

Alaska REALTOR®

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A PUBLICATION OF THE ALASKA ASSOCIATION OF REALTORS®

REALTORS® Convention September 11-15, 2007

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President's Message


By Judy Cloud
2007 AAR President
Cloud & Ribelin Real Estate



By now your business year is probably in full swing. I know mine is. I would like to take this opportunity to wish each of you a prosperous 2007.

I want to thank Shawn Paul, 2007 President-Elect for conducting the Board of Directors meeting at the Leadership Conference during my absence. It is nice to know that in time of need the leadership team steps up to the challenge.

Sandy Eherenman, Dave Somers, Dave Feeken, Eva Loken, Peggy Ann McConnochie, Art Clark and I just returned from the 2007 Government Affairs January meetings held in Washington, D.C. We heard many speakers, including Senator Joe Liberman and Congresswoman Maxine Waters, representing the 35th District of California. We were briefed on the political issues that NAR is focusing on this year. Be sure and read the reports submitted by the people who attended.

I like to read books that will help me both in my business and personal life. Recently I read the book, *How Full Is Your Bucket*. The authors are Tom Rath and Donald O. Clifton, Ph.D. I am placing this book (127 pages) on my recommended reading list. The book focuses on positive strategies for the workplace and your personal life. If I had to choose only one thing I got from reading this book, it is that what you say and how you say things to others will do two things. You can fill up their bucket and make them feel better or take away from their bucket and make them feel worse. 

Report From a FPC

By Eva Loken, ABR, CRS
Federal Political
Coordinator
Prudential Jack White
Vista Real Estate



What is a FPC you ask? It stands for Federal Political Coordinator. Every MOC (Member of Congress) has been assigned, through the NAR (National Association of Realtors®), an FPC from their state. We are supposed to be the primary grass root contact for NAR with our MOC.

So what do we do? We have to pledge to keep in contact with our MOC, do our best to get nose-to-nose time in and out of the district, rally our fellow REALTORS®, send emails, etc. to explain our (NAR) problems and priorities.

To learn how to do that we travel to D.C. every January for FPC School. And for a meeting with our MOC or their staff. Soooooo, I have

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just been to D.C. for this school, and had a meeting with Senator Lisa Murkowski's (my MOC) staff, who was very pleasant and attentive to our presentation.

Our (NAR) policy priorities are set by a group of REALTORS® from all over the country along with NAR lobbyists and government relations staff, getting together at the same meeting in January, to figure out opportunities for our clients

or our business. This, of course, is a moving target, but they do their best to figure it out so that they can start mobilizing for the fights we may encounter to protect the rights of property owners, the abilities to get and keep affordable housing or any other issues that may come up.

On the horizon this year are the continuing fight to keep the big banks from starting (owning) their own real estate companies (read: have employees selling real estate), getting a Small Business Health Plan bill through the legislative minefield, FHA reform to change underwriting criteria to reflect risk, the rights of government to (or not) take property by regulation, and a host of other issues. Plus the bills we have not even heard about that may gather attention as we go along.

Probably the most important bill for us remains the SBHP that would allow REALTORS®, home builders, engineers, surveyors, etc. (ie, any association of small business owners or self employed people that own a 1 or more person business) to negotiate health insurance through their association rather than as an individual (read: affordable health insurance for you).

While talking directly to staff or MOC is
(Report from a FPC, continue on page 5)

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(Report from a FPC, continued from page 4)

effective, YOU the members are even more effective. So when you get an email to respond to a CFA (Call for Action) it is because our lobbyist in D.C. needs you to help get a bill through a hurdle in committee or on the floor. PLEASE take the time to respond. NAR cannot fight our battle without your help.

And what did I do in DC. ? Traveled for 15 hours, slept for 12, walked around (on the streets) of the Capitol for fresh air, slept, went to class,

slept, met with Senator Murkowski's staff, went to Union Station and took a train to Williamsburg to visit friends for 3 days, and then headed home and back to work.

Impressions of D.C.? Beautiful architecture, nice layout, impressive buildings, lots to see, and more cops per square foot than I have seen any where in the world. They are

everywhere, in cars, on foot, and around the Capitol and White House, complete with large automatic weapons. You do NOT want to take a chance on irritating them.

I hope all of our Alaska Realtors® will be our grass root lobbyists this year. Feel free to contact me with comments, desire to get my job or whatever is on your mind that the AAR should take up as a legislative issue. We do need your help!



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Federal Political Involvement Committee

By Dave Somers
NAR Director
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Fairbanks



Your National Association of Realtors, understanding the importance of our political process and its relationship to our members' ability to prosper in their profession, calls together your political machine for a meeting once a year in Washington, D.C. During this nearly week-long process, there are meetings for the Realtors Political Involvement Committee (RPIC), the Federal Political Coordinators (FPC), the Realtors Political Action Committee (RPAC), the Leadership Team, and related training in these areas for members in state leadership roles. The schedules are set up to allow for regular committee meetings, training for new and old members, and for the groups to meet together to share ideas and make sure we are all on the same page. As I am a member of the RPIC and also a FPC, this report will be from that perspective.

RPIC was set up to deliver the grass roots power of NAR. It was brought about by the realization that to fully capitalize on RPAC and the money side of politics we needed to show the grass roots strength of our members. Your congressmen can't ignore their constituents writing in or appearing on their doorsteps. With 1.3 million members, we can deliver. RPIC members are expected to appoint, educate and mobilize NAR's political opinion leaders, Federal Political Coordinators, and Federal Political Contact Team Member (FPCTs) in support of NAR's legislative agenda. In Alaska, we have only 3 FPCs, one for each Senator and one for our Congressman. Dave Feeken is assigned to Senator Stevens, Eva Loken is assigned to Senator Murkowski, and I am assigned to Congressman Young. FPCs are expected to make personal visits a few times a year

and stay in touch with our representatives and their staff throughout the year regarding topics important to our legislative agenda. FPCTs help the FPCs. We are looking for members of AAR that have close relations to our representatives that can serve on our Federal Political Contact Teams. If you are interested, please contact myself or one of the other FPCs.

Last year, RPIC set a new goal for the response rate to our call to actions. We had been averaging around a 2% dismal response rate from our members. Our goal was set at 10%. While some said it could not be done, many of you stepped up and delivered. We achieved a 13% rate nationwide! In Alaska, we averaged around 22%, one of the top three in the country. You are all to be congratulated. This year the

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committee set the goal at 25%. Many felt this was unrealistic, but in the end it was decided that if we can't get just 1 in 4 of our members to respond when dealing with issues that are critical to their professional survival, then something was wrong. Just imagine Congress receiving 200-300,000 e-mails on important legislation. We can do it with your help. When you get the call to action, all it takes is a few clicks and you are done. You will have sent a letter to your representative and made a difference in the legislative process. My personal goal for Alaska is 30%. With a little more help from the larger boards and offices, we can do it.

Our meetings took place the first full week of the Democrats taking over the majority. It is to all our credit that our organization has always stayed bi-partisan, regardless of who

(RPIC Report, continue on page 7)

(RPIC Report, continued from page 6)

was in power. We made an informed decision to simply back those individuals who supported the Realtor platform. When we said we would back someone who had been our friend, we did it regardless of the polls. In many cases, we were the last group left that fully funded a candidate when polls started declining. We kept getting out with our grass roots efforts. Members still showed up to volunteer to man the phones, knock on doors and stand on the street corners waving signs. It was hard to do, but it was the right thing. Apparently, this is a new idea in politics. It did not go unnoticed. While we were able to pull out a victory in some of these declining races, we lost some.

While other groups were unable to explain why they switched sides without stating the obvious, we were able to explain our reasoning quite easily. The candidate we backed to the very end agreed with our legislative agenda. Plain and simple. Even when we lost a race we won as an association. Sometimes within days of the other candidate's victory, that newly elected Congress-

man or Senator would call NAR and ask what they could do to get us on their side. While they did not necessarily appreciate NAR backing the opposition, they found genuine respect for an organization that would work that hard to the very end and not jump ship when the polls caused others to do just that.

This higher road taken by NAR was evident in the 2000 elections, also. Senator Lazio from New York was running against Hillary Clinton. Lazio had been a strong and consistent friend to the Realtor organization. We offered our support to Lazio and fought with him to the bitter end. Within 2-3 weeks of the election, newly elected Senator Clinton called NAR to say she had the utmost respect for our loyalty and hard work we did for her opponent and wanted to make sure we were on her side in the future. It is expected that Senator Clinton will be sponsoring the new Community Choice in Real Estate (SB 98) bill in the Senate this year. This is NAR's top priority on our legislative agenda. We are, quite simply put, the

(RPIC Report, continue on page 9)

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Association News

2007 GRI Schedule

The following GRI courses are scheduled throughout the State. Registration forms are available on www.alaskarealtors.com.

GRI 100

February 1, 2, 8, & 9, 2007

Homer City Hall

Homer, Alaska

Contact (907)235-8184 for information.

GRI 300

March 22, 23, 29 & 30, 2007

Valley Board of REALTORS® Office

Wasilla, Alaska

Contact (907)376-5080 for information.

GRI 100

April 16, 17, 23 & 24, 2007

Fairbanks Board of REALTORS® Office

Fairbanks, Alaska

Contact (907)452-7743 for information.

GRI 200

May 29, June 1, 2 & 3, 2007

BP Energy Center

Anchorage, Alaska

Contact (907)561-2338 for information.

GRI 300

October 22, 23, 24 & 25, 2007

BP Energy Center

Anchorage, Alaska

Contact (907)561-2338 for information.

2007 Legislative Summit

The Alaska Association Board of Directors and RPAC Trustees will travel to Juneau April 2 and 3, 2007 for the Association's Annual Legislative Summit and Board of Directors meeting. While in Juneau, the delegation will spend two days lobbying on behalf of the real estate industry.

Online Courses for Continuing Education

The Alaska Association has online courses approved for elective and designated education. These self-paced classes utilize the latest technology to provide you with the best real estate education options. There is a total of 4 required hours and 23 elective hours at \$10 a credit hour. They include Electronic Transactions, Environmental Issues, Ethics and Real Estate, Fair Housing Law & Practice, Property Management and Risk Management. Go to website: www.alaskarealtors.com and click on RE Campus. You are on your way.

Post-Licensing Education - The Alaska Association has the 20-hour Post Licensing Education for Salespersons and Brokers courses approved for PLE credit. The Association has offered this course to the local board to sponsor in their area. Please contact your local board for a schedule of courses.

NAR Representative to Visit Alaska

Gar Anderson, Vice President, Association Executives and Leadership Development for the National Association of REALTORS® will be spending two weeks in Alaska in June, 2007. The purpose of Gar's trip is to visit with the leadership and members of each local board throughout the state. The boards have requested Gar to conduct strategic planning, leadership training for officers and a two hour continuing education course entitled "Today's Top Real Estate Issues." He also plans on meeting with the Association Executives for a half day training. Here is his schedule:

June 4th - Valley Board of REALTORS®

June 6th - Anchorage Board of REALTORS®

June 6th - Association Executives Training

June 8th - Fairbanks Board of REALTORS®

June 11th - Kenai Association of REALTORS®

June 12th - Kachemak Board of REALTORS®

June 14th - Southeast Board of REALTORS®

(RPIC Report, continued from page 7)

strongest political entity on the Hill today. And we did it the right way. We should all be incredibly proud.

Senator Lieberman came to our breakfast meeting and gave us his take on politics this year. The senator has also been one of our good friends through the years. As you may recall, he lost in the Democratic primary. As his polls dropped, NAR stayed with him while others left. When he announced that he would run as an Independent we were still there. He attributes his election to the Senate, in great part, to NAR. I will pass on one item in his talk that may give you hope for positive leadership during this Congress. He talked of how the Democrats have their special closed breakfast on Wednesday mornings and how the Republicans had theirs also, but how the two never tried to have these informal meetings together. It would be unheard of to do so. But he announced, along with Senator Alexander, that they were going to start an open breakfast for all parties on Tuesday

mornings. They felt if they could even get ten people from both sides of the aisle that it would be a great success and a huge step in the right direction. Forty-two Senators showed up at the first breakfast. We can only hope that they keep it up. Whether they all see the importance of the bipartisan effort or simply realize that their constituents see the importance and will vote with that in mind in the future, it does not really matter. The important thing is that they are showing a glimmer of responsible leadership.

I had a long meeting with Congressman Young. He has been a friend of our agenda in the past and will continue to be in the future. After review of the new HR111 (banks in real estate) he will be signing on as a cosponsor. It is a pleasure serving you as a National Director, on the Federal Political Involvement Committee, and as a Federal Political Coordinator. If you have a question in these areas or an opinion to share, please call me at 456-7653 or e-mail at dsomers@alaska.net.



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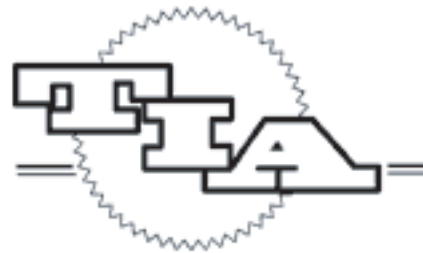
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Top Federal Policy Issues

By Dave Feeken
Industry Issues Chairman
RE/MAX of the Peninsula
Kenai



I recently attended the Annual National Association of REALTORS® Legislative/Regulatory Policy Meeting in Washington, D.C. The meeting focused on the most important federal policy issues currently affecting real estate.


Banks in Real Estate: The bill to stop this will be introduced this year by Senator Clinton; once again REALTOR expects to continue the one year moratorium on banks offering real estate services. Most in Congress say we have won this issue; we are in the 8-10 year process of actually getting a bill passed.

Affordable Housing Issues, FHA Modernization and Fannie Mae/Freddie Mac review: Housing issues will be wrapped into one bill this year with incentives for affordable housing on the order of tax credits, FHA modernization. In the late 80s/early 90s FHA had a market share of 13%, now it's barely 3%. Part of the reason is everyone is charged the same for PMI no matter what the risk. Changes would include risk-based underwriting, 0% down loans and higher loan limits. With the Fannie Mae and Freddie Mac review following accounting irregularities and the resignation of those responsible. Congress is reviewing how Fannie and Freddie operate. The banks want Fannie's and Freddie's loan portfolio severely reduced, with the argument that it will reduce the risk to the Federal Government. In reality it will remove competition that is really what the conventional lenders want. Why is this important to Alaska? AHFC uses Fannie and Freddie as their secondary market investor. REALTORS is working with Congressman Barney Frank, the chair of the Banking Committee on these issues.

Congressman Frank agrees with our view of the importance of keeping these options for lenders as viable options in the market and raising their loan limits to 150% of the median income in an area.

Small Business Health Insurance: The 2006 bill was a very good bill, but it failed for 2 reasons; the Democrats felt health issues are their issues and they were not going to let a Republican Congress pass one of their issues. To prevent passage, the Democrats had friendly organizations like The American Cancer Society and Diabetes Foundation run ads opposing the legislation. The big organization against this bill was AARP, they spent \$6 million in 6 weeks at the urging of Senator Kennedy, to kill the bill in the Senate. REALTOR's was quite simply out-spent; we had invested \$2 million in passing this legislation that most agreed would go a long ways to solving the health insurance issue in the country.

Homeowners Insurance: National Flood Insurance program expires in October, so there are ideas being discussed in subcommittees on this issue as well as homeowner insurance regarding disaster issuance issues. One of the proposals on flood insurance would limit insurance to only homes built since 1975; REALTOR opposed this and is working vigorously to stop it. Another is to not cover second homes and make this insurance mandatory for primary residences within the 500 year flood plain. REALTORS opposes both of these suggestions. A large part of the country doesn't have the new flood insurance maps that mark the 100 year flood plain let alone the 500 year mark.

Predatory Lending: Probably this year's new hot issue, there is considerable interest in Congress to address this issue and REALTORS is one of the main players. We are, in a lot of cases, the first point of contact for members of the public with a problem. 

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2007 REALTOR® Convention

"September 11th -15th in Girdwood, Alaska"

The Alaska Association of REALTORS® 2007 Annual Convention will be held September 11-15, 2007 at the Alyeska Prince Hotel in Girdwood, Alaska. The Anchorage Board of REALTORS® will be the host of the 2007 Convention.

Schedule - Please note the convention ice breaker will be on Tuesday, September 11, 2007 with the last evening function on Friday, September 14, 2007.

Tuesday, September 11th - Ice Breaker
Wednesday, September 12th - Affiliate Night
Thursday, September 13th - RPAC Night
Friday, September 14th - Awards Night
Saturday, September 15th - CE Classes

Room Reservations - A room block has been reserved at the Alyeska Prince hotel at \$139 a night plus lodging tax. You can make your room reservations by calling (907)754-2111 or toll free at 1-800-880-3880. Please reference group code AAI 12L.

Guest Speakers - This years' convention speakers include National Association of REALTORS® 2007 President, Pat Vredevoogd-Combs, Walter Bond and Danielle Kennedy.

Pat Vredevoogd-Combs, a REALTOR® from Grand Rapids, Mich., is the 2007 President of the NATIONAL ASSOCIATION OF REALTORS®. NAR, The Voice for Real Estate®, is America's largest professional association, representing more than 1.3 million members involved in all aspects of the residential and commercial real estate industries.

A REALTOR® since 1971, Pat is the Vice President of Coldwell Banker-AJS-Schmidt, the second largest real estate company in Michigan and manages the Cascade, Mich., office. She holds

the professional designations of Accredited Buyer Representative (ABR); Certified Residential Specialist (CRS); Graduate, REALTOR® Institute (GRI); and Performance Management Network (PMN). Pat is a member of the NAR Leadership Team. In 2003, she served as National Fundraising Chair for the REALTORS® Political Action Committee and is an RPAC "Golden R." She has been chair of three major NAR committees: Education, Equal Opportunity, and Public Policy. Pat also served as committee liaison for three years.



At the state level, Pat was President of the Michigan Association of REALTORS® in 1995, and was chosen by her peers as Michigan's "REALTOR® of the Year" in 2002. She was Michigan President of the Women's Council of REALTORS® in 1986.

No one can stop you but YOU is one belief that **Walter Bond** has embraced and has built both his personal and professional life around. Understanding that no one can stop him has challenged Walter to work hard and maintain the winning attitude needed to achieve greatness for himself and his family and impart his belief using real life examples to the thousands of lives he touches each year.

When did Walter realize that no one can stop him? That he alone possesses the ability to move



from the comfort zone of mediocrity to the success zone of peak performance? This realization came--slowly at first--when he was a young man growing up in a loving, upper-middle class family in Chicago. An avid sports en-


thusiasm and the son of a high school principal and teacher, Walter learned from both parents that he would have to work hard in the classroom and on the basketball court if he wanted to achieve his dream of playing basketball at a professional level. Walter takes the life lessons he has learned about teamwork, leadership and maintaining a winning edge and incorporates these lessons into the professional philosophies that inform each tailor-made keynote. Walter in unces, inspires and empowers--both personally and professionally--the thousands of men and women he addresses each year throughout the United States and abroad.

What makes an excellent speech? The speaker herself! And the excellence of the speaker's life. A full and rich life. Saturated with risk-taking adventures. A willingness to grow and stretch. To move beyond what one is today and grow into a stronger more committed passionate and loving human being tomorrow. **Danielle Kennedy** feels that is her only goal in life - to grow in love and generosity. Meaning her willingness to share

generously her talents, experiences and gifts with those she serves.

Danielle Kennedy epitomizes the excellent speaker because she has truly lived a deeply rewarding life. She is mother of 8 children who has managed to raise and educate them through college. Married at 19 she returned to school to receive her bachelors degree in Theatre Communications when she was in her thirties. At age 45 she returned to graduate school and attained a masters degree in professional writing at the University of Southern California.



Danielle has spoken in every state in the U.S., hundreds of cities and in such countries as England, Ireland, South Africa and Australia. She has also appeared on numerous talk shows and been featured in major newspaper and magazine articles. 

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How REALTORS® Stand in DC

By Art Clark
RPAC Chairman
Anchorage Board President



The week of January 8th, Realtors from all over the country gathered in Washington, D.C. to discuss political outcomes from last year and plans for this year. I attended on behalf of our State RPAC Committee to become better educated in the Do's and Don'ts of fundraising. It was a very interesting and educational experience.



Some of the first information we were given was how the candidates we supported fared in the outcome. While NAR is generally a conservative organization, the candidates we supported, even though there was a general liberal leaning to the election results, did reasonably well.


In the House of Representatives we supported candidates in 414 of the 435 races, and took no position in 21 races. Of those candidates, 219 were Republicans and 195 were Democrats. 193 Republicans won and all the Democrats won which equates to a 94 winning percentage. In the Senate we supported 15 Republicans and 12 Democrats. While all the Democrats won, only 7 Republicans won, which equates to a 70% winning percentage. Overall we supported 92% of the winning races in congress. On a local note, we had a 96% winning edge in whom we supported in the State races last year.

This is due to the Realtors' support for the individuals that support our issues. Our issues generally transcend party lines, a fact for

which we are deservedly proud. Our issues are in support of home and property ownership in our country. We are not tied to any party dogma that represents the areas that are ever more divisive in our country.

Last year NAR's RPAC Committees raised over \$6.9 million which represents participation from 41% of the membership. The goal for 2007 is \$7 million raised and to increase participation to 50%.

To that end we had a lot of good discussion regarding fund raising events and I think you all can look forward to some fun things to come in the next year. Spending the money effectively on the local level will be challenging this year due to the new campaign finance reform law that passed by referendum last November. We will be doing more events and will be hosting more fundraisers for candidates where we invite our membership to come and support the candidates individually. We will also be more active during the non-election years.

We at RPAC look forward to working with all of the membership and our Senators and Representatives in both Juneau and Washington, D.C. on your behalf in the next year. 

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Real Estate Commission Report

By Sharon Walsh
Executive Director
Alaska Real Estate Commission



Post Licensing Education (PLE) Hits the One-Year Anniversary!

With the enactment of HB169 starting January 1, 2006, Post Licensing Education (PLE) places an additional education requirement for real estate licensees.

It requires that all licensees, either applying as a Salesperson or upgrading from a Salesperson to a Broker or Associate Broker, must complete 20 hours of PLE within 12 months of receiving their initial license.

Licensees who received their initial license beginning in January 2006 must now complete their PLE requirement. After they have completed the course, they must submit a copy of the certificate(s) and complete the form, "Affidavit of Post Licensing Education", within 30 days after the 12 month expiration date. This form can be found on our web site at: <http://www.dced.state.ak.us/occ/pub/rec4326.pdf>.

If a licensee doesn't know when their initial license expires, they can look at the license certificate displayed at their office. A Broker should take a moment to review new licenses and be aware of the date PLE must be completed.

A licensee who does not take PLE within the 12 month period will have a lapsed license and

(AREC, continue on page 19)

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NAR at the Leadership Team Level

By *PeggyAnn Mcconnochie*
NAR Director
ACH Consulting, Juneau



Some of you may be aware that I have the privilege and pleasure of serving our Association, and President Pat Vredevoogd Combs, as Vice-President and Liaison to Committees for 2007. It is truly an awesome responsibility. This is the second time that I have been asked to serve in this position; I did it first for President Martin Edwards in 2001. I am very proud to represent our Association and you once again.

As an explanation, in this position I am a full voting member of the NAR Leadership Team (LT) which is made up of the President, Immediate Past President, President-Elect, Vice-President, Treasurer, the VP of Committees and the VP of Government Affairs. I attend all LT meetings which occur almost on a monthly basis, I serve on the Executive Committee as the VP, I am also responsible for the Liaisons to the various committees and forums with the exception of those that work in the Government Affairs areas – they work with Monty Newman, the Vice-President of Government Affairs for 2007.

As the VP of Committees, I am also the Chair of the Committee on Committees, serve on the Budget Review Team, and I oversee the various work groups and Presidential Advisory Groups on behalf of our President, as well as other duties as assigned. I also work with the Senior Staff of NAR to help move forward the agenda of the President and NAR. Throughout the year I attend various meetings of our coalition partners, such as the National Hispanic Association of Professionals (NAHREP), the National Association of Black Real Estate Brokers (NABREB) and the Asian Association of Real Estate Professionals, to name just a few. Needless to say, 2007 will be a very busy travel year.

Here are some of the issues that are at the forefront of the Leadership Team's mind at this point:

Small Business Health Care Insurance - This is for our members and their families, as well as all small businesses, who cannot obtain affordable health care. As we know we came close in 2006, but close does not give us the ability to get affordable health care. This is one of the LT's top priorities and direction has been given to NAR Lobbying Staff, and us, to do what we must to get this done.

Several Alaskans were in D.C. (Judy Cloud, Dave Somers, Dave Feeken, Eva Loken, Sandy Eherenman and Art Clark) for the NAR Legislative and Regulatory Meetings the second week in January. An interesting development: Pat Vredevoogd-Combs was asked during these meetings to represent NAR and NFIB (National Federation of Independent Business) at a roundtable discussion with other groups to discuss the issue of health care as it pertains to our area of representation. The roundtable was led by Senator Ted Kennedy and members of his Health Care Committee.

This was the first time that we have spoken on this issue to the new make-up of the Senate. We feel that the time was productive. They, the Senate and the House, know that this is one of our top issues and that we are committed to getting a bill passed in both houses that meets the needs of our members.

Banks and Real Estate - The LT believes it is vital that we continue the fight to keep banks out of the real estate business. The reality is, however, that it is not likely, with the change in the leadership of the House and the Senate, that even if we get our bill passed out of the House, it will not clear the Senate. Therefore, we are working on getting a moratorium keeping banks out of our

(NAR Leadership Team, continue on page 19)

News Bites from Around the



Anchorage

Congratulations to Jason Baer, Alaska USA Mortgage, as 2006 Affiliate of the Year.

The following awards were given out at the annual Holiday ball and installation.

Out of Alaska REALTOR -*Marcia Whitcomb, Prudential*

Most Likely to Succeed – *Cedric Burden, Dynamic Properties*

Volunteer in Real Estate Industry *Ainslie Phillips, Prudential*

Volunteer in the Community *Marcia Whitcomb, Prudential*

Assistant of the Year -*Leigha Toliver, Dynamic Properties*

Best Print Advertising Campaign *Adrian Jamie, Prudential*

Best Print Advertising Campaign *Pat Baker, Northern Trust*

Best Radio or TV Advertising Campaign - *Larry Suiter, Prudential*

Best Radio or TV Advertising Campaign *Bob Baer, Dynamic Properties*

Best Web Advertising Campaign – *Michael Droege, Prudential*

Comedy Award – *Erich Heinrich, Prudential*

Meritorious Service – *Charlie Sandberg, Next Home*

Welcome to D’Ette Owen of Dynamic Properties who has accepted a position on the Board of Directors.

As co-host of the State Convention, we are meeting on a regular basis and developing the volunteer

committee. The amazing Walter Bond is keynote speaker. Great suggestions have been pouring in as to what to do with our exciting theme of “2007”. Mark your calendars for September 11th through September 15th. If you would like to volunteer, please call the Board office.

The Annual Market Forecast luncheon at O’Malley’s on the Green was a success with 120 in attendance. The Anchorage Board offered a quarterly Broker Forum this month.

CRS 200 will be offered on February 22 and 23 at O’Malley’s on the Green.

The Anchorage Board is participating in AHBA’s Home and Remodeling Show at the Sullivan Arena on March 16-18th.

For the third year in a row, Alaska USA Mortgage is generously sponsoring an all day seminar with a national trainer. At the Alaska Wild Berry Products Theater on April 18th, Ed Hatch, CRS, will be presenting The New Negotiating Edge...A 5-Step Behavioral Strategy. This course will provide continuing education and CRS credits.

Kachemak

Submitted by Connie Alderfer
2007 President

Members of the Kachemak Board are enjoying a true Alaskan winter--lots of snow, ice and bitter cold keeps us list-

ing and selling to stay warm! Our annual Holiday Auction in mid December raised just over \$13,000 and allows us to contribute \$7000 to Hospice of Homer. We will also fund two scholarships for local youth, plus make contributions to needy families throughout the year.

We are pleased to be able to offer two GRI modules in Homer this year. The first is coming in February and we invite your participation. It is our goal to present the Post License Training in early spring.

We are also conducting a market study, “Where are They Moving From?” tracking 2007 sales. It is our hope to contribute useful information to other members of our business community

Best wishes for a healthy and prosperous New Year!

Valley

Submitted by Russell Joyce
2007 President

Happy New Year, Everyone! We are looking forward to 2007 as a year of growth and change here in the beautiful Mat-Su Valley. 2006 ended with a fantastic Leadership Conference in Anchorage. Thank you, Don McKenzie, and family for a warm and delicious reception.

(Newsbites, continue on page 18)

(Newsbites, continued from page 17)

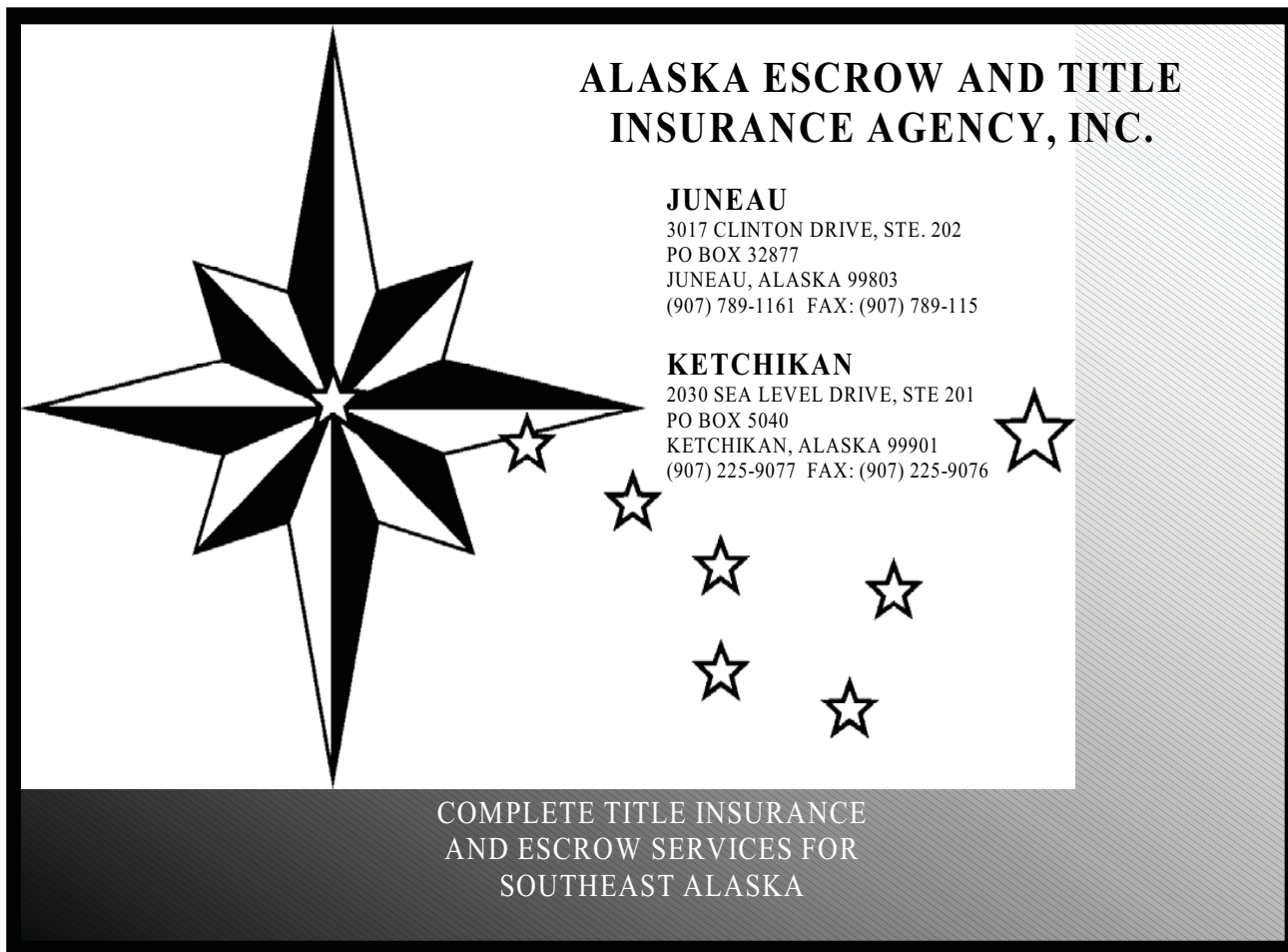
On the local legislative front we met an end-of-the-year proposal to impose a 5 acre minimum lot size in the Sutton Special Land Use District by the current Sutton Community Council. There appears to be several such initiatives for minimum lot sizes in our area brought on by some residents who wish to curb, or stop, growth and development. Our borough leadership appears to be instituting measures that will prevent ill-conceived measures such as minimum lot sizes over vast areas of land. As a side note, the Sutton initiative was spurred on by an Interim Measure that would effectively stop development while planning occurred, something other areas of the state might watch as obstructionists determined to stop development use extreme tactics.

Construction of a large scale State Medium Secu-

urity Prison is continuing in the process as the site selection of the facility in the Point McKenzie area has passed through the Mat-Su Assembly. We look forward to construction of this huge facility, with initial construction to begin this summer.

The Valley Board of REALTORS® continues to talk with Alaska MLS about duality of systems and hopes to see more progress on that front soon. We have reached agreement on Key sharing for members of both systems as both organizations use RISCO lock-box systems.

The first Post-Licensing Education (PLE) course has been completed and our GRI education series should kick off in March with GRI 300. We plan to offer GRI 100 and 200 courses in 2007 as well as a regular schedule of continuing education courses in this licensing year.



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(NAR Leadership Team, continued from page 16)

business, permanently. We have been successful with moratoriums in the past and look for success with a more permanent solution this year.

Coalition Building - A momentous event happened at the D.C. meetings. The present and future leaders of Hispanic Real Estate Association, the Asian Real Estate Association, the National Association of Black Real Estate Professionals, and the Chinese Association of Real Estate Professionals, plus the National Association of REALTORS® met to discuss which legislative priorities we had in common, and which we could all agree to work on together for this legislative season. Although our Associations have maintained cordial contact throughout the years, never have we sat down together and agreed to work collectively to help achieve specific goals to help all of our members; nor have we agreed to bring our diverse resources together to further a common agenda. I was privileged to be asked to facilitate this momentous meeting. Together we identified common issue areas that we want to successfully deal with, through legislation, regulation as well as public relations, this year.

NAR Advertising Campaign - Have you noticed that the NAR ads have changed? If you have not seen one of the new "buy now" ads I suggest that you run, do not walk, to www.realtor.org and check out the new ads.

The LT has worked closely with NAR Staff and our consultants over the past several months to change the ads to focus on all the reasons people should be buying and using a REALTOR® now! The LT is very concerned that the strength of the housing market is being misrepresented and believes that this new campaign, with coordinated efforts by our affiliates, as well as well timed press releases, will counteract the negative bent the press is putting on the housing market literally, scaring buyers away.

This is just a brief glimpse of the work of the 2007 Leadership Team. I will endeavor to keep you posted on new issues being discussed by the 2007 LT in future publications.

If there are specific questions that you have, please ask. I can always be contacted at peggyann@gci.

(AREC, continued from page 15)

will have to reinstate their license.

The Commission has decided to be pro-active and remind licensees and their Brokers with a notice about their impending PLE anniversary date.

As a reminder, PLE candidates must also obtain 20 hours of Continuing Education by January 31, 2008 in time for license renewal. Please call or email the Real Estate Commission if you are uncertain about your license requirements.



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Plans Underway for NAR Conference

By Sandy Eherenman
Executive Officer

I was recently appointed to serve as a member of the National Association of REALTORS® Meeting and Conference Committee. The Committee met in Chicago January 12-13, 2007.


The purpose of the committee is to provide input into the program development and promotion of National meetings and conferences and to present innovative programming and exciting events for REALTORS that encourage participation by members. The committee also determines policies that ensure continuity, standards of professional excellence and the integrity of the Association in the hospitality industry.

The focus of the January meeting was the upcoming NAR Conference and Expo scheduled for November 13-17, 2007 in Las Vegas, Nevada. All of the 2007 Forum Chairs discussed their ideas for forum topics for the Conference in November. The forums include Commercial and Residential Business Trends, Legislative & Political, Equal Opportunity, Real Estate Services, Risk Management, Marketing, Land Use, Business Technology, Resort and Second Home, International, Property Management and Member Information Services.

The Committee was charged with selecting the musical entertainment and the speaker for the general session in Las Vegas. The General Session will take place on Wednesday, November 14, 2007. The general session includes the recognition of the REALTORS of the Year, the Good Neighbor Awards and Habitat for Humanity and an industry address by NAR President Pat Vredevogd-Combs. The Committee recommended several celebrities for both events and the list was narrowed to five possibilities. The NAR Convention staff will contact the people on the list and

check availability. The selection will be made public once the selections are confirmed.

The Committee is also responsible for the inspirational service recommendations and the Entrepreneurial Excellence Series speaker recommendations. The Entrepreneurial Excellence Series are programs designed to attract more seasoned real estate professionals/small business owners...those who "know" the real estate business but would benefit greatly from higher-level education on running a small business. The 2006 speakers included Marcus Buckingham, David Oreck, John Maxwell and Debbie Fields. The staff will also contact the recommendations made by the committee.

The headquarter hotel will be the Venetian Hotel on the Strip and registration will be available at the end of May, 2007. 



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- Personal promotion techniques

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| February 22 & 23rd, 2006 Registration Starts @ 8AM Class Hours are: 8:30-5 Course Cost \$375 | Alaska CRS Chapter MEMBERS \$30 after verification of paid status Alaska CRS Chapter DESIGNEES \$50.00 after verification of paid status | Class Location O'Malleys on the Green Anchorage, AK 8 CE Credits 2 Units CRS Credits |
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CANCELLATION POLICY:

Students who cancel 15 days prior to class will receive a refund (less \$50 cancel fee) or credit certificate toward any other Alaska CRS sponsored class within 18 months. No refunds will be made within 15 days of class, however, a credit certificate will be issued (less \$50) toward any Alaska CRS sponsored class. "No Show/No Notice", fee is forfeited! All cancellations must in writing by email: classes@alaskacrs.com or fax: (907)-563-8476.

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You will receive confirmation by Email within 1 week of receipt of registration and check. Checks are payable to Alaska CRS Chapter. If you do not receive confirmation, email Kay DuBois

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President's Message

*Submitted by Janelle Pfleiger, CRS
Alaska Chapter President*



I have the distinct honor and privilege to serve again as the President of the Alaska CRS Chapter for 2007. The board is looking forward to a busy, productive year for the chapter and for our industry.

We will be offering two great CRS core classes – mark your calendars now! The first class is:

CRS 200: Business Planning and Marketing for the Residential Specialist. A strong foundation is the key to building a successful real estate career. This course helps you learn the fundamentals of business planning. After taking this course you can identify the benefits of a business plan, develop income goals using the budgeting process and create a marketing plan to meet your goals and objectives. These essentials will generate increased profit and productivity.

Course Dates: February 22 & 23rd, 2007
O'Malley's on the Green, Anchorage
Senior CRS Instructor Chuck Bode, CRS

CRS 201 Listing: The quality of an individual's listing skills can provide a strong competitive edge. Listing strategies provides student with the important skills necessary to conduct successful listing presentations, price a home to sell, close the transaction and market and promote effectively.

Course Dates: October 11 & 12th, 2007
O'Malley's on the Green, Anchorage
CRS Instructor: Rich Sands

I would like to take this opportunity to thank our 2007 sponsors to date: Pacific Northwest Title, Residential Mortgage, First American Title, Stewart Title of Alaska, Advantage Mortgage, Fidelity Title, and First National Bank Alaska. Without these generous sponsors we would be unable to offer you the education, events, and advertising. Please thank and support our sponsors!

President-elect Denny Wood and myself had the privilege of attending the national CRS meeting held in conjunction with the National Association of Realtors in New Orleans. The leadership training and the updates from the national council were exciting. The council is growing, new education is being developed, and new products that enhance our job are being released in 2007. I received my oath of office and president's pin from the national president, Kay West.

Our Holiday Party and Installation was held at Stewart Title in December. We had a wonderful time and the new board is ready for a great 2007! Most importantly, we owe a big thank you to our 2006 board president, Helen Jarratt!



2007 CRS Board of Directors, L-R; Helen Jarratt, Janelle Pfleiger, Mike Messick, Peter Jarratt, Peggy Kelly, Beverly Hopkins, Kay England, Denny Wood, Diana Stephens, Vivian Coleman and Connie Heyworth.

The Alaska Chapter and the Alaska Board are a wonderful group to work with – and for! We encourage you to get involved as a committee member, a mentor for someone working on their designation or just to network with your peers. Here's to a great 2007!

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