



WCR Review

Greater Palm Beach County

October-December, 2011

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

The Road Ahead

2012 is approaching quickly, and I am preparing to pass the gavel on to your 2012 Chapter President Wendy Lindquist. I am very confident that Wendy and her team will build our membership with her creative ideas, educational business resource meetings and fun events for the chapter.

It has been a wonderful year for me as your president of the WCR Greatest Palm Beach Chapter. With a great team on my governing board, special committees and the support of the members, the chapter has had many successes and faced many challenges and thrived through them.

We had extraordinary speakers, Patti Fitzgerald 2011 Florida Realtors President,

John Pratt, DPBR. , Daniel Boutin, RAPB, tech guru

and Pamela Guerrier, Housing of Equal Opportunity, were just a few of them.

We also had fundraisers & fun member events such as a basket



auction and a dessert auction, a Fashion Show and a food & wine staging demonstration at Skylar Furnishings.

These events showed the support of our members, affiliates and sponsors,

I look forward to continuing my support as Past President and assisting the new team in any capacity they need. This has been a fantastic experience for me as I have grown personal & professionally. I want to thank everyone for their support and guidance throughout the year and look forward to serving you in 2012 as part of the elite Past President's.

Again thank you for allowing me to serve and represent you at our State and National meetings. I am proud to say I am the 2011 President of the Greatest Palm Beach Chapter,

I wish everyone a wonderful Holiday Season and a Happy, Healthy and Prosperous New Year.

Sandy Shepherd

2011 Chapter Platinum Sponsor: Home Team Inspection Service, **Gold Sponsors:** Florida StateSponsors of WCR: **Platinum:** Home Team Inspection Service, North American Title Company, Wells Fargo Home Mortgage, **Gold Sponsors:** Realtor® Association of Greater Fort Myers and the Beach, Inc. **Silver Sponsors:** Audrey Lackie-Watson Realty, Bristol Properties International/Bristol Auctions, Paul Homes of Florida, Naples-on-the-Gulf Chapter-Women's Council of Realtors®,



Volume 8 No 4 - October-December, 2011

WCR Governing Board 2011 & Committee Chairs

- President.....Sandy Shepherd
561-789-0280
- President Elect.....Wendy Lindquist
9 54-913-6347
- VP. Membership.....Carolyn Arwood
561-254-2884
- Secretary.....Amy Stark
954-445-4545
- Sec. Cor.....Darlene Pachter
561-451-9379
- Treasurer:Laura Stemple
561-368-9600
- Past Pres. Advisory..Tracy Goldenberg
561-543-7744
- 2011 Dist. 3 VP.....Heather Grimes
786-413-4558
- GovernorPatty Renna
772-215-5150
- Affiliate.....Mary Ellen Becker
954-684-9359
- ByLaws.....Nancy Macaluso
561-301-2171
- Edu. & Programs.....Carol Bloom
561-441-9493
- Newsletter.....Betsy Owen
561-276-4717
- Nominating.....Mary Kenyon
561-674-2079
- Parliamentarian.....Mike Owen
561-213-2070
- Registration.....Teresa Garcia
561-346-1424
- Technology.....Tim Kinzler
561-573-0557
- Toastmasters.....LydiaCrystal
561-213-7246
- Ways & Means.....Nita Summers
561-706-1918
- WEB Links:WCR.org
WCRfl.com
RAPB.com
WCRPalmBeach.com

2011 Programs

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

WCR remains in good standing

As of October 25, 2011, our chapter's bank account continues to remain in good standing and solvent with a balance of \$6,303.04. The recent increase in the chapter's funds is a result of the successful Stretch Your Fashion event and a full sponsorship



refund from the WCR District III event. The Finance Committee has met and is working on establishing the 2012 budget to ensure a financially successful new year and will present it for approval at the November Governing Board meeting.

Laura Stemple

WCR produces FUNdraisers

On October 20th over 60 Women's Council of Realtors® members and their friends and guests attended our chapter's fund-raiser. The event was held at Azura, a Toll Brothers community located on Jog Road in Boca Raton. A fashion show was sponsored by Ann Taylor of Town Center Mall. Fellow Realtors strutted down the runway to show off this falls greatest professional wear! A myriad of



vendors presented their wares at the merchants booths. A special thanks goes out to the committee members who worked so hard to make the event a success. WHAT'S NEXT?! Get out your aprons and rolling pins our next fund-raiser is at our Business Meeting on November 17th. Our annual bake sale will commence, and we are looking for baked good donations. Please call Nita Summers 561-706-1918 to donate a baked good for our sale.

Nita Summers

Setting the stage

Starbucks attention to detail reminds one of Walt Disney ability to daily deal with millions of customers seeking the Disney experience!

Do we set the stage with pictures or images in a room with too much light with a message about first class amenities! Show me, don't tell me! Paint the picture with pictures!



Starbucks has long lines of people paying \$3-5 for a drink. Why?

Want to discover? Visit one and tell me what you see, hear, smell, and how you are greeted and treated!

Set the stage!
Camera, Lights and Action!

Tim Kinzler

Open permits, AS IS contract

Please review paragraphs 12(a) and 12(c) in the AS IS contract. During the Inspection Period, and as part of the inspection process, the Buyer should check to determine if there are any open permits or unpermitted construction on the premises. The Buyer should decide prior to the end of the Inspection Period whether or not to terminate the contract. If the Inspection Period ends, the Buyer is agreeing under paragraph 12(a) that the Buyer accepts the property in its "AS IS" Condition.

Many title companies request a permit history search but this usually takes 2-3 weeks and is typically after the end of the Inspection Period and this does not give the Buyer the option to cancel the contract unless there was an Extension of the Inspection Period. This also may delay the closing.

This is a bigger issue if financing is involved. The Buyer's Lender may not allow an exception on

the title policy and any open permits may have to be closed prior to closing.

For Buyers who pay Cash, closing an open permit may be handled after closing.

There are companies and contractors that will do the permit search and then handle closing the permits. The agent/buyer should consider using one of these companies prior to the end of the Inspection Period, so the permit issue is handled in a timely manner

Please note that in Paragraph 12(c) in the AS IS Contract, that the seller agrees to assist the Buyer in making the property accessible and providing

any written documents needed. The Seller is not responsible nor required under the AS IS contract to spend any money to close the permits unless there is a separate agreement or addendum modifying the contract.



Lydia Crystal



October 20 Fashion Show Fundraiser



NAR Convention in Anaheim, CA





**November 17 Bake
Sale Fundraiser**



Lindquest's Snippets



Promote Your Business in 2012: Partner with Women's Council of REALTORS® Greater Palm Beach Chapter The Women's Council of REALTORS® (WCR) Greater Palm Beach Chapter, a premier real estate networking organization, represents a valuable opportunity for you to increase the visibility of your business directly to your target audience of our Realtor® and Affiliate members.

WCR offers several partnership opportunities for you to deliver your unique brand and message and distinguish yourself from your competition. We invite you to review the various partnership levels and determine which will most successfully promote your business and increase your visibility. If you would like further information about any of the packages, or would like to become a WCR Strategic Partner, please contact me at email WendyLindquist@kw.com or phone number 954-913-6347.

We are looking forward to an exciting 2012 for WCR, and we sincerely look forward to partnering with you to support your business

Event Spotlight: Many thanks to Danielle Boutin of RAPB for her fabulous presentation at our November 22nd Business Resource Meeting. Danielle presented the "10 Must-Have Apps for Today's Real Estate Professional." Her presentation has been uploaded to SlideShare, and you can check it out at <http://goo.gl/k0ZvH>.

1. Evernote or Dropbox
2. CamScanner
3. Dragon Dictation
4. MagicPlan
5. Shoeboxed
6. Cardmunch
7. Sign-N-Send
8. Posterous
9. Camera+
10. Apps You Can't Put Down

- a. Facebook
- b. Twitter
- c. Foursquare
- d. Words with Friends
- e. Angry Birds
- f. RAPB app - Coming 2012

Speaking of Apps: You can get the Women's Council of Realtors® app free for your smartphone! What does the Women's Council's new mobile app mean for you and your real estate business?

It means the entire membership directory is conveniently available on your mobile device. It means free education tools, videos, how-to articles and more, right at your fingertips. You can even update your contact information and your Member Expertise Profile on the fly! You can download the WCR app for iPhone, iPad, Android and the Blackberry Storm2 at <http://goo.gl/vLylE>.

Member Benefits: In today's changing marketplace-with demanding customers and tough competition- you can't do it alone. Not only do you need to be connected to the top professionals in the industry, but also to the cutting-edge training, real estate industry information and wealth-building strategies that will build your business and secure your future. When you join Women's Council, you tap into powerful programs that yield tangible results for you and your business - as well as networking and referral opportunities at the national, state and local levels.

Following are just a few of the benefits of belonging:

Networking and Referrals- Opening opportunities through local chapter programs and special events.

Support System- no other like Women's Council a network of 16,000 motivated real estate professionals who understands you're never too experienced to learn something new or too successful to provide sound advice to your peers.

eConnect Newsletter- Provides latest tips and techniques on growing your business.

Performance Management Network- Designation, designed by some of real estate's best brightest minds.

Wendy Ann Lindquist