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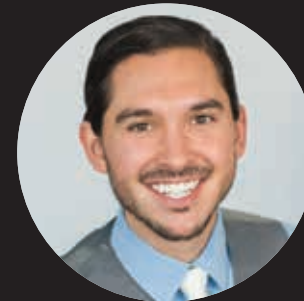
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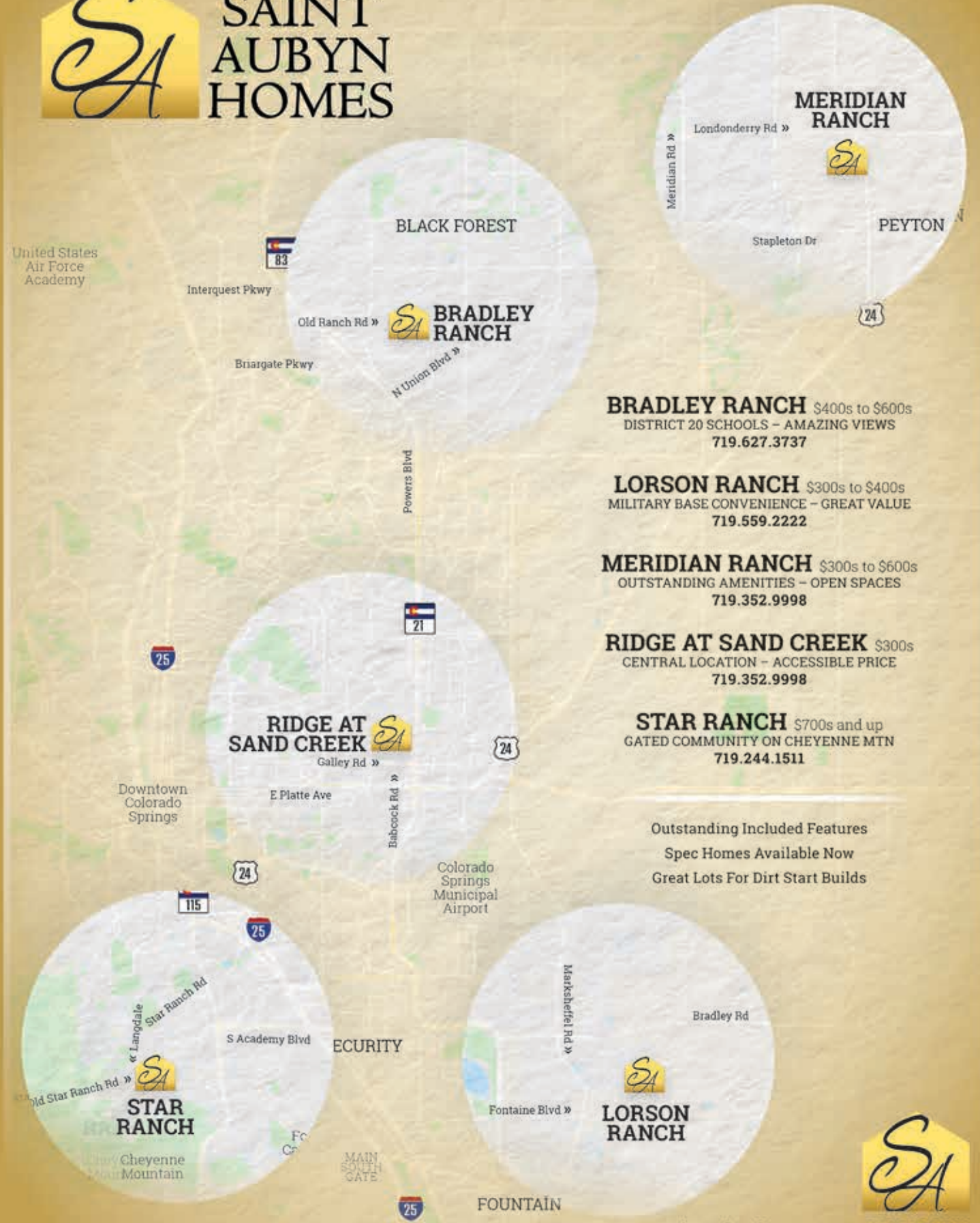
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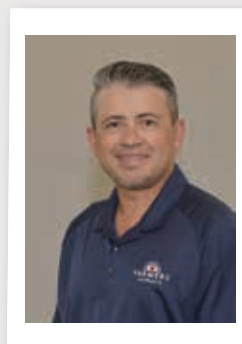
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▶ publisher's note

REAL PRODUCERS

Is Not Just About Production

I'd love to use this month's Publisher's Note to shine some light on our nomination process.

First, a lot of real estate agents assume, understandably, that an agent's production is the determining factor in them being featured in *Real Producers*. I admit, there's truth there, but only up to a certain point...

Real Producers is mailed to the top-500-ranked real estate agents, determined by their MLS-reported production from the previous year. Any agent within this "top-500" pool is welcome to be featured. Once an agent is "above the bar," per se (#500 will have sold \$5.4 million in 2019), we are less concerned with production. Instead, we want to hear how an agent treats their clients—and more importantly, how they treat other agents. What I, personally, love to celebrate is what an agent does for other agents, their industry, and for the name REALTOR®.

Paul Goldenbogen, our September 2020 cover is a prime example of this. Paul hasn't sold a home in who knows how long...but he gives back to the industry serving on several boards, mentoring up-and-coming agents, and even serving as an expert witness for cases that deal with the standard care for real estate licenses.

Nominations from you, the agents, are a huge part of our feature process. I welcome you to email me nominating another agent who not only sells a reputable number of homes, but takes spectacular care of their clients and other agents.

When I took over the publication in February 2020, I met with as many agents as I could asking how *Real Producers* can better serve the industry. Revising our nomination process to be more about just production was the most common feedback I received. I would absolutely love to hear from you as well, whether it's a nomination for a fellow agent or an idea as to how we can better serve you. I can't wait to hear from you.

Thank you,



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“The RAD REALTOR®”

DAN KENNEY

▶▶ rising star

By **Barbara Gart**
Photography by **Heidi Mossman** of Capture Life Photography

Dan Kenney realized he was destined for entrepreneurship when he started his first business in high school. At the time, sodas were removed from school vending machines, and Dan saw an opportunity for kids who wanted them. He headed out to Costco to buy cases of soda, loaded them in a wheely backpack with ice packs to keep everything cold, and sold them for one dollar a can. Dan’s Cans was born, and Dan said, “That was the first time I realized I should consider doing something in sales.”

Born and raised in Colorado Springs, Dan grew up in a large family with nine kids. Dan’s grandfather started a real estate office in Colorado Springs in the 1960s and his father started Kenney & Company 30 years ago. Growing up, Dan thought he would be the CEO of a Fortune 500 Company, and was convinced “the last thing I would end up doing was real estate.” After graduating from high school, Dan’s brother, also a REALTOR®, encouraged him to look into real estate. Dan got his real estate license at the age of 19, and “hasn’t looked back since.”

Dan is now in his seventh year of real estate, and has become known as “The Rad REALTOR®.” Being a ColoRADo native, Dan knows everything about what makes Colorado RAD and shares that with his clients. He wants to take the stress out of the home buying process by making it more enjoyable and fun. He even makes social media videos dancing with his clients, which have become very popular and allow his clients to show off their new house to family and friends.

Dan says one of the biggest challenges is how much competition there is in the Colorado Springs real estate market. “Growing up with eight other siblings, who were all phenomenal

athletes, taught me to be extremely competitive. I hate losing. Thankfully, my competitive spirit has translated well in the real estate market where competition is fierce. I fit right in.” He also says, “Getting into real estate at 19 was really challenging. Most people start with their network, but at 19, none of my friends or acquaintances were looking to buy or even rent. I really had to pound the pavement to find people outside of my network in the beginning.”

Dan never quit, and his hard work has paid off. He says he finds the relationships that have developed out of real estate the most rewarding, along with

getting to help people with one of the biggest purchases of their life. His dream client is a first-time homebuyer, and Dan says, “I am a first-time homebuyer expert. I love working with people around my age. They have a lot of questions, and often, they don’t even know what to ask. I like being able to guide them in making a good investment and having the knowledge to answer their questions.”

Dan also loves working with his family at Kenney & Company. “Although some days are better than others, I really do love working with my family. We look out for each other and our clients.” He says





Dan and his videographer, Drew Wilber. Dan and Drew have been friends since middle school.

•••

his advice for new agents is, “Stick with it and set realistic expectations. We have one of the highest turnover industries out there, and a lot of people start with a lack of commitment.” Dan goes on to say that in addition to discipline, he advises new agents to be a good advocate for their clients and get to know them and their needs. He says referrals will come when clients see agents put their own agenda aside to do what’s in the best interest of their clients.

Outside of real estate, Dan enjoys spending time with his wife Sarah, who he has been married to for four years. Sarah and Dan are high school sweethearts and Dan says, “She is a gem. She loves me more than I deserve and supports me in what I do. I truly don’t know how I tricked someone as clever as her into

“Although some days are better than others, I really do love working with my family. We look out for each other and our clients.”

marrying me.” They live in Cheyenne Canyon on the Southwest of Colorado Springs, and enjoy going up to the mountains, especially Breckenridge, skiing and traveling. Dan also spends his free time as a Volunteer Coach at CSCS, the high school where he played football. Dan’s agency, Kenney & Company, also supports the community through various charities and non-profits, and every year, they hold a golf tournament to raise money. This year, Dan says they have raised over \$60,000 for Royal Family Kids Camp, a local non-profit serving youth in the City’s foster care system.

Dan may not have pictured himself entering the family business when he was growing up, but seven years into the business, he has found happiness and success, and looks forward to seeing what the future holds.



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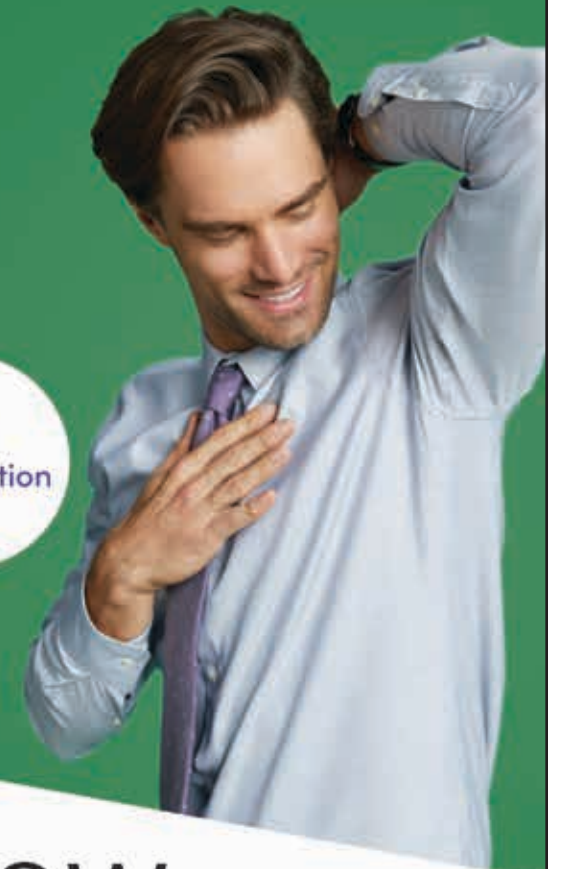
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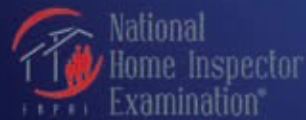
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real producers fall social

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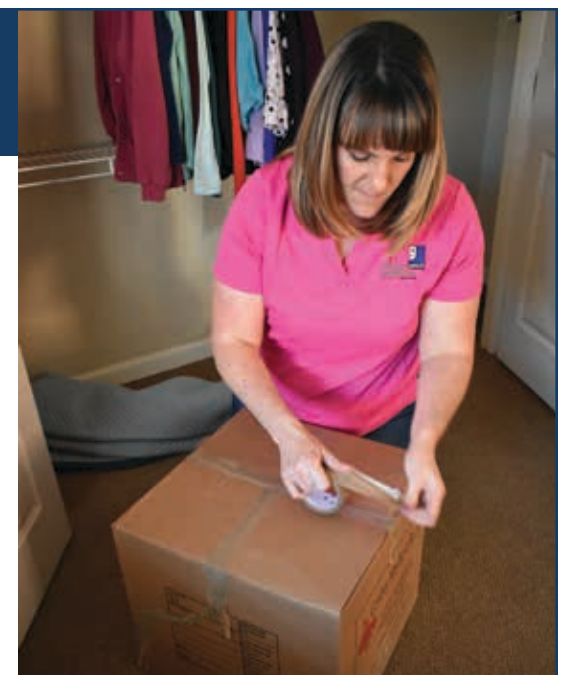
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Kara Varner

By Kara Varner | Photography by Heidi Mossman of Capture Life Photography

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I'm a self-proclaimed night owl, lover of all things balanced and beautiful, mom of two amazing daughters, Ciara, 16, and Jada, 11, wife to a perfectionist husband (anybody married to a military alpha male?) and the yin to my yang, and fur-baby mom to my writing partner Winter – a Miniature Schnauzer mix.

I am the founder and CEO of A Platinum Resume and Career Services, LLC, The Resume Business Starter Course, and The Resume Business Building Academy. I am a 4X Certified Professional Resume Writer and Colorado's only Certified Resume Specialist for Military to Civilian Transitions and a Certified Employment Interview Coach. I also hold a Master of Arts degree in Organizational Management; a Bachelor of Arts Degree in Business Administration with a minor in Psychology, and I am a Certified Trainer, LinkedIn Profile Writer, Published Author, Speaker, and Workshop Facilitator.

I was raised as an "Army Brat" (my dad served 23 years with two tours in Vietnam and my mom was a homemaker with a green thumb up to her elbow and a designer's eye for making the most beautiful clothes). I grew up ambitious with a "domestic" heart – I know my way around a sewing machine, but nothing that needs to be watered lasts very long around my house.

Fast forward: As a military spouse of a retired Army Officer, after 25 years of picking up and moving every two years (which cultivated my appreciation of

REALTORS®), I chose the place where we would retire. Having grown up, for the most part, in Washington state, I needed a mountain in my backdrop and some great sunshine – plus I love the snow – so Colorado Springs it was. We've been here, in Colorado Springs, for the third time since 2013.

Although I am not an avid outdoors person, I love spending time with my family, movie nights, annual trips to the Gaylord Rockies, and finding new shops with local artists. I enjoy a cold snowy day, hot chocolate, and a warm fire transposed by a bright sunny day with autumn leaves and a brisk breeze. I enjoy crafts, binge-watching real housewives (my vice), Selling Sunset, and The Home Edit, and all things Christmas.

With an entrepreneurial spirit, I always had to have a side-hustle. I started my business after I was asked to review a neighbor's resume during our tour in Virginia, and I realized that I could make it much better. After all, I had crafted my own resume every two years. While rewriting my neighbor's resume, I had that "aha" moment. I researched the field and realized that this is a career. After reflecting on my life at the time – running all the time – balancing a 9-to-5 federal management position working for someone else; kids in daycare at the time; not enough time for family, stretched too thin, and being married *to the military*, which came with short-notice overseas deployments, I knew that something had to change.

...





I find so much reward in helping my clients to articulate their unique value proposition through strategic storytelling with professional career documents.

...

So, I made a change. I am most proud of my ability to leave “corporate” and not look back; leverage my 20-year career background in federal government, civilian, and corporate positions, and turn my passion for writing into a successful and profitable business. I find so much reward in helping my clients to articulate their unique value proposition through strategic storytelling with professional career documents.

What I have learned, after almost a decade of owning my own business, is to continue to be grateful, continue to learn and grow, and to continue to pay it forward and give back. I am now excitedly launching my

second business, The Resume Business Academy, where I teach other overworked, often underpaid or unfulfilled professionals, striving for “something more” how to create and launch their own resume writing and coaching business. My success is dependent on my clients’ success – their achievements are my proudest moments.

One tool that I have found over the years that is very successful for my REALTOR® clients, especially new REALTORS® or REALTORS® working with clients that are out of town, is a concise, powerful, yet RELATABLE professional biography. The biography has an isolated reputation

of being only for academic, medical, and legal professionals; however, it is widely becoming a marketing device for advancing social connections. Though we are “social distancing,” and especially because we ARE social distancing, a biography can help tell your “story,” relay your expertise, and “connect” you to your prospective client in a way that Facebook pages and LinkedIn Profiles are not able to. Having a resume writer in your back pocket is also a great resource for clients and their families that are relocating and needing to begin their job search journey.

At this crazy time, as we end this unprecedented year, I am most grateful for my family. I know their support has been instrumental in my personal and business success, along with perseverance, faith, and the pure enjoyment of working with my clients. I have built a consistent six-figure business that I absolutely love, and I am beyond thrilled for the opportunity to expand my business through online courses that teach other excited entrepreneurs how to change their lives through business ownership.

My relationship with *Real Producers* traces back to writing for the Career Corner in the original Cordera HOA magazine, so I have been here since the inception of *Real Producers*. It is so beneficial to have a platform that provides so many resources, content, networking opportunities, and support to the real estate industry professionals and our community.

Kara Varner, MAOM, CARW, CPRW, CRS-MTC, CEIC
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“Hi Kara, I just wanted to show you this screenshot from ZipRecruiter. I also just got off the phone with a different potential employer and have a video interview at 12:30. You rocked it! Thank you...just a quick note, he said that he has received 1,200 resumes in the last week... and MINE stood out with a handful of others. I also interviewed with the general manager of [xyz company] and at the end of the interview, he said, ‘You have an awesome resume by the way.’ Thanks again, Kara!” -F&I Sales Professional and Communications Specialist



“Kara did an absolutely amazing job and provided a high level of support and encouragement during my career change. I had been with my previous employer for 17 years and had not written a resume during that time and did not know the best format or process to create a new one. During the initial meeting, Kara did a great job of understanding my work experience and my goals for my new career. She took the time to walk me through potential resume options and also provided a high level of detail about each of the services she could provide including interview prep materials and recruiter support. Two weeks after I had started to submit my resume, I had seven interviews, and with the knowledge I gained from the interview prep materials, I had five-second interviews. I ultimately had four different job offers and I was able to choose the company I wanted to work for during the next phase of my career. I would recommend A Platinum Resume to anyone interested in creating a resume that will grab the attention of any employer. Kara not only develops a branded resume that highlights an individual’s skills and goals, she does so with a very caring and supportive manner.” -Operations Executive

testimonials

Joe Clement

CELEBRATES 40 YEARS WITH RE/MAX

By Brian Gowdy & Nick Clement

Colorado Springs real estate agents, please join us in celebrating Joe Clement for reaching his 40th year at RE/MAX! Before I took over Real Producers in March of this year, my career was publishing a neighborhood magazine for the Broadmoor community and Joe Clement was one of its original sponsors; he bought both the front and the back inside covers! I can say with authority that the Life in Broadmoor magazine might have never gotten off the ground if it weren't from Joe's trust and support. I know Joe was highlighted in a previous edition of Real Producers before I took over, but I had a different vision for how to celebrate such a titan in our local market. Here's a snapshot of Joe's story...

-Brian Gowdy, Real Producers Publisher



Joe with his sons, Nick and Tony
Michael Waller Photography

JOE CLEMENT'S CAREER:

Joe was a top-performing football and track star in high school which earned him a scholarship to Western Illinois University. After college, he settled in Illinois starting a career in education. In the 1970s Joe Clement was a swim coach, teacher, and even the Dean of students where he was in charge of disciplining students. After years of dedicating himself to education, he decided he wanted to give real estate a try. Joe joined RE/MAX in 1980 and ended up deciding to move his family out to Colorado Springs.

THE VALUE OF THE RE/MAX BRAND:

As one of the original RE/MAX Real Estate brokerages, Joe Clement was an early advocate for the RE/MAX brand. In the early 1980s, he earned one of the top spots as both a sales associate and a broker-owner. This was all thanks to the help of RE/MAX LLC founder and president Dave Liniger and his advice to start a RE/MAX brokerage in Colorado Springs as in the mid-1980s there was little to no RE/MAX brand representation in Colorado Springs. Soon after Joe Clement started RE/MAX Properties, Inc. in Colorado Springs he found himself being recognized by the founder and president himself: Dave Liniger.

The RE/MAX brand has always been represented by the RE/MAX Balloon. Stating that RE/MAX is "Above the Crowd," a statement of the professionalism only found with RE/MAX real estate agents. This brand aesthetic is embodied by RE/MAX Properties, Inc. today as it was in the early days.

BUILDING A BUSINESS FROM GROUND UP:

For over 34 years, Joe Clement his team of professionals has worked tremendously hard at becoming the top group of REALTORS® in the Colorado Springs real estate market. Joe Clement and his team have been working extremely hard for buyers and sellers like you to achieve their Colorado Springs real estate goals. Joe has been a successful leader in the Colorado Springs real estate industry by



Joe Clement and Dave Liniger pose for a photo at the International RE/MAX Convention in early days of RE/MAX.



In the early days, Joe Clement sits at his desk as he earns his spot in the Colorado Spring Real Estate Market.



Joe Clement and RE/MAX Properties, Inc. pose for a company photo in the early days.



Joe Clement was dedicated to the RE/MAX brand and Colorado Springs Real Estate in the late '80s, early '90s.

leading the charge building RE/MAX Properties, Inc. being the top brokerage in Colorado Springs for this entire time.

The original RE/MAX Properties, Inc. office was located in the Southwest part of Colorado Springs at highway 115 and Cheyenne Mountain Boulevard. As RE/MAX Properties, Inc. grew, and talented REALTORS® joined the company to grow into the largest, most successful, dynamic, and authentic company in the Colorado Springs Real Estate market RE/MAX



In the early Colorado Springs Real Estate days Joe appeared on a number of television shows, speaking events and he even traveled the country speaking at other RE/MAX brokerages around the country.



Joe Clement works the RE/MAX Balloon at one of the original RE/MAX Balloon festivals originally held in Denver, CO.



Riding in the RE/MAX Balloon in his business suit Joe Clement poses for a photo in the early 1990s.



Properties, Inc. grew their physical, brick-and-mortar presence as well, opening their North location off Chapel Hills Drive. Today, RE/MAX Properties, Inc has over four locations, over 200 agents, and over 100,000 transactions since 1986.

With his passion for real estate, building great real estate agents, and helping others, Joe's dedication to helping his clients and agents reach their goal has earned him the spot as one of the most distinguished agents in the state of Colorado. RE/MAX LLC has recognized Joe for these achievements:

Joe Clement's Professional Distinctions:

- RE/MAX LLC Lifetime Achievement Award, Hall of Fame
- RE/MAX LLC Circle of Legends
- RE/MAX LLC Distinguished Service Award
- RE/MAX LLC Annual Awards: 2015-Diamond Club, 2014-Chairman's Club, 2013-Diamond Club
- Education: BA, MA, CDPE, LHP

Joe Clement's Professional Real Estate Designations:

- Five Star Professional
- 2014 Premier Broker Owner
- 2012 Premier Broker Owner
- Accredited Buyer's Representative
- Certified Residential Specialist
- Certified Real Estate Brokerage Manager
- Certified Relocation Professional
- Certified Distressed Property Expert
- Certified Residential Specialist
- Quality Service Certified
- Military Residential Specialist
- SFR (Short Sales & Foreclosure Resource) Certification
- Certified Luxury Home Marketing Specialist



Joe Clement and Jennifer Jenkins
Michael Waller Photography

Joe Clement prides himself on delivering exceptional customer service and none of these achievements would be possible without all the incredible clients and Real Estate Associate Brokers he is lucky to work with. Joe's expert knowledge of the Colorado Springs Real Estate market, the real estate industry, and genuine care for all of his clients have allowed Joe to reach the prominent point he sits at today.

What Colorado Springs Real Estate Agents Have To Say About Joe Clement:

"The first time I met Joe Clement was in the late '80s. The headline on the front page of 'US Today' was 'Colorado Springs The Foreclosure Capital Of the Country.' Jimmy and I had just moved to the Springs from Boston to purchase the Tuxedo store in Citadel Mall. As you can imagine it was a scary time to be taking over a business in the Springs."

"At that time, the Citadel Mall was holding quarterly marketing meetings for business owners and managers and Joe Clement was invited to speak to our group. I remember Joe speaking with such passion, enthusiasm, and optimism for our future that taking over a business didn't seem so scary anymore."

"Joe spoke about how, just a few years earlier, he had purchased his RE/MAX franchise. Joe's businesses continued to grow in a huge way, so much that he had RE/MAX noticing him. Being successful in 'the worst market in the country' (at the time) was very impressive. He preached to us retailers about staying positive, giving the best customer service, believing in your product, and believing in our beautiful city. Joe gave us all hope in that 'This too will pass.' I remember him saying over and over 'There is no place better to live than Colorado Springs.' In that moment, Jimmy and I agreed."

“Thanks to Joe, we never gave up on Colorado Springs. In today’s world, we all need to hang to these very values. As Joe says, ‘This too will pass.’”
—Trisha Kamppila, ERA Shields

“I have always had the greatest respect for Joe, so when I first met him in person at a listing, I was admittedly intimidated. He has such a good reputation and a larger than life personality that I did not know what to expect! Of course, he was gracious, helpful, and kind and it is no wonder why RE/MAX Properties has been, and continues to be, one of the top real estate companies in the Springs. I can remember one time showing one of his listings to a musician of a famous band from the ‘60s who wanted to be incognito. I scheduled a showing at one of Joe’s listings and we pulled up, got out of the car. Joe came over and he immediately knew who the band member was and proceeded to tell us that he was a ‘big fan.’ So much for being incognito!”
—Michelle Blessing, ERA Shields

“Joe Clement was my first broker. He recruited me and my husband, Wayne, as rookies in the fall of 1997. Joe knew that we were wanting to be in a flexible learning environment that would give us support when we needed it, but offer plenty of freedom. That’s what he promised, and that’s exactly what we experienced. When you work with Joe, you’re considered part of his family. Papa Joe always had your back and knowing that, we were never afraid of taking risks. I’m very grateful to Joe for helping us get our start in real estate, and for his encouragement through the years. RE/MAX Properties has been a powerhouse for decades, and Joe Clement’s success is well-deserved.”
—Sylvia Jennings, Berkshire Hathaway Home Services

“Joe has been a mentor and a teacher to me from the first day I entered the real estate business and 20 years later he still is kind enough to listen and teach. I really appreciate this approach and have tried to model Joe’s attitude with new people in the business. I remember one time going to his office to explain why I was farming for sale by owners and he provided great wisdom and to this day I am very grateful.”
—Tim Sheridan, Broadmoor Properties

“Is there anyone among his wide network of friends and past clients who doesn’t love Joe! He is a tremendously positive force in the real estate community and in our community at large. Most of us who have been around awhile have been the recipient of Joe’s advice, wisdom, tips to make life easier and general attitude of ‘let’s make this happen.’ A true treasure in our little slice of the world and much appreciated and loved. Thanks for being there Joe!”
—Colleen Meier, ERA Shields



The dedicated individuals of RE/MAX Properties, Inc. help Joe Clement break ground on the new RE/MAX Properties, Inc. North Office helping grow the company in a prominent position in the Colorado Springs real estate market.

“Congratulations Joe. The difference you make in this world has made a world of difference in mine. Thank you!”
—Michelle Grove-Reiland, Broadmoor Bluffs Realty

“Joe sold my home here in Colorado Springs in the down market of 1989 and the transaction was seamless. Since then, I’ve become a REALTOR® and respect Joe for his work ethic and knowledge of the industry. He’s a real pro!”
—Bianca Taylor, ERA Shields

“Joe Clement is a good friend. He is kind, thoughtful, considerate, caring, understanding, sharing and selflessly generous, along with a small dose of humility. Joe Clement is a great professional!”
—Wynne Palermo, Wynne Realty Ltd.

“Congratulations Joe for a long and successful career. Your longevity in business is a testament to how you do business and treat your clients.” —
Mike MacGuire, Platinum Group, REALTORS

“Joe is a class act. He’s just someone you look up to in real estate. He has put such a mark on, not just the local real estate market, but our entire community... I simply cannot imagine real estate here without Joe Clement.”
—George Nehme, The Platinum Group, REALTORS

“Joe Clement is a true professional, the best in the business, and a pleasure to work with.”
—JoAnn Gadkowski, Berkshire Hathaway Home Services

“Joe is a great owner. He’s always on the cutting edge of technology and has hired some of the best staff in town! The staff is extremely professional and that’s what makes RE/MAX Properties so special.”
—Justin Hermes, RE/MAX Properties, Inc.

“Congratulations on 40 years! Working alongside Joe is like being in the Real Estate Olympics and he is a tireless Coach. His enthusiasm, expertise, leadership, love of education and drive make him inimitable. He is a one of a kind and I am so fortunate to be able to work with Joe again.”
—Jennifer Jenkins, RE/MAX Properties, Inc.

“Dad, congratulations on your 40 years with RE/MAX and for all of your amazing accomplishments in the Colorado Springs Real Estate community! You are a leader in the RE/MAX industry, and to all of us who have the pleasure of working with you. I’m so proud to be by your side for this ride. Keep cranking Joe Clement!”
—Tony Clement, RE/MAX Properties, Inc.

“Dad, congratulations on 40 years with RE/MAX. You have always taught us that hard work and dedication will lead to success and I’m not sure if there is anything that proves this to be true more than your 40 years of hard work and dedication you have given to building a successful business. Thanks for all you do for our family, our business, and this community!”
—Nick Clement, RE/MAX Properties, Inc.

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Contributed by Darrell Wass, owner of RE/MAX Integrity

market stats

Single Family / Patio Home El Paso County Price Ranges	All Listings as of Oct 19 2020	Total Listings Sold last 6 Months	Avg. Sales Last 6 months	Current Supply in Months
\$50,000 to \$149,999	2	11	1.83	1.09
\$150,000 to \$199,999	10	70	11.67	0.86
\$200,000 to \$249,999	20	349	58.17	0.34
\$250,000 to \$299,999	37	1241	206.83	0.18
\$300,000 to \$349,999	40	1839	306.50	0.13
\$350,000 to \$399,999	78	1626	271.00	0.29
\$400,000 to \$449,999	65	967	161.17	0.40
\$450,000 to \$499,999	63	637	106.17	0.59
\$500,000 to \$599,999	97	788	131.33	0.74
\$600,000 to \$699,999	55	369	61.50	0.89
\$700,000 to \$799,999	40	218	36.33	1.10
\$800,000 to \$899,999	25	104	17.33	1.44
\$900,000 to \$999,999	28	58	9.67	2.90
\$1MM to \$1,499,999	55	87	14.50	3.79
\$1.5MM to \$1,999,999	12	17	2.83	4.24
\$2MM to \$2,499,999	7	6	1.00	7.00
\$2.5MM to \$2,999,999	10	2	0.33	30.00
\$3,000,000 Plus	10	1	0.17	60.00
Total	654	8390		



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AND *Merry Christmas*
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