



## **PRESS RELEASE**

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### **RE/MAX EQUITY GROUP BROKER IS A WORLD CHAMPION**

**BEND, Ore.** — Ron Davis is a real estate broker with RE/MAX equity group in Bend, Oregon specializing in horse and ranch properties. Davis can call on practical experience when speaking with his clients because in addition to being a rural property broker, he is also a National Cutting Horse Association World Champion.

A refined sport, cutting is an equestrian event in which the horse and rider are subjectively judged on their ability to separate a calf from its herd and keep it there for a period of time. Sounds easy enough? Well, consider the fact that once the calf is separated and tries to return to the herd, the rider must loosen the reins and let the horse work without visible cues from the rider. The rider is allowed to assist the horse through cues from his feet and spurs but the horse must be extremely well trained and must be a superb athlete to keep a hard charging calf from his intended target. Horses like Davis' 6-year old Quarter Horse gelding, "RD Bud Light", which Ron raised, relish the opportunity to display their skill in controlling a cow.

Raised in Montana, Ron's background includes time as a cowboy and a fighter pilot. He flew 300 combat missions and was a flight instructor in F-100, F-4, and F-5 fighter aircraft. After retiring from the Air Force (in the rank of Colonel) he supervised an aircraft services operation in Saudi Arabia and finally returned to Bend where he had worked for the US Forest Service prior to entering the military.

Once in Bend, Davis worked as an executive vice president for a sales and marketing company but wanted to return to flying. His plans changed, however, when a horse he was training fell with him and fractured his leg ending his chances for an airline career. A friend convinced him to get his real estate license while his leg was in a cast. Fast forward 18 years and he is now a well-known broker with RE/MAX equity group in Central Oregon.

Never fading throughout Ron's life was his passion for horses and eventually he became an avid horse cutter, devoting countless hours to the sport.

Ron's journey towards a world championship came about somewhat unintended. "My wife Liz is from East Texas and doesn't like the cold, so I try to get her down south for a while in the winter. There are some big cutting shows in Arizona, I won there and also won in California, along with a few in the Northwest," says Davis. "About mid-season a

couple of friends sat me down at a show in Colorado and made me realize I had a once-in-a-lifetime shot at something special."

Ron then made the commitment with what was once a distant thought now at the forefront of his mind – to become a world champion. The journey took him to places like Mississippi, Missouri and Texas, Montana and Canada, Arizona and California and others in between.

He spent a lot of time on the road but was able to continue his real estate business through close coordination with his business partner Ken Theobald, who handled things from the Ranch Division office in Bend. "I didn't miss much with Ken's help and I sure couldn't have done it without him." added Davis.

Ron and "Bud" ended the regular season with the World Finals in Amarillo, Texas just \$236 out of the lead. The finals featured the top cutters from the United States and Canada vying for the final's prize money to add to their world standing.

Through stiff competition, the duo prevailed to be crowned not only champions of the event but as World Champions for 2007 in their non-pro division.

"It was fun and challenging (and also expensive with diesel fuel prices) but I met great people from all different places and backgrounds. It was a rewarding experience that I wouldn't trade for anything." states Davis.

**RE/MAX equity group's Ranch Division in Bend:** Contact Ron Davis at (541)322-9958 or at [www.OregonRanchAndHorse.com](http://www.OregonRanchAndHorse.com)

**About RE/MAX equity group:** RE/MAX equity group has been the number one real estate company in Oregon and Southwest Washington since 1995. Its agents are recognized as being among the most knowledgeable and professional in the real estate community. To find out more, visit their website at [www.equitygroup.com](http://www.equitygroup.com) .

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