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May, 2013

Story Time

Have you ever noticed that my letters usually start with a story of some kind? That's because the best way to impart an idea is through a story, not a lecture. Human beings have an exceptional ability to draw the lecture from the story themselves, without being hit over the head with it.

That's an idea you can take to the bank...

As a manager, you can use stories to lead your subordinates and influence your superiors. As a parent, you can use stories to challenge and entertain your kids to improve themselves or overcome a problem. As a partner, you can impart your values through a story. As a salesperson, you can gain buyers through a good story.

Here is an example from a friend: "When I was starting out at my first job, I was describing to a co-worker how I had gotten the job. He laughed as he listened to the convoluted way I had built relationships and 'accidented' into opportunities. When it was over, he said, 'Wow, I never really understood networking before.'"

This story shows how influential our experiences can be when told as a story—in this case, teaching someone how to do networking without once explaining it overtly.

So, if you've got something to say, think about how you came to that idea. Is there a story there?

Sincerely,

Lisa

Lisa Flashenburg
Your Real Estate Consultant For Life

P.S. If you've got a story to tell, email me at lflashenburg@LegalEdgeRE.com or call me at 781-975-0803.

My story- Zumba keeps me in shape throughout the winter, ready to take on all those great summer activities, just as soon as that warm weather shows up!



Lisa's Local Ledger

News To Help You Save Time And Money

May 2013

Compassion Wins The Race

Once, a young man was hungry for success and importance. He liked to challenge others to races to prove his power, and he always won by digging deep at the end, no matter who the challenger was. After each race, the gathered crowd would cheer and wave at him.

One day, a wise man was visiting the town where a race was just starting. Sure enough, the race was won by the youth, this time against a much stronger opponent. The crowd was ecstatic and cheered at the young man, who preened and smiled. "Another race!" yelled the youth. "Who will challenge me?"

Just then, the wise man stepped forward and called out, "Here are two challengers." The crowd fell silent as he led an elderly lady and a blind man to the starting line.

"What is this?" asked the young man. "This is no race."

"Race!" commanded the wise man. The race started and the youth was

the only finisher, the two challengers left standing at the starting line. The youth raised his arms to the crowd. The crowd, however, was silent.

"Why aren't they cheering?" asked the youth. "They will no longer cheer for you," said the wise man. If you want to recapture their hearts, race again. This time, finish together, all three of you."

The race began and the youth found he had to work with each challenger differently, both encouraging and assisting to get them there. When the three finally crossed the finish line together, the crowd was ecstatic and cheered again.

And so the youth learned a lesson he never forgot as he became a great leader in the town. The lesson? *We become greater when we help others*

achieve greatness along with us.

Lisa



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see what your house is worth today!

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Do you know anyone moving out of state? Call me to help sell their home

The Story Of May

May is named after the earth goddess, Maia, and began to be called May in 1430. Before then it was called Maius, Mayes, or Mai. May is the time when grass and crops begin to sprout in even the coldest climates. In fact, the Anglo-Saxon name was Tri-Milchi, in recognition that cows could be milked three times a day because of the lush green grass.

Some cultures have centuries old May-day traditions that include singing around the May-pole, or giving flowers to neighbors. In the modern world, May 1st is a national holiday in more than 80 countries, often associated with International Worker's Day.

May seems to play large in some old superstitions, too, including:

- Avoid marrying in May: "Marry in May and you'll rue the day."
- Never wash blankets in May: "Wash a blanket in May/Wash a dear one away."

The less you talk, the more you're listened to.
~Dear Abby

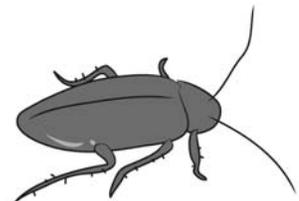
Take Two Cockroaches & Call Me In The Morning

A new antibiotic may make you feel better—as long as you don't think too much about where it came from.

Science News reports that nerve tissues from *periplaneta americana* (the American cockroach) and *schistocerca gregaria* (the desert locust) seem able to kill more than 90 percent of a strain of E. coli that causes meningitis, and can kill some drug-resistant staph.

Scientists at the University of Nottingham theorized that cockroaches, which thrive in the filthiest environments known to humanity, might have some unique defenses against bacteria and parasites. They also noticed that soldiers returning from duty in the Middle East carried some unusual infections, but locusts in the same areas were uninfected. That led them to begin grinding up bugs.

The key ingredient: **brains**. The researchers observed that fat, muscle tissue, and blood didn't have any effect against bacteria, but brain matter did the trick without bothering human kidney or epithelial cells.



May Quiz Question

Q: *Imagine you are in a sinking rowboat surrounded by sharks. How will you survive?*

Everyone who texts, emails or calls in the correct answer by the last day of this month will be entered into a drawing for a \$25 gift certificate to Joe's American Bar & Grill.

April Quiz Question

Q: *What's special about the year 1961 that won't happen again until 6009?*

A: *The year reads the same when the numbers are flipped over.*

Congratulations to:
Kevin @ Catering by Andrew

A Mother's Will

In a distant country, there was a small town nestled between high peaks. The town constantly feuded with bandits that lived in the mountains. One dark day the mountain bandits came down and attacked the town, kidnapping a baby and escaping to their hideout above.

The mother was despondent, crying and wailing. So the villagers tried to rescue the child, but they didn't know the secret trails through the mountains, and bandits harassed them constantly. The bravest of them tried in vain to climb the sheer cliffs. Days later, they reluctantly admitted defeat and returned to the village with the sad news.

But as they came back into the village, they saw the baby's mother emerging from the trees at the side of the mountain—and there, strapped to her back was her peacefully sleeping child.

The town leader greeted her joyfully. "How were you able to reach the peak when we, the strongest and most able men in the village, couldn't do it?"

The woman smiled tiredly and said, "It wasn't your baby."

I don't know half of you half as well as I should like; and I like less than half of you half as well as you deserve. ~J.R.R. Tolkien

Is Your Refrigerator Running?

"Better catch it!" is the response to the old joke. But the joke wasn't possible until 1851 with the patent of the ice machine. Before mechanical refrigeration was introduced, people cooled their food with ice and snow brought down from the mountains. The first cellars were holes dug into the ground and lined with straw and packed with snow and ice. This was the only means of refrigeration until the invention of the refrigerator.

But how does the refrigerator run? In a nutshell: Refrigeration is the process of removing heat from an enclosed space. A refrigerator uses evaporation of a special liquid (a refrigerant) to absorb heat. The liquid evaporates at an extremely low temperature, freezing the air inside the refrigerator.

A more technical description: A liquid is rapidly vaporized (through compression). The quickly expanding vapor requires kinetic energy and draws the energy needed from the immediate area. The immediate area loses energy and becomes cooler. Cooling caused by the rapid expansion of gases (evaporation) is the primary means of refrigeration today.



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Do Couples Lie About Money?

Yes, according to a survey by the US National Endowment for Financial Education (NEFE). The survey found that among couples, 31% have deceived their partners about money. More than 50% admit to hiding cash or minor purchases, and 34% said they'd lied about their income or their debt.

The consequences can be severe: 16% of survey participants said their dishonesty about money contributed to their divorce. NEFE advises partners to watch out for these warning signs:

- Reluctance or anger around discussing finances
- Major purchases made without discussion
- Bills or charges for purchases you weren't aware of
- Lines of credit secretly opened in your partner's name—or yours

“Lisa’s Legends’

Send me an interesting story, a short blurb about your & your business, something interesting that has happened recently to be featured here.

Congratulations to **Ron Isenstein** of **Healing Waters** on the birth of twin grand daughters in Oregon & to **Diane Jacques** of **Aflac** for quick thinking during her benefits presentation with the gift of twin ducks to grandpa

Where Common Sayings Come From

Do you ever wonder where a particular phrase originated? Here are the sources for some common “sayings” in English that we take for granted.

- **Above board.** Something that is *above board* is done honestly, without concealment. 'Board' here is the old word for 'table', as in 'sideboard'. The whole expression was originally a gambling term: when playing, one was expected to keep one's hands 'above the board' to avoid suspicions of cheating
- **Let the cat out of the bag.** A dishonest farmer, claiming to be selling a young pig, might substitute a cat in a tied bag. A buyer would examine the purchase on the spot; if a cat leapt from the bag the truth would be known.
- **Giving/paying Lip service.** The expression comes from the Bible, from *Isaiah 29:13* (and is echoed at *Matthew 15:8*): 'These people draw near me with their mouth, and with their lips do honour me, but have removed their heart far from me'.
- **Rack one's brains.** Thinking hard about something. Literally, to stretch one's brains, as on the *rack*, an instrument of torture that stretched a victim's joints. The use of the rack in England was abolished in 1640.



Free The Music

Music has long been an integral part of teenage life, from swooning over Frank Sinatra on the radio to singing along with Lady Gaga on YouTube.

These days, instead of buying 45's, kids download their music, often without paying for it. A survey of teens from Stageoflife.com found that 49.2% say their monthly diet of new music costs them nothing—zero, zip, nada—thanks to friends sharing music files online, free downloads from websites, and online services such as Pandora.



Slightly more than 38% buy one album per month in the \$10–\$15 range, and just 2% spend more than \$50 per month on new tunes.

And what about the crazy music those kids are listening to these days? 83% said their parents enjoy some or all of the same music they listen to, and 34% said they like their parents' music, too.

WELCOME NEW CLIENTS

Here are some of the new clients who became members of our "Real Estate Family" this past month. I'd like to welcome you!

Rashaud Garner of Boston

Osman Nei of Randolph

Christopher John of Lynn

Kunal Patel of Lowell

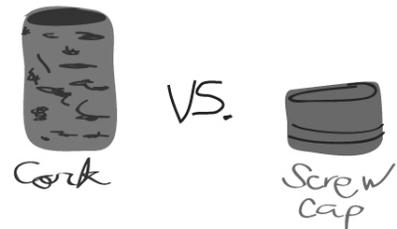
We love recognizing our wonderful new friends and existing clients who are kind enough to introduce their friends, family and neighbors to us.

"Those who dance are considered insane by those who cannot hear the music." ~ George Carlin

Screw vs. Cork

In recent years, winemakers have made huge leaps forward in making wines that preserve the qualities of their constituent grapes. The techniques used to make wine today are far removed from our old-fashioned romantic image of winemaking as a group of lovely ladies dancing in a large barrel while mashing grapes. Temperature control, pneumatic presses, stainless-steel fermenting tanks, etc, rank low on romance, but high on wine quality.

The screwcap, almost always referred to in the wine world as the Stelvin (after the leading manufacturer), is one of those technologies. If a wine possesses rapturous depths of fruit flavour and wonderful acidity, then the screwcap will make sure it stays that way for as long as the wine is stored.



It was not always this way for screwcaps. Early screwcaps had technical faults that allowed too much air in (disaster) or let the wine come into contact with the paper between the cap's plastic seal and the metal cap (disaster). But the technology has been perfected and today's wine industry is starting to embrace the screwcap—if they can overcome the image of Boone's Farm in the back of a pickup truck.

Conquering Laundry

Free Reports!

- How To Sell Your House For The Most Money In The Shortest Time

Free Information!

- Protect Your Home From Burglars
- How To Buy A House With Little (Or No) Money Down

**Free Newsletter
Subscription!
See page 7**

Do you sometimes feel that no matter how many loads of laundry you do, more piles of clothes keep appearing even before you're finished? Try this system to make laundry more efficient and less time-consuming.

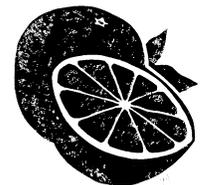
- If you wash fewer than five loads per week, select one day to finish the entire process: sorting, laundering, folding, ironing, and storing.
- If you have several loads, try a daily system, strictly adhering to a morning or evening routine and doing one or two loads per day.
- Wash the kids' clothes in separate loads and ask them to fold their own clothes.
- Set aside a "repair center" for clothes that need new buttons, etc. Then make all the fixes in one sitting.
- Keep a small dish nearby to collect coins, buttons, and other items found in pockets.
- Find a comfortable area you enjoy to fold clothes.

Cleaning your house while your kids are still growing up is like shoveling the walk before it stops snowing. ~Phyllis Diller

Does Vitamin C Prevent Colds?

In recent studies, there is "questionable" evidence that vitamin C prevents colds, except in athletes. In studies where vitamin C or a placebo was given to marathon runners, skiers and soldiers exposed to significant cold or physical stress, there was a 50% reduction in cold incidence. For the rest of us, however, there is apparently no measurable effect.

But what about vitamin C as a treatment for an *established* cold? Studies show that taking a single very high dose of the vitamin (8g) on the day symptoms start can lead to a shorter illness compared with people who take a placebo pill.



Beyond reducing the length of a cold, vitamin C is necessary for the immune system in general. A *lack* of vitamin C can result in scurvy, (muscle weakness, swollen and bleeding gums, loss of teeth, tiredness and depression), can cause wounds to heal slowly, and can play a role in poor joint health. Adults need 65 to 90 mg of C a day, but should also avoid taking too much C, which can cause diarrhea, insomnia, heartburn, and more.

LISA'S LOCAL LEDGER

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Please complete the box below and place check marks next to the free reports and information you'd like to receive.

Fax this form to 781-575-9995 or mail it to:

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Please send me the requested free information selected below via () Mail () Fax () Email.

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- Protect Your Home From Burglars
- Five Deadly Mistakes Home Sellers Make
- Making The Move Easy On The Kids
- How Sellers Price Their Homes
- How To Stop Wasting Money On Rent
- How To Sell Your House For The Most Money In The Shortest Possible Time
- The 10 Dumbest Mistakes Smart People Make When Buying Or Selling A Home

Free Information

- Send me information about your free, no-obligation HomeFinder service.
- Send me the special computer report showing the features and sale prices of up to 15 of the most recent home sales near the following address:
_____, City: _____ or in
the _____ area.
- Please let me know the listing price and features of the home at the following address:
_____.
- Please let me know the selling price of the home at the following address:
_____.
- Please call me to arrange a free, no-obligation market valuation on my house.

*Do you have a family member or friend who would enjoy a free subscription to **Lisa's Local Ledger**? Provide me with their contact info., and I'll add them to my mailing list.*

Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal: _____

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The Rise Of Home Schooling

Home schooling is legal in all 50 states. How many parents are choosing to teach their kids at home? The National Center for Education Statistics estimates that 1.5 million to 2 million children are home schooled in the U.S., approximately 3 percent of school-age children countrywide. The proportion has grown by about 77 percent since 1999.

The reasons behind the growing popularity of teaching children at home? Thirty-six percent of parents cite the desire for religious and moral instruction, 21 percent report concerns about the school environment, and 17 percent have concerns about the quality of academic instruction.

