



LoCAR NEWSLETTER

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LORAIN COUNTY ASSOCIATION OF REALTORS®

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Lorain County Association of REALTORS® Real Estate Professionals Trade Show

The plans are coming together ... things are starting to gel ... whichever way you say it LoCAR's Real Estate Professionals Trade Show is making headway with many exciting activities and programs on the agenda.

From 8:30 a.m. to 9 p.m. on Thursday October 24th, the Spitzer Conference Center at LCCC will be buzzing with REALTORS® and Affiliates taking full advantage of the various programs.

The TENTATIVE schedule looks something like this:

MORNING

ONE-DAY REAL ESTATE EXTRAVAGANZA, THURSDAY OCTOBER 24, 2002

8:30 a.m.: Continental Breakfast
 Pat Zaby: "The Art and Technology of Marketing"

AFTERNOON

Lunch Buffet
1 p.m. – 4 p.m.: Three (3) CE Classes

4 p.m. – 6 p.m.: Two (2) Professional Development Classes; One (1) CE Class

5 p.m. – 7 p.m.: Socializing & Hors d'oeuvres

EVENING

6 p.m. – 9 p.m.: Three (3) CE Classes

Throughout the day there will be hourly drawings for gifts and prizes. You'll also be able to gather information from marketing and technology vendors. And a REALTOR® flea market will have items of interest.

At 6:30 p.m. a drawing will be held for a \$15,000 Home Remodeling Project.

More information regarding this special one-day event will be made available throughout the summer!

A LOOK AHEAD ...

JULY

- 1: Broker payment of Local Dues
- 4: Independence Day (office closed)
- 8: WEBSTER Q&A
- 8: Ways & Means Comm. Mtg.
- 10: Public Relations Comm. Mtg.
- 11: Finance Committee Meeting
- 15: CALLME/SUPRA Broker Mtg.
- 17: Grievance Comm. Meeting
- 18: Board of Directors Meeting

AUGUST

- 2: Ways & Means Comm. Mtg.
- 6: Pesticide Workshop (free CEU)
- 8: Finance Committee Meeting
- 12: WEBSTER Q&A
- 14: Digital Photo Session
- 14: Public Relations Comm. Mtg.
- 21: Grievance Committee Meeting
- 22: Board of Directors Meeting
- 28: Child I.D. at Lorain County Fair

Dates are subject to change. Check out the website - www.locar.org - for additional events and committee meetings dates and



SEPTEMBER

- 2: Labor Day (office closed)
- 6: Ways & Means Comm. Mtg.
- 11: Public Relations Comm. Mtg.
- 12: Finance Committee Meeting
- 16: WEBSTER Q&A
- 18: Grievance Committee Meeting
- 19: Board of Directors Meeting
- 26: Broker/Manager Meeting

COMMITTEE CORNER

PUBLIC RELATIONS COMMITTEE ANNOUNCES COLORING CONTEST WINNERS

The Public Relations Committee of the Lorain County Association of REALTORS® has sponsored a children's coloring contest. More than 250 entries were reviewed. All winners receive a \$50 U.S. Savings Bond courtesy of the Lorain County Association of REALTORS®.

The coloring contest was divided into four age categories – 1-3, 4-6, 7-9 and 10-12. The pictures were made available on the Association's website (www.locar.org) and in the County Kids publication of The Morning Journal.

Bruce (B.J.) Jacobs from Lorain is the winner in the 1 to 3 years of age category. His mom, Ryan, says that he loves puppies, motorcycles and likes to paint and color. His favorite foods are cookies, macaroni and cheese and ice cream. B.J.'s family is very proud he won the coloring contest for his age group.

The 4 to 6 years of age category was won by Taylor Lutzko of Vermilion. According to her mom, Jeanne, Taylor loves school and reading. She also likes soccer,

softball, swimming and playing with her friends. But most of all mom says she loves to color.

The winner of the 7 to 9 years of age category is Eva Williams of S. Amherst. She is the youngest of five children and is a member of P.A.T.H. (Parents Advocating Teaching at Home, a home schooling support group based out of Wellington). Her mom, Bev, says that she spends a great deal of time on artwork and has had entries at the county fair.

Luke Williams, of S. Amherst won the 10 to 12 age category. He is also a member of P.A.T.H. According to his mom and dad, Bev and Tom, he enjoys various sports such as football, basketball sailing and more. He recently wrote a book for Young Authors at LCCC about the Air National Guard oversees (where his older brother is serving).

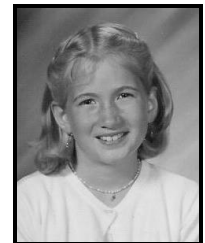
"The Public Relations Committee of the Lorain County Association of REALTORS® enjoys sponsoring this annual project. It's a pleasure to work with the community," commented Wanda Aschenbach, chairman of the Public Relations Committee. She adds, "The response to the coloring contest grows every year. We appreciate the assistance we receive from First Federal Savings of Lorain in coordinating the savings bonds and The Morning Journal in helping us get the word out. We'd also like to extend a thank you to all the children who participated. Those of us on the



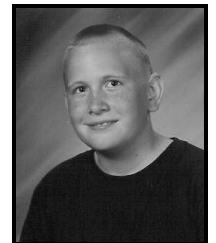
B.J. Jacobs of Lorain, age 1 to 3 category winner



Taylor Lutzko of Vermilion, age 4 to 6 category



Eva Williams of S. Amherst, age 7 to 9 category winner



Luke Williams of S. Amherst, age 10 to 12 category winner

committee were quite impressed with all the budding artists in our community."

WE'LL MISS YOU ...

AFFILIATE MEMBERS:

Avon Lake Printing	Lenders Diversified
Banc One Mortgage	McKay Engineering & Survey
Burnetts Septic Service	Metropolitan Bank & Trust
Consolidated Brokerage Corp.	Ohio Business College
Dollar Bank	Perritt Building Company
Fifth Third Bank	Quality Title Agency
FirstStar Bank	Rockwell Title Agency
Gilfeather & Assoc.	Strongsville Savings Bank
GMAC Mortgage Corp.	Title Access
Kopf Construction Corp.	Union National Mortgage Co.

WELCOME NEW MEMBERS

COMPLETED NEW MEMBER ORIENTATION

Angela Rosario-Mendak
Russell & Associates (Amherst)
 Thomas Ivancic
Lehman Johnson Realty (Amherst)
 Randy Potter
Russell & Associates (Amherst)

NEW COMPANY

Windsong Realty
Cecelia Windsong (broker)

NEW AFFILIATE

Fred Dunholm
Real Estate Mortgage Corp.

LORAIN COUNTY TITLE COMPANY CELEBRATES 50 YEARS OF EXCELLENCE

The Lorain County Title Company is celebrating its 50th anniversary as a northern Ohio business leader. This makes the company the oldest title and escrow company in Lorain County.

Ken Hamister and Jim Christie, attorneys who were active in overseeing real estate transactions at the time, created Lorain County Title Company in 1952. Since then the company has grown and continued for half a century.

In 1967 James Schmidt, an employee of Attorneys Hamister and Christie, purchased the company. In the mid 1970s James Schmidt hired two young men, Ken Kandle, to manage production, and Terry Goode to handle sales

and marketing. In 1986 Goode and Handley purchased the company, retaining its well-known name. They also continued at the same location at 424 Middle Avenue, Elyria where it has been located since 1972.

In February 2000 Goode and Handley sold the company to LandAmerica Financial Group in Richmond, Virginia, a leading national provider of Real Estate Settlement Services. Terry Goode and Ken Handley continue to manage the day-to-day activity as well as maintain the company's many traditions of leadership and service in Lorain County. Lorain County Title Company enjoys being Lorain County's premier leader for title insurance and settlement services

and serves over 83% of all builders and developers in the county.

"Our philosophy," according to Terry Goode, "is to play an active part in our community, we dedicate significant resources, employee time, and financial contributions back into the communities that have helped us be successful." This philosophy has continued throughout the company's history and will contribute to its future success as well.



ACTION:

The Board of Directors took the following actions during the month of June

- Accepted 3 new REALTOR® members.
- Accepted 1 new company.
- Accepted 1 new Affiliate member.
- Motion to accept month-to-month lease at present location until January 1, 2003.
- Approved motion to modify Affiliate dues schedule.
- Motion to accept terms and conditions for SUPRA equipment/services contract for CALLME
- Approved motion for 2-year term for Affiliate Director starting January 1, 2003.

CORRECTION

Courtney Kohler is a REALTOR® with the Amherst office of Realty One.

"YOU MAKE THE CALL..."

INTERPRETATIONS OF THE CODE OF ETHICS • CASE INTERPRETATIONS RELATED TO ARTICLE 10

Case #10-5: Use of "Choose Your Neighbor" Form Letters as Part of a Marketing Campaign (Adopted November, 1987)

The ABC Board of REALTORS® received a complaint from a local fair housing group alleging that REALTOR® A was using discriminatory marketing techniques, in violation of Article 10 of the Code of Ethics, as the listing broker for a property in a new subdivision.

In support of their complaint, the fair housing group provided copies of "Choose Your Neighbor" form letters sent by REALTOR® A to current neighborhood residents. The letters announced that the property was on the market and invited neighborhood residents to contact REALTOR® A if they knew of anyone who they thought might be interested in purchasing the home.

At the hearing, REALTOR® A defended his use of "Choose Your Neighbor" form letters by demonstrating that they were just one element of his marketing campaign, and were not an attempt to restrict access to the property on the basis of race, color, religion, sex, handicap, familial status, or country of national origin as prohibited by Article 10. REALTOR® A produced copies of advertisements run in several newspapers, "OPEN HOUSE" flyers distributed at supermarkets throughout the town, and a copy of the property data sheet submitted to the Board's MLS.

REALTOR® A remarked, "In my experience, the current residents of a neighborhood often have friends or relatives who have said that they would love to live the neighborhood. It just makes sense to me to include contacting these folks in any marketing campaign!"

WHAT WOULD YOU HAVE DECIDED?

The Hearing Panel found REALTOR® A not in violation of Article 10. In their "Findings of Fact and Conclusions," the panel noted that the use of "Choose Your Neighbor" letters is not a per se violation of Article 10, but cautioned that such letters could be used in a manner inconsistent with the intent of Article 10. If used in conjunction with other marketing techniques and not as a means of limiting or restricting access to property on the basis of race, color, sex, handicap, familial status, or country of origin, "Choose Your Neighbor" letter were another method of announcing a property's availability and attracting potential purchasers.

(NOTE: ARTICLE CHOSEN AT RANDOM AND BASED ON SIZE.)

Be Yourself ...

This way, no one

can tell you

you're doing it wrong!

CEU CLASS SCHEDULE:

SEPTEMBER

9/19: Core Law-Agency Getting It Right & Getting Paid (3 hours)

OCTOBER

10/3: Ethics-The Measure of Professionalism (3 hours)

10/24: LoCAR Trade Show (various CEU classes are planned)

NOVEMBER

11/14: Core Law-The Value of Risk Reduction Techniques (3 hours)

**FOR ADDITIONAL
INFORMATION**

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

CHILD I.D. 2002

Each year the Public Relations Committee of LoCAR – in conjunction with the Lorain County Sheriff's Department – provide a valuable community service at the Lorain County Fair through the Child I.D. program. This year REALTOR® Day is Wednesday August 28th.

The Public Relations Committee needs a few more volunteers to man LoCAR's booth. Time frames needed are 2 p.m. – 4 p.m., 4 p.m. – 6 p.m., and 6 p.m. – 8 p.m.

For details contact Wanda Aschenbach at (440) 988-2335 or the Association office at (440) 988-5400 for details.

DIGITAL PHOTO SESSION

LoCAR is sponsoring a Digital Photo Session for all members on Wednesday August 14th at the Association office. This is a great opportunity to enhance your professional image for use in advertising, business cards, flyers and websites.

Your \$25 investment will include: \$10 RPAC donation in your name; discount coupon for business cards; photo on LoCAR website and profes-

sional make-up & hair touch-ups prior to the session. Other goodies are being planned.

The Digital Photo Session will be by appointment only. Look for more information on LoCAR's website – www.locar.org – and in upcoming FYI's and a flyer.

www.locar.org

Now is the time to start a GOOD HABIT ... logging onto your website – www.locar.org – for up to date information on CEU schedules and registration, monthly event calendars, interesting real estate-related articles, important announcements, advertising open houses, updating your listing, and many other informational items you need.

The latest improvement is a "button" which accesses the Open House portion of LoCAR's website. It has recently been moved to the Home Page.

Now, when anyone logs on,

they are able to see right away how to get to your Open House listings! All they have to do is click on "View Open Houses." To list your Open House information, log onto www.locar.org, access the "Members Only" portion, log in, and click on "Open House Instructions" in the blue column on the left. It's that easy!

Start your GOOD HABIT today...and log on!

Comments & Suggestions are Welcome
We'd like your input!
Contact Barb at barbtblocar@aol.com.