

Alaska

REALTOR®

OCTOBER 2008

A PUBLICATION OF THE ALASKA ASSOCIATION OF REALTORS®

Real Estate Commission Report

AFHC Energy Program

2008 Convention Highlights



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*Cover photo: Mt. McKinley Princess Wilderness Lodge
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President's Message

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



The 2008 AAR Convention and McKinley Princess Lodge was a fantastic success. Congratulations to Uli Johnson and her wonderful convention committee at the Valley Board of Realtors®.

In these confusing times as we wait to see just how the bailouts and economic plans being proposed this campaign season will really shake out it is more important than ever to stay informed. As the voice of real estate in Alaska, each and every one of us is looked to by our communities to sift through all the chaff and get to the heart of the matter. We're called upon to advise our clients the prudent course of action and guide them through troubling times. At this year's convention we had great presentations on RESPA, community action, and the economy just to name a few.

The national convention, to be held in Orlando November 7-10th, may be the most important convention I ever attend. I have been to probably a dozen national real estate conventions, whether they be NAR, my franchise, or the INMAN conference and all of them have been rewarding and educational. But as we look to a new dawn in our economy, financial sectors and indeed the housing market I know that the information at this NAR convention will be more prescient to my livelihood than ever before. Don't rely on some friend of a friend in one of your offices to hopefully bring back a good anecdote or two. Don't let the messages be lost in translation. Now is the time to find a way to invest a small portion of your PFD in your career. I urge all of

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Real Estate Commission Update

"September Meeting in Wasilla"

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



The September Alaska Real Estate Commission meeting was held in Wasilla on September 15 and 16, 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

The big item this meeting was putting together regulation language for the new mandatory Errors & Omission Insurance that will become effective on March 1, 2010. We had the opportunity to review language from about 10 different states. We have selected two states that best represents the language that we would like to see in our regulation. We will be selecting the language to be included in our regulation and get it sent out for public comment immediately.

INVESTIGATOR REPORT

During this reporting period, May 28 through August 25, 2008, the Investigation Unit opened 14 cases and closed 6 cases. There are currently 38 open cases. Litigation has been initiated in one open case and it was heard during August 19-22, 2008 but a proposed decision has not yet been issued. Accusations are being prepared by the Attorney General's Office in three of the open cases.

SURETY FUND CLAIMS

Two Surety Fund claims were reviewed by the Real Estate Commission. Both claims, S-28-007 and S-28-008 were adopted.

The first claim, alleged fraud, intentional misrep-

resentation and deceit by a real estate licensee. Without discussing the details of the claim, the issue boiled down to the timeliness of the claim. The licensee claimed that the claim was filed too late because it was not filed within two years after the occurrence of the fraud, misrepresentation or deceit claimed as the basis for the reimbursement from the fund. The Administrative Law Judge states "...AS 08.88.460 does not use the phrase "within two years after the accrual of the cause of action"; the statute also does not use words "occurrence", which means "a thing that occurs; an incident or event." The Real Estate Commission has adopted the foregoing definition of "occurrence" when denying prior surety claims. For this reason the surety fund claims filed by the claimants was dismissed.

The second case involved a first-time investor of modest means. He had been advised by his friends to invest in a multiple family property as a means to allow him to find a less time-intensive way to earn a living so that he could spend more time with his family. He contacted a well known licensee about the possibility of investing in a four plex. The licensee convinced him to consider investing in a 50-plex property that had just become available and that the licensee may be interested in partnering to complete the purchase. The licensee was listed on the EMA as both listing and selling broker, "assisting both the Buyer and Seller as a Neutral Licensee." The buyer, who may have seen the property from the road but otherwise had not inspected it, signed the agreement as an offer to purchase.

The EMA recorded the deposit of \$10,000 in earnest money but a check from the buyer was for only \$5000. Although the funds were deposited in a trust account, the discrepancy in earnest money amounts reflects an understanding between the buyer and the licensee that additional investors would provide the additional earnest money re-

(AREC Report, continue on page 5)

(AREC Report, continued from page 4)

quired by the contract. Along the way the licensee kept in contact with the buyer and informed him that the deal was still on track but that "a project of this kind takes time."

In the meantime, without the buyer's knowledge, the licensee served as both listing and selling licensee in a second transaction involving the same property. Apparently, a "Termination of Agreement to Purchase" had been submitted by the licensee for the first buyer but a "...preponderance of the evidence in this proceeding indicates that the signature on the termination was forged."

The first buyer, however, was continually told that the deal was getting close to closing and that the buyer needed to draw down the equity in his home to generate his portion of the down payment. The buyer understood that his portion would be approximately \$440,000. Here is where it gets complicated! These funds were put into an escrow

account with a local title company. The licensee suggested to the buyer that he enter into a "VOD loan" to recover the closing costs on his first loan. But then to make this money "self sustaining", until the deal closed, it was suggested to the buyer that he make a "loan" of this money to another person (the licensee's brother-in-law) which could be called on 30 days notice. In the end, the buyer did not get the 50 plex, and the brother-in-law of the licensee defaulted on the \$440,000 loan. The buyer lost everything. Because fraud and knowing misrepresentations on the part of the licensed real estate salesman resulted in a loss to the buyer exceeding \$15,000 the claim of the buyer against the Real Estate Surety Fund was granted.

CURRENT REGULATIONS

The revised Residential Real Property Transfer Disclosure Statement, which is Regulation 12 AAC 64.930, was signed by the Lt. Governor on September 4, 2008 and will be effective on October 1, 2008.
(AREC Report, continue on page 6)

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
Fax: 222-7418
Email: sherrib@stewartak.com



Jeni Phillips
Escrow Officer
Direct Phone: 777-0510
Fax: 222-7410
Email: jenip@stewartak.com



Brigette Schott
Escrow Officer
Direct Phone: 777-0512
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Brenda Staats
President of
Stewart Title of Alaska

(AREC Report, continued from page 5)

ber 4, 2008. The revised Residential Real Property Transfer Disclosure Statement (Rev. 07/08) will be available on the Real Estate Commission web site (under forms) at the end of the business Friday, October 3, 2008. However, the new form CANNOT be used prior to October 4, 2008. Any transactions that have not been closed by October 3, 2008 will require the sellers to complete the newly revised form.

The commission reviewed and discussed the proposed language change on regulation 12 AAC 64.110. Requirements for establishing and maintaining an office will be sent to Juneau and will go out for public comment.

12 AAC 64.180 (a) was also adopted and will be sent out for public comment. The specific change deals with allowing a trust fund account to be established in a federally insured bank or credit union authorized to do business in this state.

The Commission also spent a lot of time discussing 12 AAC 64.068 regarding Professional Corporations. New language has been proposed and will be sent out for public comment. The intention of the new language is to allow licensees to be paid commissions as a legal entity, protecting the corporate veil of those licensees who have incorporated their business.

License by Endorsement, 12 AAC 64.061 was discussed and reviewed. A motion was made and approved to adopt new language that will be sent out for public comment.

The commission also made clarification of 08.88.331 concerning Licensees Personal Transactions. A new regulation (12 AAC 64.331) has been proposed stating: Notwithstanding AS 08.88.331, a real estate licensee may utilize the services of the licensee from another brokerage to represent or give specific assistance to the licensee in personal real estate transactions.

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Association News

2009 AAR Officers

The following members were elected to leadership positions at the recent annual convention.

President	Art Clark Real Estate Brokers of AK
President-Elect	Russell Joyce Prudential Jack White Vista Real Estate
Vice President	Amy Krier Advantage Alaska Realty
Secretary	Debbie Murphy Prudential Jack White Vista Real Estate
Treasurer	Don McKenzie RE/MAX Properties
Directors at Large	Gina Pelaia Bay Realty Anna Johns Preferred Realty

2009 Leadership Conference

The Alaska Association of REALTORS® 2009 Leadership Conference will be held Monday - Tuesday, January 12-13, 2009 at the Dimond Center Hotel. Adorna Carroll with Dynamic Directions will be conducting leadership training on Monday.

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GRI Schedule

The following GRI courses are scheduled for this Fall. Registration forms are available on www.alaskarealtors.com.

OCTOBER **Wasilla**

GRI 100

October 9, 10, 16, 17, 2008
Contact the Valley Board of REALTORS®
for information 376-5080

OCTOBER **Anchorage**

GRI 200

Monday - Thursday, October 20, 21, 22 & 23, 2008
Contact the Anchorage Board of REALTORS®
for information 561-2338

NOVEMBER **Anchorage**

GRI 300

Monday - Tuesday, November 18, 19, 24 & 25, 2008
Contact the Anchorage Board of REALTORS®
for information 561-2338

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

2008 REALTOR® of the Year

"Don McKenzie, RE/MAX Properties"

Don McKenzie, REALTOR® at RE/MAX Properties in Anchorage was named the recipient of the 2008 REALTOR® of the Year awarded by the Alaska Association of REALTORS®.

This distinguished award is given annually to the individual who has displayed a strong sense of REALTOR® spirit, high principles, ethics and good real estate practices, leadership qualities with the local, state and national association of REALTORS®, involvement in civic activities and strong business accomplishments.

Don first received his real estate license in 1983. From 1991 - 1998 he operated Don McKenzie Real Estate in Eagle River with approximately forty licensees.



2008 REALTOR® of the Year Don McKenzie and his wife Katie.

In 1987 he served as a Director on the Anchorage Board of REALTORS®. He has served as either a member or Chairman of several committees and held the office of Vice President and was elected

President of the Anchorage Board in 1998. Don was named the Anchorage Board REALTOR® of the Year in 1996.

On the state level, Don has served several terms as a Director for the Alaska Association. He has also served as an RPAC Trustee and Treasurer of the Association for the past two years and was recently elected to the Treasurer position for 2009. In 2002, and again in 2006, Don held the office of President for the Alaska Association.

He also was awarded the Alaska Association REALTOR of the Year in 1999.

Don McKenzie has attended every Alaska REALTOR Convention since 1986 and has attended every National REALTORS® Convention since 1992.

Besides the REALTOR® organization, Don served as a Director of the Anchorage Multiple Listing Service from 1986 through 1998. He served as MLS Vice President, Secretary and two terms as President in 1997 and again in 1998.

Don's community involvements includes serving on the Advisory Board for the Eagle River Boys & Girls Club, and chaired several fundraiser events, wine tastings and auctions. As an agency owner, he supported the Chugiak High School Drill Team Chapparells, Lady Mustang Softball, Chugiak Football and Diamond High School girls basketball.

In 2003, Don was instrumental in guiding the Alaska Association in purchasing the current Association office building which included a leased unit. Don was recognized at the 2007 Convention for the work he did on remodeling the REALTOR® building.



(AREC Report, continued from page 6)

All of these changes will be sent out for public comment. Take the time to review and comment on the proposed changes. Your input is valuable to the Commission.

BEST PRACTICE

The REC has suggested that it would be a BEST PRACTICE when disclosing that a home has a specific energy rating that the disclosure should indicate the rating was “when built.” Obviously, ratings change over the years with changes to the structure, settling of insulation, and other issues dealing with the age of the home. The Commission recommended that this information be placed on the web site under Best Practices in the category of Risk Management.

LICENSING EXAMINER REPORT

Currently there are 2463 (2406 in June) ACTIVE licensees. There are 475 Brokers, 415 Associate Brokers, and 1522 Salespersons.


CONTINUING EDUCATION REPORT

Very little change from our June report but we do have 19 additional Elective CE classes, 6 Designated CE classes, 17 additional currently approved/permanent instructors, and 6 new instructors.

ELECTION OF OFFICERS

Brad Cole has been elected as the Chairperson for the AREC. Dave Somers will remain as Vice Chair and Roger Stone will remain as Education Liaison. Gene Duval is to be commended for the outstanding contribution he has made to the commission during the time he served as Chairperson. Thank you, Gene!

NEXT MEETING

The commission will be in Anchorage for our next meeting to be held on December 11 and 12, 2008. The meeting will be held at the Atwood Building. Once again, we will be offering CE credit for those who will be attending. 

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2008 RPAC Candidate Endorsements

The Alaska Association of REALTORS® Political Action Committee (RPAC) Trustees recently met to determine funding for political candidates in the general election. In making the decisions, the RPAC Trustees evaluated candidate positions on real estate and land use issues.

There are two races the trustees took no position on. The winner of each of these each will receive funding from RPAC.

The following are the Trustee recommendations:

Senate Races

Senate District C	Albert Koosesh
Senate District E	Cynthia Henry
Senate District G	Erick Coerdero
Senate District K	Bettye Davis
Senate District M	Hollis French
Senate District O	Kevin Meyer
Senate District Q	Tom Wagoner
Senate District T	Don Olson

House Races

House District 1	Kyle Johansen
House District 2	Peggy Wilson
House District 3	Beth Kerttula
House District 4	Andrea Doll
House District 6	No Position
House District 7	No Position
House District 8	David Guttenberg
House District 9	Sue Hull
House District 10	Jay Ramras
House District 11	John Coghill
House District 12	John Harris
House District 13	Carl Gatto
House District 14	Wes Keller
House District 15	Mark Neuman
House District 16	Bill Stolze
House District 17	Anna Fairclough
House District 18	Nancy Dalhstrom
House District 19	Bob Roses
House District 20	Max Gruenberg

House District 21	Harry Crawford
House District 22	Sharon Cissna
House District 24	Berta Gardner
House District 25	Mike Doogan
House District 26	Lindsey Holmes
House District 27	Bob Lewis
House District 28	Craig Johnson
House District 29	Chris Tuck
House District 30	Lynda Zaaugg
House District 32	Mike Hawker
House District 33	Kurt Olsen
House District 34	Mike Chenault
House District 35	Paul Seaton
House District 36	Alan Austerman
House District 37	Bryce Edgmon
House District 38	Bob Herron
House District 39	Richard Foster
House District 40	Reggie Joule

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FRIENDS OF DAVE FEEKEN

As most of you know Dave Feeken has spent years working on the behalf of private property owners and REALTOR® issues on a local, state and national level.

What you may not know is that he now needs our help. Dave has had a reoccurrence of cancer and with mounting medical costs and the need for Hospice care, his family is overwhelmed.

Our committee, Friends of Dave Feeken, is asking for your donation of \$25 or more to help the Feekens' offset some costs.

Donations will be accepted at Wells Fargo in the Friends of Dave Feeken account #3752206148 or via PayPal through KPAR's web page www.kenaipeninsularealtors.org or at paypal.com using KPAR's email kpar@alaska.net.
We thank you for your generosity,

Friends of Dave Feeken in Cooperation with Kenai Peninsula Association of REALTORS® and
Bridges Community Resource Network, Inc. 501c3 #92-0151271

ONLINE COURSES AVAILABLE THROUGH THE ALASKA ASSOCIATION OF REALTORS®

- ONLINE CONTINUING EDUCATION -



Few people can afford to drop everything and go back to school, which is why AAR now has courses online that you can take anytime from anywhere. These self-paced classes utilize the latest technology to provide you with the best real estate education options. These courses have all been approved for CE credit. All 8 hours of designated credit (DCE) along with 28 hours of elective credit (ECE) are offered online at \$10 a credit hour.

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.

AHFC Energy Program Highlights

By Betty Hall
Energy Information Specialist
Alaska Housing Finance Corporation

Everyone loves to get a check in the mail, but the energy rebate from AHFC means you have made energy improvements to your home. These improvements will make your home more comfortable and will continue to save you money year after year in home energy costs. The Home Energy Rebate Program is available to homeowners regardless of income. The home must be your primary full-time residence. Owner-occupied duplexes, tri-plexes and four-plexes are also eligible.

The first step is to have an AHFC approved energy rater do an energy rating on your home. More raters are currently being trained, which will help alleviate the long waiting lists.

The rater gathers information about the various components of your house and then performs a blower door test. The information is then input into AHFC's approved energy rating software, AkWarm. AkWarm generates an energy rating and an energy improvement options list. AHFC will rebate the homeowner up to \$325 for the cost of the initial energy rating.

The homeowner chooses and completes energy improvements from the options list and

has the rater return to do the final energy rating. The homeowner has 18 months from the time of the initial rating to make the improvements, have the final rating completed and all required documentation and receipts submitted to AHFC. The amount of the rebate is determined by the increase in the number of steps between the As-Is and Post-Improvement energy ratings.

“The amount of the rebate is determined by the increase in the number of steps between the As-Is and Post-Improvement energy ratings.”

For example, the initial rating is a 2 star plus and the final rating is a 3 star plus. That would be a two-step improvement and eligible for a maximum \$5,500 rebate. If the homeowner spent \$3,000 to make those repairs, they would only be eligible for a \$3,000 rebate. If the homeowner spent \$6,000 to make that two step improvement, they would still only be eligible for the maximum \$5,500 rebate.

Homeowners needing assistance financing energy improvements can apply for AHFC's Second Mortgage for Energy Improvements and may receive up to \$30,000 to make improvements recommended by the energy rating.

AHFC also offers a \$7,500 rebate for new construction 5 Star Plus homes purchased on or after April 5, 2008, and not more than a year old at the time of sale. The rebate also applies to owner-built new construction homes that were completed on or after April 5, 2008, and not occupied for more than one year from the date of completion. The home does not need to be financed through AHFC, but it must meet AHFC property financing requirements; PUR -101 Building Energy Efficient Standards and PUR-102 Sum-

(AHFC, continue on page 13)

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(AHFC, continued from page 12)

mary of Building Inspections, Site Built Construction.

AHFC's mortgage loan programs can also be used in conjunction with the rebate programs. Homebuyers may receive an interest rate reduction if they purchase a new or existing 5 Star or 5 Star Plus home or if they want to make energy improvements to an existing home. Until recently a homeowner had 180 days to make energy improvements. That has now been increased to 365 days. If a homebuyer would like to participate in the rebate program AND get an interest rate reduction on their new mortgage loan, they will have 365 days to make their improvements, have the post improvement rating done and required documentation submitted.

More information about the Home Energy Rebate Programs, Weatherization Program and mortgage loan programs can be found on our website at www.ahfc.us or give me a call at AHFC's Research Information Center (907)330-8166 or (800)478-4636.

(President's Message, continued from page 3)

you to join me in Orlando this year. Let's come back reenergized and prepared to face the challenges ahead with the kind of knowledge only the premier educators can provide. I look forward to great fellowship with you all in Florida. 

National Association
of REALTOR®

Conference & Expo
November 7-11, 2008
Orlando, Florida



Things will be heating up in Florida this fall as the National Association of Realtors® convenes in Orlando for the 2008 REALTORS® Conference & Expo, November 7-10. This year's conference, with the theme "Destination Success – Full Speed Ahead," is expected to draw 25,000 Realtors® and guests as NAR continues its centennial celebration. For additional information, go to www.realtors.org.

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Pre-registration required and can be done online or email: register@ahfc.state.ak.us. For more information call 907-330-8437 or 800-459-2921 (from outside Anchorage).

GRI 200

October 20 - 23, 2008
BP Energy Center
Anchorage

Professional Standards

8 Hours

The Code of Ethics is the industry guide to professionalism. Become familiar with the articles and standards of practice of the Code.
(This class will meet the 2 hours required CE)

Negotiations

3 Hours

Develop the fine art of negotiation so all parties are satisfied with the outcome. Learn your customers' personality type so you can understand why they think, act, and react the way they do during the real estate transaction.

Property Disclosure

2 Hours

Understand the legal duties regarding property disclosures to avoid liability for failing to provide proper and adequate disclosure.
(This class will meet the 2 hours required CE)

Personal Marketing

3 Hours

This session will cover the principles of an effective personal marketing program. The course will discuss a variety of marketing methods; internet, image pieces, business cards, and marketing on a website.

Buyer Representation

7 Hours

Know your responsibilities when representing a prospective buyer; obedience, loyalty, disclosure, confidentiality, accounting and reasonable care and diligence.
(This class will meet the 2 hours required CE)

Environmental Issues/Land Use

7 Hours

Learn the latest on a range of common environmental hazards, from asbestos, poor air quality, radon, lead based paint, mold and wetlands.

GRI 200 is co-sponsored by the Alaska Association of REALTORS® & the Anchorage Board of REALTORS®

GRI Schedule

Monday, October 20, 2008

Professional Standards

9:00 am - 5:00 pm

Uli Johnson - Double Eagle Real Estate

Tuesday, October 21, 2008

Negotiations 9:00 am - 12:00 pm

Property Disclosure 1:00 pm - 3:00 pm

Personal Marketing 3:00 pm - 5:00 pm

Traci Barickman - RE/MAX of Wasilla

Wednesday, October 22, 2008

Buyer Representation

9:00 am - 5:00 pm

Traci Barickman - RE/MAX of Wasilla

Thursday, October 23, 2008

Environmental Issues & Land Use

9:00 am - 5:00 pm - Test

Anita Bates

Bates & Associates, REALTORS

Please Note: GRI 300 will be offered in Anchorage November 18th, 19th, 24th & 25th, 2008.

Name _____

Company: _____

Address: _____

Phone: _____ E-mail _____

Tuition: \$250. Make checks payable to the Alaska Association of REALTORS®.

Visa/MC number _____ Expiration Date _____

Signature: _____

Fax or mail this portion to register for GRI 200.

1500 West 33rd Avenue #200 Anchorage, AK. 99503 FAX: 563-8476 Phone: 561-2338

Annual RPAC Awards

At the recent REALTOR® Convention at the Mt. McKinley Princess Wilderness Lodge, REALTORS® Political Action Committee (RPAC) awards were given to the local boards that achieved the following:

Most Improved Board

**Southeast Alaska
Board of REALTORS®**



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News Bites from Around the



Anchorage

The annual membership meeting will be held on October 8th at Aladdin Restaurant. We will be returning to our original method of voting with paper ballots. In order to vote, attendance is required at the annual meeting. The Nominating Committee has prepared a list of qualified candidates.

Broker forums are offered by ABR on a quarterly basis. Traditionally Sharon Walsh of the Alaska Real Estate Commission is invited to speak and answer questions.

Educational offerings include the continuing GRI series and Post Licensing courses. Alaska USA sponsored a national trainer, Walter Sanford, to excellent reviews. Wells Fargo offered ABR members a free class on diversity that was worth 5 credits.

ABR's Legislative Committee continues its on-going activity and recently interviewed candidates for all state offices, thereafter making recommendations to the Alaska Association for funding. Anchorage hosted their annual RPAC auction in May. The RPAC Committee made personal phone calls to the membership encouraging RPAC donations and raised \$1,000.

The Legislative Consortium

consisting of the Anchorage Board of REALTORS®, Alaska Association of REALTORS®, Anchorage Homebuilders Association, and Mortgage Bankers continues to meet on a regular basis. Joining the group is Lee Leschper, representing the Anchorage Daily News. Lee was formerly with Morris Communication, and has previously participated in REALTOR® events. Mr. Leschper is committed to developing Alaska real estate articles that are truthful and realistic.

A website is being developed by a firm called Res3-D, for the Anchorage Board to offer another benefit to our membership.

Fairbanks

In Fairbanks, we are working on an enhancement to our MLS service by purchasing Paragon upgrades, including Doc Central, E-Marketer and Paragon Mobile. These new benefits should be up and running the early part of October, and we're looking forward to offering these new tools to our members.

In July we held our 2nd quarterly press conference. It was attended by reporters from local radio and television stations, as well as the Fairbanks Daily News-Miner. Market statistics for our first two quarters were encouraging, as was the typi-

cal seasonal surge of activity in May. The resulting newspaper articles were good, as were the interviews that were broadcast. However, July sales were down and I'm not as optimistic about how our 3rd quarter stats will look. Median price is currently at \$215K and we have about a 10 month supply of homes on the market.

The Greater Fairbanks Board of Realtors hosted its first annual Charity Golf Tournament on July 11th. Eighteen teams of Realtors and affiliates participated to raise \$5,000 for Fairbanks Neighborhood Housing to use on a downtown beautification project. It was a great time and a huge success!

And finally, we made the last mortgage payment on our building at the end of June. We plan to continue to save the equivalent of our mortgage payment for potential future investment or building upgrades.

Kenai

The fall colors are out on the peninsula! Snow is around the corner.

In May we had our annual Hospice Fundraiser, and the total was announced at our Annual General Membership Meeting.

(Newsbites, continue on page 18)

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(Newsbites, continued from page 17)

We raised in total \$15,738! Thanks to all who helped in this endeavor!

At the Annual General Membership Meeting we passed the recommendations of the Bylaw Committee, who did a great job cleaning up the bylaws and did a rewrite of the Key Work Group Chair and Board of Directors' job descriptions. The changes included changing from the improper use of REALTOR®, changing the bylaws to reflect the way actual business is done, and combining the Secretary and Treasurer into one and adding a Director.

Many of our Members are quite busy with getting the Habitat for Humanity House ready for winter work. We also formed a new committee called Friends of Dave Feeken; we just began work the week of September 22nd, please refer to page 11 of the newsletter for information! Our website is www.kenaipeninsula-realtors.org and our email is kpar@alaska.net


Valley

The Valley Board of REALTORS® was delighted to have the opportunity to host the State REALTOR® Convention in mid-September at the McKinley Princess Wilderness Lodge. We had excellent attendance and participation. The beautiful fall colors and brisk weather at the secluded Lodge created a truly spectacular setting for the


convention. The speakers were outstanding, the trade show had excellent participation and the evening events really set the stage for a fun, fun week for all. We would like to thank all of you who made the trek to the convention. Yahoo Mat-Su!

On the home front, VBR has a BIG project going

on! In May, we purchased an 1800 sq. ft. building and about an acre of land. We had the building moved to our land, and raised it 15' in the air. We have built two, 900 sq. ft. commercial office spaces below our building and have completely renovated the existing building. The building project is almost complete. We should be working out of our new office by the beginning of October. The new VBR office is located at 741 E. Susitna Ave., in Wasilla, parallel to the Parks Hwy. Please stop by and say hello. To view a photo diary of the project go to <http://www.flickr.com/photos/28683985@N06/>.

We have scheduled our Annual Convention for November 14th and 15th. On the 14th we will offer several free education classes to our members and have our Convention Kick-Off Party at the new building. On the 15th we will have our annual meeting in the morning and the awards banquet in the evening; both will be held at Settlers Bay Lodge. Registration forms and sponsor opportunities will be available soon at www.matsurealtors.com. 

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President's Message

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



The leaves have turned the many colors of fall, the air is getting "crisp," there is "termination dust" on the mountaintops and we have just returned from the Alaska Association of REALTORS® Convention at the Mt. McKinley Princess Wilderness Lodge. The CRS Convention Luncheon sponsored by First American Title was a success. Mike Messick of RE/MAX Properties in Anchorage was named Alaska CRS of the Year. Be sure to congratulate him when you see him. Our split the pot for Kid's Kitchen raised \$2600 and the winner of the "split" was Ann Curtis of Prudential Jack White Vista in Wasilla. She is quite a lucky person winning the Mt. McKinley print by Steve Gilroy in the next drawing also. Maybe a trip to Las Vegas is in order for her. We all got to experience rain and classes on economic changes, RESPA and smart growth. Along with that we all had lots of fun as usual. Now it is time to get our fall business plans together.


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 and Convention luncheon sponsor: First American Title; and our many luncheon and event sponsors too numerous to list here. I would ask that you give our sponsors some of your business as a way of saying thank you.



2008 CRS of the Year Mike Messick with Janelle Pfeifer and Denny Wood.

We have a great slate of courses for 2009: CRS 200 Business Planning with Gee Dunsten on Feb 19, 20; Ninja III with Mike Selvaggio on August 6th and CRS 206 Technology Course with Mark Porter on Oct 14 & 15. I hope to see you there to enhance your career. Knowledge is money. Be watching for the flyers on your email.

If you would like to sit in on a Chapter Board meeting, give me a call (337-WOOD(9663)). The meetings are the 2nd Thursday of each month at 9:00 at the Anchorage REALTOR® Board office and they are open to any member. We would love to have you visit and possibly get involved in the future. 

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2008 REALTOR® Convention

Pictures Compliments of Carolyn Greiner & Karen Garrity







With all of the choices in marketing vehicles, some agents wonder about the viability of traditional print advertising. And yet, survey your local market and you'll see that the top producers are usually the ones that are most often in print – and we don't mean classified ads! There are four reasons most real estate agents spend the majority of their advertising dollars in full color pictorial magazines:


1 How often has a buyer come into your office armed with a Homes & Land magazine? That alone is one of the greatest testimonials for print advertising.

2 Studies show the printed word still has the highest credibility, whether advertising or editorial.

3 You've heard the advice that consumers must be exposed to a message three times before it affects their behavior. By virtue of its permanence, print capitalizes on repeat exposure – something that's hard to get (and expensive) with broadcast media.

4 Print advertising can stand alone or work in conjunction with radio, television or electronic media. An example: "See our ad in this month's Homes & Land Magazine."

Successful agents and brokers carefully choose visual elements and copy to make their ads more effective:

- 
- Always use graphic elements that relate to the copy. Examples: bricks, landscaping and fences can communicate "home."
 - Choose photographs that can be a dominant feature in your ad. Because of television and computers, today's readers seek visually stimulating advertisements. Don't disappoint them.

5 Aside from an eye-catching visual, nothing attracts a reader like a good headline. In his book *Ogilvy on Advertising*, David Ogilvy states, "On average, five times as many people read the headline as read the body copy."

- Increase readership by making the headline:
- address the reader directly
 - refer to a specific problem or desire
 - offer a specific benefit
 - offer something new

6 In the last economic downturn, marketing guru Robert W. Bly, wrote: "Marketing done today begins a selling cycle that will result in new business when you need it six months from now."

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