

THE ADVANCED REALTOR®



May/June 2014

Official Publication of Long Island Board of REALTORS®

LIREALTOR.COM

April Market Data Shows Demand FOR HOUSING REMAINS STRONG

By *Tricia Chirco, Marketing & Communication Director*

The Long Island housing market is beginning to bloom. The Multiple Listing Service of Long Island, Inc., which encompasses Nassau, Suffolk, and Queens, recently released April 2014 market reports. The reported closed median home price for Long Island in April 2014 was \$359,000 compared to \$350,000 in April 2013, representing a 2.6% increase. In April, MLSLI also reported the contracted, or pending

median home price at \$369,000 for Long Island, compared to \$370,000 reported the year before, so contracted prices were virtually unchanged.

Nassau and Suffolk counties, together with Queens, reported year over year gains in the category of closed median home prices. Nassau County reported the highest annual increase with a reported closed median home price of \$410,000 compared to \$388,000 in April 2013, representing a 5.7% gain. Suffolk County reported a closed median price of \$301,000 representing a

less than 1% increase over the year prior and Queens reported a closed median home price of \$370,000, which was 2.8% higher than a year ago.

Contracted sales activity in April was notable, with 3,153 transactions being reported by the Long Island Multiple Listing Service. However, the total number of closed transactions for Long Island in April was 1,915, which would reflect contracted activity that took place during the winter months, was off by 16% from last year's figure of 2,285. The year over year decline was influenced by the severe winter weather that resulted in fewer transactions for January and February.

The decision for many buyers is being made easier lately because of the continuation of good housing conditions that include favorable mortgage interest rates and affordable home prices. Joseph E. Mottola, CEO, MLSLI said "Despite April's less than ideal weather, buyers continued



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Becoming Law

REALTORS® JOURNEY TO DC FOR HILL VISITS



By Philip Weiden, Legislative Liaison

Realtors® will be traveling to Capitol Hill next week to fight for home ownership and prevent onerous regulations from becoming law. The industry will be fighting for three main issues and they are:

Preserving the FHA which will help low and moderate income home buyers maintain home affordability and buy a house in today's market. The FHA helped support the housing market during the down turn and getting rid of the FHA would hurt consumers and home owners, and price the middle class out of the housing market.

Preserving the MID and other real estate related tax provisions which is critical to New York since we are such a high cost state. If these provisions are eliminated then middle class home ownership would once again take a hit and people would face significantly higher taxes in the coming years. This would also include repeal of the property tax deduction which would significantly add to a home owner's property tax bill.

The third and final item on the Realtor® agenda in Washington D.C. will be to prevent the privatization of Fannie Mae and Freddie Mac. If Fannie Mae and Freddie Mac were privatized then the 30 year fixed mortgage would be a thing of the past because banks would not offer loans unless they had government financing to back stop these mortgages. This would be similar to a mandatory 20% down payment requirement that we defeated because of Realtor® advocacy efforts.

We will keep you posted on these items as the year unfolds.

OUTSTANDING
CEO
AWARDS



LONG ISLAND
BOARD OF REALTORS®

The Staff, together with the 20,000 Members of the Long Island Board of REALTORS®, Inc. wish to congratulate their CEO,

Joseph E. Mottola

on receiving this year's
LIBN Outstanding CEO Award.

“Joe Mottola has shown strong and steady leadership over his 35 plus years of service to the Long Island Board of REALTORS®. His leadership never wanes. He is steadfast and diligent. Joe is a beloved CEO and Leader to the staff that serves under him. He has fostered a company culture that serves the organization well. We are grateful for all that he has done and all that he continues to do in service to the Long Island REALTOR® community.”

— Bettie Meinel
2014 LIBOR President

HOUSING REMAINS STRONG

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to chase housing value.” Contracted sales activity, which is a leading indicator of existing market conditions, was off slightly compared to last year, but figures show that it was 11.1% higher than in March. That is cause for optimism. Additionally, contracted median home prices were on a par with last April, as home prices remain relatively stable.

Available inventory has been a factor in our market. The number of available residential properties on the MLS system was down by 2.3% in April 2014 compared to April 2013. This April MLSLI reported 22,405 available listings compared to 22,940 a year ago, but up from 20,983 reported in March.

According to Fannie Mae's April 2014 National Housing Survey, Americans' optimism about the housing market has grown as the spring selling season gets underway, with 42 percent saying now is a good time to sell a home. Meanwhile, 69 percent of Americans say now is a good time to buy a home.



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Long Island Board of REALTORS® is a non-profit organization formed for REALTORS® for the betterment of their communities, their profession, and their livelihood.

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 REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is a Member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict code of ethics.

LIBOR’s governing documents, conflict of interest policy and financial statements (including IRS Form 990) are available for inspection during regular business hours upon request by appointment.

President’s Message

By Bettie Meinel, LIBOR President



On Thursday, June 5, 2014 the Long Island Board of REALTORS® Inc. (LIBOR) will host the 26th Annual Education Conference & Trade Show. The event is being held at the Crest Hollow Country Club in Woodbury, New York. The theme this year is “We’re on the Move” supporting the idea that through education and training you will lead, thrive and profiting in real estate today.

LIBOR will be bringing you a program that far surpasses previous years. Every year the conference gets more informative and better than the last. Our keynote speaker this year is Mike Staver, an internationally respected real estate coach and trainer. He is currently Chief Learning Officer for Leading Real Estate Companies of the World and is a best-selling author and award winning presenter. Mike has been interviewed for many publications on his signature speaking and writing topic, “Leadership Is Not for Cowards” and on how to build high performance companies. Mike’s presentations not only captivate but also educate Realtors® who walk away with added value they can apply to work and their lives.

We live in an age when it is more and more challenging to manage all of the information, demands and challenges that are coming at us. It takes real courage to stand firm in what you believe and then to get your followers to understand what really matters and how to execute effectively. Your ability to influence your followers is key to every step of creating significant results. In his powerful, humorous and motivating opening session, Mike will show you that courage is the key element in that process.

Other education sessions offered at this year’s conference

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If you are planning on attending any trade show and conference this year, this is the one to attend.



9 | MAY

○ **Northeast Queens Chapter Networking Breakfast & Educational Event**

9:00 am
Adria Conference Center, 221-17 Northern Blvd., Bayside, NY 11361
For more details and to register, visit: <http://northeastqueens.lirealtor.com/newsevents/events-page/>

12-17 | MAY

○ **NAR MID-YEAR LEGISLATIVE MEETINGS**

WASHINGTON, DC

○ **NAR MID-YEAR TRADE EXPO**

WASHINGTON, DC

14 | MAY

○ **Nassau North Shore Chapter Networking & Education Breakfast**

8:30 am
Muttontown Club, 5933 Northern Blvd., East Norwich, NY 11732
For more details and to register, visit: <http://nassaunorthshore.lirealtor.com/newsevents/events-page/>

21 | MAY

○ **LIBOR Board of Directors Meeting**

9:30 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

27 | MAY

○ **Long Island Commercial Network Education & Networking Breakfast**

8:00 am
Parade Diner, 7980 Jericho Tpke., Woodbury, NY 1179
For more details visit <http://lien.lirealtor.com/>

4 | JUNE

○ **MLS LI Executive Committee Meeting**

9:00am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

5 | JUNE

○ **26th Annual LIBOR Education Conference & Trade Show**

8:30 am - 4:30 pm
Crest Hollow Country Club, 8325 Jericho Tpke., Woodbury, NY 11797
For more details and to register, visit: www.liboredconference.com

18 | JUNE

○ **MLS Board of Directors Meeting**

9:30 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

18 | JUNE

○ **LIBOR Executive Committee Meeting**

9:00 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

25 | JUNE

○ **Young Professionals Network Annual Top 20 Under 40 Awards**

7:00 pm
Fox Hollow Caterers, 7725 Jericho Tpke., Woodbury, NY 11797. For more information and to register, visit: <http://www.lirealtor.com/chapterandsanddivisions/ChapterMeetings.aspx>

Executive planner at a glance

[HTTP://WWW.LIREALTOR.COM/CHAPTERSANDDIVISIONS/DEFAULT.ASPX](http://www.lirealtor.com/chaptersanddivisions/default.aspx)

Join LIBOR at the 3rd Annual “Belmont Stakes” Blue Ribbon Run/Walk for Prostate Cancer

The Long Island Board of REALTORS® Inc. (LIBOR) through the “We’re More Than REALTORS®” campaign is honored to be a sponsor of the 3rd Annual “Belmont Stakes” Blue Ribbon Run for Prostate Cancer® at prestigious Belmont Park on Sunday, June 1, 2014. In 2012 the Integrated Medical Foundation organized the first ever 5K evening run through historic Belmont Park, ending at the actual finish line of the Belmont Stakes Racetrack, and this year will be another amazing evening at the park! The “Belmont Stakes” Blue Ribbon Run for Prostate Cancer® raises critical funds for prostate cancer education, support and screenings, and also serves to kick off Belmont Stakes Festival week, the week-long celebration leading up to the Belmont Stakes horse race.

About Integrated Medical Foundation — Working Together for Better Men’s Health and to Fight Prostate Cancer

1 out of 6 American men will have prostate cancer in their lifetime. Statistics show that regular screening can lead to early detection of prostate cancer. Screenings have decreased the prostate cancer death rate by nearly 40% since they began 20 years ago. IMF urges men over 40, or men with a family history of prostate cancer, to talk to their health care provider about prostate cancer. Early Detection Saves Lives! IMF is a non-profit 501(c)(3) organization committed to prostate cancer awareness education and support. They offer free screenings to groups in the NY community. Visit www.IMFCares.org for more information.

The “We’re More Than Realtors®” campaign was created by the LIBOR Public Relations Committee in 2006. The campaign supports numerous programs and charitable organizations throughout our community.



5K Run/Walk 7:15 p.m.

Sunday, June 1, 2014 (Rain or Shine)

Belmont Park • 2150 Hempstead Turnpike, Elmont, New York

\$25 pre-race registration • \$22 pre-registered GLIRC members
\$15 under the age 16 pre-race registration • \$30 race day registration

Free Admission for All Pre-Registered Runners to Belmont Park’s “Family Fun Day” 12-4 pm on Sunday, June 1, 2014.

Come early and enjoy a full day of thoroughbred racing before the 5K Run!

There will also be an outstanding post-race party with refreshments and giant post-race prize drawings.

Free Prostate Cancer Screenings — For Dates and Locations visit IMFCares.org.

To Register: Download Registration

Donate or form a fundraising team

THIS IS A ONE-OF-A-KIND EVENT TO RAISE AWARENESS OF PROSTATE CANCER THAT IS NOT TO BE MISSED!



From Where I Sit

By Joseph E. Mottola, Chief Executive Officer

Inevitably, the question arises in every MLS, “is there a better alternative to the computer system we now have?” Our MLS is not immune from this even as we are currently in the process of transitioning from an older Stratus system to a new one with added features and capabilities.

The gripes from the field really fall into three categories. The first is from those who simply don’t want the stress of change. Others say they don’t like New Stratus but have never taken a class or a webinar to learn how to use it even though they will eventually have to. A third group is using it efficiently but still prefers the old system. (We are not dealing here with the large block which have learned the new system and love it.)

The MLS Board of Directors voted to hire a consultant to evaluate New Stratus in comparison with other available systems. Preliminary feedback is that there are only two which would successfully handle our operation. Neither of them currently have the software capability to handle the large private listing features which Stratus has. Either system would have to undergo programming to add that functionality.

The process begins with the MLS Technical staff documenting the private listing rules and other custom functionality we now have and review those with the Consultant. The Consultant will incorporate them into a “Request for Proposal” (RFP) and issue them to the two vendors in December.

In February we should have proposals and pricing. The Consultant will present the results to MLSLI and we will commence “hands on” testing of the two other systems with a group comprised of agents and brokers who actually use Stratus on a daily basis in support of their business operations.

In the spring of 2015, we would have vendor presentations and a winner will be recommended for the MLSLI

BOD to decide. Contract negotiations would begin for an all new system or an extension with Stratus. If an all new system was selected, we would have to allow time for custom software to be written and the staff would have to organize a plan to prepare the field with training classes and webinars for an eventual cutover to a new system in December of 2015 if all goes smoothly.

As with any major changeover, as we have seen with new Stratus, issues occur which have to be gradually dealt with, and the field will have to be patient and tolerant. This occurs at any MLS which undergoes a conversion and we would undoubtedly have the same experience.

In the industry, Stratus is not regarded as a major player. Rather they are looked upon as essentially “In house” systems for Long Island and Toronto where the staff is a major part of the “partnership” in providing an effective, efficient and reliable online computer system. On Long Island, the system also has to integrate with our membership and billing systems, MLSLI.com and all of the internal websites both public and private.

One of the major advantages of an in house system is the time it takes to make changes such as adding fields and making “cosmetic” changes. We currently have significant freedom with respect to such things working hand in hand with the Stratus software group. Other systems would not provide us with this flexibility and the industry standard tends to making changes once a year.

Almost all the work by the staff to prepare for the RFP goes on behind the scenes and ironically will have to go on while we are completing the conversion to new Stratus. The end result will be determined by the MLS BOD and all of us will be affected in some way as we adjust to whatever approach is taken. We’ll keep you informed as the process progresses.

We're More Than REALTORS®...

LIBOR JOINS FORCES WITH REBUILDING TOGETHER LI TO RESTORE HOMES FOR THOSE IN NEED

The Long Island Board of REALTORS® Inc. (LIBOR) will be rolling up their sleeves to work alongside Rebuilding Together Long Island (RTLTI) on a volunteer project that will take place at a private residence in Seaford on Thursday, May 22, 2014.

Our members are volunteering their time to help RTLTI build a wheelchair accessible handicap ramp and other home repairs. The installation of the ramp will allow the homeowners to receive the medical attention that they need; enabling them to come and go from her home with ease.

In addition to contributing time, earlier this year LIBOR made a \$2,500 donation to the organization, so they can fulfill their mission of helping to rebuild the homes and lives of people in need. Rebuilding Together Long Island is dedicated to restoring the homes of economically disadvantaged homeowners who are elderly, disabled, and/or single-parent families, so they may continue to live in comfort with dignity and independence. Their committed staff of 300 volunteers is the backbone of the organization. They provide a wide range of services which include plumbing and electrical repairs, yard work, tree trimming, gutter cleaning, carpentry, roof repair, trash removal, non cosmetic painting, lock work, smoke detector installation and the construction of wheel chair ramps. All of the services of Rebuilding Long Island Together are provided at no cost to the homeowner.

"The Long Island Board of REALTORS® is proud to continue our over nine year partnership with Rebuilding Together Long Island, an exceptional organization truly helping those in need throughout our community. The work of Rebuilding Together Long Island allows disadvantaged homeowners to remain in their own homes in a safe and healthy environment and we are honored to be able to assist in this efforts," said Bettie Meinel, 2014 LIBOR President.

This donation was made through the Long Island Board of REALTORS® "We're More Than REALTORS®" initiative. Created by the LIBOR Public Relations Committee in 2006, the "We're More Than REALTORS®" campaign supports numerous programs and charitable organizations within our communities.



2014

26th Annual LIBOR Education Conference & Trade Show



LONG ISLAND
BOARD OF REALTORS
The Voice For Real Estate Since 1916



We're On The

MOVE!

THURSDAY | JUNE 5

CREST HOLLOW COUNTRY CLUB • WOODBURY, NY



Featuring Keynote Speaker **Mike Staver**

"Real Estate is not for Cowards"

Also special added broker/manager session...
"Leading , Thriving and Profiting in Today's Market"

First 150 To Register Receives
Mike's NY Times Bestseller



Breakout Speakers



Terry Watson
"Easify to Close"



Jackie Leavenworth
*"Listings by the Dozen:
Building Your Inventory"*



Darryl Davis
"Smile"



Steve Pacinelli
*"Internet Leads"
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illnesses and their families.*

SPECIAL JERSEY BOYS REALTOR TRIBUTE



Gentlemen of Broadway

For More Information and to Register Visit LIBOREDCONFERENCE.COM

Joint April Meeting: Women's Council of REALTORS®, Suffolk North Shore & Suffolk Central Chapters!



Photos courtesy of Howard Fritz, One Find Day Real Estate.

The Women's Council of REALTORS® in conjunction with the Suffolk North Shore and Suffolk Central Chapters of LIBOR, held a breakfast meeting at the Islandia Marriott, featuring Adorna Carroll, who presented "Never Lose Another Commission! Learn How to Get A Buyer Brokerage Contract Signed Every Time!"

Adorna is an Owner/Partner of Dynamic Directions - an educational and sales training consulting firm that collabo-

rates with real estate associations and firms internationally to provide quality instruction. She is considered one of the most effective facilitators of Leadership Training, Bylaw Revision Facilitation and Strategic Planning for MLS companies and real estate associations in the US and Canada. She is a nationally recognized expert in Buyer Agency, Seller Agency and Agency Relationships; was honored as Connecticut's Educator of the Year, named to the Real Estate Buyer's Agent Council (REBAC) Hall of Fame and is the 79th recipient of the National Association of Realtors® Distinguished Service Award.



LIBOR's Young Professional Network

LIBOR's Young Professional Network (YPN) held an education and networking event on Wednesday, April 23rd at 6:30pm at the Huntington Hilton in Melville. Special guest speaker Roseann Farrow spoke to the crowd on "Increasing Your Business with Buyer Brokerage" It was a great evening of networking and learning! Pictured at the event are (l-r) YPN Secretary Amy Donnelly, YPN President Melissa Gomez, Roseann Farrow and YPN President Elect/Treasurer Mark Donnelly.

NOW AVAILABLE

New LIBOR Affiliate Membership Program Successful Referrals = \$50 American Express® Gift Cards

LIBOR's Affiliate Membership Program provides new Affiliate Members with more benefits than ever before. And now you can benefit too. Refer your business colleagues to become new Affiliate Members and receive \$50 American Express® Gift Cards for successful referrals. Simply direct them to lirealtor.com/affiliates for all the details and to apply online. It's that easy!*

New Affiliate Members receive many opportunities for networking, sponsorships, marketing, branding and much more to help increase their visibility within our real estate community. It's a win-win business builder for you and them!

So tell your real estate-related business contacts about the program today! Contact Lisa Stellato, Business Development Manager, at lstellato@lirealtor.com or 631.661.4800 x384 with questions.

*Terms and Conditions apply. See lirealtor.com/affiliates for complete program details.

FILING AN MLS RULES COMPLAINT

- Only the MLS Participant can file a Rules complaint against another MLS Participant.
- Before filing a complaint speak to the broker or manager of the office you have issue with. Perhaps it can be resolved without further action.
- The MLS Rules Complaint form can be found on the www.lirealtor.com Documents tab under the MLS Forms category, document # 865.
- After the form is fully completed and signed by the MLS Participant, attach a written narrative along with any evidence proving why you believe an MLS Rule was violated and forward it to MLS. It can be faxed to 631-661-4589, emailed to CustomerService@mlsli.com or mailed to 300 Sunrise Highway, West Babylon, NY 11704.
- You will be notified once your complaint is processed and Administrative Review will be scheduled. You will be notified via certified mail of the date and time of the review.
- Bring all documents and evidence and anything else that supports your claim to the Administrative Review.
- The review panel cannot assist you to prove your case. They rely on the evidence and facts you present.
- The maximum fine amount is \$15,000.

President's Message

By Bettie Meinel, LIBOR President

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will include topics such as speakers: "Listings By the Dozen" — Jackie Leavenworth, CRS, GRI; "The Secret Language of Internet Lead" — Steve Pacinelli; "The IRK Factor" — Terry Watson, CRS, GRI; "Designing a Life Worth Smiling About" — Darryl Davis. These are just a few of the great education sessions that will be offered throughout the day, for complete session details please visit www.liboredconference.com.

As you can see, the day is filled with quality educational opportunities, but there also many networking opportunities too. With over 40 exhibitors participating in the Trade Show, please make time to visit the exhibit hall.

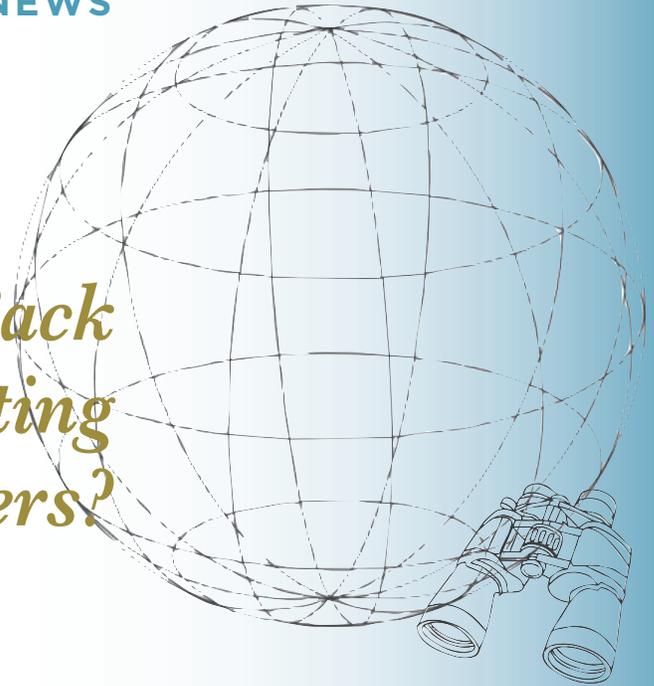
A Chinese Auction will be held this year and proceeds will benefit Friends of Karen, a charitable organization dedicated to providing emotional, financial and advocacy support to children with a life-threatening illness and their families. The Education Committee has selected this charity to receive the proceeds this year from Chinese Auction ticket sales. Tickets for the auction will be sold during the morning hours and winning tickets for each item will be selected during the luncheon. Speaking of the luncheon, it's not to be missed! This year the entertainment will be "Gentleman of Broadway" a tribute to Jersey Boys, and the winner of the \$1,000 Grand Prize sweepstakes will be announced.

If you are planning on attending any trade show and conference this year, this is the one to attend. You can register for the conference at www.LIBORedconference.com, if you register before May 24th you'll save \$10 on admission. Please join us on June 5th, you won't regret it!



Our Sights are Set on Global

What's Holding You Back From Courting International Buyers?



¡No hablo español!

Je ne parle pas français.

我不会说中国话。

Я не говорю России.

By Lisa Stellato, Business Development Manager

MAYBE IT'S BECAUSE YOU DON'T SPEAK A FOREIGN LANGUAGE. Or maybe you're not familiar with different cultures. Well, you don't have to be fluent in another language OR know another culture inside and out to attract and work with international buyers. Learning just a few greetings and cultural fundamentals can start you off on the right track. And you might not even realize how many resources you actually have at your fingertips.

IMPORTANTLY, YOU'RE NOT ALONE IN THE INABILITY TO SPEAK A FOREIGN LANGUAGE. According to Arne Duncan, U.S. Secretary of Education, "Only 18% of Americans report speaking a language other than English, while 53% of Europeans (and increasing numbers in other parts of the world) can converse in a second language."¹ Although English is the common language spoken throughout most of the world, it doesn't hurt to know a few words or phrases and some appropriate gestures relevant to your targeted country or region.

WHERE DO YOU FIND THIS INFORMATION? Get out your smartphone or tablet and take advantage of free apps like Google Translate or iTranslate, in which words and phrases are translated in over 80 languages. Other fee-based translation apps are available, and it's always wise to check with someone who is fluent in the language you're interested to avoid any incorrect trans-

lations. As for cultural differences including business etiquette, order yourself a copy of *Kiss, Bow or Shake Hands*, written by Terri Morrison. It's so important to be aware that even everyday gestures in America can be offensive in other cultures, so it's best to brush up on what's a do and a do not in your target country. Also, NAR members have free access to various language resources and programs at www.realtor.com/library.

THERE ARE MANY OTHER SOURCES THAT CAN BE OF ASSISTANCE. Perhaps your office mates speak different languages. They can help you so that you can provide the best experience for your buyers while building their trust and the relationship. If multilingual staff is not available in your office, don't fret. Translators and interpreters are available (for a fee). Perhaps your local college or university has multilingual resources like interns earning course credits for studying different languages. Of note is the fact that there are many local colleges that have high numbers of students from around the world: SUNY Stony Brook has the fifth highest number of foreign students in New York State with 4,122; New York University has the highest with 9,362.2 These students are the gateway to their parents, families and friends — prospective buyers who would benefit from your services. Maybe this is the opportunity to learn a new language and cross an item off your bucket list!

CONSIDER EARNING THE NAR DESIGNATION FOR CERTIFIED INTERNATIONAL PROPERTY SPECIALIST (CIPS) where you will learn about all things

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MLSLI Info Line

By Anthony Atkinson, MLSLI President



The Digital House Search will Equal More Leads

The spring weather is finally here and for most home buyers, the purchase of real estate is one of the largest financial transactions they will make. Buyers purchase a home not only for the desire to own a home of their own, but also because of changes in jobs, family situations, and the need for a smaller or larger living area

In today's complex, rapidly changing, and digitally driven media environment, capturing a home shopper's attention in order to build a real estate business is tougher than ever. NAR reported that buyers using the internet to search for home continue to increase year after year. Over 92% of home buyers start their search online.

The MLS goals and commitment is to place your listings where buyers and sellers are starting their home search, thus exposing your listings to the widest possible market. The new MLS Advertising campaign is focusing more on digital and social media advertising. This effort produced excellent result in the first quarter of this year.

In March, our analytics show that traffic to MLSLI.COM is averaging 21,000 visitor sessions a day. The Advertising Committee reported that this is the highest amount of daily traffic reported in over a year. In part, this can be attributed to the changes that were made to the key word searches on all our paid AD WORD campaigns that are resulting in more search engine traffic to MLSLI.COM.

The Mobile Advertising Campaign is doing well, the mobile traffic to the site is up and we are seeing a 21% increase in sessions coming from tablets, and a 200%



increase in daily sessions coming from iphones and smartphone. The year over year increase of social media driven sessions to MLSLI.COM is up by 193%, with Facebook visits to our site being the primary source of that huge increase.

Important Update:

1. MLS Rule: MLS Rule 501.12 was revised by the Directors and amended to read: "Upon closing the primary photo must be the exterior front of the property." This will allow easy side by side comparison of properties when agents are doing a CMA.

2. Flood Insurance: As the market continue to heat up...there is good news for buyers buying property that require flood insurance. Effective May 1, 2014, all buyers of older properties (pre-FIRM) will see a premium rate reduction under the Homeowner Flood Insurance Affordability Act of 2014.[†] Instead of jumping to "full cost" for flood insurance, buyers will assume the seller's Oct-2013 rate for a pre-FIRM property. FEMA also extended the rate relief so all pre-FIRM properties (including the second homes and businesses) will begin paying Oct-2013 rates when they purchase or renew their flood insurance after May 1.

Also, effective May 1st the need for Elevation Certificate on a Pre-FIRM home is not required.

YOUR LEGAL RESOURCE

Reduce your risk with authoritative legal information on a wide variety of real estate law issues available through:

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518.436.9727

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10-11 a.m.

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Call 518.436.9727
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Note: NYSAR's Legal Hotline and NYSAR Radio show do not provide a client-lawyer relationship. For confidential legal advice, consult an attorney.



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Laurene Curtin, NYSAR member for 28 years



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- FREE!** Use of Receptionists and Secretaries
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- FREE!** Use of Conference Rooms and A-Rated Office Buildings
- FREE!** Advertising on Cablevision 10 Homes (Channel #606)
- FREE!** Internet Advertising to Dozens of Web Portals
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Tech Tip

By Dana Nowick, Product Marketing & Client Relationship Manager



Spring Clean Your Marketing Redesign Your Website for 2014

Today's online consumers are looking for a professionally designed, easy to navigate website that has all the LISTINGS!

If your website is old and outdated, online prospects will abandon your site to seek a more professional looking one that contains all the information they are looking for. And, if your website does not have enough of the listings they are looking for, your visitors will be off to visiting the competitions website.

Don't let this happen! Spring is a good time to address a website re-design or upgrade. Check out MLSLI's PremierIDXWebsites solution, it may be just what you need!

MLSLI's PremierIDXWebsites is a one-stop-shop for your on-line business presence. MLSLI's newest upscale website solution comes with everything you need to attract and keep buyers and sellers visiting your site! Your website will have its own distinctive branding with a professional look and feel. You can showcase listings, effectively market properties and be unique in your marketplace.

PremierIDXWebsites also has the latest and most powerful IDX solution that captures and engages your visitors. Your website will

be mobile ready with built-in social media features and available local neighborhood and school information. All of which can keep visitors on your site longer!

Take a look at your current website! If it looks like it's time for a new one, consider MLSLI's PremierIDXWebsites.

Visit www.PremierIDXWebsites.com for more information, pricing and sample sites.

Sample Sites [View All](#)





By Liz English, RPAC Chairperson

You are part of the National Association of REALTORS® (NAR), the largest trade association in the nation. Through the REALTOR Party and the REALTORS® Political Action Committee (RPAC), NAR is also the #1 trade association in the nation. From its inception, RPAC has seen Republicans and Democrats reaching across the aisle to help support pro-real estate initiatives in Washington, Albany and locally throughout Queens, Nassau and Suffolk.

The sole purpose of RPAC is to help elect REALTOR® friendly candidates. The idea is simple: Promote bipartisan candidates who understand and support the interests of New York REALTORS® so we will have savvy politicians crafting and defending legislation vital to our success. To accomplish this mission, the REALTORS® Political Action Committee must raise money through voluntary contributions from working REALTORS® like you and me. (I am proud to tell you that 94% of House candidates and 82% of Senate candidates that RPAC supported in the 2012 federal election were victorious!)

Please take a moment to imagine our industry without the Political Action Committee. How would the elimination of Mortgage Interest Deduction (MID) impact your ability to sell homes? Has the extension of affordable flood insurance created a healthier climate for your waterfront sellers and buyers? How many homebuyers would be locked out of the market without FHA single family insurance, VA programs or other local, state and federal programs? How might local transfer taxes hinder your business? Thanks to those who invest in RPAC, you do not have to imagine.

Like all Realtors, you have benefited from legislation that supports home ownership. Won't you please step up and do your fair share? If you earned just \$25,000 a year and invested only \$25 annually, that would be merely .001% of your gross income, about 30 cents a day — waaaay less than Starbucks!

Please join the voice of the REALTOR® Party by supporting the REALTORS® Political Action Committee; it is the best investment you can make in your profession.

NAR President Steve Brown Announces Consumer Call for Action

Call To ACTION

Steve Brown, 2014 NAR President

I am proud to announce a historic action being taken by NAR this week that builds on a strategic effort we adopted and have progressively been working on for almost two years.

NAR is conducting the first test of the Consumer Outreach Program by launching a Consumer Call for Action (CCFA) to 85 million homeowners, including several million prospective owners, across the country. The CCFA will commence April 30, 2014, and run through mid-July (at least). This consumer outreach will help us find out more about how we should communicate with consumers in the future. It is part of a concerted homeownership awareness, education and action campaign by NAR to demonstrate to homeowners that REALTORS® share concerns with consumers on issues relating to homeownership; and that REALTORS® can be counted on to articulate those concerns and stand up for consumers at the federal, state and local level.

The Consumer CFA is to alert consumers that Congress is having discussions about tax reform that include the possibility of future loss of current deductions for home interest and local and state tax deductions.

Consumers are being asked to sign a petition and or send a letter to their House of Representatives member to ask him or her to help homeowners keep their deductions.

While there is no legislation being proposed at this time in Congress to reform the federal tax code, there are Congressional discussions going on. I believe it is never too early for homeowners to know what the next Congress or a future Congress may consider that will impact their investment and their home.

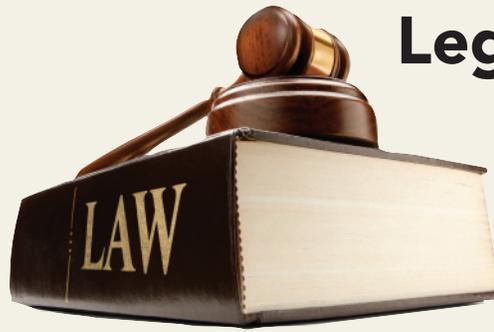
This advocacy outreach to consumers is a part of NAR's Strategic Plan and is being executed through our Community and Political Affairs Department utilizing our state-of-the-art REALTOR® PARTY advocacy tools.

This is an important event and effort for NAR and for homeowners, and I trust you are as proud of this step forward as the Leadership Team and I are.

By Cathy Nolan

Goldson, Nolan & Connolly, P.C., General Counsel

Legal 'Q & A'



Q. Can I offer an incentive to a buyer or seller if they buy or sell through me?

A. Yes! An agent may give gift cards, cash incentives, send the parties on trips, buy them dinner, and pay part or all of their fees, as long as the party receiving the incentive is involved in the transaction.

Q. Can I give a buyer or seller a referral fee for sending me another customer or client?

A. No!

Q. Can I pay an out of state broker a referral fee?

A. Yes!

Q. If I bring a buyer to a property and another agent brings the same buyer to the same property, who will get the commission?

A. The one who wins the arbitration.

Q. Which agent will win?

A. I don't know.

Q. What if the buyer told both agents he had never worked with another agent?

A. The buyer was disingenuous!

Q. Can I sue for a commission when I do not get paid?

A. Only your broker can sue for a commission.

Q. What if my broker is the one who didn't pay me?

A. Then you can sue your broker.

Q. If I forget to get an agency disclosure signed; does that mean I am not entitled to get a commission?

A. No! It means the Department of State can't discipline you by levying a fine and/or making you take a class. Nowhere in Section 443 does it say you should not

get paid if you fail to get a signed disclosure. Repeated infractions, however, could lead to a suspension or even a revocation of your license, and then you will not be able to earn a living, so be careful!

Q. Can my broker refuse to pay me if I do not have all the proper paperwork?

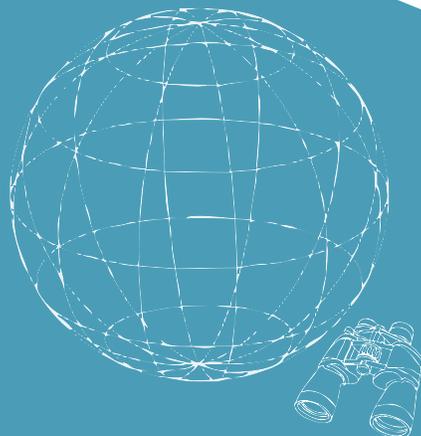
A. What does your Independent Contractor's Agreement say?

Q. Can my broker make me share a commission with another agent in my office?

A. What does your Independent Contractor's Agreement say?

Q. Can my broker make me pay for my own ads?

A. See the two answers above.



Our Sights Are Set on Global (Continued from page 11)

global, from business practices to social gestures and so much more. One primary benefit of being a CIPS is being part of a members-only network of over 2,000 international practitioners that provides a complete view of the global market. It's easy to earn the designation all in one week or à la carte at your convenience. Learn more about CIPS and see the course calendar at www.realtor.org/earnCIPS.

For more information, contact Lisa Stellato, CIPS — Business Development Manager, at lstellato@lirealtor.com.

Sources:

- 1) NAR — <http://theglobalview.blogs.realtor.org/2014/04/14/you-dont-have-to-speak-another-language-to-be-a-global-agent/>.
- 2) www.iie.org/opendoors.

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Short Sales in Today's Real Estate Market

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Say Hello to A Good Buy

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Wheel Estate or Real Estate: Stop Spinning Your Wheels

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Jackson Heights

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Listing Power: If You Have Them.... They Will Come!

22♦

The Truth, The Whole Truth and Nothing But The Truth: Legal Checklist to Ensure a Smoother Transaction

Woodbury

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Buying, Listing & Selling Foreclosures

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Disclosure Insulation from Litigation... Safeguards & Precautions

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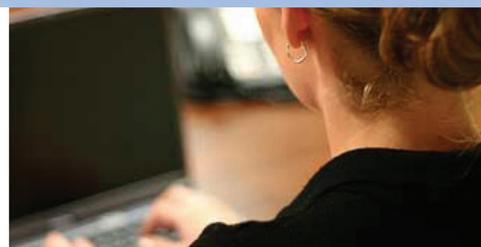
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TOP 10 LONG ISLAND TEAMS (by Gross Commissions)



#1 The Scarito Team #2 The Tripodi Team #3 Louise Pitlake Power Team #4 The Rubin Team #5 The Korahais Team #6 JoAnn Boettcher Team #7 Carr & Falabella Team #8 The Lenard Team #9 The Jaeger Team #10 Scott Bennett & Amanda Field

TEAM PLAYER AWARD

Mollie Grossman • Maureen Polyé

LIFETIME ACHIEVEMENT AWARD

George Haas

ROOKIE OF THE YEAR

Mark Leventhal

LONG ISLAND TOP 5 BY TRANSACTIONS

AGENTS

- #1 Joyce Coletti
- #2 Lina Lopes-Jata
- #3 Ronnie Gerber
- #4 Marian McKenna
- #5 Bryn Elliott

TEAMS

- #1 The Scarito Team
- #2 The Tripodi Team
- #3 JoAnn Boettcher Team
- #4 The Jaeger Team
- #5 Louise Pitlake Power Team

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