

# LoCAR NEWSLETTER

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## LORAIN COUNTY ASSOCIATION OF REALTORS®

### OFFICERS:

ANTHONY ROSS, PRESIDENT  
 WILLA DESMIT, PRESIDENT-ELECT  
 PHYLLIS STEPHEN, TREASURER  
 JUDITH WARGO, PAST-PRESIDENT

### BOARD OF DIRECTORS:

EILEEN ABRAHAM  
 MARILYN ASHBY  
 FAYE BLAKE  
 NELLIE FULLEN  
 TANIA KEYGES  
 GARY KING  
 DARELL PERMELIA  
 MARI WELCH  
 LOUISE WOehrLE  
 SHARON YEARLEY (AFFILIATE)

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## ANTHONY ROSS INSTALLED AS 2002 ASSOCIATION PRESIDENT

The 29th Annual Professional Awards Presentation and President's Inaugural Ball was held Saturday January 26<sup>th</sup> at DeLuca's Place in the Park.

REALTOR Anthony Ross, broker and manager of North Shore Realty, was installed as the 2002 President for the Lorain County Association of REALTORS. 1985 President, Bonnie Repas, in the "Passing of the Gavel" Ceremony swore him in. Other 2002 officers for the Association include: President-Elect, Willa DeSmit of Russell & Associates; Treasurer, Phyllis Stephen of Lehman Johnson Realty, and Past-President, Judith Wargo of Sweda, Sweda & Associates/GMAC.

Gary King of Russell & Associates; Nellie Fullen of RE/MAX Premier Services; Mari Welch of Rieth Realty; Darell Permelia of Realty One; and Affiliate Director, Sharon Yearley of Midland Title Security, Inc. were installed as 2002 members of the Board of Directors.

Past-President Judith Wargo presented the 2001 Professional Awards. Those recognized were: Louise Woehrle, of Harbour Homes, "Broker of the Year"; Willa DeSmit of Russell & Associates, "REALTOR



2002 Lorain County Association Board of Directors: (back row, left to right) Gary King; Sharon Yearley; Willa DeSmit; Eileen Abraham; Tania Keyges; Anthony Ross; Darell Permelia; and Judy Wargo. (front row, left to right) Louise Woehrle, Faye Blake, Phyllis Stephen, Mari Welch and Marilyn Ashby. (Missing: Nellie Fullen)

Becky Oley, of Freedom Mortgage, "Affiliate of the Year."

"Professional of the Year Club" honorees include: Kathie Craig, Realty One; Willa DeSmit, Russell & Associates; Tania Keyges, Realty One; Gary King, Russell & Associates; Carla King, Russell & Associates; Nancy LaForce-Gilbert, Realty One; Dorothy Mitoff, Realty One; Kimberly Holmen Lang, Lehman Johnson; Carol Murphy, RE/MAX Premier Service; Juanita Nottingham, Lehman Johnson Realty; Joann Obermiller, Rieth Realty; Darell Permelia, Realty One; Diane Pullin, Realty One; Carol Radefeld, Realty One; Susan Schilling,

Constance Sweda, Realty One; and Jacqueline Wheeler, Russell & Associates.

The Association also recognized the outgoing Officers and Directors; Past-President, Paul Kistner of Prudential Anchor Realty; Affiliate Director, Becky Oley of Freedom Mortgage; Director, Mary Mizen of Smythe, Cramer Co.; Director, Carol Murphy of RE/MAX Premier Service; and Director, Jacquelyn Meinke of Lehman Johnson Realty.

## WELCOME NEW MEMBERS

### COMPLETED NEW MEMBER ORIENTATION

Ashley B. Cunningham  
Smythe, Cramer Co. – Elyria

Gertrud Kocinski  
Coldwell Banker Hunter Realty –  
N. Ridgeville

Jeniffer Sislow  
Coldwell Banker Hunter Realty –  
N. Ridgeville

Nancy Brotherton  
Smythe, Cramer Co. – Elyria

Carol Thibo-Holcomb  
Russell & Assoc. – N. Ridgeville

Michael DeAnna  
Avenbury Realty

Christopher Higgins

Smythe, Cramer Co. – Avon Lake

John Dimacchia  
Sweda, Sweda & Assoc./GMAC  
Real Estate – Avon

Christa Smith  
Russell & Assoc. – N. Ridgeville

Joseph Lucarelli  
Homeward Bound – Westlake

Karl Mills  
Realty One – Amherst

Robert Finch  
Realty One – Elyria

Ruth Bates  
Lehman Johnson – Elyria

Keith Walker  
Coldwell Banker Hunter –

N. Ridgeville

### ASSOCIATION TRANSFERS

Bonnie Repas  
Realty One – Elyria

Ed Stanley  
King Realty

Marie Hritz  
Sweda, Sweda & Assoc./GMAC

### NEW COMPANY

Robert Taylor  
Robert J. Taylor Realty

Elyria Mayor,  
William Grace, at  
LoCAR on March 1st

The Legislative Committee is inviting Association members to meet and participate in a session with Mayor William Grace of Elyria on Friday, March 1, 2002, at 9 a.m.

Chaired by Anthony DePaola, the Legislative Committee invites the city and town mayors of Lorain County to meet with the REALTORS® to discuss the future of their cities.

These meetings are a great opportunity to learn what's happening around Lorain County and how it ultimately affects the real estate business.

**A REMINDER...**  
**Have you paid**  
**your OAR & NAR**  
**dues for 2002?**

### CORRECTION:

In the November/December 2001 issue of REALTOR® Review, John Daly, of Midland Title Security, Inc., was mistakenly listed as a company transfer. We apologize for the error.

## SAFETY FIRST

Successful REALTORS® will often say that apart from knowing facts and figures, the key to the real estate business is the ability to establish a trust...a rapport with clients. But there is a fine line between trust and danger.

Today, REALTORS® should recognize the

need of learning how to be safe at open houses, in your car, while showing properties and in your office (at home or the company).

Real estate companies should also establish good safety measures for their agents. A sign-out sheet indicating where agents will be is a good

start. Real estate companies can make periodic checks by calling real estate agents who are on appointment showing houses. And at the office, make sure only employees have access to private office areas or cubicles.

See page three for a list of safety tips. Cut it out and post it near your desk!

## HARD WORK AND DEDICATION GOES INTO OFFICE RECRUITING

SUBMITTED BY KATHY SATULLO,  
MANAGER, RUSSELL & ASSOCIATES, AMHERST

A new real estate office opens in your neighborhood. How does this new office establish itself? How does it get started? Where do the agents come from? What role does the manager play? The broker? These are just some of the questions a newly formed office must face in competing in today's real estate world.

Recruiting is the lifeblood of a real estate company. In real estate, the agents ARE the company. Without agents, there can be no company. Therefore, the first task at hand for both the broker and the manager is to obtain agents.

In order to attract experienced, quality agents, the broker must provide certain vital tools that are necessary in this technology-driven age.

The office should address such "tools" as specialized real estate computer programs, digital cameras, DSL lines for computers, color copiers, pager systems, company-wide e-mail service, any other specialty services. In addition, the company should offer a competitive commission program, a written independent contractor agreement with the agent, and a quality advertising program.

Next, the manager must attract new agents to join the office. The best way to accomplish this is to hold a "recruiting" night. With proper advertising and promotion of this event, the manager will meet candidates who are interested in a real estate career. After fulfilling state requirements for education, these new agents can then join the real estate office.

The manager must have the de-

sire to train agents, possess extensive knowledge of real estate, offer proven communication skills, and be a motivating force in leading the office to its objectives. The recruiting and managing of agents is an on-going process that allows the office to "grow", always keeping in mind that an optimal blend of agents will allow for maximum performance in the office.

# MEMBERSHIP DRIVE KICK-OFF ENJOYS SUCCESSFUL PROGRAM

On Tuesday January 22nd, the Membership Drive Task Force kicked off a member recruiting drive for REALTORS® and Affiliates. The "Get To Know LoCAR" lunch was held at the Irish Heritage Center in Avon Lake.

Prior to the event, a mass-mailing reached potential REALTOR® and Affiliate members.

In attendance were almost 100 potential and current members. Anthony Ross, of North Shore Realty, lead the program by highlighting the positive aspects of LoCAR membership.

Board member, Tania Kegyes of Realty One, gave personal insight on her views regarding the importance of her membership. And John Daly, Midland Title, presented the Affiliate side of the coin.

To all who stopped in and showed their

**Spread the word...earn "Board Bucks" for recruiting REALTOR® and Affiliate members!**

support ... it was greatly appreciated.

Your help is also needed! Help recruit new members and earn "Board Bucks" at the same time. Whoever recruits a REALTOR® member will receive \$25 in "Board Bucks" and whoever recruits an Affiliate member (either primary or secondary) will receive \$10 in "Board Bucks." You can "Board Bucks" as you would a gift certificate toward any social function sponsored by the Association.

Plus, those who are switching from another association, let them know that their application fee will be waived (deadline is March 31, 2002).

Congratulations to

Nancy LaForce-Gilbert, Realty One, who's name was drawn as the winner of the FREE LoCAR membership!

A special thank you to the Membership Drive Task Force for their efforts and input: Anthony Ross of North Shore Realty; John Daly of Midland Title; Cindi Kimble of Guardian Title; John Korinko of American Eagle Mortgage; Sharon Yearley of Midland Title; Bill Kozusko of Kozusko's Home Inspection Service; Tom Guardi of Russell & Associates; Brian Masters of Sweda, Sweda & Assoc./GMAC Real Estate; Marilyn Ashby of RE/MAX Premier Service Realty; and Willa DeSmit of Russell & Associates.

## 7 SAFETY TIPS FOR THE REALTOR®

- (1) Don't hold an open house alone. Never show property alone at night or advertise it as vacant.
- (2) Don't list your home phone number on your business card. Buy a voice pager. Use a cellular phone if you must sit a property that doesn't have a phone. Call your office every hour.
- (3) Always take your own car for showings. When you leave your car, lock it.
- (4) Let potential buyers explore a home on their own, with you following behind. Avoid going into the basement or confined areas with a prospect.
- (5) Let your office know whom you're meeting and where the showing will be.
- (6) Always have prospects meet you at your office the first time. Ask them to show identification. If they question you, say it's company policy.
- (7) Find out as much as you can about prospects, such as where they work, what they do, and how much they earn.

Source: National Association of REALTORS® - Public Affairs



## **ACTION:**

*The Board of Directors took the following actions during the month of January*

- Acceptance of 18 new members.
- Acceptance of 3 reinstated members.
- Motion to Approve Appointment of Year 2002 Committee and Task Force Chairs.
- Motion to Accept the Resignation of Becky Oley as Affiliate Director.
- Motion to Approve Appointment of Sharon Yearley to fill the unexpired term of Affiliate Director.
- Motion to Approve engagement of Attorney Jeffery Szabo for 2002.
- Motion to Approve 2002 Operating Budget.

## CEU CLASSES HELD AT ASSOCIATION OFFICE

### CEU CLASS SCHEDULE:

#### FEBRUARY

2/16: Home Sewage Treatment & Disposal Systems (3 hours)

2/21 & 2/22: Valuation of Advanced Single Family 2002 (15 hours)

2/26: PaceNet® Software (3 hours)

2/27: Ethics: the Measure of Professionalism (3 hours)  
*Approved for both Ohio & NAR Ethics requirements*

#### MARCH

3/7: Can You Really Use e-Mail to Make Money? (3 hours)

3/14: All About the Write Words (3 hours) *Certified for 3 hrs of Civil Rights Continuing Education Credit*

3/18: Mold Seminar in conjunction with NCBIA

3/29: FHA Road Show – sponsored by National City Bank (3 hours)

#### APRIL

4/11: User-Friendly Buyer Brokerage (3 hours)

4/25: Core Law Credit: Agency & Advertising Issues (3 hours)

Throughout the year, CEU classes ranging from 3 to 15 credits are offered. These classes are sponsored by the Lorain County Association of REALTORS® Professional Development Committee in conjunction with OAR's Professional Development Group, Professional Real Estate Trainers and Technology experts.

A schedule is available and registration can easily be done on line by logging onto [www.locar.org](http://www.locar.org) and viewing the Events/Education Calendar. Experienced and accredited instructors are ready to help you earn those valuable Continuing Education hours!

**FOR ADDITIONAL INFORMATION LOG ONTO [www.locar.org](http://www.locar.org)**

## C OMMITTEE C ORNER

### Awards Task

Force: Oversees

Member recognition

and awards programs including, but not limited to, the Professional of the Year Club, REALTOR®; of the Year, Broker of the Year and Affiliate of the Year. 2002 Chair: Faye Blake.

**Golf Outing Task Force:** Plan and coordinate the annual golf outing. 2002 Chair: Phyllis Stephen.

**Grievance Committee:** Reviews all requests for arbitration and complaints charging members with violations of the Code of Ethics, or any other membership duty. Makes determinations as to need to refer the request or complaint to Professional Standards Committee for a Hearing. 2001 Chair: Gary King, 888-375-1273.

**Inaugural Task Force:** Plans and organizes the annual Inaugural Celebration. 2002 Chair: Jacquelyn Wheeler.

**Legislative/Equal Opportunity Committee:** Encourages member involvement in the political process to create a network by which REALTORS®; can more effectively communicate with legislators. Studies local, state and national issues and legislation that concerns property owners and Members. Informs and assists members in their understanding and responsibilities in giving equal service to clients and customers. 2002 Chair: Anthony DePaola, 967-6151.

**Membership Services Committee:** To make members aware of the benefits of membership. To devise services to both help and

**MAKE A DIFFERENCE ... THE BEST WAY IS TO JOIN A COMMITTEE or TASK FORCE...TODAY!**

recruit new members and establish programs and services for the retention of current members.

2002 Chair: Brian Masters.

**Picnic Task Force:** Plans and organizes the annual picnic.

**Professional Development Committee:** Plans, organizes and promotes Association sponsored education seminars. 2002 Chair: Terilyn Klement.

**Professional Standards:** Conducts Arbitration and/or Ethics Hearings in compliance with the Code of Ethics & Practices of the Lorain County Association of REALTORS®, in compliance with the National Association of REALTORS®; guidelines. 2002 Chair: Louise Woehrle, 967-6789.

**Public Relations Task Force:** Develops programs and projects to increase public awareness of the Association and to enhance the REALTOR®; image. Establishes good rapport with the media and arranges for their coverage of REALTOR®; events. 2002 Chair: Wanda Aschenbach, 988-2335  
**RPAC Fundraising Task Force:** Educates Members on the importance of RPAC (REALTOR®; POLITICAL ACTION COMMITTEE) and encourages financial contributions. Plans events to assist with fundraising.

**Ways & Means:** Organizes fundraising activities, like monthly raffles, clambake, etc. 2002 Chair: Kimberly Guelker, 282-8002.