Commission Escrow Act Gains More Momentum

By Randy L. Kaplan
Director of Government Affairs

Our goal of the Commission Escrow Act becoming law in New York State is one step closer to reality as more and more state lawmakers are signing on as cosponsors of this much needed bill. The legislation, which was recently reintroduced in both the New York State Senate as S.1935 and in the New York State Assembly as A.3395, will allow disputed real estate commissions to be placed in an escrow account until the matter can be resolved.

To date a total of fifty majority members in the Assembly and twenty one 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.

Thanks to the efforts of LIBOR’s Commission Escrow Act Sub Committee and our legislator contact team program — we have had much success locally. The seven State Senators who signed onto the bill from the LIBOR region include: John Flanagan (Smithtown); Chuck Fuschillo (Merrick); Owen J. Golden (Babylon); Ken LaValle (Selden); Carl Marcellino (Oyster Bay); Dean Skelos (Rockville Centre) and Caesar Trunzo (Hauppauge).

In addition to the main Assembly sponsor Michael Gianaris (Astoria), who recently attended and updated the Queens North Shore Chapter Meeting on this legislation, the other fourteen cosponsors in the Assembly from the LIBOR region are: Jeff Aubry (Corona); Ann Margaret Carrozza (Bayside); Barbara Clark (Queens Village); Michael Cohen (Forest Hills); Vivian Cook (Jamaica); Tom DeNapoli (Great Neck); Pat Eddington (Patchogue); Steve Englebright (Setauket); Margaret Markey (Maspeth); Audrey Pfeiffer (Rockaway Beach); William Scarborough (St. Albans); Bob Sweeney (Lindenhurst); Harvey Weisenberg (Long Beach) and Mark Weprin (Little Neck). The way politics works in the New York State Legislature is clear-cut — a minority member of the Assembly or the Senate cannot become a cosponsor on a majority member’s bill. However, many of the legislators who are not cosponsors have already expressed their support for the bill when it comes up for a vote on the floor of the Senate and the Assembly. Just last month NYSAR CEO Chuck Savino and President Gary Kenline (pictured here with LIBOR President Marlen Fraker-Gutin)

REALTOR®’s across New York State are opposing the New York State budget legislation that requires the twelve counties comprising the Metropolitan Transportation Authority region to impose an additional one-tenth percent tax on the recording of a mortgage. If approved, this legislation will increase the tax on the recording of a mortgage in the MTA region to a minimum of $1.10 per $100 mortgage. These higher real estate transaction taxes will make home buying less affordable and increase costs for those who seek to refinance their mortgages. Homebuyers in New York State are among the few nationwide who are taxed for the "privilege" of obtaining mortgage financing. Depending on where the borrower lives, as many as four separate state and local taxes may be imposed on the recording of a mortgage.

One of the most serious consequences of this proposal is that it makes homeowner’s less affordable to low and middle income working New Yorkers. High housing costs adversely affect the quality of life that New York has to offer the young and well-educated workforce employers need. The mortgage recording tax is a regressive tax. In most cases homebuyers take out a mortgage to purchase their home. These purchasers are required to pay a mortgage recording tax at closing which is based upon the total mortgage amount. However, if the homebuyer pays cash in purchasing the home, the mortgage recording tax is not imposed.

This tax also applies to homeowners seeking to refinance their mortgage debt and take advantage of lower interest rates. The higher mortgage recording tax will undoubtedly reduce the number of refinancings which, in turn, will also have a direct and negative impact on the region’s economy. Homeowners that put off refinancing will not have the capital to reinvest in local business for activities such as building additions, refurbishing kitchens and making other improvements to existing homes and property.

Opposition to Mortgage Recording Tax Proposal

REALTOR®’s across New York State are opposing the New York State budget legislation that requires the twelve counties comprising the Metropolitan Transportation Authority region to impose an additional one-tenth percent tax on the recording of a mortgage. If approved, this legislation will increase the tax on the recording of a mortgage in the MTA region to a minimum of $1.10 per $100 mortgage. These higher real estate transaction taxes will make home buying less affordable and increase costs for those who seek to refinance their mortgages. Homebuyers in New York State are among the few nationwide who are taxed for the "privilege" of obtaining mortgage financing. Depending on where the borrower lives, as many as four separate state and local taxes may be imposed on the recording of a mortgage.

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DOs AND DON’Ts for Complying with RESPA

Recent articles in the press indicate that some of those involved in real estate settlements may not fully understand their obligations under the Real Estate Settlement Procedures Act (RESPA). Moreover, HUD has stepped up its RESPA enforcement in the past 18 months. Attached are some RESPA DOs and DON’Ts for real estate brokers and agents.

In 1974, Congress enacted RESPA to protect consumers during the home purchase process. The purposes of RESPA include (a) giving consumers better advance disclosure of settlement costs and (b) eliminating kickbacks or referral fees that unnecessarily increase certain settlement costs.

RESPA requires lenders to give prospective borrowers a booklet on the nature and costs of real estate settlement services and a good faith estimate of likely settlement costs. Then, at closing, the borrower and seller receive a settlement sheet (the “HUD-1”), which itemizes the costs paid in connection with the purchase of the home. RESPA also prohibits both giving and receiving anything between providers of settlement for the referral of housing.

Even though the law has been in place for 30 years, there still exists a great deal of uncertainty over which fees are permitted and which are prohibited. Uncertainty is especially troubling since the anti-kickback provisions in section 8 of RESPA may result in criminal penalties and substantial civil penalties.

HUD is responsible for administering this regulatory program and enforcing its provisions. Its implementing regulations are at 24 CFR Part 500. The Long Island Board of REALTORS®, Inc. (LIBOR) has posted a list of DOs and DON’Ts on the REALTOR® only web site at mls11.cocom. LIBOR is working to help educate REALTORS® about RESPA requirements. The DO’s and DON’Ts on the REALTOR® only site include the following information:

1. Describes the types of entities that RESPA covers.
2. Stummings RESPA’s prohibitions affecting REALTORS®.
3. Explains three exceptions to the rule prohibiting payments between settlement providers.
4. Gives examples of permissible and impermissible activities and payments.
5. HUD is beefing up its enforcement of RESPA, so it is important that all REALTORS® focus on RESPA and assure that their activities comply with its requirements.

Before a REALTOR® undertakes any activity with a settlement service provider or accepts any payments, goods, or services from a provider, NAR recommends that the REALTOR® speak with an attorney familiar with RESPA and also makes sure that the activity complies with state and local laws. Some of these laws prohibit activities that are otherwise permissible under RESPA.

For more information, please visit the REALTOR® only section on MLSLI.com™ or email MTI@realtors.org.

Legislation was introduced in the State Senate last month to help ensure a fair process for purchasing co-operative housing. The bill, S.3353, which was introduced by Senator Michael Balboni (R-Garden City Park), would establish a clear timeline for the various steps in the application process as well as standardize board applications. Most importantly, the legislation requires boards to give a written statement why an applicant has been rejected.

Additionally, LIBOR recently met with U.S. Congresswoman Carolyn McCarthy (D-NY) to discuss the possibility of resolving the rejection issue by amending the federal fair housing law. Currently, there is a section that would require a co-op board to provide a reason why the potential buyer was denied. Rep. McCarthy said she would discuss with Rep. Gregory Meeks (D-NY), Ranking Member Financial Services Committee, town of Babylon is about to crack down on illegal rentals. The Town of Babylon is about to crack down on all parties who are continuing to work with Town officials so that they can continue to work with Town officials so that the roads to the property located in Central Islip are in, (they are waiting for the snow to stop) a firm start date will be announced.

All announcements and updates pertaining to this project will be posted on Stratus Info Center, in the REALTOR® newspaper, and will be reported in the weekly LIBOR/MLS electronic news service emailed to you every Monday afternoon. Watch for details.

Habitat for Humanity Hosts 2nd Annual Fund Raiser Luncheon

On March 15th, hundreds of supporters attended the 2nd Annual Habitat for Humanity Fund Raiser held at the Watermill in Smithtown. The LIBOR Executive Committee, led by President Marian Fraker-Gutin, attended the luncheon and were Bronze Hammer Sponsors donating $1,000 on behalf of the Long Island Board of Realtors®, Inc. The luncheon raised a record setting $160,000. Monies raised through this event will be used to purchase building supplies.

As a reminder, the Long Island Board of Realtors®, Inc. (LIBOR) is sponsoring a 2005 Habitat House in coordination with the New York State Association of REALTORS® who is celebrating their Centennial. Volunteers, skilled or otherwise, are very much needed and must be at least 16 years of age. Anyone interested in volunteering their time should contact Cristina DeFalco at 631-661-4800 Ext. 358. LIBOR is responsible for supplying “workers” for a minimum of twelve building days that will be scheduled between June and October, the anticipated completion date.

The Town of Babylon is about to pass a new law regarding illegal rentals. The new law will state that you must obtain a proper rental permit prior to listing a property. The Town will be cracking down on all parties who are connected to any illegal rentals including: the owner; the real estate agent
President’s Message
By Marian Fraker-Gutin  LIBOR President

Staying Ahead of the Curve

Dear Members,

The first quarter of 2005 is now over and spring is on the way (I hope)! Your Directors and Committee people have been working hard to get this year going strongly early on. The Governance Committee led by Mel Farkas, LIBOR’s Past President, have met and made some changes for representation on the Board of Directors. These changes directly relate to making it easier for you the member, to participate and have a say in your Board, and they will be coming your way through the By Laws Committee and the Board of Directors. At our joint MLS and Board of Directors meeting in March our Directors were given an update on New York State Activities by NYSAR President, Gary Kenline and NYSAR CEO, Chuck Staro. Speaking of CEO’s, our own Joe Mottola was given an extension on his contract with LIBOR/MLS. The Directors realized what a plus Joe is to our Board. He is respected by leadership and members throughout the U.S. for his progressive programs to keep us ahead of the curve with changes in our business. In the meantime, the LIBOR Chapters are presenting some great education and networking meetings. Some are lunches, others dinners, see page 9 of the paper to see when your next Chapter meeting is or contact your Chapter Officer. I encourage all of you to participate in these meetings so you can be apprised of the workings of this market.

The Commission Escrow legislation is at an all time high with sponsorship in the Assembly and Senate. Our New York State lobbyists are working hard with Randy Kaplan and our members to move it along. Nothing would please me more this year than to get that legislation passed for you “the member.” Till next month!

“Changes that directly relate to making it easier for you to participate.”

Governance Task Force Committee Meeting held
Recently at the Woodbury Country Club

Mel Farkas, LIBOR Past President and Chairperson of the Governance Committee, is pictured here with Marian Fraker-Gutin (center) and Bill Lester, (right) the group’s facilitator.
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Realtor® Magazine Seeks Entries for 2005 Good Neighbor Awards

REALTOR® Magazine, the official publication of the National Association of Realtors®, is seeking nominations for its fifth annual Good Neighbor Awards. The program recognizes the ongoing efforts of individuals, REALTORS® who are making exceptional contributions to improve the quality of life in their communities. Among the activities that qualify for consideration are involvement in affordable housing issues, improving the quality of education in an area, supporting initiatives aimed at a community’s youth, and work on any other community-based programs.

Five winners will be selected. Winners will receive a $7,500 grant in the name of their community project and earn the right to use the Good Neighbor Award logo on their Web site and promotional materials. Winners and guests also will receive travel expenses to attend REALTORS® Conference & Expo in San Francisco in October 2005, where they will receive their awards. For more information visit: http://www.realtor.org/mediaday/images/GoodNeighborFormOnePageOpenDocument.
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**LIBOR NEWS**

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.

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Spring has finally arrived on Long Island, or so the calendar says. WCR’s first luncheon of the year started with snow, but thankfully by lunchtime the snow was only a memory. Over 80 people arrived at the Swan Club on Glenwood Landing, for an exciting afternoon of networking, learning, shopping and of course lunch.

Our speaker Steve Hamery gave an enlightening and at times humorous lecture on the art of negotiating. Before we can effectively negotiate with someone, we must be aware of the maximum you will be willing to negotiate with someone, if we hope to negotiate with someone, we must be aware of the maximum you will accept. The next generation goes to the internet for connecting with that generation. The younger generation communicates differently than previous generations. Our generation must be aware of how important it is to understand our generation will calculate in different ways than our parents did. Steve pointed out that you must understand how to negotiate with different generations to effectively negotiate with them.

WCR also had a Cingular representative there, giving great deals on Treo phones. Attendees came home and watched the match, learning, shopping and of course lunch. At the end of the afternoon, everyone left with a full stomach, a high energy level and a chance to win fabulous prizes, plus a buffet lunch, a private betting window, and a chance to win fabulous prizes, plus a small gift for every guest. Take advantage of this wonderful exciting afternoon to network with your peers in an entertaining and relaxed atmosphere.

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(No voicemail ticket requests are accepted.)
Chapter & Division Report

April

The SUFFOLK SOUTH SHORE CHAPTER is having a networking breakfast on Thursday, April 14th at 8:30 a.m. at the TimberPoint Country Club in Great River. Guest speaker, Daniel Ryan, MLS President. Topic: “Knowing the MLS Rules Can Make You More Money.” The cost is $5 per person, limited seating available so reservations are required. Please RSVP to Paul Wernersbach at 631-666-2110. Visit www.libor.com/suffolksouthshore.

The NASSAU NORTH SHORE CHAPTER is having a networking breakfast seminar on Friday April 15th at 8:30 a.m. at the Greenvale Townhouse Restaurant in Greenvale. Guest speaker, Daniel Ryan, MLS President. Topic: “Knowing the MLS Rules Can Make You More Money.” The cost is $12 per person. Please RSVP to Barbara Bucoveczky at 516-564-4663. Visit www.libor.com/nassausnorthshore.

The CENTRAL NASSAU CHAPTER is having a networking seminar and breakfast buffet on Tuesday, April 19th at 9 a.m. at the Sparta Restaurant in Garden City Park. Guest Speaker, Joseph E. Mottola, LIBOR/MLS CEO. Topic: “The Future of Real Estate.” The cost is $12 per person. Please RSVP to Pia Hathorne at 516-564-4480. Visit www.libor.com/centralnassau.

The HUNTINGTON TOWNSHIP CHAPTER is having a Karaoke Kick Off Fundraiser on Wednesday, April 20th at 4:00 p.m. at Lila’s Santa Fe Kitchen in Huntington. Networking, raffles, prizes and the 2005 recipient will be announced. A $5 donation is requested at the door. Please RSVP to Peter Demidovich at 631-944-8881. Visit www.libor.com/huntingtontownship.

The WESTERN QUEENS CHAPTER is having a networking breakfast seminar on Thursday, April 21st at 9:30 a.m. at the Georgia Diner in Elmhurst. Guest speakers, Daniel Ryan, MLS President & Kathy Engel, LIBOR Instructor. Topic: “Presenting Offers & How to Handle Them.” The cost is $10 prepaid, $15 at the door. Please RSVP to Kelly Lagoudis at 718-274-7777 ext. 119. Visit www.libor.com/westernqueens.

The LONG ISLAND COMMERCIAL NETWORK is having a networking session and networking breakfast on Tuesday, April 26th at 8:30 a.m. at the Liberty Diner in Farmingdale. The cost is $15 for LICN members, $25 for non-members. Please RSVP to Harvey Kolins at 631-422-5511 ext. 122. Visit www.libor.com/licn.

May

The HUNTINGTON TOWNSHIP CHAPTER is having their Annual Blood Drive on Thursday, May 5th, details to follow. For more information, contact Mary Fudens at 631-673-2222. Visit www.libor.com/huntingtontownship.

The NASSAU NORTH SHORE CHAPTER is having a networking breakfast seminar on Wednesday, May 11th at 9:00 a.m., details to follow. For more information, contact Jay Mergoff at 516-921-4330. Visit www.libor.com/nassausnorthshore.

The WOMEN’S COUNCIL OF REALTORS is having a “Day at the Races” at Belmont Race Track, on Thursday, May 19th at 12:00 p.m. The cost is $65 prepaid only; this includes private room, lunch, Chinese Auction, raffle and “Pot of Gold.” Please RSVP to Elise Williams at 516-921-4040. Visit www.libor.com/wcr.

The LONG ISLAND COMMERCIAL NETWORK is having a marketing session and networking breakfast on Tuesday, May 24th at 8:30 a.m. at the Liberty Diner in Farmingdale. The cost is $15 LICN members, $25 non-members. For more information contact Harvey Kolins at 631-422-5511 ext. 122. Visit www.libor.com/licn.

A Growing Number of Commercial Realtors® Attend LICN Breakfast

On March 22, 2005, over fifty Commercial Realtors met at the Liberty Diner, Route 110 Farmingdale for the LICN networking breakfast. Realtors® “Haves and Wants” were exchanged, personal contacts were made, and potential deals were discussed at this event.

The Long Island Commercial Network (LICN) currently has a membership in excess of 130 members. Realtors® from Prudential Douglas Elliman Real Estate, Coldwell Banker Commercial NRT, Century 21, Remax, and many other independent or Realtor® groups make up the membership. A Realtor® does not have to specialize in commercial real estate to become a member.

Under the direction of Ed Smith, President, the networking breakfast averages between 50 and 60 attendees. Meetings, with few exceptions, are held monthly, on the last Tuesday and begin promptly at 8:30 AM. Check out page 9 of this issue of the paper for details on our next meeting.

It is an excellent opportunity to share your commercial listing and describe your buyer’s needs with the group. In the past, many deals have been made amongst the members and many more are expected in the future.

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LIBOR NEWS

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CONGRATULATIONS

Congratulations to the following Realtors who were presented with RPAC awards at the joint LIBOR/MLS Board of Directors meeting held in March at the Woodbury Country Club: (l-r) RPAC Chairperson Patricia Levitt, 2004 Crystal R; Carol Gallo-Turschmann, 2004 Sterling R; Neil Sterrer, 4 time NY Life member; Gail Bishop, 3 time NY Life member; Mary Fadens, 2 time NY Life Member; Barbara Ford, 3 time NY Life member. Also pictured, Marian Fraker-Gutin 2005 LIBOR President.

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REALTORS® Raise Over $1.5 Million for Habitat Tsunami Effort

The National Association of Realtors®, which launched a fundraising effort Jan. 4 to raise $1 million for Habitat for Humanity International’s tsunami rebuild efforts, has exceeded its goal collecting more than $1.5 million in contributions from Realtors® and state and local associations. To date, the Long Island Board of Realtors have donated over $17,000 for the cause.

The organization presented HFHI with a check for $1,572,783.20 at a press conference at NAR’s new Washington, D.C., office building. The contribution included $50,000 donated by NAR to start the project. Funds will be used to build “Realtor® Villages” for families displaced during the Dec. 26 tsunami that devastated South Asia.

NAR launched an organization-wide effort after learning of HFHI’s efforts to build transitional housing for victims living in deplorable camps. In just days after the disaster, the Realtors® pledged to help HFHI raise the $25 million needed to house 25,000 families over the next two years. Overwhelming response from Realtors® sparked the idea to establish Realtor® Villages, which will be composed of permanent housing units that, in some cases, will be built on the foundation of previous homes. Each “core unit” will comprise one room and a veranda under a roof, plus sanitary facilities and will be expandable into larger homes following the initial building phase. At least 1,000 housing units will be built in India, Thailand, Sri Lanka, and the Sumatra area of Indonesia.

All of the administrative costs of the conducting the Realtor® Tsunami Relief Project are being absorbed by NAR; 100 percent of all donations are going directly to Habitat for Humanity International for construction of the Realtor® Villages.

ASSOCIATE WITH EXCELLENCE

Kevin Leatherman and Richard Shane have gathered a talented team and positioned Coldwell Banker Surf as one of the Top 10 Real Estate firms in Nassau County.

We invite other highly motivated and career-minded individuals to join Coldwell Banker Surf during our expansion as Branch Managers, Recruiters, Trainers, Sales Associates and Administrative Professionals.

Brokers/Owners are encouraged to contact us regarding merger/joint venture options.

All Inquiries Confidential.

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Kevin Leatherman, Broker
(516) 766-1400 Ext. 130
OCEANSIDE  FREEPORT
2790 Long Beach Rd.  117 W. Sunrise Hwy.
HEWLETT  LONG BEACH
1208 Station Plaza  128-A East Park Ave.

Richard Shane, Broker
(516) 783-5600 Ext. 208
WANTAGH
3242 Railroad Avenue

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Are you ready for a change? Want to make more money? Want cutting edge technology at your fingertips? Want to work with a company that has demonstrated over 83 years of success providing its agents with an outstanding training program from its hands-on management team? Then we need to talk. We are seeking agents with leadership capabilities to become top producers. Whether you are considering a move, ready to get started on a career change or exploring options for your future, please call Bonnie Doran, Corporate Director of Business Development at 888.931.9500, or e-mail bonniedoran@danielgale.com for your confidential interview.
VISIT MLS CHAT ROOM MEET WITH MLS STAFF & SHOW TIME REPS

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WIN...Grand Prize $1,000 will be given away at the “Let’s Make A Deal” luncheon...no purchase necessary! All attendees will receive a Grand Prize entry form upon check-in that day...sponsored by Meenan Oil Co.

PLAY...“Let’s Make A Deal” at this year’s luncheon...fabulous gifts and prizes will be given away...proceeds to benefit the “One in Nine Breast Cancer Awareness Organization.”

FEATURED CLOSING SPEAKER
Terry Watson, National Trainer “Going From Good to Great”

THE RESERVATION FORM IS AVAILABLE ON LIBOR FAX-ON-DEMAND, 631-661-9126, DOC. # 152.
MLS Info Line
By Dan Ryan
MLS President

Rules to Insure An Even Playing Field

We are in full swing and many exciting things are happening. The advertising campaign will begin this month, so keep on the lookout for our ads.

I am also very pleased to announce that we have just approved our CEO contract with Joe Mottola for the next four years. Joe is a great asset and well respected around the country and we can look forward to his stewardship in helping keep our MLS & Board the best in the country. Thanks to all who participated in the process of analyzing and preparing the contract.

We had a meeting of the Content Security Task Force and made great progress. At the forefront of our discussion was the issue of establishing a standard policy on the guidelines for usage of the content from the Property Data Sheets (PDS). As Board Counsel Howard Giddon advised, when the criterion on this key issue is instituted, all other issues can be resolved accordingly. Recommendations were made with the understanding that items may have to be revisited as a result of future discussion on the overall question of listing content protection. We will continue to discuss this sensitive issue and when we have reached complete understanding and agreement we will publish our decision.

Regarding MLS Rules, I had a meeting with Rules Chairperson Linda Bonarelli, Nassau VP Don Scanlon, Jim Speer and Joe Mottola. We reviewed the entire rules book and amended, and in some cases, we eliminated many of the rules to conform to the current environment. We will now take these adjustments to the entire MLS Rules Committee for their review and evaluation to insure accuracy. When we have completed this process we will present our recommendations to the MLS Directors for approval. Our final determinations will be distributed to all Participants/Brokers. We will then look to bring this to the Zone Meetings for informational and educational purposes.

If anyone has any questions, comments or concern please feel free to e-mail me at DanRyan@RyanWalis.com.

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Show the Selling Participant, or his sales associates, are not required to disclose the name nor any of the terms of the offer prior to the actual presentation. (11/18/93)

This sensitive issue and when we have reached complete understanding, all other issues can be resolved accordingly. Recommendations were made with the understanding that items may have to be revisited as a result of future discussion on the overall question of listing content protection. We will continue to discuss this sensitive issue and when we have reached complete understanding and agreement we will publish our decision.

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If anyone has any questions, comments or concerns please feel free to e-mail me at DanRyan@RyanWalis.com.
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Brokers/Managers have a responsibility to get their agents using email! The real estate profession has to deliver what the consumers want and that is for us to use email to communicate. The Internet is here to stay and is going to be more and more a vital part of the real estate transaction. All parties want to be kept informed on what is happening with the marketing of their property and subsequently the handling of the transaction. The Internet is the easiest way to do this. And, it all begins with knowing how to use email!

Start using email in your office to communicate your office activities to your agents. You not only help your agents get proficient at email usage, but also cut expenses by eliminating much of the waste of paper. "Here are some of the examples of ways to let agents know that they are important and being kept informed of important office functions. Start by telling your agents by importance of email; that more and more people are communicating with it; that it is more popular than regular mail; that more of the transaction will be online in the near future; and that it is quick and economical. You want to help them be ready for all the changes ahead. Let your office know that you will be communicating daily with them by email.

One thing that I find is really valuable for agents is something positive every morning; a good quote; a hot tip; a positive result — just one line that sets the tone for the day. Wouldn’t it be great to have your agents start their day on a positive note?!

According to the 2004 Realtors and Technology Study by NAR, "REALTORS spend a mean 4.6 hours per week checking and sending work-related e-mail."

Send the agenda for your sales meeting by email. Let them know the day before what is going to be discussed. I think it is important to have at least five minutes at each meeting dedicated to improving sales skills. Build this segment up in your agenda — that will get them to the meeting. If you have minutes of your sales meeting, send them by email.

After you announce your monthly sales and listing winners, also put it in email form. People being recognized over and over again can only make them want to keep performing. This is also a good place to recognize a staff person who did a good job helping the agents.

Send your agents an online birthday card. They are plentiful on the Web and make a great impression on your agents as they are personally recognized on their special day.

Send your internal memos to the clerical staff by email. It is just as easy to quickly write an email as it is to write notes and carry them to their desks. You want your staff showing the agents that they use email as well. Send "thank you for listing with us" notes to the sellers by email. They will get it immediately and know that they can be in touch with you personally should a need arise. Copy your agents on this email so they are aware what you did and see that you are dedicated to using this medium. The sellers and your agents will be impressed with the speed of your communication.

By using email now and forcing the agents to do the same you are helping them bridge the past and the future. They will thank you for it!

Is Your Marketing Budget Following Your Customers?

By Ian Morris

The migration has begun.

I'm talking about real estate advertising — billions and billions of dollars' worth — that is shifting from traditional print (primarily newspapers and home guides) to the Internet, marking one of the most profound transformations our industry has witnessed.

Case in point: collectively, our industry spends a whopping $11 billion per year on real estate advertising. Yet only 11 percent of that money is being spent online — a number that is sure to rise significantly during the next few years. While no one may be ready to issue a death certificate for real estate print advertising just yet, times are changing — in a hurry.

If you don't think so, just look at what's occurred in traditional classified advertising: Research shows that newspapers saw a 50 percent decline in advertising revenue from job classifed in just a three-year span as dollars shifted to more popular online advertising options. What caused such a dramatic shift? Job seekers started looking to newspapers as their primary information source, and instead began their job search online.

The real estate industry is in the midst of a similar transformation primarily for three reasons: 1) home buyers and sellers are predominantly online 2) online advertising is more cost effective and 3) online advertising offers more return and better access to targeted consumers.

Although old habits generally die hard, this transformation should come as no surprise to anyone in our industry. After all, more than three-quarters of all the time we now begin their real estate experiences online — and savvy real estate agents know they need to be where their customers are to generate leads, referrals and repeat business. It's the new and growing breed of real estate agents who are taking their businesses online where they can meet consumers who are starting their searches for real estate.

In fact, the National Association of Realtors® points out that nowadays, more buyers and sellers find their real estate agent via the Internet than from yellow pages, newspapers and direct mail combined. NAR also tells us that 74 percent of consumers start their search for homes online. And yet, only 11 percent of agent advertising budgets are spent online. Your buyers and sellers are starting online, and using the Internet as their primary source of information.

Shouldn't your marketing dollars follow? Many agents are already seeing firsthand how the Internet can transform their careers and income potential. When was the last time you heard anyone say that about print advertising?

The Internet is not only enabling real estate professionals to convert leads into transactions, but sophisticated tools help agents manage relationships with hundreds of prospects — at once.

Real estate is, and always will be, a professionally assisted transaction — and the Internet is empowering agents like never before by helping them profitably attract and build long-term relationships with home buyers and sellers.

In fact, one agent recently told me: "I was the type of Realtor® who used to do a lot of door knocking and sent out a lot of postcards for prospecting. Now, my Web site and lead management program automatically communicates with prospects. I can start an e-mail newsletter campaign that updates potential buyers and sellers about important local real estate information. I no longer have to prospect, nor do I do any door knocking."

Agents like this are discovering that technology has arrived that allows them to automatically manage literally hundreds of prospects and spend considerably less time doing things they don't particularly enjoy — like spending hours canvassing neighborhoods in an endless search for business.

Inevitably, as consumers increasingly ignore print advertising and turn to the Internet for their home-buying and selling needs, individual agents and brokers are following suit and are apportioning larger and larger shares of their advertising and marketing budgets online.

Are you putting your advertising dollars in the places where your customers are?
Century 21 Laffey Associates, Fine Homes & Estates today announced that its 2004 contributions to the local chapter of Easter Seals (a non-profit, community-based, volunteer health agency dedicated to helping people with physical afflictions, such as cerebral palsy, muscular dystrophy, spinal cord injuries and other physical limitations, to achieve independence) has ranked their office as one of the top supporters in the New York Metro region. The entire CENTURY 21 System has been affiliated with the National Easter Seals Society since 1979 and has raised more than $68 million for the non-profit organization.

Century 21 Laffey Associates Fine Homes & Estates is pleased to announce that Michelle N. Cohen has been named the 2004 Top Producer of all of their offices as well as the Top Producer for Century 21 in the Metropolitan New York/Hudson Valley Area. Century 21, Laffey Associates Fine Homes & Estates, has announced that Celia Arciuolo has been promoted to the manager of the New Hyde Park office. In her new position Celia will be responsible for helping the agents market, find new avenues of advertising, set sales goals and continue agent training. Laffey Associates Fine Homes & Estates is pleased to announce Elka Perelstein, has joined their firm as an associate broker in the Locust Valley Office. She specializes in residential sales on the North Shore’s Gold Coast. Welcome!

Coach Realtors is proud to announce Joanne Schloen has been hired as the branch manager of their West Islip office. Joanne, who lives in Babylon, brings to Coach Realtors her expertise and extensive knowledge of the residential real estate market along Long Island's south shore. Coach Realtors is a luxury real estate firm with 17 office locations across Nassau and Suffolk counties.

We regret to inform you of the passing of Concetta Maggio, mother of Donna Reardon, Prudential Douglas Elliman, of Concordia College in New York/Westchester, and Adele Rosenberg (right), Vice President of Coach Realtors, presented to the students information about the real estate industry and home buying process. Also pictured with the student is Amy Goldman (left) of Coach Realtors.

Coach Realtor Supports Career Day at Half Hollow Hills East High School

We regret to inform you of the passing of Donna Reardon, Prudential Douglas Elliman, of Concordia College in New York/Westchester.

Obituaries

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Obituaries
Can you believe it? It’s only April 1st and we’ve already collected $1,000,000 in dollar sand for RPAC. In fact, the total contributed to date is approximately $210,740. The reason I say approximately is because each day money keeps coming in. We have increased the number of participants to 20,000. Real estate brokers have already contributed their $250 or more to RPAC. We started out with 75 pairs and only have 20 pairs left. The fund raiser has passed over $13,000 and I’m sure we’ll sell out!!

Watch for more fund raisers. We’ll be announcing the date for the $99 Pair Raffle soon. We are also planning a “Day at the Races” (not to be confused with the Women’s Council Event). The RPAC event was a huge success last year and we feel it has been received to make this annual event. We probably will win again. Any other suggestions? If so, let me know. Thanks again for your help.

Pat Levit

RPAC Chairperson

If you would like to make a donation please mail your donation to the NYSAR Office at 10855 Wilmont Road, Albany, NY 12203, attention RPAC.

“RPAC” is the ONLY way we can accomplish the job of RPAC without the support of the Association and the voters.”
COUNSELOR'S

COMMENTS

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

FCC Clarifies Do Not Call Rules
Earlier this year, the Federal Communications Commission answered a question posed by NAR over a year ago with respect to a buyer’s broker calling a FSBO whose name appears on the Do Not Call List. The FCC now states if the sole purpose of the phone call was to introduce a buyer to the consumer who was advertising their home for sale, there would be no violation of the Do Not Call Rules. The FCC made it very clear, however, that the buyer’s agent would have to be legitimate; that is, actually have a potential customer to purchase the home prior to placing the phone call.

Those who are familiar with the FCC regulations will recall that the FCC cautioned that if one called to conduct a survey (a call that is not prohibited by the regulations) and subsequent to conducting the telephone survey there was indeed a solicitation for a commercial transaction, that the FCC would review such circumstances to determine whether or not the initial survey was a disguise for the eventual commercial solicitation. If such was the case, there would be a Do Not Call violation. A similar situation might well present itself with respect to the latest FCC ruling. In the event that subsequent to the showing of the FSBO property by the buyer’s agent there were to develop a dialogue with the result that the FSBO was solicited for a listing by the agent, there may well be a violation of the regulations. This is particularly so if the buyer’s agent was the one who introduced the subject of the owner listing the property for sale with a broker. In the case where that discussion is initiated by the property owner, there is most likely not a violation of Do Not Call. However, the broker must be careful to document the fact that the initial request for services did not come from the broker but rather came from the FSBO. Short of convincing documentation, you may be in a situation where it is your word against the consumer’s, and in that situation you are almost certain to lose.

Affiliated Business Arrangements
Affiliated business arrangements (ABA) are not new. However, lately they have become prevalent in the real estate brokerage business both because of the lucrative opportunities they present and a flurry of scandals that have occurred in the industry. The typical ABA arrangement is made between a broker and a title company or mortgage broker/mortgage banker. Typically, the two entities combine to form a third entity which is involved in the business of producing title abstracts or processing mortgage loans. The broker then provides the service offered by the ABA to buyers and sellers who do business with the brokerage firm. Often this offer of services is made through the agent and sometimes with compensation being paid to the agent in connection with business obtained by the ABA.

As I stated above, this way of doing business is not new, however, it has become more prevalent on Long Island recently. More than one vendor is soliciting ABA arrangements with real estate brokers. If you are so solicited, you should thoroughly review the proposal, preferable with legal counsel who is knowledgeable with respect to HUD rules and regulations concerning ABA’s. Before consulting counsel, you may look at a white paper published by the National Association of Realtors last year entitled “How HUD Determines Whether a Mortgage or Title Company is a Sham”. The paper is published under the legal affairs section of realtor.org. Legitimate ABA’s are authorized by law and make good business sense. Sham ABA’s are illegal kickbacks and have serious consequences.

LIBOR Legal Helpline: Membership Has Its Privileges
The LIBOR Legal Helpline is Now Available
Monday – Friday, 9am – 5pm
Call 631-844-0220 for Assistance

March 11, 2005
Joseph E. Motulla
LIBOR
300 Sunrise Highway
West Babylon, NY 11704

Dear Joe:

I’ve been wanting to write to you for a while now. I’ve been going through some of my father’s papers and thinking of how much I miss him since he died last month, which led me to think of the wake and funeral and of how much I appreciate the Realtor Members and Staff and what the LIBOR/MLS Community means to me.

Five years ago, when my sister Denise died, you were all so wonderful and supportive, but she had been a Broker and an Instructor and was known by many of the Members and Staff who were there to help us through our grief at her loss. You shared it with us!

But, my father is a different story. He was unknown to the Members and Staff, yet you turned out in droves to show your care and concern for our family. The flowers sent by the LIBOR & MLS Boards, the different Departments and individuals on the Staff and the Realtor Community at large were beautiful and abundant. I have dried many of them and will make a number of mementos for my family with them.

I can’t help but smile, though, when I try to imagine what my father must have been thinking as he watched the going on. He usually preferred to have his family to himself and would suffer company for only so long! I’m sure Denise was with him and made him behave, but, in the midst of the crowds cramping the funeral parlor and Church, I think I heard him mutter, “Have you no homes to go to?”

From my family and me, I want to send my deepest and most heartfelt sympathy to the Members and Staff who were there to support, but she had been a Broker and an Instructor and was known by many of the Members and Staff who were there to help us through our grief at her loss. You shared it with us!

Very truly yours,

Cathy Nolan

LIBOR

Legal

Helpline:

Membership

Has Its Privileges

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1.25 %
Annual percentage rate 4.25%

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Licensed Mortgage Bankers
NYS Banking Department
**ETHICS & RULES**

**New Faces in LIBOR’s Professional Standards Department**

LIBOR is pleased to announce the addition of three new employees to the Professional Standards Department. Pictured here are (l-r): Judy Beckey-Anthony Finlaya, and Madeline Hopper.

**LIBOR AWARES NOMINATION FORM**

Dear LIBOR Member,

As you may already know, each year LIBOR recognizes five REALTOR® members who will be the recipients of the five awards listed below. These prestigious awards are presented at the Annual LIBOR/MS Installation & Awards Dinner Dance in September.

Please take a moment to consider someone you know or may have done business with, who is truly deserving of one of these awards. NOMINEES MUST BE LIBOR MEMBERS IN GOOD STANDING. To assist you in your decision, please read the Awards Criteria below.

Please consider the following REALTOR® member as a CANDIDATE for the award indicated below:

<table>
<thead>
<tr>
<th>Name of Nominee:</th>
<th>Office:</th>
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Did You Know?

1. That LIBOR provides an Escrow Account for all commission disputes pending an Arbitration hearing.
2. That you must file for Arbitration first and then your Ethics complaint will be heard after the Arbitration hearing is completed.
3. If you file for Ethics first, you waive your right to Arbitrate.

**ETHICS...This Month’s Topics**

**Case #41: Disclosure when Buying on Own Account**

Client A consulted REALTOR® B about the value of a lot zoned for commercial use, saying that he would soon be leaving town and would probably want to sell it. REALTOR® B suggested an independent appraisal, which was arranged, and which resulted in a valuation of $130,000. The property was listed with REALTOR® B at that price. Shortly thereafter, REALTOR® B received an offer of $122,000 from which he submitted to Client A, who rejected it. After the passage of four months, during which no further offers were received, Client A asked REALTOR® B if he would be willing to buy the lot himself. REALTOR® B on his own behalf, made an offer of $118,000, which the client accepted. Months later Client A, on a return visit to the city, discovered that REALTOR® B had sold the lot for $125,000 only three weeks after he had purchased it for $118,000.

Client A complained to the Board of REALTOR®/B charging that REALTOR® B had taken advantage of him; that he had sought REALTOR® B’s professional guidance and had depended on it; that he could not understand REALTOR® B’s inability to obtain an offer of more than $122,000 during a period of four months, in view of his obvious ability to obtain one at $125,000 only three weeks after he became the owner of the lot; that possibly REALTOR® B had the $125,000 offer at the time he bought the lot himself at $118,000.

At the Hearing, REALTOR® B introduced several letters from prospects that had been written while the property was listed with him, all expressing the opinion that the lot was overpriced. The buyer who purchased the lot for $125,000 appeared at the hearing as a witness and affirmed that he never met REALTOR® B or discussed the lot with him prior to the date of REALTOR® B’s purchase of the lot from Client A. Questioning by REALTOR® B’s own purchase was clearly understood by the client to be a purchase of the lot from REALTOR® A at $118,000 in response to his offer of $118,000 in Article 16. The seller accepted the offer and the sale closed shortly afterward.

REALTOR® A then filed a complaint against REALTOR® B citing Article 16 of the Code of Ethics as interpreted by Standard of Practice 16-16. He stated that REALTOR® B had interfered in REALTOR® A’s relationship with his seller-client by attempting to negotiate a separate commission agreement with the seller. REALTOR® B responded that since the request that the seller pay his commission was made by REALTOR® B’s client, the buyer, directly of the seller and not of the listing broker, no violation of the Code of Ethics had occurred.

In their decision, the Hearing Panel noted that if REALTOR® B, or if his client at REALTOR® B’s urging, had demanded that a portion of REALTOR® A’s commission be paid to REALTOR® B, there would have been a valid basis for REALTOR® A’s position. Since the request for payment of REALTOR® B’s fee was made directly to the seller, REALTOR® B was not in violation of Article 16.

**NYS AWARDS NOMINATION FORM**

Dear LIBOR Member,

The LIBOR Board of Directors has recommended that nominations for the NYS Award listed below will be solicited from the LIBOR membership. The winner will be selected by the LIBOR Awards Committee. The award recipients will be announced & honored at the NYS Fall Business Meetings in September.

Please take a moment to consider someone you know or may have done business with, who is truly deserving of this award. In order for nominees to be considered an award candidate, ALL NOMINEES MUST BE LIBOR MEMBERS IN GOOD STANDING. To assist you in your decision, please read the NYS Award Qualification/Criteria below.

Please consider the following REALTOR® member as a CANDIDATE for the award indicated below:

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<th>Office:</th>
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**NYS AWARDS CRITERIA**

- **COMMUNITY SERVICE Award**...Based on the type & amount of community involvement, physical or mental ability, must be a REALTOR® in good standing and can only win once.

- **LIFETIME ACHIEVEMENT Award**...must be a current, active LIBOR member in good standing, with at least 25 years in real estate and a minimum of 30 years as a REALTOR®, with service and/or contributions to LIBOR, community service and NAR & NAR involvement.

- **REALTOR®-Broker of the Year Award**...Based on an individual’s contribution to LIBOR, State Association involvement, National Association involvement and their educational/realestate designations. Minimum requirement is 5 years in real estate—excluding current LIBOR president & LIBOR immediate past president.

- **REALTOR®-Salesperson of the Year Award**...Based on an individual’s contribution to LIBOR, State Association involvement, National Association involvement and their educational/realestate designations. Minimum requirement is 3 years in real estate.

- **REALTOR®-Affiliate of the Year Award**...must be an individual from an Affiliate-Member firm of LIBOR in good standing who has supported LIBOR by sponsoring Board activities, is actively involved on a committee(s) & participates in chapter functions/meetings.

* Testimonials Are Always Welcome *

**DOCUMENT-ON-DEMAND #153**

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**DOCUMENT-ON-DEMAND #154**

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The LIBOR Board of Directors has recommended that nominations for the NYS Award listed below will be solicited from the LIBOR membership. The winner will be selected by the LIBOR Awards Committee. The award recipients will be announced & honored at the NYS Fall Business Meetings in September.

Please take a moment to consider someone you know or may have done business with, who is truly deserving of this award. In order for nominees to be considered an award candidate, ALL NOMINEES MUST BE LIBOR MEMBERS IN GOOD STANDING. To assist you in your decision, please read the NYS Award Qualification/Criteria below.

Please consider the following REALTOR® member as CANDIDATE for the award indicated below:

<table>
<thead>
<tr>
<th>Name of Nominee:</th>
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The Five Habits Of Highly Satisfied Real Estate Agents

By Joann Fossland

If your definition of success is more than the numbers of your business...If you yearn to not only have a productive business but also enjoy the life and lifestyle it provides you, you've probably found it has required you to make some conscious decisions and employ some consistent practices. Agents who are effective, yet who realize their business is only the vehicle to a great life, have some traits in common.

Here are five habits I find Highly Satisfied Real Estate Agents practice in order to achieve balance in their lives:

1. Envisioning their future

The highly satisfied real estate agent has a clear vision of what he wants for his business, short and long term. Not only does he have a goal, in terms of production for this year, but he also has goals relating to how that production will add to the overall quality of life and how they fit into the big picture. She can tell you where she wants to be in five or 10 years. These agents review and fine tune their goals regularly, so that the vision is a work in progress that can be adjusted or changed as markets shift or change.

The salient point is that their vision is compelling and is something that they feel passionate about today. This passion drives the desire to take action and the actions themselves. A raison d’etre! So, when a bad mood shows up or a lack of motivation, revisiting the vision is usually enough to spur action.

This agent has a congruence with their purpose in real estate and core values that is important to him. Kahili Gibran has captured the essence of what work is for a highly satisfied real estate agent when he says, “When you work, you are a flute through whose heart the whispering of the hours turns to music. To love life through labor is to be intimate with life’s innermost secret. All work is empty, save when there is love, for work is love made visible.”

2. Obsessively planning and implementing

The Highly Satisfied Real Estate Agent knows having a vision and a plan only gives him the starting point, and the real effectiveness comes from implementation. The plan is the roadmap and needs to be kept closer to the driver so he can check regularly, making sure this is the right road, that there are no roadblocks and that there is enough gas to get to the destination. The best roadmap made will not get him there...he must put gas in the car and then drive it!

The Highly Satisfied Real Estate Agent prioritizes daily and understands the importance of having clarity and focus about getting the best payoff for investment of time. He puts first things first and chooses the highest leverage activities, like connecting with their sphere of influence, before getting sucked into sitting around working on things like putting labels on their newsletters. The Highly Satisfied Real Estate Agent works like it is the day before vacation every day.

3. Delegating and partnering

The Highly Satisfied Real Estate Agent is good at knowing what she does best and delegating the things others could do better. Remember: Life is too short to perfect your weaknesses! Using a virtual assistant or several people to do what they do best is often a huge savings of your time. The best part is because that person can easily do things you would struggle with, they can do it much more quickly and competently. What are you worth per hour (or could be if you spent your time in high productivity)? What can you pay someone to do that is less than this? Are there areas that you should be saying no to or outsourcing?

The Highly Satisfied Real Estate Agent also has developed a team of people to play with! People that they can count on and that they can refer to their clients to get work done with ease and few surprises or disasters. They also know connect with and refer to many others that are not directly real estate related. They share referrals with people they do business with or whose businesses are a good fit for their niche markets. They are obvious as they go about their day so everybody knows they help people with their real estate needs.

4. Knowing their niches

The Highly Satisfied Real Estate Agent is not trying to be all things to all people. He knows the days of being a generalist are past and the net result from trying to sell anything and everything is usually a very burnt out agent. Instead, The Highly Satisfied Real Estate Agent has identified 3 or 4 areas that are a fit for his skills, experience and loves. Perhaps it is a geographic focus or farm, or maybe a type of property, such as historical, or homes for the disabled. Niches come in many variations. Focus around your passions for the best results!

Become the guru with your booking group or fellow skydivers. The Highly Satisfied Real Estate Agent will choose to work with people they like and have interest in common with. The trust level begins high and saves some of the time that would otherwise be spent in the client trying to decide if they can trust you.

There is also a magnetic attraction that happens when an agent is relaxed and happy to share information and expertise. Compare this to the energy that is present in making a cold call and you begin to understand how the most successful people in your company often look like they aren’t working as hard as others, yet have great luck at people choosing them to do business with.

5. Honoring what’s really important

The Highly Satisfied Real Estate Agent is a master at having their priorities of family and personal enrichment align with their schedules. She chooses people above things at the top of their choice list each day. She includes her spiritual life, in whatever belief system and community fit for her, nurturing herself and believing that there is a greater power we each have the support of when we are willing to let go and trust that everything that happens is part of a bigger picture.

The Highly Satisfied Real Estate Agent knows how and when to relax. She can relate to the Busy Person’s serenity prayer: “God, grant me the ability to prioritize what I can’t delegate, the courage to say ‘NO!’ when I need to, and the wisdom to know when I should go home.”

Rate yourself from 1-10 in each of these categories and see if there is a way you can make some adjustments or shifts to become more highly satisfied. If there is room for 1 change that would make a difference and get into action on it this week! Then make a list of other actions you want to take before the end of the year and decide by when you will take each of those actions.

Before long, you will be having more fun and being more effective!

Source: Realty Times

PUBLIC NOTICE

REAL ESTATE BROKERS & AGENTS

FEMA (FEDERAL EMERGENCY MANAGEMENT AGENCY)

HAS MADE CHANGES IN FLOOD INSURANCE REQUIREMENTS AFFECTING PRE & POST FIRM HOMEOWNERS IN A FLOOD ZONE

Prepare yourself for possible retrofits for existing as well as new properties requiring mandatory Federal Flood Certification Certificates prior to flood insurance policies as well as certificates of occupancy.

YOUR BUYER - SELLER COMMISSION MAY BE RENEGOTIATED AND OR POSTPONED FOUR TO EIGHT WEEKS BY NOT NEW FLOOD VENT REQUIREMENTS.

Call SMARTVENT: The Country’s Only Accepted FEMA A & C’s, Florida Flood Insurance Requirements In “A” Flood Zones.

Ask about our... Accredited in Office Seminars!

Call John B.

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- Operating your business

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**PROFESSIONAL DEVELOPMENT**

COMPUTER EDUCATION

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

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<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Location</th>
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<tbody>
<tr>
<td>West Babylon</td>
<td>Apr. 1, May 10</td>
<td>1:00 p.m. - 2:00 p.m.</td>
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<tr>
<td>Riverhead</td>
<td>Apr. 1, May 10</td>
<td>10:00 a.m. - 1:30 p.m.</td>
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<tr>
<td>West Babylon</td>
<td>Apr. 14, May 20</td>
<td>9:30 a.m. - 12:30 p.m.</td>
</tr>
<tr>
<td>Riverhead</td>
<td>Apr. 14, May 20</td>
<td>1:00 p.m. - 4:30 p.m.</td>
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FLYERS, LETTERS AND MAILING LABELS: MICROSOFT WORD FOR THE REAL ESTATE PROFESSIONAL

Realors 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.

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

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<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>West Babylon</td>
<td>Apr. 19, May 25, 26</td>
<td>1:00 p.m. - 1:30 p.m.</td>
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<tr>
<td>Jackson Heights</td>
<td>Apr. 21, May 26</td>
<td>10:00 a.m. - 2:00 p.m.</td>
</tr>
<tr>
<td>Riverhead</td>
<td>Apr. 15, May 26</td>
<td>10:00 a.m. - 2:00 p.m.</td>
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</tbody>
</table>

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 WID. 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 5:30pm - 9:30pm)

Tuition: $225 LIBOR Members; $250 Admin. Staff (Letter must be on File)

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<tr>
<td>West Babylon</td>
<td>Apr. 2, 26</td>
<td>9:00 a.m. - 4:30 p.m.</td>
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<tr>
<td>West Babylon</td>
<td>Apr. 27, 28</td>
<td>9:00 a.m. - 4:30 p.m.</td>
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<tr>
<td>West Babylon</td>
<td>May 9, 12, 13</td>
<td>9:00 a.m. - 4:30 p.m.</td>
</tr>
<tr>
<td>Jackson Heights</td>
<td>May 17, 19, 20</td>
<td>9:00 a.m. - 4:30 p.m.</td>
</tr>
<tr>
<td>West Babylon</td>
<td>May 24, 25, 26</td>
<td>9:00 a.m. - 4:30 p.m.</td>
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</table>

Register on line at mlsli.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 knowledge to determine ability. Any student who is not a regular computer user should take “Computer Essentials prior to registering for this course.

**22.5 HOUR STRATUS CERTIFICATION**

**Tuition:**

- 4 Day Package: $200
- 5 Day Package: $225
- 7 Day Package: $300

**Cancellations & Refunds:**

- Before start date: Full refund
- After start date: No refund

**Cancellation Policy:**
Up to 6 prior to course start date, credit will be refunded. 30 days prior to course start date, full refund. 14 days prior to course start date, no refund. Register on line at mlsli.com or call to register 631-661-4800 ext 21 or 718-429-8666 or 631-369-6148

**Refunds & Reimbursements:**

- No refunds will be given for no-shows. LORB reserves the right to cancel if minimum enrollment is not met.

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

**INFORMATION: COURSE CONFIRMATIONS:**

- A confirmation letter will be mailed to you approximately one week before the course start date.
- If you do not receive your letter either by email or by regular mail then please call us.

**CANCELLATION POLICY:**

- Up to 3 days before program, full refund.
- 90% refund after 3 business days before program.
- NO REFUNDS thereafter; education credit will be given for non-attendance.

**Register on line at mlsli.com or call to register 631-661-4800 ext. 21 or 718-429-8666 or 631-369-6148**
**NOTARY PUBLIC**

- **January 21, 2006**
  - West Babylon
  - **Time:** 10:00 AM ~ 1:00 PM
  - **Tuition:** $35 LIBOR Member, $55 Non Members
  - Instructor: Sal D Agape, REALTOR®

- **February 4, 2006**
  - West Babylon
  - **Time:** 10:00 AM ~ 1:00 PM
  - **Tuition:** $35 LIBOR Member, $55 Non Members
  - Instructor: Sal D Agape, REALTOR®

**NEW AGENT 3-DAY “UP & RUNNING” CERTIFICATE PROGRAM**

This 3-day program will prepare 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.

- **July 6, 7 & 8, 2005**
  - West Babylon
  - **Time:** 8:00 AM – 5:00 PM

- **July 11, 12, 13, 2005**
  - Riverhead
  - **Time:** 8:00 AM – 5:00 PM

- **August 1, 2, 3, 2005**
  - Jackson Heights
  - **Time:** 8:00 AM – 5:00 PM

- **Tuition:**
  - With CE: $65.00
  - Without CE: $50.00

**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, CR, ITI, CST.

- **May 16-17, 2005**
  - West Babylon
  - **Time:** 9:00 AM – 5:30 PM
  - **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.

- **May 4, 6, 7, 2005**
  - Best Western
  - **Time:** 9:00 AM – 5:30 PM
  - **Tuition:** $20 LIBOR Members, $295 Non-members

**FLORIDA REAL ESTATE BROKER LICENSING COURSE**

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

- **April 4-10, 2005**
  - West Babylon
  - **Time:** 8:45 AM – 5:30 PM

- **April 11-17, 2005**
  - Jackson Heights
  - **Time:** 8:45 AM – 5:30 PM

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

**REAL ESTATE LIST TO LAST 2-DAY COURSE**

- **June 19-20, 2005**
  - Town of Hempstead
  - **Time:** 8:45 AM – 5:30 PM

- **Tuition:** $200 LIBOR Members, $295 Non-members

**REAL ESTATE LIST TO LAST 2-DAY COURSE**

- **July 17-18, 2005**
  - Town of Hempstead
  - **Time:** 8:45 AM – 5:30 PM

- **Tuition:** $200 LIBOR Members, $295 Non-members

- **October 20-21, 2005**
  - Long Island
  - **Time:** 8:45 AM – 5:30 PM

- **Tuition:** $200 LIBOR Members, $295 Non-members

**REAL ESTATE LIST TO LAST 2-DAY COURSE**

- **November 10-11, 2005**
  - Long Island
  - **Time:** 8:45 AM – 5:30 PM

- **Tuition:** $200 LIBOR Members, $295 Non-members

**REAL ESTATE LIST TO LAST 2-DAY COURSE**

- **December 18-19, 2005**
  - Long Island
  - **Time:** 8:45 AM – 5:30 PM

- **Tuition:** $200 LIBOR Members, $295 Non-members

**REAL ESTATE LIST TO LAST 2-DAY COURSE**

- **January 15-16, 2006**
  - Long Island
  - **Time:** 8:45 AM – 5:30 PM

- **Tuition:** $200 LIBOR Members, $295 Non-members

- **February 19-20, 2006**
  - Long Island
  - **Time:** 8:45 AM – 5:30 PM

- **Tuition:** $200 LIBOR Members, $295 Non-members
Errors & Omissions, April 2005

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Century 21 Your Home ............................................. 516.826.4600
Coldwell Banker Surf .............................................. 516.766.1400 x 130
Daniel Gale .......................................................... 888.931.9500
ERA Top Service Realty ............................................ 718.441.5800
EXIT Realty .......................................................... 718.347.7777
Fairfield Realty Services ......................................... 631.499.6660 x 327
Independence One Realty .......................................... 631.470.1200
Keystone Realty .................................................... 800.390.8083
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Real Hampton’s Realty ........................................... 631.288.4728
Vista Land Services ................................................ 631.549.8200

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SmartVent .......................................................... 1.800.USA.1993

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Cell: 516.322.7143
Insurance Plus ....................................................... 516.922.1200

MEDIA
The Realtor® Advertising .......................................... 516.609.3200
LIBOR Membership Directory ................................. 631.661.9126
MLS/LIBOR — Web Site .......................................... 631.661.4800 x 348
mlsli.com, mlstratus.com

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Guaranteed Home Mortgage ..................................... 516.935.1665

PROMOTION SERVICES
Sterling Graphic Impressions ..................................... 516.609.3200

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Magic Realty/North Shore Towers .............................. 718.631.8867

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Foreclosure Help-Line ............................................ 718.926.0589

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Quick Commission .................................................. 718.468.8088

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The Beauty of Our Vehicle Financing Is In The Numbers
LONG ISLAND REALTORS FEDERAL CREDIT UNION

NEW CAR LOANS: ’04–’05 ** MODELS

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<th>Term</th>
<th>Maximum</th>
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<tr>
<td>10%</td>
<td>$85.85</td>
<td>$1,000</td>
<td>24 Months</td>
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Used Car Loans: ’00–’03 MODELS

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<tr>
<td>1 Year 4.99%</td>
<td>$85.62</td>
<td>$1,000</td>
<td>24 Months</td>
</tr>
<tr>
<td>2 Years 4.99%</td>
<td>$43.88</td>
<td>$1,000</td>
<td>24 Months</td>
</tr>
<tr>
<td>3 Years 5.25%</td>
<td>$30.09</td>
<td>$1,000</td>
<td>24 Months</td>
</tr>
</tbody>
</table>

PERSONAL LOANS

14% Financed up to $2,000 • Maximum Term – 24 Months
12 Months – $89.80/$1,000 • 24 Months – $48.02/$1,000

***THE ABOVE RATES ARE SUBJECT TO CHANGE***
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