



ASSOCIATED REALTY OF THE AMERICAS

March 2018



Comments by
Leslie Rouda Smith

Welcome
NEW MEMBERS

NEW ORLEANS BIRTHDAY
Celebration

AREA RETREAT 2018

You're invited to a real
New England Clambake

MEMBERS HELPING MEMBERS

Dennis Badagliacco **Legal Commentary**

Sherlock Holmes contest





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Leslie Rouda Smith

Many NAR Presidents Circle members attended this year's trip to the Bahamas. There were so many AREA members also making the trip to Atlantis. It was an awesome event and it was great to see everyone there. While we were there, more disastrous weather occurred on both coasts. I know all of us wish the very best for all affected members. If you are in need of help, please reach out to us.

There is a great article in this month's edition of the AREA Newsletter by **Peter Patout** of New Orleans. You will want to read it and, if you are ever able, take him up on his very kind invitation to visit him when in the Big Easy. Peter is a major part of the planning committee celebrating New Orleans' 300th birthday and we are very proud that he is a member of our group.

The **AREA Retreat** will be here before long. Reservations are at an all-time high. If you haven't registered, please do so ASAP. Just a reminder, our **Keynote Speaker** is **Sue Swenson** of Rancho Santa Fe, California. Having a storied corporate background, she was also the 2016 recipient of a lifetime achievement award given by her peers for her work in the telecommunications industry. In addition, she is also the Chair of FirstNet, a government funded program (\$6B), which is helping First Responders, for the first time, communicate in real time among themselves. And, Sue was also the recipient of the AREA Humanitarian Award in 2017.

If you haven't done so already, please take care of your reservation for our **2018 AREA Retreat**. Brian and I look forward to seeing everyone this coming May 28-29-30-31st in Newport, RI.

Welcome NEW MEMBERS



Dale Chumbley
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Dale Chumbley is a 2nd generation REALTOR® in Vancouver, Washington who has been selling real estate since 1994. He also spent 8 years working in the Clark County Department of Assessment & GIS in the Land Records Department. In 2014 Dale served as his local Association's President and was named REALTOR® of the Year. Dale was most recently named one of The Top 20 Social Influencers of Residential Real Estate 2016 by Swanepoel Power 200 nationally. In 2016 he served as VP of Membership for Washington REALTORS®. He is currently a National Director for the National Association of REALTORS® (NAR) and Chair of the 2018 Consumer Communications Committee for NAR. Dale also serves in volunteer leadership as President Elect for WA REALTORS®.

Cindy Sweeney has been a professional REALTOR® since 1993, and Broker Associate since 2000. Specializing in real estate sales

in Coeur d'Alene, Hayden Lake, Rathdrum and Kootenai County. Focused on helping buyers find their dream home, investors making the right decision and negotiating for sellers. 2012 Coeur d'Alene Realtor of the Year, 2012 Idaho CRS Chapter President, 2011 Coeur d'Alene Women's Council Entrepreneur of the Year.

Susan Martin-Phipps has been a Rhode Island licensed agent since 1978, a Rhode Island Certified, Residential Appraiser since 1993, a Rhode Island Certified Environmental Lead Technician since 2004, and a Massachusetts licensed agent since 2009. She has a B.A. from Providence College, an MEd from Rhode Island College, and graduate work in Holistic Counseling from Salve Regina University. Currently she is Chairman of the National Association of Realtors Resorts and Second Home Forum. She serves on the NAR Appraisal Committee, the Kent/Washington Grievance Committee, the 2011 Professional Development Committee.



Members Helping Members Marketing Unique Properties



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On our recent monthly conference call, **Barbara Bardach** (barbara@bardach.net) asked for help in marketing her high-end Tucson listings. Also, **Joan Mantecon** (joan@internationaldwellings.com) asked for ideas to help sell her Vacaville, California listing -which has lots of potential, including organic usage.



I mentioned on the call that **Staci Caplan** (stacicaplan@gmail.com), my daughter and special partner, and I market to "lifestyles." We had an estate listed with a 16-car garage. We advertised in print and in the on-line version of Hemmings Car Magazine. We also advertised with a full-page color ad in the Santa Barbara Film Festival film guide – to reach 50,000 visitors! Additionally, we wrote personal letters to known car enthusiasts and enclosed a beautiful brochure of the property. We always use professional photography, floor plan artists and drones for the fabulous, amazing **FIRST IMPRESSION.**



Hopefully, these marketing ideas will foster new ideas for you to market your listings and create more sales! Sincere thank you to our members for always being willing to share **BEST PRACTICES!** The responses were so enlightening! And helpful! Here are their suggestions.



RON PHIPPS ron@phippsrealty.com

#1. Use social media for all types of properties. Through sites like Facebook, you can place ads that appear in demographic groups which you have targeted. For example, you can target couples or singles between 30 and 50 years of age and a certain net worth or annual income. You can even target golfers, walkers, etc.

#2. Data mine your prior relationships and reach out to family, friends, and former clients.

#3. Your first introduction to property is digital. Photos must be crisp, professional, and amazing.



JUDY ZEIGLER judyzeigler@yahoo.com

#1. When marketing golf properties, talk to the local golf pro and shops. Ask who their customers are, ages, where are they coming from? Older clients tend to join county clubs and be golfers. Social media may NOT be the best marketing to reach them.

#2. Country Clubs and hotels are trying to reinvent themselves. They are looking to attract younger

clientele who are interested in other activities than golf. Talk to them and ask who they are attracting.

#3. Know your target market for your property! Do research.



CHRIS MCELROY chris@thegroupinc.com

#1. Send a letter to the neighbors asking what they love about their neighborhood. They may know of someone wanting to buy in the area.

#2. Co-ordinate with local magazines. "Exceptional Homes in Prestigious Neighborhoods." This worked for several months, featuring neighborhoods and getting neighbor comments. Send a follow-up thank

you letter to participating neighbors.

#3. For open houses, bring in a food truck during Realtor and public open houses. A taco truck was a huge success. After viewing the property, agents/customers would enjoy a taco, linger and talk about the property. At another home, an evening Happy Hour was held – handing out a small bottle of sparkling with a cookie bag from a local baker. Invitations were mailed out and then a digital invitation followed before the event.



ELIZABETH ALLARDICE eallardice@mindspring.com

#1. Use publications such as Unique Homes and Wall St. Real Estate for marketing. Each publication targets certain types of properties, such as golf courses, resort, vacation, etc. Align the property with its special features for maximum exposure.

#2. Establish a relationship with people in the publications. This opens doors to be quoted in feature articles.

Editor' note:

We strongly recommend that before reading the wonderful story, first check out this video about the author and fellow member of AREA, Peter Patout @ www.peterpatout.com.



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HAPPY BIRTHDAY NEW ORLEANS

2018 Our Tricentennial Year

By **Peter W. Patout**,
REALTOR® and Proud Member of
Associated Realty of the AMERICAS

There will be many exhibits and celebrations throughout New Orleans during the tri-centennial year of 2018. I have the great honor of participating in one that will be the "piece de resistance" – an exhibit and ball at the Cabildo in historic Jackson Square to honor our city's noble patron, Micaela Almonester, Baroness de Pontalba (1795-1874), and her descendants. You may find interesting how this all came to be. The Pontalba family has deep roots in Louisiana's colonial history – and I just happened to meet the family when I got lost in France a few years ago.

I ended up at the door of their large, extremely Gothic chateau, Mont-l'Évêque in Picardy by calling from the tourist information office of nearby Senlis. Who was answer the phone but 19-year-old Pierre Pontalba, son of the current Baron and 5th great-grandson to Micaela. He and his sister Marie graciously invited my cousin and me in and showed us around their private world where the family has been living since 1807.

To properly tell the story, I must first explain Jackson Square and Micaela. In 1811, when she was 16, Micaela married her French Louisiana cousin, Joseph Xavier Célestin Delfau de Pontalba. Celestin's father, Joseph Xavier Delfau de Pontalba, in the service of Napoleon Bonaparte, had received the noble title of Baron; he is now known as "the first Baron." He acquired Mont-l'Évêque about 1805, and the family has been there ever since. Obsessed with his daughter-in-law's fortune, Joseph attempted the assassination of Micaela at Mont-l'Évêque in 1834. Then hastened to end his own life. Micaela then returned to New Orleans to invest in its economic advancement and build her legacy: the Pontalba Buildings flanking Jackson Square.

Jackson Square is made up of five buildings, all built by the extraordinary Micaela and her prominent father, Don Andrés Almonester y Rojas (1728-1798): St. Louis Cathedral (1727), Cabildo (1799), Presbytère (1813) and the upper and lower Pontalba buildings (Henry Howard, 1849). Micaela's father financed the rebuilding of the first three buildings after the 1874 fire destroyed most of the French Quarter. Sixty years later, Micaela built the Pontalbas. With their graceful balconies of scroll wrought iron and their red brick, they have served as an inspiration for much of the beloved New Orleans architecture that came after them.

A few short generations later, here I am talking with the descendants of Micaela in their chateau in France, completely mesmerized by the irony of this happenstance. Since this excursion, I have kept in close communication with the Pontalba family – I have met many of the family members and we have visited with one another in France and New Orleans.

In the summer of 2016, while talking over café au lait with the LMF Executive Director, Susan Maclay, about the upcoming tri-centennial, and laughing over my impossibly true "Pontalba story," we came up with the idea of honoring the family during the tri-centennial celebrations. A year and a half later, our honorary exhibit to Micaela is gaining speed thanks to the family's contributions and assistance. The ball, to be held at the Cabildo on December 1, 2018, will be hosted by the Louisiana Museum Foundation (LMF) to benefit the Louisiana State Museum (LSM). There, we will honor the Baron, Baroness, and their children and New Orleans will be able to properly thank them for the enormous contribution their family has made to the history of New Orleans.

And, to my fellow AREA Members, you may not know that in 2013 I help host the AREA Retreat in New Orleans when we all enjoyed cocktails and dinner at my home on Bourbon Street. I have a special affinity for all my friends of AREA and want each of you to know that if, and when you come to New Orleans, please let me know and, if I am available I would love to show you around.

RETREAT UPDATE:

We currently have 94 reservations for the Retreat and expect to at least get to 100. If any attendee is having trouble getting a room to please contact **Carl** or **Suzanne Cooper**. As to the Retreat itself, our intention to utilize some newer, innovative presentation methods designed to streamline presentations (small groups with changing presenters); group presentations will only have three presenters, and all standing and all 45 minutes or less. Also, there will be an attempt to understand communication and protocols by and between the age different age groups. "The youngest generation speaks a different language than the millennials as the millennials do the Boomers, etc." He welcomed any suggestions and stated that the conference is predicated on active engagement, sharing competitive collaborative natures to engage. As to travel arrangement: the Providence, R.I. airport (T.F. Green) is an easy way to get to everything. However, flying non-stop into Logan (Boston) is still a viable idea but rather challenging during rush hour. During normal driving times, it is only an hour or so by car to Newport from Boston. The clambake on the 28th is in close proximity to the Providence Airport and about 30 minutes from Newport, itself. **Leigh Brown** will be our Master of Ceremonies and, **Chris McElroy** has offered to share with us the Ninja Approach that has made "The Group" of Fort Collins, one of the most productive organizations in the country. And, I am also personally excited to have, as our Keynote Speaker, **Sue Swenson** of California, who heads up the FirstNet Organization, which this past year cracked the code allowing first responders, for the first time, to communicate amongst one another in real time nationwide. She is highly regarded as the number one person in the country in the cellular communication field.



Ron Phipps
Newport, Rhode Island
AREA Retreat Chair



AREA RETREAT 2018

NEWPORT, RHODE ISLAND

MAY 29-31

LAST DAY
TO BOOK IS
5/8/18

HERE'S HOW TO MAKE YOUR EVENT PLANS:

1.

EVENT REGISTRATION:

Register with AREA for the Event:
Registration Costs: \$465

TO REGISTER FOR THE EVENT:

Access the AREA Website, in the upper right-hand corner, enter your

Username =

first initial of your first name and entire last name

Password =

last three letters of your last name

Go to **make payment** and **follow directions**.

2.

MAKE HOTEL ACCOMMODATIONS:

Newport Marriott
Special Group Rate: \$249/per night

Click on the button below to make your reservation.

MARRIOTT RESERVATIONS

If you need stay pre or post, please make your reservation and then contact:

Rachel.Deschenes@marriott.com

with your confirmation number and she will assist with availability.

Sponsored by:





You are cordially invited to attend a New England Clambake Monday, May 28th

[VIEW YOUR PERSONAL INVITATION HERE](#)

Ron and Susan Phipps have organized a genuine **New England Clambake** for Monday, May 28th in Olde Buttonwoods, Warwick Rhode Island (our neighborhood).

Buttonwoods, a peninsula on Greenwich Bay, was established 1871 and modeled after Oak Bluffs on Martha's Vineyard as a beach community.

EJ Ryan is the "Bake Master" and He is also a local Realtor and Appraiser. He will start the bake in the late morning and we would anticipate that it would be cooked and ready to serve about 4PM. It would include all of the elements of a true New England Clambake: lobster, steamers, mussels, potatoes, corn-on-the-cob, sausage, white fish, etc. There is significant capacity for attendees.

EJ is willing to do the bake for \$60 a person. Susan and Ron will provide the place, the beverage, and the warm hospitality. We would need a count of attendees by May 13th.

To register for this event on line through the **MAKE PAYMENT** button on your individual home page.

Your Username: the first initial of your first name and entire last name

Your Password: the last three letters of your last name

Reservations must be made and paid for on or before May 13, 2018.

This event will be held not far from the Providence Airport. Arrangements for overnight accommodations can be made at the Best Western Airport Inn Warwick, R.I. or you may contact the Newport Marriott to check availability that weekend.

Newport Marriott:

25 America's Cup Ave. Newport, RI 02840
Direct: 401-848-6964
Email: rachel.deschenes@marriott.com

Best Western Airport Inn

2138 Post Rd, Warwick, RI 02886
Direct: 401-737-7400

Or, you may find accommodations at a number of close by area hotels, which you can find through Google. As we close in on the event, we offer transportation suggestions from the Providence Airport. If one is flying into Boston, renting a car is suggested.

Keynote SPEAKER

FirstNet's Chair, Sue Swenson to be Keynote Speaker at AREA Retreat



The Board of FirstNet (First Responder Network Authority) made it possible for first responders to communicate with one another in real time and

at any and all disaster following the disaster of 911 where that could not happen. It's Chair, Sue Swenson, will be the keynote speaker.

Sue Swenson's Background:

Sue Swenson brings extensive experience as a telecommunications and technology executive to the FirstNet Board. She has served as CEO and Chair of the Board of Inseego Corp., a leading global provider of SaaS telematics solutions from 2015- 2017 and President and CEO of business software provider Sage North America from 2008-2011. Ms. Swenson also served as COO of T-Mobile USA, President and COO of Leap Wireless, International (Cricket Communications) from 1999-2004 and President and CEO of Cellular One from 1994-1999. She started her telecommunications career at Pacific Telesis holding various management roles including President & COO of Pac Tel Cellular from 1990 - 1994. Ms. Swenson serves on the Board of Directors of Wells Fargo and Harmonic Inc.

**Sue Swenson, recipient of the
AREA 2017
Humanitarian of the Year Award,
will be the keynote speaker.**



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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 Chair, made the following presentation about current legal considerations facing the NAR.

Dennis Badagliacco provided legal update on four topics he considers good, fun stories beginning with a case CAR won involving ZIP forms. A tenant did not want to agree to arbitration as contained in the ZIP form and sued. It was upheld for the third time by the Appellate Court and the tenant got stuck with 95k in fees. The second, in southern California, involved a buyer who ignored posted signs to stay away from a pool area. He disregarded the warnings and stepped out onto a diving board which collapsed, resulting in injury. He tried to sue everyone, but the court upheld the decision that he is solely responsible for his injuries. A third dealt with a Palos Verdes HOA that tried to sell what they deemed as "excessive land" without a vote from its members. It went on to the Appellate court and the sale was undone. And finally, a Matins Beach Amicus Brief, Up in Half Moon Bay, a wealthy tech billionaire buys a property with an access road to a beach that otherwise lacks lateral land access. The first thing he did was to remove the sign and then restrict access to the beach. He was required to re-open the passage and the beach and pay for maintenance and up-keep for the road. The owner is appealing to the U.S. Supreme Court. Stay tuned.

As a footnote, this last case challenges not only the constitutionality of California's Coastal Act which according to the Act states public access begins where the sand is wet, below the high tide line, it would question land use procedures in any state's powers to regulate development. Certainly, a case worth following.



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The Jeanne Radsick "Sherlock Holmes" contest

She is well known for seeing things that others may miss"

Word of the Month:



The following is a hint: Not something you want when playing poker with the likes of Coy Knapp

February's winning entry came from **Coy Knapp** who receives two passes to the annual Tulip Festival in Holland, Michigan.

AREA Would Like to Thank



Proud Sponsors of the 2018 AREA Retreat

A R E A B O A R D

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