



Metropolitan Home Team  
[MetropolitanHomeTeam.com](http://MetropolitanHomeTeam.com)

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**[EdinaAdviceGivers.com](http://EdinaAdviceGivers.com)**



*Metropolitan Insider...*

# Monthly Digest!

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

## Local Area Advice Givers® Podcast

### **Edina Custom Cabinet Maker: Living the American Dream; Doing What He Loves And It Shows**

- Dimetry Ivanovas - Our Featured Guest

A real artist sees beauty everywhere, especially in places other people miss. The artist takes his vision, and from it, he crafts something beautiful and lasting, a work worth treasuring and passing on to future generations. In a world full of build-it-yourself furniture and prefabricated cabinetry, it is hard to imagine anyone looking at unfinished wood and seeing the potential for a work of art. But that is precisely what Dmitry Ivanovas of Elegance Custom Cabinetry creates; outstanding works of artistic craftsmanship that will last for generations to come.

#### **Remember Your Roots**

Many artists travel great distances to achieve the vision they have for their work, and Ivanovas is no exception. Growing up in Latvia with his loving grandparents Dmitry always dreamt of making an independent and prosperous life in America, so when he received his green card, he was ecstatic. He arrived in America with little more than what woodworking skill he had learned at university and determination. Ivanovas hasn't forgotten the people who gave him roots. Dmitry has a great appreciation for his family in Latvia and the education he received there because they gave him the skills he needed to begin his story, in his words, "Everyone has a story; if you don't have a story you don't have a life."

#### **It Starts with a Dream**

Dmitry Ivanovas' magnum opus is the story of his life; it is a story of the fulfillment of the American dream. When Ivanovas arrived in this country he understood and spoke almost no English, but the few words he learned from a movie, "Hey, how are you? Give me a job, look what I can do," were enough to land Dmitry his first job. Like a true artist, Ivanovas and his boss communicated through pictures to overcome the language barrier, but Dmitry's love of Dostoevsky helped him learn English. His boss found Ivanovas' craftsmanship so impressive he worked with this same man for three years. "I still have fond memories of that time" Dmitry recalls, saying that from time to time he runs into his former employer and they greet each other with a smile. Although his first paycheck was humble, Dmitry saved as much of his \$8.50 an hour as he could, and worked small side jobs as time went on, steadily building his savings and a client base. Finally, the time came for Dmitry to buy his first router, "I explain to everyone that that router started Elegance Custom Cabinetry."

#### **Patience is Key**

No artist achieves instant greatness; renown is something that requires hard work and patience. In its first stages, Elegance Custom Cabinetry was just a promise of the fulfillment of Ivanovas' dream; but it was not an overnight success. But Dmitry's passion for his craft gave him the inspiration to continue to follow his dream, and build his business from the ground up. Although Dmitry couldn't afford his own space at first, he kept expenses down by sharing a shop with other independent craftsmen. Little by little, Dmitry's client base grew, by word of mouth mostly. Ivanov impressed his customers with his skill and dedication to honing his artistry. Then, one by one, his shop mates left, and each time one moved on Dmitry asked himself if he could afford to grow a little bigger... finish the story on our Blog at [EdinaAdviceGivers.com](http://EdinaAdviceGivers.com)

*Struggling To Find A Quality Contractor... [EHRConstruction.com](http://EHRConstruction.com)*

## The Value-Driven Approach In Action

### YOU SEE THEREIN LIES THE PROBLEM

#### 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!)...

**Ubiquitous:** adjective

**Meaning:** existing or being everywhere, especially at the same time; omnipresent.

**Sample Sentence:** His stories and content have become so ubiquitous everyone seems to know him.

#### Quotes To Live By...

"We make a living by what we get.

We make a life by what we give."

—Winston Churchill

"Have the courage and heart to follow your intuition. They somehow know what you truly want to become"

— Steve Jobs

"Strength does not come from physical capacity. It comes from an indomitable will."

— Mahatma Gandhi

While 95% of real estate agents take a price-driven approach to selling real estate. I knew this was a mistake because of our personal rehab & investing experience. The other agents are not able to see value in a home because they have no process for extracting that value. Based on our extensive experience dealing with homes needing TLC like: outdated aesthetics (flooring, paint, lighting, curb appeal, bathrooms, kitchens), plumbing issues, mold or smelling like a person has smoked in it for 50+ years. We are able to assess your home, do our research, find hidden value and extract this value for a greater profit. Not only that, **we are able to find value in your home when other agents feel nothing needs to be done.** This is where you extract hidden equity by making simple tweaks like Jordan Spieth, the professional golfer, does on the driving range before he heads out for his final round of a major. These small tweaks both mentally and physically are what make all the difference.

**This is why "We deliver our knowledge through a documented approach."**

We have the process and the people to extract value and deliver a superior product through our knowledge gained in rehabbing and building new homes. All we needed to do was document our approach so friends, family and client's can benefit from it.

**"This is how we deliver our knowledge through a documented approach."**

The next logical question, "Based on Buffett's investment philosophy, could we devise an approach for the sale of real estate that will consistently beat the market?" That is to say, "Consistently sell homes at a higher price point, to maximize profit." If this were possible, then homeowners, no different than ourselves when building or remodeling homes with hundreds of thousands of our own money at stake, could have total and complete confidence their home's sale would perform to standard. The end result of our research is our documented approach inspired by the ISO-9000 globally adopted, business management standards for quality.

**"THE VALUE-DRIVEN APPROACH TO SELL REAL ESTATE" WAS BORN.**

Just think about how much money and potential profits homeowners leave on the table when they assume all agents are created equal. The thought of a "Typical" agent walking into your home, sitting at your kitchen table and SELLING you on a price-driven approach makes me sick. I refuse to be lumped into this group of incompetent real estate agents following the herd like zombies with their arms out and a blank stare on their face. Driven by a salesman's mentality instead of being a protector.

For More Insight On Our Documented Approach

Visit: [WhyTheBook.com](http://WhyTheBook.com)

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



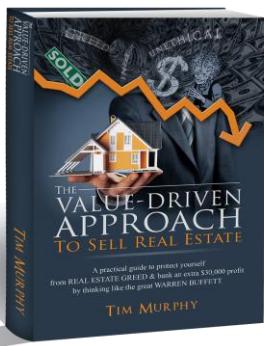
Landon & Laura (First Home)

Thanks to everyone who supports us: We did it again this month helping Landon Meyer & Laura Congdon buy their first home. Thanks for graciously trusting 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! :-)

## Brain Teaser...

What has ears but can't hear?  
(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!

## Special People, Doing Special Things

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: Ron Weinke

A leader I'm thankful to call Dad...

A true leader, realizes they don't know everything. When that time comes they seek other leaders with more experience and wisdom. One such leader, is my father-in-law Ron Weinke. A man of few words, it has been the sense of observation, from this great leader, which has taught me so many valuable lessons.

The day my father, Mike Murphy, passed away began a lifelong relationship which grows deeper every year. As Ron walked into church, for my father's funeral, I will never forget the look on his face. This is a man who has been to war. A man who has fought for our country. A man who has raised a family and been forever loyal to his beautiful wife, Betty. As he got closer I could see he was scared. I could see this was a moment of reflection as he was a father to 3 children and one day they would be standing in the same shoes I was on that day.

Ron approached me and I sensed he knew there were no words to express his condolences. Being a man of very few words it was not expected. What came next, was all a young man who lost his father needed from the only remaining father he would have to help raise his children in a world filled with adversity and struggle. Ron stood before me, for a moment, wrapped his arms around me and said, "We Love You." As he backed away a single drop of water fell from his eye. You see, it was these actions which spoke the words every son in law would have wanted to hear. From that day forward I knew I was truly a part of his family. I knew he took on the responsibility of treating me like his own. Caring for me and my family as if I was blood. It's a moment I will never forget as long as I live.

From that day, my observation held true. As a leader I have seen Ron literally give the skin off his back for each and every person in his family. I have seen him sacrifice in times of need. like when his daughter, my wife, calls up at the last minute and asks, "Dad—can you help us out again and pick up your granddaughter at school?" Never once, not once in 9 years!! have I heard him say, "No."

I have seen him love his grandchildren with everything he's got. Like the times when asked to take care of Shanley alone with no help. Was he scared because he doesn't know everything about caring for her type one diabetes... YES! but, he found "it" deep inside himself to fight through his fear and learn what it takes. "Why" because he knows we are all watching. Just like any leader, everyone around them watch and learn. Observing the most about their leader during times of fear and struggle. it's during these times when I have seen him be human. It's during these times when I have seen him shine.

For during the times of struggle many leaders feel strength is their only tool. They believe showing weakness or vulnerability is not a quality of good leaders. I believe they are wrong. I believe just the opposite. The ability to show you are human, you care and deep down inside you FEEL for those you love and protect. Those are the real leaders. Because they are the ones who possess empathy and self awareness which allows them to grow each and every day.

Ron, I thank you for being my Dad and I thank you for being a leader I can trust and learn from; from this day until the day we part. Your lessons will never be forgotten.

## **What's On My Mind... The Power of Words!**

*Thinking, Reading, Watching and Focusing on...*

I was thinking about two mothers of individuals I showcased in my "Special People Doing Special Things" section of our newsletter. I wrote about a buddy of mine and I wrote about a gal on my team.

The gal Diana, on our team called me yesterday, "Tim, you won't believe this..." she said. "What! What did I do now?" I responded. "My mom is here reading the section you wrote about me in the newsletter. She is in tears reading it and can hardly finish." Diana said. In the background I could hear her mom say, "Let me talk to him!" She got on the other end of the line. I could hear her sniffles when her hand bump the phone as she went to wipe her eye. "Give me a second to gather myself Tim." 2 seconds go buy and she gets on the phone. A deep breath and this is what she says, "Tim, I know we have never met but, Diana has told me so much about you these last 3 years. I want to thank you for everything you do. But, this letter..." she had to take another deep breath and pause. "This letter, these words mean so much. They are so true and so real. Diana does have a huge heart. She is loyal and dependable. Most of all she always sacrifices for others. You and I know the rough roads she has traveled in these last 3 years. For this I thank you from the bottom of my heart for recognizing my little girl's Big Heart." Now, I had to take a deep breath. In a instant the last 18 months and the video where my buddy Ryan says, "The power of word...." pops into my head. My response, "Thank You! For recognizing my writing and taking a minute to share your feelings with me. It's little moments like this that make all the work worth it." After I hung up the phone I just thought, What if I didn't start writing an Authentic newsletter. Look at all the people I wouldn't have touches in a positive way. Wow!!

I am so thankful for everyone who reads my newsletter, Friday emails and follows my story. Even more important to me... are those of you who share your stories with me. Express your thoughts about the topics I am writing on or topics of your own. These are the moments and stories I cherish most because, I know how hard they are to share.

## **Real Estate Corner...**

**Q: Multiple Offers... Should we still put our offer in or not?**

**A: YES, put your offer in. You don't know if you don't try.**

Countless times we find that perfect home for our buyers, they get so excited to write an offer and then the listing agent comes back to tell us, "it's going into multiple offers."

"What!!" Frustration sets in and we always get this from our client's, " What should we do?" "We want the house but don't want to overpay for it." This dilemma is very common especially nowadays with our real estate market being so HOT.

It's simple really, we encourage our buyers to write an offer -- their best offer, with no regrets and present it. Often people think price is the biggest factor in a multiple offer war -- sometimes YES, but sometimes NO. Closing Date, Inspections and Financing are other KEY factors sellers really look at to determine what is important for them when closing on their home. Cash closings, NO Inspections usually will win every time, but not everyone is comfortable doing this. It's best to discuss options with your agent to determine what you're comfortable with. Whether it is: price, financing, closing dates or inspections. Key point to remember -- if you're the winning bid, the home MUST appraise at the accepted purchase price, if it doesn't, it's back to the drawing board on negotiations with the sellers regarding price... But, we have answers for that too; Another day...

Multiple offers are not as scary as they seem -- just having the patience to wait them out is frustrating, but many of our clients have won the winning bid so in the end it was all worth it!!

*Struggling To Find A Quality Contractor... **EHRConstruction.com***

## **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:** Corn.

**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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