

Alaska

REALTOR®

OCTOBER 2011

A PUBLICATION OF THE ALASKA ASSOCIATION OF REALTORS®

Commission Report

Convention Highlights

REALTORS® Property Resource

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OPEN 11am



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Amy Purvis
Amy brings 30+ years of experience spanning three states to her role as Sr. Escrow Officer. Her cheerful demeanor and broad knowledge of residential transactions make her a customer favorite.



Cristy Nugent
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Lito Talbert
Lito's years of title and escrow experience and charming personality are key to his success when assisting with even the most challenging transactions.



Heather Randell
Heather rejoined our team in 2010 following her maternity leave. She is a well-versed Escrow Officer with 13 years of escrow and lending experience who smoothly handles even the most complicated commercial and residential transactions.



Kristen Martin
Kristen is a focused and accurate Escrow Officer with over 10 years of experience. She specializes in new construction and residential transactions.



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Cover photo: Salty Dawg Saloon - Homer Spit
Photographer: Debra Leisek, Bay Realty

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President's Message

By Helen Jarratt, ABR, CRS
2011 AAR President
RE/MAX Properties, Inc.



Hello, fellow REALTORS®. I hope your year is continuing to go well and maybe even better than last year. I write this after having just returned from the AAR State Convention in Homer.

If you did not attend, you otter been there! We had our Region 12 Vice President, Jan Ellingson, speak to us about the QRM, Qualified Residential Mortgage, issue. If this is enacted by Congress, then buyers will have to do a 20% down payment and face more stringent loan ratios.

Then we were so fortunate to have our 2013 NAR President, Gary Thomas, attend. Gary spoke of the September 30th expiration of the Flood Insurance and the loan limits that will decrease by 10/01/11. It is imperative that we all contact Congress and let them know that we need these passed now. Go to: www.realtoractioncenter.com/

Back to the Convention – we offered all 20 hours of licensing education. The instructors were phenomenal. Shannon King taught us how to be more efficient using social media. Nobu Hata showed us the right apps to use to keep us in touch with our clients. Our own Debbie Murphy helped us with the ever-changing Facebook and Chandra Hall showed us how to put some systems in place using social media and how to avoid legal pitfalls. I must admit at times I thought my head was going to explode with all the new information. I just need to remember to pick 3 items from each class and work on those. We offered all 8 hours of required courses on Saturday.

Your 2012 Board of Directors was voted in:
President, Joni Schneider; President-elect, Michael Droege; Vice President, Janice Strong; Secretary/

(President's Message, continued on page 18)

Brought to you by the Alaska Association of REALTORS® & First American Title

8 Hours of Elective CE Education



DATES

Monday, October 17th
Anchorage
BP Energy Center
For Details: 561-2338

Tuesday, October 25th
Wasilla
VBR Office
For Details: 376-5080

Tuesday, November 1st
Juneau
Extended Stay Deluxe
For Details: 586-2021

Tuesday, November 8th
Fairbanks
GFBR Office
For Details: 452-7743

Tuesday, November 15th
Kenai
Kenai River Center
For Details: 262-1851

Class Fee:
\$5 per Credit Hour

- **Remodeling Your Business to Fit Today's Market** (3 Hours)
8am - 11am

Students will learn to apply time blocking techniques that will increase their daily productivity; apply tracking tools and accountability techniques in their business; to personalize and implement buyer and seller campaigns and systems to strengthen referral and repeat business; develop a personalized marketing campaign; create and apply brochures and personal introductory packets to be used in business promotion.

- **Seller Carry Financing** (1 Hour)
11am - 12 noon

This class will give attendees a better understanding of what is involved in owner financed transactions. Information contained in this class will assist the licensee with information they will need to provide when structuring these transactions.

- **Escrow Issues-Why Closings Get Delayed** (2 Hours)
1pm - 3pm

In this class students will get a better understanding of the new RESPA regulations, common ways to hold title, and scenarios in real estate transactions that lead to delays in closing.

- **Title Claims Impact on Real Estate Transactions** (2 Hours)
3pm - 5pm

This course will allow the licensee to become aware of actual title claims experienced within the state of Alaska. They will be provided the information to better understand potential risks involved in real estate ownership transfers.

INSTRUCTORS

	Remodeling	Seller Carry	Escrow Issues	Title Claims
Anchorage	Debbie Mihelich, Mike Rogers, Terry Bryan	Dale Price, Debra Stout	Debra Stout, Dale Price	Terry Bryan
Valley	Debbie Mihelich, Mike Rogers	Deborah Moore, Mike Rogers	Debbie Mihelich, Deborah Moore	Laurie Downing
Juneau	Terry Bryan, Deborah Moore	Colleen Sullivan	Colleen Sullivan, Deborah Moore	Terry Bryan, Colleen Sullivan
Fairbanks	Terry Bryan, Deborah Moore	Dale Price	Deborah Moore, Dale Price	Terry Bryan
Kenai	Terry Bryan, Deborah Moore	Dale Price	Deborah Moore, Dale Price	Wes Keller

QUESTIONS?

Please call the Alaska Association of REALTORS at 1-800-478-3763 or (907)563-7133.
All of the courses have been approved by the Alaska Real Estate Commission for elective continuing education credit.



First American Title



Real Estate Commission Update

*Submitted By
Sharon Walsh
& Nancy Harris*



The Real Estate Commission held its first meeting of the fiscal year in Anchorage on September 7, 2011. One of the first things on the agenda was the resignation of Commission member Gene DuVal. Mr. DuVal held the 4th Judicial Commission seat since April 2005 serving as Chair from 2006 – 2008. The Commission thanked Mr. DuVal for his service and leadership to the Commission, especially his dedication to working with regulations. He will be greatly missed! The Commission also welcomed new member Anita Bates, Broker of Bates and Associates. Ms. Bates brings a wealth of real estate and education experience to the Commission. She fills the seat previously held by Dave Somers of Fairbanks. The Commission also thanked Dave Somers for his many years of service, April 2003 through June 2011.

The Licensing statistics for the period of May 20 through August 22, 2011 were presented. There are a total of 2,446 licensees with an expiration date of 1/31/2012, 43 of those were new licensees. There are 2,253 active licensees, 90 inactive, 2 surrendered licenses, 3 licensees on probation, 1 suspended license and 26 lapsed licenses.

Education statistics currently show 351 approved courses, 54 sponsors, and 98 approved permanent instructors. Train the Trainer was held at the end of July. The Commission would like to thank all the sponsors for their generous contributions that helped make this workshop a great success.

Investigative statistics include 170 open cases with 7 closed cases during the reporting period May 17 through August 22, 2011.


The Recovery Fund as of the end of the fiscal year, June 30, 2011, showed an ending balance of \$201,478.

New officers were elected. Brad Cole continues as Chair, Nancy Davis was voted in as the Vice Chair and Anita Bates as the Commission's Education Liaison.

The Commission established the designated continuing education (DCE) topics for the next licensing period, February 1, 2012 - January 31, 2014. They include: Licensing Relationships - 2 hours - with an emphasis on the AREC Pamphlet and Alaska Statute; Property Disclosures & Inspections - 2 hours - with an emphasis on listing responsibilities, marketing properties and new construction; Risk Management, and Real Estate License Law-2 hours - with an emphasis on communication and licensed and unlicensed activities; Contracts and Customer Client Services -2 hours - with an emphasis on drafting contracts and closing transactions.

The Commission approved proposed regulations for final review. The Commission made housekeeping changes to the last of the recovery fund regulations 12 AAC 64.059(b)(6), 12 AAC 64.059(f)(7), 12 AAC 64.060(a)(3), 12 AAC 64.064(B)(3)(C), 12 AAC 64.064(c)(1), 12 AAC 64.064(c)(1)(A), 12 ACC 64.071(b)(3), 12 AAC 64.071(f), 12 AAC 64.130(8), 12 AAC 64.280, 12 AAC 64.290(b), 12 AAC 64.290(c), 12 AAC 64.285, 12 AAC 64.305, 12 AAC 64.310, 12 AAC 64.320 and 12 AAC 64.325. They also withdrew regulation 12 AAC 64.130(c)(2) regarding advertising property in a publication or website for further consideration.

Regulation 12 AAC 64.068 regarding Legal Entities was approved to go out for public comment. This proposed regulation would authorize the payment of the licensee's commission to their legal entity.

The Commission set the meeting dates for 2012: March (dates to be determined at the December meeting), June 6 & 7, September 5 & 6, and December 5 & 6 in Anchorage. 

2011 REALTOR® of the Year

"Janice Strong, Strong Appraisals"



Janice Strong, Certified Residential Appraiser, Realtor, and owner at Strong Appraisals in Wasilla, was named the recipient of the 2011 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, leadership qualities with local, state and national associations of Realtors, and involvement in civic activities.

Janice has been involved since 1993 as a salesperson and then also as an appraiser since 2002. She currently is the incoming 2012 Vice President of Alaska Association of REALTORS®. She previously served as Vice President in 2011, Secretary 2007-2008, and Director 2006-2007. She was a Director on the Valley Board of REALTORS® 2003-2006 and was the 2008 REALTOR® of the Year for the Valley Board of Realtors®.

Janice was recently appointed as a 2012 National Association of REALTORS® Region 12 RPAC Trustee and has been the NAR Alaska Major Investor Council member for the past 3 years. Her passion is RPAC awareness and fundraising and has served as an Alaska RPAC Trustee for 6 years, and as a local fundraising chair. She is a National Association of REALTORS® RPAC Golden R and President's Circle member.

She is Chair of the State Grievance Committee and has also participated in RPAC, Industry Issues, and Legislative committees over the past 10 years.


Locally she stays involved as a member of the Fine Arts Council of the Matanuska-Susitna College from 2010-11. She has been the President of the Mat-Su Valley NAPMW from 2001-2003, a Director on the Wasilla Chamber of Commerce 2002-2004, the United Way of Mat-Su 2004-2006, the Mat-Su Homebuilders Board 2007-2009, the Matanuska Susitna Borough Board of Equalization 2005-2007, Mat-Su Borough Land Asset Management Board 2006-2010, Mat-Su Borough Aviation Task Force Board, the City of Palmer Convention and Conference Focus Group 2008-2009, and the President of Chugach View Homeowners Association from 2000-2011.

Janice's hobbies include antique art collecting with her husband, Greg Strong, and raising, showing and field trialing her Labrador Retrievers. She has had many champions, both show and field. She is also a Ruffed Grouse Society Life Sponsor since 1995. 

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Marketing 101: Building Your Buyer-Business from the Ground Up



By Chandra Hall, ABR®, GRI, CRS, Colorado Mesa Realty, LLC, Colorado Springs, CO. Chandra was a featured speaker at the 2011 Alaska Realtor® Convention in Homer.

Is marketing an important component of building your buyer representation business? I'll bet virtually all of us would agree that it ranks very high, if not at the top of the list. But recognizing that it's important and knowing how to do it effectively can be two entirely different things. In my mind, good marketing all boils down to understanding your target market and developing a well-constructed plan to reach them. And while these two components have always formed the foundation for good marketing, it's also important to keep tabs on how marketing tactics continue to evolve.

Marketing shift: from agent to consumer

How has marketing changed? Historically speaking, most participants in our industry have taken the position that they personally are at the center of their business. And because so many of us work "independently," it's only natural that we're inclined to gear our marketing efforts from our own agent-based direction. We often bend over backward to tell consumers how wonderful we are, how we're a multi-million-dollar producer, and how they should come work with us. "Look at me!" has been the unspoken but intended message.

But most consumers aren't buying that any more. They don't care about our multi-million-dol-

lar volume. The only question that matters to them is, "What can you do for ME?" So, in order to stand out and attract their business, we must constantly consider buyers' perspectives. Put yourself in their shoes and focus on what you offer that's of benefit to them. Then apply this to all your marketing decisions, including what to include on your Web site, in your buyer representation packet, and any other communications designed to reach your target audience.

How buyers find you

It's a well documented fact that up to 80 percent of homebuyers begin their search for a home on the Internet. And, like it or not, when they're searching online, they're probably looking for properties—and not necessarily for us. But that's not entirely bad news. It does, however, imply two things: 1) you need to have a solid presence on the Internet; and, 2) you need to be ready to grab buyers' attention online with messages that speak to their needs.

Admittedly, to some extent, connecting with potential buyer clients does boil down to luck. They may happen to stumble upon your name while searching for homes. But you need to offer a more potent message than simply baiting them with an ad for an attractive home listing. Really talk up buyer representation and the features and benefits of what you can do for them.

Networking opportunities

In addition to improving your exposure on the Internet, consider taking a fresh look at op-

Marketing 101, continue on page 10

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Association News

2012 AAR Officers

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

President	Joni Schneider Heartland Realty
President-Elect	Michael Droge Prudential Jack White Vista Real Estate
Vice President	Janice Strong Strong Appraisals
Secretary/Treasurer	Don McKenzie RE/MAX Properties, Inc.
Directors at Large	Art Clark Real Estate Brokers of AK Debbie Murphy Prudential Jack White Vista Real Estate

2012 Leadership Conference

The Alaska Association of REALTORS® 2012 Leadership Conference will be held Monday - Tuesday, January 9-10, 2012 at the BP Energy Center in Anchorage. This year's Conference will feature guest speaker Matt Jones. ***Matt Jones is a world class professional speaker*** and author. He is committed to inspiring audiences and delivering strategies to help organizations thrive in the midst of adversity and excel to new heights of performance. Matt's story has been featured in both international magazine and TV shows.

Matt is currently the author of five books with more to come in the future. They include, *Going through Hell? Don't Stop! How to Survive Your Darkest Days and Create Your Brightest Future*, *101 Timeless Truths: Proverbs from Around the World*, *Life's a Marathon: 26.2 Winning Strategies for Personal and Professional Success*, *Sales is a Marathon: 26.2 Winning Strategies to Stay Motivated in Sales*, and his newest one is *Leadership is a Marathon: 26.2 Winning Strategies to Stay Motivated as a Leader*.

Scholarship Recipients

Congratulations to Michelle DellaCroce and LuAnn Gove, both with Prudential Jack White Vista Real Estate. They were the first two recipients of scholarships from the Dave Feeken Scholarship Foundation. The Foundation was established in memory of Dave Feeken and is designed to assist members who are seeking to obtain a real estate designation or certification. Both Michelle and LuAnn used the scholarship for the recent CRS 206 course that was held in Anchorage.

AAR Convention Locations

2012 Convention - It was announced at the annual convention that the 2012 Alaska Association of REALTORS® annual convention will be held at the Alyeska Prince Hotel in Girdwood, Alaska. The dates are September 11 - 14, 2012. The Anchorage Board of REALTORS® will be the host of the 2012 convention.

2013 Convention - The AAR Board of Directors approved the 2013 convention site to be at the Talkeenta Alaska Lodge in Talkeetna, Alaska. The dates are September 17-21, 2013. The Valley Board of REALTORS® will be the host of the 2013 convention.

Brokers Still Needed

If you have not signed up for the Broker Involvement Program, please consider doing so. The BIP is designed to give the principal broker a quick tool to enlist their licensees to alert Congress on issues of great concern to REALTORS® and our business interests. In just two clicks you can express your opinion with a prepared personal letter. To make it easy, the emails from the broker to the licensees are automated. Of course, brokers have the option of not participating if they have a different position than the National Association of REALTORS® on the issue. Sign up for the program at www.RealtorActionCenter.com.

Marketing 101, continued from page 8)

portunities to network with potential buyer clients. Granted, this requires more time and a more organized effort than many other marketing tactics. But if networking is done well, it can easily be more effective and yield a better result.

And networking can occur in any number of ways. Some agents are now turning to Internet-based techniques, including blogs, to develop online social networks with buyers. But other “traditional” approaches are still viable too. Take open houses. Even though we run them to market a property for a seller client, open houses are also a great way to meet buyers who are early in the process of searching for a home.

From buyer to buyer client

Once we connect with an interested buyer, many of us miss the boat by not conducting a good buyer consultation session. We need to dig down and discuss things in a way that helps buyers see how we can be of tangible assistance to them. In doing so, however, always remember that consumers want to buy—but they don’t want to be sold.

What supporting information can you provide that will make them want to “buy” you and your services? For one, they need to see that you’re a credible professional and that you have a solid plan. You have to be able to say “Okay Mr./Ms. Buyer, here’s how we will work together to accomplish your goals.” Take time to prepare the equivalent of a listing presentation book. Most of us intuitively know how to do this for seller clients but often forget the importance of an equally strong message for buyers.

One possible approach is to initially give them a complete buyer’s guide. Create a binder that will ultimately contain detailed information on resources and the buying process. But only give them part of the guide at your counseling session. The Table of Contents and/or section tabs will indicate what’s still to come, such as details on paperwork and contracts. But this approach accomplishes two key things with prospective buyer clients:

- 1) you can really showcase the material that elaborates upon your value proposition - what benefits

Marketing 101, continue on page 12

Did You Open Title When This Mighty Oak Was Just A Sapling? STILL Waiting On A Prelim?



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State Requirements	
Total Hours:	20
General/Elective Hours:	12
Specialty/Mandatory Hours:	8
License Renewal Period:	2 Years

Course Name	# Total Hours	Elective Hours	Mandatory Hours	Suggested Retail Price	Price
12 hr. Alaska Electives Only Package	12	12	0	\$116.00	\$99.00
Cracking the Code of Ethics	3	3	0	\$0.00	\$29.00
Foreclosures Demystified	3	3	0		\$29.00
Going Green: The Environmental Movement in Real Estate	3	3	0		\$29.00
Keeping it Honest: Understanding Real Estate and Mortgage Fraud	3	3	0		\$29.00
Real Estate Technology: The Professional's Guide to Success	3	3	0		\$29.00
Roadmap to Success - Business Planning for Real Estate Professionals	3	3	0		\$29.00
Short Sale and Foreclosure Risk Management	3	3	0		\$29.00
Today's MLS: New Paradigms, Better Results	3	3	0		\$29.00
Uncle Sam has Homes for Sale: Listing and Selling HUD Homes	3	3	0		\$29.00

Package	# Total Hours	Elective Hours	Mandatory Hours	Suggested Retail Price	Price
12 hr. Alaska Electives Only Package	12	12	0	\$116.00	\$99.00
Cracking the Code of Ethics	3	3	0		Included!
Going Green: The Environmental Movement in Real Estate	3	3	0		Included!
Short Sale and Foreclosure Risk Management	3	3	0		Included!
Today's MLS: New Paradigms, Better Results	3	3	0		Included!

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you provide them - without buyers becoming distracted by a lot of additional supporting documents; and,

2) you're not giving everything away immediately plus buyers will see that there's more to come.

Planning - the essence of success

Before going any further, however, I think it's essential to back up a minute and reconsider the importance and value of a solid planning process. All buyer's agents should have a marketing plan committed to writing. But before you can write your marketing plan, you must first have a business plan that's very clear about exactly how you're defining your target market—in terms of geography, type of properties, types of buyers (for example, first-time, move-up, or vacation-home), or other specific niche markets (such as relocation)—and how you plan to target these areas in order to grow your business.

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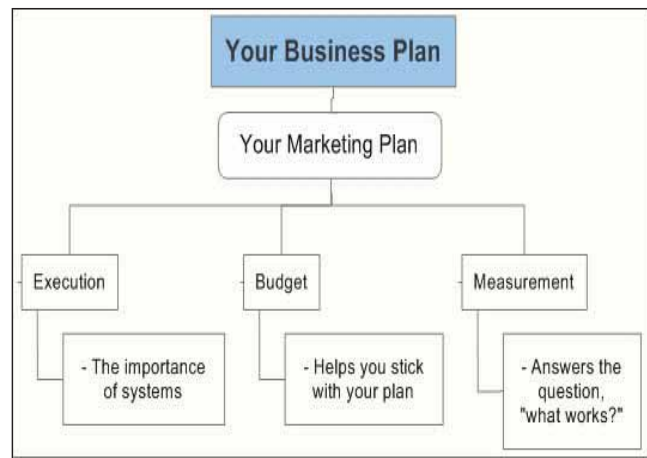
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How do you make all those decisions? Do your homework! Most agents don't even realize that there's a wealth of information readily available through the National Association of REALTORS®. NAR's research encompasses all aspects of homebuyer trends, including preferences related to finding and working with agents as well as other types of data that drill down into local market statistics.

Also take a look at what's offered by the National Association of Home Builders (NAHB), since their research is all focused on buyers and their housing demands. These are great ways to identify and learn more about markets that may be underserved or ripe for growth. And most importantly, you'll be able to support your business plan with solid facts.

Research is also essential for deciding which strategies and tactics belong in your marketing plan. For example, NAR's Profile of Home Buyers and Sellers report has been tracking consumers' growing reliance on the Internet - clear



evidence that supports a decision to shift advertising dollars from print to online venues. Or, if your strategy involves targeting first-time homebuyers for example, you could beef up your marketing plan by evaluating the latest research on issues such as how this type of buyer searches for homes, makes their buying decisions, their communication preferences, etc. In other words, once you've decided you want to be known as the XYZ Neighborhood expert, study everything you can about your market and how to best reach and serve them.

Annual RPAC Awards

RPAC Chairman Paddy Coan announces the winners of the annual RPAC awards. The REALTORS® Political Action Committee (RPAC) raised over \$18,000 at the annual RPAC auction and over \$4,000 was raised for the Dave Feeken Scholarship Foundation.



Glenda Feeken, Kenai Peninsula Association of REALTORS® RPAC Trustee accepts the RPAC award for Highest Percentage of Participation.



Michael Droege, Anchorage Board of REALTORS® President, accepts the RPAC award for Most Improved Board.



Grant Shields, Kodiak Board of REALTORS® President, accepts the RPAC award for Highest Percentage Over Goal.

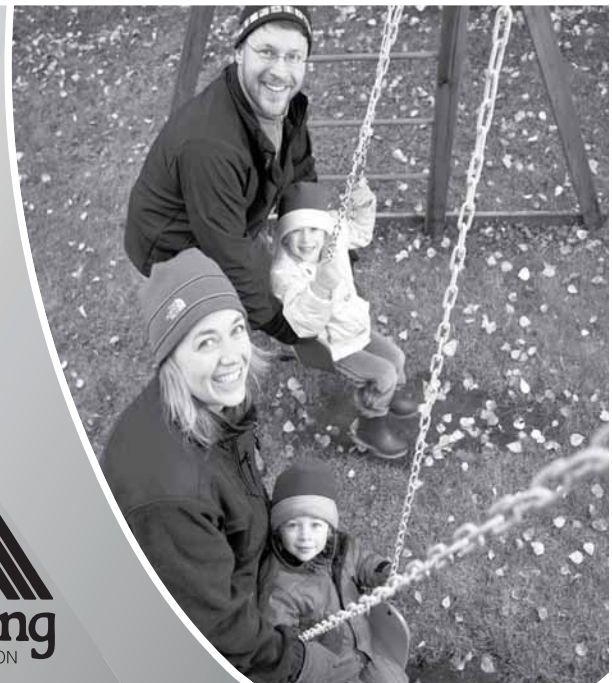
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Have You Heard of RPR?

Realtors Property Resource (RPR), began in 2008 as one of NAR's Second Century Initiatives RPR's goal was to create an on-line real estate library that will provide NAR'S REALTOR® members with valuable data on every property in the United States.

This initiative is based on the collaborative efforts of REALTORS® and the real estate community, including Brokers, MLSs and Associations. RPR's core mission is to reinforce the REALTOR'S® value in the market place by keeping them ahead of the technology curve and better able to serve today's technology-empowered consumer.

RPR, LLC was incorporated in November of 2009. RPR, LLC is a wholly owned subsidiary corporation of the National Association of REALTORS®, and has no stockholders, no partners and no outside investors. It is funded by NAR's Second Century Initiatives reserves, and all technologies, databases, systems and any future return on NAR's investments belong to NAR's members.


RPR will provide NAR's REALTOR® members access to a national database of robust information which will give REALTORS® the greatest access to nationwide property information needed to best serve their clients and customers. RPR is a parcel centric system which will aggregate all available data sets and attach them to a property, including tax assessment and public record information, notice of default, REO, foreclosure and pre-foreclosure data, MLS/CIE-provided information, zoning, liens, permits, school districts, flood plain maps, demographics and much more.

Benefits and Highlights

RPR is an exclusive benefit to REALTOR® members of NAR. RPR will have no public or consumer access, and will not allow any feeds to third parties. Advanced reporting

features will allow the REALTOR® to create custom reports to provide to clients and customers, keeping the REALTOR® in the center of the transaction, armed with tremendous information and analytics, all in one place.

With this new resource REALTORS® will have unparalleled access to data that will give you a competitive edge with your clients. At its base are over 147 million property records, built from public record and assessment information. Then layers of data have been added such as zoning, permits, and mortgage and lien data, schools and the largest database of foreclosure information in the industry. REALTOR® members of participating MLSs will also have their localized MLS active and off-market data integrated with these robust national data sets. The RPR is not a national MLS, and will carry no offers of cooperation and compensation.

The RPR currently represents over 500,000 REALTOR® members and continues to gain momentum and expand its national coverage. REALTORS® from across the country are seeing the benefits of having access to such a large database that allow them to better serve their clients. RPR's main mission is to provide its vast database to all 1,000,000 REALTORS across the country. RPR is constantly evolving, with more REALTORS seeing the benefits and joining every week. You can visit the NAR website at www.realtor.org/about_nar/realtors_property_resource. 

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Marketing 101, continued from page 12

After you've written your marketing plan, your next steps boil down to three key issues: 1) executing your plan, 2) managing your budget, and 3) measuring your results. Each of these areas is equally important and must occur simultaneously:

1. Executing your plan

When it comes to executing your plan, I can't overstate the importance of creating systems for everything from time management, to budget tracking to marketing mailings and much more. My motto is "systems keep you sane." And to support your marketing activities, a good contact management database system is critical. Many agents find that it's important to select one that integrates with Outlook, primarily because it may provide more flexibility in the long run. Plus, it's easier to find someone who can quickly come up the learning curve and manipulate your data into mainstream Microsoft-compatible products.

2. Managing your budget


A well-constructed plan is also effective because it helps you stay on track with your budget. If a new, interesting marketing idea crosses your desk, you can reduce the temptation of making frivolous impulse decisions by first evaluating the new idea against your plan and budget. Use your plan as a filter. Ask yourself if a marketing activity really helps you execute your plan or if it's just a distraction from your limited resources of time and money.

3. Measuring your results

Budgets are tight. If you can't prove that you're getting a legitimate return from a marketing investment, don't do it. When it comes to measuring results, my standard metric is a minimum of 6 to 1, meaning that you have to be able to demonstrate at least a \$6 return for every dollar spent. If you establish a good measurement system up front, this is much easier to do. And the investment in your measurement system will

likely also pay for itself many times over because it will provide the information you need to constantly fine tune and improve upon your plan.

Hard work, rich rewards

I think it's fair to say that all of us can benefit from revisiting our marketing planning efforts. Even if we feel that we're doing a good job, our neighborhoods, our customers, and various marketing trends and tactics keep changing, forcing us to regularly revisit the way we approach growing our business. For any agent who found it was relatively easy to attract business before, slower markets actually provide the perfect time to roll up your sleeves and dig into your marketing plans. And doing so will yield substantial long-term benefits. Because in the end, by committing to the challenge of these hard-to-do things, agents will set the stage for a long and rich real estate career that isn't hampered by the occasional "speed bump." 



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News Bites from Around the



Anchorage

The Anchorage Chamber of Commerce is featuring the Anchorage Board of REALTORS® as Member-of-the-Month for September.

ABR received the bid for the 2012 convention to be held at the Alyeska Resort. In light of the presidential election year, the theme will be “REALTORS® in the Running”.

ABR will offer 20 hours CE in December and 8 hours DCE in January. The VA is co-sponsoring with ABR a free 4 hour credit course entitled “Working With the Veteran Homebuyer,” on September 22nd. First American Title Insurance has invited ABR to partner in their offering of an 8 hour CE course on October 17th. Those courses will be: Escrow Issues-Why Closings Get Delayed, Title Claims Impact on Real Estate Transactions, Remodeling Your Business to Fit Today’s Market, and Seller Carry Financing.

The Nominating Committee has prepared a slate of candidates for 2012.

ABR is being launched in the first issue of the National Association of REALTORS® data management system, called RAMCO.

Kachemak

*Submitted by Sharon Minsch
2011 President*

Well, the 2010 Convention has been put to bed and we are working on all the stuff we learned! If you have still not attended a Statewide Convention you are really missing out on a great marketing and learning opportunity. Hopefully you will make plans to attend next year!

Getting natural gas to this end of the Kenai Peninsula continues to be on the front burner for our community. We are trying to make sure the Governor understands how critical this issue is for everyone on the Southern Peninsula.

October brings elections for next year’s board here in Homer. Serving on your state and local Board of Realtors is an honor that everyone should experience. It is important that we give back to the Association that works so hard on our behalf. I encourage everyone to take a turn to help us. Next year’s opportunity will be here before you know it.

Southeast

*Submitted by Mimi Rothchlid
2011 President*

On behalf of all those from the SE board who attended, we’d like to thank the folks in Homer who put together such a wonderful convention. Your hospitality was fantastic and we all had a great time and learned a lot!

Our nominating committee is working on putting together the

slate of officers for our December election and we are working to offer lots of reasonably priced education for our members. We have managed to create a web based attendance option for people in the more remote areas, to save the cost of travel. They just need to register in advance to make sure we all have the same free software!

With the White Ribbon Campaign, our members have been working on bringing awareness to ending violence against women by recording a Public Service Announcement that is being aired on the local radio stations and posters that are hanging all over town. We are also gearing up our big public awareness event which is “Walk A Mile In Her Shoes” to be held on October 15. Men are encouraged to show up in pumps to walk the mile and there will be many photo ops to draw attention to this amazing campaign. The local real estate offices are also going to be competing to see who can collect the most signatures of men who pledge, “I pledge to never commit, condone, or remain silent about violence against women and girls.” Go to wrcpledge.juneau-media.com to join us and take the pledge!


Valley

*Submitted by Debbie Murphy
2011 President*

VBR members came out in force
(Newsbites, continue on page 18)

(Newsbites, continued from page 17)

to the 2011 Alaska Association of REALTORS® in Homer. All who attended said they thought it was not only great fun and networking, but top notch education. We had some members in the talent show, the entire VBR group participated in the costume contest and we've added many more friends to our Facebook contacts. We are so proud to announce that our very own Janice Strong with Strong Appraisals was crowned the 2011 REALTOR® of the Year for the Alaska Association of REALTORS®! It is such a well deserved award and follows a long line of accomplishments for Janice. Congratulations, Janice!

The Convention Committee is busily gearing up for the Annual Convention, the REALTOR® Round-Up, to be held November 18 and 19. The Annual Meeting and the Awards dinner will be at the Palmer Train Depot on November 18 and education will be offered all day on the 19th at the VBR building, free of charge, to members. Don't forget to submit your nominations for REALTOR® of the Year, Affiliate of the Year and Board of Directors, and your Honor Society forms. 

(President's Message, continued from page 3)


Treasurer, Don McKenzie; and Past President, Helen Jarratt.

The 2 Directors at Large voted in are Art Clark and Debbie Murphy. Congratulations to all.

We had another great RPAC auction night with our very own auctioneer Mark Korting. We raised more than \$18,000! We also held a split-the-pot and auction for the Dave Feeken Scholarship Foundation and raised approximately \$4000! Thank you for your generosity.

Remember, if you are going for a designation and need help, apply for a scholarship. Our next scholarship will be in the 2012 calendar year.

Now a very Special Congratulations to our 2011 REALTOR® of the Year: Janice Strong!!

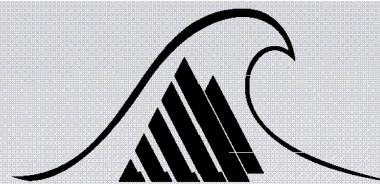
All of the Board of Director positions are voluntary so please say "Thank You" when you see these folks. They have donated their time to protect your business and private property rights. 

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By Lisa Conner, CRS
Alaska CRS Chapter President
Prudential Jack White Vista RE
lisa@lisaconner.com




2011 has been a very productive and successful year for the CRS Alaska Chapter and there is still more to come. Please review the highlights and discover how your dues are being spent and how your Board of Directors is working for you. We look forward to seeing you at an upcoming CRS function!

2011 CRS Alaska Chapter Highlights and Accomplishments

- CRS 204 Wealth Building course offered in Anchorage in February.
- CRS 204 Wealth Building course offered in Homer in February and March.
- CRS 206 Technology course offered in Anchorage in August.
- Seven board meetings attended by volunteer members to strategize and plan local CRS events, functions, courses, and member benefits.
- Ten Leadership Conference Calls with Region 12, including Alaska, Washington, and Oregon, to brainstorm ideas relating to member benefits and chapter growth.
- Four Membership Luncheons presenting local business leaders discussing topics of interest to the real estate industry. The luncheons are held at the Anchorage Petroleum Club from 11:30 a.m. – 1:00 p.m. The final 2011 luncheon is October 19. Watch for the email invitation and RSVP with Kay DuBois because these events typically fill quickly.
- Chapter with a Heart: CRS Alaska Chapter graciously raised funds and awareness for Kid's Kitchen.
- Over 350 CRS designees and members, nationwide, attended the National Sell-a-Bration in Orlando, Florida in February. Watch the CRS.com site for information on the upcoming Sell-a-Bration in January in Phoenix, Arizona.
- Leadership Retreat held in Arizona was attended by President-Elect Vivian Coleman to ensure a smooth

transition into 2012.

- 2012 Board Election: Recently elected officers include Lonnie Logan, CRS – President-Elect, Connie Giddings, CRS – Treasurer, and Eva Loken, CRS – Secretary.
- Alaska Association of REALTORS annual convention: CRS Alaska Chapter participated in the vendor trade show and hosted the convention luncheon.
- Janelle Pfeiger, CRS RVP (Regional Vice President) for Alaska made an official visit to the chapter and keeps the chapter and members updated regularly on national issues.
- CRS Alaska Chapter was represented in Washington, DC for the Midyear Meetings and will be represented in November at the NAR National Convention in Anaheim, California.
- Annual Holiday Party and Board Installation is scheduled for December in Anchorage.
- New Designees in 2011 to date: Peggy Pepper French, Darlene Williamson, Melissa Bidwell, Marci Bouchard, Janis Tolbert, Stacie Krause, Whitney Bose, Wesley Madden, Philip W. Alderfer, Charlene Moss, and Karen McMaster-Skogstad. Congratulations!
- Member Count: the CRS Alaska Chapter continues a strong membership of 210.
- Broker Partners: Keller Williams Realty/Alaska Group, Prudential Jack White/Vista Real Estate, and RE/MAX Properties maximized their partner sponsorship with deep discounts for respective licensees on professional level courses.
- Chapter Sponsors: Our sponsors have graciously supported the CRS Alaska Chapter financially and professionally throughout the year. We appreciate their continued loyalty: Corporate Sponsor – First American Title, Luncheon Sponsor - Quality Home Inspection, Course Sponsors – Homes and Land Magazine, Prudential Jack White/Vista Real Estate, Homestate Mortgage, and Alyeska Title. Thank you so much!

Please visit our website at alaskacrs.com to learn more about our local course offerings, quarterly membership luncheons, volunteer opportunities, community service activities, annual events, etc. 

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Mat-Su Title Insurance Agency
Chandra Hall - Closing Speaker

Alaska Multiple Listing Service
Opening Ceremony, Breakfasts on
Wednesday, Thursday, Friday

First National Bank Alaska
Affiliate Night Entertainment

Wells Fargo Home Mortgage
Shannon King - Keynote Speaker

Five Star Realty
Coffee Service

Fairbanks Title Agency
Pacific Northwest Title
Southcentral Title Agency
Awards Night

Kachemak Bay Title
Wine with Dinner

Alyeska Title Guaranty Agency
Neck Lanyards and Name Badges

Alaska USA Mortgage
Nobu Hata Workshop, Saturday
Continuing Education

Alaska USA Mortgage
Homer, Kenai, Soldotna
Awards Night Entertainment

Morris Alaska
Homer News, Peninsula Clarion,
Alaska Journal of Commerce, Alaska Star,
Juneau Empire, Capital City Weekly, Alaska
Magazine, Alaska Equipment Trader
Ice Breaker

Stewart Title of Alaska
Convention Bags

HSA Home Warranty
Board of Directors Meeting

Residential Mortgage
Wine Tasting, Wine with Dinner

Land's End Resort
Meeting Space

Alaska CRS Chapter
Friday Luncheon

Nancy Synhorst
Bonfire



Nobu Hata and the Fairbanks Apps



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2011 Convention Committee



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NAR First VP Installed 2012 President Joni Schneider



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November 2009	517
December 2009	414
January 2010	241
February 2010	309

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October 2010	420
November 2010	443
December 2010	463
January 2011	288
February 2011	295

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