



# AREA

## ASSOCIATED REALTY OF THE AMERICAS

*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.*

### MARCH 2017 NEWSLETTER

**Carl A. Bosse**, Green Valley; President    **Suzanne Cooper**, Ridgewood; Executive Vice President

#### ADVISORY BOARD

##### Members:

<b>Diana Bull</b> , Santa Barbara, Chair	<b>Leslie Rouda Smith</b> , Dallas; Vice Chair
<b>Carlos Gutierrez</b> , Miami	<b>Hagan Stone</b> , Nashville
<b>Linda Jones Neil</b> , Los Cabos	<b>Jo Kenney</b> , Atlanta
<b>Gail Hartnett</b> , Boise	<b>Ken Libby</b> , Stowe
<b>Ron Phipps</b> , East Greenwich	<b>Craig Sanford</b> , Phoenix

## Bulletin

### REALTORS® Legislative Meetings & Trade Expo Event

The Virginia Association of REALTORS®

Cordially Invites all AREA Members to attend

#### An AREA Gathering

**Wednesday, May 17, 2017 3:00 PM - 4:30 PM**

Marriot Wardman Park Hotel

Washington, D.C.

**Hosted by Deborah Baisden and Brad Boland**

More to Follow

#### IN THIS ISSUE:

AREA Update	Page 2
Comments by Diana Bull	Page 2
Welcome New Members	Page 3
Legal Column by Dennis Badagliacco	Page 3
Make Your Reservations Now for the 2017 AREA Retreat this coming June 20-23, 2017 in Santa Barbara	Page 4
Legislative Update: Cynthia Carley	Page 5
Sherlock Holmes...A Caption Contest from Jeanne Radsick	Page 5-7

"All the News that fits"

[www.areamericas.com](http://www.areamericas.com)



## What's happening in AREA?

Here is a brief update on programs that AREA is currently working on with the membership in order to attract new business to AREA Members.

1. **Ron Phipps's** Marketing Concept: (Ron would like for each of us, regardless of whether we are an individual agent, a team or a company) to create a 45 second video that can be housed in a library on the AREA website to facilitate the closing of referrals given by AREA members. His experience is that greatly enhances the opportunity.) This is the link to the Phipps Family Video, which he would like to suggest you for you to use as a template. Please notice the name. Nothing about real estate, all about who they are. He would like it ready prior to the Retreat.) He will also provide a list of APPS for making such videos no unlike the one suggested by a member [crego.com](http://crego.com). [www.facebook.com/phippssrealty/videos/10154558417137576/](https://www.facebook.com/phippssrealty/videos/10154558417137576/)  
**We will follow up directions shortly.**
2. Attached is a document, prepared exclusively, by AREA presented in the format shown to our member, **Yoshirosan Takita** of New York City, who in about to embark this month for an extended Asian visit focused on increasing business opportunities for AREA members through international contacts Yoshirosan will be making. *In it we are providing strategies in an attempt to help bridge the cultural issues that often-times plague productive cooperation between parties who are fearful of placing their trust in an unknown entity.*
3. **Hans Hansson** and **Ruth Kruger** joined Carl in San Francisco on February 20th for a meeting with a San Francisco based international development company specializing in providing a continuum remedial development program designed for well positioned but, totally unproductive properties that can be reclaimed through environmental mitigation, reclamation, marketing analysis, acquisition and development. *There are currently two cities under consideration for potential programs. Ruth, former President of FIABCI-USA, heads up the capital acquisition element of this AREA team effort, which will include efforts with members throughout North America.*
4. The Commercial portion of the AREA membership will be creating a location on the AREA to display "Off Market" properties as part of a unified team effort to attract international business.

## Comments from Diana Bull



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

First, I want to congratulate **Chris McElroy** of Fort Collins, Colorado, who will retire next month, as Chairman of the Colorado State Real Commission, after serving on it, with distinction, for the past 6 years. That ceremony will be held, next month in Fort Collins. On behalf of your colleagues, thank you for your service. We are so very proud and truly blessed to have you as a member and a friend.

All of us fortunate enough to attend the President's Circle Issues Conference and then the fabulous tour of her coffee plantation and gracious "Hawaiian-style" dinner that **Moana** and **Erik Andersen**

hosted want to say THANK YOU! It was terrific. There are some many accolades coming in that I would like to share one, this from **Meri Crandall** in St. George: "I just want to add, that Moana's place was so beautiful and she and her husband could not have been more hospitable, with warmth and wonderful food and wine. We learned things about coffee we did not know and she blessed us with some beans from their hard labor. It was one of the highlights of our trip. Those who missed it, missed a lot."

Time to make your reservations for the **2017 Retreat** being held this coming **June 20-23 in Santa Barbara**. (A very special welcome to a major sponsor, "Pillar To Post", home inspection company. And thanks to **Jo Kenney** for her efforts in recruiting them.) Members pay \$395. Non-Members pay \$365.

Lots of things happening At the Retreat beginning on Monday June 19th with a patio dinner gathering at our home for early arrivals. On Tuesday, its registration and cocktail party reception at the Fess Parker Doubletree Hotel. Two breakfasts, lunches and



**Moana** and **Erik Andersen** address the group at their plantation residence. Photo – D. Baisden

Dinner on Wednesday and Thursday, including the Gala Awards Banquet and, all kinds of little twists and turns designed to make your participation all that more enjoyable.

**Ron Phipps** is our Program Chair and is busy conjuring up a very unique, informative and highly interesting program. (His video idea is phenomenal. Let's get behind it and follow suit that all of us have a 45 second video ready by the Retreat.) There will be separate, concurrent, events for both residential and commercial wings of the group centering on promoting future business opportunities, along with joint programs where we are all together. Staci and I are so excited to have this opportunity to share our special place on earth with some of its most special inhabitants.

Register at the AREA site for the event @ [www.areamericas.com](http://www.areamericas.com). Log in on the upper right hand corner (Username=first initial of your first name and your entire last name) (Password = Last three letters of your last name.) Registration is \$395 per member, \$365 per guest. Get your rooms through Fess Parker Doubletree, the link is on page 4 of the newsletter.

## Please Welcome Our Newest Members



**Andrea McKey**  
*Baton Rouge, Louisiana*  
 Broker/Owner  
 Coldwell Banker One  
[andrea.mckey@coldwellbanker.com](mailto:andrea.mckey@coldwellbanker.com)  
 225-925-2500

Andrea is the broker/owner of Coldwell Banker One along with her husband David. She has served on numerous committees including the 2004 Chairman of Professional Conduct -- Louisiana Realtors; 2007 President - Louisiana Realtors; 2004 -06 President of Audubon Girl Scout Council; 2003 President of Greater Baton Rouge Board of Realtors; Graduate Realtors Institute -- GRI.



**David McKey**  
*Baton Rouge, Louisiana*  
 Broker/Owner  
 Coldwell Banker One  
[david.mckey@coldwellbanker.com](mailto:david.mckey@coldwellbanker.com)  
 225-925-2500

David has served on a number of committees with the Associations including Charing the MLS Committee, Budget & Finance Committee, and the Governmental Relations Committee. I served as 2013 President of Louisiana Realtors presently serve on the Board of Directors. I also serve on the State Legislative Committee and Strategic Planning Committee. Nationally I represented Texas and Louisiana as 2014 NAR Region 10 RVP. In 2007, I served as President of the Local Association. I also have the honor of serving in 2016 as Vice Chair of the NAR Insurance Committee.



**Michael Bull, CCIM**  
*Atlanta, Georgia*  
 Broker/Owner/CEO Bull Realty  
[Michael@bullrealty.com](mailto:Michael@bullrealty.com)  
 404-876-1640 x 101

Michael Bull, CCIM, is a commercial real estate write, nationally syndicated radio talk show host, real estate advisor and active commercial real estate broker. He founded Bull Realty in 1998 and the firm is licensed in nine southeast states is one of the fastest growing commercial firms in the country. His involvement with professional organizations include CCIM and National Association of REALTORS®. The Georgia Association of Real Exchangers The International Council of Shopping Centers, the Real Estate Brokers Managers Council, Atlanta Leaders Group, Real Estate Group of Atlanta, The Georgia Bankers Association, the Atlanta Press Club, the Atlanta Chamber of Commerce, the Georgia Real Estate Educators Association, the National Association of Real Estate Editors and Associated Realty of the Americas.



**Dennis Badagliacco**  
*San Jose, California*  
[dennisb@legacyrea.com](mailto:dennisb@legacyrea.com)  
 408-218-1800

## A Look on the Legal Side

with Dennis Badagliacco

**Dennis Badagliacco**, who is one of three members serving on the Legal Advisory Board of the NAR, as are other prominent members of AREA: **Diana Bull** and **Patti Lawton**, who is Vice Chair, made the following presentation about current legal considerations facing the NAR:

1. "Death House" rentals have become an issue, especially in high end homes: Rather than go to a Hospice location for the final weeks or months of one's lives, a new trend is arising in which a high-end home is rented by a party. Once rented, a dying person is taken to the home and remains until death. The owner of the home then inherits the responsibility of disclosing the death for a period of time, usually 3 years.
2. NAR has agreed to file an Amicus Brief requiring patent cases to be litigated in the main jurisdiction of the business claiming a patent. What is currently happening is litigation is filed in Delaware or the Eastern District of Texas because the courts in these two jurisdictions are favorable to the party claiming to have a patent.
3. Shannon Jones, attorney offers the following advice regarding the translation of documents for clients: Don't do it!
4. Rentals to persons growing medical marijuana: "NO". Even though many states are passing laws legalizing marijuana, Federal Law still prohibits marijuana. . .Federal Law prevails. I am proposing an AREA study committee and having samples sent to AREA for testing.

# The 2017 AREA Retreat

Associated Realty of the Americas June 20 to 23, 2017

You may now make your reservation at the Fess Parker Doubletree Hotel

**Member Registration \$395 per Member / \$365 per Guest**

To connect go to the AREA website and using your username and password go to MAKE PAYMENT  
(Username = first initial of your first name and your entire last name. Password = last three letters of your last name.)

## Eagle's View of the Fess Parker Doubletree - Santa Barbara



[CLICK HERE TO MAKE YOUR RESERVATIONS](#)

A dedicated website is now available for your attendees to book their hotel rooms online.

Reservations can be made starting now at this web address:

Booking Website: <https://aws.passkey.com/e/15924109>

For special questions please contact Jocilyn Schumacher, Sales Manager directly at (805) 884 8508.

## Pillar To Post to be a Sponsor of the AREA Retreat in 2017



**Jo Kenney**, the Advisory Board Chair of the Sponsor and Affiliate programs announced that the award-winning home inspection company, **Pillar to Post**, will be a major sponsor of the **2017 AREA Retreat** in Santa Barbara, California. "I am thrilled to have this fine company become the first sponsor of the event this year and hope that members will recommend other sponsors. **They will be in the Silver category, leaving the coveted gold position still available. More in the coming months.**

## Legislative Issues That Affect You – Cynthia Carley



**Cynthia Carley**  
*Lake Arrowhead, California*  
cynthiacarley@msn.com  
909-730-1745

**Cynthia Carley** serves on the Federal Taxation Committee at NAR, as a Federal Political Coordinator and as Public Policy Liaison at the California Association of REALTORS®.

### BE ON THE ALERT! THE BLUE PRINT COULD SEVERELY HURT HOMEOWNERSHIP INCENTIVES!

Lurking in the halls of Congress are Tax Reform Proposals that may not be what they seem! The following are in the "Blue Print", which is the most popular draft of a reform package currently being considered by Congress:

1. Make it simple ...most people will be able to file on a postcard!
2. Proposal to significantly increase the standard deduction. Example used was \$24,000. This will result in fewer people itemizing and for those people, it will eliminate the homeownership incentive of the Mortgage Interest Deduction. Congress will still be able to say the MID has not been eliminated.
3. MID caps and elimination for second homes are still on the table. Eliminating the deduction for property taxes is also on the table.
4. 1031 Exchanges are "on the block". Commercial exchanges would be addressed by allowing 100% deductibility on the building in the first year to compensate for the elimination of the 1031 rules. The proposal is for the building only...land and residential income properties have yet to be addressed.

Think about it and let's talk.

## The Jeanne Radsick "Sherlock Holmes" "She is well known for seeing things that others may miss"



**Jeanne Radsick**  
*Bakersfield, California*  
jeanne@radsick.com  
661-319-6555

### What is the truth!

Last month's contest showcased four active members of AREA, each of whom told two things about themselves that were true and then a giant false hood. Here now is the truth!

But, before we share that information with you. Our winner of this month's contest is Hawaiian Association President and Hostess extraordinaire (everyone loved the plantation and your grand hospitality) Maui's Coffee Queen, **Moana Andersen**.

Thanks to all who played. Remember it's not who won or lost, but that you played the game. Her Prize a trip to Maui. And now the fun!



**Ken Libby**  
Pitching Great



**Jay West**  
Broadcaster  
Extraordinaire



**Cindi Bulla**  
Dana Patrick Mentor



**Sharon Cohan**  
Cruise Director



**Elizabeth Allardice**  
Making a Difference

(Continued page 6)

## What is the truth! (continued)

### Ken Libby, *Stowe, Vermont*

Ken Libby did spend a wonderful afternoon with Jason Patric and Julia Roberts when he showed them Stowe while giving them some pointers on improving their acting careers. His best sport, though, is not sky diving. The only diving we are aware of that he participates in is what he does at the canapé table at a cocktail party. Believe it or not he was the winning pitcher against the Boston Red Sox retired all-stars in that fateful game played before 500 rabid fans in Florida shortly after Armistice Day.



**Ted, Ken and Johnny**

The final score was 3-1 and Ken scored two of those.

### Jay West, *Cabo San Lucas*

First, Jay was the legendary broadcaster behind Eugene, Oregon's West Coast Rock n Roll "Free Form Radio KZEL 96.1. DBBP and Jay were synonymous when describing those wild days. His air staff developed a number of well-known and even (in some cases) legendary radio talents: For the record: "Thom O'Hair was his program director when he was hired by Tom "Big Daddy" Donahue of Metromedia to program KSAN the legendary free-form radio station in San Francisco. He went on to program "The Camel" and stations in other major markets. Chris Mays was his Music Director who went on to Program KZEL, "The Mountain" in Seattle (15 years there) and most recently KINK in Portland and presently programming XPATRADIO.MX in from Cabo. Stan Garrett was twice named Billboard Magazine Program Director of the Year and was recognized as having one of the best "ears" for breaking new music and discovering new artists via radio."



Here is a video from the 1970's with Jay, he is the one with the beard, as he discusses those times.

[www.youtube.com/watch?v=4FoL6SKflsg](http://www.youtube.com/watch?v=4FoL6SKflsg)

However, in all of that hullabaloo, he did not have lunch with Paul McCartney during his third U.S. Tour. (It was the second.) But, while living and studying in Berlin, he did see both President Kennedy and Premier Khrushchev in person as they delivered what would become historic speeches. And, this world figure, while in China during the 1980's, worked in the development of a computer hard drive factory and a 16,000-acre cattle ranch. We all know and love Jay as the original Renaissance man.

### Cindi Bulla, *Armadillo, Texas*

Cindy was a studious, laid back, young woman in West Texas known for her quiet and reserved ways. She laughs when anyone suggests that she might have begun her career selling farm equipment. "Goodness, I never knew where the barn was even located back then." Instead one day she decided to get into politics and wrangled an invitation to go pheasant hunting with Texas Governor, Ann Richards. During that event, she asked the Governor to suggest to her a legitimate career path for her to begin her adulthood. And, that is exactly how Cindy became an award-winning stock drag race driver in the '70s.



Not Cindi ... but we can Dream!  
Photo by Kyle Petty

(Continued page 7)

## What is the truth! (continued)

**Sharon Cohan, Naples, Florida**

When Sharon learned that Ken Libby was entertaining Julia Roberts in Stowe she called Bunny and was able to listen to Ken counsel Julia on how to improve her acting career. It was at precise moment that she decided never to become involved as a film star in a privately produced movie. "Simply too much to know." So, she sucked it in and became a respiratory therapist which breathed new life into career. But her dreams were still not fulfilled. Her favorite television series was the Love Boat. "Oh, such a sweet life," thought she. Thus, she always wanted to be a member of the crew on board a cruise ship. And now, that is part of her life, as she has become a real estate instructor who will be teaching, beginning this summer, the CE course for agents and brokers for Florida REALTORS® as they sail the Caribbean during the day, all the while enjoying romantic interludes each evening.

**Elizabeth Allardice, Raleigh, North Carolina**

Our perennial birthday girl, Elizabeth is the very proud mommy to a wonderful daughter, an accomplished musician; who will be performing soon with the **Boston Philharmonic**. While that and her highly successful real estate career are of keen interest, her true passion is being the Chair for a philanthropic group **raising money for research at Duke University Medical, Department of Anesthesiology.**

Because of these activities, she really has never considered entering the Iron Man competition.

This contest resumes in April.

Thanks, Jeanne

Now that the cat is out of the bag, demand is great as one can here the drums beating and agents crying out: "Oh, Me oh My, where do I sign up?"



Sharon is the lady in the green sweater on deck 7.

