



Alaska

REALTOR®

AUGUST 2008

A PUBLICATION OF THE ALASKA ASSOCIATION OF REALTORS®

Real Estate Commission Report

**2008 Convention
“Mountain High Celebration”**

E & O Insurance Update



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Cover photo: Alaska Range, Denali National Park

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President's Message

By Shawn C. Paul
 2008 AAR President
 RE/MAX of Juneau



Sweat The Small Stuff

Conventional wisdom for the general population, especially those with high blood pressure, is “don’t sweat the small stuff.” But as Realtors®, we know that is precisely our job. We always have the big picture in mind but until the deal is completely done we’re constantly sweating the small stuff. Even the things we have absolutely no control over. Sometimes we sweat those things even more.

As a board member of state, national and local associations we walk a fine line between the small things and the broader picture. Lately, and for very good reasons, we have focused intently on the bigger picture at the national and state levels of the REALTOR® family.

It strikes me that now might be a great time to sweat some of the small things for the benefit of every Realtor trying to earn a living.

Just recently the IRS announced an increase in the standard mileage rate reduction. They normally adjust it once a year but with gas prices breaching \$5 in places they apparently decided 58.5¢ was a fair amount. Before you finished reading that line I’m sure your enthusiasm had already been trumped by reality. And you’re absolutely right. The message from the NAR should be “thanks, but that’s not enough.” We need to reexamine the formula to find a way to keep major sectors of the economy going like transportation, construction and real estate.

(President's Message, continue on page 19)

Real Estate Commission Update

"June Meeting in Fairbanks"

By Brad Cole
AK Real Estate Commissioner
AAR Director
RE/MAX of Wasilla,
The Kristan Cole Team



The June Alaska Real Estate Commission meeting was held in Fairbanks at the Spring Hill Suites on June 19 and June 20, 2008. The following is not an official publication of the Alaska Real Estate Commission. For a full report of the meeting, please contact the Commission Office.

MEETING HIGHLIGHTS

We had a new commissioner join us for this meeting. Her name is Christina Swires of Anchorage and she has been a licensed Realtor since 1993. She is an Associate Broker with RE/MAX Properties, Inc. and a Junior Vice President of the Company. She has earned the designations "Certified Residential Specialist" and "Certified Luxury Home Marketing Specialist". Welcome, Chris!

INVESTIGATOR REPORT

Margo Mandel, Investigator, reported that during the period of February 27 through May 28, 2008, the Investigation Unit opened 8 cases and closed 7 cases. There are currently 28 open cases and litigation has been initiated in one open case with a hearing date set for July 2008. Litigation negotiations are ongoing in two (2) of the open cases and another case is under review by the Attorney General's Office.

This is just another reminder of a determination by the Attorney General's office. All licensees operating in the State of Alaska and conducting business as an independent contractor must have a State business license. The penalties for not having one are steep--up to \$2000 and up to 6 months in jail.

SURETY FUND CLAIMS

We did review and approve two decisions by administrative law judges. The first case involved a claim of fraud, misrepresentation and deceit. The most important information that came out of this particular case was the statement of the administrative law judge. In his report he stated "...the terms "fraud, misrepresentation and deceit are frequently tied together in Alaska licensing statutes. The Alaska Supreme Court likewise uses the three terms essentially interchangeably, requiring for a claim ...proof of: (1) a false representation of fact, (2) knowledge that the representation was false (or lack of confidence in the representation, or knowledge that the basis for the representation was not as stated or implied), (3) intention that the other person rely on the representation, (4) justifiable reliance on the representation, and (5) damage as a result of the reliance." Additionally, he said, "...deceit has not been separately defined under Alaska law. The term "deceit" generally means a fraudulent and deceptive misrepresentation used by one or more persons to deceive and trick another person who is unaware of the true facts and is damaged as a result of the deceitful conduct. 3 AAC08.620(a)(3)(B), which concerns land sales offerings, states that "fraud and deceit include the making of untrue statements of material facts or omitting to state material facts. Fraud, misrepresentation, or deceit can be found on the basis of nondisclosure in some circumstances, such as when conduct is induced through a "literally true statement [that] omits additional qualifying information likely to affect the listener's conduct". To support a recovery from the Surety Fund, however, any misstatement or nondisclosure must be "wrongful"; an innocent misrepresentation or nondisclosure is not enough". The claim was denied.

The second case involved a transaction that failed to close as scheduled and the Sellers demanded that the earnest money be tendered to them. The contract terms indicated the earnest money was to be transferred to the trust fund of the Seller's broker

(AREC Report, continue on page 5)

(AREC Report, continued from page 4)

upon written request. The broker representing the Buyer, instead, refunded the earnest money to the Buyers. The Sellers then filed a claim against the Real Estate Surety Fund, seeking compensation because the broker for the Buyer refused to tender the earnest money to them.

Again the presiding administrative law judge determined that the case did not represent fraud, misrepresentation, deceit, or conversion of trust funds. He noted that the Buyers exercised an asserted right to unilateral rescission under a reasonable construction of the contract. They rescinded their agreement based on the results of an unfavorable inspection report. Consequently, the sale did not close and the broker holding the earnest money had "sole discretion" to dispose of the earnest money. The judge stated "...under these circumstances, the broker's disposition of the earnest money is not a grounds for a claim against the surety fund, regardless of whether the Buyers or the Sellers were actually entitled to the money. Similarly, the brokers' failure to transfer the earnest money upon written request may have been contrary to the terms of the contract, but when

the sale did not close the broker retained the right to dispose of the earnest money in his "sole discretion." While an agent who disposes of the earnest money to the wrong party may be liable for breach of contract, a breach of contract is generally not sufficient to establish a claim for conversion. The Sellers have not shown that the general rule should not be applied under the circumstances of this case." The claim was denied.

CURRENT REGULATIONS

I am sure by now everyone knows HB357 (Real Estate Licensee Recovery Fund) has been passed and signed into law. This is the bill eliminating the Surety Fund and replacing it with mandatory Errors and Omissions Insurance. The AREC will be working on the rules and regulations for this fund at the next commission meeting. Also, please note that the E&O Insurance requirement does not take effect until March 1, 2010.

I am also taking this opportunity to share an email written by Dave Feeken. As most of you know
(AREC Report, continue on page 10)

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What's Next?

"Mandatory E & O Insurance & Surety Fund Update"

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



House bill 357 has been signed by Governor Palin and is now law, and the Alaska Real Estate Commission discussed the bill at their June meeting in Fairbanks. The bill basically is now in their court but not totally; let me explain the steps to come.

- Develop the regulation necessary to implement the statute. This will include the policy limits of insurance and other requirements of the carrier to provide the policy. The regulations will be developed by the real estate commission; these regulations will need approval by Division of Insurance, and Division of Corporations, Business and Professional Licensing (CBPL). This is in addition to the public review of regulations.

- Why the additional levels of review? This is the first time the State of Alaska has provided this type of service. The Division of Insurance Director Linda Hall has been personally involved in this process since its inception and offered to help with the necessary regulations. Mark Davis, Director of CBPL, has also been very involved in this project and will continue as the Division will obtain the bids, not the real estate commission.

- Hopefully the regulations will be completed by years end to start the public comment phase. Thanks to everyone who has commented on this legislation. We have received more positive comment on this legislation than anything we have every done.

Business License Issue

This issue has came up recently, I hope this addresses the "why", as far as an exemption for real estate licensees. Today in Alaska politics with 90 day sessions and special session after special session, this business licensee exemption would be extremely difficult to pass



Dave Feeken, Governor Palin and House Bill 357 sponsor Representative Kurt Olson.

through the legislature if not impossible. The Mandatory E & O bill was one of only 7 of 300+ bills introduced in the second session of a legislative session to pass.

Following is the written response from Assistant Attorney General Gayle A. Horetski regarding the business licensee issue:

I have been asked to reply to your e-mail message to the Attorney General yesterday regarding real estate licensees and business license requirements.

(What's Next, continue on page 7)

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(What's Next, continued from page 6)


The requirement that a person who engages in business in the state must have a business license appears in Alaska Statute 43.70.020, originally adopted in 1949. Under AS 43.70.090 and 43.70.110(3) the Department of Commerce,



Representative Kurt Olson discusses House Bill 357. L-R, Mark Davis, Director of Corporations, Business and Professional Licensing; Representative Olson; Linda Hall, Director of the Division of Insurance and Governor Palin.

Development (DCCED) has the responsibility to adopt regulations to implement the state business Community and Economic license statutes.

The DCCED has adopted regulations regarding business licenses. 12 AAC 12.020(b) provides: "An independent contractor must have a business license separate from the person to whom the contractor provides good and services." This regulation took effect on November 4, 1998. The regulation does not contain an exception for real estate licensees.

I hope this answers your questions about the state business license laws. 

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Association News

2009 Nomination Procedures

Are you a REALTOR® who is interested in serving in an AAR leadership position? Elections for the 2009 positions will be held during the state convention, September 16-19, 2008 at the Mt. McKinley Wilderness Lodge. Deadline to file for office is noon of the last business day immediately preceding the annual meeting and election which is scheduled on Thursday, September 18, 2008 starting at 9:00 am.

Positions for 2009 are President-Elect, Vice President, Treasurer, Secretary and two Director at Large Positions. All terms are one year beginning January 2009. The nomination form is included in this newsletter issue and also available on www.alaskarealtors.com.

2008 REALTOR® of the Year

The Alaska Association of REALTORS® is seeking candidates for the 2008 REALTOR® of the Year award. Each year AAR recognizes an active member who has provided outstanding service to their profession and the community during the year. The recipient is announced in September at the annual convention and also recognized nationally at the NAR annual convention.

Any member can submit a candidate's name. Forms are available on www.alaskarealtors.com. All entries must be submitted by August 15, 2008 on the REALTOR® of the Year form.

Request for 2010 Convention Proposals

The Alaska Association of REALTORS® is accepting proposals for the 2010 Annual State Convention. Member boards or individual members need to submit a letter of intent to the Association by August 15, 2008. The letter should include facility specifications, including sleeping, meeting

and banquet rooms for consideration. The 2009 Convention will be held in Fairbanks, Alaska.

2008 Credentials Committee

The following members have been appointed to the 2008 AAR Credentials Committee. The Committee is responsible for reviewing the 2009 nominations for elected office in the Association.

Chairman: Judy Cloud, Kenai; Cody Gibson, Anchorage; Amy Krier, Fairbanks; Joyce Porte, Kachemak; Dale Bagley, Kenai; Grant Shields, Kodiak; Sue Nix, Juneau; and Brad Cole, Valley.

Proposed Bylaw Change

The following proposed bylaw change will be voted on at the general membership meeting, on Thursday September 18, 2008 at the annual convention.

[] = Deletions Underline = Additions

Elections of Officers - Section 2

[No less than two months before the annual membership meeting, the President, with the approval of the Board of Directors, shall appoint a Credentials Committee composed of one member from each Member Board. The Immediate Past President of the Association shall serve ex-officio as Chairman. The names of the members of the Credentials Committee shall be mailed to the Member Boards and the Individual REALTOR® Members by the Secretary within ten (10) days after their appointment.] The Credential Committee Chairman will be the immediate past president of the Association and the members will be the current local board presidents. The next available Past President will serve as Chairman in the absence of the appointed Chairman. If the local president is not available, the President-Elect will serve in their place.

(Association News, continue on page 9)

(Association News, continued from page 8)

The Credentials Committee report shall be [mailed] distributed to each active member thirty (30) days prior, and delivered to the floor of the annual meeting and elections prior to the annual membership meeting. If the current President-Elect was selected at the prior annual meeting by vote of the membership, he or she shall serve as President the succeeding year. [Applications to the Credentials Committee for a position on the Board of Directors must be filed with the Chairman, by noon on the last business day immediately preceding the annual meeting and elections.] No application will be accepted later than August 10th to be considered a nominee at the annual meeting.

Election of Officers - Section 3

Only [Board Members and Individual] REALTOR® Members shall be eligible to hold office in the Association, provided, however, that any person holding the elective office in the Association shall have been a [Board Member or Individual REALTOR® Member in good standing.] REAL-



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TOR® member for at least two (2) years prior to his or her term taking affect on the Alaska Association Board of Directors.

All eligible candidates for office must have served as either an Officer or Director for a minimum of one year on the local board and be a member in good standing prior to serving on the Alaska Association Board of Directors.

Do All Your Continuing Education Online

The Alaska Association of REALTORS® now has online courses approved for continuing education credit. All 8 hours of designated credit (DCE) along with 28 hours of elective credit (ECE) are offered online. Courses include:

Property Disclosures

2 hrs DCE/4 hrs ECE = 6 Hrs

Buyer Representation

2 hrs DCE/4 hrs ECE = 6 Hrs

Ethics in Today's Real Estate World

2 hrs DCE/4 hrs ECE = 6 Hrs

Mortgage Fraud

2 hrs DCE/4 hrs ECE = 6 hrs

Electronic Transactions

6 Hrs ECE

Property Management & Managing Risk

6 Hrs ECE

To access courses, go to www.alaskarealtors.com and click on RE campus.

GRI Class Schedule

OCTOBER	Wasilla
GRI 100	
October 2, 3, 9, 10, 2008	
Contact VBR for information 376-5080	

OCTOBER	Anchorage
GRI 200	
Monday - Thursday, October 20, 21, 22 & 23, 2008	
Contact ABR for information 561-2338	

NOVEMBER	Anchorage
GRI 300	
Monday - Tuesday, November 18, 19, 24 & 25, 2008	
Contact ABR for information 561-2338	

(AREC Report, continued from page 5)

LICENSING EXAMINER REPORT

Dave is currently the Chairman of the Industry Issues Committee.

Currently there are 2406 (2311 in February) ACTIVE licensees. There are 474 Brokers, 428 Associate Brokers, and 1504 Salespersons. Below is an interesting chart showing the licensee trends over the past few years.

In his email to Mark Davis, Director of Corporations, Business, and Professional Licensing for the State of Alaska, here is what Dave said:


BEST PRACTICES

“I attended a Commission meeting last week in Fairbanks representing the Alaska Association of REALTORS. The makeup of this commission is by far the most knowledgeable of current real estate practices of any commission that I have followed since the late 80’s. I know it is the luck of the draw a lot of times with political appointments. This group’s motivation to “get things done” and to ask “why can’t we do that” is more a representation of the caliber of individuals on the commission than someone’s opinion who may not be as active in the industry.

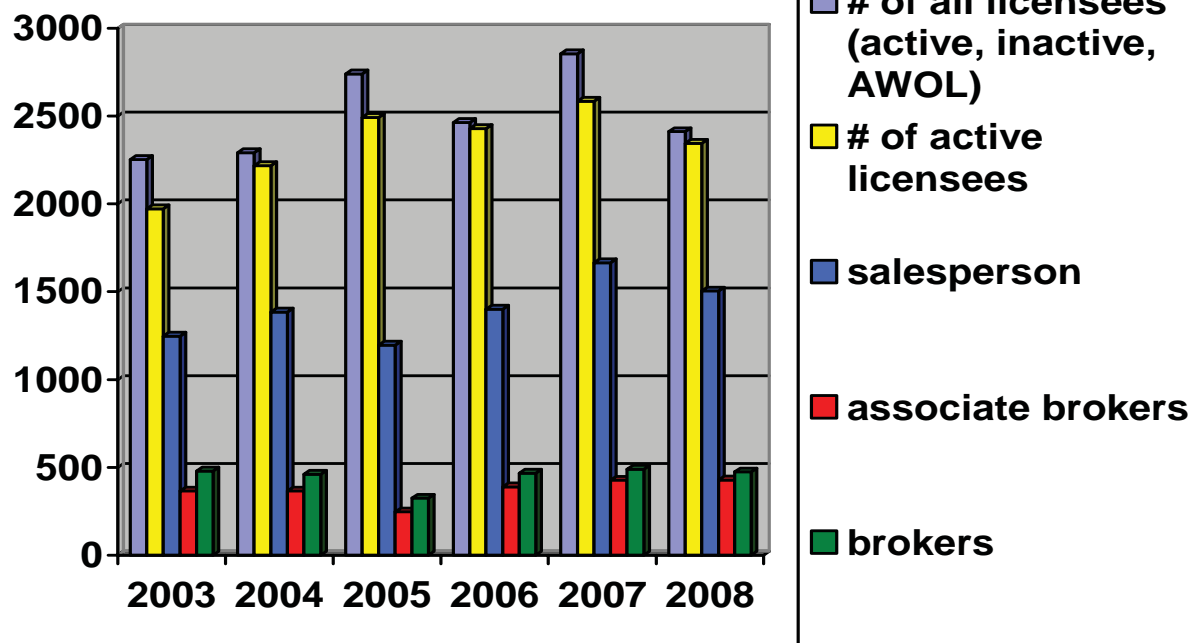
We had a lengthy discussion on AS 08.88.615(6) regarding the requirements for disclosure of representation. We believe that a BEST PRACTICE is to provide a copy of the Consumer Pamphlet to anyone you are providing specific assistance. While the Statute does not require getting signatures, it does require providing a copy of the pamphlet. This would include all persons you are dealing with, including FSBOs.

NEXT MEETING

Unlicensed activity was addressed the second day with a very good discussion and in my opinion the outcome was a good start of a regulation dealing with defining “incidental” to a number of times an individual can “incidentally,” in their employment, do an activity that requires a license. This is a huge consumer-protection issue that is long overdue in being dealt with constructively.”

The commission will be traveling to Wasilla for our next meeting to be held on September 16 and 17, 2008. The meeting will be held at the Grand View Inn and Suites and if you are in the Wasilla area don’t miss the opportunity to attend our meeting and get some CE credit. This meeting will be held just before the AAR State Convention. 

Dave Feeken



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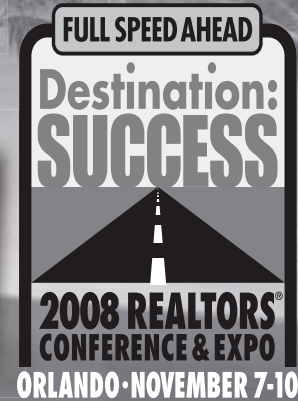
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2008 Annual Convention

"September 16th - 19th at the Mt. McKinley Princess Wilderness Lodge"

Schedule At-A-Glance

Tuesday September 16, 2008

2:00 - 5:00 PM Board of Directors Meeting
6:00 - 9:00 PM Ice Breaker

Wednesday September 17, 2008

8:00 - 9:00 AM Breakfast
9:00 - 9:15 AM Opening Ceremony
9:15 - 12:15 PM John Tuccillo Education Class
12:15 - 1:30 PM Past Presidents/ROTY Luncheon
1:30 - 4:30 PM John Tuccillo Education Class
5:30 - 6:30 PM Affiliate Appreciation Hour
6:30 - 8:30 PM Dinner
8:30 - 12:00 AM Affiliate Night

Thursday September 18, 2008

8:00 - 9:00 AM Breakfast
9:00 - 11:00 AM General Membership Meeting
11:00 - 12 noon State Assessment Class
12:00 - 1:00 PM Lunch
1:30 - 4:30 PM Trade Show
4:30 - 6:00 PM Trade Show Reception
6:30 - 8:30 PM Dinner
8:30 - 12:00 AM ARPAC Night/Auction

Friday September 19, 2008

8:00 - 9:00 AM Breakfast
9:00 - 11:00 AM RESPA Class
11:00 - 12 Noon National Issues Update
12:00 - 1:00 PM CRS Lunch
1:00 - 4:00 PM Smart Growth Class
5:00 - 6:00 PM ARPAC Cocktail Party
6:30 - 8:30 PM Dinner
8:30 - 12:00 AM Awards Presentation/Dancing

Saturday September 20, 2007

8:00 AM Breakfast for the Road

Speakers

John Tuccillo is one of the foremost real estate and housing finance economists in the United States. His current consulting practice is focused on strategic and business planning, and his experience and counsel are sought by trade associations, major real estate and other private firms.

John's Session - Eight Important Trends That Will Shape the Future of the Real Estate Business. This compelling session will open your eyes

to powerful new business models emerging in real estate. Statistics, demographics, consumer desires, broker needs, merging of services and much more will shape the real estate business of the future. We'll look at the trends and how REALTORS® can adjust their businesses to take advantage of the coming changes to make more profit.



Ken Trepeta is the Director of Real Estate Services for the National Association of REALTORS®. He is charged with covering the broader real estate industry for NAR.



Ken's Session - RESPA Dos and Don'ts. In this session, Ken will cover avoiding illegal kick-backs and schemes, what HUD and others are doing about Real Estate Procedures Settlement Act (RESPA) violations, affiliated businesses do's and don'ts and sham affiliated businesses. He will also give an update on the new RESPA reform proposals.

Continuing Education Credit

A total of 8 hours of elective continuing education credits have been approved for this year's convention.

3 Hours Elective Credit

Wednesday, September 17th - 9:15am - 12:15 pm
John Tuccillo's "Eight Important Trends" course.

3 Hours Elective Credit

Wednesday, September 17th - 1:30pm - 4:30 pm
John Tuccillo's "Taking the Numbers to the Street" course.

2 Hours Elective Credit

Friday, September 19th - 9:00am - 11:00 am
Ken Trepeta's "RESPA" course.

2008 State REALTOR® Convention Registration Form

All Events are sold on a First-Come, First-Serve basis and are non-transferable.

REALTOR® / Affiliate Registrant (Please Print)

Last Name _____ First Name _____

Office Name _____

City _____ State _____ Zip Code _____

Nickname for Badge _____ (Area Code) Office Phone _____

Designations for Badge _____ E-mail address _____

Guest Registration (Please Print)

Last Name _____ First Name _____

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Room Reservations

This year's convention is at the Mount McKinley Princess Wilderness Lodge. The room rate is \$99 per night plus \$4.95 tax. To reserve a room, call 1-800-426-0500. Please reference group code TNF L8260 (REALTOR Convention).

*Registration Day Rate

Registration Day Rate
 A day rate is available for \$99 for anyone who would like to attend only one day. Meal tickets can be purchased separately.

Cancellation Policy

All cancellations must be received in writing. If registration is cancelled before August 25th, there will be a \$25 cancellation fee.

If the request is received after August 25th, no refund will be made.

CONVENTION REGISTRATION

	Circle Choice	REALTOR®	Aff/Guest
Full Convention Package - Includes registration, all meals education and hosted events			
Postmarked After 7/15/2008		275	225
At the Door		300	250
Registration Only - Included education & hosted events			
Postmarked After 7/15/2008		175	125
At the Door		200	150
Day Rate - Includes Education and hosted events		99	99
Tuesday, September 16, 2008			
6:00 pm	Ice Breaker Reception (hosted)		
Wednesday, September 17, 2008			
8:00am	Breakfast	\$15	\$15
11:30am	Past President/REALTOR® of the Year Luncheon	\$25	\$25
5:00pm	Affiliate Appreciation Party (hosted)		
6:30pm	Dinner	\$40	\$40
8:30pm	Affiliate Night		
Thursday, September 18, 2008			
8:00am	Breakfast	\$15	\$15
11:30am	Lunch	\$25	\$25
3:30pm	Trade Show & Reception (hosted)		
6:30pm	Dinner	\$40	\$40
8:30pm	ARPAC Night & Auction		
Friday, September 19, 2008			
8:00am	Breakfast	\$15	\$15
12:00 noon	CRS Luncheon	\$25	\$25
5:00pm	ARPAC Reception (hosted)		
6:30pm	Dinner	\$55	\$55
8:30pm	Awards Presentation		
Saturday, September 20, 2008			
8:00am	Continental Breakfast	\$10	\$10
REGISTRATION + OPTIONAL EVENT TOTALS		\$ _____	= \$ _____ + \$ _____

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AAR is NOT responsible for lost registration forms or incomplete applications.



I want to personally thank each of you for taking action on these latest Calls for Action in support of FHA Modernization. More than 90,000 REALTORS contacted the Senate urging passage of the housing bill. On July 11th, the Senate voted 63 to 5 to approve the legislation. As a result of your efforts, HR 3221 creates affordable housing opportunities by setting loan limits up to \$625,500 for Fannie Mae, Freddie Mac and FHA, and will stimulate housing demand with a temporary \$8,000 home ownership tax credit. The bill also includes broad reform for Fannie Mae, Freddie Mac and FHA, and creates a new FHA program to help homeowners at-risk for foreclosure.

shown that when REALTORS stand united, the American dream of homeownership is open to all. Thank you for your successful efforts!

Dick Gaylord
President, NAR

Alaska Call For Action Results: Alaska, along with Arkansas, had the highest participation rate on the recent FHA call for action. Alaska's participation was 16.5% compared to a 2007 average participation rate of 9.7%. 

This bill is critical to restoring confidence in the mortgage and housing markets and the nation's entire economy. But it isn't complete yet. Now, the bill goes to a conference committee before Congress can send it to the President. Negotiations begin over the next few days and weeks, and both House and Senate leaders hope to get the bill on the President's desk before the August recess.

Of course, none of this would have been possible without members mobilizing in support of this crucial legislation. Our strong involvement included face to face meetings between members and their Senators and Representatives in their home states as well as in Washington, DC. NAR generated more than 250,000 e-mail messages and phone calls urging Congress to take action on the vitally important housing bill.

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ALASKA ASSOCIATION OF REALTORS® 2009 Nomination Procedures for Office

Are you a REALTOR® who has served your local Board Association as an elected officer or Alaska Association of REALTORS® Director and have visions for an AAR office? (*Note: you may nominate yourself for AAR Officer position.*)

Elections for the year 2009 positions will be held during the State Convention, September 16-19, 2008. Deadline to file for office is noon of the last business day immediately preceding the annual meeting and election.

A Credentials Committee will review applicants in adherence to the qualifying criteria. Positions available for 2009 are President-Elect, Vice President, Treasurer, Secretary, and two Director at Large positions. All are one-year terms beginning in January 2009.

----- Today's Date: _____

Candidate for the office of (check one)

President-Elect Vice President Treasurer Secretary Director at Large (2 vacancies)

List the REALTOR® boards in which you hold membership: _____

Name of Candidate: _____

Name of Firm: _____ Position held with firm: _____

Business Address: _____

Business Phone: _____ Business Fax: _____ Email _____

Membership as REALTOR® - Number of years: _____ Number of years licensed: _____

Business Specialization: _____

List REALTOR® Institutes, Societies, and Councils in which you hold membership, if any: _____

REALTOR RELATED ACTIVITIES – List the local board, State Association and National Association history of committee service, offices held, or any other areas of service candidate deems appropriate (include dates of service).

OTHER ACTIVITIES – Briefly describe other business related affiliations with other organizations.

Are you aware of the responsibilities and time requirements of service as an AAR Officer/Director? Yes No

Required Signature: _____

Please fax or mail form to the Alaska Association of REALTORS® office: Fax (907) 561-1779 Phone: (907) 563-7133
4205 Minnesota Drive Anchorage, Alaska 99503

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News Bites from Around the



Anchorage

84 REALTORS® and Affiliate members attended Walter Sanford's educational courses, sponsored by Alaska USA Mortgage.

GRI 200 will be offered October 20-23, 2008 at the BP Energy Center and GRI 300 will be offered in November, completing the 2008 series.

A luncheon was held on July 9th at Aladdin Restaurant. Featured speakers offering both sides of Ballot Measure 4 were Rose Barr of NANA Corporation, and Dr. Bruce Switzer of Alaskans for Clean Water.

Please consider serving on the Anchorage Board of REALTORS® Board of Directors in 2009. The election will be held at the annual meeting in October. Contact the office at 561-2338 for a board member's job description and for board prospect forms.

To the benefit of our members, the Anchorage Board of REALTORS® has asked Dov Margalit of resolution-3D to prepare a proposal to design and develop an interactive website.

Fairbanks

Fairbanks just held our first Charity Golf Tournament. We raised \$5,000 that will be donated to Fairbanks Neighborhood Housing Services to be used towards a downtown revitalization project. There were 18 teams sponsored by local Realtors and Affiliates. This was a full day of golfing and social-

izing for the players, plus we had a picnic lunch and 50/50 putting contest for non-players. We are looking forward to this becoming an annual event.

Kenai

Summer on the Kenai is in full swing!

We were able to watch Governor Sarah Palin on June 26, 2008 at the Soldotna Sports Center sign 3 bills into law that affect REALTORS® and licensees.

HB 357 - "An Act requiring errors and omissions insurance for real estate licensees".

HB 413 "An Act extending the termination date for the Real Estate commission," and

HB 325 "An Act relating to the teachers' and health care professionals' housing loan program in the Alaska Housing Finance Corporation."

We had Cary Bolling from Alaska Housing Finance Corporation speak at our June Membership Meeting and he brought so much information on the Home Energy Rebate, Weatherization, and Loan Programs! If you would like information for yourself or to pass onto your buyers or sellers, visit their website at www.ahfc.state.ak.us/energy/weatherization_rebates.cfm. They have so many programs open for all income brackets!

The Association is still hosting National Association of REALTORS® Code of Ethics video. We are halfway to getting all our REALTORS® their FREE 2 hours of required credit and 1 hour of

elective credit in Ethics, as well as satisfying the NAR Code of Ethics quadrennial requirement due by December 31, 2008.

We are looking forward to the State REALTOR® Convention as well as our Christmas Banquet. Our website is www.kenaipeninsular-realtors.org and our email is kpar@alaska.net

Valley

Submitted by Brad Cole, 2008 President

and Julie Nolen, Executive Officer


The Valley Board of REALTORS has had an exciting beginning to summer with the purchase of a new building and a lot. The land has been prepped and is ready for the building to be placed on it, which should happen in the next couple of weeks. The 1200 square foot building will be VBR's new future home featuring a large classroom facility, small office for staff, two restrooms and a mediation/conference room. We are building a full walk-out basement below our building which will offer two 900 square foot commercial office spaces. We are very excited about this new endeavor! We hope to be moved in by the fall.

VBR offered the Senior Real Estate Specialist Designation in July, which was very well received. We brought up guest instructor, Pili Meyer, from Port Angeles, Wash-


(Newsbites, continue on page 18)

(Newsbites, continued from page 17)

ington. We were pleased to have the opportunity to offer this new Designation to our members, as this is the first time SRES has been offered in Alaska.

The State Convention is right around the corner and we have rolled up our sleeves as planning is in full-swing. In addition to top-notch national speakers and continuing education, we're working on offering some new fun events and activities. We look forward to seeing everyone at the McKinley Princess Lodge this September. 

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Courses include:

- Property Disclosures - 2 Hours Required/4 Hours Elective
- Ethics in Real Estate - 2 hours Required/4 Hours Elective
- Buyer Representation - 2 Hours Required/4 Hours Elective
- Mortgage Fraud—2 Hours Required/4 Hours Elective
- Property Management - 6 Hours Elective
- Electronic Transactions in Real Estate - 6 Hours Elective

Go to www.alaskarealtors.com to access the classes.


(President's Message, continued from page 3)

At the state level we need to revisit sign laws. I'm not saying our highways need to look like the billboard orchards we see in some states. But certainly For Sale signs on someone's real property shouldn't be bound by the harsh restrictions we deal with today in Alaska. And finding an open house shouldn't mean our customers need a GPS system. Time and again the letters go out from D.O.T. Time and again our signs disappear followed by ransom letters.

We need to stop making Realtors double license. If the owner broker has a business license for the shop, and payments have to go through the owner broker and never directly to a licensee or associate broker, then it is ridiculous to make each and every licensee get a business license on top of the professional license they already have. It's just more paperwork, more time and more expense, keeping bureaucracy a thorn in our sides.

I'm sure there are other issues that could use some Realtor® input and I'd love to hear how the state or national association can help you help your clients.

There are probably a number of local issues you'd like your board to get involved in as well. And there is no better time to tell them. With elections on the horizon your local boards will be looking for volunteers to meet with candidates and make recommendations to the RPAC trustees. Your local boards will also be putting together nomination committees soon for 2009. But if you're strapped for time, a phone call or email to your local committee chairs and presidents are always welcome.

I've mentioned just three things I'd like your help on. Let us know what else we can work on together. 

Meet Our Anchorage Escrow Team



Heather Randell
Escrow Manager
Direct Phone: 777-0509
Fax: 222-7409
Email: heathers@stewartak.com



Sherri Bahma
Senior Escrow Officer
Direct Phone: 777-0518
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Jeni Phillips
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Direct Phone: 777-0510
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Develop multimedia presentations for buyers and sellers, and a pre-listing package.

<p>Course Dates and Times August 21, 2008 Registration Starts @ 8:00 AM Class Hours: 8:30-5:00 Course Cost \$175 Lunch is included</p> 	<p>Class Discounts</p> <p>Alaska CRS Chapter MEMBERS \$15 after Chapter paid status verified</p> <p>Alaska CRS Chapter DESIGNEES \$25 after Chapter paid status verified</p>	<p>Instructor Pat Zaby, CRS Class location Centerpoint Training Room 3801 Centerpoint Dr. Anchorage 6 ECE Credits 1 CRS Credit Snacks courtesy of </p>
--	---	---

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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!

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Check Payment: go to www.alaskacrs.com print/fill out registration & mail registration check to: Alaska CRS Chapter, 1500 W 33rd Ave., #220, Anchorage, AK 99503.

Credit Card Payment: to www.alaskacrs.com print/fill out registration and fax to: Alaska CRS Chapter, 907-563-8476.

Checks are payable to Alaska CRS Chapter.

If you have questions email Kay DuBois at kdubois@anchorage Realtors.com or call 907-561-2338

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President's Message

By Denny Wood, CRS, GRI
Prudential Jack White Vista
Real Estate



Here we are almost through summer, if you can call this weather summer. The real estate market is turning better, we can all be thankful for that. We have all grown because of the changing market. We have gotten better at the basics of prospecting, evaluating property list prices, follow up and negotiating because we had to in order to keep going. Now we are stronger and ready to attack the market. Go back through the books from the past CRS courses you have taken and resurrect those skills and build upon them. The remainder of 2008 will be a great year for us all.

Alaska is number two in per capita CRS designees in the nation at 13%. Give yourselves a hand. Remember, the REALTOR® designation alone does not guarantee that a licensee has experience or in-depth knowledge. No real estate company can guarantee an experienced, knowledgeable licensee. Only the Certified Residential Specialist designation can absolutely guarantee that the CRS Licensee has significant experience, advanced education, and the in-depth knowledge to produce a superior outcome. Use these facts in your promotion to tell the public "Why hire a CRS."

If you are not a Certified Residential Specialist, now is the time to make the move. National average shows that a CRS designee makes over \$100,000 more annually than a non-designee.

Our own Janelle Pfeifer, CRS was named CRS Regional Vice President for the Council of Residential Specialists. There were 18 applicants for 7

positions. Congratulate her when you see her or send her an email. She will make us all proud.

Don't miss "Marketing with Microsoft Office" August 21st. Pat Zaby, CRS will be the instructor and we have asked him to stay over and teach a bonus class from 5:30 to 7:30 on the Respond program and others in his Marketing Library. This will be free to the attendees of the one day CRS class.

On October 2 & 3, Frank Serio will be the instructor for CRS 210, Building an Exceptional Customer Service Referral Business. The CRS Council has also approved Ninja III, Business Systems and we have scheduled the class for August 2009.

Again, I want to thank our many wonderful sponsors. You are a very special group to us and our mission would lack if not for this generous support: Corporate level, Pacific Northwest Title and Residential Mortgage; educational sponsor, First American Title and our many luncheon and event sponsors, too numerous to list. I would ask that you give our sponsors some of your business as a way of saying thank you.

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1– If you don't already have one, adopt a theme for your business. Try to make it into a slogan so you can focus. Use it on all marketing materials so the tag line becomes synonymous with your name. One hint: avoid the tired, overused words that have become meaningless – such as "quality, professional service, etc." Be concrete.

2– Always format your ads so that they have the same look. In advertising, consistency is key. By choosing a certain graphic design – including photo placement, typeface, graphics, etc. – and sticking with it, agents, buyers and sellers will be able to look at the ad and know it's yours, which increases your name recognition. Do the same thing with your flyers, brochures and Internet promotions. Consider hiring a graphic designer that can create a unique and uniform look that will stand the test of time.

3– Get an updated photo and stick with it. No need to have a series of photos in different outfits and poses – just have a professional portrait done and use it repeatedly in all ads and on other marketing materials. One bit of advice: Glamour shots are out. People need to be able to recognize you from the photo.

4– Check for accuracy. When writing ad copy, make sure the information you have on the home is accurate. Know the style of the property before you put it in your brochure or on other promotional materials. And take all precaution to confirm details – don't just take the seller's word for it.

5– Write what the readers want to know. Today's buyers want the facts, but they still need to be sold through the ad copy. Trite phrases such as "charming" don't tell them enough. Try choosing the one detail you like best about the property and play upon it. Even if it means just two words to capture their imagination – Inspiring Views – it's enough to keep the prospect reading.

6– Ask your seller what was the main feature(s) that enticed them to originally purchase their house. Their comments may surprise you and can help in the writing of your ads and brochures. ("close to my work", "we liked the schools")



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