



WCR Review

May, 2009

Greater Palm Beach County

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

April showers, May flowers?

April showers bring May flowers...what do May flowers bring? Pilgrims...LOL. I figured I'd bring in the spring feeling with an oldie but goodie! My daughter, Amanda told this to me the other day...made me feel really old!

This got me thinking, what is the world going to be like when she grows up? For my future grandchildren? Not that I would allow them to call me Grandma! I would like Noni. Anyway, I was wondering about going GREEN and how can I save on my bills etc.

Well, of course I had to get my husband involved. He put up a clothesline in my back yard. The kind that is posted into the ground with cement. It took him

about an hour to cement the base and a day to dry. I went to Wal-Mart and bought a clothes



Judy Ramella

basket, \$2.00 and 2 bags of clothespins, \$1.69 each. Not much of an investment. I thought we were rolling until he handed me the top, with the actual lines, and said, "you untangle it, I'm done!" It took me 10 minutes to untie the tangles.

Wash day came, Saturday, and I hung my sheets and other garments out to dry. As I was pinning clothes a wonderful breeze passed and a scent from my childhood was very present. I smelled the sheets, with a deep sniff! They smelled so fresh; you know that smell that comforted you, before dryers were invented! What a wonderful feeling!

I gave you this story because I think we should encourage each other in our chapter to go GREEN! In some way or another, any way you can save energy will make a difference!

This will make a huge difference to the future generations. GO FOR THE GREEN

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 2
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

Nominations for 2009-2010 sought



Nominating
Committee is open for
business. For the next 60

days you can submit a name
of a member you wish to serve
as a line officer for the
Women's Council of Realtors®
leadership team 2010. The
positions include VP of
Membership, Secretary,
Treasurer and President Elect.
An opportunity of a lifetime to
represent one of the nation's
finest local chapters and
develop into a strong leader in
local, state, and national
organizations. For more
information email
Tim@TimKinzler.com

Tim Kinzler

If you did not attend the Bachelor Auction, you missed the time of your life. It was A FUN TIME at GiGi's on April 28th. Ladies bid on the best bachelors in Palm Beach County, while enjoying an evening of fun, food, silent auction, music, raffles and BACHELORS! It cost just \$20 a ticket which included a free drink, some food and fun time. The fun started at 5:30pm. We hope to see you next time. You were missed! Funds also went to help Habitat for Humanitv



Roth says seek new members...share WCR

What an exciting year for all! Sales are up, inventory is down and our local WCR chapter is growing!!!



First, let me introduce myself as your new VP of Membership for the Palm Beach chapter. I have been a Realtor for eleven years and an off-again, on-again member of WCR. However, I could not pass up on the opportunity to, not only remain a

member of WCR during these trying times, but to invest my time as your new VP of Membership! I am a Director with both the local Realtor Association of the Palm Beaches and the Florida Association of Realtors and a GRI Instructor specializing in technology courses. I work with my partner and husband and welcome the challenges of our current real estate market.

During the downturn in our economy and our ever

challenging real estate market, there is no better time to get your tools ready for an exciting, prosperous year. This is the time to align ourselves with the top Realtors® in the county and to invest in the referral business while enjoying fabulous networking events. What better group to join than our premiere WCR chapter???

My challenge to you is as follows: I challenge each of you to invite a guest or two to the next breakfast meeting (see www.wcrpalmbeach.com membership meetings page) and invite them to join our WCR chapter, participate in events and committees, and show them what extreme networking can do for their business!!! I am confident you will accept and excel at this challenge, and your guest will be grateful for the experience! Last but not least, let me welcome all new first quarter members, local and national affiliates! I look forward to personally greeting you at our New Member Orientation which will be announced on the web page in the very near future!!!

Dolores Roth

Inaugural Golf Tournament on calendar for October 17

Palm Beach County

Women's Council of Realtors®

Inaugural Golf Tournament

October 17, 2009

Save the date and share the news!

Chapter President Judy Ramella wants our first Women's Council Golf Tournament to be as big a success as each of our members. Along with fellow committee members Carol Abramczyk, Lydia Crystal, Mary Kenyon, Tim Kinzler, Sandy Shepherd, Allan Spiro, Kristin Stampini, Amy Stark-Snook and

others, we will have an event to remember.

We have secured the [President Country Club](#) "The Hidden Gem in the Heart of The City" in West Palm Beach. We will have an 8:30am. Shotgun start for the golfers and a relaxing, interesting, and unique day of events for the non-golfers. Make-over, masseuses, live and silent auctions, Blackjack Tournament, and more!

Visit <http://wcrpalmbeach.com/golf/index.html> and RSVP as soon as you can. Call or email Bill Ramos, VP, XCaliber Title, Golf Committee Chair with any questions - wdramos@comcast.net - 772-214-2904

Bill Ramos

facebook

twitter

Online Social Networks are all the Buzz

Two very popular on-line social networks are **Facebook, and Twitter**. What do you with them and what is the difference between the two of them? Here are some answers that will help you understand this phenomenon.

Facebook's mission is to give people the power to share and make the world more open and connected.

Millions of people use Facebook everyday to keep up with friends upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

Twitter, is a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question. What are you doing? Simplicity has played an important role in Twitters success. People are eager to connect with other people and Twitter makes that simple. Twitter asks one question "What are you doing", answers are no longer than 140 characters in length and can be sent via mobile, texting, instant message or through the web.

According to Jump Start, (an on line newsletter for social news), "Many executives set out to help their brands by getting involved is social media and the suggestion of their PR corporate relations, and search engines marketing teams, They quickly find out that being "out there" paves the way for some interesting interactions. By networking with other business people online, as well as with other people they serve, executives are redefining how we look at and interact with brands. And for the professional who is truly intent on transforming business through transparency, it's hard to beat social media for enabling a virtual cornucopia of interactions that are driving improvements on every front, from customer service to product development to operations and more".

Veronica Fielding, Author of Jump Start, says, "In all of history there's been no easier way to connect with lots

of smart business people and to increase your professional reputation in the process. Start by observing the examples set by other savvy executives who are active in this space, then applies what you've learned to maximize your online business networking to build your personal brand".

Regional MLS has made it easy for you to get started. First, visit our website at: www.RMLSFL.com, next, click on the link for Facebook or Twitter, now you need to register, (select your login and password). You'll

want to find Regional MLS so that we can keep you current on important things you'll want to know like upcoming events and classes, what's happening in the news, Realtor related, so in the search box type Regional MLS, and then you can join others that have the same interest.

On your Homepage you can develop your profile, load your photo, even create photo albums, and begin inviting friends to join your space on that site. Before you know it you'll begin getting request from friends asking if they can be added as one of your friends, then you'll have the choice to accept or ignore the request. The network will even find

other people they think you may know because of your friends, interest, and profession, then you'll receive an alert about the connection, and have the option to invite them to join you, (that let's them know you're on that site too). These social networks connect the dots for you.

Recap, **Facebook** gives people the power to share and make the world more-open and more connected, **Twitter** gives you the ability to keep in touch through quick, short exchanges, that basically ask the question, What are you doing:?

Both are service fee FREE, so let's get started connecting and keeping ahead of technology. See you on Facebook, and Twitter.



Carol Bloom

Notes from MARKETING TO WOMEN SUMMIT

Chicago, March 20-22, 2009

This Summit was designed to help women work with women (the decision-makers), to better understand our role as women entrepreneurs, and to recognize our unique contribution to women in business.

“Women Who Mean Business”.....Vickie Austin (www.choicesworldwide.com)

How women fare in the business world:

- 3% CEO's
- 6% Fortune 500 Top Earners
- 15% Fortune 500 Board Seats
- 16% Fortune 500 Corporate Officers
- 50% Management, professional, related corporations
- 46% U.S. Labor Force

Did you know that 82% of the recent layoffs were male?

Women are responsible for 83% of consumer purchasers; 91% of home purchases.

9 Lessons for Women Who Mean Business

1. Surround Yourself with Supportive People - (Financial Advisor, Accountant, Banker,

Mortgage Broker/Lender – Doctor(s), Landscaper, Inspector, Home Warranty, Personal

Virtual Asst., Hairdresser, Housekeeper, Photographer, Technical Asst., Handyman, etc.)

Build your “golden rolodex” for referrals. These are your posse. Whose posse are you on

And whose would you like to be on? ***Have a quarterly focus group with them.

2. Honor These People Whenever & Wherever You Can; i.e., victories, holidays, birthdays,

Promotions, etc. Send more thank you cards. Watch each other's backs.

3. It's Okay to Toot Your Own Horn; in fact, IT'S REQUIRED. (Check out www.bragbetter.com/create “brag bites”. Weave these bites together in a story to create a memorable introduction.

4. Honor Your Feminine Style

- Women are better communicators.
- Women are better global managers (because of communication)
- Be proud of the differences we bring to the table.

5. Know What You Want & Go After It – GOTTA' HAVE A PLAN!!!

- Take time to determine what you want and need.
- Develop a 3-5 year business plan.

- Monitor the plan, but don't be a slave to it.

- “Smell” opportunities along the way

- Look for opportunities others might miss.

- Monitor your “to do” list daily

6. It's All About Relationships – Add time to do this to your calendar.

- (a) Nurture relationships,
- (b) Invest in personal development,

(c) Revel in personal

Development, (d) Invest in your health and well-being, (e) Distinguish selfish from self-

Development.

7. Celebrate Your Victories – Go Ahead...”Practice Shameless Self-Promotion”

Use all of your communication vehicles: Mail, Email, Websites, Blogs, Word of Mouth.

What are your most recent accomplishments? Who needs to know? How will you tell

Them? By when?

8. Take Your Business Seriously

9. Grab Leadership by the Lapels

Lead when you get the chance.

When introduced, stand up.



Always state your name and company

Speak on panels when possible

Always use a microphone, if available.

Say "yes" to leadership, when it fulfills your strategy.

AVOID

- Nice girl syndrome
- Losing focus
- Hijacking of your agenda
- Toxic people, burnout, gossip.

KEEP THE FAITH

- These times will pass
- Plan your work and work your plan
"Gendertrends".....MartiBarletta (www.trendstight.com)

HOME BUYERS

- 62% Married
- 20% Single Women
- 9% Men
- 9% Other

"82% of women drive home purchases"

5 STEPS IN THE BUYING PROCESS

- (1) Move to take action; get it going.
- (2) Research – 41% of women start online; 25% men (Men want the "important" things/ Women want "everything")
- (3) Make a decision
- (4) Negotiation; Women defer to men. He steps forward; wife steps back. Women seek mutual negotiations, "fair is fair".....Men seek advantage, "Every man for himself."
- 5) Referrals – Women are our best ambassadors/Women do the referring.

AHA'S

Use "word of mouth", not referral.

ALWAYS surprise and delight!

Have a ceremony for closing on a home.

Have faith in the future

Your most valuable asset is your positive attitude.

"Cross Generational Marketing to Women".....Marilyn Moats Kennedy

"Boomers" make up 38% of the full-time work force today.

Ask them what THEY want.....They don't care about who you are? IT'S ALWAYS ABOUT THEM!

The next generation is on a computer in their den.

Today's kids fear boredom; They want to be informed, and make their own choices; don't try to sell them.

Today's young people are not DIY.....They want to buy it ready-to-go.

Buster's (1969-78) want precision...they are planners.

Netster's (1979-88) want to own their home. They look for the "cheapest;" they like vintage.

Over 60 want to travel. They are buying on campuses; will not live in assisted living. They want to be green and accessible.

Boomers and Busters (Boomer's children) have a lot in common. Market to Boomer's children.

People under 30 do not watch television. When thinking about buying a property, will go to a website.

Go after graduate students...they buy homes.

Younger women trust women more; they are not as competitive.

Younger people care more about safety and crime; they care about the condition, because they are not handy. Younger revere experience. They love green and are religious about recycling.

"Marketing for Referrals".....Nancy Farkas (www.nancyfarkas.com)

Personal networking for traditional referrals.....Join community organizations.

Past/current clients are your strongest advocates

Help your sphere identify referrals; i.e., soon to be married/divorced, expecting child, received a promotion, soon to be retired, downsizing, deaths, etc.

Send thank you notes; stay in touch regularly

Create relationships with top producing agents in other areas...stay in touch.

Develop an effective/productive personal website; easy to navigate.

Deference Books to read:

Marketing Warfare.....Author/Reese

In Search of Excellence.....Tom Peters

Think & Grow Rich.....Napolean Hill

Pitch like a girl.....Ronna Lichtenberg

She Wins, You Win.....Gail Evans





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!