

# What to Expect in Classifieds: 2013 (and how to monetize it!)

Presenter: Janet DeGeorge, President  
[www.classifiedexecutivetraining.com](http://www.classifiedexecutivetraining.com)

January, 2013

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# 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



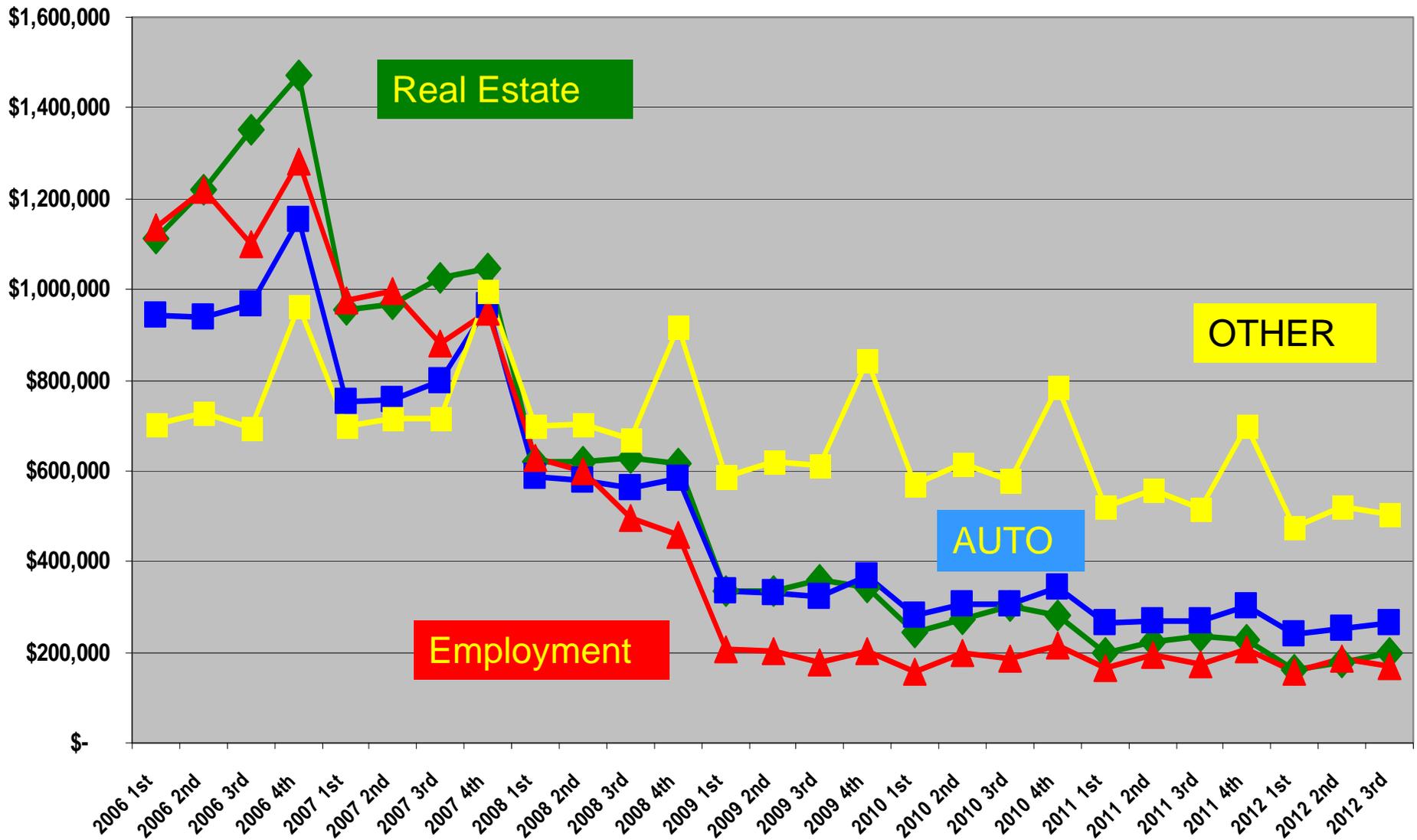
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- Learn the ABC secrets of upselling.
- Own your recruitment market!
- Professionally overcome objections.
- Sell against the competition.
- Strengthen private party sales.
- Handle the most difficult customers.
- Redesign your Classifieds for the 21st Century.

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# Classifieds 2013

- Agenda
- 1. Auto
- 2. Real Estate
- 3. Employment

# Comparison Classified Revenues By Quarter, 2006 to 2012 3rd Qrt. Source [www.NAA.org](http://www.NAA.org)



# 1. AUTO

**How was your 2012  
auto revenue?**

From April, 2012

# How was your 2012 Auto Revenue?

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news

## Report Predicts Auto-Ad Spending Will Grow 14% This Year

Digital Will Snare 40 Cents of Every Media Dollar

By: *Stephen Williams* Published: *April 30, 2012*



**What do the experts say  
for 2013?**

R.L. Polk...

- Autos in 2013 and Beyond
- Thursday, January 3, 2013 by Lonnie Miller
- New auto sales for 2013 will jump 6.6 percent over last year.
- Most dealers and leaders running key units will continue to struggle with owner loyalty given the number of new model introductions hitting the market (over 40) and an aggressive marketing strategy being put into effect ...
- With make loyalty hovering around 48 percent, it still means over half of any brand's customer base will defect.

# 40 New Models...

Did you have a New Car Auto  
Section in 4<sup>th</sup> quarter 2012?

**Grand Junction (25K circ)  
knows how to sell a new car  
special section**

Their 32 page tab new car  
special...

# ON THE GO!

Find Out  
What the **Dealers**  
Drive

Featuring  
**70 NEW**  
VEHICLE  
• MODELS •

PLUS  
**Valuable**  
Service Coupons

**2013**  
MODEL YEAR  
+ New Cars  
+ New Trucks  
+ New SUVs

# GRAND WEST KIA



**MEET THE DEALER**  
**GRAND WEST KIA**  
 Steve Harbour  
 OPERATING PARTNER

**CURRENT BEST SELLER**  
 KIA OPTIMA

**FAVORITE NEW FEATURE**  
 Power folding mirrors and rear hatch

**WHAT'S IN YOUR GARAGE**  
 2013 KIA SORRENTO SX  
 2000 Mercedes E430  
 Grand babies' stroller

**BEST PART OF YOUR JOB**  
 Dealing with the people of Grand Junction. Watching them smile as they drive away

**IN YOUR FREE TIME . . .**  
 Work. Golf. Read. Walk.

Steve Harbour thinks he could sell twice as many new Kias if the Korean-based automaker could churn out vehicles more quickly.

As it stands now, Harbour's Grand West Kia dealership sells more used cars — at a 24-to-1 rate — than new ones in part because he can't get enough new cars on his lot.

"A lot of that is due to the fact that increased demand for Kia vehicles is leaving us short of product," he said.

"Kia has been and remains the fastest growing car brand in America. Kia has had 35- to 38-percent growth year over year in the last three years, which is pretty amazing," Harbour said.

Kia models continue to boast some of the lowest total average costs through the first five years of ownership based on sticker price, operating costs, fuel consumption, insurance, maintenance and repair costs, Harbour said.

Customers may come to love the low cost of ownership, but much of what attracts them to the lot are the eye-popping body designs, several of which have been refreshed for the coming model year.

The Soul retains its basic cube look, but has been stretched and new flared fenders dramatize its distinctive look.

"The Forte is redesigned — it's a little larger in size and roomier with a few more perks and options, but basically in the same price point," Harbour said.

The 2013 Sorrento SUV gains a few inches, creating more interior space, and features a new powerlift rear hatch.

A majority of Kia's newest innovations will debut as 2014 models, but will be available in 2013, Harbour said. "In fact, the company has made exterior styling its calling card as it tries to stay ahead of



SOUL



KOUP

customers' expectations. "Certainly the design aspect has intrigued car buyers, but the reliability of these cars and the safety ratings, along with the best warranty in the business, has led to Kia's rise," Harbour said. "In fact, Kia means 'to rise above Asia.' The dealership gets a lot of referrals

from satisfied customers who not only love their cars, "but are delighted with the sales process here at Grand West Kia," Harbour said. "For this little store, a lot of what's going on is the buying experience. It's easy and it's fun and shouldn't be brain damage for the people who are looking for a car."



OPTIMA



SPORTAGE



FORTE

desired. But that can't hold true for the bargain-basement Rio, can it? The sedan and Rio 5-Door hatchback bear little resemblance to their predecessors, with far more pleasing sheetmetal and a dash layout that's attractively shaped, clearly presented and uses better materials. The standard 1.6-liter four-cylinder produces 138 horsepower and 123 pound-feet of torque, which is significant for a light 2,500-pound vehicle. In this class, it's a bit rare to see a six-speed manual transmission, or optional six-speed automatic, but the Rio has them. The Rio

is available with Idle Stop and Go (ISG), an optional automatic-transmission-only feature that shuts off the engine after the Rio comes to a complete stop, then instantly fires it up. Rio sedan's 30 mpg city and 40 mpg highway rating (29/39 for the Rio 5-Door) is sets the bar pretty high in this category. The base Rio LX with the manual gearbox is somewhat light in the content department, while the mid-range EX includes air conditioning, plus lots of power-operated and convenience accessories. The top-end SX adds fancier interior trim, 17-inch

wheels (15-inches are standard), Light Emitting Diode (LED) running lamps in place of the standard four-bulb units, and a Microsoft-based voice-activated audio/communications package with backup camera. The Rio's 1.6-liter engine is used in other applications, such as the Soul wagon, which received a full refresh both inside and out for the 2012 model year. New headlamps and LED taillights are the jewelry on top of a revised hood, front and rear fascias, fog lights and

// Please see KIA, page 27



The Power to Surprise™

## 2013 KIA OPTIMA

Starting at \$21,200\*



## 2013 KIA FORTE Koup

Starting at \$17,400\*



2013 KIA SORRENTO  
 Starting at \$23,150\*



2013 KIA SOUL  
 Starting at \$14,400\*

THE KIA TOTAL PROTECTION PACKAGE

- 10 year/100,000 mile limited powertrain warranty
- 5 year/60,000 mile limited basic warranty
- 5 year/100,000 mile limited anti-perforation warranty
- 5 year/60,000 mile 24 hour roadside assistance\*



# GRAND WEST KIA

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\*Starting at price is manufacturer's suggested retail price for lowest model trim. MSRP includes destination and handling charges, taxes, title, license, options, and dealer fees. Dealer is not responsible for typographical errors. Subject to prior sale. Photos for illustration purposes only, and may not reflect stock on hand. Colors may vary.

# GRAND JUNCTION CHRYSLER JEEP DODGE RAM



## MEET THE DEALER

**GRAND JUNCTION CHRYSLER**  
**Mike Nixon**  
 CHRYSLER • JEEP • DODGE • RAM  
 SALES MANAGER

## CURRENT BEST SELLER

Jeep Grand Cherokee

## FAVORITE NEW FEATURE

New air suspension on the 2013 RAM 1500

## WHAT'S IN YOUR GARAGE

2011 Jeep Grand Cherokee and a treadmill

## BEST PART OF YOUR JOB

Being around cars - all the new technology and advancements. I also enjoy helping people find their perfect car

## IN YOUR FREE TIME...

Spend time with my family  
 Golf  
 Snowmobile

## Ram

ramtrucks.com

**Hot news for 2013:** Trucks can't get good fuel economy? Take a look at the 2013 Ram 1500; upgrades include a lighter, stronger frame, more aerodynamic body and a more efficient base engine. • But can it tow the space shuttle?

**Carryover:** Ram HD  
**Gone:** None

## Starting line

If fuel economy, or lack thereof, killed the mid-sized Dakota, the Ram boys aren't about to let that happen to the **Ram 1500**. Its one big weak spot, fuel consumption, has been rectified for 2013 with Chrysler's ever-popular 3.6-liter V6 that bumps the ancient 3.7-liter V6 out of the engine bay. Horsepower climbs 42 percent to 305 from 215 and fuel

The new 2013 Ram 1500 offers best-in-class fuel efficiency, new technology and new features without sacrificing capability. "It's been totally refreshed with big interior changes, new technology in the powertrain and a new air suspension," said Mike Nixon, the dealership's new vehicle sales manager.

Ram's workhorse, the 1500, gets the refresh after three years on the market. It gets a new, 3.6-liter Pentastar V-6 engine, which gets 42 percent more horsepower and at least 20 percent better fuel economy than the outgoing Ram, which got 20 mpg on the highway.

The Ram has several new features designed to save gas, including an eight-speed transmission and a system that temporarily shuts down the truck at stop lights. The available 5.7-liter Hemi V-8 has 385 horsepower and 10 percent better fuel economy than the outgoing model. There's a new grille and fascia and interior upgrades. Pricing hasn't been announced, but the 2012 Ram starts at \$22,120 for a regular cab, \$33,015 for a quad cab and \$43,275 for a crew cab. The Ram goes on sale this fall.

The dealership won't see an actual 2013 model until February, which means now is the time to take advantage on last year's models.

"There's going to be substantial savings on a 2012 model versus a '13," Nixon said.



RAM 1500

"And that's for the entire Ram lineup of half-tons, three-quarter ton and one-ton pickups."

For the first time, Ram series trucks will offer UConnect, a communications platform with a built-in wireless connection that provides a variety of services, like remotely locking doors or starting the vehicle from any distance via the web or a smartphone. It also means hands-free operation of music, navigation programs and phone calls.

Of all the new features on the Ram 1500, Nixon is most enthusiastic about the air suspension, similar to the system in use on the Grand Cherokee. The suspension

system features five height settings for optimum ride and aerodynamic performance. It can lift the body up to 4 inches for greater clearance on rocky roads, or drop it for easy entry/exit and cargo loading.

Typically, the heavy-duty refreshments follow the 1500, so expect to see changes in the bigger trucks in the next model year.

The 1500 remains a favorite for work and play, Nixon said.

"A lot of people have big fifth-wheels and campers that they tow," Nixon said. "And some people need them to haul 18,000 pounds of cattle."



HD 2500

performance similarly jumps to 18 mpg city and 25 highway, up from 14/20. That's a huge difference. The Ram also gets a new eight-speed automatic transmission that will also be attached to the 395-horsepower 5.7-liter "Hemi" V8. This engine shut down four of its eight cylinders when not needed, such as at under light-load conditions or when headed downhill. A dash-mounted rotary shifter replaces the traditional column and console shifter. Returning is the 4.7-liter V8 rated at 310 horsepower. It's linked to a six-speed automatic. For 2013, Rams get further fuel-reduction assistance including stop-start technology that turns off the engine at rest, then instantly fires it up again once the brake pedal is released. Electric

power steering cuts parasitic power losses. Subtle aerodynamic body improvements and active grille shutters help, too. Optional is an air suspension with load leveling and five height settings, one of which lowers the body at highway speeds by 0.6 inches to cut the wind a bit better. Finally a new thermal management system is designed to quickly get the Ram's crankcase oil and other fluids up to operational temperatures, which assists in conserving gas. Rams now ride on a lighter (by 30 pounds) and stronger frame and the use aluminum suspension components saves another 26 pounds. But how just how strong is it? Well, if it's the same league as the Toyota Tundra that pulled 292,000 pounds of space shuttle and trailer down the 405

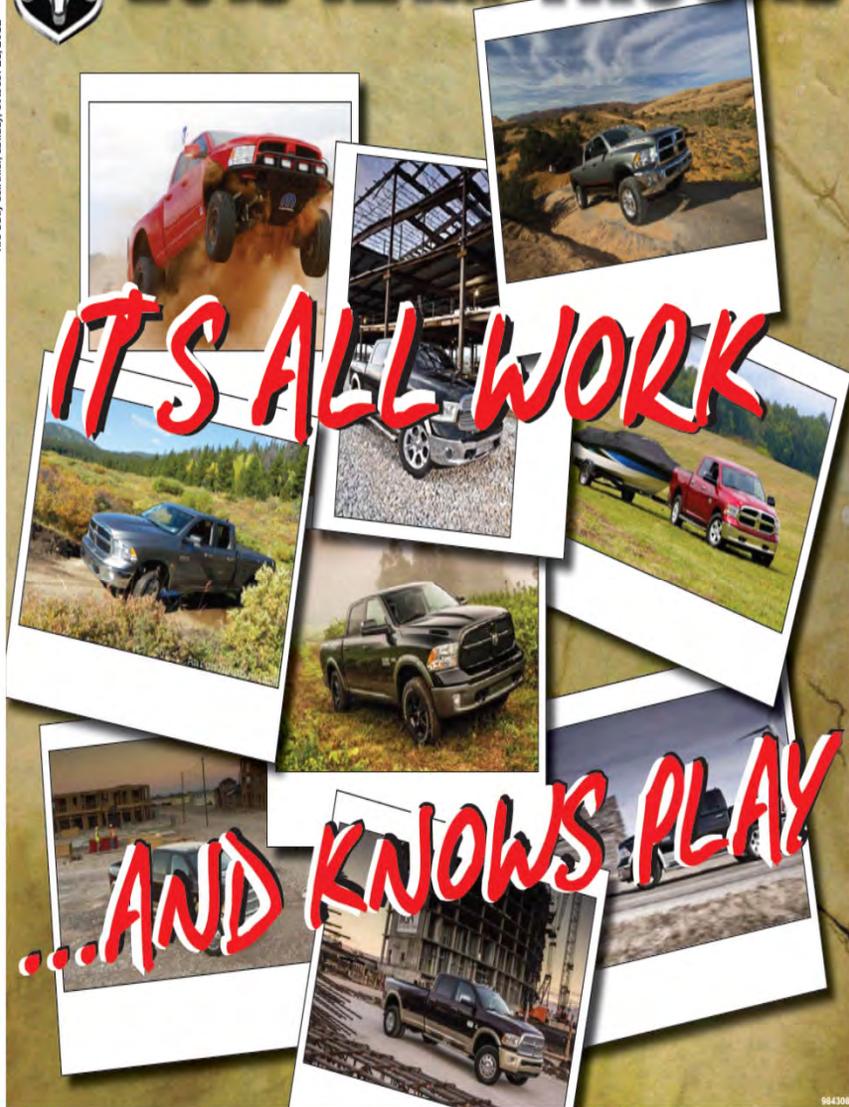
highway in Los Angeles, Calif., then you have to really wonder who actually needs a "heavy-duty" truck. The **Ram 2500 and 3500 series** pickups have upped the stakes with the optional Cummins turbo-diesel that's available in big, badger and baddest grades for 2013. The tamest of the 6.7-liter inline six-cylinder powerplants is rated at 350 horsepower and 660 pound-feet of torque, while the intermediate version pushes those numbers up to 370 horsepower and 800 pound feet. For maximum thrust and grunt, the 385-horse unit lays down a mind-numbing 850 pound feet of torque. The Cummins can be matched to a six-speed manual transmission (the only shift-it-yourself in its class), or a six-speed automatic. The result is a truck that can haul and tow an inordinate amount of whatever you have; up to 17,000 pounds of trailer weight and up to 1,800 pounds of tongue weight using a conventional Class V hitch. The turbo-diesel has a standard exhaust brake that uses the engine's compression to help decelerate the vehicle. That means shorter stops and less brake wear. Another Cummins bonus is that the interval between oil changes is 15,000 miles. Still available is Chrysler's venerable 383-horsepower 5.7-liter "Hemi" V8 with 400 pound-feet of torque. For 2013, the 3500-series HD can be ordered with the Hemi; previously it was exclusively installed in the 2500-series.

Base prices (incl. destination)  
**Ram 1500:** Full-size pickup; \$23,600  
**Ram HD:** Full-size heavy-duty one- and three-quarter pickups; \$30,000



# 2013 RAM TRUCKS

## IT'S ALL WORK



## ...AND KNOWS PLAY



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Photographs are for illustration purposes only. Different models and trim packages may be represented. Colors will vary. Not all models, trim packages or colors may be available at all dealerships. See your dealer for more information.

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Are **home sales** and  
**unemployment rates** tied to  
car sales? Some experts say  
**YES!**



AUTOS | January 2, 2013, 10:47 p.m. ET

## U.S. New-Car Sales to Grow in 2013

- Jan. 2, 2013
- “Auto executives say they need to see a continued downward trend in unemployment and a stronger resurgence in the housing market”.



# Truck sales seen booming in 2013 as housing market rallies



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Luxury, drive buzz auto show  
Mon, Jan 14

Corvette  
await de

- Jan. 14, 2013
- Pickup truck sales are expected to outpace the broader U.S. auto market this year helped by a recovering **housing market** and a slew of **new models** from the three big U.S. automakers, executives and analysts said on Sunday.

By Jennifer Clark

DETROIT | Mon Jan 14, 2013 7:45am EST

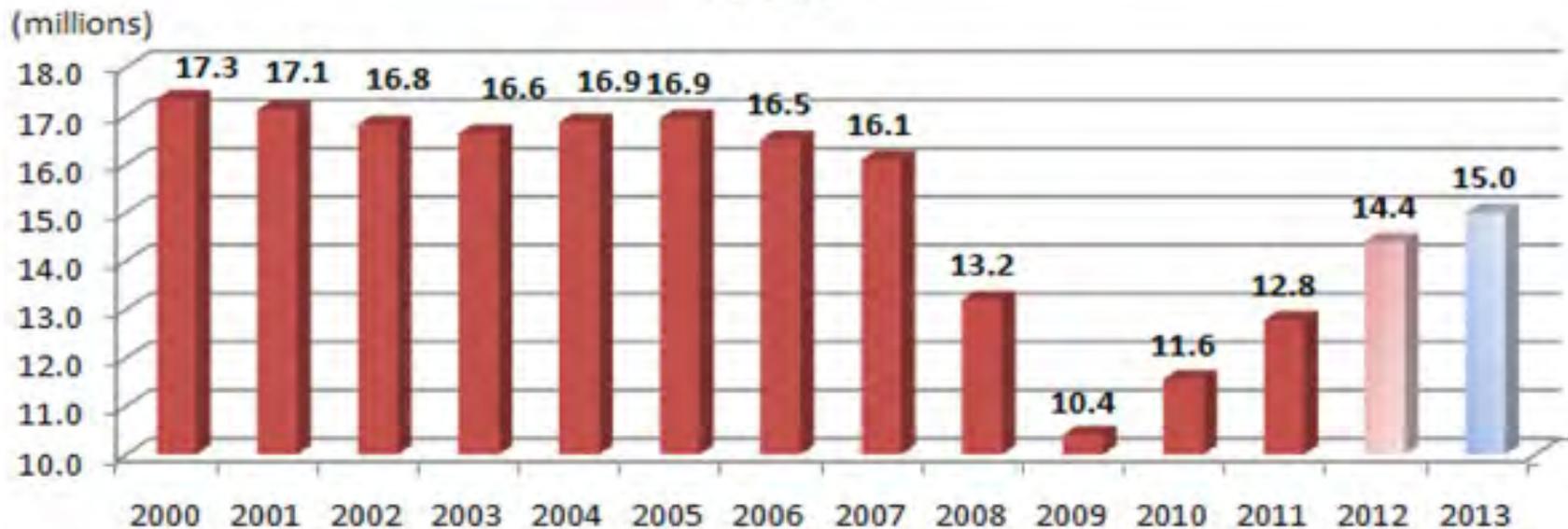
**But this slide says it  
all...**

Home > Industry Center > Industry Commentary > Edmunds.com 2013 Auto Sales Forecast: 15 Million

## Edmunds.com 2013 Auto Sales Forecast: 15 Million

**Boost Expected from More Lease Returners, Greater Release of Pent-up Demand**

### Edmunds.com's Auto Sales Forecast 2013



Source: Edmunds.com

**Has your auto revenue grown  
at this pace since 2008?**

Strategy for large papers and  
smaller papers...

# Larger papers over 50K circ.

- 1. In many cases, larger papers have had to **cut prices on auto ads**, some charging less per page than a paper of 25K circ.
- 2. Basically, the profit margin on auto ads is much **smaller for larger papers**, but those big contracts sure look good on the revenue side.
- 3. Larger papers can really **make the money online and with mobile**. The online/print/mobile sale can't be beat when you have the numbers on your side.
- 4. Bottom line for larger papers, do you have the **right products** in place and the **right people** selling them?

# Larger papers

- 5. Prove your paid circulation base has value.
- You can get **local auto sales reports** that you can cross reference to your actual subscriber base in most states.
- Break it down by percents that buy trucks, luxury cars, SUV's etc.
- **This is info they cannot get anywhere else.**  
**Only share it where it works best for you.**
- 6. **Promote heavily**, it is all about ROI with auto dealers.
- 7. Many large papers have a great auto website, **but hardly any daily traffic** compared to their daily circulation. (Take your auto uniques and divide by 30 and compare to your daily print circulation).
- You must promote you **AUTO URL** all the time!

# Papers under 50K circ

- 1. Your print product is your **golden goose** and will be for many years.
- 2. Auto Dealers want new ideas. Make certain your artists and auto sales reps get exposed to **new designs** all the time.
- Which papers have great auto ads, here are a few, you can check their e editions...
- [www.PostRegister.com](http://www.PostRegister.com)
- [www.SavannahNow.com](http://www.SavannahNow.com)
- [www.Jacksonville.com](http://www.Jacksonville.com)
- [www.gjsentinel.com](http://www.gjsentinel.com) (they have the most beautiful classifieds in the country)

# Papers under 50K circ

- 3. To **protect your print auto revenue**, you must have a **BRAND** in both print and online.
- 4. You must have an **AUTO DAY** that is well designed.
- 5. You should have **standards on advertorial**, do not run stories about cars not sold by your current advertisers.
- 6. You need **LOADS of liner inventory** to keep car seekers looking in your paper when they are ready to buy!
- 7. You need **unique features** that draw in readers.
- 8. You must follow the same cycle as your auto dealers with **SPECIALS on three day Holiday weekends**.
- **Friday to Monday** specials should be standard!

# Why papers big and small need a great online auto site...

From Grand Island, NE to Scottsdale,  
AZ every car dealer puts a lot of STYLE  
into their websites...

# ROE

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GRAND ISLAND, NE



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Select Make

Select Body Style

Select Price

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Recognizing a combination of operational  
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customer satisfaction performance.



### New Vehicles

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2012 Toyota  
4Runner Limited  
MSRP: \$41,800

Internet Price:  
Please Call

VIEW DETAILS



2012 Toyota  
4Runner Limited  
MSRP: \$41,800

Internet Price:  
Please Call

VIEW DETAILS



2013 Toyota Venza  
LE V6 Crossover  
MSRP: \$32,134

Internet Price:  
Please Call

VIEW DETAILS



2012 Toyota  
Highlander Limited  
MSRP: \$41,800

Internet Price:  
Please Call

VIEW DETAILS

### Pre-Owned Vehicles

VIEW ALL



2012 Toyota RAV4  
Sport SUV  
Retail: \$28,995  
Discount: \$1,110

Adjusted Price:  
\$27,885

VIEW DETAILS



2012 Toyota Camry  
LE Sedan  
Retail: \$24,995  
Discount: \$7,000

Adjusted Price:  
\$17,995

VIEW DETAILS



2012 Toyota  
Tacoma PreRunner  
Retail: \$29,740  
Discount: \$4,745

Adjusted Price:  
\$24,995

VIEW DETAILS



2013 Toyota Corolla  
LE Sedan  
Retail: \$19,995  
Discount: \$2,000

Adjusted Price:  
\$17,995

VIEW DETAILS

Camelback Toyota | Phoenix Toyota New & Used Cars Trucks SUVs Dealer | AZ Toyota Service & Repairs

**What does your auto  
website look like?**

# It is a confused jumble of non auto banners and ads surrounding the search engine?

Go to your Happy Place!

GET YOUR WIN ON!

TABLE MOUNTAIN CASINO

Check out photos from local wedding photographers

Weddings  
fresnobee.com

News Obits Sports Entertainment Life Opinion Blogs Classified Cars Real Estate Jobs Place An Ad Find N Save findsave

Web Search powered by YAHOO! SEARCH SIGN IN BECOME A MEMBER GET NEWS BY EMAIL

## Cars

### Buy A Car



**Buy Used**

Make:

Model:

Price Range: \$0 to

Search within:  miles of

[Advanced Search](#)  
1982 & Older

### Sell A Car



**Sell Your Car!**

Place an ad in print and online

**Best Value!** Your ad will appear on FresnoBee.com and cars.com, and also in The Fresno Bee and Vida en el Valle newspapers.

Place an Ad Online & in Print  
— Or —  
Place cars.com Online-Only Ad

- Rebates & Incentives
- In-Depth Reviews
- Compare Vehicles
- Car Shopping Tips

The Hotel at Tachi Palace  
**Take the Night Off!**

**\$69\*** Weekdays  
**\$89\*** Fridays & Saturdays  
866-4 PALACE  
You never pay room tax or resort fees at Tachi Palace.

\*Rooms at this special rate are limited. Use code MADW69 for weekdays, and code MADW89 for weekends to receive this discount. Room rate is based on availability. Make your reservations now at tachipalace.com or call 1-866-4 Palace.



Get the Deal!

\$5 for \$10 worth of food and drinks at Izi Sandwich & Deli Hye



**\$5.00**  
**Buy Now!**

**Or worse, no auto section  
at all...and so no ads at  
all...just this...**



# Cars

+ Place your ad

Classifieds ▶ Search ▶ Cars

↻ Reset Search

**Category**

↶ Back To

Cars

**i** No results found.

**Or is it ALL about autos from start  
to finish as in Grand Junction, CO**

Daily Sentinel, 25K Circ

Click for  
**MORE**  
 Cars and  
 Trucks!



*Fruoco Motor Co.*  
 Grand Junction, CO  
**CLICK HERE**  
 to see our inventory and more!

Cadillac Honda GMC Nissan

**Pre-Owned Cars**

Dealer Inventory  Classifieds

Make

Model

**Search**

Search by price range

Search by year

Search by body style

Search by mileage

**New Cars**

Make

Model

Zip

**Search**

Search by body style

Search by class

Search by price range

Search by fuel economy

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my account

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for sale [dropdown] [button]

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| 27 | 28 | 29 | 30 | 31 | 1  | 2  |
| 3  | 4  | 5  | 6  | 7  | 8  | 9  |

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- artists
- childcare
- general
- groups
- pets
- events
- lost+found
- musicians
- local news
- politics
- rideshare
- volunteers
- classes

personals

- strictly platonic
- women seek women
- women seeking men
- men seeking women
- men seeking men
- misc romance
- casual encounters
- missed connections
- rants and raves

discussion forums

- 1099
- apple
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- atheist
- autos
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- bikes
- celebs
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- diet
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- educ
- gifts
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- pets
- philos
- politic
- psych
- queer
- recover
- religion
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- shop
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- tax
- testing

housing

- apts / housing
- rooms / shared
- sublets / temporary
- housing wanted
- housing swap
- vacation rentals
- parking / storage
- office / commercial
- real estate for sale

for sale

- appliances
- antiques
- barter
- bikes
- boats
- books
- business
- computer
- free
- furniture
- general
- jewelry
- materials
- rvs
- sporting
- tickets
- tools
- wanted
- arts+crafts
- auto parts
- baby+kids
- beauty+hlth
- cars+trucks
- cds/dvd/vhs
- cell phones
- clothes+acc
- collectibles
- electronics
- farm+garden
- garage sale
- household
- motorcycles
- music instr
- photo+video
- toys+games
- video gaming

services

- beauty
- creative
- automotive
- farm+garden

jobs

- accounting+finance
- admin / office
- arch / engineering
- art / media / design
- biotech / science
- business / mgmt
- customer service
- education
- food / bev / hosp
- general labor
- government
- human resources
- engineers
- legal / paralegal
- manufacturing
- pr / ad
- medical / health
- nonprofit sector
- real estate
- retail / wholesale
- sales / biz dev
- salon / spa / fitness
- security
- skilled trade / craft
- qa / dba
- systems / network
- technical support
- transport
- tv / film / video
- web / info design
- writing / editing
- [ETC]
- [ part-time ]



## craigslist > cars & trucks

3 ways to view car/truck ads:

- [ALL CARS & TRUCKS](#)  
(dealer + by-owner)
- [BY-OWNER ONLY](#)  
(private party, no dealers)
- [BY-DEALER ONLY](#)  
(no private party)

[personal safety tips](#)

### How to recognize a vehicle scam attempt on CL:

- **Shipping a vehicle to you** is suggested by seller
- **eBay Motors** or another intermediary is specified by seller
- Payment by **Western Union** or a **money wire** is requested
- **Price is unusually low** (fraction of blue book value)

if you see these tell-tale signs, flag ad as "prohibited" and avoid

**Offers to ship a vehicle are virtually 100% fraudulent**

eBay has no involvement in craigslist for sale ads, and any eBay or similar emails or web pages you receive are fake

**Never use Western Union or wire transfer** to pay for goods - only a scammer will ask for this, and any funds sent will be lost

Do not buy vehicles sight-unseen, regardless of low price. The vehicle does not exist, and any money you send will be lost.

Stories about divorcees or departing servicemen needing to sell quickly at a low price are generally fraudulent

If a deal sounds too good to be true, it probably is!

More information is available for [avoiding scams](#)

[all seattle](#) [seattle](#) [eastside](#) [snohomish co](#) [kitsap co](#) [tacoma](#) [olympia](#) [south king](#)

**cars + trucks:** [by-owner](#) | [by-dealer](#) | [both](#)

search  in: [cars & trucks - by dealer](#)  title only  entire post

for:

price:

has image



[show image](#)

sort by **most recent** [best match](#) [low price](#) [high price](#)

Showing 1 - 380 Displaying: 1 - 100

[ 1 | 2 | 3 | 4 ]

[Next >>](#)

If Craigslist site is not your exact area, use your city name in the search, otherwise just the Brand. Remember to check ENTIRE POST

Jan 14 - [2000 FORD FOCUS](#) - \$3995 (12529 HWY 99 S SOUTH EVERETT) [img](#)

Jan 14 - [2001 FORD EXPLORER 2WD](#) - \$2995 (12529 HWY 99 S SOUTH EVERETT) [img](#)

Jan 14 - [1998 FORD MUSTANG](#) - \$2995 (12529 HWY 99 S SOUTH EVERETT) [img](#)

Jan 14 - [1997 FORD TAURUS WAGON](#) - \$1495 (12529 HWY 99 S SOUTH EVERETT) [img](#)

Jan 14 - [2000 FORD FOCUS](#) - \$3995 (12529 HWY 99 S SOUTH EVERETT) [img](#)

Jan 14 - [2001 FORD EXPLORER 2WD](#) - \$2995 (12529 HWY 99 S SOUTH EVERETT) [img](#)

Jan 14 - [1998 FORD MUSTANG](#) - \$2995 (12529 HWY 99 S SOUTH EVERETT) [img](#)

Jan 14 - [1998 FORD MUSTANG](#) - \$2995 (12529 HWY 99 S SOUTH EVERETT) [img](#)

Jan 14 - [1997 FORD TAURUS WAGON](#) - \$1495 (12529 HWY 99 S SOUTH EVERETT) [img](#)

|                   |             |
|-------------------|-------------|
| <b>Ford</b>       | <b>736</b>  |
| <b>Chevrolet</b>  | <b>687</b>  |
| <b>Dodge</b>      | <b>465</b>  |
| <b>Kia</b>        | <b>389</b>  |
| <b>Jeep</b>       | <b>331</b>  |
| <b>Chrysler</b>   | <b>320</b>  |
| <b>Toyota</b>     | <b>241</b>  |
| <b>Hyundai</b>    | <b>230</b>  |
| <b>Suzuki</b>     | <b>230</b>  |
| <b>Honda</b>      | <b>213</b>  |
| <b>BMW</b>        | <b>174</b>  |
| <b>Mazda</b>      | <b>166</b>  |
| <b>GMC</b>        | <b>111</b>  |
| <b>Volkswagon</b> | <b>91</b>   |
| <b>Mercedes</b>   | <b>89</b>   |
| <b>Audi</b>       | <b>84</b>   |
| <b>Subaru</b>     | <b>74</b>   |
| <b>Cadillac</b>   | <b>68</b>   |
| <b>Mitsubishi</b> | <b>57</b>   |
| <b>Lexus</b>      | <b>56</b>   |
| <b>Pontiac</b>    | <b>49</b>   |
| <b>Acura</b>      | <b>47</b>   |
| <b>Buick</b>      | <b>45</b>   |
| <b>Infinity</b>   | <b>43</b>   |
| <b>Mercury</b>    | <b>29</b>   |
| <b>Corvette</b>   | <b>27</b>   |
| <b>Jaguar</b>     | <b>18</b>   |
| <b>Lincoln</b>    | <b>15</b>   |
| <b>Hummer</b>     | <b>8</b>    |
| <b>Total</b>      | <b>5093</b> |

| <b>Everett Craigslist AUTO August 2011</b> |             |                |                 |
|--------------------------------------------|-------------|----------------|-----------------|
| <b>(using search word "Everett")</b>       |             |                |                 |
|                                            | <b>Ads</b>  | <b>With Ph</b> | <b>% Photos</b> |
| <b>Cars/Trucks Dealers</b>                 | <b>5093</b> | <b>5093</b>    | <b>100%</b>     |
| <b>Cars/Trucks Owners</b>                  | <b>675</b>  | <b>578</b>     | <b>86%</b>      |
| <b>Auto Parts</b>                          | <b>960</b>  | <b>774</b>     | <b>81%</b>      |
| <b>Motorcycles</b>                         | <b>244</b>  | <b>212</b>     | <b>87%</b>      |
|                                            |             |                |                 |
| <b>TOTAL</b>                               | <b>6972</b> | <b>6657</b>    | <b>95%</b>      |

**And these are not little  
line listings...**

**Avoid scams and fraud by dealing locally!** Beware any deal involving Western Union, Moneygram, wire transfer, cashier check, money order, shipping, escrow, or any promise of transaction protection/certification/guarantee [More info](#)

please flag with care: [\[?\]](#)

[miscategorized](#)

[prohibited](#)

[spam/overpost](#)

[best of craigslist](#)

## 2011 Ford Ranger - \$23949 (We Can Approve Your Financing)

Date: 2013-01-15, 1:37AM PST

Reply to: see below

**Rairdon.com**

16610 SMOKEY POINT BLVD, ARLINGTON, WA 98223

*CALL NOW!*

**425.381.2350**

"I SAVED MONEY AT RAIRDON'S!"

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**Jeep**

**CHRYSLER**



**CLICK HERE**  
TO VIEW OUR ONLINE INVENTORY

**Good Prices  
Good Selections**

**Call us today to save Money!**

DODGE **CHRYSLER** JEEP **OF** SMOKEY POINT.COM

**Many giant photos of each car for sale, this ad had 9 photos of this truck.**



# 2011 Ford Ranger

Price: \$23,949

Mileage: 24,607

Engine: 4.0L V6 SOHC 12V

Transmisión:

Interior:

Exterior: Black

VIN: 1FTLR4FE3BPA90347

Stock ID: BPA90347

4.0L V6 SOHC; 4WD; and Black. Yeah baby! My! My! My! What a deal! Are you still driving around that old thing? Come on down today and get into this dependable; reliable 2011 Ford Ranger! Some manufacturers cut corners to save money; but Ford didn't try to shave off a single penny when building this excellent Ranger.

All vehicles are one of each. Pre-Owned vehicles are used. A dealer documentary service fee of up to \$150 may be added to the sale price or capitalized cost.

Prices exclude tax and license. Offers expire on close of business day content is removed from website. All vehicles are one of each. All Pre-Owned or

Certified vehicles are used. A dealer documentary service fee of up to \$150 may be added to the sale/lease price. All offers expire on close of business the day

subject content is removed from website, and all financing is subject to credit approval. Prices exclude tax and license. All transactions are negotiable

including price, trade allowance, interest rate (of which the dealer may retain a portion), term, and documentary service fee. Any agreement is subject to

execution of contract documents. It is the customer's responsibility to verify the existence and condition of any equipment listed.

Options include Driver Airbag, Vehicle Stability Control System, Passenger Airbag, Front Side Airbag, ABS Brakes, Traction Control, Alloy Wheels, Fog Lights, Front Air Dam, Tow Hitch Receiver, Splash Guards, Power Mirrors, Second Row Folding Seat, Interval Wipers, Tilt Steering Wheel, Air Conditioning, AM/FM Radio, Tachometer, Power Door Locks, Power Windows, Vehicle Anti Theft, CD Player, Cargo Area Tiedowns, Skid Plate, Tire Pressure Monitor, 4WD/AWD,

## Get More Info About This Vehicle

Name

Email

Phone

Submit

**Dodge Chrysler Jeep of Smokey Point**  
**(425) 381-2350**  
**16610 Smokey Point Blvd.**  
**Arlington WA 98223**

This vehicle's equipment list is prepared by PGI Auto for the above dealer to be used as an informational listing of available equipment on this vehicle. PGI Auto makes no express or implied warranties or representations of any type concerning this vehicle, including the availability or condition of the equipment of the vehicle. It is the consumer's sole responsibility to verify the existence and condition of any equipment listed. Market value or sale price represents the approximate value of a like unit at retail. Sale price will vary with condition, mileage and supply. Tax and licensing are not included.

All elements of this proposed transaction are negotiable including price, trade allowance, interest rate (of which the dealer may retain a portion), term and a negotiable documentary service fee of up to \$150.

Nothing contained herein is binding on either party; any agreement is subject to execution of contract documents.

**What about print, make  
it come alive again!**

# Waco Tribune

New auto section design, before  
and after.

# Waco BEFORE redesign. A change of banner and they have a whole new auto section

## WHEELS

To place an ad,  
call 254-757-5824  
wacotribcars.com

Waco Tribune-Herald

2013 SUBARU OUTBACK

Saturday, September 1, 2012

### Smart-sized crossover

Subaru of America, Inc. recently introduced the 2013 Outback models, powered by a new, more efficient powertrain and debuting the new EyeSight driver-assist system and revised styling. Chassis enhancements improve both ride quality and agility in the 2013 Outback, which also offers new amenities and audio/instrument capabilities.

The 2013 Outback features a restyled front end, with new headlights, grille, front bumper and fog lights, for a more powerful appearance. Standard Symmetrical All-Wheel Drive distinguishes the Outback from crossover competitors, which generally offer all-wheel drive as an extra-cost option. The Outback continues with 8.7 inches of ground clearance, which is higher than many crossovers and some dedicated SUVs.

The 2013 Outback 2.5i models debut a new double-overhead-cam (DOHC) 2.5-liter FB series Boxer engine for increased performance and fuel efficiency. The new engine produces 173 hp and 174 lb.-ft. of torque, compared to 170 hp and 170 lb.-ft. with the previous engine.

**Efficiency**  
Outback 2.5i and 2.5i Premium models offer a choice between a standard 6-speed manual transmission and the second-generation Lineartronic CVT; the latter is standard on 2.5i Limited models. Outback 3.6R models continue with a 256-horsepower 3.6-liter 6-cylinder Boxer engine and 5-speed electronically controlled automatic transmission. Official EPA fuel economy figures are not yet available, but Subaru



projects that the 2013 Outback 2.5i with the Lineartronic CVT (continuously variable transmission) will achieve 24-mpg city/30 mpg highway/25 mpg combined, up compared with the 22/29/24 for the 2012 model. Subaru also projects that the 2013 Outback will achieve a 5-star overall safety rating from the National Highway Traffic Safety Administration (NHTSA). The 2013 Outback models add a new Brake Override system, and now an airbag deployment signals a fuel cutoff. Unlike a conventional automatic transmission that uses fixed gear ratios, a CVT provides infinite variability between the lowest and highest available ratios with no discernible steps or shifts. The CVT continuously and smoothly adapts to performance demand,

helping to keep the engine in its most efficient operating range. Models with the CVT also feature a 6-speed manual mode with steering wheel paddle shifters, which allow the driver to control the transmission via six pre-set ratios.

#### EyeSight

The 2013 Outback models debut Subaru's new EyeSight driver-assist system, which integrates Adaptive Cruise Control, Pre-Collision Braking and Vehicle Lane Departure Warning. Projected to be one of the most affordable such technologies available in the U.S. market, EyeSight uses a stereo camera design developed by Subaru to provide a detection angle wider than that of radar-based systems.

The EyeSight system processes stereo images to

identify the vehicles traveling in front, as well as obstacles, traffic lanes and other items. Below relative speeds of approximately 19mph, EyeSight is capable of detecting pedestrians or objects in the vehicle's path and can activate in order to mitigate or even avoid the collision. Under certain circumstances, EyeSight is able to bring the car to a complete stop.

#### Crossover

The Subaru Outback is smart-sized compared to other 2-row crossover vehicles, featuring a mid-size interior in an easy-to-manuever and off-road-capable wagon. The Outback provides the crisp car-like handling with the versatility of an SUV. The 8.7 inches of ground clearance is higher than for many large SUVs and crossovers, while maintaining a low step-in height.

Total passenger volume of 105.4 cu. ft. and maximum cargo capacity of 71.3 cu. ft. (with the standard 60/40 split rear seatbacks folded) rivals that of larger, heavier vehicles. The Outback also features a rear cargo area that is deeper and wider than in many SUVs.

#### Interior

New, more comfortable seat fabric and a new light matte wood grain trim provide a sophisticated appearance. The Outback Limited models for 2013 offer a new Special Appearance Package option that provides a new Keyless Access & Start system along with a two-position memory system for the already-standard 10-way power driver's seat.



# Grand Junction Sentinel 25K circ.

They had loads of auto ROP all week long, now they also have a Saturday Auto section for all plus revenue.

# gjwheels.com

To advertise, call (970) 243-1313, Monday-Friday 9a-6p • Log on anytime to [www.gjwheels.com](http://www.gjwheels.com)

2013 FORD ESCAPE

## Ford's smarter utility vehicle



interior level of space behind the first row and 38.3 cubic feet behind the second row.

The new Escape's rear seats have been designed to fold flat easily. With the touch of a button, the head restraint folds down and with the lift of a handle on the seat, the seatback folds and then so the seat folds flat and slides into position.

### Technology

Using new equipment software and sensors, the new Intelligent Drive System analyzes data from 25 external sensors, including wheel speed, accelerometer, pedal position and steering wheel angle, assessing road conditions and driver input 50 times faster than the blink of an eye.

Ford's popular Escape has been completely redesigned for 2013, making it a smart choice for many SUV buyers.

The Ford Escape, America's best-selling SUV, will raise the bar even higher with the debut of an all-new model. The features 11 new exclusive features and fuel economy projected to top any vehicle of its kind on the market today.

"We call our all-new Ford Escape the 'Smarter Utility Vehicle' because it offers the strength that customers longed for - fuel economy, versatility and new technology that makes driving and living with the vehicle easier and more fun - all wrapped in a sleek, more modern design," said Dennis Kozak, group vice president, Global Product Development.

"Ford understands that more people every year are looking at vehicle-like Escape, and we want to give them even more reasons to buy."

### Performance

Escape offers Ford's broadest available range of EcoBoost engine choices yet. Among fuel economy reasons from either the available 2.5-liter EcoBoost engine or 1.6-liter EcoBoost engine, which makes the American debut in the new Escape.

Both new engines combine Ford's advanced technologies of direct fuel injection and turbocharging and will be

independent variable-camshaft timing (IVT) to deliver even better mileage gains and save customers money on fuel. The standard engine in North America is an optional 2.5-liter, giving the new Escape a comprehensive lineup of four-cylinder offerings. It also is available in a SelectShift Automatic six-speed.

### Versatility

Stowing and loading are even easier in the new five-passenger Escape, thanks to a low interior height of 37 inches, more tie-downs and cargo volume that surpasses the outgoing Escape - with 65.1

### HIGHLIGHTS

- 11 NEW exclusive features
- 10% more aerodynamic
- New active grille shutter system reduces wind resistance
- More cargo volume
- New Intelligent AWD system
- EcoBoost engine gives stronger fuel economy



Ford is America's best-selling brand, and now it's time to celebrate with a great deal.



NEW 2012 FORD F-150 **0% APR** For 60 months plus \$1,000 FMC cash back OR UP TO \$7,000 FMC Cash Back (credit review now required) ON SELECT MODELS

NEW 2012 FORD F-250 **0% APR** For 60 months plus \$1,300 FMC cash back OR UP TO \$4,500 FMC Cash Back (credit review now required) ON SELECT MODELS

2264 US HWY 6 & 50 (1.5 mile west of Mesa Mall) Grand Junction 970-243-0843 • 800-332-1401 • [www.westernslopeauto.com](http://www.westernslopeauto.com)



Driving the Great Valley for 100 Years

Based on 2011 EPA miles per gallon (mpg) and vehicle emissions. \*MSRP. See dealer for details. †MSRP. For 60 months 0% APR on approved credit. ‡See dealer for details. †MSRP. ‡MSRP. †MSRP. ‡MSRP.

1. Name on banner is branded with online, this is their auto url!
2. STORY ALWAYS MATCHES a beautifully designed ad

**And there are always piles  
of full color line ads**

|                                   |                                   |             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |   |             |             |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
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| <b>cars</b>                       | <b>motorcycles &amp; scooters</b> | <b>SUVs</b> | <b>SUDOKU</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |   | <b>SUVs</b> | <b>SUVs</b> |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
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| <b>commercial vehicles</b>        | <b>SUVs</b>                       |             | <p>Let us help you solve the puzzle. The numbers 1-9 are placed in the grid so that no row, column, or 3x3 box contains any of the same numbers more than once.</p> <p>Some numbers are pre-filled in the grid. Your task is to fill in the empty cells with the correct numbers.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |   |             |             |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |     |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |  |
| <b>motorcycles &amp; scooters</b> |                                   |             | <p>Answer to Tom's Puzzle</p> <table border="1"> <tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>1</td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>1</td><td>2</td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>1</td><td>2</td><td>3</td></tr> <tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>1</td><td>2</td><td>3</td><td>4</td></tr> <tr><td>6</td><td>7</td><td>8</td><td>9</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr> <tr><td>7</td><td>8</td><td>9</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td></tr> <tr><td>8</td><td>9</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr> <tr><td>9</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr> </table> |   | 1           | 2           | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 1 | 3 | 4 | 5   | 6 | 7 | 8 | 9 | 1 | 2 | 4 | 5 | 6 | 7 | 8 | 9 | 1 | 2 | 3 | 5 | 6 | 7 | 8 | 9 | 1 | 2 | 3 | 4 | 6 | 7 | 8 | 9 | 1 | 2 | 3 | 4 | 5 | 7 | 8 | 9 | 1 | 2 | 3 | 4 | 5 | 6 | 8 | 9 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 9 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |  |  |
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C1

## Dodge Charger SRT8: Call the DEA

### ROAD TEST

by Mary Lowry

Herald Writer

If extreme horsepower could be created by illegal substances, Dodge's competitors would be demanding drug testing for the 2012 Charger SRT8.

The previous SRT8, a 2010 model, was thunderous with its 6.1-liter Hemi V8 generating 425 horsepower and 420 lb-ft of torque. But that looks like balmy weather compared to the newest version, whose 6.4-liter Hemi V8 spawns 470 horsepower and 470 lb-ft of torque.

The 2012 Charger SRT8 has a top speed of 175 mph. It goes from 0 to 60 mph in the high

4-second range, does a quarter mile in the high 12-second range, and goes from 0 to 100 mph and back again in less than 16 seconds.

With a braking system featuring 14.2-inch front and 13.8-inch rear vented and slotted rotors with four-piston Brembo calipers (painted red for maximum effect), the new Charger SRT8's 4,365-pound bulk can be brought to a stop from 60 mph in a mere 120 feet.

Though it would have been fun, I wasn't able to personally confirm those statistics on the public and well-patrolled streets of Snohomish County, but I did at least get a taste of the 0-to-60 time. While waiting at a stop sign to enter Highway 2, a small gap in the traffic offered, in my opinion, an excellent opportunity. I floored

it, expecting to hear squealing tires (didn't) and

one thousand, two and one thousand\* as my stopwatch. The SRT8 easily came in under 5 seconds, according to my calculations.

The five-speed automatic transmission is a carryover for 2012 and includes Auto Stick plus steering-wheel-mounted paddle shifters.

A standard Fuel Saver Technology system shuts down four of the engine's cylinders in situations when less power is required, such as during highway cruising. The system, which operates seamlessly, gives the SRT8 better fuel economy: a 21-percent increase over the previous version. The tester's EPA rating is 14 mpg city and 23 mpg highway. Premium fuel is recommended.

An adaptive damping suspension system that automatically tunes the suspension for specific conditions, including the racetrack, is standard for 2012. A rip-roaring



900-watt, 19-speaker Harmon/Kardon surround-sound audio system is also standard for 2012. The user interface for the system is controlled through Uconnect Touch on the largest standard touchscreen display (8.4 inches) in the Charger's segment. For 2012, it adds hands-free texting with compatible Bluetooth devices, voice commands for Garmin navigation, Sirius Traffic, and more iPod control features to expand on the system's connectivity and convenience technologies. ■

### DODGE CHARGER SRT8

**BASE PRICE:** \$46,620 | **AS TESTED:** \$49,310

Base price includes destination charge. Vehicles are provided by the manufacturer. Prices may vary at local dealerships.



A redesign of the Everett Herald's Friday auto section lead to this testimonial



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heard that from an auto  
advertiser?**

**And what about papers even under 20K...can they have a successful auto section?**

Brainerd Dispatch, circ 17K

# BRainerd Dispatch Up North AUTO WEEK

www.brainerddispatch.com Volume: January 18, 2013 11

## 2013 NISSAN SENTRA Keeps Cost of Ownership in Mind

Nissan's 2013 redesign starts the look and feel of the new Altima, distinguishing the most recent redesign in the compact sedan's 35-year history. It's part of a bold, aggressive plan to give the Nissan brand.

Sentra is now recognized with its new Nissan signature logo—shaped grille, large wrap-around headlights with LED accents and rear LED taillights. A lowered hoodline provides a more aggressive stance and better forward visibility.

The 2013 Sentra's new platform is lighter than the previous design, contributing to a more than 100-pound weight reduction. It has a surprisingly roomy interior and more trunk capacity. Better aerodynamics reduced the coefficient of drag to 0.28 from the previous 0.34.

The new look of the Sentra translates into more with the use of high-quality materials, including soft-touch materials used on the dashboard, upper body panels and window trim. The 17.1 cubic feet of trunk space. There's also a high-quality look and making them easy to read.

Their new system is designed for easy access and navigation. The new start is a standard 9240-psi lock-down design, offering intuitive access to the 13.1 cubic feet of trunk space. There's also a new 100-watt stereo system with a 6-disc in-dash CD player and a 6-disc DVD player.

Standard exterior features include a mirror with auto-dim and memory, and a power window with driver's side. The 2013 Sentra is also available with a sunroof, a power window with driver's side, and a power window with driver's side.

and a Bose Premium audio system with eight speakers. Also available is Nissan's new 180-hp SR and a Bluetooth Hands-free Phone Module.

NissanConnect with Navigation is an



Nissan's all-new 2013 Sentra focuses on clean-sheet design standards inside and out, as well as efficiency in engineering. The car's self-styling is elegant, modern and refined, reflecting a "refined" character that's not at all sporty. The car's design is also more spacious than any of the other sedans in the segment. The new Sentra is 108 inches longer than the outgoing model, and has a slightly longer overall dimension and more interior room. The lighter and more aerodynamic new Sentra allows Nissan to use a more fuel-efficient 1.8-liter engine.

Standard features include a 10-speaker Bose Premium audio system with eight speakers, a Bluetooth Hands-free Phone Module, and a power window with driver's side.

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Standard features include a 10-speaker Bose Premium audio system with eight speakers, a Bluetooth Hands-free Phone Module, and a power window with driver's side.

# Snowy Savings Event

All New Redesigned 2013 Nissan Sentra  
Bigger Car, Better Fuel Economy

**SALE PRICE**  
**\$18,995**



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MSRP \$22,450  
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840 BONUS CASH \$1,900  
**MOVING SALE \$27,629\***  
OR LEASE FOR  
\$289 PER MONTH\*\*

**2013 Hyundai Elantra**  
MSRP \$14,800  
DONDELINGER DISCOUNT \$842  
840 BONUS CASH \$900  
**MOVING SALE \$17,988\***  
OR LEASE FOR  
\$199 PER MONTH\*\*

**2013 Hyundai Veloster Turbo**  
MSRP \$24,970  
DONDELINGER DISCOUNT \$1,618  
**MOVING SALE \$22,999\***  
OR LEASE FOR  
\$289 PER MONTH\*\*

**New Dondelinger store location:  
Northwest corner of Highway 371 and Cty 77 in Baxter  
OPENING FEBRUARY, 2013**

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CHEVROLET

**Dondelinger**  
HYUNDAI

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1.800.642.1566  
1917 HWY 371, BAXTER, MN 56402  
www.DONDELINGERAUTO.com

218.454.2300  
1884 STATE HWY 371, BRainerd, MN 56401  
www.DONDELINGERHYUNDAI.com

Brainerd,  
Great display  
ads.

# CAR LOVERS SPOTTED THIS WEEK!



**Jay and Peggy Love Their New...**  
2006 Cadillac Deville  
Purchased From Todd Serling  
at Tanner Motors



**Jim Elmer Love His New...**  
2003 GMC Sierra 1500  
Purchased From James David  
at Mills GM



**Jim Love His New...**  
2007 Mazda 6  
Purchased From Dave Dean  
at Tanner Motors



**Dale Kemm Love His New...**  
2013 GMC Sierra 2500 HD Diesel  
Purchased From James David  
at Mills GM



**Pete Love His New...**  
2013 Hyundai Sonata FE  
Purchased From Mar Wigzell  
at Dondlinger Hyundai



**Sherry Love His New...**  
2013 Hyundai Sonata  
Purchased From Mar Wigzell  
at Dondlinger Hyundai



**The Mrognich Love Their New...**  
2008 Mazda CX9  
Purchased From My "The Car Guy"  
at Dondlinger Hyundai



**Laurie From Love Her New...**  
2012 GMC Acadia  
Purchased From James David  
at Mills GM



**Wes and Thomas Love Their New...**  
2013 Hyundai Sonata FE  
Leased From Mar Wigzell  
at Dondlinger Hyundai

 **MY CAR!**



Great half page feature each week in cooperation with their advertisers, people in the community who just bought a car!

**And something very  
special for their smaller  
lots...**

**1/6 of a page display!**



**Bottom line #1, it comes down to ad design.**

Readers both online and print respond to a well designed ad. When the dealer gets results from your paper, they never leave...



**Steve's HOMETOWN MOTORS** Take the short drive to Weiser and Discover the Hometown Difference.

7 Acres of Inventory and Over 250 Units to Choose From!

# 2012 Dodge Ram 1500 4x4 Hemi

Auto, AC, AM/FM & More. #D6787D



|                     |          |
|---------------------|----------|
| MSRP .....          | \$27,310 |
| Customer Cash ..... | -\$2,500 |
| Hometown Disc ..... | -\$2,815 |

*Steve's Sale Price* **\$21,995**

602 Hwy. 95, Weiser, Idaho  
1-208-549-3310  
**1-800-658-5080**

**CLICK HERE**

**ONLINE BIG BOX AD**

## Bottom Line #2

If comes down to the relationship between your newspaper, your sales reps and the car dealer.

What have you done for them lately?

# Real Estate Advertising in 2013

**What's the latest news**

The image shows a screenshot of a USA Today news article. The top navigation bar includes categories like NEWS, SPORTS, LIFE, MONEY (highlighted in green), TECH, TRAVEL, and OPINION. The article title is "Forecast: Home prices will rise 6% in 2013". The author is Julie Schmit, USA TODAY, and the date is 8:33a.m. EST January 14, 2013. The article content is summarized in the bullet points below.

- “Rising home prices should encourage more sellers to list their homes for sale, CoreLogic says.
- The supply of homes for sale fell to 4.8 months in November, the National Association of Realtors says. That's the lowest level in more than seven years.
- Realtors consider a six-month supply to be a balanced market between buyers and sellers”.

# The big problem in 2013

#1 LOW INVENTORY!

# The next big problem

#2 Appraisal value

[NAR MEDIA CONTACTS](#)

[NEWS RELEASES](#)

[2013 STATISTICAL  
NEWS RELEASE  
SCHEDULE](#)

[NAR FACT SHEET](#)

[STORY IDEAS](#)

[NEWS RELEASES](#)

# Low Valuation in Home Appraisals Causing Steady Level of Contract Glitches

*Media Contact: Walter Molony / 202-383-1177 / [Email](#)*

WASHINGTON (October 10, 2012) – The real estate market is recovering but still faces hurdles, notably from tight mortgage credit, but problems with a sizeable share of real estate appraisals also are holding back home sales, according to survey findings by the National Association of Realtors®.

Most appraisers are competent and provide good valuations that are compliant with the [Uniform Standards of Professional Appraisal Practice](#). However, appraisals generally lag market conditions and some changes to the appraisal process have been causing problems in recent years, including the use of out-of-area valuers without local expertise or full access to local data, inappropriate comparisons, and excessive lender demands. In addition, before the beginning of last year, some lenders' loan processors edited valuations, cutting them by a certain percentage.

**Related**

[APPRAISAL](#)

[RESEARCH AND  
STATISTICS](#)

# The next big problem

3# New mortgage rules to  
“protect the buyer” may actually  
stop loans cold!

BUSINESS | 1/10/2013 @ 6:24PM | 5,405 views

# Could New Tighter Mortgage Rules Actually Ease Lending?

[+ Comment Now](#) [+ Follow Comments](#)

The Consumer Financial Protection Bureau unveiled new home-lending standards Thursday that will define how future mortgages are originated, determining what types of loans can be offered by banks and to whom. The Ability-to-Repay and Qualified Mortgage rule focuses on two major factors: a prospective borrowers' ability to repay a mortgage, requiring steps in the underwriting process like verifying income and assets, and what that mortgage should look like.

The newly finalized rule — the first in a series of major rules related to the industry that stem from the 2010 Dodd-Frank Act — is meant to help prevent a repeat of the lax lending that led to the economically crippling subprime mortgage crisis. The idea is to shield would-be borrowers from mortgages



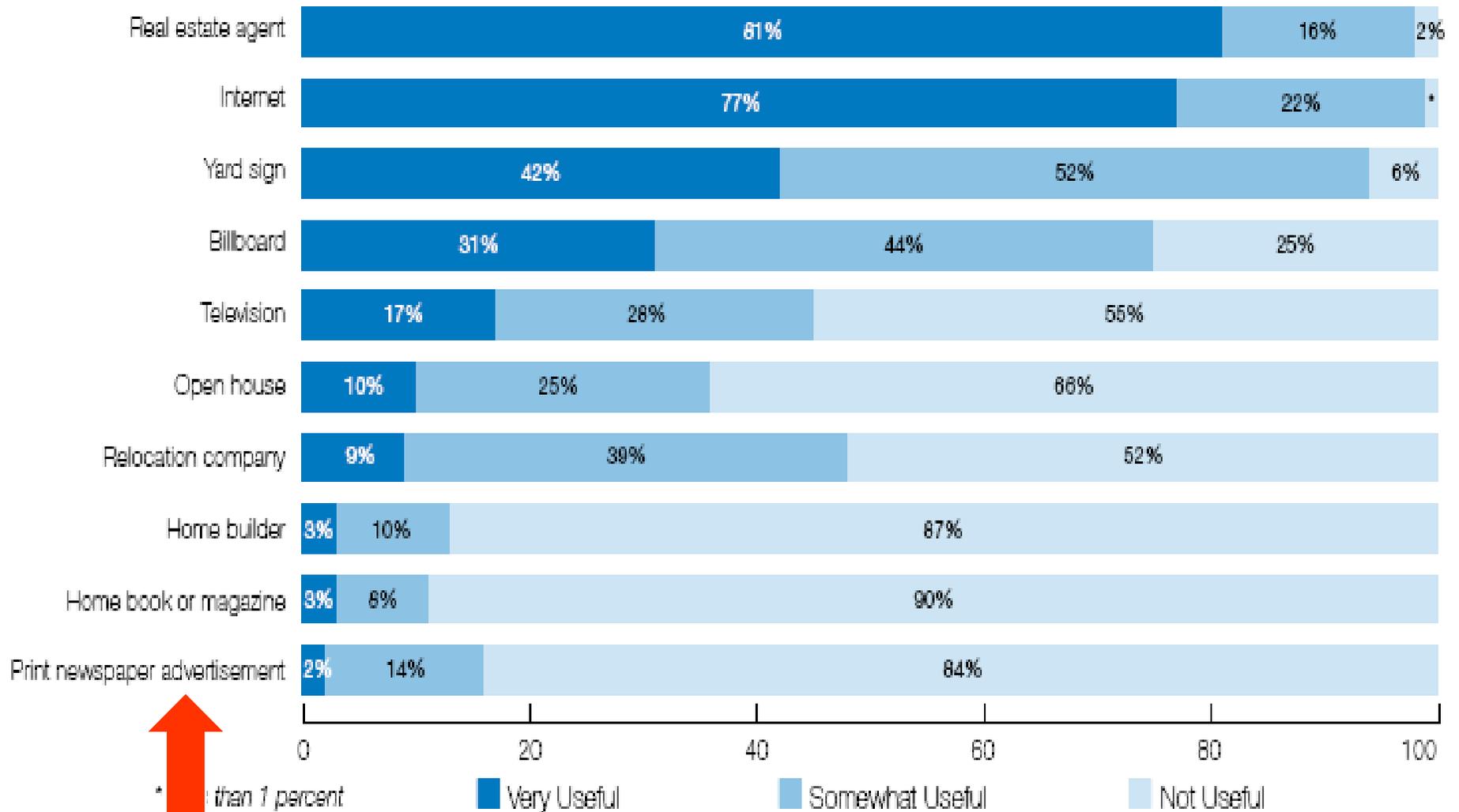
# The next big problem

#4 Your print and online products.  
What do Realtors know about  
them...NAR Survey tells them...

# National Association of Realtors Survey

## Exhibit 3-6 USEFULNESS OF INFORMATION SOURCES

(Percentage Distribution Among Buyers that Used Each Source)



# The good news!

Fannie Mae economists expect 2013 existing homes sales to be up 9.6%, new home sales up 19.5%, and mortgage rates to stay near historic lows!

# So what should you do...

- 1. Take a really **detailed and critical** look at what you do now in print.
- 2. Is your product **"Coffee Table ready?"** Beautiful enough that readers will keep it all week long
- 3. Is it fully **colorized?**
- 4. Is it on **upgraded paper** to make color really pop. This is a HUGE selling feature!
- 5. Does your print real estate section **brand with your website** and a distinct URL?

the daily sentinel

# real estate weekly

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## AGENT SPOTLIGHT

### Dale Beede

Broker  
Coldwell Banker Commercial,  
Prime Properties, LLC  
970-243-7375  
Email: dbeede@cbworldwide.com



#### Where were you born? How long have you lived in the Mesa County area? What do you like most about it?

I was actually born in St. Mary's Hospital and was raised on a farm about seven miles northwest of Fruita. We grew alfalfa hay, feed corn and sugar beets. We also fed up to 2,000 head of cattle. It was a fantastic place to grow up. My brother, Ross and I are only 15 months apart so we always had a companion to do things with. We grew up on the working end of a shovel. I have always loved the recreational activities available here. At a young age it was dirt bike riding, skiing and water skiing. Now that I'm "old" it is mountain bike riding, hiking, golf and doing any activity with family and friends.

#### Family?

My wife, Susan, and I have been married for more than 31 years. We have a son Brian who manages real estate for a Fortune 500 company based in Denver. His territory is everything they own east of the Mississippi River. Fortunately he and his wife Lauren and their five-month old son live in Centennial and not in the Midwest. Our daughter Sarah is a PharmD (doctor of pharmacy) and works at the VA Hospital here in Grand Junction. She is married to Sean who is a pharmacy student. They are able to live here in Grand Junction which excites Susan and I.

#### How long have you worked in Real Estate?

2012 is my 28th year in the real estate business. I began working for a development company in 1983 and then went into general real estate in 1984. Prior to that I managed a family practice dental clinic for one year and prior to that I began my post-college work in the construction business.

#### What is your specialty and what does that mean for the people you work with?

I am strictly a commercial and land broker. That means I sell and lease commercial and industrial properties of all types, including retail properties. I am a member of ICSC, the International Council of Shopping Centers, which is the largest retail association in the world and I'm a CCIM, a Certified Commercial Investment Member, analyzing and selling investment properties. I'm also a Realtor's Land Institute member and I've been fortunate to sell some large ranching operations over the years. My number one goal is to work with property owners, buyers and sellers to create wealth-building investments. I get great satisfaction seeing my customers succeed in their real estate investments.

#### What is one tip you have for someone looking to buy an investment?

Get information. Know more about the property and property issues than the seller does. And then, buy it right. You seldom profit when overpaying for a property.

#### What is one tip you have for someone looking to sell a property?

Look at proper leasing as a method to increase the value of your asset. An income stream may be easier to sell than a vacant property.

#### Why should someone choose you as their real estate agent?

Loyalty, creativity and experience. My goal is your success.

#### What do you most enjoy doing when you're not working?

I love to spend time with my family and to recreate with them. I also enjoy flying airplanes as well as doing some sedate things like analyzing companies listed in the stock exchange and collecting wines.

#### Any final thoughts?

We live in one of the most exciting areas of the world. I am proud to be a western Coloradoan and I take equal pride in the successes of my family and friends.

# The Daily Sentinel, Grand Junction, CO 25K circ

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gjrealestate  
weekly.com

THE DAILY  
SENTINEL  
GRAND JUNCTION, COLORADO

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For Sale Rental Living Land Open Houses Just Sold Foreclosures RE News Place an Ad

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

### Find Properties for Sale

Search Local Listings

Search GJClassifieds

Browse Real Estate Weekly

#### FEATURED - FOR SALE



Spring Valley Rancher,  
desirable location, open floor  
plan with great backyard...  
[see details](#)

BROWSE ALL  
FEATURED

**\$189,900**  
3 bed , 2 bath  
1,838 sq. ft.



Joanna Little  
970-683-2503  
Email Joanna Little

#### FEATURED - FOR SALE



GIARA  
Very well kept home. Great  
curb appeal. Manicured lawn.  
Full [Sprinkler System](#). Views  
of ... [see details](#)

BROWSE ALL  
FEATURED

**\$100,000**  
3 bed , 1 bath  
1,012 sq. ft.



Ruth Kinnett  
970-523-0303  
Email Ruth Kinnett

**OPEN**  
Sunday 1-2

**1465 16 RD -- LOMA**

Awesome Loma Home!  
40 fully irrigated acres, 3172 sq ft custom home with 3 bedrooms and 4  
bathrooms. Detached oversized 3 car garage, upper story for storage and  
office area with full bathroom. Unbelievable landscaping including a  
double pond, add a terrific fire of color and shade to this property.  
Offered at \$795,000

JULIE SOMERVILLE  
Joe Hicks Real Estate, LLC  
970-216-6322  
joehickscompanies.com

**OPEN**  
Sunday 1-4

**227 COUNTRY CLUB PARK RD. -- REDLANDS**

**NEW PRICE!**  
Spectacular Views of the Grand Valley!  
Whispering aspens, 4 bedrooms / 3 baths / 2 car garage w/2475 sq. ft. on .98  
acre. Beautifully remodelled home w/ walnut basement & huge parking area.  
Custom kitchen upgrades include solid granite counter & maple cabinetry.  
3 patios & 2 decks. Second laundry in basement allows possible use as  
additional living quarters.  
Offered at \$359,700  
Get information. Know more about the property and property  
issues than the seller does. And then, buy it right. You seldom profit  
when overpaying for a property.

WENDY ELLIOTT  
Keller Williams  
970-361-1449  
WendyEllottHomes.com

**OPEN**  
Sat Sept 15 11-12  
Sun Sept 16 10-11

**2621 OURAY AVE -- CITY**

**AUCTION - Sat Sept. 22 10am - 607 S. 7th St.**  
Mesa Gardens Subdivision  
90' x 130' Home on large corner lot. A woodburner supplements the owner  
gas furnace. Has brand new carpet & flooring, outside has fresh coat of paint.  
Great rental or home. Financing is available with 20% down. Payment, taxes, &  
closing will be cheaper than renting. \$1,000 earnest money check is required  
from top bidder the day of Auction. Closing takes place within 30 days.  
Additional terms, title commitment, & copy of contract is available online.

STEVE HUNT  
Steve Hunt Auction Services  
970-270-8744  
www.stevehuntauctions.com

**PRICE REDUCED!**

**490 FORTY NINER -- FRUITA**

CONCRETE GEM!  
2025 sq. ft. with 3 bedrooms, office + 1 full bath. Huge master suite with  
5 piece master bath. Low maintenance yard, covered patio, 3 car garage,  
large storage shed.  
Offered at \$234,000

JULIE SOMERVILLE  
Joe Hicks Real Estate, LLC  
970-216-6322  
joehickscompanies.com

**2035 H 1/2 ROAD -- FRUITA**

Turn-key horse property w/private setting & fabulous views. Nicest  
horse barn in Mesa County, box stalls w/covered runs, arena w/piped  
steel pipes, metal hay shed, cross fenced fields currently in hay  
production & pasture friendly fencing. Beautiful Southwest stucco  
home, open concept, large master suite, beautifully landscaped.  
Kitchen w/stainless steel appliances.  
Offered at \$595,000

MANDY RUSH  
RE/MAX Two Rivers Realty, Inc.  
970-260-1310

**721 S. 7TH ST. -- CITY**

**AUCTION - Fri Sept 21 10:30am - 721 S. 7th St.**  
10770 sq. ft. warehouse office & business. Updated for good condition. Great  
location in an expansion zone & part of the Riverside Parkway area. Has served as a  
small business office, manufacturing workshop. Sit on 2.1 acres, built in 1974.  
10' wall height, gas heating w/ separate roof-mounted heat ex for office/bathroom,  
ADA compliant bathroom. Closing to take place within 30 days. Non-refundable earnest  
money deposit of \$25,000 to be received within 10 days of highest bid date. Copies  
of terms, title insurance, & other legal information available online.  
Starting bid at \$260,000

STEVE HUNT  
Steve Hunt Auction Services  
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|        |                           |                               |                        |
|--------|---------------------------|-------------------------------|------------------------|
| INSIDE | Feature Story ..... 10    | Open House Directory ..... 15 | Just Sold ..... 12     |
|        | Design Directions ..... 9 | Home Gallery ..... 11         | Rental Living ..... 13 |

**Do you have LOCAL  
features which are ALL  
ABOUT THE REALTORS...**

# real news

## GJARA announces officers and board members



Michael Parkhill



Linda Kneese



Kerlie Brown



Ann Flynn



Olin Clark



Lynn O'Malley

Mike Washburn, RE/MAX agent, was named as chairman of the Grand Junction Area REALTORS Association (GJARA) during the association's 2012-13 inaugural. Washburn served the past year as the association's chair-elect and has been a licensed real estate professional since 1982.

He is the past president of the Colorado Certified Residential Specialist Chapter #8, and is a past Multiple Listing Service (MLS) chairman of the Grand Junction Area Realtor Association. Washburn was the Grand Junction Area Realtor Association's "Broker of the Year" for 2011, and "CR of the Year" in 2010.

Linda Kneese, Todd Associates Broker and Century 21, will serve as chair-elect for the chair-elect. Other officers are Kerlie Brown as (Kerlie Williams Realty), past chairman and Ann Kaye (Kerlie Williams), treasurer.

The remaining seven regular seats on the GJARA Board of Directors will be held by:

- Olin Clark (Coldwell Banker Home Owners Realty, Inc.)
- Lynn O'Malley (RE/MAX Two Rivers Realty)
- Andrew Hale (Keller Williams)
- Judy Holthe (Keller RE/MAX agent)
- Joanne Little (RE/MAX agent)
- Christa Kneese (Keller Williams)

• Bill Wagner (Bill Wagner and Associates)
- Lisa Rowland (Lisa Rowland will represent the association's military members on the board.

Representing GJARA in the Colorado Association of REALTORS (CAR) this coming year are:

- Erin Doyle (Erin Doyle and Associates)
- Margie Casore (Gray Real Estate)
- Linda Kneese (RE/MAX agent)

In addition, several members of the association will serve as chairpersons of the following GJARA committees:

- Affiliates - Kelly Roemke (Major Mortgage Education) - Christa Kneese (Gray Real Estate) - Conventional Affiliates - Lisa Rowland (Keller Williams, Inc.)
- Governance - Ruth Kiser (Keller Williams, Inc.)
- MLS - Erin Doyle (Erin Doyle and Associates)
- Professional Standards - Tony Perry (Pinnacle Properties, LLC)
- Public Relations - Lisa Little (Keller Williams)
- Young Professionals Network - Melissa Peterson (RE/MAX agent)

More Real News on pages 4 and 7.



Andrea Miller



Judy Bellotti



Andrea Little



Christa Kneese



Melissa Brown



Beth Taylor



Margaret Gorman



Linda Kneese



Ruth Kiser



Ruth Kiser



Lisa Little



Melissa Peterson

Over 27 Colorado Top Areas of Real Estate

Call us Today For a FREE Market Analysis of Your Home.

**THE VAUGHN TEAM**  
BRENDA VAUGHN  
KATHY VAUGHN

VAUGHN REALTY CO. 970-242-5505  
2499 HIGHWAY 6 & 50 GRAND JCT., CO 81502

**1500 PLYMOUTH BLVD. GRAND JUNCTION, CO 81502**

3 BR/2.5 BATH/2 CAR GARAGE. OPEN FLOOR PLAN. HARDWOOD FLOORS. STAINLESS STEEL APPLIANCES. WALK-OUT TO BACKYARD. MUST SEE!

**\$249,000**

**475 W. WINDING RD. THE LINCOS OF SCORCH**

OPEN FLOOR PLAN. HARDWOOD FLOORS. STAINLESS STEEL APPLIANCES. WALK-OUT TO BACKYARD. MUST SEE!

**\$249,000**

**2041 PLYMOUTH BLVD. GRAND JUNCTION, CO 81502**

PROFESSIONAL COUNTRY HOME. 3 BR/2.5 BATH. HARDWOOD FLOORS. STAINLESS STEEL APPLIANCES. WALK-OUT TO BACKYARD. MUST SEE!

**\$249,000**

**301 S. HIGHLAND AVE. GRAND JUNCTION, CO 81502**

WALK-OUT TO BACKYARD. 3 BR/2.5 BATH. HARDWOOD FLOORS. STAINLESS STEEL APPLIANCES. WALK-OUT TO BACKYARD. MUST SEE!

**\$249,000**

**NEW CONSTRUCTION**

RED ROCKS

1500 PLYMOUTH BLVD. GRAND JUNCTION, CO 81502

3 BR/2.5 BATH/2 CAR GARAGE. OPEN FLOOR PLAN. HARDWOOD FLOORS. STAINLESS STEEL APPLIANCES. WALK-OUT TO BACKYARD. MUST SEE!

**\$249,000**

CLOVERLTON

1500 PLYMOUTH BLVD. GRAND JUNCTION, CO 81502

3 BR/2.5 BATH/2 CAR GARAGE. OPEN FLOOR PLAN. HARDWOOD FLOORS. STAINLESS STEEL APPLIANCES. WALK-OUT TO BACKYARD. MUST SEE!

**\$249,000**

CHIPETA HEIGHTS

1500 PLYMOUTH BLVD. GRAND JUNCTION, CO 81502

3 BR/2.5 BATH/2 CAR GARAGE. OPEN FLOOR PLAN. HARDWOOD FLOORS. STAINLESS STEEL APPLIANCES. WALK-OUT TO BACKYARD. MUST SEE!

**\$249,000**

RIVER ROCK SUB

1500 PLYMOUTH BLVD. GRAND JUNCTION, CO 81502

3 BR/2.5 BATH/2 CAR GARAGE. OPEN FLOOR PLAN. HARDWOOD FLOORS. STAINLESS STEEL APPLIANCES. WALK-OUT TO BACKYARD. MUST SEE!

**\$249,000**

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2499 Hwy 6 & 50 • Grand Junction

# Grand Junction

# real news



Mike Ruspil

## REALTORS® honor Mike Ruspil with Community Service Award

The Grand Junction Area REALTOR® Association (GJARA) presented local leader Mike Ruspil with its Community Service Award to honor his many and extraordinary volunteer contributions to the community. The award was presented at the association's recent inaugural and awards ceremony.

Ruspil began volunteering with Special Olympics in 1976 as a teenager. A neighbor who had special needs inspired him. After growing up in California, he moved to Grand Junction with his family in 1988, where he began teaching adaptive PE and organizing Special Olympic (SOCO) events within the school district.

Whether on the ski slopes, in the bowling alley, or any sports field, Ruspil can be found cheering on "his" athletes. He takes the time to know their names, interests, and even their families. He encourages them to lead active lives, fostering a love of sports and outdoors. And he sees each student as a unique individual and encourages him or her to do their best.

Beyond working with athletes



Alyssa Roberts

## Alyssa Roberts takes over Christian Brothers

On Aug. 1, 2012, Alyssa Roberts became the new owner of Christian Brothers Realty, the business her dad, Paul Riga (now deceased), established in 1980. Her continued success in real estate can be attributed to her honesty, integrity and genuine commitment to giving her clients the time and dedication they deserve, resulting in happy buyers and sellers and many referrals and repeat customers.

Christian Brothers is a full-service real estate office, specializing in residential and commercial listings and sales, foreclosures, short sales, etc. Alyssa also handles property management. She can be reached at [alyssa@christanbrothersrealty.com](mailto:alyssa@christanbrothersrealty.com) or 970-261-8009. Her office is located at 2906 Patterson Road in Grand Junction.

## Century 21 Homestead Realty

Century 21 Homestead Realty would like to congratulate the top seller, Lynn Schuman, and the top lister, Kim



Lynn Schuman

Jessup, for the month of September, 2012. If you would like to speak to an agent call 970-243-5100 or come by 737 Horizon Drive.

## Heiden Homes Realty

Meighan Marquis closed the most sales and Cynthia Castaneda posted the most new listings in September for Heiden Homes Realty and Associates.

Marquis is a key member of the Heiden Homes team, joining the company after serving as a Realtor in California. While in the Golden State, Meighan earned several awards for sales production in her office.

Attracted to the small town atmosphere of Grand Junction and its historic downtown area, Meighan joined the Heiden Homes staff in 2011. Real estate is Meighan's only occupation, enabling her to provide full-service to her clients.

Meighan enjoys her family, and she and her children attend downtown festivals and experience the Colorado wilderness, where they've enjoyed camping and fishing in the high country.

You can contact Meighan at 970-208-3030 or [meighanmarquis@yahoo.com](mailto:meighanmarquis@yahoo.com). Castaneda has lived in the Four



Kim Jessup

Corners region all her life and is married to Nick Castaneda. They have two children — Domonique and Brandon, who are graduates of Central High School in Grand Junction. She also serves as a health care professional, and has cared for disabled clients who for more than 25 years. Cynthia prides herself in helping families with below-average incomes find a place to call home. You can reach her at 234-7744 or [chica7744@yahoo.com](mailto:chica7744@yahoo.com)

Heiden Homes Realty is a three-time winner of the U.S. Commerce Association's Best of Grand Junction Award in the Real Estate Agents and Managers category. Heiden Homes was cited for community involvement and marketing efforts. Owner/managing broker Toni Heiden is an active member of Kiwanis Club of Grand Junction, the Grand Junction Symphony, Catholic Daughters of the Americas, St. Joseph Catholic Church and the Bookcliff Knife and Fork Club.

Heiden Homes is located at 735 Rood Avenue in the refurbished section of downtown Grand Junction. The company features 15 Realtors and can be reached at 245-7777 or [www.heidenhomes.com](http://www.heidenhomes.com).



Meighan Marquis



Cynthia Castaneda

## How to submit

Real Estate Weekly welcomes news about Grand Valley real estate professionals. Send an e-mail to [realnews@gjrealestateweekly.com](mailto:realnews@gjrealestateweekly.com) and be sure to include a high-resolution photo. Real News submissions will be printed in the order they are received on a space-available basis. Submissions may be edited for length and to conform to style.

# New Faces New Places



|                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                             |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>MICHAEL ESHOM</b><br/>Silvercreek Realty Group</p>  <p>Michael Eshom has been a member of Golden Gate Real Estate for over 20 years and is a Silvercreek Realty Group agent.<br/>PHONE: 208.713.2407<br/>EMAIL: michael.eshom@gmail.com</p> | <p><b>SHARI HAHN</b><br/>Today's Real Estate Group</p>  <p>Shari Hahn recently moved to today's real estate group.<br/>PHONE: 208.444.7634<br/>EMAIL: shari.hahn@todayrealestate.com</p>                           | <p><b>RANDY BOEHLKE</b><br/>Team Realty</p>  <p>Randy Boehlke has been a member of Team Realty for over 10 years.<br/>PHONE: 208.466.0652<br/>EMAIL: rboehlke@teamrealty.com</p>          |
| <p><b>BRANDON CURTISS</b><br/>Home Premier Real Estate</p>  <p>Brandon Curtiss has been a member of Home Premier Real Estate for over 10 years.<br/>PHONE: 208.471.4642<br/>EMAIL: brandon@homepremier.com</p>                                    | <p><b>LINDSEY BROWNE</b><br/>Century 21 Livelihood Realty</p>  <p>Lindsay Browne has been a member of Century 21 Livelihood Realty for over 10 years.<br/>PHONE: 208.471.8449<br/>EMAIL: lbrowne@century21.com</p> | <p><b>CHERIE BARTON</b><br/>Gore Group Realty</p>  <p>Cherie Barton has been a member of Gore Group Realty for over 10 years.<br/>PHONE: 208.466.2290<br/>EMAIL: cherie@goregroup.com</p> |

**Women's Council of REALTORS®** Chartered 1986  
www.womensofrealty.com

## Business Resource Meeting and Annual Vacation Auction

When: Friday, October 12, 2012 Time: 8:00am to 1:00pm  
Nampa Civic Center • 311 3rd St S • Nampa, Idaho 83607  
Cost: Members \$14.00 Non-Members \$18.00

It's that time again, here for the Canyon County WCR Annual Vacation Auction. Join us for a fun filled evening of networking and get a head start on your holiday shopping. We have a great variety of vacation, travel items, and more to give a big THANKS to you for your support.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Tracy's Vacations</li> <li>Patricia Davis, Great Health Care</li> <li>Marygrove</li> <li>Kathryn Lynn-Pearson, Mountain</li> <li>Shelby's Local Fun</li> <li>Lee Agribusiness, Home Services of America</li> <li>Business to go for you</li> <li>Angie Carillo, Wealth Targets</li> <li>REI Sports Fun</li> <li>Carol Anderson, Premier Title</li> <li>Raymond McPherson</li> <li>Local Merchants, Fun Manager</li> </ul> | <ul style="list-style-type: none"> <li>Elaine's Treasures, Fun</li> <li>Suzanne Swanson, Local/Real Estate</li> <li>Colleen's Catering Club</li> <li>Anna, Tessa, Diamond Title</li> <li>Wendy-Frost/Being</li> <li>Danny Johnson, J.C./J</li> <li>U of P/Phyllis Perry</li> <li>Vanessa Woods, Alliance Title</li> <li>Erin's of Gold</li> <li>Lindsay Sutton, Team Realty</li> <li>Connor Burg</li> <li>Carly Simpson, REA</li> </ul> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**REGISTRATION STATEMENT:** We are a proud member of Women's REALTOR® representing women in business and industry leaders.

**Please make your RSVPs by Wednesday, October 10, 2012.**  
RSVP to Kathryn Lynn-Pearson at: klynnp@womensofrealty.com or (208) 465-5535  
Search our website for general information before attending our event.  
\*Please Note: If you RSVP and do not attend, you will be billed.  
Any cancellations must be received by the Oct. 10th deadline.\*



## Casino Night

Nampa Association of REALTORS® present their Annual Scholarship Banquet Fundraiser.

**FRIDAY, OCTOBER 19TH, 2012**  
NANPA CIVIC CENTER - NANPA, ID  
6PM - 10PM

**TICKETS ON SALE FOR \$25**

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**WPM - DINNER IS SERVED**  
8PM-9:30PM - CASINO TABLES OPEN  
SILENT AUCTION AND RAFFLES  
THROUGHOUT THE EVENING  
ALL PROCEEDS TO FUND  
SCHOLARSHIPS FOR ABRA HIGH SCHOOL SENIORS

**TICKETS FOR SALE AT NANPA ASSOCIATION OFFICE OR THROUGH COMMITTEE MEMBERS**

## Building Permits

**CANYON COUNTY**  
A 100% FEE BUILDING PERMIT WAS ISSUED SEP. 24, 2012, BY PERMIT OFFICER JACOBSON

**Projects valued at \$100,000 or more include:**  
Residential, 2.00% Code, 100% Fee, 100% Fee  
Commercial, 2.00% Fee, 100% Fee, 100% Fee, 100% Fee

**CALDWELL**  
A total of 42 building permits were issued Sept. 24-28, 2012. The permits valued at total amount of \$1,000,000.

**Projects valued at \$100,000 or more include:**  
Residential, 1.00% Fee, 100% Fee, 100% Fee, 100% Fee  
Commercial, 2.00% Fee, 100% Fee, 100% Fee, 100% Fee  
Residential, 1.00% Fee, 100% Fee, 100% Fee, 100% Fee

**NANPA**  
A 100% FEE BUILDING PERMIT WAS ISSUED SEP. 24, 2012, BY PERMIT OFFICER JACOBSON

**Projects valued at \$100,000 or more include:**  
Residential, 1.00% Fee, 100% Fee, 100% Fee, 100% Fee  
Commercial, 2.00% Fee, 100% Fee, 100% Fee, 100% Fee

## Home Ownership Rate Stands at 65.5%

Homeowners will have more confidence. The U.S. homeownership rate has risen to 65.5 percent, the U.S. Census Bureau reported last week. The homeownership rate is up from 64.5 percent in the second quarter of 2011 at 65.5 percent.

The Census Bureau also reported that housing starts for housing units in 1 percent and new units for rental units were 3.2 percent in the second quarter.

The housing starts rate peaked at 4.2 percent in 2008. The housing starts rate has been on a steady decline since the start of 2007, and is now at 3.2 percent.

The Census Bureau also reported that housing starts for rental units were 3.2 percent in the second quarter.

The housing starts rate peaked at 4.2 percent in 2008. The housing starts rate has been on a steady decline since the start of 2007, and is now at 3.2 percent.

Idaho Press,  
Nampa, ID

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|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>REDLANDS</b> #521-1-4</p> <p><b>2167 STANDING ROCK CT.</b><br/>\$376,000</p> <p>Carefree Redlands ranches. 4bd/3ba/3gar. RV parking. Covered patio. Fabulous view. Gorgeous New Sub.</p> <p>Fred &amp; Wilsons<br/>970 986-6939/9832</p>                                   | <p><b>CITY</b> #241-1-4</p> <p><b>2690 PAULA LANE #F-4</b><br/>\$115,000</p> <p>You won't believe your eyes! This 3 bedroom 3 bath duplex is open on the inside and over 1400 sq ft!</p> <p>Becky Beards<br/>970 364-8967</p>                                  | <p><b>REDLANDS</b> #112-1-4</p> <p><b>2007 JESSE WAY</b><br/>\$239,000</p> <p>NEW CONSTRUCTION. 3995 sq. ft. Spacious Rancher, 3 Bedrooms + office, 2 baths, 2 car garage. Log kitchen w/granite.</p> <p>Becky Beards<br/>970 364-8967</p> | <p><b>CITY</b> #521-1-4</p> <p><b>2850 1/2 PRESLEY AVE.</b><br/>\$176,000</p> <p>Newer super-cute 3BD/2BA/2CAR rancher. Light and bright. Move-in ready. Great location in The Legends.</p> <p>Fred &amp; Wilsons<br/>970 986-6939/9832</p>                           |
| <p><b>FRUITA</b> #241-1-4</p> <p><b>RED ROCKS SUBDIVISION</b><br/>Starting at \$169,000</p> <p>Energy Star homes. We have inventory available now or lots to choose from! Contact Katie Zambono for model home tours and availability!</p> <p>Katie Zambono<br/>970 361-8984</p> | <p><b>SOUTHEAST</b> #241-1-3</p> <p><b>435 32 ROAD UNIT #234</b><br/>\$32,000</p> <p>PRICE REDUCED. Immaculate. New paint &amp; wood floors + many extras. Owner carry home.</p> <p>Jerry Moore<br/>970 276-3197</p>                                           | <p><b>REDLANDS</b> #241-1-4</p> <p><b>550 CASA RIO CT.</b><br/>\$274,000</p> <p>Spacious, light &amp; bright 3 bed, 2 1/2 bath, large yard, gas fireplace, new carpet &amp; tiles. Finest home.</p> <p>Jessie Price<br/>970 433-8493</p>   | <p><b>NORTH</b> #241-1-1</p> <p><b>986 NORTHERN WAY</b><br/>\$448,700</p> <p>1170 sq. ft. 2 bedroom, 2 bath townhome. Many recent updates. Near parks with great to conference area.</p> <p>The Youngs Team<br/>970 243-3108</p>                                      |
| <p><b>FRUITA</b> #241-1-4</p> <p><b>635 STONE MOUNTAIN DR.</b><br/>\$189,000</p> <p>3 Bedroom, 2 bath, 1422 sq. ft., split bedroom plan match, beautiful landscaped lot, RV parking.</p> <p>Katie Zambono<br/>970 361-8984</p>                                                   | <p><b>NORTHEAST</b> #241-1-4</p> <p><b>668 CLOVERGLEN</b><br/>\$210,000</p> <p>Quality Skanska Built 3BR w/landscaped Foundation A/C, Stucco, Tile, Wood &amp; Granite see just a few upgrades.</p> <p>Rose Beards<br/>970 364-8968<br/>www.rosebeards.com</p> | <p><b>WHITWATER</b> #241-1-4</p> <p><b>5701 KANNAH CREEK PK.</b><br/>\$194,000</p> <p>NEW PRICE. Nice 2005 regular on approximately .31 acres. 3 bedroom, 2 bath, large kitchen, fireplace.</p> <p>Rose Beards<br/>970 364-8968</p>        | <p><b>FRUITA</b> #241-1-4</p> <p><b>2822 So. St. George Rancher</b> on 0.77 in. acres. Perfect for horses &amp; livestock, oversized parking, 1700 sq. ft. main level pool, spacious yard &amp; views.</p> <p>Rose Beards<br/>970 364-8968<br/>www.rosebeards.com</p> |
| <p><b>NORTH</b> #241-1-4</p> <p><b>2454 THERESEA LANE</b><br/>\$148,000</p> <p>2 bed, 2 bath, 1 car garage townhome. Refrigerator stove, microwave, washer dryer included.</p> <p>Becky Lee<br/>970 623-8894</p>                                                                 | <p><b>CLIFTON</b> #241-1-4</p> <p><b>3202 W WHITE CIR.</b><br/>\$95,000</p> <p>4 bed, 2 bath, 2 living spaces, .25 acre lot, vinyl flooring. Short Sale ready to go!</p> <p>Becky Lee<br/>970 623-8894</p>                                                     | <p><b>ORCHARD MESA</b> #241-1-4</p> <p><b>219 MEADOW POINT DR.</b><br/>\$274,000</p> <p>3 BR, 2 BA, 3 Car Car. 290 SF. New Shoppers Choice, upgrades including 3 1/2" &amp; wood ceilings.</p> <p>Harry Perry<br/>970 623-8894</p>         | <p><b>ORCHARD MESA</b> #241-1-4</p> <p><b>2728 SIERRA VISTA PK.</b><br/>\$189,000</p> <p>2 bed, 2 bath, 2 car attached garage! SURPRISE BONUS ROOM. Fantastic deckyard. Call today for showing.</p> <p>Becky Lee<br/>970 623-8894</p>                                 |

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| <p><b>OPEN SUNDAY 10-12</b></p> <p><b>REDLANDS - OAKLONG PK.</b></p> <p>4 BR, 2 BA, 2447 sq ft<br/>Stucco &amp; tile, 10 acre lot, RV parking</p> <p>\$444,000</p> <p>Deb Drallich<br/>970-9831</p> | <p><b>OPEN SUNDAY 1-2</b></p> <p><b>NORTH - 2046 CANYON</b></p> <p>3 BR, 2 BA, 1822 sq ft<br/>Stucco, RV parking, 3 car garage</p> <p>\$175,000</p> <p>Shelby Kendall<br/>970-4181</p>             | <p><b>OPEN SUNDAY 1-3</b></p> <p><b>NORTH - 721 54TH RD</b></p> <p>4 BR, 2 BA, 2252 sq ft<br/>Spacious home, great location</p> <p>\$269,000</p> <p>Glennie Guilford Team<br/>970-243-3108<br/>Katie 970-243-3108</p> | <p><b>OPEN SUNDAY 1-3</b></p> <p><b>NORTH - 2420 CANYON CT</b></p> <p>3 BR, 2 BA, 2347 sq ft<br/>Masterfully built, owner master suite</p> <p>\$249,999</p> <p>Ken Mott<br/>970-4181</p> |
| <p><b>OPEN SUNDAY 1-3</b></p> <p><b>CITY - 1300 N 18TH ST</b></p> <p>2 or 3 BR, 2.5 BA with<br/>Residential floor, to be built</p> <p>\$289,000</p> <p>GARY HOGST<br/>970-9946</p>                  | <p><b>OPEN SUNDAY 1-3</b></p> <p><b>REDLANDS - 2222 S REDLANDS PKWY</b></p> <p>3 BR, 2 BA, 1970 sq ft<br/>Great view, private lot, 2+ acres</p> <p>\$229,000</p> <p>CHRISTY RIDGE<br/>970-9946</p> | <p><b>OPEN SUNDAY 1-3</b></p> <p><b>FRUITA - 772 S LAGODON</b></p> <p>3 BR, 2 BA, 1712 sq ft<br/>Great lot, to be built</p> <p>\$209,000</p> <p>JULIE ADAMS<br/>970-243-3108</p>                                      | <p><b>OPEN SUNDAY 1-3</b></p> <p><b>CITY - 1800 WATE AVONKA</b></p> <p>4 Units<br/>Great rental, new paint</p> <p>\$219,999</p> <p>Jean and Tom Kassen<br/>970-1837</p>                  |
| <p><b>OPEN SUNDAY 1-3</b></p> <p><b>NORTH - 624 COUNTRY CT</b></p> <p>3 BR, 2 BA, 1732 sq ft<br/>Spacious master, complete kitchen</p> <p>\$200,000</p> <p>Rose Green<br/>970-243-3108</p>          | <p><b>OPEN SUNDAY 1-3</b></p> <p><b>NORTH - 2440 WOODSON DR</b></p> <p>2 BR, 2 BA, 1822 sq ft<br/>Well-maintained home, main floor master</p> <p>\$179,000</p> <p>Linda Altam<br/>970-4181</p>     | <p><b>OPEN SUNDAY 1-3</b></p> <p><b>CLIFTON - 604 FERN ST</b></p> <p>3 BR, 2 BA, 1162 sq ft<br/>Move-in ready! New roof, new carpet.</p> <p>\$129,000</p> <p>David Durham<br/>970-4181</p>                            | <p><b>OPEN SUNDAY 1-3</b></p> <p><b>CITY - 2876 CASCADE AVE #2</b></p> <p>3 BR, 2 BA, 1152 sq ft<br/>Newer deck, energy upgrades</p> <p>\$124,999</p> <p>Becky Fulton<br/>970-4181</p>   |

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**11234 Railroad Way • Everett**  
**OPEN 1PM - 4PM TODAY!**  
WOODLANDS WEST by CanWest, a new community in convenient Redmond location. 3 community parks and 4.8 acres of OPEN SPACE! The CHELAN features 4 bedrooms, 2.5 baths, oversized 3rd floor loft great for media room. Luxurious granite countertops, stainless appliances. CanWest a premiere NW builder, is known for their distinct neighborhoods, unique homes for their distinct neighborhoods, unique homes, customization & excellent customer service! Lot 39  
MSL# 12546  
**\$000,000**

**Windermere REALTY**  
Call ElizabethBurgenski 425.339.3000 www.realtycompany.com

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# Everett, WA...has been sold out for almost two years!

**BY INVITATION ONLY!**  
Be the first to showcase your top listings in the inaugural launch of The Herald's Newest Feature "Premiere Homes" Beginning March 3, 2012

- Special Pricing limited to the first 10 Real Estate Professionals!
- Publishes each Saturday in the Real Estate section
- Full Color 4 column by 3" ad
- Includes a color photo, description copy, company logo, agent photo & contact info plus a Featured Home position on Heraldnet.com/homes
- \$78 per week after promotion

This opportunity puts you and your sellers in front of 125,000 potential buyers each Saturday at an unbeatable price! As a thank you for participating in our inaugural launch, we are offering six weeks of advertising for the price of four - ONLY \$312! Again, this offer is limited to the first ten Real Estate Professionals who reply, so return your confirmation today! Premiere Homes inaugural promotion publishes on March 3, 10, 17, 24, 31 and April 7, 2012.

Today's Date: \_\_\_\_\_  
Advertiser: \_\_\_\_\_ (business name)  
Accepted By: \_\_\_\_\_ (please print and sign your name)  
Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Herald** Contact Patrick Johnson Today! 425.339.3020 pjohnson@heraldnet.com

PH Homes Builder Agent Consent 1/12

# What about new construction...

Every area is VERY different, do some research and if building is happening, start selling!



# New home building came roaring back last year in these West Michigan communities



By [Jim Harger | jharger@mlive.com](#)  
on January 11, 2013 at 1:28 PM

Print

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GRAND RAPIDS, MI – New home building activity came roaring back in West Michigan last year as unemployment and interest rates fell in tandem, according to

[BuilderTrackReports.com](#).

In Kent County, contractors started 816 new single family homes, a 28 percent increase over 2011, according to



Homebuilding bounced back in West Michigan during 2012, according to [BuilderTrack.com](#)

File photo | Mlive Media Group

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Story on top (about them or  
community) and ad on bottom

# New Builds/Developments

CanyonCountyHomes.com

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## FEATURED COMMUNITY



Welcome to Bella Terra, an exclusive community of custom homesites that represents the peak of luxury living in Eagle, Idaho. From the magnificent entrance to stunning resort-style clubhouse and community pool, Bella Terra is the ideal location to make your home, your statement.

While a luxury home is a telling statement about the homeowner, it also speaks volumes about the builder's commitment to quality, satisfaction and comfortable living.

From the moment you enter Bella Terra, you can feel that this community is well designed and the homes are built to high standards.

### Bella Terra is a Place to Call Home.

Bella Terra is located a few miles west from Downtown Eagle in a tranquil setting with expansive views across the Boise Foothills and the Treasure Valley. This luxury subdivision with upscale homes will include 99 homesites for custom and semi-custom

homes. The subdivision features a gorgeous club house, community pool, walking paths and stocked pond.

The Community is located on Under Road between Beacon Light Road and Floating Feather Road. You enter the development through a commanding gate, reminiscent of Old World architecture and design.

The homes here are built tailored to the tastes of each individual homeowner. An exclusive builder team featuring Biltmore Co., Syringa Construction and Treadio Homes allow residents to work with proven builders in the design and development of their new home. Our select building team refuses to compromise on quality, functionality or style. Their experience in the home-building industry and their relationship enables them to accomplish your objectives in the most economical manner. To raise the bar further, subdivision developer Kevin Amat has retained the services of a highly regarded interior designer to help owners with the design process.

There is a clubhouse with full kitchen, ADA restrooms, fireplace, workout room, pool and an outside shower.

WWW.BELLATERRAEAGLE.COM



**Bella Terra**  
A Place to Call Home

Bella Terra is located a few miles west from Downtown Eagle in a tranquil setting with expansive views across the Boise Foothills and the Treasure Valley. This luxury subdivision with upscale homes features a gorgeous club house, community pool, walking paths and stocked pond. The Community is located on Under Road between Beacon Light Road and Floating Feather Road. You enter the development through a commanding gate, reminiscent of Old World architecture and design. There is a clubhouse with full kitchen, ADA restrooms, fireplace, workout room, pool and an outside shower.

|                                                                 |                                                                   |                                                                   |
|-----------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|
| <p><b>1855 Livorno, Eagle</b><br/>3 Bed, 3 Bath, 2,491 sqft</p> | <p><b>1839 Livorno, Eagle</b><br/>3 Bed, 2.5 Bath, 2,694 sqft</p> | <p><b>1873 Livorno, Eagle</b><br/>3 Bed, 3.5 Bath, 3,242 sqft</p> |
|-----------------------------------------------------------------|-------------------------------------------------------------------|-------------------------------------------------------------------|

**TRESIDIO Homes** **BILTMORE CO.** **SYRINGA**  
*Biltmore... Built Better!* *Live Well. Enjoy Life*

**Integrity. Experience. Commitment.**

Res. South. Beck. Luster. Taylor. Vito. Smith. Cannon. Deane. Tate. Price

Contact Brian Doerty at 208-761-1494 for more information

The Mike Home Group

# Idaho Press, Nampa

# Story on top is about builder on the bottom

# Commercial Property for sale very strong ...

Look up your inventory and start  
a section...where

[www.Showcase.com](http://www.Showcase.com)

The Search Engine That Moves Business



Your Search for Commercial Real Estate Starts Here:



Location

city, county, state or ZIP code

Property Type

- Office
- Multi-Family
- Industrial
- Land
- Retail
- Other

- Lease
- Buy

Space Available (SF)

min size to max size

Rent - Per SF (\$ Per Year)

min rent to max rent

Building Size (SF)

min size to max size

U.K. Commercial Property Search

SEARCH

**SHOWCASE** Your Commercial Property Listings!

Tenants and investors nationwide search here for their next commercial property. Brokers advertise here to make sure their commercial real estate listings get the exposure they deserve. Locate and advertise commercial properties using SHOWCASE.COM.

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**Commercial Property Listings by Type**

- Apartment Buildings for Sale
- Buildings for Sale
- Business Property for Lease
- Commercial Office Space
- Industrial Property for Sale
- Land for Sale
- Retail Space

**Commercial Properties by City/Market**

- New York Office Space for Lease
- Los Angeles Office Space for Lease
- Washington, DC Office Space for Lease
- Dallas Office Space for Lease
- Houston Office Space for Lease
- Chicago Office Space for Lease
- Miami Office Space for Lease

**Commercial Listings by Most Popular Searches**

- Business Property for Sale
- Buy Commercial Property
- Commercial Building for Sale
- Commercial Land for Sale
- Commercial Properties for Rent
- Commercial Real Estate
- Office Space for Rent

# Land, Farm/Ranch for sale booming everywhere

Create a product and make the  
sale



# What is your apartment rental INVENTORY?

Even if it is low, create a product and go sell it. Anchoring a rental section with some displays will help your line ads grow and those are real money!



# Bottom Line: Real Estate

#1 You have to create the marketplace in print and online that matches **what is hot in your local area.**

# Bottom Line: Real Estate

#2 You have to **really research your market** for single family homes, land/ranch, commercial, new construction and rentals and plan your strategy and **update that strategy each quarter as things change.**

# Bottom line: Real Estate

#3 HELP PROMOTE YOUR  
REALTORS, they are DROWING  
out there...

# the daily sentinel real estate weekly

log on anytime to [gjrealestateweekly.com](http://gjrealestateweekly.com)

to advertise, call (970) 242-1313, monday - friday 8-5

## AGENT SPOTLIGHT

### Dale Beede

**Broker**  
Coldwell Banker Commercial,  
Prime Properties, LLC  
970-242-7275  
Email: [dbeede@cbworldwide.com](mailto:dbeede@cbworldwide.com)



#### Where were you born? How long have you lived in the Mesa County area? What do you like most about it?

I was actually born in St. Mary's Hospital and was raised on a farm about seven miles northwest of Fruita. We grew alfalfa hay, feed corn and sugar beets. We also fed up to 2,000 head of cattle. It was a fantastic place to grow up. My brother, Ross and I are only 15 months apart so we always had a companion to do things with. We grew up on the working end of a shovel. I have always loved the recreational activities available here. As a young age it was dirt bike riding, skiing and water skiing. Now that I'm "old" it is mountain bike riding, hiking, golf and doing any activity with family and friends.

#### Family?

My wife, Susan, and I have been married for more than 31 years. We have a son Brian who manages real estate for a Fortune 500 company based in Denver. His territory is everything they own east of the Mississippi River. Fortunately he and his wife Lauren and their five-month old son live in Centennial and not in the Midwest. Our daughter Sarah is a PharmD (doctor of pharmacy) and works at the VA Hospital here in Grand Junction. She is married to Sean who is a pharmacy student. They are able to live here in Grand Junction which excites Susan and I.

#### How long have you worked in Real Estate?

2012 is my 20th year in the real estate business. I began working for a development company in 1983 and then went into general real estate in 1984. Prior to that I managed a family practice dental clinic for one year and prior to that I began my post-college work in the construction business.

#### What is your specialty and what does that mean for the people you work with?

I am strictly a commercial and land broker. That means I sell and lease commercial and industrial properties of all types, including retail properties. I am a member of ICSC, the International Council of Shopping Centers, which is the largest retail association in the world and I'm a CCIM, a Certified Commercial Investment Member, analyzing and selling investment properties. I'm also a Realtor's Land Institute member and I've been fortunate to sell some large ranching operations over the years. My number one goal is to work with property owners, buyers and sellers to create wealth-building investments. I get great satisfaction seeing my customers succeed in their real estate investments.

#### What is one tip you have for someone looking to buy an investment?

Get information. Know more about the property and property issues than the seller does. And then, buy it right. You seldom profit when overpaying for a property.

#### What is one tip you have for someone looking to sell a property?

Look at proper leasing as a method to increase the value of your asset. An income stream may be easier to sell than a vacant property.

#### Why should someone choose you as their real estate agent?

Loyalty, creativity and experience. My goal is your success.

#### What do you most enjoy doing when you're not working?

I love to spend time with my family and to recreate with them. I also enjoy flying airplanes as well as doing some sedate things like analyzing companies listed in the stock exchange and collecting wines.

#### Any final thoughts?

We live in one of the most exciting areas of the world. I am proud to be a western Coloradan and I take equal pride in the successes of my family and friends.



1465 16 RD - LOMA

**Awesome Loma Home!**  
40 fully irrigated acres, 3192 sq ft custom home with 3 bedrooms and 4 bathrooms. Detached oversized 2 car garage, open floor plan for storage and office area with full bathroom. Unbelievable landscaping, including a double pond, add a terrific fire of color and shade to this property.

Offered at \$795,000

JULIE SOMERVILLE  
Joe Hicks Real Estate, LLC  
970-216-6322  
[joehickscompanies.com](http://joehickscompanies.com)



327 COUNTRY CLUB PARK RD. - REDLANDS

**NEW PRICE!**  
Spectacular Views of the Grand Valley!  
What's not available, 4 bedrooms / 3 baths / 2 car garage w/ 205 sq. ft. on .98 acres. Beautifully finished interior w/ solid hardwood & heavy parking area. Custom kitchen upgrades include slab granite counter & maple cabinetry. 3 patios & 7 decks. Secret laundry in basement allows possible use as additional living quarters.

Offered at \$359,700  
WENDY ELLIOTT  
Keller Williams  
970-361-1449  
[WendyElliottHomes.com](http://WendyElliottHomes.com)



2621 OURAY AVE. - CITY

**AUCTION - Sat Sept. 22 10am - 607 S. 7th St. - Mesa Gardens Subdivision**  
10,700 sq. ft. three unit large corner lot. A wonderful opportunity for the smart gas business. The brand new carpet & floors, stainless steel built out of paint. Great rental or home. Financing available with 30 down. Payment, taxes & shipping will be cheaper than renting. \$1,000 earnest money check is required from top bidder the day of auction. Closing takes place within 30 days. Additional terms, title commitment & copy of contract to be available on-site.

STEVE HUNT  
Steve Hunt Auction Services  
970-270-8744  
[www.stevehuntauctions.com](http://www.stevehuntauctions.com)



490 FORTY NINER - FRUITA

**PRICE REDUCED!**  
COMSTOCK GEM!  
205 sq. ft. with 3 bedrooms, office + 2 full baths. Large master suite with 5 piece master bath. Low maintenance yard, covered patio. 3 car garage, large storage shed.

Offered at \$234,000

JULIE SOMERVILLE  
Joe Hicks Real Estate, LLC  
970-216-6322  
[joehickscompanies.com](http://joehickscompanies.com)



2035 H & ROAD - FRUITA

Turn-key home property w/private setting & fabulous views. Nearest horse barn in Mesa County, box stalls w/ covered runs, arena w/ riprap steel arena, metal hay shed, cross fence fields currently in hay production & pasture friendly fencing. Beautiful Southwest stucco home, open concept large master suite, beautifully landscaped. Kitchen w/ stainless steel appliances.

Offered at \$595,000  
MANDY RUSH  
RE/MAX Two Rivers Realty, Inc.  
970-260-1310



721 S. 7th ST. - CITY

**AUCTION - Fri Sept. 21 10:30am - 721 S. 7th St. - 10,700 sq. ft. Warehouse, office & showroom. Updated & in good condition. Great location in enterprise zone & part of the Mesa Gardens area. Has served as a retail showroom/office, & manufacturing workshop. Sit on .27 acres built in 1974. 50' wall height, gas heating w/ propane and central location for efficient business. ADA compliant bathroom. Closing to take place within 30 days. Non-refundable earnest money deposit of \$25,000 to be received with company from highest bidder. Copies of floor, title insurance, & other legal information available on-site.**

Starting bid at \$200,000  
STEVE HUNT  
Steve Hunt Auction Services  
970-270-8744  
[www.stevehuntauctions.com](http://www.stevehuntauctions.com)



INSIDE Feature Story..... 10  
Design Directions..... 9

Open House Directory..... 15  
Home Gallery..... 11

Just Sold ..... 12  
Rental Living ..... 13

Profile a  
new  
Realtor  
each week!

**The first time you pick the agent, after that you let it go...**

The first agent picks the next agent and so on. Criteria, they cannot be from the same brokerage....

# And then they get a “gift”

Have Realtor profiles on front page every week. Goal to have 52 of these in hanging on agents wall in the next year...cost \$25 per from [www.popmount.com](http://www.popmount.com)

As Seen In

THE DAILY  
SENTINEL  
GRAND JUNCTION, COLORADO

the daily sentinel

# real estate weekly

log on anytime to  
[greatestateweekly.com](http://greatestateweekly.com)

to advertise, call (970) 242-1313, monday - friday 8-5

AGENT

SPOTLIGHT

## Dale Beede

Broker

Coldwell Banker Commercial,  
Prime Properties, LLC  
970-243-7375  
Email: [dbeede@cbcworldwide.com](mailto:dbeede@cbcworldwide.com)



**Where were you born? How long have you lived in the Mesa County area? What do you like most about it?**

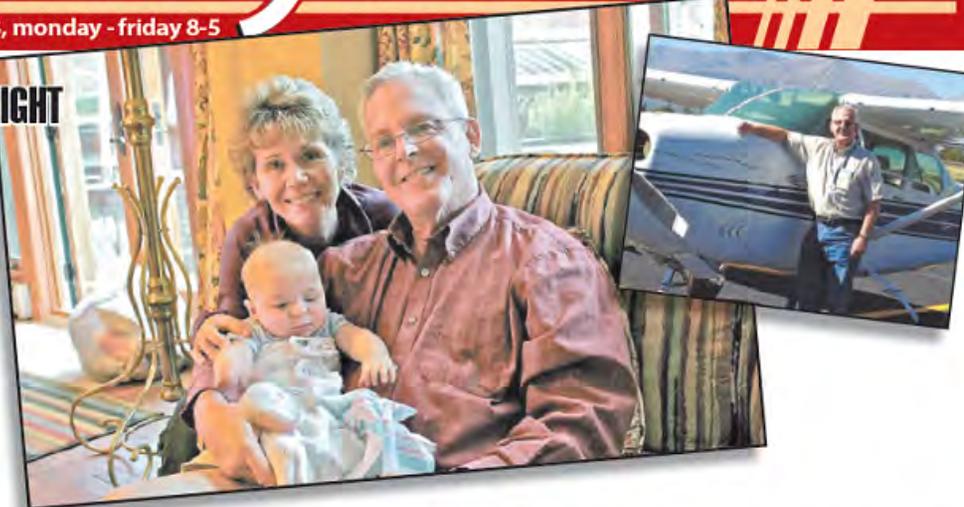
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**How long have you worked in Real Estate?**

2012 is my 29th year in the real estate business. I began working for a development company in 1983 and then went into general real estate in 1984. Prior to that I managed a family practice dental clinic for one year and prior to that I began my post-college work in the construction business.



**What is your specialty and what does that mean for the people you work with?**

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**Any final thoughts?**

We live in one of the most exciting areas of the world. I am proud to be a western Coloradan and I take equal pride in the successes of my family and friends.

## Bottom Line: Real Estate

#4 Realtors love the best **NEW THING**.  
Change up your products often and  
offer something at many different price  
points!

## Bottom Line: Real Estate

#5 Train your reps often! Training helps with **self motivation, self esteem and self confidence** when out there selling.

# Employment Advertising in 2013

# What's the latest news

It's all about your local  
unemployment rate!

# US Unemployment Rate from 2000-2012

Low: 3.9% Sept 2000

High: 10% Oct 2009

Current: 7.8% Dec. 2012



**Most areas are back to  
their 2008/2009  
unemployment rate...**

Is your recruitment revenue also  
back?

# Competition vs Recession

75% of the loss was recession. I have customers that have only GONE UP in recruitment revenue since 2009!

**Here are the issues I  
see out there...**

How many of these pertain to  
your newspaper when it comes to  
selling recruitment?

# What are the top issues I see with newspapers and recruitment advertising

- 1. Cutbacks, simply **not enough sales reps** to adequately handle the number of employers in each market.
- 2. No **outside well trained recruitment rep** working with the largest employers.
- 3. **No strategy**, basically it is taking ads from current customers, selling a special here and there, upselling website features, doing callbacks.
- 4. Print prices for recruitment ads are still through the roof and **high priced extras** have been added on in most markets **plus online ad cost** making only the smallest ads affordable for small businesses. And **85%** of every market is made up of businesses with **less than 20 employees**.
- 5. Many reps and CAM's have just forgotten how to attract **recruitment ad agency revenue**.

# What I see out there continued...

- 6. Many papers, in order save newsprint, have combined Sunday jobs in **back of other news features. This kills revenue.**
- 7. Many newspapers still don't even have a Jobs section at all. **This handicaps sales reps** right from the start.
- 8. Some of the "online partners" are guilty of **winning over** the biggest customers from their newspaper partner.
- 9. There is little to **no promotion** to HR managers going on at most newspapers. The smaller papers have given up even on job fairs.
- 10. Basically, many newspapers print employment has become **invisible to their community** and their online site is neither branded, has its own URL or promoted to job seekers and employers in any real way.

**If any of those things on this list pertain to your newspaper, let's fix it in 2013.**

# Let's look at each issue

- 1. Not enough sales staff.
- The recession is over. Either you are going to get this market back or hand it over to your online competitor. The average inside rep can process about **40-50 employment ads** per week.
- If there are 5000 employers in your market, and only two sales reps (who also take incoming private party calls), how can you even make a dent? **What is your employer base to sales rep ratio?**
- New business **takes time** and cold calling take patience and **lots of follow up**. Do not set up an outbound program based on a "**quantity**" of calls per day or hour. It does not work with recruitment. This is about "**quality**" **not quantity**.
- It is all about **relationships**, and new business in this area has to be worked **just like a new retail** account.
- Employment dedicated reps build the business fast if they are **properly trained**, have the right **marketing tools** and the finesse to approach new customers **with a plan** right for that company.

# Solving issues continued

- 2. Outside employment rep
- If you have employers with **100 or more** employees, much less with **500 or more** employees like hospitals, manufacturers, government offices, schools, you need an outside well trained rep to meet with them and sell a year long plan.
- Yes, **sell contracts again!**
- **Invest** in an outside rep.

# Issues continued

- 3. Get a strategy
- You have to really know your market, how each industry ebbs and flows in their **hiring needs** and meet those needs.
- Each month there should be targeted products to sell **different industries** at the exact time they are hiring. (Construction hires in early Spring, schools hire in the Summer etc).
- To get new customers, or get old customers back, they have to be **approached with something that is specific** to their needs, not yours.
- Suggest you do something very specific for **healthcare** like direct mail products, special websites (virtual job fairs) and of course, medical job fairs. This is still a very hot prospect.

# Issues continued

## ■ 4. Pricing

- You need to have a **great rate structure for display** advertising that gets lower as the ad gets bigger. Most newspapers don't really have this feature.
- You need to look at your **old contract rates** and say bye bye and **create new rates, industry by industry** if you must, that makes sense in today's competitive market.
- Who is your competitor? **Monster and Careerbuilder** have **set the rates** for employment ads between **\$295 and \$410** at their open rate. You have to consider these margins.

heraldnet.com

# Jobs



To advertise, contact Traci Harris  
425.339.3074 | tharris@heraldnet.com  
24/7 www.heraldnet.com/jobs



## We've created a **great way** to find employees.

This newly designed employment advertising package includes a **Sunday/Wednesday Full Color Print Ad PLUS 7 Days Online including an Online Top Jobs Listing!**

Contact Traci today to start getting your message out to thousands of potential employees!

**Eighth Page**  
4 column x 4.25"  
**\$395**

**Quarter Page**  
4 column x 8.75"  
**\$750**

**Half Page**  
8 column x 8.75"  
**\$1,450**

**Full Page**  
8 column x 17.75"  
**\$2,850**

**Contact Traci Harris Today!**

**425.339.3074**  
tharris@heraldnet.com  
24/7 www.heraldnet.com/jobs

**Herald HeraldNet**

Create SIMPLE affordable display rates that are packaged up with everything you can add. Use these module sizes and copy this format for your flyer.

# Issues continued

- 5. Recruitment Agencies
- They still **want to and need to** place ads with your newspaper!
- Think of recruitment agencies as your **extended outside sales** force working for 15% commission. I suggest local commissionable rates. Why? It is better to have 85% of something, than 100% of nothing!
- You need a **marketing plan** that tells all the recruitment agencies what the highlights of your employment market is. It is up to you, not them. Most info is right on the internet.
- Your info gives them **the tool** they need to impress upon their clients how important your area is to their hiring needs.
- They need info on your **specials SIXTY DAYS prior to deadline**. This is a big problem at most newspapers.
- They need and want a **dedicated rep** who knows your marketing stats and will be their one contact person.
- They want you to have a **JOB section and print only rates** when they need that as well.

# Issues continued

- 6 & 7. Have a great Jobs section
- If you have one, **make it better**. If you use to have one, get it back. If you never had one, get one now.
- Here is the **model for a Jobs section**, just copy it, have great module rates with an all **color front page**, include all the extras and start selling.
- Just about every one of my customers have adapted this format, some sell just one page, **others sell 2-3 pages** of display each week. Brainerd, MN has sold up to six display pages on a Sunday, they have one rep.
- Every newspaper gives it their own personal style. Here are **some examples...**







**Train artist to go the extra  
mile in designing  
displays...90% of the time  
the design makes the sale.**

Here are some before and afters  
to go by...

**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](mailto:smckey@yturrirose.com).



**Ontario Office:**  
89 SW Third Avenue  
PO Box 5,  
Ontario, OR 97914  
Phone: (541) 889-5368  
Fax: (541) 889-2432

**LEGAL ASSISTANT**

- Yturri Rose, LLP, Idaho and Oregon Attorneys at Law has a Full time position open in our litigation department in Ontario, Oregon.
- Experience in civil litigation, with emphasis on personal injury and family law, is preferred.
- Salary \$100K/annually. Bonus commission on cases won. Medical, Dental, 401K match. Start Immediately.

*"We take pride in being approachable and effective."*



**YTURRI ROSE LLP**  
ATTORNEYS AT LAW

#### DRIVERS

Drivers: NO EXPERIENCE?  
Class A CDL Driver Training.  
We train and Employ! New  
pay increases coming soon.  
Experienced Drivers also  
Needed! Central Refrigerated  
800-993-7483

# DRIVERS WANTED NO EXPERIENCE NECESSARY, WILL TRAIN.

- \$35,000-\$74,000 per year.
- We provide career plans for training, advancement, lease operator/trainer, independent contractor, team driving and more!

#### Drivers are Eligible for:

- Paid orientation
- Productivity bonus
- Idle bonus
- Safety bonus
- Medical, dental and vision coverage
- Paid vacation
- 401(k) retirement plan

We are an Equal Opportunity Employer

*Start training in 2 weeks and driving  
in under 60 days.*



**CENTRAL**

REFRIGERATED SERVICE, INC.

Contact Information: Central Refrigerated  
1-800-993-7483, Don James or apply at  
[www.centralref.com](http://www.centralref.com)

# TR Compton Trucking

YOUR ROAD TO SUCCESS

## DRIVERS WANTED

### DRIVERS

TR Compton Inc. now hiring drivers, CDL Class A, for flatbed. 2 years exp. Must pass drug test & benefit package available. 12 Western States. Call 208-465-0100

### TR COMPTON • NAMPA, IDAHO

Containerized Trucking company  
Good Pay & Equipment

Class A Flatbed drivers, 2 years experience  
Salary

Hiring bonus

Benefits start 90 days after hire

Call 465-0100

or email [stevef@trcompton.com](mailto:stevef@trcompton.com)

Drug Free Environment

ONLINE: [www.fouretbros.com](http://www.fouretbros.com)

# Issues

- 8. Your online partner
- They have given your paper a **state of the art** website, use it for the good of your clients and make sure each one knows what they are buying.
- Have an iron clad agreement about **hands off accounts** and follow through if they cross the line.
- Don't forget about all the **other online opportunities your newspaper website** has, many employers love ROS banners and all the other online products like video.
- Make certain your reps are **well trained** on all that your newspaper has to offer on line.

# Issues continued

- 9 & 10 Promoting your product to HR Managers and Job Seekers.
- Between free **email blasts**, emailing well crafted **PDF flyers**, and even **low cost direct mail**, there are many ways to effectively promote your recruitment products.
- Carefully address the copy in promotions to answer these questions: **Who, What, Where, When, Why and How**.
- The “WHY” being the benefit statement.
- Be out there with the **HR Community**, attend association meetings, have luncheons or focus groups, listen to their needs and concerns.
- This is your highest profit advertising, **work it!**

**Thanks for listening!**

[janetdegeorge@classifiedexecutivetraining.com](mailto:janetdegeorge@classifiedexecutivetraining.com)



**Baby Ginger Snap**



**Stevie**

**Nicky**

**My Happy Sales Reps**

**Cody**