



Rick Greif's

RickRealtor News

"Insider Tips For Healthy, Wealthy & Happy Living..."

SUMMER 2010
Austin, Texas

How To Manage Your Online Reputation

Google yourself. Everyone else is. Whether you're an adult or a teenager, what they find can affect your personal and professional life. Did you know employers and colleges search the internet for information about candidates before they make selection decisions? Here's what you should do:

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Find out what's out there about you (or your company)...

- Search your name on Google, but don't forget Yahoo, Bing and Ask. Put quotation marks around your name, and use keywords (your city) to narrow the search. Try it with your nickname or middle initial.
- Search again but click on "Images" and again on "Videos."
- Check alumni sites, genealogy sites etc. Ask your friends if you're in a video they've uploaded to YouTube.

Be proactive about protecting your reputation...

- Safeguard your personal information, particularly on social networking sites. Open a secondary email account or use a different persona for social sites, chatrooms, web forums, etc.
- Use privacy settings to set the right level of control, especially for Facebook and MySpace. Don't give access to "Everyone." That makes it visible to search engines, too.
- Set up a Google Profile. Go to www.google.com/profiles to build a personal page that helps people get the right information when they search your name. You can do the same thing on Yahoo at profiles.yahoo.com.
- Monitor your online presence by signing up for Google or Yahoo Alerts. They'll let you know if someone searches for certain phrases, such as your name or company name.
- If you find something embarrassing, talk to the source. Even better, post some positive content about yourself or your company (write a blog or an article) that will also appear on search results.



Austin 3rd Best City to Relocate To

Austin was ranked the third best city to move to in the United States, according to a RelocateAmerica.com report. Austin ranked just behind Huntsville, AL and Washington DC for overall best place to move based on analyzed reviews, interviewed residents and economic, environmental, education, crime, employment and housing data. The Texas State capital took the No. 2 spot on the "America's Top 100 Places to Live for 2010" and 5th best "earth-friendly" location behind (1)Portland, (2)Boston, (3)Madison and (4)Boulder.

The Odds Are Awful

You have a better chance of getting into a car accident, a plane crash or being struck by lightning than to win the lottery.

To calculate your odds of winning, go to:
www.webmath.com/lottery.html

What Your Kids Are Doing

A Kaiser Family Foundation survey shows that 8-18 year-olds spend an average of 7 hours 38 minutes using entertainment media a day.

- They spend more time listening to music, playing games and watching TV on their cell phones than they spend talking on them!
- 7th-12th graders spend an average of 1 hour 35 minutes a day texting, and that wasn't counted as entertainment media in this study.
- Media use increases when they become tweens (11-14 years old).

Fascinating Fact

Each day is 1.26 microseconds shorter due to the earthquake in Chile on Feb. 27. One of the strongest ever recorded, the quake shifted the Earth's axis about 3 inches.

Wonderful Church Bulletins

- The Fasting & Prayer Conference includes snacks and meals.
- Ladies, don't forget the rummage sale. It's a chance to get rid of those things not worth keeping around the house. Bring your husbands.
- At the evening service tonight, the sermon topic will be "What Is Hell?" Come early and listen to our choir practice.
- Weight Watchers will meet at 7 p.m. at the church. Please use large double door at the side entrance.

Quotes To Live By...

Animals are such agreeable friends—they ask no questions; they pass no criticisms.
—George Eliot

Great Guidelines For Grads

You just got a degree and you're ready to find a job. It's quite a challenge in today's competitive job market, so use these tips to make the most of your time and get started on your career path

- **Do your research.** Chances are you've chosen a field of interest (if you haven't you may already be behind the power curve). Check the latest stats by going to www.careeronestop.org. Look under "Explore Careers" for info on the fastest growing industries (currently management, scientific or technical consulting followed by data processing and home health care) or check out employment trends by state.
- **Approach finding a job as a full-time job in itself.** Get good at the basics of resume-writing, interviewing and following up.
- **If you know what job you want** but don't get hired right away, acquire as many skills and experience in that field as you can and apply at a later date. If you want to work for an advertising agency, for example, do freelance jobs for smaller companies to build your portfolio. Or take an entry-level job with the agency as a starting point.
- **If "plastics" isn't your thing** (remember "The Graduate"?) but you don't know what "your thing" is, do some "informational interviewing." Interview people in professions you are considering. Be open to a job that's not directly related to your major.
- **Build a network and make connections.** Join the social networking site www.linkedin.com and local networking groups to let people know you are looking for a job. Find a mentor to help you pursue your career goals.
- **Consider a start-up.** You may have more responsibilities at a smaller company. Check out a site like www.startuphire.com.
- **Take some time off** but only if you use it productively. Seek out an internship, use your skills in community service or volunteer overseas.

Use Keywords To Get Your Resume Read

Did you know that your resume may be scanned before it's even read by a human? Many companies and recruitment firms are using scanning software to look for keywords that match the applicant and the job. Use these tips to increase your chances of getting an interview.

- Read the job ad closely and use some of relevant words and phrases in your resume.
- Check out the company's website for words that come up often and use some in your resume. (Their mission statement is a good place to start.)
- Review trade publications for words that are key to your industry.
- Once you've gathered the words, select the most important and use them at least three times in your resume and cover letter. In addition to nouns, make sure you use action words to describe your accomplishments.
- Don't overdo it. Keep plenty of yourself in your resume. You don't want to sound like their annual report!

Words Of Wisdom

- Everyone seems normal until you get to know them.
- No matter what happens, somebody will find a way to take it too seriously.
- Always remember you are unique -- just like everyone else.
- Never test the depth of the water with both feet.
- Never, under any circumstances, take a sleeping pill & a laxative on the same night.

Kitchen Hint

Need a stronger garbage bag? Look for the "mil" number on the package. The higher the number (from .60 to .90), the thicker and more durable the bag.

Want Whiter Teeth?

Eat apples! They contain an acid that helps dissolve stains and the chewing action mimics tooth brushing.

Have A Laugh

Did you hear that **Fed Ex** and **UPS** are planning to merge? They're going to call it **FED UP!**

Funny Headlines

- Eye Drops Off Shelf
- Child's Stool Great for Use in Garden
- Police Begin Campaign to Run Down Jaywalkers
- Queen Mary Having Bottom Scraped
- Stolen Painting Found by Tree
- Grandmother of Eight Makes Hole in One

Feel Important?

Paleontologist Stephen Gould puts human life in perspective. Extend your arm and index finger completely. Imagine that the end of your nose is the beginning of Earth, and the present is your fingertip.

If you pass a nail file over your fingernail once, you would erase all of human history!

Will Aspirin Reduce Your Risk Of A Heart Attack?

You may have seen emails going around that talk about heart attack symptoms and the use of aspirin. The answer to the above question is "it depends." Here are the facts:

- **Aspirin is a drug.** Even though you can buy it over-the-counter at any drug store, aspirin is a drug that can mix badly with other medicines, vitamins or dietary supplements. If you're already taking a medication or supplement to thin the blood, you should not add aspirin.
- **It may not be for everyone.** The risks of long-term use may be greater than the benefits if there are no signs of, or risk factors for, heart or blood vessel disease.
- **Daily aspirin can be safest when prescribed by a medical professional.** Aspirin has been known to help people who are living with some kinds of heart and blood vessel diseases. It can help prevent a heart attack or clot-related stroke by lowering the clotting action of the blood's platelets. Your doctor, nurse or other health professional should decide if it's right for you, depending on your health and medical history.
- **Dosage matters.** There are no directions on the label for using aspirin to reduce the risk of heart attack. You must discuss the different forms of aspirin products with your doctor. When you buy a product, check the "Drug Facts" label for "active ingredients: aspirin" or "acetylsalicylic acid" at the dose your doctor prescribes.
- **If you feel symptoms of a heart attack or stroke, call 9-1-1 immediately.** The operator, emergency medical technicians or Emergency Department physician will give you an aspirin if it's right for you. To study the warning signs (chest pain, discomfort in other areas of the upper body, shortness of breath), go to the American Heart Association website at www.americanheart.org.

Over The Counter ("OTC") Pain Relief Recommendations

I recently went to a Bone & Joint Doctor for some knee pain. He gave me instructions on how to take OTC pain medications for best results and they differ from what the manufacturer's recommend on the label. I thought you might be interested in seeing my doctor's recommendations.

Ibuprofen (Advil, Motrin) 200 mg.
Four, three times a day, maximum dose
OR

Naproxen (Aleve) 220 mg.
Two, twice a day, maximum dose
PLUS

Acetaminophen (Tylenol Arthritis Pain) 650 mg.
Two, three times a day, maximum dose.

He said Acetaminophen can be mixed with Ibuprofen or Naproxen but NOT to mix Ibuprofen and Naproxen. Of course, check with YOUR doctor before adjusting any manufacturer's recommended dosage.

You Know You're Getting Old When...

- Your back goes out more than you do.
- You have a party and the neighbors don't even know it.
- You wear black socks with sandals.
- You know what annuity means.
- You can't remember the last time you got on the floor to watch TV.

Too True!

You really know you're getting old when you hear the newscaster say, "To contact me, go to my Facebook page, follow me on Twitter, or try the old-fashioned way... **e-mail.**"

That's Life...

You've reached middle age when all you exercise is caution.
—Unknown

Do you know the difference between education and experience?

Education is when you read the fine print; experience is what you get when you don't.
—Pete Seeger

THANK YOU for reading my **RickRealtor News** 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.

AND...whether you're thinking of buying, selling or financing real estate, or just want to call and say "Hi," I'd love to hear from you...

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The Back Page ... by Rick Greif

Texas is coming out of the Great Recession ...

and leading the United States in the current U-shaped economic recovery, according to the Texas A&M Real Estate Research Center's latest monthly review of the Texas economy. After 16 months of job losses, Texas posted a slight gain in jobs from May 2009 to May 2010.

Five Texas industries — education and health services, mining and logging, other services, leisure and hospitality, professional and business services — and the government sector had more jobs in May 2010 than in May 2009. Six other industries had net job losses over the same period. The state's actual unemployment rate in May 2010 was 8 percent.

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Austin is continuing to do better than the rest of the country, but ask any local Realtor or home seller and they may tell you they haven't noticed. It's still a great "Buyer's Market" in Austin — home sales are slow and prices are low.

Food Manufacturers And Misleading Food Labels

If a product is advertised as "natural" and "organic," it's good for you, right? That's not necessarily the case. While the U.S. Food & Drug Administration has taken some enforcement actions against companies, food labels still need improving. Don't be fooled: Here's what to look for to select the healthiest products for your family.

- **"Zero trans fat."** That may be true but it could mean the product is high in *saturated* fat. Be sure to read the Nutrition Facts label for the full story.
- **"Low calorie" or "Reduced fat."** Compared to what? Chances are the company has a previous, higher calorie version of the product.
- **"Made with real fruit."** That may be in the form of a concentrate and the primary ingredient may be sugar. You're better off eating an apple.
- **"Natural."** This word isn't regulated. To be sure a product is natural, buy from a local farmer or buy food that is certified organic by the USDA.
- **Ingredient label tricks.** Since ingredients are listed in order of their proportion in the product, the first three are what you're primarily eating. A manufacturer may use various sugars (sucrose, high-fructose corn syrup, dextrose etc.) in the product so the word "sugar" isn't listed first.
- **Combining healthy ingredients.** The actual amount of the healthy ingredients may put them at the end of the list. By combining them into a "blend" or "mix" they can make it to the top.
- **"Yeast extract."** It's a labeling trick to hide monosodium glutamate (MSG), which can cause side effects for people sensitive to this additive.
- **Using the word "wheat."** All flour derived from wheat can be called "wheat flour," even if it's processed. The key is to look for **"whole grain wheat flour"** on the ingredient list to make sure you're eating **whole** wheat.