



WCR Review

July, 2009

Greater Palm Beach County

A publication of the Greater Palm Beach County Chapter of the Women's Council of the Realtors®

Success...personal matter

What is it...? What does it mean to you? Is it how much you make? Is it how much happiness is in your life? Raising your children the best you can? What ever your measure of success, it is a personal matter.

Women's Council of Realtors® helps develop your measure of success. The real estate education we provide, to keep you informed, encourages success in you career. The self help education we provide encourages success to become a better person. The relationships we provide encourages support and guidance in our industry and personally.

How to be successful in The Women's Council of Realtors®? GET

INVOLVED, is the key! Want to make money? Get referrals? Well? GET INVOLVED! In



Judy Ramella

order for you to get referrals, you need to meet people, develop relationships, and develop trust. How do you do this? Join a committee, one that interests you. Attend board meetings. Become a Non-Resident member of surrounding chapters and attend their meetings. Attend the state

chapter conferences, national conferences. Get a roommate or we can provide a roommate for you. When you meet more people away from you area of comfort, you grow your business and grow as a person. This is how you become successful in the Women's Council of Realtors®...someone once told me it is not how many people you know, it is how many people know you. **D E V E L O P RELATIONSHIPS** this DEVELOPES SUCCESS in The Women's Council of Realtors®!

My door is always open for members who would like to get more involved or want more information on how to grow within the chapter and state etc.

Judy Ramella

2009 Local Sponsors: Silver: Bank United, Washington Mutual; Bronze: American Fidelity Title, AmTrust Bank, Dynamic Inspections, Fifth Avenue Building Inspectors, Florida Business Brokers Association President Mike Bacarella, Realtors® Association of the Palm Beaches, SunTrust, Florida State Sponsors of WCR: Platinum: Exit Realty Florida, North American Title Company, The Home Team Inspection Service, Wells Fargo Mortgage, Gold: Bank of America, National City Mortgage, a division of National City Bank, Stewart Title Guaranty, The Real Estate Book, Washington Mutual Bank, Silver: Arrow Hughes Exterminators, Attorney's Title Insurance Fund, Barbara Brady-the Brady Team, Countrywide, Deborah Glomb, Frank Charmley Photography, Nan Harper, Kenyon Real Estate, South shore Homes & Properties, Wachovia,



Volume 6 No 3
WCR Governing Board
2009

- President.....Judy Ramella
596-0940
- President Elect:.....Mary Kenyon
674-2079
- VicePres. Membership..Delores Roth
561-202-7152
- Secretary.....Eddy Sua
561-213-7653
- Secretary,Corresponding.....Darlene
Pachter
451-9379
- Treasurer:Kristin Stampini
929-4846
- Past President.....Tim Kinzler
561-573-0557
- Affiliates.....Carol Bloom
561-441-9493
- ByLawsParliamentarian.....Nancy
Macaluso
561-301-2171
- Community Outreach.....Joann
Defrisco
951-3758
- Education.....Maria Arias
305-785-6228
- Finance.....Kristin Stampini
929-4846
- Hospitality.....JanetMelame
561-601-9455
- Newsletter.....Betsy Owen
276-4717
- Nominating.....Tim Kinzler
561-573-0557
- Programs.....Deborah Bacarella
561-239-2300
- Registration..... Teresa Garcia
- Strategic Plan.....AmyStark
954-445-4545
- Technology.....Dolores Roth
561-202-7152
- Toastmasters.....Eddy Sua
561-213-7653
- Ways and Means.....Amy Stark
954-445-4545
- WEB Links:WCR.org
WCRfl.com
RAPB.com
WCRPalmBeach.com

2009 Programs

All meetings unless otherwise noted
begin at 8:30am sharp.
Arrive early for pre-meeting
networking.

RESERVATIONS

Extra Extra Extra Read all about it!!!!

2010 Officers want to be now is the time to notify the nominating committee of your interest to serve as one of the Line officers for the Greater Palm Beach County Chapter.

As a leader in a n y organizations at local, state and national levels I have found serving in a leadership role has always increased my business while giving of one time and



talent to a vibrant organization like the Women's Council of Realtors.

It has been proved time and time again by past National Association of Realtor President's who started their journey at a local chapter of Womens Council of Realtors. The leadership

training and interaction with

the movers and shakers in the real estate industry provide any willing, qualified, and focused volunteer will enhance every aspect of your life!

The positions available for 2010 include President Elect, VP of Membership, Treasurer, and Secretary. Qualifications for office can be found on our website www.palmbeach.com under Chapter By

Laws tab, download the pdf file and see Article IV on Page 4. If you need help email me, Tim@timkinzler.com.

The nominating committee will interview candidates prior to July 15, 2009 to submit at least one nominee per office to the Governing Board for a slate of officers to be voted on by the membership in September 2009 at the annual business

Tim Kinzler

Roth says seek new members...share WCR

Membership Numbers

June 2009

National Numbers

88 Total Realtors (one missing from @ national)

13 National Affiliates

101 TOTAL NATIONAL

Local Numbers

142 Total Members

108 Realtors (101 plus 7 pending non resident)

Non Resident Realtors: 7

34 Affiliates (National, Local & Non-Resident)

Local 23

National 11

Non-Resident (Local affiliates)

National non resident (affiliates)

Percentages:

National Level: 12% National Affiliates
88% Realtors

Local Level: 23% Local Affiliates 77%
Realtors

Continuing membership audit.

Affiliate and membership drive to be beefed up. Reinstatement numbers at all time low in direct relationship with Realtor drop in membership.



Orientation and committee mixer in the works...stay tuned.

Delores Roth

FAR Leadership Academy announces candidates

Twelve Florida Realtors have been selected for the Florida Association of Realtors' 2009 Leadership Academy, a program that helps members prepare for leadership opportunities, says FAR President Cynthia Shelton. The Academy's first session takes place at FAR Headquarters in Orlando March 24 - 26. Each training session will build on developing institutional knowledge and leadership skills. The 2009 participants are:

James P. Adkins, Wagner Realty, Bradenton

Lawrence "Larry" Chatt, Island Real Estate of Anna Maria Island Inc., Holmes Beach

Joanne Chando, Avaral Gulf Coast Properties, Fort Myers

Len Goffredo, BG Professionals, Kissimmee

Alisa Stone Herring, Stone Real Estate Group LLC, Panama City Beach

Jan Hooks, Jan Hooks Real Estate Group, Inc., Santa Rosa Beach

Geraldine "Geri" Kenyon, Kenyon Real Estate, Bradenton

Patti E. Ketcham, Ketcham Realty Group, Inc., Tallahassee

Dennis Nelson, The Nelson Group at the Keyes Company Realtors, Boynton Beach

Mark "Marco" Palace, Palace Properties International Inc., Indian Harbour Beach

Judy "Jude" Ramella, The Ramella Group/The Continental Group, Wellington

Dolores Roth, Keyes Company/Realtors, Boynton Beach

Webinar, Go to Meetings Use

What are they, and how to use them?

A **Webinar** is a Web-driven workshop. They may be live or pre-recorded.

Webinars are primarily used with online technology to convey news and information.



The

advantages of a Webinar are that you don't have to travel in order to participate in one. You can take part in a Webinar from your own computer.

Unlike, "GoToMeeting", Webinars are available per individual viewing.



GoToMeeting



Go to Meeting is basically

a service that lets you show people what's on your computer, or you can see what's on their computer. When you register to attend a Go to Meeting, click

on **join a meeting**. You will receive a meeting ID to use when connecting to the meeting. Once logged in, it will allow you to watch what is actually on the presenter's computer. It is also a great vehicle for web conferencing. Once your registration is confirmed, you will receive via email a link to click on

for the meeting date and time. It is important to plan on logging on a few minutes before the meeting as it takes time to go through the process of connecting to the site. The program may ask you to install requirements for access.

Go to Meetings can be used as a source to host a Webinar and can have

many participants logged in simultaneously.

RMLS will be posting pre-recorded Webinars for you to watch on our Homepage, under the **Training Link**. MLXchange has various training, "GoToMeeting", posted for under the **Resource Link**. **Remember, you have to register online to attend a, "GoToMeeting"**.

I have chosen one of the Women's Council of REALTORS 5 Values to review this month.

- **The Power of Relationships**—Success in business today is achieved through positive, productive relationships. The Women's Council of REALTORS® provides an environment of collaboration in which members can form, build and maximize relationships for business and personal success. When members share their time, talent and experience, the entire industry is advanced.

While recruiting for Women's Council of Realtors I have been asked many times "Why would I want to join a group of other Realtors. How will I get referrals". My first thought is always "well you just don't get it". But as a leader I step back and review the 5 values of membership to answer their question rather than just dismissing what in my mind is a silly question. Women's Council offers an opportunity to build your business while making friends that I know I will have forever. Just last night a group of 6 of us went out to celebrate Amy Stark's first girl's night out since having a baby. These are 5 women that without Women's Council I would not have in my life today. I cherish each of those relationships and have learned something positive from each woman that has advanced my personal success. I know when I have a short sale question I can call Kristin who will share her experience and help me through the situation. Kristin was out of town and needed to refer a buyer. Because of my relationship with Kristin she referred me the buyer. Out of just the six women that had a great social evening, each of us have referred or done business with each person in the group. Now ask the question "How

will I get referrals"? The referrals and business will come by simply building relationships and learning from each other. Women's Council of REALTORS gives us the environment and culture to build relationships and learn from each other. I think some of us over think networking and make it too hard. Networking is simply making friends. Get energized with the Women's Council of REALTORS culture, build your business and make friends by getting involved in a committee. We have plenty of opportunities that need your talent.

I still remember how amazed I was when I attended my first State meeting. Seeing relationships and businesses being built on a State level encouraged me to build my business and realize that I will have success. Get energized by attending our upcoming District III meeting. Please visit the District website (www.floridawcristictiii.com) for more information. You don't want to miss this exciting event – you may just make a new friend or take home a referral.





**New Membership Orientation
June 29, 2009**

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June 29, 2009**





Women's Council of Realtors® Announces Plans for Annual District III Forum

Contact: Deborah Bacarella, 561-988-0800 or Deborah@buyUSproperties.com

SAVE THE DATE: July 30, 2009, for a fun filled day at The Women's Council of Realtors® (WCR) "State Fair." The Marriott Hotel in West Palm Beach will be host to over 350 members of WCR for a day of nationally renowned speakers, education and networking opportunities. The total cost for the day, including lunch, is \$35.00. Visit www.FloridaWCRDistrictIII.com for more information about directions, accommodations, speakers, classes, sponsorship and registration.

Women's Council is a nationwide community of over 19,000 real estate professionals who include many of the best and brightest women and men in the business. WCR is the twelfth largest U.S. women's professional organization and has one of the most successful communication networks in the NAR family. The backbone of WCR is its network of more than 300 local and state chapters with volunteer managers trained to position their groups as a business resource in their REALTOR® communities.

Women's Council of Realtors® District III Forum includes 5 Chapters – North Broward, St. Lucie, Stuart-Martin, Greater Palm Beach and Jupiter-Tequesta-Hobe Sound.



The keynote speaker will be Marie Avery, 2009 Florida State Chapter President. Ms Avery has been in the

real estate industry for over 14 years. She states her goal as "To use my experience and expertise to give clients and their referrals the highest level of customer service." Her involvement in the industry includes RPAC, appointments to both Local and State Realtors® Associations, 2008 Florida State Chapter President-Elect, 2007 National Academy Trainer, 2008 National Outreach & Influence Forum Leader, Founder of United Way Women's Leadership Initiative, "Just For Girls" Director, Member of American Business Women's Association and Member of the Gulf Coast Latin Chamber.



Jacqueline Whitmore, CSP, an award-winning professional speaker, author and etiquette expert will speak

on "Business Etiquette" after Ms. Avery, during the gourmet luncheon. Ms. Whitmore is the president of The Protocol School of Palm Beach, a consulting, training, and coaching firm that has served hundreds of multinational corporations and organizations on issues such as corporate communication strategies, effective interpersonal communication skills, team building and leadership development. Ms Whitmore will guide us through avoiding missteps in any situation calling for the right business etiquette



A free class, worth three continuing education units, will be presented by Andrew Wooten, entitled

"Realtor® Safety." Mr. Wooten is the President of Safety Awareness Firearms Education (S.A.F.E.), and has been in the safety and security industry for the past twenty-four years. He holds a Bachelor of Science Degree in Business Administration and a Master in Education. Mr. Wooten's experience consists of education and training in crime prevention and security management that has earned him many professional certifications in his field. He has provided safety programs internationally since 1984 and provides practical advice about security, crime, loss prevention, and avoiding liability. Mr. Wooten is an internationally known author, trainer, and speaker. His philosophy is, "A person's best weapon is themselves: their mind, voice, and body." Each person, regardless of size is capable of learning and adapting some form of the techniques presented in his seminars. Don't miss this unique opportunity to meet, greet, educate and hobnob with your friends and colleagues!



**President's Liaison to South Africa
National Association of Realtors**



Nancy Macaluso, CIPS - South Africa

Brief Facts:

- South Africa is a country on the continent of Africa. In reading history books, you will probably remember the Cape of Good Hope, where the Atlantic and Indian Oceans meet at "Cape Point". It was considered one of the most important merchant sea commerce lanes in the world, which still holds true today.
- Did you know, there are over 30,000 South Africans residing in Florida? And you thought that South Africa was a place too far away to do business with... guess again!
- South African Currency is the RAND. Over the past year it has fluctuated between 7 to 12 RAND per \$1.00 USD.

For perspective, an individual size bottle of water at \$3.00 USD, at a hotel during the NAR convention November 2008, in Orlando, with currency exchange, cost the South African R21.00 per bottle.

- During 2008-09, the mortgage interest rates ranged between 15% late 2008 into early 2009, down to 13% this spring.
- Languages spoken: Afrikaans, English, various tribes
- South Africa has many sea-ports and international airports
- The 2010 "World Cup" will be played there in various locations.

Association Information – Institute of Estate Agents of South Africa (IEASA)

IEASA is a 27-year Cooperating Partner with NAR, one of the first Countries to sign the agreement.

Web site address: www.IEASA.org.za

The Association is made up of 11 Regional Offices in the Country

Membership: 2000

Annual Conference typically held late August through early September in Johannesburg.

Presently, the Institute of Estate Agents of South Africa (IEASA) membership has 280 CRS designees, 43 CIPS Designees, and 100 members holding the TRC along with a sprinkling of CRB and CCIMs.

South Africa is a member on the Plenary Board for ICREA (International Consortium of Real Estate Associations). National President, Dr. Willie Marias is the representative. ICREA is the Parent Organization of WorldProperties.com and offers the Transnational Referral Certification (TRC), which standardizes the worldwide referral system and guide for payment distribution of NAR's 33 Cooperative Partner countries for referral fees. There are over 77 Bi-lateral Cooperating Partnerships with NAR with only 33 Countries members of ICREA.

South Africa's Culture:

Male Dominated.

The South African culture is a blend of the 7 indigenous African tribes and European blends from Britain, India, Netherlands, and Austria. European countries who have migrated since colonial times for religious and business reasons. Since that time, all groups passionately consider themselves "South African."

Licensing Law Requirements:

Prior to 2008, those people wanting to sell real estate were not licensed, but were educated to the process, and joined IEASA to establish & maintain their business.

July 2008 saw the introduction of mandatory qualifications. A Continuing Professional Development is to follow in due course. All new estate agents must obtain an entrance qualification, complete a 12-month internship, and pass a Professional Designation Examination. Existing agents must also qualify, by the end of 2011, but they are exempted from the internship and longer-serving agents are also exempted from the examination. Many existing qualifications, including some provided by the IEASA, are accepted as credits towards the new qualification. The Services SETA [Sector Education & Training Authority] and the Estate Agency Affairs Board oversee the



You are cordially invited to attend
The Annual Women's Council of Realtors® District III Forum
Thursday, July 30, 2009
The Marriott Hotel
1001 Okeechobee Blvd.
West Palm Beach, FL 33401

Networking & "State Fair" Sponsor Booths Open 10:30 a.m. – 11:45 a.m.
Luncheon and Program 12:00 p.m. – 1:45 p.m.
Keynote Speaker – Marie Avery, CRS, GRI, PMN
2009 WCR Florida State Chapter President
Guest Speaker – Jacqueline Whitmore, CSR, "Business Etiquette"
Continuing Education Accredited Class on Realtor® Safety 2:00 p.m. –
5:00 p.m.
Andrew Wooten, President of Safety Awareness Firearms Education
(S.A.F.E.)
Come for all or part of the day
\$35.00 per person

R.S.V.P. online at www.FloridaWCRDistrictIII.com before July 25th
For further information, contact
District III Vice President, Deborah Bacarella (561) 239-2300
St. Lucie County Chapter President, Ron Albert (772) 359-3810
Stuart-Martin County Chapter President, Julia Sansevere (772) 919-1385
Jupiter/Tequesta/Hobe Sound Chapter President, Pam Ward (561) 747-8227
Greater Palm Beach Chapter President, Judy Ramella (561) 596-0940
North Broward Chapter President, Patti Smead (561) 289-3533