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FEBRUARY 2009

A PUBLICATION OF THE ALASKA ASSOCIATION OF REALTORS®

2009 Legislative Priorities

Real Estate Commission Report

Convention News



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 Girdwood, Alaska

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President's Message

By Art Clark, GRI
 2009 AAR President
 Real Estate Brokers of Alaska



Happy New Year to all,

I hope that the year has been good to you to this point. It is shaping up to be an interesting one. As I write this our new President was recently inaugurated and put on the hot seat all at the same time.

As you are all aware, this is a turbulent time for the economy in general and, in many places, the housing sector particularly. To this point most of Alaska has not been adversely affected. However, we are all looking with trepidation at the price of oil and should be concerned. With a potential shortfall in the state operating budget we are unsure how things are going to shake out in our local economies.

Rest assured that we at Realtors®, on a local, state and federal level, are watching developments and offering our help in hopefully solving some of the troubling issues facing our country and state today. On the state level we continue

“we are all looking with trepidation at the price of oil and should be concerned with a potential shortfall in the state operating budget”

to work with legislators to help resolve issues facing us, including are an eminent domain bill that we tried to pass last session, But it got hung up due to an internal legislative political snafu. We intend to re-file that legislation, and from what

(President's Message, continue on page 13)

Industry Issues Report

"2009 Legislative Priorities"

By Dave Somers
AAR Industry Issues Chair
Somers & Associates
Fairbanks



My first order of business is to thank President Art Clark for asking me to serve the Alaska Association of Realtors as the chair of Industry Issues Key Working Group. As the appointment came a little late in the year, I had already made travel plans during this year's legislative session. Thanks to all of you who have offered to help fill the gaps that this situation created.

Also, a big thanks to PeggyAnn McConochie for agreeing to be the Industry Issues liaison to the Alaska Real Estate Commission. PeggyAnn is responsible for sitting through all the AREC meetings (how many of you have tried sitting through just one day?) and keeping track of important issues that have a profound affect on our ability to do business.

Wendy Chamberlain, our lobbyist in Juneau, reported that much of the session will be spent working on a budget that is based on unknown oil prices, affordable health care and at-

tempts to change the state employee benefits and retirement programs. Our ability to get our bills through in a tight 90 day session depend very much on how and if these three issues get resolved.

The following are issues that the group has taken a position on for this coming year:

Eminent Domain for Second Properties

Once again we will attempt to add second properties to the existing eminent domain legislation that we were able to put into law a few years ago. This change will allow the same sensible protection that the current law gives us for our primary homes. This has a high probability of passing, as long as no one adds amendments that drag it down into a legislative abyss.

Frivolous Lawsuits

We are going to embark on a multi year mission to address the need for frivolous lawsuit legislation. We are in support of a law which would allow a judge to stop a lawsuit due to the frivolous nature of the suit and order the lawyer bringing the frivolous lawsuit to pay the other attorney's fees. We will need to bring partners to the table on this issue to have any chance of success. We will be reaching out to these groups this year and

hope to set meetings with them to formulate a common approach to this much needed change in our system.

Felonious Activity by a Licensee

We will introduce legislation this year to add "licensee" to the language in AS 08.88.071(a)(10). Current language gives the Alaska Real Estate Commission the

(Industry Issues Report, continue on page 5)

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(Industry Issues Report, continued from page 4)

ability to take action against a broker or associate broker who has been convicted of a felony in between license periods, but not a licensee.


Legal Entities

The Alaska Real Estate Commission recently attempted by regulation changes to make it legal to make payments of commissions to a legal entity and to also make it legal for a legal entity to write earnest money agreements. The group supports making commission payments to legal entities consisting of licensees (an LLC, for example), but is opposed to taking any position that allows a legal entity to write earnest money contracts or to be listed as the selling or listing licensee.

While working on the above issues we will also

be closely monitoring regulation projects from the Alaska Real Estate Commission. We will be holding a special meeting as soon as the public comment period opens on the Mandatory Errors

“We are in support of a law which would allow a judge to stop a lawsuit due to the frivolous nature of the suit and order the lawyer bringing the frivolous lawsuit to pay the other attorney’s fees”

and Omissions project. If you have any input on any of these issues, please e-mail me at dsomers@alaska.net, or contact your local representative on the Industry Issues KWG. 

Meet Our Anchorage Escrow Team



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Real Estate Commission Report

"Association Liaison Report"

By PeggyAnn McConnochie
AAR Liaison
ACH Consulting
Juneau



I am excited to be the Alaska Association of REALTORS® Liaison to the Alaska Real Estate Commission and, as such, it is my pleasure to give you my views of the issues covered in the recent Commission meetings. I want to also add how appreciative I am of Brad Cole, the Chairman of the AREC, for his latitude with me and soliciting my comments in these meetings. It is greatly appreciated.

Statistics

Total active licensees currently stands at 2363 (2500 active plus inactive). Comment: it is time for a major membership drive in all our Boards!

For FY 2009 31 cases were opened and 16 cases closed; fraud/misrepresentation was the most cited reason for filing. Comment for all brokers and educators: this is an area we need to concentrate on reducing!

Regulation project: during this meeting the Commission received what public testimony there was and then discussed their current regulation project.

The regulation changes being proposed are as follows:

- Both parts of the written exam for licensure or to upgrade your license must be taken at the same time. This will eliminate anyone claiming that they passed one part of the two part test at one time and the other part at another time, allowing them to get or to be able to upgrade their license.

- The Commission is trying to prevent brokers from other states getting an Alaska license and then setting up an office in Alaska without establishing

an actual "brick and mortar" location or without their (the broker's) physical presence. They are adding language to try and effect this change, establishing and maintaining an office "in this state."

- In regards to "home offices" the Commission is trying to insure that licensees working under a broker cannot give the appearance or impression that their home is their main office, i.e. a different location from where the broker has their license and the licenses of their licensees placed.

- The Commission wants to establish a definition for one of the exceptions for requirements for a real estate license. Their proposed definition for one exception is no more than 4 incidental occurrences within one year.

- Additionally the Commission defined that the broker or licensee may disclose the dollar amount or the percentage of transaction amount of any rebate, compensation or fee paid in a transaction. (This is not applicable to a franchise fee within an office.) Disclosure is to happen within the listing contract. They have taken out the purchase agreement and when the terms change.

These proposed regulations now go to the Attorney General office for final review, then to the Governor to sign. At that point they will be adopted and you will find the changes on the AREC website.

Next, the Commission received information on how the staff is working to make the AREC website more consumer friendly. This effort includes an easier way to find courses for all types of required education. These types of changes will benefit all REALTORS® and li-

(AREC Report, continue on page 7)

(AREC Report, continued from page 6)

censees as well as the public.

While discussing the website, the Commission talked about putting disciplinary actions on site. Many other jurisdictions already have this information on their websites. They are going to looking into this for their website.

On education, the Commission is considering providing short sale courses to insure that licensees understand how to work on them as well as working with foreclosures— they are concerned that licensees may not have the knowledge to work appropriately in these areas. Comment: I provided information from NAR’s Risk Management Committee on courses that might be provided for free through Freddie Mac.

Currently the Commission is considering implementing a “fine matrix” to insure that fines that are levied are uniform and consistent. They

are also considering a new fining procedure for those who do not complete their continuing education requirements on time.

Attention: random trust account audits throughout Alaska are coming to a broker near you... and soon! These are not meant to “punish” (although if they do find problems they can fine you) but to encourage compliance. Sharon Walsh, Executive Administrator of the Commission, will be publishing tips and tricks on what to do and what not to do as she completes the audits. This will provide valuable information for all brokers throughout Alaska, and yes, it will probably force a few brokers to get out their bottles of antacids.

Linda Hall, Alaska’s Director of the Division of Insurance, made recommendations and gave comments on the proposed regulations for our state mandated Errors and Omissions Insurance which goes into effect spring of 2010. She

(AREC Report, continue on page 11)

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Association News

2009 Legislative Summit

The Alaska Association of REALTORS® Board of Directors and RPAC Trustees will travel to Juneau March 17 and 18, 2009 for the Association's annual Legislative Summit and Board of Directors Meeting. The summit is an opportunity for the REALTOR® delegation to meet personally with each legislator to discuss issues that impact the real estate industry. Other activities planned during the summit will be a reception for the legislators and a luncheon with the Southeast Board of REALTORS®.

Leadership Conference

The Alaska Association of REALTORS® recently held a two-day Leadership Conference at the Diamond Center Hotel in Anchorage. Over forty attendees in various REALTORS® leadership roles throughout the state attended the conference.

Adorna Carroll, REALTOR® and trainer from Connecticut did an outstanding job on her presentation, the "Nuts & Bolts of Leadership." She was so well received by everyone that we have already asked her back for next year's conference. Also at the conference was Region 12 Vice President Jim Johnston from Idaho who gave us an update on National issues and Steve MacDonald, the KTUU news director talked about how to get our message to the media.

A big thanks to Don and Katie McKenzie who hosted a fabulous dinner at their home for all who attended the conference.

Next year the conference is scheduled for Monday - Tuesday, January 11-12, 2009 in Anchorage.

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

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2009 Region 12 Vice President Jim Johnston and Art Clark, 2009 Alaska Association of REALTORS® President.



2009 AAR Board of Directors

Standing L-R: Art Clark, Debbie Murphy, Don McKenzie, Michael McLane, Eva Loken, Esther Chambers, Anna Johns, Gina Pelaia, Kathryn Clark, Russell Joyce, Philip Alderfer, Shawn Paul, Dave Somers and PeggyAnn McConnochie. Front: D’Ette Owen, Amy Krier and Debbie White. Not pictured: Helen Jarratt, Keri Kaune and Kirk Maynard.

2009 Annual Convention

Plans are underway for the 2009 Alaska Association of REALTORS® annual convention September 15-19 at the Wedgewood Resort in Fairbanks, Alaska.

The theme of the convention is Gold Fever in the Golden Heart City, Celebrating 50 Golden Years.

The registration form and information about room reservations will be available in the April issue of this publication.

Troy McClain, finalist on the first season of the television show “Apprentice” will be the featured speaker.

Additional information about Troy and the 2009 convention can be found on page 16.

2009 National Committee Appointments

Art Clark Housing Opportunity Committee	Julie Nolen Communications Committee
Kay DuBois Professional Standards Committee	Stacy Risner Multiple Listing Issues & Policy Committee
Sandy Eherenman Meeting and Conference Committee	Dave Somers REALTORS® Political Involvement Committee
PeggyAnn McConnochie Strategic Planning Committee Risk Management Committee	Judy Somers Membership Policy and Board Jurisdiction Committee
Don McKenzie Risk Management Committee	



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(AREC Report, continued from page 7)

discussed:

1. Definitions, suggestions and proposed changes
2. Policy Language
3. And fees

There was quite a bit of conversation centering around explaining to licensees who and when you need insurance, especially if the broker of a company has an outside E&O policy in place.

In discussion Linda offered to assist wherever possible to help explain the regulations and their effects. Her background in insurance gives her the ability to clearly explain the various aspects of this insurance. Comment: in discussions with me at one of the breaks, Linda indicated she was more than willing to record a podcast for use on the AREC website and for distribution to all Boards of REALTORS®. I also gave this information to Sharon.

On another matter, the AREC is asking AAR to help them make a small change to the statues. It appears that in 08.88.071 if a broker or associate broker is convicted of a felony (not related to real estate) their license can be pulled; however, if it is a licensee (a salesperson) it cannot. This appears to be an oversight. Dave Somers and the Legislative Work Group agreed to work on this for the upcoming session, changing the language to “licensee” so that it includes anyone who is convicted of a non-real estate felony.

Side notes

o A new PLE certificate will be used to insure that everyone understands when that license expires.

o The Ecobroker designation was discussed: it has been determined that the designation “Eco-broker” cannot be used unless the licensee is a broker. If you have this designation or are considering obtaining it you might want to call the Commission for further clarification.

o Surety Fund balance: \$257,953.37 (minimum is \$250,000).

o Goals and objectives for next year:
More active in complaint process
More aggressive in communications
Education

So now you know what I did for a cold two days in Anchorage.

One other item...we owe our REALTOR® members of the Real Estate Commission, as well as the public members and the AREC staff, our heartfelt thanks for all the time and energy they spend on behalf of our profession and the public. I encourage you to spend some time at one of their next meetings to hear and see the proceedings. You will be impressed. Thank you all! That's it! Let me know if you have any questions!

PeggyAnn@ACHConsulting.com 



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2009 Schedule

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GRI 100
February 16, 17, 18 & 19, 2009
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FEBRUARY/MARCH Kenai
GRI 200
February 26 & 27, March 5 & 6, 2009
Contact the Kenai Association of REALTORS®
for information 262-1851

MAY/JUNE Anchorage
GRI 200
May 26 & 27, June 1 & 2, 2009
Contact the Anchorage Board of REALTORS®
for information 561-2338

SEPTEMBER/OCTOBER Anchorage
GRI 300
September 28 & 29, October 5 & 6, 2009
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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)

we can tell, expect the bill to have no problems this session.

We are also working on legislation to help protect our membership against frivolous lawsuits. We don't expect to file anything on that issue this year while we try to garner more support from other industries.


The National Association of REALTORS® is pressing its Housing Stimulus Plan which calls for making the \$7,500 first time homebuyer tax credit available to all buyers and eliminate the repayment requirement and extend the credit to December 31, 2009. NAR wants to restore the FHA, Fannie Mae and Freddie Mac maximum loan limits and get Treasury to target more of the TARP funds for mortgage relief. For more information on NAR's plan you can go to http://www.realtor.org/government_affairs/gapublic/four_point_housing_stimulus_plan. To keep in touch with what the Realtors is doing on a national level you can always go to realtor.org and get up-to-the-date information regarding what is affecting you today.

To help get the new year started on the right foot the State Association hosted our annual Leadership Conference on the 12th and 13th of January in Anchorage. From comments made during the conference it appears to have been one of our most successful conferences to date. We were very fortunate to have nationally recognized speaker Adorna Carroll available for the first days' training. She was able to give us timely information about the duties of board of director members and some very good information about successfully dealing with the matters that the board need to address.

This information was pertinent to both the state and local boards in their dealings with matters before them and the

interaction of the boards. It was widely considered by attendees that this was some of the best training that we have received and there is a strong possibility that Adorna will be back next year. I would highly recommend that, if you get the opportunity, you attend the conference next year.

Additionally we had in attendance Region 12 Vice President Jim Johnston. Jim inducted the State Board of Directors and gave us all some terrific insight in to what is currently happening in NAR internal politics.

In closing I would just like to state that it is my great privilege and honor to be serving you and I look forward to an interesting, and successful year for all of us. If you have questions or comments you can email me at artclark@alaska.net. I look forward to working with all of you in the coming year. 



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Charting the Changes

With the Presidential and Congressional elections and the Annual Meeting and Expo behind us, NAR Leadership has begun planning for the 111th Congress. The national political landscape has been forever changed with the election of Illinois Senator Barack Obama as the nation's 44th President. Congressional Democrats increased the working majority they achieved in the 2006 election. For the first time since 1993 Democrats will control both the executive and legislative branches.

Measuring Our Electoral Success

Since the conclusion of the 2006 election, NAR highlighted the many friends and REALTOR® Champions who strongly supported our public policy issues in Congress. NAR poured more than \$13 million into federal election activities, including more than \$4.7 million in direct candidate contributions. Our independent expenditures on behalf of REALTOR® Party Champions provided more than \$6.6 million in support for those who best understand our issues. Our innovative "Opportunity Race" program helped return key members of Congress by investing nearly \$2 million to generate strong REALTOR® turnout on Election Day.

The results were overwhelming. RPAC-supported candidates prevailed in 95% of elections, leaving the REALTOR® Party well positioned to work with the leadership in Congress. Strong REALTOR® support helped return Pennsylvania democrat, Paul Kanjorski for another two-year term. In Virginia, REALTOR® support propelled democrat Gerry Connolly into the 11th Congress-

sional seat vacated by Tom Davis. Connolly, like Davis, has a strong working relationship with the Northern Virginia Association of REALTORS® proving once again the need for NAR to work with our state and local association partners to "make friends before we need them."

Unlike some groups who are reliant on a single political party for political advocacy, the REALTOR® Party has Republicans, Democrats and Independents alike. Our public policy issues: promoting homeownership, fostering a vibrant commercial real estate sector, the need to expand the availability of health insurance for small businesses and congressional oversight of federal regulatory decisions, cut across party lines and geographic regions.


Lame Duck Session

Congress returned after the election for a brief session, while NAR had been pushing for Congressional action on a broad based economic stimulus plan that included elements of NAR's Four-Point Plan. Congress addressed only an extension of unemployment benefits and instructed the Big Three automakers to present a restructuring plan following Thanksgiving. During the transition to the Obama administration and the new 111th Congress NAR will be asking Federal Political Coordinators to begin the process of educating new and returning members of Congress on issues of importance to our 1.2 million real estate professionals. Without a real estate recovery the overall economy will not recover.

(Eye on the Hill, continue on page 15)

(Eye of the Hill, continued from page 14)

Uncharted Waters

Resolving our economic problems is a complex endeavor. Your leadership team has pledged to work with the House of Representatives, United States Senate, and the incoming Obama Administration to address issues facing the real estate industry. Our electoral success doesn't ensure legislative success on Capitol Hill. To prevail there, we will need the continued support of all REALTORS®. With change comes opportunity and NAR intends to seize the opportunities presented by the election results to help stabilize, strengthen and support our members with aggressive advocacy on every level of government. 



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2009 Convention

"September 15-19, 2009 in Fairbanks, Alaska"

*By Melissa Bidwell
2009 Convention Chair
MVI Realty
Fairbanks*



antique auto museum with 60 rare and unique cars from 1898-1938, the Alaska Bird Observatory, a gift store, Internet café, and beautifully landscaped grounds. The Wedgewood Resort is known for its great food and friendly staff. Room rates are \$80.00 night.


Phd: Not what you think. For Troy McClain, it meant Poor, Hungry and Driven. McClain made it to the Top 3 in Season 1 of "The Apprentice", but his 2.1 GPA high school diploma lost out to a Harvard master's degree. Now McClain has his MBA Massive Bank Account. He's done business with 10% of America's 313 billionaires. But what's that have to do with the Alaska Realtor's Association?

McClain is this year's keynote speaker at the 50th Annual Alaska Realtor's Association Convention, September 15 through September 18 in beautiful Fairbanks, Alaska. A dynamic speaker, who once lived in Anchorage, McClain is excited to return to his old stomping grounds.


Heavily involved in real estate, or "dirt" as he calls it, McClain is a small business owner with a mortgage lender background. In addition to being our keynote speaker, he will conduct two breakout sessions.

"Gold Fever in the Golden Heart City" takes place at the lovely Wedgewood Resort featuring a wildlife sanctuary with trails (including a handicap accessible trail), an

The Real Estate Commission is also meeting during the convention and education credit will be given for attending these sessions. As 2009 is the license renewal year, eight hours of required education is offered on Saturday, September 19.

Expect great fun with many educational opportunities at this year's convention! Wonderful food, music and dancing. Mark your calendars and join us in the Golden Heart City. Network with old friends and meet some new friends. The convention registration form will be available in the April newsletter. 

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News Bites from Around the



Anchorage

Welcome to new Board members Connie Bates, Coldwell Banker Best Properties; Kevin Cross, Keller Williams Realty; Erin Eker, Dynamic Properties Girdwood; Laura Halverson, Dynamic Properties; Charlie Sandberg, Keller Williams Realty; Jennifer Toomer, Keller Williams Realty; Susan Westlund, Prudential Jack White Eagle River.

President Michael McLane and Executive Officer Kay DuBois will visit brokerages on a rotating basis year-round, throughout 2009. Board members have been encouraged to be a part of the visits.

To reduce overhead by half, the Anchorage Board will be relocating on February 1st to 3340 Arctic Blvd., Suite 101. (Near JC Penney's warehouse).

Charlie Sandberg is the 2009 Education Chairman.

2009 Continuing Education

September 28, 29, 30
20 Hour Marathon
November 16, 17, 18
20 Hour Marathon
December 7, 8, 9
20 Hour Marathon
January 20, 2010
8 Hours Designated

The Annual Market Forecast luncheon was held January 7th at the Sheraton Anchorage Hotel with 150 in attendance. AAR's president-elect, Russell Joyce installed the 2009 Board of Directors. Art Clark was honored as REALTOR® of the Year and Kelly Grawunder was recognized as REALTOR® Affiliate of the Year.

The Anchorage Board's annual RPAC event will be held on Wednesday, May 27th at the Anchorage Petroleum Club.

ABR's website will be unveiled in the near future.

Fairbanks

Fairbanks recently updated our Purchase Agreement forms, which we will begin using on February 1. Our Board of Directors will meet in late January to set goals for 2009 based upon the strategic plan that we implemented a couple of years ago. One of the main focuses this year is going to be keeping our membership and the public informed with accurate information about the local housing market. And plans are well under way for annual convention in September. Plan on attending this year, you won't want to miss this one!

Kachemak

*Submitted by Philip Alderfer
2009 President*

Hello and Welcome to 2009! The Kachemak Board of Realtors is off to a running start and looking forward to a great new year. Our December Holiday Party was a smashing success thanks to the tireless efforts of the Party Committee. We raised over \$11,000 at our charity auction and are proud to donate those funds throughout the Southern Kenai Peninsula. This year's recipients were the Hospice of Homer, South Peninsula Haven House and the South Peninsula Food Pantry. Thanks and kudos to all who participated.

Education and membership support will be Kachemak Board priorities in 2009. We will focus on new and different ways to provide innovative education opportunities here "at the end of the road." Our other priority is to make sure our members benefit from the great resources of the State and National Associations - especially as economic conditions change. Though we cannot predict the real estate market in 2009, we will try to

(Newsbites, continue on page 18)

NAR Public Awareness Campaign

"What's New in 2009"

The National Association of REALTORS® established the Public Awareness Campaign more than a decade ago to convince home buyers, sellers and investors about the value of working with a REALTOR®. Last year, the campaign expanded its messages to educate consumers about the benefits of homeownership and buying opportunities in a changing real estate market.

The 2009 Public Awareness Campaign commercials focus on motivating buyers into the market. New TV ads, in tandem with new radio spots and print materials, explain the buyer opportunities available in many of today's real estate markets, convey the financial and social benefits of owning a home, and continue to emphasize the importance of working with a REALTOR®.



"Buyer Strength" explains that current conditions such as low interest rates and available properties put many potential home buyers in a position of strength.



"Fence Sitters" encourages people to make home buying decisions based on family needs and local market conditions rather than being influenced by national reports that have little relevance on an individual level.



"Home with a View" demonstrates that homeownership bestows social benefits as well as financial ones – it's an investment in your future.

To enhance the campaign's effectiveness and reach, the ads direct consumers to the campaign's microsite, www.HousingMarketFacts.com, which educates potential home buyers about the value of homeownership, provides resources and research about the current housing market and industry issues and, of course, helps buyers and sellers find a REALTOR®.



(Newsbites, continued from page 17)

understand and benefit from it. As James Thurber once said: "It is better to know some of the questions than all of the answers."

Valley

The Valley Board of Realtors is happily settling into our new office. The 2-story building houses VBR upstairs and downstairs we have 2 tenant spaces available for rent.

We have a strong line-up of speakers for General Membership Meetings this year. Sharon Walsh and Brad Cole with the Alaska Real Estate Commission were our January speakers. On February 4th Neal Fried, Economist, State of Alaska, will give us an economic update.

Our Education Committee is gearing up for a busy year of education. We plan to offer all 3 GRI modules, monthly CE classes and we're hoping to bring up an Outside instructor to offer an NAR Designation course. Stay tuned for our education calendar, or visit us at www.matsurealtors.com for upcoming classes, meetings, events, etc.

REALTORS® Of The Year

"2008 Local Board/Association"



Alaska Association
of REALTORS®

2008 REALTOR® of the Year

Don McKenzie
RE/MAX Properties



Art Clark
Real Estate Brokers
of Alaska
Anchorage Board



Melissa Bidwell
MVI Realty
Fairbanks Board



Gina Pelaia
Bay Realty
Kachemak Board



Anna Johns
Preferred Realty
Kenai Association



Janie Bee Powell
Powell Realty
Southeast Board



Pat Check
Pat Check Appraisals
Valley Board

Janice Strong
Strong Appraisals
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Business Planning for the Residential Specialist

A strong foundation is the key to building a successful real estate career. The Business Planning and Marketing course helps students learn the fundamentals of business planning. After taking this course, they will be able to identify the benefits of a business plan, develop income goals using the budgeting process, and create a marketing plan to meet their goals and objectives.

These business essentials will generate increased profit and productivity

Course Content: Business Plan Development, Prospecting Techniques, Budget and Cost Analysis, Personal Promotion Techniques

Course Topics: Business Planning, Budgeting, Marketing, Goal Setting

Tools Required for Class: Standard Calculator



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<p>Course Dates and Times Feb 19&20, 2009 Check in Starts @ 8:00 AM Class Hours: 8:30-5:00 Course Cost \$375</p> <p>\$25 Additional Discount if paid before Jan 30</p>	<p>Class Discounts</p> <p>Alaska CRS Chapter and Nat'l Paid MEMBERS \$30 after paid status verified Alaska CRS Chapter and Nat'l CRS or DESIGNEES \$50 after Chapter & Nat'l paid status verified One discount per student</p>	<p>Instructor Gee Dunsten, CRS</p> <p>Class location BP Energy Center Anchorage, Alaska</p> <p>12 ECE Credits 2 CRS Credits</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!

All cancellations must in writing by email: classes@alaskacrs.com or fax: (907)-563-8476.

REGISTRATION POLICY:

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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 at 907-561-2338

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The View From Here

*By Denny Wood, CRS, GRI
Alaska CRS Chapter President*



Hi, I'm back for another year with an awesome board of directors as your CRS Chapter President, a job I do love, feel honored to serve in and don't take lightly. I have served on the CRS Board since 1995 because I totally believe in the mission of CRS, which is to recruit and retain REALTORS® and international real estate professionals who seek the knowledge, tools, relationship building and referral opportunities they need to maximize their income and professionalism in residential real estate. If every REALTOR® was a CRS, the level of professionalism in our industry would definitely jump to a new high and what a pleasure it would be to do business every day. In Anchorage, we are blessed with many great REALTORS® and I am glad to be able to work in a place such as this.

Here we are in a new year, a very cold start with the below zero temperatures over New Years. But we can warm up our year with good planning and implementation. The most important thing you can do for your business is to have a written business plan. It is your roadmap to success. If you don't have one or would like to learn how to maximize the one you have, plan to attend CRS 200 Business Planning for the Residential Specialist on Feb 19 - 20, 2009. This course is the basis for an outstanding residential real estate career. You will be able to identify the benefits of a business plan, develop income goals using the budgeting process, and create a marketing plan to meet those goals and

objectives. These business essentials will generate increased profit and productivity. If you want to become a CRS designee this is the best first course to take. It is also a great course to take if you have been in the business for years and just need to tweak your business plan a little.

How about you? Do you already have a business plan? Did you look at last year's plan, and did you accomplish your goals? Keeping to a plan is difficult at best, and with last year's ups and downs, it was almost impossible. If you did not have a written plan then maybe you did ok, although you had no real direction. Did you really have as successful of a year as it should have been?

2009 may or may not be a banner year but will you be ready for it. If you have a business plan, stick to it but make the necessary adjustments throughout the year and I believe you will be surprised at the outcome of your income. Make becoming a CRS part of your 2009 business plan.

Why should you become a CRS? CRS is the Gold Standard of designations, the trusted referral source, the proven path to success, the badge of achievement. CRS designees are knowledgeable, successful, experienced, respected, professional and have integrity. Most of all, statistics show that CRS designees make an average of \$100,000 annually more than non CRS REALTORS®.

I look forward to a wonderful year and hope I am involved in a transaction with you.





LANDSCAPING

TURNING YOUR VISION INTO A PLAN

BY KATHY SCOTT

A nice yard not only makes for a good neighbor, it helps to enhance property values as well. A high quality landscape design can actually improve the appearance of a building or home by adding warmth and character.

According to a recent study, four out of five American households have a yard or a garden, and nearly one in three plan to undertake a major landscape upgrade this year. Unfortunately, landscaping can be challenging, especially since it involves various levels of planning, starting with the lawn, then adding trees, shrubs, perennials, annuals and eventually decorative extras.

According to Dr. William C. Welch, professor and landscape horticulturist at Texas A&M University, "Landscape design involves much more than placing trees, shrubs and other plants on the property. It is an art which deals with conscious arrangement or organization of outdoor space for human satisfaction and enjoyment."

Dr. Welch believes that each landscaping project should have a plan that not only creates a visual relationship between the home and yard but also organizes the site for maximum use and pleasure. Maintenance should also be at a practical level.

"Too often these landscapes dominate rather than serve," says Welch. "Masses of plants or other materials in the landscape may take up a large portion of the space and leave little room for people."

A good design plan begins with studying the habits of the people who will eventually be using the space. Many people are tempted to begin planting without determining how each plant, shrub or tree interacts or grows alongside another. Unlike most home improvement projects, Welch considers landscaping a work in progress that grows more beautiful and connected over time.

Breaking your landscape plan into segments will allow for your work in progress to grow and blend into the scenery. As you begin to sketch out your plan, remember to include irrigation devices, if possible, as well as any hardscape (walkways, courtyards, patios, etc.) projects.

Determine first where you will plant major trees in and around your property. Then nurture them and give them time to grow and take hold. You can add shrubs as well, taking into consideration their growing pattern by leaving the appropriate room between adjacent plants. Consider planting both deciduous and evergreen trees and shrubs so that your entire landscape doesn't diminish in the fall and winter seasons.

Perennials will add vibrant color to your landscape and flourish year after year. Add various annuals to the scheme, changing the essence of your garden periodically. And, definitely don't forget the fun extras like lighting, decorative concrete sculptures, benches and planters. You may decide to even add a goldfish pond.

Don't be afraid to ask a professional for help. Landscape architects have the background and talent to assist in designing the right plan for you that can not only beautify your yard but also add a level of dominance to your home's overall personality.

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