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# JUNE, 2006 SPECIAL POINTS OF INTEREST

- PHOTO COVERAGE FROM THE 18TH ANNUAL LIBOR EDUCATION CONFERENCE AND TRADE SHOW..... PAGE 16
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The Voice for Real Estate™ OFFICIAL PUBLICATION OF THE LONG ISLAND BOARD OF REALTORS®, INC. www.mlsli.com™

## Realtors® Discover Their Potential at Education Conference

By Tricia Chirco  
Marketing & Communication Director

Over 750 Long Island Realtors® along with 150 sponsors and exhibitors, attended the 18th Annual Education Conference and Trade Expo held June 8th at the Crest Hollow Country Club, which promised to help them "Discover Their Potential." The conference was a sell out and exceeded any and all past year's attendance record. LIBOR President Gil Picard when reflecting on the day's events said, "This was a great day for any Realtor® who wanted to expand their horizons professionally and achieve their revenue goals for the future."

The Conference offered attendees a day long program filled with education sessions such as: "Investments Strategies for Realtors", "Did you Know Your Tech Tools Could Do That?", "Best 100 Ideas of Superstar Agents", "Turning Buyer Customers into Buyer Clients" and "Managing Your Real Estate Office for Growth & Profit" just to name a few. Realtors® were afforded the opportunity to attend a variety of educational sessions, by national trainers, based on their specific interest and needs. Don Scanlon, Education Committee Chairperson said "The education committee provided invaluable information and insight into choosing this year's sessions and speakers, which resulted

in a remarkable program that offered something for everyone." The doors opened at 8:15 a.m., giving early arrivals the opportunity to visit the Exhibit areas where over 65 vendors displayed their products and services. The MLS Chat Room was also available to visitors that had questions on Stratus, Support (Continued on page 18)

Lisa Hertlein, Century 21 Herrick (left) was the winner of the \$1,000 Grand Prize sponsored by Meenan Oil Co. Peggy O'Connor, Sales Manager of Meenan Oil (center) is pictured here making the presentation, together with Education Chairperson, Don Scanlon (right).



## Commission Escrow Act Update Battle Looms in Getting Bill Out of Judiciary Committee

By Randy L. Kaplan  
Director of Government Affairs

Our fight for a much needed Commission Escrow Act bill, which requires disputed real estate commissions be placed in an escrow account with the county clerk until a resolution is reached, is coming down to the wire.

NYSAR and LIBOR recently conducted an urgent call-for-action targeting Assemblywoman Helene Weinstein (D-Brooklyn), who serves as the Judiciary Committee Chairperson. Assemblywoman Weinstein, who still remains unconvinced

TORS® throughout New York State urging her to advance this bill out of her committee. Over 2,200 letters were downloaded in response to NYSAR's and LIBOR's Call-for-Action.

The only realistic chance of getting the Commission Escrow Act passed will be through the number of votes that we can garner when the bill appears on the Judiciary Committee agenda. If we have the 5 votes from the Republicans and at least 6 from the Majority Democrats — we should be able to move the bill. It appears that Ms. Weinstein will wait until the last possible moment to put the bill on the agenda giving us very little time to get it on the floor.

Assemblyman Michael Gianaris (D-Astoria), our prime sponsor for the Commission Escrow Act, has been instrumental every step of the way. From his introduction of this legislation to his recently instituting a parliamentary procedure to force this bill onto the Judiciary Committee agenda — there are very few legislators who are bold enough to take these drastic steps to insure that a bill gets a fair vote in Committee against the will of the Chairperson!

REALTORS® from around New York State will be meeting with their elected officials in Albany during Lobby Day this month. NYSAR leadership has been in contact with the Assembly Leader Sheldon Silver to insure that when the bill does indeed get out of the Judiciary Committee — we will have all the support that we need. The Brooklyn REALTORS® will be meeting with Assemblywoman Weinstein on June 9th.

Assemblyman Bob Barra (R-Lynbrook) who is also a REALTOR® has contacted

LIBOR numerous times to advise us that he has been trying to convince Ms. Weinstein of the dire need for this bill.

The only legislator who has not yet signed on as a cosponsor of this bill from the LIBOR region is New York State Assemblywoman Catherine Nolan (Ridgewood). We have spoken with Assemblywoman Nolan about the bill and are awaiting a date from her office so we can meet with her in person.

The Commission Escrow Act has garnered much support in 2006. A total of 72

majority members in the Assembly and 29 majority members in the Senate have signed on as sponsors of the Commission Escrow Act. This is the highest level of co-sponsorship in the history of this proposal.

We can't stop now — we need your help. In order to be successful with a Commission Escrow Act this year — we must convince Assemblywoman Helene Weinstein of the dire need for this bill. Please send her a letter immediately and advise every REALTOR® you know to do the same.



LIBOR Members recently participated in Lobby Day in Albany to meet with our New York State Senators and Assembly Members. Topping the list of issues was the dire need for the enactment of the Commission Escrow Act. Pictured from left to right are: LIBOR Legislative Committee Member Richard Jannaccio; LIBOR President-Elect Linda Bonarelli; State Senator John Flanagan (R-Smithtown) and LIBOR President Gil Picard.

that the need for this Commission Escrow Act (S.193-A/A.3395-A) has been proven, received hundreds of letters from REAL-

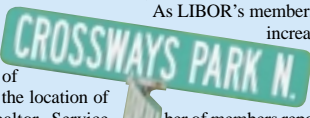
### NEW North Shore RSC Location Gets BOD Approval

By Tricia Chirco,  
Marketing & Communication Director

Seaford Oyster Bay Expressway, right by the Cablevision Building.

As LIBOR's membership continues to increase, currently we are at 26,887 which is almost double the number of members reported 5 years ago, we continue our commitment to offering Board services more conveniently (Continued on page 3)

On Wednesday, May 31, 2006, Directors of the Long Island Board of Realtors®, Inc. approved the location of the latest proposed Realtor Service Center at 100 Crossways Blvd in Woodbury. The service center is conveniently located off exit 14-E off the





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# Long Island Realtors® Raise Money to Benefit Ronald McDonald House

By Tricia Chirco  
Marketing & Communication Director

Back in December of 2005, Gilbert Picard, 2006 LIBOR President and Marian Fraker-Gutin, LIBOR's Immediate Past President, joined forces asking Long Island Realtors® to consider the Ronald McDonald House (RMH) as the recipient of one of their 2006 Fund Raising efforts. In the traditional Realtor® Spirit of goodwill, the plea was answered. During the Annual Education Conference and Trade Expo, Realtors collected over \$7,500 that will be donated to this worthy charity.

The Ronald McDonald House of Long Island is located on the campus of Schneider Children's Hospital in New Hyde Park. The mission of the House is to strive in all ways possible to relieve the stress of illness, by offering these families of seriously ill children a warm, caring environment. Their goal is to offer a "home away from home."



All proceeds collected from raffle ticket sales during the LIBOR Education Conference & Trade Expo will benefit the Ronald McDonald House in New Hyde Park. Over \$7,500 was collected for this worthwhile charity. Pictured here are: Marian Fraker-Gutin, LIBOR Immediate Past-President; Don Scanlon, Education Committee Chairperson; Gilbert Picard, LIBOR President; Silvana Gullo, Executive Director Ronald McDonald House; Joseph Mottola, CEO LIBOR/MLS; and Buddy Hoosain, Queens Vice President.

Since opening in 1986, the House has served more than 7,500 families from Long Island and the metropolitan area, as well as from all 50 states and 62 foreign countries. The majority of our residents come from Nassau and Suffolk counties and the boroughs of New York.

Several LIBOR leaders and Chapter members have visited and toured the Ronald McDonald House over recent months. Gil Picard says, "After recently visiting the Ronald McDonald House in New Hyde Park, I must say that I am totally impressed with the facility and the staff, both of which are out-

standing." Picard further notes, "The physical location by the hospital was a very positive feature of the house, and it was obvious that every detail of the facility was well thought out in terms of what it offers to the patients and their family members that stay there."

The Long Island Board of Realtors®, Inc. has had a long standing business relationship with the Ronald McDonald House. In 1987, LIBOR Past President Lee Rothleder, together with the members of the Long Island Board — raised money to sponsor one bedroom and one bathroom inside the original house. Gil Picard says he expects the business relationship between RMH and LIBOR to continue as more Realtors® become aware of all RMH is bringing to local communities and even all over the world.

Several LIBOR Chapters have embraced this cause and have scheduled events to benefit Ronald McDonald House. Read the Chapter News on Page 10 for a list of upcoming events.

## Long Island Home Prices Leveling Off

By Tricia Chirco  
Marketing & Communication Director

Long Island real estate is returning to normal with recent housing figures showing signs of more typical patterns of appreciation rates. The Multiple Listing Service

of Long Island, Inc. (MLS LI) recently released May 2006 housing figures, report a \$440,000 closed median home price for Long Island. (Nassau, Suffolk and Queens) This figure represents a 4.8% increase over a year ago when the closed median home price was \$420,000. Nationally, the median

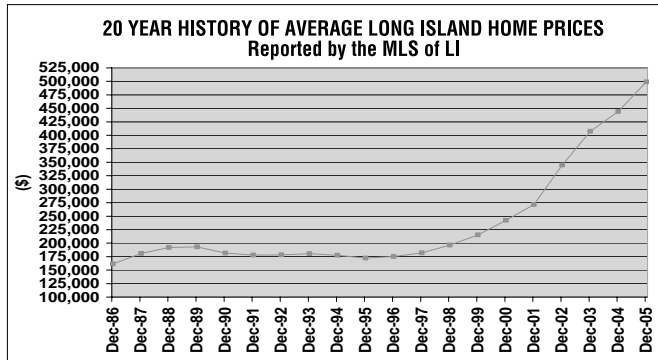
home price appreciation rate is forecasted to rise by 5.3 percent by year end.

In May, Nassau and Suffolk County's reported closed median figures were more in line with historic norms in terms of annual appreciation rates. Suffolk County reported a closed median price of \$395,000, which is 4.8% higher than last May's figure of \$377,000, and Nassau County reported a closed median home price of \$478,500, representing a 2.2% gain over last May's figure of \$468,000. Queens County however, continues to report annual double digit appreciation rates. In May 2006, Queens County reported a closed median home price of

\$490,000, up 14% over last May's figure of \$430,000.

The May 2006 available residential inventory on the MLS was reported at 27,174, down from April's figure of 28,929. While the inventory was slightly lower than in April, the current figure represents a significant increase over last May's figure of 17,906.

While the housing market shows some signs of cooling, experts are still predicting a strong finish at the end of 2006. Through the first 5 months of this year, the numbers indicate that Long Island market conditions are generally stable, with buyers and sellers adjusting to the new market reality.



## NEW North Shore RSC Location

(Continued from page 1)

the North Shore will be able to use the new location to conveniently pay their LIBOR dues, MLS Bills, purchase forms, pick up a lock box, and much more.

The Service Center will also offer Computer Education courses, as well as professional development classes. Sales and Broker Qualifying Courses will be offered in the Woodbury location, general education classes, computer classes like, "Get Stratified", and even CE classes will be scheduled to take place at the new location. For members on the North Shore, it is not only convenient it is comprehensive!

The facility is scheduled to operate 9 a.m. — 5 p.m., Monday through Friday. Watch for details in The REALTOR paper and on Status on the Grand Opening Celebration in Woodbury where you will be welcome to come and take a tour of this state of the art Information and Education Center designed specifically with you — the Realtor®, in mind.

When asked about the new Woodbury Realtor Service Center, Joseph Mottola, CEO of LIBOR/MLS said, "This location has been under consideration for a while now and under the urging of the North Shore Realtor® community, will finally come to fruition in a few short months." Mottola further notes, "As our membership continues to expand, we need to continue building upon our capacity to provide optimum service to all our members."

The new Woodbury Realtor Service Center will offer members all the programs and services currently offered in Riverhead, West Babylon and Queens. Realtors® on

## LIBOR Visits Members of Congress in Washington, D.C.

REALTORS® from all over the country recently convened on Capitol Hill in Washington, D.C. to lobby on behalf of the real estate industry. Among the many issues that our members discussed were: the need for group health care insurance; keeping the banks out of the real estate industry and preventing the Office of the Comptroller of the Currency (OCC) from expanding bank powers. Pictured at right from (left to right) in front of the Capitol Building are LIBOR President-Elect Linda Bonarelli, LIBOR President Gil Picard and LIBOR Legislative Vice Chairperson Audrey Livingstone. (Below) Congressman Steve Israel and Congresswoman Carolyn McCarthy discussed the issues at hand with LIBOR's leadership.



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## President's Message

By Gilbert Picard LIBOR President

### Dateline Washington, D.C.

I, and many other fellow Realtors, recently attended the Association of REALTORS® Midyear Governance and Trade Expo Meeting in Washington DC, May 15th - 20th. The following items, which are of importance to us Realtors®, were addressed at the Board of Directors meeting:

Approved an increase in its annual Public Awareness Campaign assessment of \$10 in 2007. The increase will allow the association to run the campaign on national television and radio year-round, with a spending cap of \$40 million, from seven months per year to twelve months. This is great for Realtors® all across the country; it is an opportunity to reach potential buyers and sellers in all states. Board members approved a budgeted membership figure of 1,175,000 for 2007.

On the political front, the Board heard reports on NAR's growing strength as a lobbying power. RPAC has raised almost \$4 million through April 2006, which is a staggering amount and we must continue to contribute.

The REALTORS® Political Involvement Committee reported that NAR has exceeded its goal of 10 percent participation in Calls for Action this year. Participation is high on calls to urge Senate passage of small business health plan legislation and to protest rulings by the U.S. Office of the Comptroller of the

Currency that expand powers of big national banks.

### Dateline Albany, N.Y.

On June 6th we visited with all our New York State Senators and Assemblypersons in Albany for Lobby Day. Here is a recap of what we lobbied for:

- Expanded Protections for Real Estate Commissions (S.193-B — A.3395-B)
- Enhanced Education Requirements (S.4898 — A.8053: Amendments



- Pending)
  - Simplified Real Estate Agency Disclosure (S.44 — A.4135: Amendments Pending)
  - Eminent Domain Reform (Several Bills Introduced in both Houses)
  - Banning Sex Offenders (S.8037-)
  - Making NYPIUA Permanent

### NYSAR opposes enactment of the following Legislation:

- Local Community Preservation Funds (S.3153, S.5586 & A.6450-B, Not Same-As)
- Local Mortgage Recording/Real Estate Transfer Taxes
- Broker Verification of Zoning Compliance (S.322/A.1492)

## Mets vs. Cardinals RPAC Fundraiser Thursday, August 24, 2006 Shea Stadium • 7:10 pm

Cost: \$100.00 per Ticket • Checks Made Payable to LIBOR  
 \$49.00 Goes Towards Your RPAC Contribution

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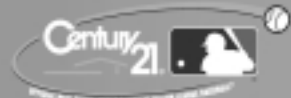
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# From Where I Sit

By Joseph E. Mottola, GRI  
Chief Executive Officer, LIBOR/MLS



"Generational Marketing" is a phrase or term we're beginning to see and hear more often. Realistically we know that some products might be primarily designed for a particular age group...kids for example or senior citizens. What we're seeing more of is the realization that different age groups may need to be communicated with differently for the most effective outreach.

At last October's General Membership meeting, John Ansbach of RECON Intelligence Services gave a presentation on these differences as did Terry Watson at last June's Education Conference when he focused on "Gen Xers". For those who were fortunate enough to see them, these differences were highlighted and excellent advice was given on how to capitalize on that knowledge.

For our purposes let's consider the following categories age wise and I should point out that you may find some minor variations in the age groups or titles.

Civics:	61 plus
Boomers	42-60
Generation X	30-41
Generation Y	12-29

If you're a Realtor®, you would certainly want to be aware of the differences because it would affect how you would deal with your buyers and sellers. In 2004, when we surveyed our market, the median age of the first time buyer was 38 (a Gen Xer). But the agent's age was 51,

(a Boomer). Different life influences, different values and thus responsive to different approaches. The awareness of the differences can be a major factor in your ability to be successful.

The staff too, has to be aware of these differences. We offer many programs, products and services designed to help you increase your productivity and ultimately profitability. One such program is a designation course "Senior Real Estate Specialist" (SRES) which focuses on dealing with the 60 plus age group whose values and concerns vary greatly from the average age buyers and sellers. We will be looking for other opportunities that make sense for the membership to be aware and thus be able to capitalize on that

knowledge. We offer a number of products and services such as website development which is becoming essential in today's real estate industry. Certainly Gen Xers are more comfortable with technology having grown up with it than Boomers. It is essential that we deliver our promotional and instructional messages with an understanding of just whom we're trying to reach. For instance, while our Boomer Realtors® and Gen X Realtors® both need websites, we will have to design different approaches to insure that we deliver the right message in the right way. And so will you when you're working with buyers and sellers across the age spectrum.

**"Different age groups may need to be communicated with differently."**

According to the encyclopedia, a generation gap is a popular term used to describe wide differences in cultural norms between members of a younger generation and their elders. This can be defined as occurring "when older and younger people do not understand each other because of their different experiences, opinions, habits and behavior."

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# Executive Planner

**MEETINGS & EVENTS:** For more details & information, please call the LIBOR Staff Liaison listed below. For special events & chapter information, contact Connie Aiello at 631-661-4800, ext. 361.

**LIBOR Members Only May Register & Prepay ON-LINE for Chapter/Division Meetings & Events! Go to: [www.mlsli.com/chapterreg/meetings.asp](http://www.mlsli.com/chapterreg/meetings.asp). VISA, MASTERCARD, AMEX & DISCOVER accepted. NOTE: On-line registration CLOSED at 4:30PM on the previous business day before this event.**

## JUNE 2006

**6/22 — Thursday**  
**LIBOR EXECUTIVE COMMITTEE**  
9:30am — Realtor Building, West Babylon — 2nd floor Conference Room. Staff liaison: Lisa Gonzalez @ LIBOR ext. 350.

**6/22 — Thursday**  
**JAMAICA CENTRAL QUEENS CHAPTER**  
9:00am — Educational & FREE Networking Breakfast. Fame Diner, Fresh Meadows. Guest speaker: Nick Gigante, LIBOR Instructor & Past President: "Buyer Brokerage & Counseling: Turning Buyer Customers into Buyer Clients." RSVP: Bridget Allim @ 718-324-5428 or Barbara McDonough @ 718-461-2131. Visit our website: [www.libor.com/jamaica-centralqueens](http://www.libor.com/jamaica-centralqueens).

**6/22 — Thursday**  
**EASTERN SUFFOLK CHAPTER**  
8:30am — Education Seminar & Networking Breakfast ~ Stonewall's at The Woods Golf Course, Riverhead ~ "The Realtor's Court" & "Simulated Arbitration Ethics" ...featuring Tony Smith, PSC Chairman and Cathy Nolan, Esq., Board Counsel. Cost: \$15.00 per person. RSVP: Annmarie Pallister @ 631-723-2721 ext. 105. Visit: [www.libor.com/easternsuffolk](http://www.libor.com/easternsuffolk).

**6/23 — Friday**  
**WESTERN QUEENS CHAPTER**  
9:00am — Education Seminar & Networking Breakfast. Pan American Hotel, Elmhurst. Guest speaker: John O'Kane, Realtor, WQC Past President: "How To Generate Listings & Build Wealth Using the 1031 Exchange." Cost is \$10.00 prepaid, \$15.00 at the door. RSVP: Kelly Lagoudis @ 718-274-7777. Visit: [www.libor.com/westernqueens](http://www.libor.com/westernqueens).

**6/23 — Friday**  
**WOMEN'S COUNCIL OF REALTORS**  
9:30am — "TELECONFERENCE" with Joeann Fossiland ~ "How To Maintain A Steady Income In A Changing Market" Cost: \$10 WCR Members, \$15 Non-members. RSVP: Michelle Spronck @ 631-287-0478. Visit: [www.libor.com/wcr](http://www.libor.com/wcr).

**6/27 — Tuesday**  
**LONG ISLAND COMMERCIAL NETWORK**  
8:30am — On Parade Diner, Woodbury. Networking Breakfast & Marketing Session. Bring your 'haves & wants', business cards, property data sheets & an associate to expand your network! Cost: \$15.00 LICN Members, \$20.00 non-members. For more information, contact Harvey Kolin @ 631-422-5511 ext. 122. Visit: [www.licommercialnetwork.org](http://www.licommercialnetwork.org).

**6/28 — Wednesday**  
**MLS BOARD OF DIRECTORS**  
9:30am — Realtor Service Center, West Babylon — Classroom B. Staff liaison: Lisa Gonzalez @ LIBOR ext. 350.

## JULY 2006

**7/4 — Tuesday**  
**INDEPENDENCE DAY OBSERVED — ALL BOARD OFFICES CLOSED**

**7/6 — Thursday**  
**LIBOR EXECUTIVE COMMITTEE**  
9:30am — Realtor Building, West Babylon — 2nd floor Conference Room. Staff liaison: Lisa Gonzalez @ LIBOR ext. 350.

**7/12 — Wednesday**  
**MLS EXECUTIVE COMMITTEE**  
9:30am — Realtor Building, West Babylon

— 2nd floor Conference Room. Staff liaison: Lisa Gonzalez @ LIBOR ext. 350.

**7/11 — Tuesday**  
**CENTRAL NASSAU CHAPTER**  
6:30pm — Annual Fire Island Excursion/Boat Ride aboard the "Moonchaser" to Flynn's Restaurant, Fire Island. Cost is \$55.00 includes buffet dinner & boat ticket. Boarding begins @ 6:30pm. Departure from Captree State Park/Boat Basin at 7:00pm sharp! RSVP: Pia Hutton @ 516-564-4480 by June 30th. Visit: [www.libor.com/centralnassau](http://www.libor.com/centralnassau).

**7/17 — Monday**  
**WOMEN'S COUNCIL OF REALTORS**  
9:00am — Annual Golf Outing ...details to follow. ~ For more information, contact Marilyn Urso @ 516-921-0220. Visit: [www.libor.com/wcr](http://www.libor.com/wcr).

**7/19 — Wednesday**  
**LIBOR BOARD OF DIRECTORS**  
9:30am — Realtor Service Center, West Babylon — Classroom B. Staff liaison: Lisa Gonzalez @ LIBOR ext. 350.

**7/20 — Thursday**  
**LIBOR/MLS ORIENTATION**  
8:30am — Realtor Service Center, West Babylon — Classroom B. Staff liaison: Debbie Franco @ LIBOR ext. 364.

## AUGUST

**8/3 — Thursday**  
**LIBOR EXECUTIVE COMMITTEE**  
9:30am — Realtor Building, West Babylon — 2nd Floor Conference Room ~ Staff Liaison: Lisa Gonzalez @ LIBOR: 631-661-4800 ext. 350.

**8/9 — Wednesday**  
**MLS EXECUTIVE COMMITTEE**  
9:30am — Realtor Building, West Babylon ~ 2nd Floor Conference Room ~ Staff Liaison: Lisa Gonzalez @ LIBOR: 631-661-4800 ext. 350.

**8/16 — Wednesday**  
**MLS BOARD OF DIRECTORS**  
9:30am — Realtor Service Center, West Babylon — Main Meeting Room. Staff Liaison: Lisa Gonzalez @ LIBOR: 631-661-4800 ext. 350.

**8/17 — Thursday**  
**LIBOR/MLS ORIENTATION**  
8:30am — Realtor Service Center, West Babylon — Classroom B. ~ Staff Liaison: Debbie Franco @ 631-661-4800 ext. 364.

**8/31 — Thursday**  
**LIBOR EXECUTIVE COMMITTEE**  
9:30am — Realtor Building, West Babylon ~ 2nd Floor Conference Room ~ Staff Liaison: Lisa Gonzalez @ LIBOR: 631-661-4800 ext. 350.

## SEPTEMBER

**9/4 — Monday**  
**LABOR DAY OBSERVED — ALL BOARD OFFICES CLOSED**

**9/6 — Wednesday**  
**MLS EXECUTIVE COMMITTEE**  
9:30am — Realtor Building, West Babylon ~ 2nd Floor Conference Room ~ Staff Liaison: Lisa Gonzalez @ LIBOR: 631-661-4800 ext. 350.

**9/13 — Wednesday**  
**LIBOR BOARD OF DIRECTORS**  
9:30am — Realtor Service Center, West Babylon — Main Meeting Room. Staff Liaison: Lisa Gonzalez @ LIBOR: 631-661-4800 ext. 350.

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## LIBOR NEWS

### Women's Council of REALTORS®

by *Elise Williams*  
 Acting WCR  
 President

Long Island Chapter  
 WCR-NewYorkState.com



**Mission of the Women's Council of REALTORS®:**  
*We are a community of real estate professionals  
 creating business opportunities, developing skills  
 for the future and achieving our individual  
 potential for success.*

## We Need You!

Summer is here and Real Estate is in the midst of a changing market. Selling a house in the past couple of years has been a "piece of cake" or a no "brainer", but times have changed. Selling a house now requires knowledge and skill. Women's Council of Realtors is committed to bringing to its membership programs to give them the expertise and ability to handle any change in the market and bring their deals to the closing table. WCR is continually bringing speakers to its members to sharpen negotiating skills and keep them on the cutting edge of technology.

Last month, WCR's Dinner meeting, at the Westbury Manor featured Amy Cherow from Mathew Ferrara's seminars. Amy covered many of the important technology updates.

Our teleconference meeting was a first for WCR. Whether at work, lounging in the back yard, with a cool drink, you could be part of this excellent meeting with Joann Fosland. The topic of "How to maintain a steady income in a changing market", is a topic that we all can benefit from.

The value that WCR offers to its members is unbeatable. Our nominating committee will be meeting in the next couple of weeks to work on our slate for next

year. At this time I would like to extend an invitation to anyone interested in taking a leadership role in this worthwhile organization to please contact me at 516-364-1901. To continue the success of WCR, new leadership candidates are desperately needed. Every new leader brings something special and unique to our Long Island chapter and the organization. Being one of the largest Real Estate boards in the country gives us an unbeatable pool of leadership candidates. Positions are available from line officers, to committee people. PLEASE CALL. WE Need YOU!

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 Marilyn Urso . . . . . (516)921-0220
- Acting President*  
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*Maria Babaev*

Maria Babaev,  
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## Chapter & Division Report

By Christina DeFalco

Public Relations & Communications Specialist



*Our goal for 2006 is to increase public awareness in regards to all the outstanding endeavors our LIBOR Chapters and Divisions are partaking in throughout the year. In order to make this possible, I need your help. I need your cooperation by sending me information on all Chapter and Division events that have taken place, as well as any upcoming event that you wish to publicize; this should be done in a time sensitive manner. Please call me at (631) 661-4800 Ext. 358 or email me at cdefalco@mlsli.com with any questions or comments.*

The **EASTERN SUFFOLK CHAPTER** is having an education seminar and networking breakfast on Thursday, June 22nd at 8:30am at Stonewall's Restaurant at The Woods Golf Course in Riverhead. Special guest: Tony Smith, PSC Chairman and Cathy Nolan, Esq. Board Counsel. Topic: "The Realtor's Court" & "Simulated Arbitration Ethics." The cost is \$15.00. Please RSVP to Annmarie Pallister at 631-723-2721 ext.105. Visit [www.libor.com/easternsuffolk/](http://www.libor.com/easternsuffolk/).

The **JAMAICA CENTRAL QUEENS CHAPTER** is having an education and networking breakfast on Thursday, June 22nd at 9:00am at the Fame Diner in Fresh Meadows. Guest speaker: Nick Gigante, LIBOR Instructor and Past President. Topic: "Buyer Brokerage & Counseling: Turning Buyer Customers into Buyer Clients." The cost is FREE!! Please RSVP to Bridget Allim at 718-297-0707. Visit [www.libor.com/jamaicacentralqueens/](http://www.libor.com/jamaicacentralqueens/).

The **WESTERN QUEENS CHAP-**

**TER** is having an education seminar and networking breakfast on Friday June 23rd at 9:00am at the Pan American Hotel in Elmhurst. Guest speaker: John O'Kane, Realtor/WQC Past President. Topic: "How to Generate Listings and Build Wealth Using the 1031 Exchange." The cost is \$10.00 prepaid, \$15.00 at the door. Please RSVP to Kelly Lagoudis at 718-274-7777 ext. 119. Visit [www.libor.com/westernqueens/](http://www.libor.com/westernqueens/).

The **WOMEN'S COUNCIL OF REALTORS** is having a "Teleconference" with guest speaker Joeann Fossland, on Friday, June 23rd, from 9:30am to 10:30am. Topic: "How to Maintain a Steady Income in a Changing Market." The cost is \$10.00 WCR members, \$15.00 non members. Please RSVP to Michelle Spronck-HSBC at 631-287-0478, there is a maximum of 50 people. REGISTER EARLY!! Information will be emailed to all registrants regarding teleconference etiquette, etc. Email

addresses MUST be given upon registration. Visit [www.libor.com/wcr/](http://www.libor.com/wcr/).

The **LONG ISLAND COMMERCIAL NETWORK** is having a networking breakfast and marketing session on Tuesday, June 27th at 8:30am at On Parade Diner in Woodbury. Bring your 'haves & wants', business cards, property data sheets & an associate to expand your network! The cost is \$15.00 LICN Members, \$20.00 non-members. For more information, contact Harvey Kolin at 631-422-5511 ext. 122. Visit: [www.LICOMMERCIALNETWORK.org](http://www.LICOMMERCIALNETWORK.org).

The **CENTRAL NASSAU CHAPTER** is having their annual "Fire Island Excursion/Boat Ride" on Tuesday, July 11th aboard the "Moonchaser" to Flynn's Restaurant, Fire Island. Boarding begins at 6:30pm. Departure from Captree State Park/Boat Basin at 7:00pm sharp! Please RSVP to Pia Hutton at 516-564-4480 by June 30th. Visit [www.libor.com/central-nassau/](http://www.libor.com/central-nassau/).

The **WOMEN'S COUNCIL OF REALTORS** is having their Annual Golf Outing on Monday, July 17th at 9:00am. Details to follow. For more information contact Marilyn Urso at 516-921-0220. Visit [www.libor.com/wcr/](http://www.libor.com/wcr/).

The **WESTERN QUEENS CHAPTER** will hold a BLOOD DRIVE from 9:00am-4:00pm on Monday, September 11, 2006 at the RSC, Jackson Heights ~ General Education Classroom. For more details contact Kenneth Dunn at 718-779-1111. Visit: [www.libor.com/westernqueens/](http://www.libor.com/westernqueens/).

## LIBOR Queens Vice President Receives RPAC "Sterling R"



At a recent LIBOR Board of Directors meeting RPAC Chairperson Pat Levitt presented LIBOR Queens Vice President Buddy Hoosein with his 2006 "Sterling R" RPAC plaque.

If you are not doing so already, GET INVOLVED, great Chapter and Division events are held every month. Check out page 25 for photos from these events to see what you've been missing. Be sure to visit [www.libor.com/chaptermeetings.cfm](http://www.libor.com/chaptermeetings.cfm) for complete details on all events.



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## OUTREACH

Amee Martin, young daughter of Rob and Judee Martin of Long Island Estate Realty in Mastic, was stricken with a rare illness called mitochondrial disease which attacks the cells and major organs of the body. Mitochondrial diseases result from failures of the mitochondria, specialized compartments present in every cell of the body except red blood cells. Mitochondria are responsible for creating more than 90% of the energy needed by the body to sustain life and support growth, when they fail, less and less energy is generated within the cell. Cell injury and even cell death follow. If this process is repeated throughout the body, whole systems begin to fail. The disease primarily affects children, such as Amee Martin.

Sadly, Amee passed away on May 13, 2006; she had not yet reached her first birthday. The "Hope for Amee Martin" fund has been established in memory of Amee. If you wish to make donations please send them to Suffolk County National bank at 502 Main St. Center Moriches, NY 11931.

Donations can also be made to the United Mitochondrial Disease Foundation at [www.umdf.org](http://www.umdf.org). The foundation's mission is to promote research and education for the diagnosis, treatment and cure of mitochondrial disorders and to provide support to affected individuals and families such as the Martins.

As reported in May's issue, Syemon Kourounis of ERA Gotham Realty in Fresh Meadows Queens has been training to run 10 miles for the Muscular Dystrophy Association's (MDA) program "A Day in May for MDA." On May 20th Syemon ran a route by himself which started from the ERA Gotham Realty office in Fresh Meadows NY, to the entrance of the Queens Borough Bridge, he finished in little over an hour! To date Syemon has raised \$1,645 for MDA, if you would like to make a contribution to the Muscular Dystrophy Association or would like more information on how to individually support the Association like Syemon has, please visit <http://www.mdaua.org/>.



### Suffolk South Shore Chapter Presents \$8,000 Check to Hospice Children's Bereavement Services



At the May Suffolk South Shore Chapter meeting a check was presented to Mary Gravina from Hospice Children's Bereavement Services in the amount of \$8,000, which was raised at the Chapter's recent "Casino Royale" charity event. Pictured (from l-r) are Mary Gravina, Suffolk South Shore Chapter Directors: Mathew Arnold, Joanne Celauro, Karla Dennehy, Fran Dellipaoli, Carol Jemison Suffolk South Shore Chapter Vice President, Debra Spagna Suffolk South Shore Chapter Past President and Georgia Westcott Suffolk South Shore Chapter President.

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### NYSAR Smart Growth Award Deadline Due By July 14, 2006

NYSAR is now accepting applications for the Award for Smart Growth Excellence, which was created to recognize the successful efforts of communities within our state to incorporate the principles of smart growth into their projects,

policies and programs.

Applications are due on July 14, 2006. For additional information and application forms, [www.nysar.com/smart/entry\\_form.pdf](http://www.nysar.com/smart/entry_form.pdf) or contact NYSAR's Communications Department at 518/463-0300.

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## LIBOR NEWS

### Catch the REALTOR Spirit...



Adele Ziminski of Weichert, Realtors® — Prospect Hill, a prodigious knitter, began knitting for charity shortly after 9/11 as part of a drive sponsored by her church. She has donated



Sue Soper, ANCC at St. Charles Hospital in Port Jefferson accepts from Adele Ziminski a donation of hand-knitted blankets and dresses for premature babies.

shawls to victims of domestic abuse, hats to chemotherapy patients, scarves to seamen, cage liners to animal shelters, and tiny blankets and dresses to parents of premature babies, whose pain is increased by having to buy clothing in the doll department of stores.

As part of LIBOR's "We're More than Realtors®..." campaign, Ms. Ziminski hopes to bring attention to the many ways in which realtors can actively contribute to their communities. "If I'm breathing, I've got a pair of needles in my hand," she says. "It's very relaxing to work on these small projects and very rewarding to know that these gifts can mean a great deal to people." Now a resident of Greenport, Ms. Ziminski also serves on the Altar Guild of Holy Trinity Episcopal Church.

### REALTOR Spirit Award Contest

Have you or your office made a difference in your community and demonstrated that you are MORE THAN REALTORS®? If so, enter the REALTOR Spirit Award Contest! Thirteen REALTORS®, one from each Chapter and Division, will be selected to receive a \$500 donation to the charity/organization of their choice.

Applications are available online on REALTORS Only at [msli.com](http://msli.com) under documents on demand # 151 or call Christina DeFalco at 631-661-4800 ext. 358 for additional information. All entries must be received by August 1, 2006.

## LIBOR Donates \$15,000 to Rebuilding Together Organization

LIBOR President, Gil Picard, (pictured here 4th from the right) stated that one of his goals this year was to create greater awareness for the outstanding acts of community service that Realtors® are involved with throughout Long Island. From that thought the Public Relations committee initiated the "We're More Than Realtors®..." Campaign, part of which involves forming relationships with local non-profit groups such as the Rebuilding Together Long Island organization, a group that reaches out to poor, elderly, and disabled Long Island homeowners. Rebuilding Together Long Island is committed to revitalizing houses and communities, assuring that low-income homeowner live in warmth and safety while maintaining their independence.

During the 18th Annual LIBOR Education Conference held on June 8th at the Crest Hollow Country Club, Sol Goldstein, Executive Director (4th person from the left) of the Rebuilding Together Long Island group, was presented with a check for \$15,000 on behalf of LIBOR and the Public Relations Committee. This donation will help fund several revitalization projects on Long Island. Opportunities to get involved will be posted on Stratus when

firm dates and locations have been scheduled. Any Realtor® interested in working on a revitalization project should contact Christina at 631-661-4800 Ext. 358.



Pictured here l-r are: Karen Laurence, Joe Kresek, Frank Urso, Sol Goldstein, Gil Picard, Christina Cidoni, Linda Bonarelli, and Harold Feldman.

In the background of this photo, you can see one of the banners displayed at all LIBOR Chapter and Division events this year in support of this campaign. Additionally, some LIBOR members have requested their own copy of the "We're More Than Realtors®..." banner to display in their office as well. The Public Relations Committee is pleased to see how well this campaign is being receiving from fellow Realtors®. The support has been tremendous.

### June is National Homeownership Month

President George W. Bush has proclaimed June "National Homeownership Month" to raise awareness of homeownership and encourage more Americans to consider the benefits of owning their own home.

It takes the collective efforts of REALTORS® to cause a sweeping change in our communities. The Long Island Board of REALTORS®, Inc. encourages you to pitch in, build relationships, influence city hall and make our Associations stronger

and our communities better places to live.

Here are a few ways you can help celebrate National Homeownership Month - Send an E-mail! Ask other REALTORS® to contribute to a food pantry, or host a clothing drive. — Pick up the phone! Call your local officials or city hall and ask to serve on community task force. - Improve the landscape! Sponsor a Clean-Up/Fix-Up Day. — Keep it going! Help out other community projects by volunteering your time.



# ATTENTION AGENTS

- NOT EARNING THE INCOME YOU THOUGHT?
- DON'T HAVE ENOUGH LISTINGS?
- DON'T HAVE A CONTINUOUS SUPPLY OF QUALIFIED BUYERS?
- NOT RECEIVING THE TRAINING YOU THOUGHT YOU WOULD?

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- Coaching systems designed for **YOU** to guide **YOU** to reach your potential and earn what **YOU** want and deserve.
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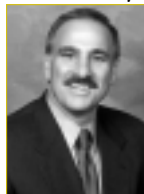
*Much, much more...*

If you are Not getting **YOUR** fair share or Not earning what you think **YOU** deserve, maybe it is time for a change.

For a confidential conversation, call us today, **YOU** will be glad you did!

*Come talk to US!*

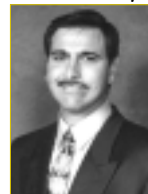
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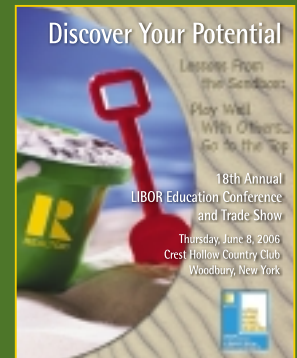


# 18th Annual LIBOR Education Conference and Trade Show

Thursday, June 8, 2006  
Crest Hollow Country Club • Woodbury, New York

**The Long Island Board of Realtors® gratefully acknowledges the generosity & support of the following Exhibitors & Sponsors**

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| Abrams Garfinkel Margolis Bergson, LLP              | Long Island Realtors® Federal Credit Union  |
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**Robert P. D’Angelo**  
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*“Our company is known for its remarkable presence, a superior level of professionalism and exemplary training. I am proud to be part of this organization.”*

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# LIBOR NEWS

## In the Event of a Hurricane — Be Prepared

The National Oceanic and Atmospheric Administration (NOAA) and the Federal Emergency Management Agency is predicting that a very active hurricane season is looming, and is encouraging individuals to make preparations to better protect themselves and their family throughout the season, which runs June 1 through November 30.

We all know that hurricanes can be dangerous, generating high winds, torrential rain and tornadoes and causing death, injury and costly property damage. As we watch the first named storms, New Yorkers everywhere, including Long Island should take the time now to be prepared. Know what to do in the event of an emergency at home or in your community. Don't wait until the hurricane or coastal storm warnings are posted.

The Long Island Board of REALTORS® Inc. (LIBOR) recommends you take precaution and do the following: First, you should prepare a Family Evacuation Plan.

Identify ahead of time where you could go if you are told to evacuate. Contact your local emergency management office or local chapter of the American Red Cross for information about the safest evacuation routes and locations of nearby shelters. Choose several places—a friend's home in another town, a motel, or a shelter. Keep handy the telephone numbers of these places as well as a road map of your locality. You may need to take alternative or unfamiliar routes if major roads are closed or clogged. If advised to evacuate, do so immediately. Also, have a plan in place for all family members to check in with a relative or friend who lives out of the state and can serve as messenger. Determine in advance what you will do with any pets.

Long Islanders are being told to assemble a Hurricane Disaster Supply Kit that consists of the following items:

- First aid kit and essential medications.

- Canned food and can opener.
  - At least three gallons of water per person.
  - Protective clothing, rainwear, and bedding or sleeping bags.
  - Battery-powered radio, TV, flashlight, and extra batteries.
  - Special items for infants, elderly, or disabled family members.
  - Written instructions on how to turn off electricity, gas and water if authorities advise you to do so. (Remember, you'll need a professional to turn them back on.)
  - Keep a non-electronic phone in your home — the phone lines often times remain operational even during power outages
- If a hurricane watch is issued listen to local

radio or TV stations for up-to-date storm information, prepare to bring inside any lawn furniture, outdoor decorations or ornaments, trash cans, hanging plants, and anything else that can be picked up by the wind, prepare to cover all windows of your home (if shutters have not been installed, use precut plywood, note: tape does not prevent windows from breaking, so taping windows is not recommended), inventory personal property; safely secure all records and valuable documents in a watertight place, fill your car's gas tank and be prepared to evacuate when officials recommend it.

For the safety of others, Realtors® are encouraged to communicate and share this information with the public.

## Realtors® Discover Their Potential at Education Conference

(Continued from page 1)

Services, and any of the MLS Products. At 9 a.m. the education program was kicked off by National Speaker, Terry Watson, who gave a presentation entitled, "Why Be Normal." Terry told the captive audience "if there is anything you don't want to be...it is normal." Watson moved the standing room only crowd with his infectious can-do attitude and sense of humor throughout his presentation.

Meenan Oil Co. was the sponsor of the \$1,000 Grand Prize this year. During the luncheon, Meenan Oil's Sales Manager, Peggy O'Connor, drew the winning name for the \$1,000 prize. Lisa Hertlein of Century 21 Herrick in Babylon was this year's winner.

The Program provided everyone with valuable information, but what many Realtors® liked was that through their raffle ticket purchases, they were able to contribute back to "their" community here on Long Island. All proceeds from the raffle ticket sales for the Chinese Auction were donated to the Ronald McDonald House (RMH) of Long Island. Over \$7,500 was collected at this event to benefit RMH.

Silvana Gullo, Executive Director of Ronald McDonald House, gave a heartfelt thanks to all the Long Island Board of Realtors for their fund raising activity today and in past years as well. She thanked Gil Picard and Marian Fraker-Gutin for bringing interest back to this charity throughout the Board.

Attendee's relaxed at the conclusion of the event with Dr. Nedd who provided an upbeat and humorous approach on how to reduce the stress response to your body in as little as 11 seconds. Realtors relaxed while eating ice cream, listening to Dr. Nedd and enjoyed several raffles sponsored by Stratus Data Systems, the closing session sponsor.

When asked at the end of the day if the conference was successful, Education Committee Chairperson Don Scanlon said, "I am totally satisfied with the day's presentations and efforts put forth by all that were involved in making this program a success. I received positive feedback from many attendees with regard to our speakers, many of which said they were right on the mark with addressing the needs of our members."

### New York REALTORS® Partner with SEMO (State Emergency Management Office) VOLUNTEERS NEEDED

The New York State Association of Realtors®, Inc. (NYSAR) has partnered with the New York State Emergency Management Office (SEMO) to provide Realtor® assistance to relief and recovery efforts following any natural or manmade disaster.

Effective immediately, Realtors® will

play a role in SEMO's relief efforts following a disaster. If you would like to volunteer for this program, visit documents on demand at 631-661-9126 and download Volunteer Response Contact Form #200 and fax it to 631-661-5202 — Attention: Christina DeFalco, or for further information contact Christina at 631-661-4800 Ext. 358.

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**RPAC 2006**



**Grand Slam Sweepstakes**

**Grand Prize • 1 Pair of 2007 Season Tickets for  
Either the NY Mets or the NY Yankees.**

**2nd Prize • Dinner for Four at Mickey Mantle's Restaurant in NYC,  
Limousine Transportation Included.**

**3rd Prize • a 10 Pack of Tickets for a Long Island Ducks Baseball Game, Hot Dogs  
and Sodas Included.**

**For every \$20.00 you contribute to RPAC from March 1, 2006 through  
September 30, 2006 you will automatically be entered with one entry into this sweepstakes.**

RULES: All RPAC Contributions from March 1, 2006 – September 30, 2006 are eligible. All Contributors are automatically entered. The Drawing will be held at LIBOR's General Election Membership Meeting, on October 24, 2006. You do not need to be present to win. Winner will be notified by phone. Entries must be received by September 30, 2006. Make Checks Payable to RPAC. Personal and Corporate contributions are accepted. Contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal. 70% of each contribution is used by New York State to support state and local political candidates. The balance is sent to National RPAC to support Federal Candidates and is charged against your limits under 2 U.S.C. 441a. Entries may also be submitted without making a contribution to RPAC if submitted to LIBOR on an official form accompanied by a 3x5 index card with the words "RPAC IS MY BEST INVESTMENT IN REAL ESTATE" written on the card, the RPAC logo clipped from an RPAC advertisement or other promotional material taped or glued to the card. Such entries must be received by August 31, 2006 and must be mailed to: LIBOR "RPAC 2006 Grand Slam Sweepstakes", 300 Sunrise Highway, W. Babylon, NY 11704.

# Keep 100% of Your Commission

The Largest Independent Real Estate office in Florida is now in New York. Over 3,100 Sales Agents in 3 states have come to realize they do not have to share their commission with their Broker.

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 Come See Our Office! Meet Our Staff!  
 Professional and Friendly Work Environment.  
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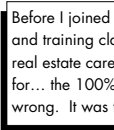
**"NO ADDITIONAL COSTS" NONE!!**

**We welcome experienced, high performance agents and new agents.**

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- **YOU WILL GET MORE LISTINGS**
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- Broker and staff do not compete
- Work your own hours, in any town
- Training sessions



I owned a 30 agent ERA office; I'm glad I wasn't competing against this system! As an owner, I was always competing with other brokers to offer agents the best commission split that I could. Fortunately, that was before this system was available to Tampa Bay agents. They're able to offer their agents a commission deal that no traditional brokerage can match. No way! And when you add the prestige of the company name ... it's a combination you can't beat. It's so good that I left my Broker to join them. It's the best deal for agents ... period! Lee Woods



Before I joined Charles Rutenberg Realty, in June of 2002, I was frustrated with mandatory office meetings and training classes with a local real estate franchise. I simply wanted to do what I set out to do with my real estate career -to sell real estate! Charles Rutenberg Realty has given me the freedom I was searching for... the 100% commission was just the icing on the cake! And with a great office like this, you can't go wrong. It was the best move of my real estate career! Shelby Stanley



### COMPARE YOUR CURRENT COMMISSIONS TO A CHARLES RUTENBERG REALTY AGENT'S COMMISSIONS

Gross Commission of Your Sales	Your Current Share of Commissions		Charles Rutenberg 100%
	50%	60%	
\$20,000	\$10,000	\$12,000	\$20,000
\$8,000	\$4,000	\$4,800	\$8,000
\$15,000	\$7,500	\$9,000	\$15,000
\$10,000	\$5,000	\$6,000	\$10,000
\$4,000	\$2,000	\$2,400	\$4,000
\$57,000	\$28,500	\$34,200	\$57,000 - *Admin. Fee

**Charles Rutenberg \$55,350.00 Agent's commissions**

\*Admin. Fee: \$330 per Transaction. \$330 x 5 = \$1,650. Net commissions \$57,000 - 1,650 = \$55,350.00

24-hour hotline at 866-200-6204 or go to [www.100percentrealestatecommission.com](http://www.100percentrealestatecommission.com) or call our office 516-575-7500

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# MLS Info Line

By Christopher Armstrong  
MLS President



As expressed in the Info Line previously, tweaking the MLS system is a continuous process, especially as our service continues to grow in many aspects. The number of offices as of May 25, 2006 was 2,767, which represent an increase of 306 offices since May of 2005. The monthly number of new listings entered on the MLS system has also increased. New Listing inventory for April 2006 was 11,259 as compared to 8,878 new listings posted in April 2005. This represents a 27% increase of new inventory listed on the MLS on a given month over the past year. Well it's obviously that more sellers need the services of Brokers so I am happy that the MLS ad campaign promotes "Insist on Multiple Listing."

While housing data indicates the real estate market is experiencing a transition from a robust to a normal market, the MLS is experiencing growth in areas such as the number of new participants, as well as inventory, which creates the need to continuously revisit our system to always consider the possibility for improvements. MLS is presently investigating the possibility of having a research study performed on what the public perceives as a value in brokerage services as compared to what the brokerage community perceives as a valued service delivered to the public. The results may prove to be very interesting and valuable to those in the real estate community that want to be in sync with the perceptions that the public has with regards to real estate services.

The MLS system is presently in the process of introducing a new monthly report for brokers, which will show the leads they receive from MLSLI.COM. The report will provide them with the number of consumer e-mails their office is receiving for requested information from Find a Home or Find a Realtor. Furthermore, we have another report in the development stage that will advise the broker as to how many times visitors are

linking to their website from MLSLI.COM. This is a culmination of very important information that we want to share with you — that is why it is critical.

Recently, I attended the Midyear Legislative Meeting & Trade Expo in Washington, D.C. While there I attended meetings focused on issues pertaining to MLS Associations. During my stay, I also got to visit Capitol Hill to discuss issues with our local Congressmen that have an effect on our real estate industry.

While in Washington, it was great to witness first hand, the power, the support, the commitment, and volunteerism that were expressed by all those who attended. Our local board members always seem to go the extra mile when it comes to what is really important to our industry.

Well we're approaching the half-year mark of my term, and I must say I have found it to be a rewarding experience. The administrative staff is always on hand at a moment's notice to assist in a very proficient manner, making the experience that much more enjoyable.

There is no doubt that I am fortunate to have the privilege of chairing one of the most outstanding executive committee's that is comprised of, Frank Dell'Accio, VP Suffolk; Don Scanlon, VP Nassau; Mohsen Zandieh, VP Queens; Frank Urso, Treasurer; Barbara Ford, Secretary; Dan Ryan, Immediate Past President; Jane Salamon, Past President; Howard Goldson, Legal Counsel, and of course our CEO, Joseph Mottola.

Thank you for your guidance, input, and support.

Gotta run now - the phone's ringing.

*"The real estate market is experiencing a transition from robust to normal."*

# Do We Have Your Current Email Address?

Have you checked your e-mail lately? LIBOR/MLS needs your current e-mail address!

Why is it important that LIBOR/MLS has your current e-mail address? All listings on MLSLI.com have a designated place for the listing agent's e-mail so that consumers and other Realtors can contact you about your listings.

Consider the facts — During the month of April, MLSLI.com generated 2700 concrete leads to give back to the listing agents. However, several hundred of these leads were returned back to LIBOR/MLS because the listing agent did not have a current or valid e-mail address on record. This means that consumers who emailed a listing agent for more information on a property did not get a response back. If we have no e-mail or an incorrect e-mail on file for you, you may be missing out on potential leads!

One more thing to consider — MLSLI.com gets over 20,000 visitor sessions a day! Who are these visitors? They are potential customers that are searching for a home. Don't miss out on potential

leads because we don't have your current e-mail address.

Check "Customize My Stratus" TODAY to be sure we have your current e-mail address:

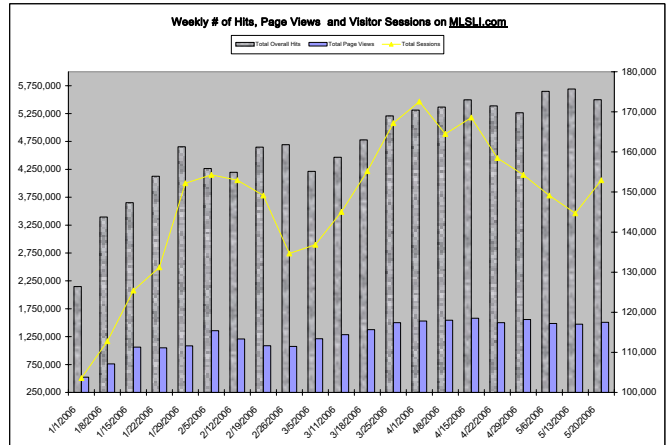
1. From the Info Center, click on the "Customize My Stratus" link on the LEFT side of the page

2. SCROLL to the lower part of Customize My Stratus until you see your CURRENT E-MAIL address. If it is missing or incorrect, type your e-mail address. Remember that e-mail addresses NEVER have a "www" in them. LIBOR/MLS staff will copy your e-mail address exactly as you give it, so BE CAREFUL!

3. After typing it in, SCROLL all the way to the bottom of the page and click save. It can take up to TWO business days for the new e-mail address to show on your listings.

MLS Products and Services — helping you grow your business today and for the future. Visit us on the web at [www.mlstechs.com](http://www.mlstechs.com) or call Dana Nowick, MLS Product Marketing Specialist at 631-661-4800 ext. 367.

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- \$1,000 — 1 fine
- \$500 — 3 fines
- \$400 — 1 fine
- \$250 — 5 fines

## MLS Q&A

**Q.** I am listing a property that I own. Do I have to put that on the listing?

**A.** Yes. You must enter that in the Remarks of the listing as stated in Rule 501.3: "If a Participant deals as a principal in listing a property through the Service, the Participant's interest shall be made known by the Participant by a notation in the Remarks section of the data base." (12/21/05)

## Web Directory

Below you will find easy to follow links to MLS Products and Services designed to help grow your business.

**MLS Tech Support Services**  
[www.mlstechs.com/tech\\_support\\_services.html](http://www.mlstechs.com/tech_support_services.html)

**Showing Assist**  
[www.mlstechs.com/sa.html](http://www.mlstechs.com/sa.html)

**MLS Website Design Services**  
[www.mlstechs.com/websites.html](http://www.mlstechs.com/websites.html)

**Financial Calculators**  
[www.mlstechs.com/calcs.html](http://www.mlstechs.com/calcs.html)

**Broker Reciprocity (IDX)**  
[www.mlstechs.com/brs.html](http://www.mlstechs.com/brs.html)

**Stratus Fax Attachment**  
[www.mlstechs.com/faxatt.html](http://www.mlstechs.com/faxatt.html)

**Stratus Unplugged**  
[www.mlstechs.com/unplugged.html](http://www.mlstechs.com/unplugged.html)

**Inman Website Content**  
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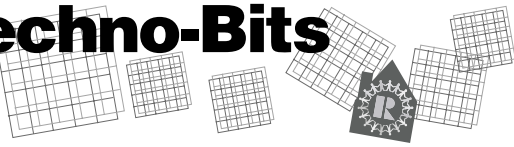
LET MLS HELP BUILD A CUSTOM WEB SITE WITH YOUR VISION IN MIND

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- Assistance With Designing Your Logos and Graphics
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# Techno-Bits



## Top Tech Tools For REALTORS®

Who needs an office when you have the right technology? According to the 2005 NAR Member Profile, 44% of REALTORS® communicate with their clients via email more than 50% of the time; 76% use MLS software on a daily basis; and 90% of REALTOR® firms have a website. To help with the often confusing range of available technology tools, this Web Wizard Report looks at some of the newest options on many of the technologies you may already be using — ones that make your business life smoother, easier, more organized and efficient.

### CELLULAR PHONES

Over 800 million cell phones were sold last year. Clearly the most popular consumer technology, cell phones are a necessity to REALTORS® from both a business and a safety perspective. The ever-increasing options however, can make selecting the right phone daunting. Very good phones can be had for less than \$200. Built-in cameras, keyboards, Internet access, PDA features, Bluetooth and Wi-Fi connectivity, crisp screens, video capture, speakerphones and multi-media are among the many available options. While all of these features are indeed tempting, need, cost and cell phone plans should be considered carefully.

### PDAs & HANDHELDS

Early PDAs were little more than electronic organizers, but they have evolved into an extension of a desktop or laptop computer, with built-in cell phone, Internet/email capability, handwriting recognition, camera (though photo quality is generally sub-par), high-resolution screens and GPS. Of course, you can sync PDA data with your computer. Price range is \$100-500.

### DIGITAL CAMERAS

Like all other technologies digital cameras have become better and cheaper.

Two important factors to consider when purchasing a digital camera are megapixels and memory. If you are simply sending email photos the number of megapixels is not too important — less than 3 megapixels will suffice. If you intend to print photos, consider a camera of 4 megapixels or higher. As for memory, most cameras come with a minimal amount built in, so it is advisable to purchase an additional memory card. Cameras range in price from less than \$100 to over \$1000. Memory cards start at about \$25 to over \$100, depending upon amount of memory.

### LAPTOPS & TABLET PCs

Laptops: Fortunately for consumers, today's laptops are light, have long-lasting batteries and come with large hard drives and color screens. Most include built-in Wi-Fi for connecting to the Internet, MLS and email outside the office. Prices range from a low of \$500 to over \$3000, although the higher-end models have multi-media features that most REALTORS® may not require. Also worth consideration are Apple's Mac laptops, long loved by technophiles for their reliability, stability and above-average customer support. However, MLS software is not always compatible with Macs.

Tablets: While their popularity does not yet approach that of laptops, tablet PCs can be a good option for on-the-go REALTORS®. The appeal of a tablet PC is its touch screen and light weight (most are in the range of 3 to 6 pounds). Battery life is about 4 hours and cost is around \$1500 to \$2100.

### PORTABLE PRINTERS

A handy option for REALTORS® "car offices", portable printers can be used for presentations, comps, contracts, etc. The copies produced are quite good, although the printing itself is slow and the ink cartridges are somewhat pricey. Costs for the printers are \$100 to \$350.

## Membership Has Its Privilege — Visit Your REALTOR ONLY Website

Visit the Realtor Only website at [www.mlsli.com](http://www.mlsli.com) or just click on the REALTOR ONLY tab on Stratus Info Center to access a resource that will enable you to reach your highest potential. The Realtor Only website provides members with online access to the latest industry and local news, event coverage, legal and legislative updates, member benefits, and more. The REALTOR ONLY website is designed to help today's Realtor achieve an optimal level of business success.



## SITES TO SEE



More people are taking the environment into account when buying a home, choosing office space, or planning new construction. The rising cost of energy is one major reason, but many consumers also see a need to make choices that cut down on pollution and make the smartest use of the earth's limited natural resources. As a real estate practitioner, the more you know about being "green," the better you can serve clients who hold the environment at the top of their priority list. Here are several Web sites that will give you a better understanding of what being "green" is all about:

**[www.GreenerBuildings.com](http://www.GreenerBuildings.com)** The nonprofit group GreenBiz.com and the U.S. Green Building Council are behind this information-packed site, which provides free resources for environmentally responsible building development. You can learn about eco-friendly Building Materials — an important topic considering that buildings account for 60% of the raw materials used in the United States — and find out how to create healthier building Interiors. This well-designed site provides related news for each topic, as well as thorough background information and links to organizations. Other topics include Architecture & Design, Facility Management, and Land Use.

**[www.EnergyGuide.com](http://www.EnergyGuide.com)** It isn't cheap to heat a home in the winter, cool it off in

summer, or run the plethora of appliances found in today's homes.

On this site, you'll find free tools to pinpoint areas where you can cut costs — making it a handy resource to recommend to clients. You can Analyze Your Use and get energy-saving ideas by entering your ZIP code and completing a home-profile survey. Or tap into one of the site's EnergySaver Calculators to determine how much money you would save by replacing an old appliance, such as a water heater, washer and dryer, or refrigerator, with a new energy-efficient model. There's also a page to help you Choose Green, which generates a list of the companies in your area that sell electricity products using wind, solar, small hydroelectric, biomass, and geothermal resources.

**[www.NationalAssociationofHomeBuilders:Environment](http://www.NationalAssociationofHomeBuilders:Environment)** This national trade group, which represents the home-building industry, devotes a section of its main Web site to environmental issues. Learn NAHB's stance on the debate about whether to build on Wetlands, and find out how Smart Growth and the Environment are shaping builders' plans. Each environmental topic includes a short summary and links to related Web sites, press releases, and news items.

## NAR Technology Survey Reveals Heavy Tech Investment By Realtors®

The number of Realtors® with Web sites has increased 129 percent over the past five years, and many of the sites display property listings, according to a new survey by the National Association of Realtors®.

The 2006 Realtor® Technology Survey, conducted by NAR's Center for REALTOR® Technology, reveals that the Internet ranks third in generating leads, behind referrals and repeat clients, and ahead of community involvement. The survey also shows that there is a clear connection between technology spending and Internet-generated leads, and that getting leads from the Internet continues to grow.

Realtors® have invested heavily in Internet technology and security, through Multiple Listing Systems and individually, in the past several years. For example, the survey showed that thus far in 2006, 56 percent of agents spent more than \$1,000 apiece on technology and that 30 percent spent \$2,000 or more. In addition, 16 percent of agents and 28 percent of brokers are now spending more than \$1,000 annually on their Web sites. Realtors® with personal business Web sites — not including an area on a broker's site — was 71 percent in 2006, compared to 31 percent in 2002, showing a jump of 129 percent.

"Consumers are able to use information portals to look for homes to buy because Realtors® have invested huge amounts of resources in technology to make accurate information available on secure sites, thus bringing added value to the transaction. All this information is available to consumers, free of charge, 24 hours a day," said Thomas M. Stevens, 2006 NAR president and senior vice president of NRT Inc., from Vienna, Va.

The survey also showed that the amount of investment in Web sites has a direct relationship to the number of leads coming from the Internet. Thus, 40 percent of those

who spent more than \$5,000 on their Web site showed that more than 60 percent of their leads come from the Internet.

Realtors® are also reacting more quickly to online inquiries. In a surprising change from past surveys and findings, over half the survey respondents indicated that it takes them less than two hours to respond to an Internet inquiry, and only 2 percent indicated that it took them more than a day to respond. That compares with a 2004 survey showing that only 27 percent of practitioners responded within eight hours to an online inquiry and 46 percent of inquiries received no responses.

"While the survey indicates that the vast majority of Realtors® take steps to protect themselves and the listing information provided by their clients and customers, more work remains to be done," said Mark Lesswing, NAR vice president and director of CRT. "Less than a third of respondents have received information security education from their MLS or brokerage. Only one-third are aware of written security policies that they must follow and less than half have a written privacy policy. Programs like CRT's REALTOR® Secure can definitely play a role here."

The survey shows that use of automated transaction management systems, used to electronically monitor each step of the real estate process, continues to rise, moving from 13 percent in 2005 to 26 percent in 2006, with 70 percent of users saying they are satisfied with their applications.

The survey was based on data from field research conducted in April of this year. CRT e-mailed the survey to 20,000 NAR members, including agents and brokers and generated 719 usable responses. The 2006 study is available at <http://www.realtor.org/crtweb.nsf/pages/CRTsurvey?OpenDocument>.

# This & That

The Clearview Title Agency, a wholly owned subsidiary of RE/MAX of New York, Inc., based in Garden City, has recently announced the hiring of **Ted Greason** as Director of Sales and Marketing. Ted has extensive knowledge and experience in the title insurance industry and for the last year has been an agency representative for Washington Title Insurance Company in Floral Park, New York. Prior to his new posi-

tion he worked for First American Title for nine years. After leaving First American in 1992, Ted was a private business owner for

## Daniel Gale Sotheby's Team Joins Top Realtors From Around the World



*Fifty of Daniel Gale Sotheby's International Realty's top sales professionals, managers and executives joined with an international crowd of Sotheby's associates at Sotheby's Inaugural Global Networking Conference at the Waldorf Astoria Hotel in New York City. Pictured here from Daniel Gale Sotheby's International Realty (l-r): Patricia Petersen, President and CEO; James P. Retz, Sr. Vice President, Marketing and Technology; Michael Piccolo, sales associate, Locust Valley and Northport offices; Diane Anderson, sales associate, Cold Spring Harbor office.*

fourteen years. As a private business owner, Ted developed successful sales and marketing strategies. He will be using these same skills to assist Clearview expand its reach across New York State.

Mary Lynn Gerace, manager of Prudential Douglas Elliman Real Estate in Commack,

welcomes **Joy Frohlich, Michael O'Brien and Suzanne Scully** to the team.

Long Island Brokers **Pam Llobell-Korinek and Matthew Arnold** have announced that the nearly 35-year-old Dutch Door Realty now flies the WEICHERT, REALTORS® — Dutch Door banner as the newest Long Island company to franchise with Weichert Real Estate Affiliates, Inc. Located at 59 Main Street in West Sayville and at 15 East Main Street in Bay Shore, the company is home to 65 agents. Llobell-Korinek, who was an agent with Dutch Door for 11 years, took the reins as Broker eight years ago, and with Arnold, purchased the company from previous owner/builder Steve Taca. Born and raised in Sayville, Llobell-Korinek chose real estate as her life's career early on.

Arnold serves on the LIBOR Board of Directors, as well as on the Board of Hospice Care Network, Long Island.

**Juana F. Gauthier** is a new Realtor with WEICHERT, REALTORS® — Quality Homes. With a background in the construction industry, she will specialize in residential sales, commercial sales and property management. Juana serves clients in Long

## Weichert, REALTORS® — Dutch Door Is Newest Long Island Company For Expanding Franchise Organization



*Long Island Brokers Pam Llobell-Korinek and Matthew Arnold have announced that the nearly 35-year-old Dutch Door Realty now flies the WEICHERT, REALTORS® — Dutch Door banner*

Island and Manhattan. Assistant Manager **Claudia Barnes** represented WEICHERT, REALTORS® — Quality Homes at an April job fair hosted by the Economic Opportunity Commission of Nassau County, Inc. (E.O.C.) in Hempstead. According to Barnes, "Thirty-two attendees expressed interest in a real estate career and are cur-

## Anthony Atkinson Honored With NAACP Fair Housing Award



*Anthony D. Atkinson, broker/owner of WEICHERT, REALTORS® — Quality Homes was honored by the NAACP — Freeport Roosevelt Branch with The Fair Housing Award in recognition of his dedicated service as a real estate agent in the community. Charlene Thompson, Esq. presented the award to Atkinson at the April 29th Freedom Fund Award Dinner held at the Freeport Yacht Club. For his commitment and dedication to the community, Atkinson also received separate citations from the Nassau County Legislature and the New York State Assembly and a Certificate of Recognition from the Town of Hempstead. These awards were presented by Douglas L. Mayers, President of NAACP — Freeport Roosevelt Branch. Pictured are (l-r) Thompson, Atkinson and Mayers*

rently being interviewed by the company."

Century 21 Laffey Associates Fine Homes & Estates, is pleased to announce that a select group of Sales Associates have earned the prestigious Certified Luxury Home Marketing Specialist designation. This certification recognizes the achievements of each of the Laffey Home Specialists who possess the skill, knowledge and expertise in the luxury home market. They are real estate professionals who have worked diligently to enhance market knowledge and sharpen their skills in order to continue to provide exceptional service in the fine homes and estates marketplace.

Achievement of the designation, Certified Luxury Home Marketing Specialist, is based on criteria developed by The Institute for Luxury Home Marketing, an international organization.

## Obituaries

We regret to inform you of the passing of Judy Davis, wife of Donald Davis of Daniel Gale R.E. in Glen Head. Messages of condolence may be sent to Donald at Daniel Gale Real Estate 240 Glen Head Rd. Suite 2, Glen Head, NY 11545.

We regret to inform you of the passing of H.J.(Jim) McCoy, father of Patrick McCoy, owner/broker of Lake Grove Equities Real Estate in Centereach. Service was held on May 17th at O.B. Davis Funeral Home in Centereach.

We regret to inform you of the passing of Violet Karagiannis of Sea Coast Realty in Island Park. Service was held on June 1st at Vanellas Funeral Home in Oceanside.

We regret to inform you of the passing of Joseph Orlando, husband of Rosemarie Orlando of Century 21 Maridon Realty in Franklin Square. Services were held on

June 3rd and 4th at Krauss Funeral Home in Franklin Square.

We regret to inform you of the passing of Jeffrey Smith of Prudential Douglas Elliman East Islip, the husband of Patricia Smith. Service was held on June 4th at Overton Funeral Home in Islip.

We regret to inform you of the passing of Charles Herman, father-in-law of Jeanne Herman of Lydon Realty in New Hyde Park. Service was held on June 5th at Franklin Funeral Home in Franklin Home.

We regret to inform you of the passing of Ronald Torres of Century 21 Rustic Realty in Coram.

We regret to inform you of the passing of Helen Skillman, mother of Barbara Ford of Ford Phase II Realty in Floral Park and 2006 MLS Secretary. Services were held on June 5th and 6th at Stutzman and Sons Funeral Home in Queens Village.

*Obituaries can now be found on The REALTOR only web site at: [mlsli.com/ro/newsitems/news.asp](http://mlsli.com/ro/newsitems/news.asp)*

## Joseph Canfora Receives the CIPS Pin



*Joseph Canfora received his CIPS (Certified International Property Specialist) along with 93 others at the NAR CIPS Breakfast Meeting held on May 18th. This is a record for CIPS designees and demonstrates that CIPS is an important designation. Pictured (l-r) are Ruth Krinke, Chair of the International Operations Committee, Joseph Canfora being "pinned" by Vice Chair of CIPS Advisory Committee, Angela Eliopoulos and Alan L. Berger, Chair of CIPS Advisory Committee. Not present was Canfora's son who also earned his designation, and will receive it at the November NAR CIPS breakfast.*

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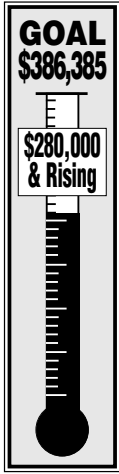
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## RPAC UPDATE



Pat Levitt  
RPAC Chairperson

Well...we're three-quarters of the way there to reaching our 2006 RPAC goal!! Our total at this time is \$278,000 with only 22% of our Realtors having contributed. This is where we all have to get after those who have not yet made their RPAC contributions. Unfortunately, many of our LIBOR members still are not familiar with how important the Realtors Political Action Committee is...locally, statewide and nationally. The dollars invested in RPAC are used to support those legislators who support us. It is imperative that Realtors realize that, by contributing to RPAC, they are investing in the future of their business by protecting our industry. So...how do we get more Realtors to contribute? Easy...we ask the cooperation of the 22% of Realtors who have already contributed. We ask them to spread the word and to ask at least one of their non-contributing associates to contribute now. Whatever amount they give, (\$10, \$15, \$25, \$50, \$100, etc.) would help us to reach goal and to increase participation. Next we...the RPAC Committee...ask those who have participated in our previous events to encourage other Realtors to attend our fundraisers. Share your experience with others and create the possibility of them joining us at future events. And...speaking of events!!! What events are in the planning stages?? For starters...arrangements are being

made for an evening at Shea Stadium in August with the Mets vs. the St. Louis Cardinals. Since the number of tickets will be limited watch for further details. Then...by popular demand...a second Day at the Races is being planned in September. Again, for those who attended this event in May, share the good time had by all. Invite others to join us at this next event. Our intention is to double the number of attendees and to raise a considerable amount of dollars for RPAC. Last...but not least...with the help of the RPAC County Vice-Chairs and Chapter Presidents...most Chapters have agreed to have a "Legs Contest" to raise funds for RPAC. What does this involve? It requires 5 to 10 male Realtors to volunteer as contestants for their chapter. During the meeting the men are introduced and the audience gets to vote. The winner is chosen, not by individual votes, but rather by the combined amount of dollars the "voters" contribute. If you're asked to volunteer as a contestant, remember, it's lots of fun! Don't forget our 2006 Sweepstakes!! For every \$20 you contribute to RPAC, from now until September 30, you get one entry and a chance to win 2007 Season tickets to either the Mets or Yankees. Good Luck!!!

Pat

\*These LIBOR members have pledged RPAC contributions. \*\*All contributors of \$20 or more will be automatically entered into NYSAR and LIBOR Sweepstakes.



## COUNSELOR'S COMMENTS

by Howard W. Goldson  
Goldson, Nolan, Connolly, P.C.

### Real Estate Commissions in the Twenty First Century

A recent article in Newsday about real estate commissions has emphasized a marketplace fact that has been in existence on Long Island for sometime. That fact is that real estate commissions like real estate services are highly competitive and that real estate brokers and agents are more and more confronted with informed consumers who drive hard bargains concerning the compensation of their Realtors®.

In the course of the intense negotiations concerning real estate commissions at the time of listing, Realtors sometimes make agreements which have implications which they have not fully considered. The intent of this article is to induce you to think carefully about the commission agreements that you make so that when actual situations arise concerning either your entitlement to commission or the amount of commission which you are entitled to receive, you are not surprised.

First, let's consider open and exclusive agency listings. In both these forms of listings, the owners may sell the property themselves without incurring any liability for brokerage commission. Realtors will take this form of listing and then place the property on MLS or put a sign advertising the fact the property is for sale on the lawn. As a result of placing the property in MLS, the same is displayed on the internet either through broker reciprocity, virtual office websites, www.mlsli.com or national websites such as www.realtor.com. There are times when purchasers can identify the property from such exposure and, indeed, there have been instances reported to this writer where a purchaser has contacted a seller and the two parties have, in fact, reached an agreement with respect to the sale. As the web provides more and more mapping products on property information, such indemnification of listings are bound to occur more frequently. Certainly, in the case of a lawn sign, this is even easier. A referral off the sign by a neighbor or the interest created in the buyer simply by driving passed the property may result in the buyer and seller putting together a deal without involving the broker.

When this occurs, agents often cry they were entitled to a commission because the buyer was produced either by the lawn sign or by the internet display of the information concerning the property. This writer knows of no cases so decided and is of the opinion that a claim for commissions under such circumstances may not be upheld.

Generally, the law of real estate brokerage requires more than the broker introducing the purchaser to the property. The doctrine of procuring cause requires the broker to stimulate such interest in the buyer so, as a natural course of the broker's work, a transaction follows. Simple introduction of the property does not rise to this standard. Based on that traditional real estate doctrine, this writer believes a seller would prevail in a lawsuit if the seller claims they produced the buyer even though the buyer was introduced to the property via internet exposure initiated by the broker or a lawn sign. Realtors who enter into open and exclusive agency contracts with sellers of real property must consider these risks in their market plan for the real estate. If the Realtor concludes that the nature of the listing agreement requires more restrictive marketing and advertising, that should be made clear to the owner prior to the finalization of the listing agreement.

The same problem exists where real estate agents offer a dual level commission rate on an exclusive right to sell contract. Under the exclusive right to sell contract, the owner is obligated to pay a commission to the broker even when the owner negotiates the sale directly with buyer. Some brokers negotiate a reduced commission which is to be paid where the owner produces their own buyer. When the buyer comes to the owner through the lawn sign which the broker placed on the property or through internet exposure the broker has given to the listing, the broker claims the higher commission rate. Again, this writer is aware of no case which has squarely decided this issue. However, applying the reasoning set forth above, the broker most likely is only entitled to the reduced commission.

The type of listing agreement between a Realtor® and their client should be determined by the circumstances of each individual transaction. Certainly there are cases when an open listing or an exclusive agency agreement are appropriate. There are also cases when dual or multiple commission structures in listing agreements make sense. However, under all of these circumstances, the broker and agent must fully consider the ramifications of their agreement with the property owner and must further consider what limitations, if any, the type of listing and commission structure will have on the marketing strategy which they are able to employ.

## Lobby Day

*LIBOR's Annual Lobby Day trip to Albany was a big success. Our folks met with our New York State Senators and Assembly Members to discuss the dire need for the enactment of the Commission Escrow Act, the availability of coastal insurance and other issues of importance to the real estate industry.*



*New York State Assemblyman Andy Raia (R-Northport), third from left, greets LIBOR Members in his Albany office.*



*LIBOR had a large delegation of members who made the trip to Albany.*



*New York State Assemblywoman Michele Titus (D-Far Rockaway), center, listened as the REALTORS® thanked her for her efforts with the Commission Escrow Act. Ms. Titus sits on the influential Judiciary Committee.*



*Assemblyman Harvey Weisenberg (D-Long Beach) greeted the REALTORS® in Albany. Mr. Weisenberg has long been an advocate for the permanence of available coastal insurance.*



*Assemblyman Fred Thiele (R-Bridgehampton), center, met with LIBOR REALTORS® during the recent Lobby Day trip to Albany.*

## NYSAR Secures Amendment in New LLC Publication Requirements

In early June, Governor Pataki signed into law legislation that makes amendments to the publication requirements for limited liability corporations (LLC's). Previous versions of the proposed amendments to the LLC law would have penalized LLC members by removing the corporate shield protections the LLC provided and would hold LLC members personally liable in actions brought against the LLC if the reporting requirements were not met. NYSAR was instrumental in defeating this unfair penalty. The new provisions of the law took effect on Thursday, June 1, 2006, and are applicable to domestic as well as foreign LLC's and effect previously formed LLC's as well as the formation of new LLC's. The amendments include:

- The notice of formation of a LLC must be published for six successive weeks in two newspapers in the county where the LLC is located, one newspaper must be

printed daily and one must be printed weekly as designated by the county clerk (if the county does not have both, publication must occur in a contiguous county to the LLC office where each or both of the newspapers meet this requirement).

- The principal business location (if any) of the LLC must be published along with the county. The previous law only required the name of the county to be listed.

- Any LLC formed prior to June 1, 2006 that has not complied with the publication and filing requirements in effect at the time of formation has twelve months to publish a copy of the Articles of Organization or a notice containing the substance thereof as set forth in the LLC law and file the same.

- If the county is located in a city with a population of one million or more, the designated newspaper must publish as a notice or advertisement of judicial proceedings.



**ETHICS...This Month's Topics**

**Case #12-5: True Picture in Use of "Sold" Sign**

REALTOR® A, the listing broker, was charged by REALTOR® B with giving a false picture in his advertising by putting up a "sold" sign on property that had not been sold. REALTOR® A was notified of the complaint and of the date of the hearing on it scheduled before a Hearing Panel of his Board's Professional Standards Committee.

Undisputed testimony offered during the hearing revealed that REALTOR® A was an exclusive agent, offering Client C's home for sale. An offer to buy was obtained from Prospect D and a counter proposal by Client C was accepted. An earnest money deposit was made, and a date for settlement was agreed upon. At this point, REALTOR® A put up his "sold" sign. Several days later, Prospect D received an unexpected notice from his employer that he was to be transferred to another city. Prospect D immediately contacted REALTOR® A and Client C about his predicament. In an amicable discussion it was agreed that everyone had acted in good faith; that the property was readily marketable; that the earnest money deposit would be refunded; and that REALTOR® A would put the property on the market again. A week later, when REALTOR® B was showing a number of houses to a prospective buyer, they drove by Client C's property, and the prospect casually said that she didn't understand the "sold" sign, since she had been taken to see the house that morning by REALTOR® A.

REALTOR® B contended that a "sold" sign is a measure of a REALTOR®'S advertising, and that it can not give a true picture if it is put up prior to the settlement and actual transfer of ownership.

The Hearing Panel's decision agreed with REALTOR® B's contention that the use of a "sold" sign constitutes advertising by a REALTOR® but did not agree that a "sold" sign could be put up only after the actual settlement and transfer of ownership. The decision indicated that after the client's acceptance of a bona fide offer, REALTOR® A could consider that he had brought about a sale and would not be in violation of the requirement to give a "true picture" by putting up a "sold" sign. However, once it was clear that the sale had fallen through, the "sold" should have been immediately removed since allowing the sign to remain in place no longer provided a "true picture." REALTOR® A was found by the panel

to have violated Article 12.

**Case#1-2: Honest Treatment of All Parties**

As the exclusive agent of Client A, REALTOR® B offered Client A's house for sale, advertising it as being located near a bus stop. Prospect C, who explained that his daily schedule made it necessary for him to have a house near the bus stop, was shown Client A's property, liked it, and made a deposit. Two days later, REALTOR® B read a notice that the bus line running near Client A's house was being discontinued. He informed Prospect C of this, and Prospect C responded that he was no longer interested in Client A's house since the availability of bus transportation was essential to him. REALTOR® B informed Client A and recommended that Prospect C's deposit be returned.

Client A reluctantly complied with REALTOR® B's recommendation, but then complained to the Board of REALTORS® that REALTOR® B had not faithfully protected and promoted his interests; that after Prospect C had expressed his willingness to buy, REALTOR® B should not have made a disclosure that killed the sale since the point actually was not of major importance. The new bus route, he showed, would put a stop within six blocks of the property.

In a hearing before a Hearing Panel of the Board's Professional Standards Committee, REALTOR® B explained that in advertising Client A's property, the fact that a bus stop was less than a block from the property had been prominently featured. He also made a point that Prospect C, in consulting with him, had emphasized that Prospect C's physical disability necessitated a home near a bus stop. Thus, in his judgment, the change in bus routing materially changed the characteristics of the property in the eyes of the prospective buyer, and he felt under his obligation to give honest treatment to all parties in the transaction, that he should inform Prospect C, and that in so doing he was not violating his obligation to his client.

The Hearing Panel concluded that REALTOR® B had not violated Article 1, but had acted properly under both the spirit and the letter of the Code of Ethics. The panel noted that the decision to refund Prospect C's deposit was made by the seller, Client A, even though the listing broker, REALTOR® B, had suggested that it was only fair due to change in circumstances.

*The Ethics cases published in this issue have been chosen by the 2006 Chairperson of the Professional Standards Committee, Tony Smith.*

**Nassau South Shore Chapter Holds "Mock" Arbitration Hearing**



*On May 9th the Nassau South Shore Chapter held a networking breakfast at Bedell's at West Wind in Freeport, where the Realtors came out to watch and participate in a "mock" arbitration hearing. Pictured above is "The REALTORS Court" (top) or the hearing panel and (below) members of the Nassau South Shore Chapter.*

**2006 Code of Ethics and Standards of Practice**

The 2006 Code of Ethics and Standard of Practice of the National Association of REALTORS is available on line at <http://www.realtor.org/mempolweb.nsf/pages/printable2006Code>

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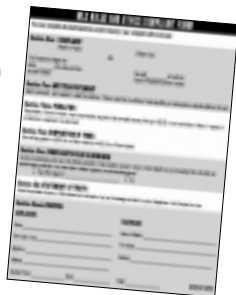


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PROFESSIONAL DEVELOPMENT

# How Do Buyers & Sellers Find the Agents They Use?

By Bob Hunt

We have noted that The 2005 National Association of Realtors® Profile of Home Buyers and Sellers contains valuable information for sellers and their agents as to how buyers find the homes that they ultimately buy. The profile also contains valuable and interesting information as to how both buyers and sellers find the agents that they ultimately use.

Seventy-seven percent of buyers used an agent to find the home that they bought. (12 percent purchased directly from a builder, and 9 percent bought directly from an owner.) Of that 77 percent, how did they find the agent that they used?

Not a lot of "agent shopping" takes place among buyers. Sixty-four percent interviewed only one agent, 20 percent interviewed two. So how do you get to be on the interview list? Referrals are far and away the dominant factor. 44 percent of buyers chose to work with an agent who was referred to them by a friend, neighbors or relative (or who was a friend, neighbor, or relative). 11 percent of buyers chose to work with someone with whom they had previously bought or sold a home. The rest of the sources were all in single digits -- for example, 6 percent of buyers made contact with their agent as a result of the agent's name being on a 'for sale' sign.

This might seem like discouraging news for new agents. "What chance do I have of connecting with a buyer if I haven't already built a referral base and a list of past clients?" But there are, just as there always have been, other ways of coming into contact with buy-

ers who may choose to work with you. Some ways work better than others.

7 percent of buyers found the agent they used as a result of an open house. Another 7 percent found their agent through an internet site. Interestingly, only 4 percent found the agent that they worked with as a result of walking into or calling an office and meeting the agent who was on duty at the time.

Moreover, agents who want to get connected with buyers can prepare themselves so that it is more likely to happen. 59 percent of buyers said that what they wanted most was "help finding the right home to purchase" and 92 percent said that knowledge of the real estate market was a very important quality for an agent to have. That is, buyers want agents who have product knowledge -- agents who know the market and the inventory. An agent who can impress a buyer with his knowledge of the market (not just his company's listings, or the particular house she is holding open) is the one who stands a good chance of establishing a relationship with that buyer who walks into the open house or makes a call to the office.

Sellers are even more likely than buyers to work with an agent. 85 percent sold their homes through an agent. But they do even less "agent shopping" than buyers. 74 percent interviewed only one agent, 17 percent interviewed two. Again, referrals and past business relationships were the dominant sources of agent contact. 43 percent used an agent referred by a friend, relative, or neighbor (or who was one of those). 28 percent employed an agent with whom they had previously bought or sold a home.

After those two, the other contact sources

drop into single digits. Interestingly, compared to buyers, internet sites only account for 2 percent. Again, there are venues that agents who lack a referral or past client list might want to think about. Open houses account for 4 percent of the contacts that eventuate into a working relationship with sellers. Newsletters and personal contact together account for 7 percent. There's still a point to knocking on doors and sending out mailers.

Would-be listing agents would do well to

note that the most important factor -- 57 percent -- in choosing a seller's agent was reputation. Sure, it's nice to have a track record of sales activity. But there are other aspects to reputation as well. Things like attitude and integrity are also components of one's reputation. Agents who want to be referred should pay attention to such things.

Source: Realty Times

## Ten PC Tips For Communicating With A Diverse Audience

By Simma Lieberman

By learning to speak to a diverse audience, you can broaden your client base transfer the learning to more people. We need to be more "PC". Were not talking "political correctness", were talking "Positively Conscious", of who is in our audience and understanding how to make people feel included. The more people feel included, the more they will listen to you, use your information and come back for more. If you offend people they will shut down and you will lose them.

1) Use words that include rather than exclude. While some women don't mind being called ladies, in a professional setting the word women is more appropriate. Be "positively conscious" of pronouns when discussing hypothetical cases. I have been in workshops where the facilitator spoke as though all managers were "he" and all administrative support were "she". Metaphors are very effective. Remember to mix them. Don't use only sports metaphors. Have a balance. In Europe when they think of football they think of soccer. Be aware that people have different abilities. Instead of telling everyone to stand, you might say everyone who is able please stand, and have a way for others to participate in the exercise.

2) Learn the demographics of the audience before your presentation, and prepare.  
3) Do not assume everyone shares your religious beliefs.

4) Look at everyone in the audience and smile at them. Speakers can have a tendency to visually relate to people who look more like them. Assume everyone wants to be valued.

5) Do not use humor that puts down any particular group. If you are not sure, get feedback from others.

6) Examine your assumptions about people who are different than you. Be open to letting go of those assumptions.

7) Do not be afraid to ask for the correct pronunciation of someone's name.

8) If someone has an accent and you can't understand them, ask them to repeat what they said slowly, because what they are saying is important to you.

9) Use methodology in your presentations to accommodate different learning styles. Visual Auditory Kinesthetic.

10) Be comfortable with silence. In some cultures that can mean respect and attention. Be comfortable with direct interaction. In some cultures that can mean respect and attention. Be comfortable with saying, "I don't know."

Source: Frog Pond Group

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Credit card paid orders may be faxed to (631) 587-2166 ATTN: Thelma  
Questions? Call Thelma at (631) 661-4800, ext. 327  
Document-on-Demand #322

## Getting the Listings Sold

By Joemann Fossland

In many parts of the country, the inventory has increased and it is taking longer for homes to sell. For many who were in a very fast seller's market, these conditions are requiring a shift in strategies for them to have the success they want this year.

Are your listings sitting on the market longer? In many price ranges, if your property isn't in the bottom 25 percent, it's just going to sit there. What's an agent to do?

First and foremost, the communication with your sellers is critical to their understanding of the new marketplace dynamics. Most sellers are living with last year's expectations, i.e. that they'll get 10 percent above the last sale, whereas in many places, it may well be that they will get 10 percent less! Your ability to educate them and help them modify their expectations to the new realities will keep them loyal and appreciative of your efforts.

It is very important to avoid becoming adversarial in giving them the bad news. People get attached to their opinions and will dig their heels to defend their point of view. Instead of trying to convince them you are right and they are wrong, bring empathy and understanding into your conversations. Let them know you understand why they would think the way they are, and then say that the updated information on the market is telling us something else.

Next, show them the facts regularly. This would include a weekly or monthly CMA report, the market absorption numbers, average days on market, and the amount they are losing each month the house doesn't sell. Then let them decide. It's their house, after all. This information sometimes takes a while for them to digest, but you are planting the seeds for them to make

the decision that is right for them.

This doesn't mean you have to take overpriced listings. You need to know at point this listing isn't for you, as well.

Shifting your marketing strategy is the work you need to do. Determine where are the buyers coming from? How can you reach those buyers more effectively? Is your internet strategy serving you? With over 70 percent of buyers starting there, it may be time to upgrade your website to add ways to capture more leads.

When the average time on market lengthens, it is harder to justify using low return/high cost print advertising or other advertising that isn't bringing in prospects or buyer leads. Some higher return activities include:

- Open Houses. Make these events and leverage them by personally inviting neighbors or doing a neighborhood tour to share marketing costs and increase traffic.
- Staging The Home can make a big difference. Make sure that when it hits the market it is spotless and shining and all repairs and clean up is done.
- Advertise in small, targeted media. Determine the most likely potential buyer and put an ad in something they would read, such as a local paper or magazine for seniors.

Use a Call Capture System to differentiate yourself and double end more sales.

Lastly, monitor your beliefs! In all markets, there are still buyers buying. If you buy into a "nothing is selling" mantra, you will probably be right, but if you look at this as an opportunity to be the most creative agent in your market, you will create success.

Henry Ford reminds us, "If you think you can or think you can't, you're right." What are you thinking?

### Create a Network Of Colleagues, Cronies, Clients and Friends

#### What is Networking?

Networking is a reciprocal process in which you share ideas, leads, information, advice, brainstorming, laughter . . . and sometimes tickets to a ball game.

The best networkers have savvy, common sense. It's not a work style, it's a lifestyle. Some of the best networkers don't even know they're networking. They're just out there sharing ideas, sharing themselves.

#### Who are the Power People?

The most powerful people aren't necessarily those with the biggest titles but rather those with the biggest Rolodex files. Our power comes when we can pick up the phone and make things happen for people.

It's important to plan ahead by practicing a nine-second self-introduction and reading newspapers and trade journals. When you discover that you have something in common with another person, it becomes a totally different conversation and connection.

Decide, "What am I going there for?" Plan your route. For ninety percent of conferences, you can buy the tapes and sit by yourself and listen. What's the point of attending? To meet and connect with other like-minded people.

Even if you're satisfied with your cur-

rent position, nobody's job is etched in stone. Having a network can be your safety net.

If you want to join a group's conversation, stand on the periphery. When someone nods your way, move in and introduce yourself. But, don't change the conversation to suit your agenda.

Make contacts, make friends. Go to have a good time!

#### More Timely Tips:

Do:

Initiate conversation with attendees on the event venue (location, food, entertainment), sponsor, workshops, trade booths, seminars or speakers.

Treat spouses with grace, interest and respect (yours and theirs).

Have a meeting plan, whether you are an exhibitor or an attendee.

Don't:

Overindulge in liquor at meals, hospitality suites or after hours.

Presume the hospitality party is purely a social event.

Forget to follow up and follow through.

And you will connect, converse and create a network of colleagues, clients, co-workers and friends!

Source: Written by Susan RoAne — Frog Pond Group



## Broker Reciprocity gives your website something to cheer about. LISTINGS

What do buyers want 24/7 access to? **LISTINGS**

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What does Broker Reciprocity add to your website? **LISTINGS**

What are you giving your website visitors when you subscribe to BRS? **LISTINGS**

Display thousands of listings on your site and create a draw for new and returning visitors.

The more visitors to your site, the more leads you'll receive.

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# PROFESSIONAL DEVELOPMENT

# COMPUTER EDUCATION

## FREE STRATUS DEMO

### MLS STRATUS DEMONSTRATION — FREE

Three hour lecture demonstration (NOT hands-on). Instructor will show the Stratus system on an overhead projector. All functions of Stratus will be covered: Searching, CMA, Update, Info Center, Public Records, Add/Edit, Prospect Match, Contacts. All members welcome — reservations are a MUST! 3 Hours (1 meeting) **NO PRE-REQUISITES. 3 HOURS CE NOW AVAILABLE**

**LIBOR Members with CE: \$25 • LIBOR Members without CE: FREE**

West Babylon	July 11	9:30 a.m. — 12:30 p.m.
Jackson Heights	July 6	10:00 a.m. — 1:00 p.m.
Riverhead	July 17	10:00 a.m. — 1:00 p.m.

## 3.75 HOUR STRATUS HANDS ON

### GET INTO STRATUS — SEARCHING LEVEL 1

This hands-on course includes: Stratus Log-In, Review of Internet Explorer Basics, Stratus functions/Tabs/Navigation, Stratus Update — How to Print, Pre-Defined Searches, Quick Search, Search Results screen; printing, Reports: Full/Thumbnail/Flyer; printing, Using Help & Stratus FAQ's, Print by ML#, Today's Listings on Info Center and much more! 3.75 Hours (1 meeting)

**PREREQUISITES:** Computers Essentials and/or knowledge of minimize/maximize/dialog Windows, mouse click and double click, scrolling and task bar.

**\$59 Each Class — LIBOR Members -or- Ask About Our 2, 3, or 4 Class Package and Save \$\$\$!!!**

West Babylon	July 19	(A.M. Session) 9:00 a.m. — 12:45 p.m.
Jackson Heights	July 10	(A.M. Session) 9:00 a.m. — 12:45 p.m.
Riverhead	July 11	(A.M. Session) 9:00 a.m. — 12:45 p.m.

### MAXIMIZE YOUR STRATUS SEARCHES — SEARCHING LEVEL 2

This hands-on course includes: Full Search, Flex Search, Radius Search, Multi-Level Sorting, Saving Searches, Custom Report Design, Statistics and Counts and much more! 3.75 Hours CE (1 meeting)

**PREREQUISITES:** Get Into Stratus and/or knowledge of all functions covered in Get Into Stratus.

**\$59 Each Class — LIBOR Members -or- Ask About Our 2, 3, or 4 Class Package and Save \$\$\$!!!**

West Babylon	July 19	(P.M. Session) 1:45 p.m. — 5:30 p.m.
Jackson Heights	July 10	(P.M. Session) 1:45 p.m. — 5:30 p.m.
Riverhead	July 11	(P.M. Session) 1:45 p.m. — 5:30 p.m.

### POWER LISTING WITH CMA AND OTHER STRATUS TOOLS

This hands-on course includes: Designing and Printing a Stratus CMA, Adding and Editing MLS listings, Adding and Editing Private listings, Uploading multiple property photos, Market Share reports and graphs, Contacts: add, edit, search, print, download and much more! 3.75 Hours CE (1 meeting)

**PREREQUISITES:** Maximize Your Stratus Searches and/or extensive Stratus searching experience.

**\$59 Each Class — LIBOR Members -or- Ask About Our 2, 3, or 4 Class Package and Save \$\$\$!!!**

West Babylon	July 25	(A.M. Session) 9:00 a.m. — 12:45 p.m.
Jackson Heights	July 18	(A.M. Session) 9:00 a.m. — 12:45 p.m.
Riverhead	July 19	(A.M. Session) 9:00 a.m. — 12:45 p.m.

### LEADS & LABELS WITH STRATUS RECORDS

This hands-on course includes: Searching property records by address, Searching property records by owner name, Researching lis pendens, Researching property classification (business, commercial, residential, land), Downloading property addresses from public records, Printing mailing labels using Word's mail merge function and label wizard and much more! 3.75 Hours CE (1 meeting)

**PREREQUISITES:** Maximize your Stratus Searches and/or extensive Stratus searching experience.

**\$59 Each Class — LIBOR Members -or- Ask About Our 2, 3, or 4 Class Package and Save \$\$\$!!!**

West Babylon	July 25	(P.M. Session) 1:45 p.m. — 5:30 p.m.
Jackson Heights	July 18	(P.M. Session) 1:45 p.m. — 5:30 p.m.
Riverhead	July 19	(P.M. Session) 1:45 p.m. — 5:30 p.m.

## PRIVATE TUTORING

### PRIVATE INDIVIDUAL HANDS ON TUTORING

Receive one-on-one training with an experienced LIBOR trainer in our W. Babylon, Riverhead or Jackson Heights training centers. Cost can be shared by two students under one registration. Topics Available: Computer basics, MLS Stratus, Windows, E-Mail, Internet, Word, Excel, PowerPoint, Outlook.

**\$169 for a 2 Hour Session • No Experience Necessary**

### STRATUS CERTIFICATION OR 4 STRATUS CLASS\* GRADUATES NEED A REFRESHER???

Take a private tutoring session for 2 hours! Discounted cost of \$99 (Cost can be shared by two students under one registration). The instructor will review any questions/problems YOU have. The instructor will show YOU exactly what YOU want to know.

**PREREQUISITES:** Must have taken Stratus Certification or the 4 Stratus classes\* within the last year of taking this tutoring session to receive the discounted price of \$99.00.

Please call Denise Rivera at 631-661-4800 xt. 385 for more details.

\*4 Stratus Classes consist of Searching Level 1 & 2, Stratus CMA and Public Records

## GENERAL COMPUTER TRAINING

### Get an Extra Hour for the Same \$29 LIBOR Member Price

### COMPUTER ESSENTIALS USING WINDOWS XP AND THE INTERNET

Calling all frustrated computer users! Are you TIRED of asking for help? Learn how to find lost files, create new folders, change your desktop, install and uninstall computer software and much more using the latest version of Windows. You will also learn to search the Internet for helpful websites using the most popular search engines such as Google and Yahoo. See how easy it is to navigate around the Web and find the information you need. You'll do some searching for real estate websites in your town and find out what your competition is up to! 4 hours hands-on (1 Meeting)

**PRE-REQUISITES:** NONE. NO CE AVAILABLE.

**TUITION:** \$29 LIBOR Members/\$39 Non Members

West Babylon	July 7	9:30 a.m. — 1:30 p.m.
Jackson Heights	July 17	10:00 a.m. — 2:00 p.m.
Riverhead	July 13	10:00 a.m. — 2:00 p.m.

### FLYERS, LETTERS AND MAILING LABELS: MICROSOFT WORD FOR THE REAL ESTATE PROFESSIONAL

Realtors need top notch looking documents to set themselves apart from the competition. Learn how to create property flyers, client letters and mailing labels for mass mailings. This class covers creating and saving new documents, inserting photos, adding borders, changing fonts and other fabulous features to enhance your marketing efforts. 4 hours hands-on (1 meeting)

**PRE-REQUISITES:** Computer Essentials Using Windows XP and the Internet, or equivalent experience. Student must have some basic familiarity with WORD. NO CE AVAILABLE.

**TUITION:** \$29 LIBOR Members/\$39 Non Members

Riverhead	June 27	10:00 a.m. — 2:00 p.m.
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### TOP 20 WEBSITES EVERY REALTOR NEEDS

Are you really taking advantage of the wealth of information on the Internet??? From renewing your real estate license online to finding FSBO's, from checking the DO NOT CALL list to registering your own domain name for a future website - this class will give you many powerful tips to build your business and keep a competitive edge. Check out the powerful information on real estate advice and coaching websites, find all the Long Island school report cards, legal forms, and learn how to set up mailings and postcards online! Don't miss this class. 4 hours hands-on (1 meeting)

**PRE-REQUISITES:** Computer Essentials Using Windows XP and the Internet or equivalent experience. NO CE AVAILABLE.

**TUITION:** \$29 LIBOR Members/\$39 Non Members

West Babylon	July 17	9:30 a.m. — 1:30 p.m.
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CE IS NOT AVAILABLE FOR THE 3 CLASSES ABOVE.

## 22.5 HOUR STRATUS CERTIFICATION

### GET STRATIFIED!!!

Approved for 22.5 hours NYS Continuing Education Credit.

3 day hands-on program completes your 2 year continuing education requirement and makes you a Stratus WIZ! Approved for 22.5 hours CE credit. Class covers Searching, CMA, Contacts, Update, Public Records/Mailing Labels, Prospect Match, Info Center, E-Mail, Custom Reports, Contacts, Add/Edit, Photo Upload.

**3 Days • 9:00 a.m. — 5:30 p.m. • 22.5 Hours of CE Credit**  
(\*\*Evening Classes are 5 Days From 5:00pm — 9:30pm)

**TUITION:** \$225 LIBOR Members; \$250 Admin. Staff (Letter Must be on File)

Jackson Heights	June 26, 29 and 30
West Babylon	June 20, 22 and 23
West Babylon	July 10, 12 and 14
Jackson Heights	July 11, 13 and 14

West Babylon	July 13, 20 and 27
Thursday Classes	
West Babylon	July 26, 28 and 31

Register on line at [misl.com](http://misl.com) or call to register 631-661-4800 ext. 21 or 718-429-8666 or 631-369-6148

**SEATS ARE LIMITED!** Pre-Requisites: Student must be comfortable using the mouse, Windows scrollbars and have basic Internet skills. All registrants will be screened to determine ability. Any student who is not a regular computer user should take "Computer Essentials" prior to registering for this course.

**REGISTER ON LINE AT [www.misl.com](http://www.misl.com)**  
—OR— call to register  
• 631-661-4800 ext 21 WEST BABYLON  
• 718-429-8666 JACKSON HEIGHTS  
• 631-369-6148 RIVERHEAD



### THE FOLLOWING INFORMATION APPLIES TO ALL LIBOR GENERAL AND COMPUTER EDUCATION PROGRAMS, UNLESS OTHERWISE NOTED.

#### TO REGISTER:

##### REGISTER BY TELEPHONE OR FAX:

Realtor Building (631) 661-4800 x 21  
West Babylon FAX (631) 661-2103

Realtor Service Center (718) 429-8666  
Jackson Heights FAX (718) 429-6959

Realtor Service Center (631) 369-6148  
Riverhead FAX (631) 369-6172

#### MAIL YOUR REGISTRATION:\*

Realtor Building  
300 Sunrise Highway  
West Babylon, NY 11704  
Attn: Education Department

\*This registration option is not available for Computer Classes.

**REGISTER ON-LINE AT:**  
[www.misl.com](http://www.misl.com)

#### INFORMATION:

##### COURSE CONFIRMATIONS:

A confirmation letter will be mailed to you approximately one week before the course start date. If you do not receive one by then, please phone us.

**FOR DIRECTIONS TO ALL (INCLUDING OFF-SITE) COURSE LOCATIONS:**

Visit our website at [www.misl.com](http://www.misl.com)

#### CANCELLATION POLICY:

Up to 3 business days before program, full refund. 50% refund after 3 business days before program. NO REFUNDS thereafter; education credit only. A "no-show" forfeits entire tuition. LIBOR reserves the right to cancel if minimum enrollment is not met.





# PROFESSIONAL DEVELOPMENT

## CONTINUING EDUCATION

**RSC, WEST BABYLON, 9:00AM-5:30PM**  
6/29 — "The Not-So-Basic Basics of Mortgage Financing"

**RSC, JACKSON HEIGHTS, 9:00AM-5:30PM**  
6/27 — "Our Business Is Changing; Are You Up To Date?\*"

**RSC, RIVERHEAD, 9:00AM-5:30PM**  
6/28 — "What Every Realtor Should Know; A Risk Reduction Seminar"\*

**BEST WESTERN MILL RIVER MANOR, ROCKVILLE CENTRE, 8:30AM-5:00PM**  
6/22 — "Personal Assistant: Delegate for Dollars"  
6/27 — "Introduction to Commercial & Investment Real Estate: Concepts & Terms"

\*Also approved for and satisfies NAR Mandated Ethics Course requirement for Realtors needed by 12/31/08.



## FLORIDA MORTGAGE BROKER

### FLORIDA MORTGAGE BROKER LICENSE COURSE

If you are a New York Realtor who has buyers for Florida properties, you can earn extra income by becoming a Florida Mortgage Broker...right here in NY!! Instructor: Daniel J. Taddeo, P.A. 3-Day Program — Students must attend all 3 days to successfully complete the course. Tuition includes course textbook & materials.

October 11, 2006 . . . . . West Babylon . . . . . 8:45AM — 5:30PM  
October 12, 2006 . . . . . West Babylon . . . . . 8:45AM — 5:30PM  
October 13, 2006 . . . . . West Babylon . . . . . 8:45AM — 1:45PM  
Tuition: \$349 LIBOR Members, \$495 Non-members

## CIPS DESIGNATION COURSE

### CERTIFIED INTERNATIONAL PROPERTY SPECIALIST DESIGNATION COURSE

Presented by LIBOR in conjunction with NYS Association of Realtors. Approved for 7 hours NYS CE credit.

July 6-7, 2006 . . . . . West Babylon . . . . . Instructor: Tony Macaluso, CIPS  
Time: 8:30am — 5:30pm  
Tuition: \$320 LIBOR Members, \$345 Non-members • Register 10 Days Early: SAVE \$25!  
To register for CIPS courses, call NYSAR @ 518-463-0300.

## NOTARY PUBLIC

### NOTARY PUBLIC TRAINING SEMINAR

Want to become a notary but concerned about the exam? This program prepares by getting you acquainted with the format of the state exam, receive study booklets, application form and instructions, be familiar with types of questions asked and learn what is expected in order for you to be confident and prepared to pass the notary exam.

July 19, 2006 . . . . . Jackson Heights . . . . . Nov. 8, 2006 . . . . . Jackson Heights  
Sept. 14, 2006 . . . . . West Babylon . . . . . Dec. 14, 2006 . . . . . West Babylon  
Oct. 12, 2006 . . . . . Riverhead

Time: 10:00AM — 1:00PM Instructor: Sal D'Agate, REALTOR  
Tuition: \$35 LIBOR Members, \$55 Non-members

## DESIGNATION & PROF DEVELOPMENT

### DESIGNATION & PROFESSIONAL DEVELOPMENT

#### CBR — CERTIFIED BUYER REPRESENTATIVE DESIGNATION COURSE

Approved for 22 1/2 hours NYS Continuing Education Credit.

June 20, 21, 22, 2006 . . . . . Jackson Heights . . . . . Before/After 6/6  
Aug. 1, 2, 3, 2006 . . . . . West Babylon . . . . . Before/After 7/18  
Aug. 22, 23, 24, 2006 . . . . . Holiday Inn, Plainview . . . . . Before/After 8/1  
Oct. 3, 4, 5, 2006 . . . . . Best Western Mill River Manor . . . . . Before/After 9/12  
Rockville Centre  
Nov. 28, 29, 30, 2006 . . . . . West Babylon . . . . . Before/After 11/14

Time: 8:30am — 5:30pm  
Instructor: JAMES V. PUGLIESE, CRB, GRI, ITI, CBR  
\*Tuition: Before: \$345 LIBOR Members, \$375 Non-Members  
After: \$375 LIBOR Members, \$405 Non Members

### NEW YORK STATE REALTOR INSTITUTE

#### 2006 GRI, SRES & ABR DESIGNATION COURSE OFFERINGS (All NYSAR Classes)

Each module approved for NYS CE credit.

GRI402 . . . . . Sept. 25 & 26, 2006 . . . . . ABR (Required) . . . . . Oct. 23-24, 2006  
GRI408 . . . . . June 16, 2006 . . . . . ABR (Elective) . . . . . Oct. 20, 2006  
GRI409 . . . . . Nov. 6 & 7, 2006

REALTOR Service Center, West Babylon • 8:30am — 5:30pm  
To register for GRI courses, call NYSAR @ 518-463-0300.



## CONTINUING EDUCATION

### NEW AGENT 3-DAY "UP & RUNNING" CERTIFICATE PROGRAM

This 3-day program assists new agents in launching their career in real estate! Content includes how to get started listing & selling effectively, work with customers & clients, prospect, marketing overcoming objections, role-play, negotiating effectively and working within the guidelines of the MLS Rules and NAR Code of Ethics...A great program for new agents or managers and brokers who want to train their agents.

Approved for 7 1/2 hours NYS CE credit.

July 10-12, 2006 . . . . . West Babylon . . . . . 9:00AM — 1:00PM  
July 12-14, 2006 . . . . . Riverhead . . . . . 9:00AM — 1:00PM  
July 22-23, 2006 . . . . . West Babylon . . . . . 10:00AM — 5:00PM  
(Weekend)  
August 1-3, 2006 . . . . . Jackson Heights . . . . . 9:00AM — 1:00PM  
August 14-17, 2006 . . . . . Jackson Heights . . . . . 5:30PM — 8:30PM  
(Evenings)

Tuition: w/o CE with CE  
LIBOR Licensing Students: . . . . . FREE . . . . . \$65.00  
LIBOR Members: . . . . . FREE . . . . . \$65.00  
Non-members: . . . . . \$150.00 . . . . . \$215.00

### "LIST TO LAST" — FAST TRACK TO SUCCESS IN REAL ESTATE

The BEST 2-day real estate listing & selling course designed for immediate success! The solution for any Agent Manager or Broker looking to increase productivity is Real Estate 101 — with National Trainer, Jim Pugliese, ABR, CRB, GRI, CBR, ITI, CSP

Approved for 15 hours NYS CE credit.

August 8-9, 2006 . . . . . West Babylon . . . . . 9:00AM — 5:30PM  
August 16-17, 2006 . . . . . Jackson Heights . . . . . 9:00AM — 5:30PM  
Tuition: \$145 LIBOR Members, \$175 Non-members

### MAKING MORE MONEY WITH MORTGAGES

This course is for real estate agents & brokers who are seeking the ability to legally participate in the mortgage industry, mortgage companies wanting to train new loan officers and real estate agents wanting to learn more about the mortgage process.

Approved for 22 1/2 hours NYS CE credit.

August 14-16, 2006 . . . . . West Babylon . . . . . 9:00AM — 5:30PM  
November 1-3, 2006 . . . . . West Babylon . . . . . 9:00AM — 5:30PM  
Tuition: \$245 LIBOR Members, \$295 Non-members . . . . . Instructor: Dominic Sutera

### FLORIDA REAL ESTATE BROKER LICENSING COURSE

Through All-Florida Real Estate School — Instructor: Daniel J. Taddeo, P.A.

Approved for 22 1/2 hours NYS CE credit.

October 16-22, 2006 . . . . . West Babylon . . . . . 8:45AM — 6:30PM  
October 23-29, 2006 . . . . . Jackson Heights . . . . . 8:45AM — 6:30PM  
October 30-Nov. 5, 2006 . . . . . Riverhead . . . . . 8:45AM — 6:30PM

Tuition: \$395 LIBOR Members, \$495 Non-members

Complete the course in 7 days without the expense of going to Florida! Now you can take your Florida State Exam here in NY — 2 locations: Garden City or Manhattan.

### THE RULES OF THE REAL ESTATE GAME — MLS PROCEDURES & RULES: SITUATIONS AND SOLUTIONS

Effective participation in the MLS directly impacts your earning ability and helps you avoid penalties and violations. Topics covered include how to properly fill out agreements, getting offers presented, handling multiple offers, registering binders, follow-up to protect yourself and much more. This course is important for new agents!

Approved for 3 hours NYS CE credit.

June 27, 2006 . . . . . Riverhead . . . . . Instructor: Hank Cardello  
Time: 10:00AM — 1:00PM • Tuition: \$20 LIBOR Members, \$45 Non-members

## ON-LINE & CD-ROM CONTINUING ED

### ON-LINE & CD-ROM CONTINUING EDUCATION:

Earn CE credit for real estate license renewal without leaving your home or office. LIBOR offers over 100 hours of real estate continuing education approved courses both ON-LINE and on CD-ROM. 65 hours of new courses just recently added to our on-line curriculum. No previous computer training required: no classroom participation. All courses approved by the NYS Department of State.

CD-ROM COURSE PRICES:  
Cost per 7 1/2-hour course: \$54 LIBOR Members, \$60 Non-members  
Cost per 3 3/4-hour course: \$36 LIBOR Members, \$40 Non-members  
ON-LINE COURSE PRICES:  
Prices vary... 22 1/2-hour discount packages available.

Visit our website at: [www.mlsli.com](http://www.mlsli.com) and try a FREE DEMO.

## LICENSING

### 45-HOUR SALESPERSON QUALIFYING COURSES

West Babylon . . . . . 9AM — 5:30PM . . . . . June 19-23, 26\*  
Riverhead . . . . . 9AM — 5:30PM . . . . . June 19-23, 26\*  
West Babylon . . . . . 9AM — 5:30PM . . . . . July 24-28, 31\*  
West Babylon . . . . . 9AM — 5:30PM . . . . . August 7-11, 14\*  
Jackson Heights . . . . . 9AM — 5:30PM . . . . . August 21-25, 28\*  
\*Exam date till 6:30PM

TUITION:  
Salesperson: \$175 — register 5 business days before course; \$195 — thereafter.  
Broker: \$175 — LIBOR Members; \$195 — Non-members.

### 45-HOUR BROKER QUALIFYING COURSES

Jackson Heights . . . . . 9AM — 5:00PM . . . . . July 10-14, 17, 18\*  
Riverhead . . . . . 9AM — 5:00PM . . . . . August 14-18, 21, 22\*  
\*Exam date till 7:00PM



## SERVICES DIRECTORY

### BUSINESS CAREER OPPORTUNITIES

All Nations Marketing .....	718.663.2106 x 999
Century 21 AA Realty.....	631.774.5177
Century 21 American Home/Your Home .....	516.826.4600
Century 21 Annettes .....	516.564.4480
Century 21 Metro NY Brokers Council .....	800.537.8108
Century 21 Parisi Realty .....	516.729.4899
Custom Home Realty.....	631.241.2599
Daniel Gale Sotheby's International Realty .....	888.931.9500
Destiny Realty .....	718.736.1010
ERA Top Service Realty .....	718.441.5800
Keystone Realty .....	800.390.8083
Laffey Associates .....	516.625.9848
Long Island Realty Agents.....	516.433.5290
Prudential Douglas Elliman Real Estate.....	631.549.7401
Prudential Galeria.....	516.746.0440 x 62
RE/MAX of New York, Inc.....	800.736.2969
Real Estate Masters of Long Island.....	631.471.3777
Charles Rutenberg Realty .....	516.575.7500
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