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**RE/MAX REALTY AFFILIATES AGENTS
ACHIEVE \$26 MILLION IN VOLUME IN JUST 100 DAYS**

(Reno, Nev.) While some believe that home sales in the Reno/Sparks area are down, RE/MAX Realty Affiliates (RRA) Agents are proving them wrong.

Recently, eleven REALTORS® graduated from a program entitled “*100 Days to Greatness*,” a powerful and innovative step-by-step program developed to build a highly successful business based on referrals. The techniques are designed to generate a steady stream of business. Focusing on customer service, referral and lead generation, the Agents took the intense training course that has in many cases taken their businesses to the next level.

“Before this class, I was pretty much dead in the water. Within a few months, I had generated new leads, had pending sales and four new sales,” said Russ Clark, RRA Agent and 100 Days to Greatness Graduate. “I can attribute every single one to this class. Results don’t lie.”

The results after 100 days are staggering. Collectively, the eleven Agents closed \$15,445,990 in volume; have \$8,911,400 in pending sales; and, \$1,836,584 in home sales not listed with the Multiple Listing Service. The total volume of \$26,193,974 is extraordinary given the current market.

Amy Lessinger, Broker/Owner of the Reno office of RRA understands the degree and level of training necessary to be effective and relevant to lasting success. She and Sue Leonard led the Reno group as certified mentors for the program. They are among only 1,400 other certified mentors throughout the United States.

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This intensive program is a dynamic step-by-step curriculum designed to teach the fundamentals of lead-generation by referral to propel agents to even greater success. Topics such as “Pushing through quitting points” and “How to Win the Day”, “Creating Financial Stability”, “Time Management”, and “Mastering Presentations” are just samples of the courses offered.

“We specialize in helping agents grow their business and move it to a higher level. This program is a fourteen-week program delivered exclusively to our agents through the RE/MAX Satellite Network (RSN) system,” says Lessinger.

What does this mean for the home buyer or seller?

“For the home seller or buyer, an agent who has been through the program has built their business on the principles that help clients maximize their profits and minimize their costs when buying or selling a home. These Agents will be prepared, enthusiastic and effective. This is the type of agent I want handling my transactions,” said Lessinger.

For some Agents the techniques proved particularly effective.

“I would say that the two things that pop out first and foremost in my mind are structure and accountability. I think that most agents stumble along because they have no accountability. We meet as a group for a minimum of ninety minutes per week and discuss where they are and what they’ve accomplished with their goals,” said Agent and Mentor Sue Leonard.

RE/MAX Realty Affiliates has quickly grown to be the second highest producing office as recognized by Northern Nevada Regional Multiple Listing Service. For more information, please contact Amy Lessinger at 775-327-9910.