

## The Eisenhower Matrix

|               |                  | URGENT               | NOT URGENT |
|---------------|------------------|----------------------|------------|
| IMPORTANT     | Q1               | Q2                   |            |
|               | DO NOW           | DECIDE WHEN TO DO IT |            |
| NOT IMPORTANT | Q3               | Q4                   |            |
|               | DELEGATE IT AWAY | DELETE IT            |            |

wallbutwhy.com

**Stop Procrastinating  
JUST DO IT!**

**May 2017  
Minneapolis/St. Paul**

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*Tim Murphy's...*

# Monthly Digest!

*"A Reflection on Thoughts, Stories & People .... "*

## Local Area Advice Givers® Podcast

**"You have to have an authentic story that's really true to you, your brand... talk about it and learn to tell that story. "**

**—Kimberly Senn**

This quote from Kimberly Senn is the perfect introduction to why I launched my own Podcast called "[Edina—SW Mpls Advice Givers](#)." Each and every one of us has a unique story to tell. Within these stories lie knowledge and guidance we all can use to better ourselves as mothers, fathers, business owners and philanthropists. Each one of us will listen to these stories and gain something different from them. The knowledge you seek will be relative to your perspective.

- Are you a mother, looking for reassurance you're not the only one who doesn't have it all figured out.
- A father, trying to better understand your children. How to get through to them. When all you really want to do is help.
- The entrepreneur looking for ways to grow your business and learn from others who have already walked the path you are on.
- A giver, looking for ways to impact your community but just don't know how.

The **Edina-SW Mpls Advice Givers Podcast**, in a sense, works just like Dirty Jobs with Mike Rowe, which aired on the Discovery Channel for many years. To book and schedule future guests, in addition to our own efforts to find the best minds, we depend on your recommendation of local experts, inspiring entrepreneurs, and thought-leaders in the community. In other words, who should we interview? Have a recommendation? If you know of someone who has an important message or story to tell, please introduce us.

Yes, the title is specific to Edina & Southwest Minneapolis. But, the stories... the stories are about people just like you and me. Stories about passion, struggle, victory and defeat. These are the types of stories which have been told for thousands of years. These are building blocks for you.

I believe, magic lies in each and every one of our stories. By hosting a podcast which can bring out these stories for you—it's my way of giving back to the people who mean so much to me. Without you and your support. Without your willingness to give me your attention. I would be nothing. For this I am truly grateful. For this I strive to give back.

I hope you enjoy each and every one of our guests as the list grows. Your feedback is needed.

- Do you have a specific guest you would like on the show?
- Do you have specific problems you want me to get answers for?

Please contact me and let me know what answers you seek. You'll be amazed at how one person's story can change a life.

To kick things off, please welcome Kimberly Senn with [www.sennandsons.com](http://www.sennandsons.com) as she walks us through her story about going from a world traveling marketing titan to a home town entrepreneur. She admittedly doesn't have it all figured out... but that's OK. I don't think many of us do.

## The Value-Driven Approach In Action

### **Word of the Month...**

Studies have shown your income and wealth are directly related to the size and depth of your vocabulary. Here is this month's word, so you can impress your friends (and maybe even fatten your wallet!)...

**Congruent:** adjective

**Meaning:** To have the same views, emotions, beliefs; harmonize in action and opinion.

**Sample Sentence:** His actions are congruent with his beliefs

### **Quotes To Live By...**

"The woman who follows the crowd will usually go no further than the crowd. The woman who walks alone is likely to find herself in places no one has been before."

—Albert Einstein

"It's not about how hard you can hit; it's about how hard you can get hit and keep moving forward."

—Rocky Balboa, *Rocky*

"Do not go where the path may lead, go instead where there is no path and leave a trail."

—Ralph Waldo Emerson

### **Look for an alternative route...**

Find it and you will open doors

"I can't do this anymore. I quit!" My words as I realized the culture in my business was non-existent. Why? because I was too focused on "How" & "What" not "WHY" I thought success meant selling more homes than anyone and making lots of money. I thought it was about numbers and conversion ratios. I thought it was about systems and discipline. I thought wrong.

Sure, each one of these things has a place in building a business. However, they are not what create magic. Like Walt Disney, it's about bringing dreams to life. Over the last 18-24 months I have sought out my "WHY" and defined my purpose.

### **Purpose before Profits**

I believe my purpose is to inspire. To inspire through giving, caring, honesty, loyalty and as a protector of good. Realizing and defining your purpose gives you clarity. This clarity is why I have been on a mission to help JDRF raise funds to find a cure. This clarity is why I write you as often as possible to show you I care. This clarity is why I won't lie, in an industry full of deceit. My mission is dedicated to being a loyal advocate for you.

The most amazing feeling comes over oneself when you finally realize your purpose. The feeling is how I imagine an eagle feels as it soars high in the sky. This long journey has opened new doors for me. As I walk through them you bear witness to change. For this I thank you. In return I want to share with you—today—"Why" Tim Murphy and the Metropolitan Home Team are so dedicated to serving you whenever the time is right to buy, sell or build the home of your dreams.

In Everything we do, we believe our Community, Clients and Purpose Driven Team comes First. We believe in honesty, respect and treating others like we want to be treated. We put people first by giving to our community & providing a practical, results driven, documented approach. We just happen to be real estate experts and are here to help you.

### **Thank You! Thank You! Thank You!**



**Gayle Westerveld & Betty Pemble** (seller)

Thanks to everyone who supports us (especially the Pemble Family: Wes, Josh & Beth (Pemble) Eckert for introducing me to Gayle & Betty) and graciously trusts your friends, family, co-workers & neighbors will be in good hands. Rather than pester people with unwanted calls and visits, we grow based on positive comments and support from people just like you. We couldn't do it without you! :-)

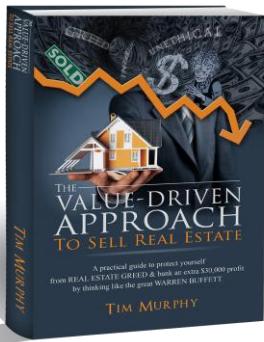
## Special People, Doing Special Things

### Brain Teaser...

There are three houses. One is red, one is blue and one is white. If the red house is to the left of the house in the middle, and the blue house is to the right of the house in the middle, where is the white house?

(See page 4 for the answer.)

### Taking a different approach [WhyTheBook.com](http://WhyTheBook.com)



### Real Estate Question?

Maybe you want to know how much your home is worth. Or maybe you just need a recommendation for a handyman, carpet cleaner or plumber...

Either way, I love hearing from all of my good friends and clients. And I'm happy to help answer questions you might have about anything relating to real estate or home-ownership.

If you have a question, tip or idea, call me at **952.223.0999** I'm here to help!

Every month I choose a very special *Story Of The Month*. It's my way of acknowledging good friends and good people.

This month's Story Of The Month is: Diana Pedersen

From the very first day I met her until today Diana has shown me a "Heart" as big as the moon. I'll never forget that day I called her to say she is hired onto Metropolitan Home Team as our Office Manager. I uttered the words, "I think you are going to be perfect for this job. I would love to have you on our team." from that very moment I felt what it was like to be in Diana's presence. The line went silent, I heard a deep breath on the other side...

"Tim Murphy I am so thankful to you for giving me this opportunity. I will not let you down." Diana said just as she couldn't hold it back any longer. I could hear and feel A sniffle, another deep breath and a soft sense of relief on the other side. This is the first time I felt her heart and there would be many more times to come in the next 3 years.

As we have grown to know each other over these last 3 years Diana has been a sounding board for many of my good and not so good days. Many days Diana and I will joke about life, work or family. There are even times when we are laughing so loud you will hear doors slam in the office... telling us we are being too loud. It's times like this we both look at each other and say, "Life is too short not to have a little fun." Diana has been a guide when my Alpha personality wants to take over but, the situation calls for a softer touch. She has been the magic in our office when it comes to caring for our client's like she does her own two children. You see, Diana is a single mom trying to make ends meet. Like all of us... life has thrown her some curve balls and tested her vigor as a wife, mother and friend.

Diana, has been open and kind listening and reading about the stories I tell. She has put herself in my shoes and can relate with the adversities that sometimes bring me to my knees. She was there when I found out my daughter Shay had type one diabetes, She was there when I lost a good friend and Diana was there when I needed a trusting person to talk with.

Diana, I thank God everyday you show up to work Monday "On Time" and message me, "Tim I am ready when you are." Because, not only do those words mean you are ready to "Fight the Fight" for our business but, most of all... What it means to me—you are someone I can trust, I can depend on and I can look to as a rock when I feel everything is crumbling around me.

For this I cannot thank you enough. Stay strong, show others your "Heart" for if they are lucky enough to see it—they will know it is a rare sight indeed.

Thank You For Everything You have Done For Me, My Family & Our Client's

I Couldn't Do This Without You!! :-)

## What's On My Mind...

Thinking, Reading, Watching and Focusing on...

My daily struggle with procrastination lead me to telling myself...

**Procrastination is the killer of fulfillment.** You yearn to be more, do more and fulfill a higher purpose. This burning desire comes from a passion ignited in all of us. Your path to fulfillment is not obvious. It's unlike the well light runway you find airplanes landing on. Nor is it as simple as waking up in the morning to brush your teeth.

Fulfillment, is an inner desire to be more, do more and leave a life knowing you made the most of it. Some define fulfillment as "Legacy." Others define fulfillment as "Legend." Murph, we all look at fulfillment differently, through a different perspective and influenced by different environments. This is what makes finding "it" so difficult and frustrating. You can feel it, you can envision it but you don't quite know how to make "it" happen.

This is where procrastination ruins the path to fulfillment. Procrastination is like a child inside tugging at your attention. Wanting, needing, screaming for it. You know each child needs attention but, deep down inside that child must grow up and become self sufficient. The trick to caring for procrastination lies in your ability to accept it like you do your children. Identify and relate, aim to educate and empower, only then will procrastination become independent. Once you have created an independence from your procrastinations the door to fulfillment will open.

*I promise you - walking the path of fulfillment is well worth the discipline and sacrifice it will take to become independent of procrastination.*

## Thanks For Thinking of Me!

Did you know I can help you or any of your friends or family save time and money when buying or selling a home? Thanks for keeping me in mind...and spreading the word about my services.

## Brain Teaser Answer:

In Washington D.C.!

**THANK YOU** for reading my personal newsletter. I wanted to produce a newsletter that has great content and is fun and valuable to you. Your constructive feedback is always welcome.

[MetropolitanHomeTeam.com/Testimonials](http://MetropolitanHomeTeam.com/Testimonials)

**AND...**whether you're thinking of buying, selling or financing real estate, or just want to stop by and say "Hi,"

I'd love to hear from you...

**Tim Murphy  
Re/Max Results  
952.223.0999**

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## Real Estate Corner...

### Q: Is Getting Pre-Approved for a Mortgage Really Necessary?

A: Yes, here's why ....

If you don't know what you can afford, you may be looking at homes out of your price range. This in turn is a waste of your time. Not to mention will cause a ton of undue stress later on down the road. Plus, if you find a home you like, especially in today's market, you will need to write an offer on the same day. Well... If you want to write an offer then you will need a pre-approval letter from your lender. In order to get a pre-approval letter from a trusted lender... It will take 2-3 days depending on how fast you can get them everything they need from you. As you can see there is more to it than you thought.

The key to buying a home and not being "house poor" all comes down to your monthly payment. Interest rate doesn't matter!! We always tell people it's all about payment.

Knowing the payment you are comfortable with every month allows your realtor to know your price range. Without knowing payment - You can't truly know your price range. This is the same as trying to find a home on the internet with NO Pictures. Would you ever do that? :-)

With the competitive real estate market today, it is a "MUST" to have a pre-approval letter from your trusted lender before writing an offer on a home, if you do not have one, the sellers will not consider your offer. Taking the time to get pre-approved ensures you peace of mind... knowing what you can afford. Less stress when looking for properties and the confidence to make an offer when you have found your "dream home." All this, makes finding and buying a new home fun.