath

1,364 sq. ft.

970-683-2503 Email Joanna Little

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Find Local Homes For Rent Today, 2-5 Bdrm From \$350/Mo. Search Now!



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Section 8 Rental Homes

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FEATURED - FOR SALE



Ruth Kinnett

(970) 523-0303

Email Ruth Kinnett

duplex. New granite counter tops, custom \_\_ see details

BROWSE ALL FEATURED



abulous remodeled 1/2 of a

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. Open House Directory

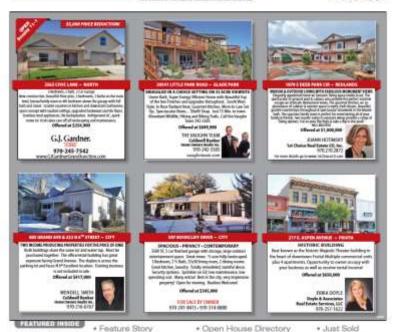
. Ank Dave



1. Banner Design brands with Website Design

2. Lead Q & A story is about a different Realtor each week, their family, their personal story.

- 3. SIX premium position son bottom change each week, first come first serve. They are designed to pop off the page
  - 4. Index "Featured Inside"



· Airle Drave

Rental Living

\* HBA Spotlight

# real estate week

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## **Hal Heath** Owner/Managing Broker 605 25 Rd., Suite 100 Grand Junction, CO 81505 243-3376 or 250-9515 hh@mbai.com Heathrealtors.com

#### Tell us about Heath and Company:

I am pleased to say all of us at Metro Brokers/Grand Junction work together as a team. I am the owner/manager of Heath & Company Realtors. Our specific team right now consists of me. Steph Heald and Debbie Joy.

#### Where did you grow up?

I was born and raised in lowa living about three blocks from the Mississippi River in Davenport, Iowa. Iowa is a great place to be





#### Family:

My children and grandchildren are my joy. I have two girls, Jessica and Stacey, and a son, Nick. Nick and Jess are married and Stacey is engaged. I enjoy watching the kids and the grandkids grow up. I love to take them boating and fishing.

### What do you enjoy most about living in the Grand Junction area?

I believe our community is basically a "kind" place. For raising kids, for being a citizen, for working, for living - we have a lot of services and options if you look and ask. The sunshine, schools, hiking, fishing, trails, arts and entertainment, sports events, and I especially like access to Lake Powell. There is a lot to do here if you try! I hope every one has a good 2014!

#### How long have you worked in real estate?

I was licensed for real estate in Colorado in 1983 and became full

time in 1987. I have seen a lot of changes in our real estate community. I used to be the new guy - now I am the old guy.

#### What would you consider your specialty? Family residential real estate sales is most of what I do.

It is fun to see friends/clients happy when everything is done. I have now worked with two generations of families and going on three! I love new construction of houses and development — now after a long lull, new construction is back! It is a great time to buy a house.

## Do you have any accreditations or certifications?

I have a degree from the University of Iowa (Go Hawkeyes!) I believe in continuing education for Realtors and I have my Graduate Real Institute degree.

#### What is the most challenging/ gratifying aspect of what you do?

When a family is happy after they have bought or sold a home that is the most satisfying aspect of real estate, to me.

See Spotlight on page 6

## **Realtor Profile**

- Simple Q & A about why they like being a Realtor, why they like living in your city, what they do in their spare time, about their family etc.
- You only choose the first Realtor. Then let it go. That Realtor chooses the next Realtor and so on.
- The only criteria, they cannot choose someone from <u>their own Brokerage</u>.
- Then finish off with the best way to spend \$25 in weekly promotion...

## Goal: In 52 Weeks there are 52 Realtors Hanging this up on their

## As Seen In **Herald**



## **AGENT SPOTLIGHT**

## Michelle Macris

John L. Scott/Everett 425-931-1136 michellemacris@johnlscott.com

Where were you born? How long have you lived in the Snohomish County area? What do you like most about it? I was born in Seattle. I have lived in Snohomish County for 10 years. I love the beautiful landscape of Snohomish County and the down-to-earth and genuine attitude of its people.

How long have you worked in Real Estate? I have worked in real estate for 10 years.

What did you do before that? I was a technical recruiter for Microsoft contractors. After that, I had the opportunity to help manage the family business.

What is your specialty and what does that mean for the people you work with? My team specializes in relocation and first-time home-buyers. Our relocation experience has given us a wide range of knowledge, both locally and nationally, to share with our clients. First-time homebuyers can be confident in their decisions, based on our skill to direct them through a successful transaction.

What is the most challenging aspect of what you do? The most challenging part of my job is balancing my family and the needs of my clients. I always want my clients to know that I am there for them. However.

when your family starts putting rules on your cell phone usage, you know there is a problem!

## What is the most unusual thing you've encountered while working in Real Estate?

Unfortunately, my best stories probably can't be printed! I think that any time you are letting clients into people's personal domains, the unexpected can happen.

experience for the seller. Why should someone choose you as their real estate agent? What is one tip you have for some-Because I love what I do. My clients see that when they work with me one looking to buy a home? Be and my team. We have a lot of fun and try to make the real estate prepared mentally and physiexperience as positive and memorable as possible. We are cally. While the house-hunting skilled negotiators, extremely accessible, and take our clients' process can be super fun, it needs very seriously. We treat each and every customer with can also take a stressful toll on the respect and professionalism they deserve. you. A good agent smoothes: out a lot of these bumps in What do you most enjoy doing when you're not the process before they get working? I play just as hard as I world I really love traveling with my family, playing softball and golfing.

What is one tip you have for someone looking to sell a home? Try to take the emotional aspect out of the equation. While

your home is one of the most personal items you can sell, potential

buyers do not always appreciate the personal touches or memories

take things personally and to heart. It makes for a much less stressful

Agent Spotlight is a special feature of

The Herald Advertising Department

that have been made in the home. It's really important to try not to

## Vendor: Popmount.com

Order a 12x12 White Mount. Just send the PDF to

<u>customerservice@popmount.com</u> and details where to send it and bill it.

## Sent to AD in Grand Island, NE

■ From: Avery, Al [mailto:Al.Avery@woodsbrosrealty.com] Sent: Sunday, June 23, 2013 9:56 PM

To: Bell, Patricia

**Subject:** Agent Spotlight

- Hi Pat,
- I want to thank you for doing such a great job with the Agent Spotlight articles. Each of us that have been the focus of those articles have received much positive recognition. It is much appreciated by all of us!
- Regards,
- Al Avery
- Associate Broker Grand Island office
- Woods Bros Realty

# Need more info on how to start this up...

janetdegeorge@aol.com

Info ic always from

Info is always free...

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AGENT SPOTLIGHT



Hal Heath OwnerManaging Broker 605 25 Rd., Suth 105 Grand Juneton, CO 91005 245 0276 or 250 4656 Military con-

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Jaco Spottight on page 4



GJ. Gardner.

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the beart of disconnect Product Michigals commented units plus 4 apertments, Opportunity to owner accopy with your hardness as well as receive tental income! Offered at \$650,000

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- . HBA Spotlight . Ank Dave
- Open House Directory
- · Just Sold . Rental Living



#### 727 EGRET CIRCLE ~ NORTH

## BEAUTIFUL HOME IN DESIRABLE NORTH AREA

4 bedroom, 3 full bath, 3 car garage, 2860 SQ.FT, bulk in 2012. Hardwood covered grand entry, open concept, spaclous kitchen with granite countertops opens to large living area, formal dining room, master suite with huge walk-in closet & 2nd bedroom on main level. Comfortable family room, 2 bedrooms & enclosed balcony for view on 2nd level. This home has everything you wanted - beauty, space, location, view & much more!

Offered at \$389,900

GRACE VARLEY RE/MAX 4000 970-210-4029





#### 2728 SIERRA VISTA DR. ~ ORCHARD MESA

Xeriscaped front yard & lush mature backyard surround this warm ranch style home. Home features galley kitchen with ample counter/cupboard space & stainless appliances. Everyone can have their own space with two living areas, 2 large spare bedrooms, master bedroom with full bath and a surprise bonus room off the garage. Check it out today. From HWY 50 head South on 27 Rd, East on B, South on Rincon, East on Sierra Vista.

Offered at \$188,500

BECKY LEE New Image Realty, LLC 970-623-0596





#### 461 WHITETAIL LANE ~ REDLANDS

## REMODELED LOCK & LEAVE IN THE SEASONS

Beautiful southwestern style 'lock & leave' in The Seasons. Extensively remodeled inside & out in 2012 w/ new exterior stucco, flooring, baths & kitchen. The high ceilings & bright natural sunlight provide a warm & spacious feeling. The Master Suite features a large walk-in closet & upgraded tiled shower.

Offered at \$360,000

JOANN HOTIMSKY 1st Choice Real Estate CO, Inc. 970.270.2872

For more details go to www.1stChoiceCO.com





## 3172 SADDLEGATE CT. ~ NORTHEAST

### NEWLY CONSTRUCTED RANCH STYLE STUCCO HOME

2040 Sq.Ft., 4 Bedrooms, 2 Full Baths. Open Concept Living. Stainless Steel Appliances. 3-Car Garage Plus RV Parking. Built by Pace Enterprises.

Offered at \$249,900

MANDY RUSH RE/MAX Two Rivers Realty, Inc. 970-241-3939



970-260-1310



### 507 BOOKCLIFF DR ~ CITY

#### SPACIOUS • PRIVACY • CONTEMPORARY

3500 SF, 3 car finished garage with storage, large outdoor entertainment space. Great views. 26 acre fully landscaped. 3 Bedroom, 21/2 Bath, 25x35 living room, 2 dining rooms. Great kitchen, laundry. Totally remodeled, tasteful decor. Security systems. Sprinkler on GV, low maintenance, low operating cost. Many extrasl Best in the city, very impressive property! Open for viewing.

Offered at \$345,000

FOR SALE BY OWNER

970-241-8415 • 970-314-0880



#### 150 APPLEWOOD DR. ~ FRUITA

What can I say this Conquest Homes, LLC remodel home is quaint and beautiful. Enjoy the open space in the back yard. Lovely home with almost everything new. Great family and Living room with beautiful floors. New paint and fixtures throughout the home. Enjoy this spacious home.

Offered at \$227,900

PRISCILLA STUDT Studt Realty Metro Brokers Colorado West 970-640-2132



ASSET, TO A

## **FEATURED INSIDE**

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- Design Directions
- Open House Directory
- Ask Dave

- · Just Sold
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## 727 EGRET CIRCLE ~ NORTH

## → NEW LISTING → BEAUTIFUL HOME IN DESIRABLE NORTH AREA

4 bedroom, 3 full bath, 3 car garage, 2860 SQ.FT, built in 2012. Hardwood covered grand entry, open concept, spacious kitchen with granite countertops opens to large living area, formal dining room, master suite with huge walk-in closet & 2nd bedroom on main level. Comfortable family room, 2 bedrooms & enclosed balcony for view on 2nd level. This home has everything you wanted - beauty, space, location, view & much more!

Offered at \$389,900

GRACE VARLEY RE/MAX 4000 970-210-4029



## real news

















#### **Heiden Homes Realty** and Associates

where have become after whe

Solded, She's also involved with her

who are ignolested of Control High School, You can reach Cyathia at Wi-III+7744 or other IT49Hydron.com

Morph is an associate broker at Briden Homes Budy and helps his sile, Trail Felden, manage the office

path and marketing. Moreon is a western New York State salver who profess Western Colorado's constrain. He excited in reality. TV and powerpages welling Contractly involved flow a hill item agent. He also inselten speechanding coorner at Caloralla Moss University, where he cornel a to the mosts of May at Firsten Process Souty and Associates.

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You can much Moreout 105-270-0002 Grand Junction, The company is coloring 10 years to beaution in downtown Grand Junction.

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#### Century 21 **Homestead Realty** Control 21 Househood Straffs madel

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#### Colorado West Realty Keller Williams Colorado West

ing procedure for the month of May Accepted Welch was the top feding agent and Early Shoughly was fining

relate agents.
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#### **REMAX 4000**

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Red Estate Weekly sevepts.

of (\$75) 241-4060

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## **Page 2: Realtor News**

## 1. Continued Design **Branding with Banner**

## 2. Good News about **Local Realtors. Lots** of PHOTOS

## 3. Module Size Ads:

Full Half Sixth

## real news



Cynthia Castaneda Heiden Homes Realty and Associates



Mike Moran Heiden Homes Realty and Associates



Tom Kucei Century 21 Homestand Realty



Kim Jessup Century 21 Homestead Realty



Amanda Welch Keller Williams Colorado West Realty



Kathy Sheagley Keller Williams Colorado West Realty



The Grand Junction Real Estate Team Keller Williams Colorado West Realty



Patti Poschman, CNE RE/MAX 4000



Grace Varley, CNE RE/MAX 4000

## Heiden Homes Realty and Associates

Cynthia Castaneda posted the most closed transactions for the fifth consecutive month, while Mike Moran had the highest dollar volume in sales for the month of May at Heiden Homes. Realty and Associates.

Castaneda also posted the most new listings for the month. Castaneda prides berself on helping families with belowwerage incomes find a home.

In addition to working as a Realtor, she has worked as a health care professional for more than 25 years, caring for clients who are 5find, wheekhair-bound or other wise disabled. She's also involved with her church as a Sunday school teacher.

Castaneda is enarried to Nick Castaneda and the couple has two children — Domonique and Brandon, who are graduates of Central High School. You can reach Cynthia at 970-

234-7744 or chica/7744@yahoo.com Moran is an associate broker at Heiden Homes Realty and helps his wife, Toni Heiden, manage the office staff and murketing. Moran is a western New York State native who prefers Western Coborado's sunsshine. He worked in radio. TV and newspaper media for 31 years prior to becoming a full-time agent. He also teaches speechmaking courses at Colorado Mesa University, where he earned a master's in business administration degree in 2007.

Toni and he enjoy camping and golling, and enjoy serving the community through Kiwanis Club of Grand Junction, where they met in the 1980s. Mile also advises the Circle K Kiwanis Club at the university and serves on the MBA Alumni Committee

You can reach Moran at 970-270-6162 or migmornheidenthyloho-coal middle Homes Really is located at 735 Rood Avenue, in historic downtown Grand Junction. The company is colebrating 10 years in business in

downtown Grand Junction.
View listings, routals and virtual tours at www.HeidenHomes.cum. Look for open house listings, as well as links to Grand Valley events on the Heiden Homes web site.

## Century 21 Homestead Realty

Century 21 Homestead Realty would like to congratulate the top selter, Tom Kocel, and top lister, Kim Jessup, for the month of May 2013. If you would like to speak to an agent call \$970-24-5100 or come by 737 Horizon Drive.

## Keller Williams Colorado West Realty

Keller Williams Colorado West Realty, LLC is pleased to announce their top associates for the month of May.

Amanda Welch was the top listing agent and Kathy Sheagley was the top sales agent.

The Grand Junction Real Estate Team, consisting of, Rhonda Bewer, Dianne Dinnel, Regina Stout, Peter Dinnel and Pam McKeehen was the top selling team. Comparabilations to these outstanding Realbors.

## **RE/MAX 4000**

Broker Associates Patti Poschman, Grace Varley and Geri Lindbolm with RE/MAX 4000 have successfully completed training and have received their CNE designations as Certified Negotiations Experts from the Real Estate Negotistion Institute. The class was taught by nationally acclaimed Denver real estate attorney Oliver Frascona. Agents who receive this designation are in the top 1 to 2 percent of all real estate agents nationally. These skills will enable agents to achieve better results in real estate negotiations with buyers and sellers with more effective communication.

Patti, Grace and Geri can be reached at (970) 241-4000.

## How to submit

Real Estate Weekly accepts submissions from professionals in the real estate industry. Send us news about top agents, certifications and designations, travel to industry conferences, community involvement and efforts to make a difference through volunteering. Send



Geri Lindholm, CNE PE/MAX 4000

your information to realisews@ gjmalestateweekly.com and include a high-resolution photo. Submissions must be received by the Tuesday before Sunday's publication. Questions? Call Real Estate Weekly editor Andy Smith at 256-4330 or email bim at andy.smith@

risentinel.com.



## Page 3 ANCHOR full page display

YOU set the number of homes on each full page.

And design them so they really pop!

## NORTH 1862 VENETIAN DRIVE



\$259,900

Sophisticated, stylish contemporary new rancher. G & R West Builders. 3BD/2BA/2GAR. Solid granite counters. Stainless steel appliances.



Fred & Winona Schwartz 970 986-0939 / 0938

## ORCHARD MESA 217 MEADOW POINT



## Coldwell Banker Open House

## \$284,000

New Construction. 4 Bedrooms, 3 baths, 2135 sq.ft., 3 Car gar. Numerous upgrades including granite counter tops. Completion mid May



Harry Perry 970 623-9849

## FRUITA 109 S. FREMONT STREET



## Coldwell Banker Open House

## \$240,681

Open floor plan! Huge master suite - 2 walk-in closets, walk-in shower & soaker tub. 4th br could be office. Almost 14 ft of RV parking. Fully landscaped.



Katie Zambrano 970 201-8984

## REDLANDS 2138 BANIFF COURT



## eir Banker Open Haas

## \$287,700

Updated 2574 sq. ft., w/ spacious master w/deck. Family room + additional bonus room or 4th br. Quiet & peaceful Monument Village location, shade trees, roses & flowers. Pride of Ownership here!



The Vaughn Team 970 242-5505

## REDLANDS 2043 WRANGLER WAY



## Coldwell Banker Open House \$329,900

Beautiful 3 Bedroom + Office, 2 1/2 Bath, 3 car garage, Nice deck with views, large Park-Like yard.



Pam Price 970 433-9493

## NORTH EAST 659 BRADFORD COURT



## Coldwell Banker Open House \$229,900

2-story stucco, quiet cul-de-sac. 3 brs + bonus rm, 2.5 bths, 3-car gar. All kitchen appliances. Master suite w/soaker tub.walk-in shower



Rocky Castillo 970 640-7876

## NORTH EAST 2997 1/4 BROOKWOOD COURT



## Coldwell Banker Open House \$174,900

3 Br, 2 bth, 2 car garage., granite counters, new cabinets & appliances, lush landscaping, deck & separate patio, front deck



Claudia McBride 970 250-1044

## NORTH EAST 2937 SHANNON COURT

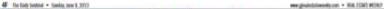


## \$164.900

1483 sq. ft., 3 br, 2 bth, Rancher. Gas fireplace & cathedral ceilings.Large fenced lot. Quiet Northeast Subdivision, w/lots of parking.



Judy Pearce 970 361-6144























What would you do with norm write showing space? How street

eatin (very special) This well hapt home has a huge larsey room will no many used firest for games, billierts, receive, home office, or just plant alongs. The constant I can people has enough more for oritopics and sharing. It bedrooms, hing norm with ecodobne etc. large chang space, and a great statue. Fully fenced yant and storage thest. This is a very confortable bornel.

## THE NATION'S HOUSING

## FHA interest rule under fire

W4501W(THM — Premand by common protection regulators, the Fishipal Housing, Administration is required to read use of the small retitionersal premises. Charging humanus interest on flash house marrigages for words after the "we gold off the most operation believe."

Though PMA officials declined to discuss the matter, the agreety will have to distinute its large standing policy of collecting with counts's worth of interest — functions of dellars come to pump rame — once when horrowers terminate their learn racker. For instance, if you gog off your FILL has in July 1 in order to buy your boson with a constrained marigage. Will controlly will do until interest the year on types for pay our types for pay our types for pay. July 21, reflecting it set of the authorism But usefor the Communic Phone is Presention

Out to be the Community Plant of Provided Service's "goddined mortgage" robot, obserging interests after a principal before papell. "In the Sectional arginologist of a prepayment proads," according to the burson. The Dado Frank Wall. Street Bellerin and Commons Printedian Art. what is reasond the former, probable propage possibles on "gradition and typiges" that is, revolution loads that inverporate key consecnaiographs and are underwritten to final risks for lookers and beareness after Charles mortgages are expected to become the gold standard for lastes leave to the centring years, and will other the lowest rates and best torses residible in the marketylary. The Dodd-Frank law designation the erum as the following processoral's dealler of rules policy out what constitutes a qualified reorigage.

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For each time for all pages?
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differingh, PILVs have porticite and insulant share

Cardin, who bysically in a strong supporter of No housing agreey complained as a distributed introducing to legislative that "this is no inco-of harmon. Removators should not have to pay trenet on hims that they have fully requisit." PLIVs galley, which is find to a guarantee of

a hill resett's interest particular to investors to m-called Giosia Mac mortgage backed basels. has had the wife of lest of recoveraging many becomes to peak to pay off their basis on show or possible to the final days in the countries or for to nertings broken, tills omganiss and orthonors from an hors - or floring hors later - tills often not possible to exholide an emi-of-the mos-settlement, marking room refluences and reflec-to-pay cours at the closing than they expected. These entra payments, in turn, our tier shorter to savery solion and references who have readon

poin late effect next Japuary the commence . seems said that 9 had "consided attenuively" with FED, about its interest cleaning practices, and has agreed to allow the bassing agrees politicated time — as such as a joor natro — to implement the passessery changes. Fish is new finding a Second regulatory proposed attend at hemograp the agreement tell completion. At the conduct that process, FEA presentably will reflect interest only through the date of actual populf of a continue. rather than the full counts.
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The Nation's Femous is a nationally speciated the recent through a national probabilities of the sational baseling market fator may be different through market fator may be different through market in Red State Welly may not offer Colombia's loss or the state of the local market.

## Research is one chore, competing in a crowded market is another

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They obviously take for graphed that we know the ciph and size of a home they would consider beying. That also can be a danger we assumption their it also reported prove these a corwary interest to

workered upon home signs.
(\*Oh, a's THAT home: Needs a read Wasel's) on the market test pours ago?"?

the standard two mosts agon?

Lost Standard, Louderd a sign while returning from the worldly radio does. The boson was in a very described account of a sugar view, indexed in the few man and the dead-and attent. I west home, checked the followed and half my will-shout the house of visited they the street. "Darket we remain to go down there if it's loss used," also said. "But, they are not going to like

mounthing that's enable rhopped up.
"I can't find it enable," I said "Let's just pap on
done there and check & est."

The lease was shell it the east end of a dynamic let, on a hill enviloding a grounded. The bear Altermy skirtuil a neighbor's leases before engling at a two-car gatage. The area readil sorrer as an adrepate pility area for MAs. It was not for from the last stars and a safe distance from the expect. The firms hour over home was about 11

sainable from being closed. About have recently between the persons were still personal fire two-story word harm school cityle now is harmen in the really retracibe to "Crabinose."

We hought the house probably was not ideal for our threedy, but the but was definitely our of the latter ones in the could have been as the could not

how the place result andly work its way into a lot of logical drouges, it was potent) right and the parameter paint through the boose were already relience "Bet you had a cough of other on this one."

"It was affectedly facted Westbooker and we had as: offer Thursday," the agent mail: "We had no much interest just in our offer before the hope over hit the conquery. We save have that of he and at least

ten bed-op-after, probable tour."

This situation—new communit in many Physics Second weight barboards—nemetics on belogings

amond questions for bayon and sellion. • he we may begree our closing to be:

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thereo's mount the poles in the love like the year the solder and agreet countly have found the tor-market value and the public is responding accordingly. If you dust like the miling prior, or it but to propared to mid langue to self. A good dust has to be good for all yor ten involved, not just the author It is not a time the ground to not in, differagic features nature always termine the sollier with "what it!"

If the sellion balk at choing the-deal (they might be starked with a case of 'solices' remove."
Slagues are experience hit with 'layers' rem gold too much for the forme, that I want to more.

restores. One is to have the ready upont po own the advertiges of the sale with the artise. The agent about the proposed with resistance of recent neighborhood sales prices of comparable brown. The affact records to the thought of paying the

greats a commission for providing a busine "reads; willing and dills" to purchase the property. If the willier car's be provided to complete the sale and If the contrast element agreement is suffracting with no longitudes, the selfer is believedly so the load.

Buyers are increasingly professional in this whether process. The people who have done their leaving homework are willing to resigns be value that are will broated and in decree shape. White formats importantly will produce which to decide? wat cold things and off. pool bases the type of leases you must, continue to look and he proposed to sign if the deal is right.

You night he able to do your broads' consult that you you'll reduce the competition.

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## Page 4

## 1. Editorial only about the buying and selling of homes!

2. And with module sizes, a last minute ad can always fit in, just pop out the editorial.

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Davienne Jacobson @acoboon#israyandca.com 976-773-4545

Davisions went above and horond our expectations, she is one truly dedicated agent to her clients. She went out of her way to help us! Wandell and Karen H.

A Companion Method Analysis Enable pro vided by a real action professional company types house will are ones on the new years and the real part of the series of the new point of the profession of the new point are new point and the new point are new point are provided with the sales of upged to, own joint or an acquisited private or in your points worth. A performant and Case is a forest on the point of t "supplied" operand in time, while the est efficientation contently fluctuates therefore it's good idea to obtain a now a no each year.

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First 8 pages sold out so quickly, it was on to the next 8 pages.



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Second
Section has
HOME
BUILDER
Profile or
sometimes
stories from
local Interior
Decorators

And since this started,
Remax has kept their
Section 2 front page ad.

# Each week on page 9 & 10 Grand Junction has a FOCUS section.

Either a focus on a location or a type of property. This week it was a focus on Commercial Real Estate.

## focus on real estate

to advertise, call (970) 242-1313, monday - friday 8-5 - log on anytime to girealistateweekly.com



Anyma who remembers this participant is 2011, after City Market dissect and babble Star Nat moved back in, will conventive that it was associate sample, with two core and no optivity Nov. the case of Mar Nat employees and construction sections, who are reconsisted the case of Star Nation. With this let.

## Primed for **POTENTIAL**

New year brings new constuction on west side; remodel to North Ave.

The Cayor New Medical Them is coming exceptation: which should upon other mercian along G Boad, where there are golde a few industrial-clien and more led water to the west, but very

time places to go grab a cup of collins.

There is after pleaty of names;

analytic last for sale to those who have für einen to ser fangenwep fürd werdd complement the new nurdical officers. The individual nation and office in the new resolved place world be finished and February and March, when the turbus medical offices — which are also persors in the building — will mark into new spaces Construction started on the realismillies risker builty in December 2002, and the place will last a great specing in April, when the officer and makes are complete and all partners are mady to entireme the

## COMMERCIAL UPDATE

named to their are facilities. "No are trying to put to put a Nevel proset plus ingother for the land," said Unit Bonds, comments botter with Coldwolf Backer Prime Properties "Things are bappening at a may also pare."

Manufer requests to now a few many receiver nation in 2014 and thinks Grand Janeties has engeld the attention of selected complete that are looking to expend from Demon to the

Annual residence on 25 Blood now Moss Mill may be continue about the cureds written taking place on the cust pile of 34 Road near F 1/4, MBV



The Conyon View Medical Plaza, 2011 G Road, has been under construction for a title more than a year, coating with for coating of indocenso with heavy without in the failing. Placetoxings will be involving in during. Patrianary will fill fact. Once the building is open to hautered, the increased limit will no doubt again additional. activity seong that section of G Road. a witness addition to those who live

in the this center and not of town and don't want to drive all the way to the

word of town, where an except of the new development and retail array are

Frain a loss to North Amoun.

company set of Topolis, Kan, San commercial properties in Grand Jacobse and in Insking Value Place, an assumbel-emp (24-mass lasted at the location off 24 Book, The company place to have the board open by the

North-Renn will son by which has reperienced mean during in twent years as new displays were spring spriling Highway 6 th Women Miss. Mall, atturting both new vetaless and home at least one hig North Jornan retailur, Hotte Labby, further welcoming a new retail store at Store is contractly remodeling this space. innerly occupied by City Market. bend in 2011. The street months to be with plane to quest in late Polymary. The state will every agglisative, laws: and garden equipment, sporting greats

reaging a recorded: "In my opinion, North Swyson is a mice about home one and to the other." a Cornel Searcher Search of 1994. Stalling serves the street from Europein Shopping Center, in Subrus Square. Fled relocated from the Distrect mater "Ny been like a regulate to have an Pail speed the Grand Jawase.

office in the supposer of 2011 and contractly has about 40 people not The end of the year brought a half

to much of the continued activity. bet many conserved broken have represented that 200 will be a year of increased interest to the Grand Valley



Construction workers are twen of the oils off St Frank where MFV Companies in traditing vision Place, on extended stop hale that others movely rates and a clean, nor facility for business towards and others who expect to round a piece to daily for more them a line rights.



Construction anders have been bandsoming the interior of this space at the European Control to sainly if to become a Search Codel Store, which will be a waterine addition along from Awards. The store is appending to open in tall the February.

## home gallery

## featured COMMERCIAL PROPERTIES



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Leans for \$1,000/trood









Emissional spins 1, 107 sq. ft.











## It takes a village of professionals to buy a home

Thereig a home takes a team effort. Familiarias yearself with year Incommutes and sheak floor longuage

Don't had discriming by all the new people, testindage and practices bredient in history of home. Here's a held remisest of the purple on your trace, what they do and how to work with then toward getting the keys to your first home

When The London The beside in a key player in year bones part have, no shap arresed to find the next float on other peochs best that According to finar fill-mayong, prospective beyon about compare short flame different insulers. Ask about first less, among ours - whether they offer a Need or adjustable rate — and the type of leases and lease terms, they allies. He waster of strange deals, through, says Wayner

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## Whe: The Real Estate Agent had east square help no through the emin-process of finding and horing a horse. As agent who is a member of the National Association of

to its code of others and standards of practice. A good open in wood in which has on any a good open in wood in which has on any a good other as the curvest market, what locations are most thomation and how read entits have good materials with the soul. Most with a few read entits have good materials with Most with a few read entits a good. and pick one with where you've conductable and that. We at the will draw you beause, but you through the process, augminist the best possible to you and bully you make the right decisions.

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## West The Horse Impactor. One of the leggest minimum are presented

haveloper can make in to sed like a gooded hene importer the importer will evaluate page antential new boose — the structure, the spokes the wiring, everything — and put together a report of what's good, what's that and what remoted to the seller to be East Solver as after ower to closing. DiClassi tells becomes to be there during:

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## Who: The Appraiser The approper is the "eyer-and over he the nater," Different eagle. He will best at other nates

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Who: The Clusing Agent measure company or broken Wassarer 816. this person will compile all the paper work and "put together all the please and indexes for you, theret mps. He or she will look at the financial harbycount of the bayer and willer to make non-arting will habing the sale of the house. What They Say: "Your design come are..."

The cheeing coats cover the things it takes to skinds a hase, blor a credit report, appraised less and life impresses. Diffused says. The terms for the different things peof to paying for our get confusing, so make state you can lead on story agent to belo explain the different time. That't be-

The Goal of all the editorial is positive stories about buy or selling a home, always supporting the Realtors.



The local BOARD OF REALTORS is given space to promote whatever they want and they chose to promote HOMES SOLD each week. This shows the community houses ARE moving!



## **Brand Design** continues

## OPEN HOUSE!!!

In Season
having a page
or more of
open houses
is typical for
Grand
Junction.

Along with a color coded map



Sot & Son 50 words + photoi

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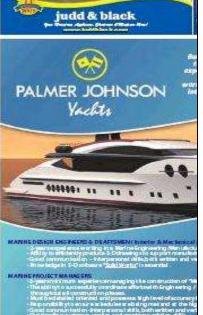




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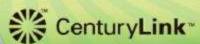
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