

Gattermeir joins team

Gattermeir Davidson Real Estate celebrated the addition of two more agents while a father and son marked a reunion. Forty-year real estate veteran Bob Gattermeir joined his son Ryan at Gattermeir-Davidson after operating his own office for over 30 years.

"I'm very proud of my dad and the experience he brings to our company. The years of experience are irreplaceable," Ryan said of his father, a two time chairman of the Missouri Real Estate Commission.

Father and son agreed that their relationship suffered some strains when Ryan left Gattermeir-Elliott Real Estate in 2008 to start his own company.

"It was a dramatic change for both of us. It was a scary move for me, but I was ready to move out on my own," Ryan said.

"There was some conflict. It was tough," Bob said, "I was disappointed, but not shocked. This is one of the only businesses where you can go out and be your own boss—the American dream. I understood the situation, but it was trying times for our family."

After almost two years apart, Bob Gattermeir was excited about reuniting with his son as Broker/Salesperson with Gattermeir-Davidson, regarded as the fastest growing real estate firm at the Lake of the Ozarks.

"I'm extremely proud of Ryan because he has exceeded all of the things that I've ever wanted to do, and done so very quickly," Bob said.

Gattermeir-Davidson started with its three owners: Ryan Gattermeir, Conda Davidson, and Ed Schmidt. With the addition of Bob & Margie Gattermeir, the company now has a staff of 20 people.

Ryan says his company's initial success helped strengthen

his relationship with his father.

"We mended things pretty quickly. I learned a lot being on my own about the difficulties of being a broker and running a business—all of the things my dad warned me about," Ryan quipped.

Gattermeir-Davidson uses an online program known as Tiger Leads Management System to serve about 45 percent of its clients. The remaining clients come through referrals, and what the owners call, "full-service real estate."

The online technology presented a challenge for Bob Gattermeir and his wife Margie, who started in the real estate business in 1970, before personal computers, e-mail, cell phones, and fax machines.

"I always tried to surround myself with people smarter than I was so I didn't always have to attain technological knowledge," Bob joked, "I am doing some of the things that I hadn't done but wished I had done. I am learning."

Ryan's partners believe Bob Gattermeir will adapt quickly to the online real estate era.

"We're excited about having Bob's experience, there is excitement in the office about having his history," Davidson said.

"I just feel lucky to be a part of it," Schmidt added.

The survivor of an interest rate crisis in the 1980's and the 1973 oil crisis believes the Lake of the Ozarks real estate market will rebound sharply from what is perceived as a nationwide downturn in home buying.

"We were in a cycle where we didn't understand exactly what was going on, but we knew we were growing," Bob said, "You are not going to take a person's recreation away from them; people will not stop coming to the Lake of the Ozarks."

New website promotes special deals

A new website launching in April will offer lake area businesses an easy way to attract new customers. LakeOzarkDeals.com is a website featuring coupons and special offers for dining, shopping, lodging and attractions. In addition, locals will find products and services for their needs such as auto service, beauty, furniture and business products.

A huge promotional campaign will attract deal hunters to the website. It will be heavily promoted via TV advertising in St. Louis and Kan-

sas City as well as extensive online advertising across Missouri and surrounding states. This promotion will draw significant numbers of people who are deciding where to spend their money at the lake. Lake Ozark Deals reports that 72% of consumers will choose one business over another because of a special deal. Businesses can post their special offers online and change their promotion details at any time.

The website will also be promoted to visitors already at the lake via billboards, TV, radio and print.

Consumers can use their phones to find deals via a mobile version of the site.

"We think our promotion will help attract visitors to the lake," said Gery Baar, President of LakeOzarkDeals.com. "And it will be a cost effective medium to attract new customers for lake area businesses".

A free trial is being offered to businesses that sign up during March. Interested advertisers can learn more by visiting the website at LakeOzarkDeals.com.

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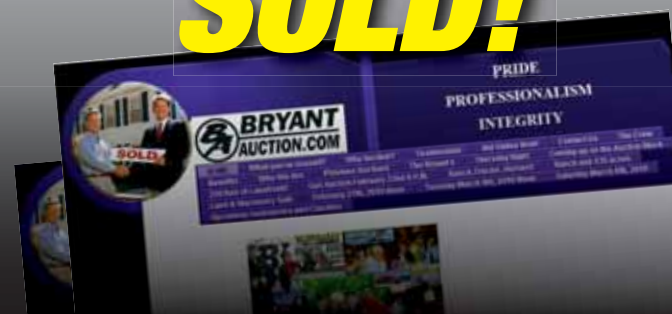
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