

# REALTOR NEWS

Published by the Greater New Haven Association of REALTORS®, Inc.

JANUARY, 2011

## GNHAR MISSION STATEMENT

The mission of the Greater New Haven Association of REALTORS® is to serve our membership through programs, products and services which enhance knowledge, professionalism and profitability.



# REALTOR<sup>®</sup> NEWS

Web Site - [greaternhrealtors.com](http://greaternhrealtors.com)

Issue No. 285

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*E. Tyler Della Valle*  
*Chairman of the Board*  
*2011*

Happy New Year Realtors.

Although there is no doubt the coming year will be one wrought with challenges both professionally and personally, this year will also be one abundant with opportunities and options. We will see changes in technology, market conditions, and real estate business practices. One area that will remain unchanged is the Greater New Haven Association of Realtors, and their pledge to provide you with the best unparalleled support. The Greater New Haven Association of Realtors is made up of over 2000 agents. Our organization provides education, marketing services and networking opportunities for its members and sets standards of professionalism for the industry. It also provides college reimbursement scholarships and public education about real estate matters through The Real Estate Educational Foundation, Inc.

It is my honor to serve as Chairman of our Association; equally it is an honor to continue the fine work of my predecessors. My theme for this coming year will be to give back to the communities in which we serve. I will start my term by urging the membership to leave a larger mark on society. Specifically, I have pledged to organize the Board's members to work closely with the local Habitat for Humanity Greater New Haven organization. This year Habitat for Humanity will be involved with four local builds in the Greater New Haven area. My goal is to ask you to set aside one day and join your fellow Realtors in an effort to help Habitat for Humanity reach their goal. In the coming weeks I will name several chairpersons to help spear head this effort. In the event you would like to participate you may feel free to contact me directly.

I need your help to make this quest a reality and success. I wish you all a healthy and prosperous new year!

Best regards,

E. Tyler Della Valle

Chairman of the Board

### EXPLAINING THE BUYER REPRESENTATION AGREEMENT TO A BUYER

"Connecticut Association of REALTORS"

Buyers may not understand the concept of buyer agency, but as a real estate professional you must understand it and be able to explain it clearly to the buyer. Here are a few points you should mention to that buyer hesitant about signing are presentation agreement that may end up winning your buyer's loyalty.

### EXPLAINING THE BUYER REPRESENTATION AGREEMENT TO A BUYER

When a buyer signs a Buyer Representation Agreement with one agency and then signs another Buyer Representation Agreement with another agency it can give rise to problems between the two agencies. Buyers probably think that the more agents they have working for them the better their chances of finding the property they want and sooner. That might be true, but when agents learn that "their" buyer has signed a Buyer Representation Agreement with another agency covering the same geographical area for the same period of time, it pits competing brokers against each other, and, faster than you can calculate your commission, accusations of interference with another's agency relationship are hurled about and indignant agents profess they're the procuring cause and threaten to file complaints with the Real Estate Commission and/or the local Board of Realtors®. All this mess because the Buyer strayed.

What's the key to solving this problem? The key may lie in the conversation you have with the buyer at your first meeting. Consider this: People are reluctant to sign a contract with someone they don't know for something they don't want and/or understand. Buyers may not understand the concept of buyer agency, but as a real estate professional you must understand it and be able to clearly explain it to t

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**NEW HAVE REAL ESTATE SCHOOL**

**OFFERING THE FOLLOWING COURSES:**

**Real Estate Principles & Practice**

Jan. 29 - April 16, 2011

SATURDAYS

9 AM - 1 PM

\$495.00 inc books

**HABA**

**"Home Affordable Foreclosure Alternatives Program"**

Wed., March 16, 2011

9AM - 4 PM

\$159.00 Members

**Call 203-234-3938**

**Lynn or Dawn  
for registration**



REALTOR®

The Greater New Haven Association  
of REALTORS®, Inc.

Phone: (203) 234-7700 Fax: 234-3980

**Officers of the Association**

Chairman of the Board.....E.Tyler Della Valle  
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Second Vice-President.....Thomas Casey  
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Secretary.....James Porto  
President & CEO.....Roberta N. O'Hara RCE

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Jonathan Carbutti  
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Steve Miller  
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*Thank You*

To the following companies who have extended their  
generosity by Sponsoring Association Functions

Platinum Level Sponsor - \$2,000

Silver Level Sponsor - \$500  
Franklin Mortgage, LLC  
Clean Sweep Restoration Services

Gold Level Sponsor - \$1,000

**THE CONNECTICUT HOME BROWSER**

**A Real Estate Buyers Guide**

**Published by**

**The Greater New Haven Association of REALTORS®**

**The Ct Home Browser has been published by your Association for  
13 years - Distribution covers the following areas:**

**(25 AREA TOWNS PLUS STOP & SHOP,  
CVS AND BLOCKBUSTER STORES)**

**Ansonia, Bethany, Branford, Cheshire, Clinton, Derby, East Haven,  
Guilford, Hamden, Madison, Meriden, Milford, Naugatuck,  
New Haven, North Branford, North Haven, Old Saybrook,  
Orange, Oxford, Seymour, Southington, Wallingford, Westbrook,  
West Haven and Woodbridge.**

**REALTOR® MEMBER RATES**

**COLOR (Must be reserved)**

**Front Cover booked for 2011 & 2012**

**Inside Front cover \$200 prepaid per issue**

**Inside Back cover \$200 prepaid per issue**

**Inside color pages (only 2 left) \$170 prepaid per page**

**BLACK AND WHITE (Always available)**

**Full Page \$84.48 prepaid**

**Half Page \$53.76 prepaid**

**Quarter Page \$38.40 prepaid**

**CALL OR EMAIL:**

**JOAN QUINN, 203-234-7700 VM 14**

**ct-homebrowser@snet.com**

Membership  
News  
By  
Kate Blake

**CONGRATULATIONS  
TO THE FOLLOWING  
NEW 'REALTORS®'**

Carbutti & Co., Wallingford  
Lewis W Claxton  
C21 Access America, Branford  
Phillip Brown  
Certified Appraisal Assoc., No. Bfd.  
Scott A Hart  
Ditchkus Real Estate, Milford  
Michael A Dogali  
HomeRun Realty, North Haven  
Katrina D Brooks  
Ivy Realty, LLC  
Judy Israel  
Pike International Realty  
Levi Hecht  
Planet Realty LLC, New Haven  
Jessica Pieta  
Press & Cuzzo, Hamden  
Michael A DeGregorio  
Pilgrim Realty, Cheshire  
Francis N DeCapua III  
RC & Co., Wallingford  
Denis J Bighinati  
Team Real Estate, Hamden  
Michael B Nuzzo  
Doug B Tendler  
Weichert Realtors, Orange  
James Montanaro  
Weichert Realtors, Wallingford  
Senada Malikic

*The following applications for membership have been received. Any member having any comment, pro or con, on the qualification of these candidates should forward those comments, in writing, to the Membership Committee in care of The Association Office.*

Donna M Velardi, Pegg Realty, Hamden  
Rachel Van Wolvelaerd, RW Clayton, EH  
Jackelyn E Bishop, Calcagni, Hamden  
Ana Guajardo, Calcagni, Wallingford  
Joseph M Renulli, Nutmeg Prop., Milf.

Charles E. Vacca, Primo Realty, Milford.  
Don Warner, Carbutti Co., Wallingford

**AGENT CHANGES:**

Michelle Ann Wininger, Keller Williams, Wallingford.  
Frank Rossetti, Harborview Realty, W.H.  
Christopher Mordecai, Betsy Grauer Realty, NH.  
Kathleen Collins, Keller Williams, Wall.  
Joseph Goodwin, C21 Access Amer, Bfd.  
David M Galligan, Prudential, Branford.  
Paul Thompson, ReMax Alliance, Bfd.  
Susan Spetrini, CB, Branford.  
Maggie M Jensen, Classic Prop., Hmd.  
Kelly Meredith, Calcagni, Wallingford.  
Guy Hays, Raveis, Milford.  
Steven Miller, Classic Prop., Hamden.  
Anthony Panzella, Colonial Prop., Orge.  
Tracy Wagner, Keller Williams, Wall.  
Nicolle R Miranda, CB, Branford.  
Katherine Szlemp-Reed, Classic Prop.  
Vicki Sammis, CB, Cheshire.  
Joseph L Castellano, Keller Williams, Stratford.  
Wendy Sue Grosso, CB, Milford.

**OFFICE CLOSED:**

Ted Davis d/b/a Ted Davis RE., Shelton.  
Tammy Morse d/b/a New England Homes & Properties, Durham.  
Jim Peterson d/b/a Apple Real Estate, Orange.

**DESIGNATED REALTOR CHANGE:**

Jonathan Allen now DR for Sell Some Properties, 230 East Main St., Branford.  
Was Clint Zeidenberg now Realtor.

**ADDRESS CHANGE:**

Gary Bellard d/b/a Concord Realtors, 208 Rimmond Rd., Woodbridge, CT 06525.  
Donald Sprague d/b/a Old Colony Appraisal, 48 Heritage Woods, Wallingford, CT 06492. Phone 203-793-7741, Fax 203-793-7743.  
Jeffrey M Mosher d/b/a Appraisal Logic, LLC, 23 Hunters Trail, Madison, CT 06443. Phone 203-671-7362, Fax 203-245-6291.  
Tom Gallagher d/b/a Four Seasons Realty, 136 Richmond Ave., West Haven, Ct 06516. Phone 203-931-1616, Fax 203-931-1611.

**EXPLAINING THE BUYER REP AGREEMENT**

**CONTINUED FROM PG 1**

the buyer - simply showing a form under a buyer's nose and telling him or her to sign it is not good enough. There needs to be a discussion, an explanation, and the better the explanation, the better the likelihood the buyer will remain loyal to you and your agency.

It's a Contract. Explain that a Buyer Representation Agreement is a legally binding contract between the real estate brokerage agency (not with you in particular) that is in effect for a specified amount of time for a specific area. It should be stated that neither the agency nor the buyer can decide unilaterally that the contract is no longer in effect because as it takes two parties to agree to enter into an agreement, it takes the same two parties to agree to terminate it.

The Term - Be Reasonable. Explain that the term of the agreement is negotiable and that there are no set time periods - one day, the weekend, that week, that month, 2 months, 3 months or longer are all possibilities. What if a buyer's representation agreement expires before the closing date? While it may or may not be necessary, the safest practice is to ask that the term of the agreement be extended through the closing date.

The Geographical Area - Be Specific. Explain that the geographical area is negotiable. Remember that while you are probably very familiar with a specific geographical area, you probably are not an expert in every Connecticut town. A good practice would be to discuss with the buyer which town, towns or county s/he wants to search for property and write in that specific county, town or towns for the geographical area. If you write in "all of CT", remember that as a buyer's agent you are obligated to make a diligent effort in the entire state. Some firms can and do provide this "all state" service; however, if your firm cannot or does not choose to, defining a specific area provides an opportunity for the buyer to search for property with you in one specified area and with other agencies in areas outside your expertise, reducing the likelihood of conflicting contemporaneous agreements and procuring cause arguments with other agencies.



## SOCIAL MEDIA FOR REALTORS®

Copyright National Association of REALTORS®

Getting started in social media can seem like an overwhelming task when you are already busy with 500 emails a day, client phone calls, and multiple listing presentations. However, integrating social media into your business can be a valuable tool. It allows you to:

- Expand your sphere of influence
- Generate leads
- Make connections
- Improve your business
- Build relationships
- Gain referrals

According to the 2009 REALTOR® Technology Report, 84 percent of REALTORS® are using social media, primarily to engage with consumers and other REALTORS®, Seventy-eight percent of REALTORS® are on Facebook and 58 percent are on LinkedIn. On a daily basis, 36 percent of real estate professionals use Facebook, followed by 13 percent who use Twitter and 7 percent who use LinkedIn. And, 18 percent of real estate professionals say they use LinkedIn weekly.

The use of social networking sites by REALTORS and consumers is growing, and it is time you start using them too!

### GENERAL SOCIAL NETWORKS

#### FACEBOOK



Allows users to post online profiles (including photos, information about themselves, etc.) and then connect to other users who share the same interests, experiences, etc. Facebook is built around 'friends' and groups. It includes many networks of companies, regions, high schools, and colleges.

#### TWITTER



A microblog that allows you to post messages 140 characters long. Every time you post a message, everyone who 'follows' you receives it, either on Twitter.com, on their cell phone, or via one of many Twitter reader tools. Twitter posts can include hyperlinks to blog posts or Web pages, which encourages people to engage with you. In addition, people can share (ore "retweet") your Twitter posts, expanding their reach. Find people in your community and start reaching out.

#### LINKEDIN



A professional network. Build a network of past colleagues, friends, and industry experts. The Answers section helps you build a reputation as an industry expert by answering questions that others ask. Ask people to write recommenda-

tions of your work and endorse you. And consider joining the National Association of REALTORS® group on LinkedIn to network and share ideas with other REALTORS®.

#### PLAXO PULSE



A public profile that is constantly updated with the content that you are creating all over the Web. You have refined control of the content and information you include in your profile. The result is that you have control and portability of your public identity.

### REAL ESTATE SOCIAL NETWORKS

#### ACTIVERAIN



A social network for real estate professionals that offers networking and referral building. The blogging platform has tools to allow even the newest of real estate professionals to be found on the Internet.

#### REALTOWN



One of the oldest and most respected real estate networks, featuring a variety of online communities as well as a wealth of community created content.



#### BROKERAGENTSOCIAL

A peer-to-peer community open to real estate professionals of all types: real estate sales, mortgage, title, and all those who provide support to the real estate industry

### REAL ESTATE SEARCH

There are many real estate search engines to choose from. These sites allow real estate professionals to market their listings, view real estate data, and promote their services. Some offer profiles and blogs. The most popular are:

- Realtor.com
- Trulia.com
- Zillow.com
- Roost.com
- Frontdoor.com
- Creativeroof.com

### BLOGS

A blog is a website where you add content on an ongoing basis. New posts ends up at the top of the blog so people can scan and see your posts by dates. A blog is a great resource for a real estate professional. Find a publisher so you can start a blog - Wordpress.org is free and has hundreds of themes and plug-ins. Many website hosting plans make it easy to add a Wordpress blog to an existing website. Realtor.com has a

free "Featured Blog" go to the "For Realtors" section to find out more about it.

### PHOTOGRAPHY AND VIDEO

#### FLICKR



A storage place for photos, as well as a social network. If you use Flickr, you will meet people looking for great local pictures and people finding your photos. Flickr has a great interface that lets you also post photos to your blogs.

#### PICASA



A free photo organization and editing tool from Google. For a free program, it really has a lot to offer. Picasa is desktop software that runs on Windows; it can be downloaded from <http://picasa.google.com/>.

#### YOUTUBE



A video-based social network. If people do online searches for your communities or town, they are likely to see your videos, and they may contact you from there.

### SOCIAL MEDIA OVERVIEW

Web 2.0 is changing our industry as the Web becomes a platform. According to Wikipedia, "The term 'Web 2.0' is commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web."

Web 2.0 is not a software or a hardware, but the ability for anyone to create content on the Web to communicate with their niche. An example of social media in practice is that you can become a source who recommends products and services that solve problems. Some of the tools that can help you provide this information depend on your comfort level and willingness to use the tools.



[www.TheTechByte.com/101](http://www.TheTechByte.com/101) Topics is an additional good source of tips meant to provide you a general start for all social networks and media.

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## **SOCIAL MEDIA OVERVIEW- PRINCIPLES AND BEST PRACTICES**

DO Manage your time. Plan social media activities into your prospecting time.

DO Get yourself out there and join the networking sites that will help you expand your sphere of influence.

DO Promote yourself and your business but DON'T overdo it. DO let readers know you are a real estate professional but DON'T do it by broadcasting listings/sales. people want to know you as a person, not just by your profession.

DO Remember that the Code of Ethics principles still apply online.

DO Realize that the ROI (return on investment) of social media can be slow, and it may take some time before you see a return for the time you put into connecting online.

DO Realize that social networking isn't for everyone. Explore several social media sites and choose one to focus on making a presence in.

DO Remember that you want to be where your current and prospective clients are. Make it easy for people to find you.

DO Manage your social media efforts yourself, so you are completely aware and in touch with what is going on with your pages, profiles, blogs, and sites.

DO Spend time getting tips from those around you. When someone tweets about what is working for them, read about it and use it!

DO Make timely posts. Focus on the season, your target market, and the local economic environment.

DO Use free blogging tools. You can get started with a free Featured Blog from REALTOR.com, or you can choose to use a service like Blogger ([www.blogger.com](http://www.blogger.com)) or Wordpress ([www.wordpress.org](http://www.wordpress.org)).

DO Write compelling headlines for your blog posts, so you catch the attention of potential buyers or sellers. You can extend the value and reach of blog posts by using the headline as your Facebook or LinkedIn status update or post as a tweet on Twitter.

DO Consider integrating social media with the tools that are currently working for you (print, postcards, newsletters, etc.)

DO Make sure you have a website or blog and that people can find your website when they search for real estate in your community. Your website remains the foundation for your business-your social media endeavors should always direct people back to your site.

DO Start a blog. On your blog, write posts about your properties and about your particular skill set. Promote your blog posts on other social media sites like Twitter and Facebook.

DO Give your profile pizzazz by using your "elevator speech" for your profile and description. An elevator speech is the 10-second description of yourself that you would use in an interview.

DO Go Mobile. Use your smart phone to maximize your time on social media. For example, while in line at the grocery store you can update your Facebook status, accomplishing your social media goals without taking up too much of your valuable time.

DO Let people know you are online. Add your social media profile information to your website, email signature, business card, flyers, etc.

DO Get an html "badge" and use it on your website, blog, and email to let people know you are connected.

DO Consider outsourcing areas in which you aren't particularly skilled. Be careful, though; if a conversation with your name on it is written by someone else, it may be noticeable that it's not really you writing the posts.

DO Include keywords that a client might search for in your blog and social media posts.

DO Edit your profile and security settings, particularly on Facebook. The lines between business and personal have become blurred. You can reveal as much or as little about yourself as you wish.

DO Give careful consideration to exactly who sees your profile and when. Create a limited Facebook profile for those people you are unsure about whether to include. By default, your limited profile contains everything in your full profile, so take the time to edit it down.

DO Create personalized profiles/bios on each site, making each similar but not duplicated. LinkedIn is more businesslike, while Twitter and Facebook are more casual.

DO Hire out some of your Web efforts. To save time, hire out the design, coding, and back end work on your website.

DON'T Replace money-generating activities with social media activities. Spend time on social media when you would otherwise not be making money.

DON'T Make it a one-way conversation. Interact with other people and areas of interest online. Make it a two-way conversation by showing interest and engaging with others.

DON'T Keep it too simple. Don't describe yourself in simple terms by only telling your friends and followers that "I'm a real estate agent."

## **SOCIAL MEDIA OVERVIEW - GETTING IT DONE**

DO Start with the three largest networks: Facebook, Twitter, and LinkedIn.

DO Commit the time to developing yourself and your social media tools. Focus your attention on social media for at least 6 to 12 months to see results.

DO Set goals for what you want to get from your social media efforts, figure out why you are doing this and what is realistic.

DO Go local and connect with people you have things in common with.

DO Watch how other real estate professionals are using social media by reading their blogs, and connection with them on social networks.

DO Use social media consolidating tools like [www.ubertwitter.com](http://www.ubertwitter.com), [www.tweetdeck.com](http://www.tweetdeck.com), and Facebook for your phone.

DO Post about things your clients are asking you about. If one client asks you about a particular topic, someone else probably has the same questions.

DO Set aside time in your busy schedule to dedicate to using the social media tools.

DON'T Give up on social media tools after only a short period of time. It will take time to develop your network and the real value in these tools.

DON'T Write overly complicated blog or social media posts. Keep your posts short and to the point.

## **NEXT MONTH - MORE SOCIAL MEDIA FOR REALTORS®**

from  
National Association of REALTORS®



NEW HAVEN REAL ESTATE SCHOOL

A Division of the Greater New Haven Association of Realtors (GNHAR)

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North Haven, CT 06473

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reschool@snet.net

www.greaternhrealtors.com

HAFA

Home Affordable Foreclosure Alternatives Program

In 2009, the U.S. government introduced Making Home Affordable in an attempt to alleviate foreclosures and allow people to retain their homes. Initially, there were two programs: (1) the Home Affordable Refinance Program (HARP) and (2) the Home Affordable Modification Program (HAMP). However, neither of these programs was designed specifically for short sale transactions.

As the number of foreclosures and short sales continued to increase across the country, there was no uniformity or standardization of short sale procedures among lenders. At the urging of the National Association of REALTORS® (NAR) and recognizing the need to assist homeowners who had to sell their homes, the U.S. Treasury announced detailed Home Affordable Foreclosure Alternatives Program (HAFA) guidelines in November 2009.

This course explains the similarities and differences in the three HAFA programs in detail and will give you the tools to assist your sellers in processing short sales more efficiently.

Wednesday, March 16, 2011

9:00 a.m. – 4:00 p.m.

Instructor: Rhonda Ivey-Lentini

- \$159.00 GNHAR Members
• \$179.00 Non-Members

PLEASE COMPLETE ALL OF THE LINE ITEMS BELOW:

Return this portion of the form to: New Haven Real Estate School, 127 Washington Ave., West Bldg, Lower Level, North Haven, CT. 06473

Please make checks payable to: "New Haven Real Estate School".

All registrations must be made in advance: No Walk-ins. Registration Deadline is Friday March 4th, 2011

ALL LATE REGISTRATIONS will be charged an additional \$20.00 administrative fee

Registration information table with columns for Name, Address, City, State Zip, RES License #, E-mail address, Daytime Phone, Home Phone, Cell Phone, and REB License #.

If payment is made by Credit Card, address should be billing address of card. Credit card registrations accepted by phone or by FAX (203) 234-3980

GNHAR MEMBER: \_\_\_YES \_\_\_NO

Payment and signature table with rows for PAYMENT (CASH, CHECK), Credit Card Security Code, Master Card expiration date, Visa Account #, Visa expiration date, and SIGNATURE/DATE.

The New Haven Real Estate School reserves the right to cancel classes due to insufficient enrollment. This course meets the minimum requirement for 3 hours of elective continuing education credit set forth by the CT Real Estate Commission.