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# Real Estate

Weekly

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## Better together

*Realtors, lenders and other real-estate professionals are joining forces to increase the sales potential of clients' homes. For the story, see Page 2.*

The Energy & Synergy Group visits homes in the area to develop ways to improve their sales potential. Pictured here, from left, are Marsha Morrison, Neil Ryder, Tony Laudadio, Steve Hourigan, Jerry Wise, Kelly Vinson, Leigh Graham, Hank Rosen, Connie Stevenson, Mike Ferrie, Joan Raley, Penny Herman and Debbie Gerber-Mahan.

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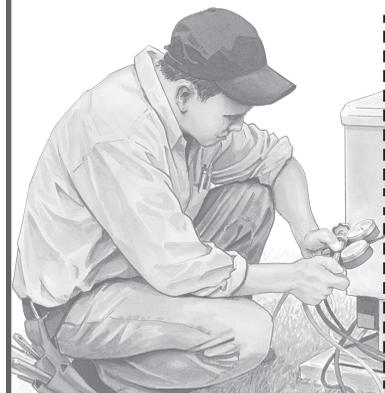
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# The Energy & Synergy Group aims to help both buyers and sellers

SPECIAL TO REAL ESTATE WEEKLY

A group of real-estate professionals are pooling their expertise and experiences to better serve home buyers and sellers. The results: more sales!

These real-estate professionals have combined their energy and synergy to create an impressive gathering. The group was formed in January 2008. The members include residential and commercial Realtors, mortgage lenders, appraisers, builders, closing companies and attorneys.

The Energy & Synergy Group of Real Estate Professionals has been going strong ever since. They are enthusiastic and positive. Their goals are to share ideas, strategies and information to benefit all the buyers and sellers with whom they work.

"It is a rare competitor that will take time from his schedule to help another competitor, but that is what our

group does. We are independent companies that work together like a team," said Steve Hourigan of Changing Times Realty.

There are only 30 members. The average experience per person is 24 years with a total of 672 years of experience for the group. They know what they are doing. These folks also have many upper-level professional designations and certifications in the real-estate field.

"Being a part of such a dynamic and experienced group of real-estate experts allows me to stay on top of a fast-changing real-estate market, which in turn helps me to better serve my clients in all areas of a real-estate transaction," said Penny Herman, owner of Penny Herman Realty.

Energy & Synergy has weekly meetings to discuss ideas and issues. The members openly share to advance their skills, expertise

and professionalism for themselves and to benefit their clients.

These meetings consist of guest speakers, workshops and roundtable discussions. Some of the guest speakers have been FSU's Jerry Osteryoung, Karen Knox, Janet Lenz, Robert Parrish, Dean Gatzlaff and Leon County Property Appraiser Bert Hartsfield.

The members caravan to sellers' homes to critique them, looking for ways to improve the sales potential for the listings.

"As a lender, I have become much more aware of the challenges facing both Realtors and appraisers in our market. I have become a better lender as a result of being a member of this group," said Sue Odham of BB&T Corp, Debbie Gerber of USA Group Realtors agrees.

"It is very powerful to have top agents, lenders, appraisers and title company owners share

their secrets for success. I am totally honored to be in this group," she said.

Neil Ryder of Neil Ryder Realty values the association with other professionals in the field. "I choose to surround myself with proactive, positive, forward-thinking Realtors who are utilizing these tough economic times to become better Realtors."

Mike Ferrie of Prime-South Properties says he especially like the diversity of the group and the great information that is shared weekly.

"The combined experience of the Energy & Synergy Group creates an unmatched level of advice and knowledge that cannot be gained otherwise," said Greg Lane of Timberlane Appraisal Associates.

■ Submitted by Joan H. Raley, Realtor, founder of the Energy & Synergy Group. Contact her at joan@joanraley.com.

## Real Estate Weekly

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# The Energy & Synergy Group of Real Estate Professionals

The Energy & Synergy Group



Tracking the  
Pulse of the  
Tallahassee Real  
Estate Market

*"In our combined 672 years experience, there has NEVER been a BETTER time to buy!"*



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