



Go For the Gold!

February 12th begins another exciting Winter Olympics competition, three weeks when we have the opportunity to watch as well-trained athletes compete against other equally well-trained individual athletes or teams, to see who will emerge the winners and take home the top three medals.

These individuals and teams represent the highest achievements in their sport and represent their respective families, teams, cities and countries. Each year they set new personal achievement and athletic performance records and standards as they “go for the gold”.

In your pursuit of excellence as a new home sales professional, do you have “Olympic Standards” set for yourself? Are you in training to be the best you can be in your profession? Are you going for the Gold?

Let’s look for a minute at the letters in the word “Gold”. Here are some other words that come to mind:

- G Goal-oriented, Growth, Game on!
- O Opportunities, Objectives, Optimize
- L Loyal, Leader, Limitless
- D Dynamic, Determination, Destiny

Choose your own words that will help you to set your sights high enough to be considered the best in your profession; you need to be in constant pursuit of EXCELLENCE through both mental and physical preparation. These Olympic contenders did not just wake up with their talents! They all achieved them by setting a goal, making a plan, and following a rigorous practice schedule - not just practice, but dedicated and designed practice! If you are not achieving the results you would like to see, don’t just keep practicing the same things; re-examine and modify your plan; change your competitive approach.

[Click here to read more...](#)

2010 IBS was a S-U-C-C-E-S-S!



If you missed the Seminar Call, Click or Come By email me and I would be happy to get you a **FREE** copy the content!

kerry@kerrymulcrone.com

From the Desk of Ella Kate:

Go For the Gold! Let's see what does that mean to me; a 3 year old. Well I think it means do the best that I can... start small and grow big!

I am really excited to watch the Olympics. We all get together and cheer on people we do not know.

I think that is pretty cool, supporting people that want to win the Gold Medal, only after watching how hard they try, and how much practice they have put in!

There it is...my answer to going for the gold!

- 1) Start Early
- 2) Work hard
- 3) Create Perfect Practice Habits
- 4) Find people who will cheer for you
- 5) Go for the Gold



(Future 2025 Bob Sled Champion)

As Nana always says; be humble and feel blessed for the talents you are given, work hard to create winning performances from them!

Go USA!!

Love,
Ella

Congratulations are in Order!

WOW... what a year for Builder of the Year, Remodeler of the Year, and Associate of the Year!

Congratulations to all of you for your hard work... you are deserving of this honor!



The Builders Association of the Twin Cities (BATC) awarded its most prestigious honor to three of its members at their membership meeting held on February 4th.

The three winning companies were [Swanson Homes](#) (Builder of the Year); Destiny Homes, Inc. (Remodeler of the Year); and Ulteig Engineers (Associate of the Year). These honors recognize the companies that demonstrate the highest level of professionalism in their businesses.

2010 Winners and runner-ups are as follows:

Builder of the Year Winner:

[Swanson Homes](#)

Three companies were named Builder of the Year runners-up:
Creek Hill Custom Homes, Inc., Maple Grove
[KEY LAND HOMES](#), Prior Lake
McCallum Construction, Inc., Blaine

Remodeler of the Year Winner:
Destiny Homes, Inc.

Three companies were named Remodeler of the Year runners up:
Bob Michels Construction, Inc., North Oaks
Norgaard Homes, Inc., Blaine
Quartersawn, Edina

Associate of the Year Winner:
Ulteig Engineers

Three companies were named Associate of the Year runners-up:
Scherer Bros. Lumber Co., Brooklyn Park
Larkin Hoffman Daly & Lindgren Ltd., Minneapolis
Builders Club, Minneapolis

I have had the great honor of working with both [Swanson Homes](#) and [KEY LAND Homes](#). It has been my pleasure to be a part of their “family” and look forward to what the future holds for all of us.

Congratulations again!

EVERYDAY BUILDING
BLOCKS
FOR
NEW HOME
SALES MANAGERS



EVERYTHING YOU NEED
TO MAKE YOUR JOB EASIER
AND YOUR SALES TEAM
SUCCESSFUL

Kerry Mulcrone; MIRM, CSP, CMP

On-Line Store

The **BEST** Workbook to...
Increase New Home Sales!

Do you sell New Homes... Do you manage New Home Sales Professionals... Are you are a Builder in charge of ALL Operations??

This book is for you!
Get the BEST Tips, Tools, and Take-Aways of the Trade.

Topics Covered:

- What to Look for and How to Hire New Home Sales Professionals
- Sales Meeting Ideas
- How and Where to BEST Position Yourself and your Sales Team
- Scripts
- Forms



- Checklists
- and Much, Much More...

Your Price: \$19.99

To Order Contact: Mulcrone & Associates
<http://www.kerrymulcrone.com/resources.php>

612.817.4089

**Connect with me daily to keep your...
Sales Skills SHARP!**

Follow me on Twitter

Check out my BLOG

Become my FAN

For ALL my FANS & Followers

I will host a **FREE** 30 minute webinar each month!
You will **NOT** want to miss out on this offer!

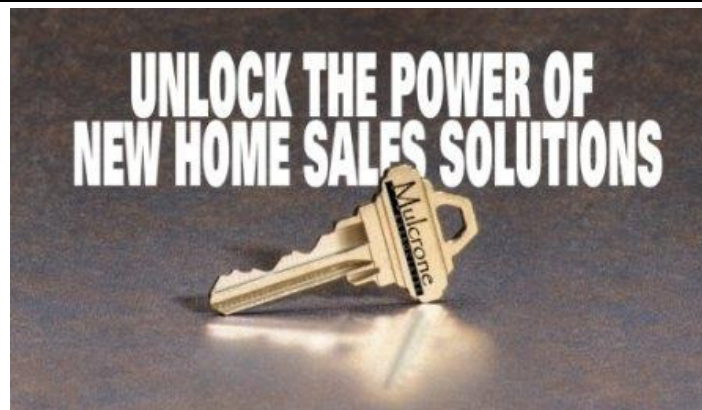
Connect with me daily to find out more!

What People Say...

I can just sense a "breath of fresh air" regarding sales. We had a really good sales meeting yesterday and there is a lot of momentum right now towards sales. I know we haven't even really gotten into the "nuts and bolts" of what you will be helping us with yet but just the overall "positiveness" towards improving sales seems to be here. Everyone is really excited. Now we just need some guidance, ideas, etc. So, I just want to thank you for helping us with that.

~Ryan Spanier~

J.L. Schwieters Companies



kerry@kerrymulcrone.com
www.kerrymulcrone.com

612.817.4089