

EAGA Business Builder

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Today's speaker was John Woods—PHOCUS Real Estate



Mr. Woods began his presentation with some special insight. He provided us the honor of seeing him in his special sports coat. Worn today for only the second time. The first was a few years ago when he personally met President George Bush. There was a photo documenting that occasion. The shirt under the coat today was a New Mexico United jersey. It was to emphasize John's firm belief in the "Six Degrees of Separation postulate...or..."It's a small world". He was wearing the shirt in Berlin while on a European trip with his son a few months ago, and it triggered an introduction to other Albuquerque folks also in Berlin for the day. John also had a couple of other examples of people that have been part of his circle of friends and now

realizing that those folks have personal or business associations with EAGA members. But there are zero degrees of separation between the John Woods of today and the one that was born in Alamogordo more than a few years ago. Although he was born in Alamogordo, the few first days in the hospital was the only time that he actually lived in that city. John's family home was in Sacramento, NM, but the nearest hospital was in Alamogordo. The small community wasn't home for long though, either. John also lived in Belen for a few months; Las Cruces for a couple of years; Cedar Crest for about 3 years; and Tijeras for about 10 years before living in Albuquerque. He graduated from Manzano High School in 1997 and earned a BBA Degree from the University of New Mexico. One of those above noted communities has the distinction of being the place where Mr. Woods started his professional life. He was 5 years old at the time, and made some money selling aluminum cans. That career gave way to candy sales. John figured out that he could buy product at a local store, then sell it for a profit to travelers on his school bus. Then there was the lucrative enterprise of mowing lawns for \$3 a week. The income piled up such that he was able to purchase his own stereo by the time he was 11 years old. He also acquired a brief gig as a grading assistant for \$3.50 per hour. After earning his degree, John worked at Sandia Labs, and as a Software Engineer with Intel for 14 years. No specific pay rate was mentioned, but it is presumed that the jobs at the Labs and Intel allowed him to rise above the above the \$3.50 per hour plateau. None of John's business experiences involved reading crystal balls though. In hind sight, experience in that realm would have been beneficial. John decided to quit Intel to move into something he felt would be more interesting. Had he been able to see the future, he would have waited until the next year when Intel began offering generous severance packages to people that would leave. Oh Well. Life has been good without a crystal ball. John and Michelle married about 17 years ago and they have four children. Jonathan, Benjamin, Sarah and Mayanna. The list of family members would not be complete without including their leopard gecko and their cat named Yoda. That would be just the immediate family group. John has been diligent in maintaining the ties to external family as well. Every Frist Friday is the College Buddy Potluck. All of his college friends have a standing invitation to stop by and share the camaraderie and the discussion of "what's up today?". Some months it is just local folks, other months the gathering includes some of the ones that have ventured to other communities...and states. Every third Saturday is the time for similar events with a group from his church. Basically, John's world is regularly putting together his favorite three things: people, food and fun. Maybe that is the reason Mr. Wood's chose a real estate career after he left Intel. That work includes the people and fun. The food probably comes in the form of fresh baked cookies to make the home showing more intimate. It was 2012 when John became interested in real estate. He took some formal training courses, and by August 2014, he was ready to go, as a Realtor. A Realtor is different from a real estate agent in that the Realtor must subscribe to the Realtor Code of Ethics, which includes 17 articles specifying various underlying Standards of Practice. Deciding to take on the world, Mr. Woods was going to enhance the bank account by purchasing a small house, fixing it up and flipping it. He acquired a 950 sq ft place for \$7,000 down. After putting in a few repairs, and paying off the financing, he flipped the house for a small loss. But he moved on. John's first year of real activity was 2015. That year he had 4 transactions. And he was off and running. In 2016 there were 15 transactions; in 2017, 31. In 2018, he decided to acquire a team, and grow the business even more. So far this year, they have \$5.9 million under contract. Mr. Woods expects the business to continue its rise as his team continues to operate under the declarations of the company name-PHOCUS. People. It's all about the people, and helping them through their life transactions. Heat. Working with compassion and putting the client's goals and needs first. Organized systems. Proper automation to enable the company to stay on track and constantly deliver outstanding results. Customer service that is second to none. Uncompromising integrity in every transaction. And, Solutions oriented mindset that asks "How can we make this work?". If you would like to avail yourself of the services provided by Mr. Woods and PHOCUS, give him a call at 505-550-0899. John's business is good. The family and friends' social interactions are working well. It appears that, at this point, his world is keeping him well within six degrees of separation to all the people, food and fun he needs.

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Business Leads:

None noted today

Reciprocity:

Thank you to Chuck Mitchell—Ethrige Tire for fixing our daughter's car.

Thank you to Dale Armstrong—TLC Plumbing & Heating for his employee, Adrian, coming to Covenant Schools to find and fix a leak on our hot water heater.

Thank you to Luis Alvidrez—Upward Motion for the new workout program.

Paul Losey—Covenant Schools of America

- ◆ The 2019 Summer Bash was a very enjoyable event. Thank you to Chairmen Dan Mowery and Pat Maloy and to all the members and their spouse/significant other for all their work in making everything great. Congratulations to the new bean bag game champions, John and Janelle Thomas. Thank you again to Phil and Theresa Houser for the use of their excellent facilities for the Bash. They will not, however, be able to host our event next year, so if you know of a potential location, please contact Pat Maloy or Dan Mowery.
- ◆ The Annual Jim Fanning Memorial Trap Shoot will be September 20th, starting at 7:00am for practice. 7:45 will be the safety meeting and range rules. Competition starts at 8:00 am. The sign up sheets will be available at our next meeting. Even if you are already signed up, please take a minute to mark your hat size (normal size, not what you expect after winning the event). There will be hats provided to EAGA member event participants. Please also write down if you will be shooting a 20 gauge gun. The range is providing the shells and needs to know. This year, we are again raffling off some firearms as part of the event. Tickets are \$20 each or 6 for \$100. Currently the raffle is for an M-17, however we foresee a couple of other firearms being added to the prize list. The raffle is not intended to raise funds, so all proceeds will be used to buy more prizes.
- ◆ First announcement for a prospective new member
 - Pizza 9 Franchise System, LLC
 - Representative: Aslami Hass
 - Category: Fast Food Franchise
 - Sponsor: Jukka Jumisko
- First announcement for a prospective new member
 - SealMaster - Albuquerque
 - Representative: Mark Kevin Gullick
 - Category: Pavement Maintenance Supplies & Equipment
 - Sponsor: Pat Maloy
- Second announcement for a prospective new member
 - Downey & Company
 - Representative: Joseph Menicucci
 - Category: Bond Contractors
 - Sponsor: Dan Mowery; Pat Maloy

If you have an objection to any of these companies becoming a member, or if you have information that you feel should be considered during the review process, please contact Membership Committee Chairman, Jack Zipper (jdzipper@comcast.net or via phone at 505-259-5959) as soon as possible.

Badge Board Greeters

Sept 17th	John Woods—PHOCUS Real Estate Team
Sept 24th	Bobby Aragon—Amazing Jumps, Tents and Events
Oct 1st	Mike Skolnick—Excalibur Realty
Oct 8th	Bruce Hoover—Business Environments

Upcoming Speakers

Sept 17th	Robert Biernacki—WaterQuest Landscaping
Sept 24th	
Oct 1st	
Oct 8th	Brock Carter—Safety Counselling