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ROCKY POINT

Coldwell Banker Rocky Point names new General Sales Manager
From JoinUs Here In Rocky Point

Coldwell Banker Rocky Point's Broker-Owner, Jonni Francis, recently announced the appointment of a new General Sales Manager, Norman Le Fevre. In a recent interview, Jonni appeared very happy with this development saying, "Norman is an extraordinary addition to our team who brings a very wide and deep range of personal and professional experience and expertise to our organization. Our clients have consistently praised his efforts, knowledge, and solution-generating abilities, and we're very lucky that he has agreed to take on these new responsibilities."

As enthusiastic as that may sound, it is really an understatement of this unusual man's background and achievements!

Born in Fort Benning, Georgia -- on Army Day -- Norman put himself through Loyola University (New Orleans) as an ROTC member, and by working in a motorcycle store. After graduation in 1966 he joined the Army and served a tour in Vietnam, earning an number of decorations including the Bronze Star and a Purple Heart. It is interesting to note -- and relates to Norman's powers of concentration -- that the Army qualified him as "expert" with every weapon he was assigned including the .45 caliber handgun, M-1 rifle, M-14 carbine, M-16, M-60 machine gun, and M-79 grenade launcher!

After returning to the United States, Norman started his career with Ernst & Ernst, one of the "Big Eight" international accounting firms, and rapidly became a manager in the Tax Department. He excelled there, developing clients and structuring sophisticated transactions resulting in significant tax savings for the firm's clients. He became an instructor in corporate liquidations and reorganizations and taught a class for the University of Miami's Law School where he was named "Instructor of the Year" by the Florida Institute of Certified Public Accountants.

After seven years with Ernst, he formed his own firm which specialized in services for the banking, construction and agricultural industries. The firm was highly successful and had some of the foremost institutions in these industries as clients. He also became deeply involved in litigation support, and assisted many attorneys in tax, accounting and value-related issues. In this capacity he was often called upon to testify as an expert witness due to his ability to make complex issues understandable, one of the traits that Coldwell Banker Rocky Point's clients appreciate to this day. A measure of Norman's abilities in this area is that he was named a member of the defense team for Manuel Noriega -- deposed President of Panama -- for his highly publicized and enormously complex trial!

Throughout this period Norman represented many large developers and contractors, and did financial and tax analyses for large real estate syndications in Florida and California. He also branched out to sports management, and represented several football players from the University of Miami and continues to act as trustee for their children. These activities were very successful, and Norman takes justified pride in his guidance of young men who faced very complex financial planning issues saying, "My clients were not those who spent too much money and experienced financial difficulties!"

He also had a radio show that ran during tax season where he answered queries from callers, and did a TV series for a program in Miami, called the Black Entrepreneur. This latter activity is part of a

lifetime pattern of helping the less-fortunate. "In Miami I had the pleasure of working quite closely with the Entrepreneurial Education Center assisting minority businessmen and women in their quest for success. This was a highly recognized program and I received a great deal of personal satisfaction from my activities in this regard."

Norman has served on many boards and received numerous awards – often for community service -- including awards from AMG Family Center, Sunrise Community Center For The Retarded, South Dade YMCA, the Multiple Sclerosis Society Of South Florida, Junior Achievement, and the "Gentleman of the Year Award" from the Miami-Dade Women's Chamber of Commerce.

After he and his wife Phyllis – another of Coldwell Banker Rocky Point's agents -- moved to Salt Lake City, Norman became involved in the active practice of real estate sales and, along with residential sales, formed the business brokerage division for Chapman Richards & Associates. Norman feels that real estate, "was a natural progression for my skill set and business experience."

Norman's business experience encompasses very large management responsibilities, let us allow him to tell one story in his own words. "In Salt Lake City I was approached by a buyer for one of these businesses I was selling, and couldn't resist the temptation to help out another business which had fallen on hard times. I became the controller for RailWorks, a public company with an office in Salt Lake City. Shortly after my arrival at the Salt Lake City office, the CEO, CFO and COO all left to work with a competitor, which left me in charge of 17 offices and approximately 4,500 employees. We did splendidly from an administrative and procedural standpoint, and I like to believe that my knowledge and experience helped make our group the best in the company."

Norman's passion for motorcycles, begun at the age of fourteen, has never abated. He has logged over thirty 1000-mile riding days; estimates "8-10" days over 1500 miles; and boasts an astounding 1689 mile ride as his longest single-day mileage! He has competed in – and finished – the legendary Iron Butt Rally which requires riders to log 11,000 miles in just eleven days! This unusual man is also a multiple-certified SCUBA diver, and pilot.

All of these activities require two characteristics that the United States Army identified in Norman long ago: the ability to concentrate on a task and integrate diverse sources of information into a well thought through plan of action.

Norman and Phyllis first became interested in Rocky Point because of Norman's lifetime friendship with Jeff Reeco -- Coldwell Banker Rocky Point's Project Manager and the developer of the Old Port's beautiful La Casa Del Puerto and La Casa De Los Milagros – who Norman has known since he was eighteen, and with whom he used to race both motorcycles and cars. Norman and Phyllis are now full-time residents and homeowners in Rocky Point, and have a daughter who Norman – with uncharacteristic immodesty – simply states, "has excelled in everything she has ever touched." He continues, "By the time she finished High School she had been awarded sixteen High School athletic letters; won a couple of Spanish language competitions; been on the state championship Latin competition team; received several prestigious awards from her school and was recognized as a community and school leader. She is a graduate of the University of Notre Dame and presently works in the accounting and tax fields."

Norman expresses great enthusiasm for his new assignment saying, "There is no question that Coldwell Banker Rocky Point is the Rolls-Royce of Rocky Point brokerages. After nearly 20 years of involvement with this community, I've seen the evolution of this market from the era of 'Mom & Pop' real estate brokerages into the highly-professional, stable, and secure environment we see today. I am certain that our network of over 40 Mexican offices – along with our over 3,700 offices worldwide – provide this brokerage and our agents with superior market knowledge, expertise, and resources. Jonni's commitment to the betterment of Rocky Point real estate is widely known, and widely

appreciated. Phyllis and I feel very grateful for this opportunity, and we look forward to being of further service to Coldwell Banker Rocky Point's clients.”

Norman has ceaselessly pursued continuing education, and counts among his many degrees the one awarded by the Graduate Realtors Institute.

Visit Coldwell Banker Rocky Point in Plaza Las Glorias -- next to Max's Cafe -- on your next trip to Rocky Point, online at cbrockypoint.com, or call our United States phone number: 602 334 4134. Your Hometown Friends look forward to sharing their Rocky Point knowledge and expertise with you soon!