

Realtor puts faith in feng shui

By Kelly Pollard

TIMES CORRESPONDENT

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Ruth Ann Davidson, a Realtor at Re/Max Accord in Danville, has been using feng shui in her personal and professional life for more than 10 years. Colleen Crawford, branch manager of Prudential Realty in Pleasanton, recently hosted a feng shui lecture for the agents in her office.

In this time of a dragging market, some real estate agents are tapping into an energy they don't quite understand but completely believe in: feng shui.

Feng shui is an ancient system originating from China that literally translates to "wind and water." The two elements combined can be translated to symbolize good luck or good feeling resulting from a pleasing location. The philosophy behind the system is if your surroundings are aligned with the bagua, the direction of your life will shift energies to attract abundance, love and good fortune.

Such principles guide Alexis Summerfield, owner of World of Feng Shui. With over 15 years of experience, including a graduate degree in education and consciousness studies, Summerfield has made a business out of elevating the quality of her clients' personal and professional lives.

"Back in the early 1990s, it was the worst real estate market," Davidson said. "I had heard about her and nothing else was working so we gave it a shot."

Ten years ago, Summerfield "cleared" Davidson's real estate office. She rearranged furniture according to the bagua, a feng shui template that displays the nine energetic areas of a location.

Together,

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Summerfield, Davidson and the agents that shared her office space hung crystals during a ceremony, placing intentions on each crystal. Different colors represent different energetic areas such as career and advancement or abundance and prosperity.

"The whole energy in the office changed," said Davidson. "The agents' attitudes about the market and our clients' attitudes shifted. People would walk into the office and ask us if we had remodeled. Business really picked up."

Summerfield explains feng shui as an ancient rendition of "The Secret", the movie sensation created by Rhonda Byrnes that has grown popular worldwide, especially after being featured twice on the Oprah Winfrey Show. During a recent check, "The Secret" DVD ranked third on the Amazon.com bestsellers list. "The Secret" book ranked seventh.

"The ideas outlined in 'The Secret' are reaching a critical mass in this point of time," Summerfield said. "It is basically the laws of attraction. Our thoughts and emotions attract what we have in our lives. If we dwell on our lack, we'll bring in more lack. If we see ourselves in abundance, we will attract more abundance."

Teaching the laws of attraction is a key component to Summerfield's presentations in real estate offices, small businesses, large corporations and women's groups throughout the Bay Area. During her 90 minute presentation to Realtors at Pleasanton's Prudential office, she emphasized the importance of creating intentions and visualizing what you want more of in your life.

"We create our world by using intention and positive thought," Summerfield told the group of Realtors searching for a different way to achieve success. "The key is bringing emotion into the intention so that the universe will be set in motion."

Summerfield pointed out Dr. Candace Pert's research and resulting book "Molecular Emotion" and ideas projected from quantum physics theory to emphasize her point.

"Emotions at a molecular level are small proteins called neuropeptides," Summerfield said. "Emotions are the signals that attract people and opportunities into our lives. Like attracts like. If you feel like you can't make the sale, it won't happen."

As a part of her presentation at Prudential Realty, Summerfield demonstrated feng shui in action in Colleen Crawford's office. She pointed out the different areas of the room that represented fame, wealth, community and advancement. Each specific area is aligned with certain elements and colors. For example, the career and advancement area of the office should have water and the color black. Fountains are a common fixture in feng shui environments.

Crawford said she believes she attracted Summerfield into her life for a reason. Summerfield cleared Crawford's home the week before she did a presentation at Prudential. With a plan in the works for a total remodel of the Prudential building, Crawford plans on using Summerfield to assist with the layout so the chi, or energy, will flow and attract success.

"Alexis went room by room through my house, blessed it with sage and frankincense, and activated crystals that we hung together around the house. I have a set amount of time to fix the rest of the areas where I lack certain elements or colors," Crawford said.

"I have already noticed a tremendous change. I knew she had to come to my office too," Crawford said. "Now it is just a matter of trajectory."

If Ruth Ann Davidson's success is an indicator of the power of feng shui, then Crawford is on the right path. Alexis Summerfield has worked on all of Davidson's homes and offices. She also does an off-site energetic balancing on every home that Davidson puts on the market for her clients. Energetic balancing of a place releases energetic imbalances affecting significant issues in your life, like career, family, and prosperity.

"I have no idea how she does the off-site balancing, but I know it works," Davidson said.

Summerfield does all of her off-site energetic balancing work in her office in Lafayette. All she needs is the address of the property.

"I rent an office specifically for this purpose," Summerfield said. "I write down the numbers of the address and draw a triangle around it. Immediately, I will have flashes relating to different areas on the bagua where negative energies reside. It could be negative emotions or memories of former residents. Then they are released."

Davidson recalled a house she struggled to sell several years ago.

"I never tell Alexis anything more than the address," she said. "She didn't know the background, or the fact that the house was involved in a divorce settlement that wasn't going well. She did the balancing and told me after that she knew there was a struggle between a husband and wife."

A few days later, the divorced couple reached an agreement and the house quickly sold.

"What she does and how it works is beyond me," Davidson said. "But I am a true believer. I don't tell my clients that I hire Alexis to do this. It's not part of my marketing strategy, but it is integral to its success."

Last year, Davidson was among the top 1 percent of real estate producers nationwide.

Reach Kelly Pollard at kelpollard@sbcglobal.net.

Alexis Summerfield at www.HomeBalance.net