



AREA

ASSOCIATED REALTY OF THE AMERICAS

www.areamericas.com

November/December 2014 Newsletter



Diana Bull, Chair

AREA Liaison Committee
Santa Barbara, California

A Message from Diana Bull

Seasons Greetings!

Well, this year has raced by like few others and Harrison and I are in Florida for a Thanksgiving visit with family having driven across our great country with a stop in New Orleans for the 2014 National Association of REALTORS® convention. It was good to see so many AREA members there as well as to attend an AREA social event hosted by Ocala, Florida member and current president of the Florida Association of REALTORS®, Sherri Meadows, together with husband and partner, Bert. It was truly a class event. I would like to wish all of you a wonderful holiday season. Many thanks for your kindnesses and great friendships that we all have been blessed to have because of this organization.

Truly,
Diana



In this issue:

NAR Convention	Page 2
Chris McElroy's "Rules to Live by for REALTORS®"	Page 3
World Class Member	Page 3
AREA Directory Up and Running	Page 4
Two New AREA Initiatives	Page 4
Where's Dennis Badagliacco?	Page 4

Great party, thanks Sherri!

A moment in time! This photo was taken during the NAR/AREA reception and, sadly, we missed a number of members because it was a fluid situation. If you were there and were not included, please accept our regrets for not having you in the photo. However, we really did enjoy your company!



L-R **Jay West** (Cabo), **Steve Goddard** (Los Angeles), **Diana Bull** (Santa Barbara), **Carl Bosse**, **Teresa McElroy** (Ft Collins), **Judy Zeigler** (Palm Desert), **Tammy Newland** (Long Beach) Hostess **Sherri Meadows** (Ocala), **Bunny** and **Ken Libby** (Stowe), Host **Bert Meadows**, **Tom Wescott** and **Ellyn Mendham** (Calgary) **Kinnaird Fox** (New York City), **Doug Disher** (Brisbane), **Kim Mills** (Sarasota) and **Jeremy Starr** (Eugene). Portrait by **Ryan Asao** (Monrovia-Pasadena)

Members of AREA attending the 2014 NAR Convention were hosted by **Sherri** and **Bert Meadows** in their suite for an afternoon reception and cocktail party for AREA members attending the event. Well over 30 members were in attendance, which lasted from 1:30-3:30 and featured great food and drink. Sherri welcomed everyone and said how glad she and Bert are to members of such a "wonderful" group. Comments

were made by **Diana Bull** and **Ken Libby** and **Carl Bosse** presented Sherri with a plaque honoring her for hosting the gathering. A discussion about where and when to hold the 2015 event led to the creation of a task force headed by Diana and Ken to create some alternative locations. It was decided that September would be the month and the East Coast would be the general location. Nominations are in order.

Member Dues

Members have been sent renewal notices with payments due for membership, which begin on November 1, 2014 through October of 2015. Renewals depend on the month one joins and are renewed annually.

Rules to Live by for REALTORS®

The National Association of REALTORS®, under the guidance of AREA member **Chris McElroy**, who brought about and created the product concept, has published the "Little Blue Book" entitled "Rules to Live by for REALTORS®." It focuses on the instructions, principles; philosophies and rules members need to utilize in order to be successful in the real estate careers. The booklet was created from input from nearly 600 NAR members. Tips are presented in this fun, light-hearted professional guide with realistic advice from actual REALTORS® and can be used as excellent conversation starter.

AREA is very proud to have Chris as a member for his shadow is far reaching and blankets all of us with the very reason we are members of the NAR. "The Little Blue Book" can be purchased in the REALTOR® store on line at realtor.org; singles or bundled. You will be forever grateful that you did.



Chris and Teresa McElroy at the 2014 AREA Retreat in Napa.

It is strongly recommended by the National Association that all AOR's should give it to their new members at Member Orientation! Brokers should get it for all their agents!

World Class Iron Man Invited to Attend the World Championships

AREA member, **Gary Brasher** of Tucson-Tubac, Arizona representing Russ Lyon/Sotheby's International Realty, the Brasher Team, under the Corporate Challenge, will be representing the USA in the IM World Championships in Kona Hawaii next year. Gary, who qualified through the fruits of an amazing performance last month in Phoenix, said he is "deeply honored" to have been selected to represent his country. Gary, by the way, a former FBI Agent, was a defensive back for the Colorado Buffalo's football team in the late 1980's. He resides in Tubac, Arizona where he is the manager of the Russ Lyon Sotheby's International office there. He has been an active member of AREA since 2010.



Watch out! Gary is crossing the line!

AREA Meeting on December 10, 2014 in Florida to Discuss "The Canadian Initiative"

A meeting is being planned for Wednesday, December 10, 2014 in central Florida with AREA representatives to discuss a new program designed to assist Canadian investors from the Maritime Provinces to acquire second homes in the Sunshine State. The initiative is the brainchild of **Bernadette Cormier** (alias Desiree' S. Cargot) and her business partner, **Suzanne Cooper** both of Ridgewood, New Jersey with deep ties to Canada. All AREA Florida representatives have been invited to attend the meeting to be chaired by AREA Director Carl Bosse. More about this program will be discussed on the December 2, 2014 AREA business call.



Bernadette Cormier and partner **Suzanne Cooper** – Working to Make it happen through their "Canadian Initiative."

AREA Directory is up and running

The brand new AREA Directory has opened and members should make sure that they have tapped into it and are comfortable in using it. When properly accessed, this tool will allow any member to access vital information on any other members within seconds. Access the AREA Directory at www.areamericas.com/directory.php

AREA Significantly Expands Reach

Betsy Bradley of Vail was instrumental in providing AREA with a new affiliation, which gives the organization access to a significant number of off market hotels throughout North America, which AREA may draw from to serve the appetite of investors. Details of the arrangement are and remain confidential but AREA Director Carl Bosse, expressed his appreciation for her initiative in creating the opportunity. "Betsy called me and told me that this is the perfect "not what you know...but who you know" and the result is an agreement that promises to provide AREA members a significant advantage in the market place."

Carl will discuss some of the details of the arrangement during the December 2, 2014 business call.



Betsy Bradley (Vail, Colorado) receiving an "Outstanding Service" Award at the 2014 AREA Retreat.

Dennis Badagliacco's column will return after the first of the year. In the interim...

Happy Holidays!