

October 2011 Newsletter



REALTOR®: Keys to Success

2012 Officers and Directors

| | | |
|---------------------|-----------------------|--------------------------|
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| Affiliate Director | First Place Bank | Joni Everson |

Welcome our newest REALTOR® members:
Jennifer Braham, Northwood
Toni Tate, Northwood

OAR's Professional Development Group is now offering the following opportunity for members to receive some of the most sought after certifications in today's marketplace.

The Short Sales and Foreclosure Resource (SFR) certification and the BPO's Agent's Role in the Valuation Process (BPOR) certification courses of the National Association of REALTORS® are being offered on the following dates/locations:

SFR - October 12, 2011/Columbus, OH Registration Link: http://www.ohiorealtors.org/education/calendar/view_event.asp?CalendarID=10901

BPOR - October 13, 2011/Cleveland, OH Registration Link: http://www.ohiorealtors.org/education/calendar/view_event.asp?CalendarID=10903

BPOR - October 19, 2011/Columbus, OH Registration Link: http://www.ohiorealtors.org/education/calendar/view_event.asp?CalendarID=10902

Make the most of your available resources and stand out among your peers with the most current and valued certifications!



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From the Desk of: Andrea Lupton, President

Welcome October! I love the Fall. Your "Key to Success" this month is PROSPECTING.

On the business side Fall represents:

Buyers feel a sense of urgency to find a home before the snow flies.

Planning for coming year. (Doing your budget and goals for 2012)

Getting in touch with past clients. (Ordering your holiday cards or calendars)

A crispness of the air. (Great for walking door to door if anyone still does that).

Prospect at no cost: 1) Lowes Realtor Benefits 2) Go to www.realtor.org and search for the key words "[Field Guide to Farming And Prospecting](#)". This has great information and ideas to get back in the swing of things.

The board has had a busy year in 2011. We hired two new staff people, of which needed training on all aspects of board business and real estate in general.

It has also been a personal goal of mine to get our finances and accounting simplified. We have had our past accounting reviewed and we have changed our accounts to simplify reporting, accounting process and readability of reports.

Your financing committee will be meeting to review our budget for 2012 and see if we can cut some more expenses. We have been brainstorming about ways to increase revenue without increasing dues. A final decision will be reviewed by the directors at our October meeting. The board is very sensitive to our members concerns of any further dues increases. Our goal is to keep local dues at the current level, if at all possible, without decreasing any member services. Remember you can start pre-paying your dues! Dues billing will go out November 1st with a due date of December 1st. Start preparing for this today.

Thank you to all our came out and supported our September Event. Everyone had a great time and REALTORS out-weighed affiliates by leaps and bounds. Thank you to our entire president's sales club winners for being present. To all that donated items for our auction, we thank you for making this event a big success. We brought in around \$9,000. If you didn't have a chance to give to RPC, you still have time to make a contribution for this year.

November I would like to have some techy stuff. If you are a SMART PHONE user, send an email to robertah@wabor.org with some valuable apps that you have found. I'm looking for industry related apps. I will share one with you now. LowesRealtorBenefits has a app that you can sign up your buyer or seller right at the listing appointment, open house or buyer interview for buyers.

Your 2011 President,
Andrea L. Lupton

PS - Brokers, if you pass out rate sheets from banks you better be dating them and saving them in a folder. MARS rules requires anyone that hands them out to retain copies with dates of distribution. This also includes any advertising in newspapers, postcards, etc.

Solution- Have the lenders send them out to the buyers directly and remove them from your advertising or keep really good records.

Notes from the WABOR Office

Want to know what's going on at the state level
join an OAR committee

-Full Member – This will enable you to receive all mailings, emails, etc., relating to the committee or forum you are selecting. Your name will also be added to the attendance sheets that are kept for each committee meeting and you will be expected to attend all meetings.

-Corresponding Member (CC) – By selecting “CC” you will still receive all mailings, emails, etc., but will not be expected to attend the meetings.

Not sure which committee to choose? Click on the link below to see a complete description of all the committees/forums available:

Committee/Forum Description Link

<http://www.ohiorealtors.org/meetings/Descriptions.aspx>

To choose your committees or forums, simply click on the link below to go to the Committee section of OAR's Website. When making your selections, please limit the number of committees/forums you select to join to three. Doing this will help you avoid scheduling conflicts.

Committee/Forum Request Form Link

<http://www.ohiorealtors.org/meetings/CommitteeReg.aspx>

If you are interested in pre-paying dues for
2012 please contact the WABOR office.
330-394-4001 or robertah@wabor.org



Our heartfelt condolences go out to the Families of:
Lena Pilgrim on the death of her mother
Laura Blackburn on the death of her father

Let's Get Involved!!!!

NAR's Grassroots Activity at the REALTOR® Action Center

The grassroots strength of state and local REALTORS® and REALTOR® associations is one of the reasons NAR is a leading advocate for real estate issues at every level of government.

The REALTOR® Action Center, www.realtoractioncenter.com, is NAR's grassroots Web site that allows REALTORS® to stay informed about national, state or local legislative issues and to take action regarding public policy that is critical to the real estate industry.

The REALTOR® Action Center also allows local and state associations' access to the same grassroots advocacy software that NAR uses. This tool can be used to target Calls for Action, communicate with association members and provide REALTORS® the option to e-mail their law makers at the local or state government level.

Contact: [Claire McDonough](#) at 202-383-1080.

Other programs for REALTORS® at the REALTOR® Action Center:

The REALTOR® Party

The REALTOR® Party is an energized movement of real estate professionals fighting to keep the dream of homeownership alive for this country. Now more than ever, it is critical for REALTORS® across America to come together and speak with one voice about the stability a sound and dynamic real estate market brings to our country. From city hall to the state house to the U.S. Capitol, our elected officials are making decisions that have a huge impact on the bottom line of REALTORS® and their customers.

[Learn more >](#)

Contact: [Kyle Lambert London](#) at 202-383-1203.

The Broker Involvement Program

The Broker Involvement Program provides broker-owners with a simple tool to rally their company's agents in bringing to Congress' attention issues of concern to the REALTOR® community. With the support of broker-owners, NAR can significantly increase our response rates to Calls for Action, thus influencing legislation that affects the real estate business. With the success of the Broker Program, NAR Call for Action response rates more than doubled over the last three years.

[Learn more >](#)

Contact: [Erin Murphy](#) at 202-383-1079.

Drive with pride!



You now have the opportunity to let everyone know that you're a proud REALTOR®. . . One that's "Sold in Ohio!"

You can now purchase a specially designed plate featuring the REALTOR® "R" logo. The plates may be used for passenger vehicles, non-commercial trucks, motorcycles, house vehicles and non-commercial trailers.

There is an additional #35 Special Plate fee charged for the plate each year it is renewed. A portion of the fee will go toward the Ohio Association of REALTORS® Property Disaster Relief Fund, which provides assistance in response to crisis situations that arise in the Buckeye State.

For more information, or to purchase the plates online—visit <https://www.oplates.com/> - or at an OBMV Deputy Registrar License Agency.



11 WABOR CALENDAR

| DATE | TYPE | LOCATION | PROGRAM | TIME |
|-------------|-------------------------|---------------------------------|----------------------------|---|
| 10/18/2011 | Lunch | Seven Seventeen Credit Union | 1 hr. CE - Seven Seventeen | 11:30 Registration 12:00 to 1:15 pm Lunch and Class |
| 11/17/2011 | BOD & RPAC Breakfast | Trumbull Country Club | RPAC Legislative | 8:30 am BOD 10:30 am RPAC Appreciation |
| 12/3/2011 | Dinner | Trumbull Country Club | Installation | |

AMERICAN LAND TITLE AGENCY, INC.

815 Youngstown-Warren Rd. • Suite 2 • Niles, Ohio 44446

Atty. Jack C. Lorenzetti, Jr., *President*

(330) 652-1111 • FAX: (330) 652-9028

e-mail: jcl@americanlandtitleagency.com
www.americanlandtitleagency.com