



AREA

ASSOCIATED REALTY OF THE AMERICAS

www.areamericas.com

April 2015 Newsletter



Diana Bull, Chair
AREA Liaison Committee
Santa Barbara, California

Comments by Diana Bull

It is a privilege to introduce you to our three newest members, who include **Loretta Arthur** of Daytona Beach, Florida; and the **Hunt Team, Brooke Hunt** and her husband, **Michael** of Fort Worth, Texas. Loretta was born and raised in the greater Daytona Beach area where she has been involved in real estate marketing and sales. She has traveled the world and is an avid boater and water sport enthusiast. Loretta has been licensed to sell real estate for more than twenty years. Brooke and her husband Michael are the Hunt Team with **Keller Williams Realty**. Their primary market is the Fort Worth, Texas Metro-plex where they have been engaged in real estate for nearly thirty years. They have been working together since 2001. Brooke is a past President of the Texas Association of REALTORS® and remains very active in NAR and currently serves on the Board of the National Association of REALTORS®.

This year's **Retreat** will be held in beautiful Stowe, Vermont, at the wonderful Stowe Mountain Lodge, featuring some very special events designed to allow you to take full advantage of your AREA membership in many different ways, all with the idea of enhancing your business opportunities.

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Loretta Arthur
Daytona Beach, Florida



Brook & Michael Hunt
Fort Worth, Texas



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Comments by Diana Bull *(continued)*

Our Mistress of Ceremonies will be **Jo Kenney**, last year's President of the Women's Council. Jo represents the greater Atlanta region. Presenters will include **Ron Phipps**, East Greenwich, Rhode Island, 2010 President of the National Association of REALTORS®; **Sherri Meadows**, Ocala, 2014 President of the Florida Association of REALTORS®; sightseeing trip with Chase International's **Trinkie Watson** of Lake Tahoe (see page 3); **George Harvey, Jr.**, Telluride, Colorado will be providing us guidance about strategies to handle multiple offers; the "dynamic duo" of **Ryan Asao**, Pasadena-Monrovia and **Gabriel Rojas**, San Francisco will be discussing the next generation of real estate professionals and

how to adapt to work with them; another leading member of the NAR, **Gail Hartnett** of Boise, Idaho, will head a discussion on the Connector Program; Commercial member **Hans Hansson**, San Francisco, with a few new wrinkles involving Trade Addresses that will surely get your attention; the **Mark Casey-Tom Metzger** team of Boulder-Denver (see the article on page 5) will be teaching us how residential members can truly prosper in the commercial realm by taking advantage of contacts and special programs within AREA. And that is just a part of the program. This is about you! The **Retreat** is where it really happens. **Bunny** and **Ken** are preparing a grand affair. You need to be there!

2015 AREA Retreat Presenters



Jo Kenney
Atlanta, Georgia



Ron Phipps
East Greenwich, Rhode Island



Sherri Meadows
Ocala, Florida



George & Becky Harvey
Telluride, Colorado



Ryan Asao
Pasadena, California



Gabriel Rojas
San Francisco, California



Gail Hartnett
Boise, Idaho



Hans Hansson
San Francisco, California



Mark Casey
Boulder/Denver, Colorado



Tom Metzger
Boulder/Denver, Colorado



Trinkie Watson
Lake Tahoe, California

Time to Make Your Reservation for the 2015 Retreat in Stowe, Vermont

Time is up this month to enjoy a great deal at the Stowe Mountain Lodge. After April, the prices will be seasonal and ... That is no April fool's joke.

So, use this link: [AREA15](#), to make your reservations today!



Travels with Trinkie

Trinkie Watson of Lake Tahoe has long had a desire to see New England in its unmasked fall splendor; and so she, in conjunction with **Bunny** and **Ken Libby**, is arranging for an after Retreat two to three day excursion for AREA members to enjoy this as the trees showcase their fall colors. Trinkie would like to know who among the attendees would be interested in such an adventure. The plan is to make the Stowe Mountain Lodge the base camp and to take day trips to selected locations in New England returning each evening to the Lodge. (The Lodge has generously agreed to extend its low rates for up to three days after the Retreat and the added cost would be sharing a portion of the bus rental plus out of pocket expenses.) So, since we are there, why not take advantage of the opportunity? Plus it's one more way to get to know one another on a personal level. For more information, please contact Trinkie at twatson@chaseinternational.com 530-582-0722 or Carl at carl@areamericas.com 520-625-9207.



Typical New England bus tour (actual buses may vary).

AREA Introduces a New Concept - The Connector Program



This program was created by AREA and vetted by **Gail Hartnett** and then passed on to **Miriam Dunn, Ken Libby, Jo Kenney** and **Diana Bull**, all of whom endorse it.

What is the Connector Program?

The Connector Program is a protocol within AREA where members recruit others to handle referrals which are outside their basic service area and are not members of

AREA. It is optional and not a requirement. **Its purpose is to maintain continuity for the referring agent.**

Why was it created?

The program had its genesis when an AREA agent received a referral from another AREA member and, because it was not within the person's immediate sphere of influence she offered to find (and did) another agent in another part of the state and put the referring agent in

touch with that agent. It dawned on us that in when making a referral within AREA we really would rather continue to work through the organization for security and competency. And that could be accomplished to the benefit of all parties.

How does it work?

The agent determines who and where they would like connections to basically assure the complete coverage of his or her territory. (*Approval from AREA required.*) The agent then recruits members for specific key locations and offers a referral opportunity because the member can't really handle it. In return you could ask for an appropriate referral

fee over and above what has already been negotiated with the referring agent. Consequently, everyone wins because all parties are paid and the agent who receives the initial referral would remain directly responsible to the AREA member making the referral.

Benefits

This is an optional program; there is no requirement for members to participate. The referring agent is covered by another AREA agent as the agent to whom the referral is made stays in the deal even though it passes it through to a Connector. Both agents may be paid under the program.

AREA continues to be a small and very intimate organization but with enhanced reach and receives no additional

consideration, except good will. *Please feel free to call Carl directly and discuss the nuances of this. You will be glad you did because it certainly cannot hurt to consider its vast potential benefits to you.*

AREA Gathering in D.C. This May



JoAnne Poole, of Baltimore, has graciously offered to spear head a gathering of AREA members during the REALTORS® Legislative Meetings & Trade Expo in Washington, D.C. next month. Details will follow in an email to be sent when we know more.

For those who have not had the pleasure of meeting this remarkable woman, here is a brief bio of JoAnne:

JoAnne Poole is a highly accomplished real estate professional having received the President's Award from

Maryland Association of REALTORS®. She has been President of the Maryland Association of REALTORS®; Regional Vice President, Women's Council of REALTORS®; President of the Anne Arundel County Association of REALTORS®; President, Women's Council of REALTORS® Maryland President and Anne Arundel County and REALTOR® of the Year for Anne Arundel County. She is the Harbor East office broker for Berkshire Hathaway Home Services in Baltimore. To contact JoAnne directly: 410-913-9925 or email her at jpoole@homesale.com



Mark Casey
Boulder/Denver, Colorado

Taking Full Advantage of Your AREA Membership The Commercial Corner

Note: Tom will be featured on the April 7, 2015 AREA call-in where he will share with us some great ideas!

Their column will be a continuing conversation regarding the value attached to being a member of AREA and how to take advantage of its many opportunities. In the coming months watch for a variety of topics revolving around the commercial realm and how AREA members can benefit.



Tom Metzger
Boulder/Denver, Colorado

Mark Casey and Tom Metzger are commercial members in the greater Denver-Boulder area. Mark may be contacted at 303-665-6000 or mark@tenantwisdom.com
Tom may be contacted at 303-907-3398 or tdmetzger@comcast.net

The Jeanne Radsick "Sherlock Holmes" Test

Jeanne is AREA's representative in Bakersfield, California and is well known in her family as a great admirer of the Sherlock Holmes character made famous through the writings of Sir Arthur Conan Doyle. From time to time she

will float a quiz for us, testing our individual deductive reasoning skills. Here is her second, but first the answer to last month's quiz.

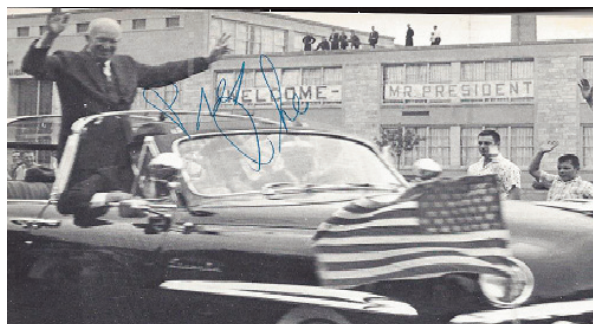
March Question: One of our AREA members is a former Show Skier at Cyprus Gardens. Who is it? And can you point her out in the photo?

March Answer: Suzanna Madden of Tampa Bay, Florida
The correct submission was made by **Jo Kenney** of Atlanta, Georgia who will receive a special award honoring her deductive skills during the 2015 Retreat.



(2nd from Left) Suzanna Madden - Show Skier at Cyprus Gardens

April Question: : In the last year of his presidency, President Eisenhower journeyed to the Midwest to receive an honorary degree and was photographed passing in front of a local high school. Of what country was he President? (Gotcha! April fools!) No, the real question is what two members of AREA are standing on the roof of the high school observing the event? Look closely because they haven't changed a bit!



A Look on the Legal Side

with Dennis Badagliacco

Inter-State Real Estate Sales Finally Challenged

There is a good bit of concern dealing with real estate professionals crossing state lines in order to acquire real estate. "We actually had a guy from Oklahoma City drive all the way to Texas and buy a piece of property just outside of Amarillo", noted a commentary within a brief filed before the court. "This is outrageous" stated the president of the local board, "Next thing you know they will be dating our children." I will continue to keep an eye on this situation. In the meantime, here's a message from the Amarillo Visitor's bureau as

recently displayed on their website obviously to discourage these wanton crossings. (This is for real copied directly from their visitor's site):



There are currently no events occurring.

Dennis Badagliacco at 408-218-1800 or dennisb@legacyrea.com
San Jose - Silicon Valley



The Tech Corner

with Dana Harris

Diego Gordon, who created the wildly successful (but highly controversial) live animal App for children's birthday parties, says that through his newest app (Parallel Universe) we will be able to transport the entire body within a matter of seconds anywhere it needs to go. So, if you are closing a deal in New York City, while vacationing in Rio ... "It's a piece of cake." However, as of now, no one is sure how to insulate the traveler through cyclonic weather happenings and that must be resolved. He is also fearful that, because the traveler will have to hold his or her breath during the passage, if something were to go wrong, the recipient, while arriving at the destination, could be asphyxiated in the process. So, as always: "Buyer Beware!"



Diego Gordon

The App may be acquired for \$39.95 at any participating Radio Shack store and goes on the market sometime shortly. The Bose speaker and set up can be purchased separately through local vendors where the product will be used.

Dana is AREA's resident Guru on the practical use of the Internet. He can be reached at dana@coastlifeteam.com.
Del Mar, CA

Letters to the Editor

Dear Editor,

I am looking forward to the "connector" program as it will dovetail beautifully with other marketing currently in the works for us.

Thanks for the monthly call.

Craig W Sanford

Paradise Valley and the Valley of the Sun
craig@craigsanford.com
Direct: 602-818-3162

Dear AREA Members:

This is some potentially important information the membership of AREA may need regarding land ownership issues in South Africa. I wanted to bring this to the attention of all AREA members.

The South African President's state of the nation address brought about a concept of a new law known as the **Land Holdings Bill**, this law is directed towards Foreigners and states that they will not be able to own land but rather will be granted a long term lease.

We will have to wait and see whether the bill will be passed on as law and how long it will take to be implemented. **Regardless of time frame, this is a very sensitive subject and it will certainly shake the economy if implemented.**

Your AREA Member in South Africa
Daphne Fitzgerald

To send us your comments, simply write an email and note it is for letters and send it to carl@areamericas.com. We will make every attempt to publish them.