



# AREA

ASSOCIATED REALTY OF THE AMERICAS

FEBRUARY 2019

*Registration for the Event is Now Open!*

# AREA RETREAT

## 2019

### BOISE, IDAHO JULY 21-23

**Early Bird  
Registration  
2019 AREA  
Retreat Opens**



### **SPECIAL REPORTS:**

**WHY PEOPLE SHOULD REFER WITHIN AREA**

- Chris McElroy

**NATIONAL HOUSING MARKET CONDITIONS**

- Diana Bull

**MEMBERSHIP REQUEST FOR ACTION!**

**BUSINESS OPPORTUNITIES JUST FOR YOU!**

COMMENTS FROM HAGAN STONE

•

SOME TIMELY SUGGESTIONS  
FROM PILLAR TO POST

•

LEGAL COMMENTARY  
BY DENNIS BADAGLIACCO

•

SHERLOCK HOLMES ...  
A WORD CONTEST FROM JEANNE RADSICK



ASSOCIATED REALTY OF THE AMERICAS

"All the news that fits."

Our members are 110% committed to excellence in our real estate profession. Our mission encompasses: Sharing BEST Practices with our colleagues; treating all referrals with the utmost of care, honesty and integrity; and being involved in organized real estate for the betterment of our profession."

AREA BOARD

Carl A. Bosse, Green Valley;
President

Suzanne Cooper, Ridgewood;
Executive Vice President

ADVISORY BOARD MEMBERS:

Hagan Stone, Nashville;
Chair

Gail Hartnett, Boise;
Vice Chair

Ryan Asao, Arcadia

Diana Bull, Santa Barbara

Gloria Cannon, Columbus

Carlos Gutierrez, Miami

Hans Hansson, San Francisco

Jo Kenney, Atlanta

Ken Libby, Stowe

Andrea McKey, Baton Rouge

Linda Jones Neil, Los Cabos

Ron Phipps, East Greenwich

Craig Sanford, Phoenix

Leslie Rouda Smith, Dallas

Comments from

Hagan Stone

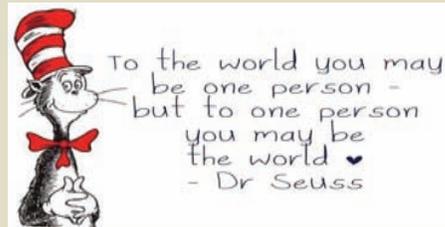


Hagan Stone
Nashville, Tennessee
hagan.realtor@gmail.com
615-423-6191

Dear Fellow AREA Members:

First, a hearty congratulations to Fiona Theseira who was installed on January 28th as President of the California's Women's Council! Best wishes for a wonderful and successful year and proud to have you as a contributing member of this great organization.

I am so grateful that I do not have to keep the minutes of our call-ins especially when one or two of us fail to mute. So, in the course of the January conversation several missteps occurred, including the overlooking of the insightful update Terry Wunderlich gave on the Napa Market plus that Chris Wunderlich was honored as Realtor of the Year for Napa and was also installed as The North Bay Association of Realtors 2019 President. This is important so please, help, by muting.



"The time has come, the Walrus said, to speak of many things, including making reservations for Boise, now ;and not this coming Spring. Cause if you do, you will save a bundle,can I say much more? Yes, I can, so read below, and see what we have in store."

This little take off on a very famous child poem comes to us through none other than that January, birthday, celebrating, former Women's Council Chief, and so many other things including head of the 2019 AREA Retreat in Boise. Time to pony up and save some dough! REGISTER EARLY.

As you will note, Jeanne Radsick's monthly column ends this month. She has been a significant element of this newsletter for the past 6 years providing us with her thought provoking column. She is looking for someone within the organization to pick up the banner with a new series. Any ideas contact Carl. In the meantime, we are all very grateful, Jeanne, for the efforts you have made over the years to bring fun and joy to all of us.

Also, we have two awesome and new AREA sponsors, California's Guarantee Mortgage and America's premier Home Warranty Company, American Home Shield. Welcome to those wonderful companies because, in keeping with the theme, pay attention to them and, if you do, you could save some dough while getting the very best the world has to offer.

# Why do People Refer/Why Should I Refer within AREA?

— An Article by Chris McElroy Fort Collins, CO —

Trust is the key to referrals. A few years ago I saved a tweet that said, "I refer your brand, not because I like your brand, but because I like my friends". People refer business because it makes them feel good to share with a colleague, it is a desire to be seen as an expert in a given area, and there is a genuine need to be helpful.

## The Key to AREA...Building Loyalty with Your Colleagues

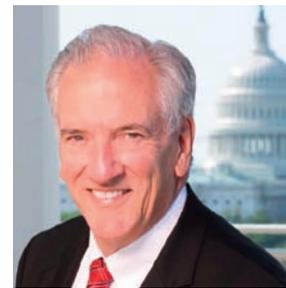
James Kane is the source of the tweet above, [www.jameskane.com](http://www.jameskane.com). He is considered the world's foremost expert on what truly makes someone loyal. As a behavioral scientist and consultant he has helped Apple, Amazon, Starwood Hotels and Major League Baseball build nearly unbreakable relationships with clients and customers.

There are basically four pillars of trust. Kane states you must have these four things before your customers and members will trust you:

- 1. Character** – this is the baseline – can you actually do the job? Do you have the knowledge and ability to do what you say you are going to do? Can you be counted on to be honest? If you can't deliver (or can't deliver excellence), trust and loyalty will suffer.
- 2. Competency** – You may be honest but are you competent. Do you have values that match with what members, customers, employees in a social world believe? They all want someone who knows what they are doing.
- 3. Consistency** – Can you deliver reliably on an ongoing basis? Members, customers, employees trust people who are consistent – in their dress, their behavior, their decision making, et al. They all want someone who is rock solid they can count on.
- 4. Capacity** – Do you have the capacity to solve their problem or take care of them. You may have the best of intentions. You are honest (character), competent, and consistent but do you have the time and resources to take care of them.

## Bottom line

Many times over the years **Bunny Libby** would bluntly state that AREA is different from any other real estate organization because it is a group of professionals that can be trusted. We know that each member can actually do the job (Character), we know that experience makes a difference (Competency), networking through conferences and conventions shows our commitment (Consistency), and the most successful people are those who go the extra mile in life (Capacity). AREA is a tribe composed of the top one tenth of 1% of leadership of the National Association of REALTORS® and it is an honor to belong. Believe in it!



**Chris McElroy**  
Fort Collins, CO

*For the third year in a row Fort Collins is in Milken Institute's top 10 nationwide dynamic economies and innovation hubs. Fort Collins also hit Forbes 2019 list of cities to visit), and with over 40 years of extensive multi-faceted real estate experience, Chris was appointed by the governor and served six years as Colorado Real Estate Commissioner, and has many additional honors both locally, State and Nationwide for his dedicated service.*

## PLEASE HELP SUGGEST QUALIFIED MEMBERS IN THESE FOLLOWING LOCATIONS:

MAINE	PORTLAND
NEW HAMPSHIRE	PORTSMOUTH
	MERRIMACK
	MANCHESTER
MASSACHUSETTS	SPRINGFIELD
CONNECTICUT	HARTFORD
	BRIDGEPORT
	NEW HAVEN
PENNSYLVANIA	PHILADELPHIA MAINLINE
	PITTSBURG
	HARRISBURG
	SCRANTON
DELAWARE	DOVER

When doing so, please contact the person of interest to find out if this would be of interest. Then email Carl at [carl@areamericas.com](mailto:carl@areamericas.com)  
Your efforts will be greatly appreciated!





Gail Hartnett,  
 AREA'S Cheer Leader EMERITUS,  
 and Hostess of the 2019 AREA Retreat  
 and  
 Idaho's REALTOR® of the YEAR 2018

**Dear Fellow AREA Members:**

*I have been receiving some wonderful comments from folks planning on attending the 2019 Retreat in Boise. Thought you might like to see some of them.*

**First, this from Miriam Dunn of Scarsdale:**

**Dear Gail,** I am so very excited about coming to Boise. Can hardly wait! Is it true that Idaho is the most beautiful and hospitable state in the Union?



**Dear Miriam:** That is so nice of you to say that. Of course it is. See you in Boise.

• • •

**Now this, from Tammy Newland of Long Beach:**

**Dear Gail,** Thanks for all you are doing to make the 2019 Retreat such a wonderful event! I have saved some dough by registering early, Just wanted you to know.



**Dear Tammy:** I am not surprised that you have already registered. You do own it!

• • •

**Here is one from Andy Twisdale of Hilton Head:**

**Dear Gail,** Gail and I wanted to thank you for nudging us to pay our Retreat fees early. Because of that we saved enough money to upgrade to first class. Considering we are coming from Hilton Head, that is, a big deal. Thank you for your leadership and good judgment and, Cheers!



**Dear Andy,** How thoughtful of me. Thanks for the reminder.

**Comment from Jeanne Radsick of Bakersfield:**

**Dear Gail,** Can hardly wait to see you and everyone in Boise! Got anything special planned?



**Dear Jeanne:** Thanks for the note and yes, we are going to have a blast. Hagan, Carl, Jo, myself and the team are working on the program ... so it has to be good. And, I am working to get the Navy Glee Club to attend. But that is iffy because we actually do not have any pull in that regard.

• • •

**And this from Katy and Admiral Bullock in Ponce Inlet:**

**Dear Gail,** On his 70th Donald sky-dived to celebrate. He would like to do some bull riding to celebrate number 76. Can you arrange that for our visit? By the way, we well remember the fun all of us had in Stowe. Looking forward to enjoying Boise and thanks for the early registration ... That really helps.



**Katy and Don:** I will see what I can do. Looking forward to seeing you and Bronco and well remember our wonderful time in Stowe.



**Gail Hartnett**  
 Membership Chair  
 Boise, ID  
 gail@gailhartnett.com  
 208-472-5309

# Boise, Idaho Home of the 2019 AREA Retreat!



## AREA RETREAT 2019

JULY 21-23

REGISTRATION FOR THE EVENT IS NOW OPEN!

### HERE'S HOW TO REGISTER:



**Early-Bird  
Registration**  
Rate: \$395/ea.  
Thru Feb 28th



**Event Registration  
after Mar 1st**  
Rate: \$475/ea.

### TO PAY RETREAT FEES ONLINE:

Go to the AREA website [areamericas.com/makepayment](http://areamericas.com/makepayment)  
and enter:

**Your password =**

the first initial of your first name and your entire last name

**Your user name =**

the last three letters of your last name

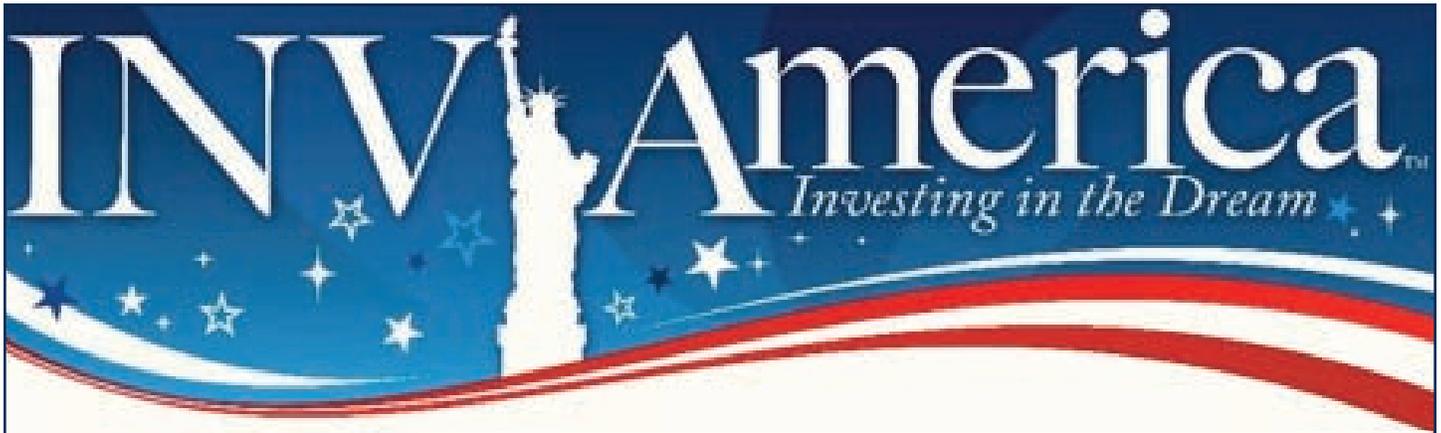


### HOTEL ACCOMMODATIONS:

#### Elegant Grove Hotel

Rooms may now be secured by  
clicking on the link below:

**GROVE HOTEL RESERVATIONS**



## Business Opportunities Right Here, Right Now!

Recently we sent out a notice regarding a client of **Ron Phipps** who wishes to acquire hotels in urban settings ranging in size of 100-500 keys. The only criterion for this highly sophisticated investor is the Urban setting, Size, Good Condition, Good Track Record and willingness to sale at Fair Market Value.

Many of us will be turned off by this prospect because it is outside our sphere of knowledge and expertise. That would be a mistake considering that such a property could be valued ranging from \$10 to \$40M and the referral fee on such a lead could amount quite a hefty sum.

So, before you move on, please consider partnering with a young, knowledgeable techy who can do the preliminary research for you to determine who owns hotels in your area. Then, scourer those owners for individuals and/or local companies, with the information you have received from your tech person and, then, make a call and tell them: "I have a buyer potentially interested in acquiring your hotel. Are you interested in selling?"

As previously stated, AREA has done this before with great success. You do not have to be a commercial broker to find out this answer and then we will assist you in making the appropriate arrangements.

•

We have been requested to assist in the sale of a 15 story office building in Dallas, valued at over \$55M with a 7+% cap return. If you wish to hear more please drop **Brian Smith, Don Bullock** or **Carl Bosse** a note. We will advise you from there.

•

We have an international investor desiring to acquire multi-family housing in California, Texas and Florida. They are looking for a minimum of 100 apartments value \$10-\$15M, hopefully more, and are willing to pay fair market value. Please contact **Brian, Don** or **Carl** about this.

# A LEAKY ROOF CAN LEAD TO STRUCTURAL DAMAGE

**R**oof leaks are one of the leading causes of preventable property damage. A leaking roof is disruptive and costly, and can eventually cause mold, damage to interior finishes, and even structural damage.

While it's true that older roofs or those in disrepair are at greater risk for leaks, one of the most common causes of roof failure is faulty workmanship during installation. This is not always readily apparent because it often takes a few years for a poor installation to manifest itself as a leak. Using a licensed, qualified roofing contractor for any installations or repairs is always recommended.

Let's take a look at some of the factors that affect how a roof handles water and what can cause leaks to form.

**Pitched/sloped roofs:** Pitched or sloped roofs are designed to shed water from one shingle to the next down to the roof edge, where the gutters and downspouts will carry the water away. Many people are surprised to learn that sloped roofs are not actually waterproof but instead rely on gravity and engineering to quickly move water off of the home.

**Flat roofs:** The most common type of flat roof is the built-up, or tar-and-gravel, roof. Flat roofs are designed to be waterproof and use a membrane such as roofing felt or specially engineered foam to seal the surface. These roofs have just enough slope to conduct water to a drain, which funnels water down and off the roof surface. It's critical to keep drains on flat roof clear of debris so water won't back up and damage the integrity of the roof.

**What causes leaks?** Most roof leaks can be traced to poorly installed or worn flashing. Flashing usually consists of pieces of metal that cover gaps between the roofing material and items that penetrate through the roof such as chimneys, skylights, dormers, and roof/wall intersections. Wind and rain in just the wrong combination can cause a pitched roof to leak by compromising its water-shedding capabilities. In cold climates, ice can cause a perfectly good roof surface to leak. Ice can block the flow of water to the edge of the roof or to



the drain. The water can then back up under the shingles and leak into the house.

Leaks can have interior causes as well. Condensation in the attic due to leaking household air, or heating and/or air conditioning ducts can cause damage to the roof decking and structural framing. In severe cases it can cause water to drip back into the house. This can lead to mold and even structural damage if not corrected.

Proper installation and maintenance of roofs are key to preventing problems down the road. Homeowners should monitor their roof and attic, and contact a qualified roofing contractor at the first sign of any problems.

**PILLARTOPOST**

*Silva Stermasi*  
Marketing Coordinator, Pillar To Post Inc.  
416-620-3564

Because of its very important content We have chosen to repeat Dennis's January report. Please read carefully.



# Legal Update

with Dennis Badagliacco past Chair of the Legal Advisory Committee of the NAR

**1.0 Wire fraud continues to be a very hot topic for all Realtors.** The number of wire frauds appears to be increasing! The California Association of Realtors is recommending the following language be given in WRITING to your clients for each transaction:

*A. The real estate industry has recently experienced a high number of wire fraud instances. I have attached our Wire Fraud Advisory to remind you of this issue. Please review the Advisory carefully. Please also note that as an agent, I will NOT provide you with wiring instructions. If you receive an email that appears to be from me with wire instructions, it is fraudulent and do NOT wire the money. Escrow companies send wiring instructions pursuant to secured emails. If you receive an unsecured email from an escrow company, it is likely fraudulent. Call your escrow officer immediately upon receipt of any email with wiring instructions to confirm its validity.*

The FBI has so many complaints there is NO guarantee the FBI can spend time on smaller claims under \$500,000!

**2.0 Not all contracts are equal.** For instance ZIP forms and other standard form products are written to be used for Realtors representing sellers and buyers. Companies who only representing one side in a transaction very often have "one sided" clauses and can expose your client to risks.

**3.0 Security: NAR Providing Data Security and Privacy Toolkit.** It's available on the NAR site under Legal Issues and is free to all members.

**4.0 Rent Control:** Various localities are threatening to pass ordinances forcing landlords to consider the income from Section 8 when choosing a tenant. In other words, they are trying to force a landlord to take a Section 8 tenant. The unanswered question is can a jurisdiction force a landlord to sign a 27 page contract giving control of the property to the County or City?

**Dennis Badagliacco**  
San Jose, California  
dennisb@legacyrea.com  
408-218-1800

# REQUEST TO AREA MEMBERS NATIONAL HOUSING MARKET UP-DATE

— by Diana Bull —

During our January business call-in I asked about national housing market conditions. We all know that rising interest rates plus HIGHER valuations, in almost all markets, is part of a formula for a slow down in home sales. We would like our members to take some time and carefully look at what is happening in your local markets and then let us know via an email to [carl@areamericas.com](mailto:carl@areamericas.com). Thank you!



**Diana Bull**  
*Santa Barbara, California*  
[dianabull@earthlink.net](mailto:dianabull@earthlink.net)  
805-689-2855

REALTOR EMERITUS AND  
MEMBER OF NAR'S HALL OF FAME



**Jeanne Radsick**  
*Bakersfield, California*  
[jeanne@radsick.com](mailto:jeanne@radsick.com)  
661-319-6555

## Dear Fellow Members:

After observing just how wonderfully full of news and timely topics our newsletter has become in the past few years, I think it is time for this column to become a memory as we journey on to other things. I have really enjoyed the opportunity to be involved with it for the past several years and think that there is at least one among us who may have an idea for a similar outreach that could take over this space. Thank you so very much for your many thoughtful ideas and kind comments. See you in Boise and beyond and make sure you take advantage, as I am, with the early registration and save a lot.

*Warmest Regards,  
Jeanne*

**Please Email Carl with you thoughts and ideas!**  
[carl@areamericas.com](mailto:carl@areamericas.com)



## AREA Would Like to Thank These Proud Sponsors of the 2019 Retreat

