

# REALTOR NEWS

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

**FEBRUARY, 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. 286

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

## *Congratulations!*



The following members have been awarded the 2010 Fourth Quarter Achievement Award by the Greater New Haven Association of REALTORS®, Inc. for being the High Producers during that period. Congratulations! All recipients will be featured in the February 11th issue of The Connecticut Home Browser magazine, and also featured on the Association Web Site - [greaternhrealtors.com](http://greaternhrealtors.com) (2011 - 1st Qtr Nomination form att)

- Sally Bowman - Sally Bowman R.E.
- Beth Cantor - Calcagni Assoc., Hamden
- Patrick Combs - Dan Combs R.E.
- Gary Damato - Press/Cuozzo Realtors
- Stephanie Ellison - ReMax Right Choice
- Wayne Hugendubel - CB, Orange
- Rhonda Kirschner - Weichert, Orange
- Lawrence Madow - Calcagni, Cheshire
- Nick Mastrangelo - Weichert, Orange
- Carolyn Nisita - Wm Raveis, Milford
- James Porto - CB, Milford
- Toni Ross - Weichert, Orange
- Sandy Maier Schede - Maier RE, Meriden
- Mike Sirochman - Weichert, Orange
- Pat Uvino - Calcagni, Wallingford

## *Congratulations!*

For many, maintaining your New Year's resolution is often a challenge. Experts say "individuals frequently set themselves up for failure by setting unrealistic goals." For those of us in the Real Estate community, many of us share the same goals, work smarter and make more money. With the first snow filled month under our belts, ask yourself the following:

1. What am I doing differently this year to achieve my goals?
2. Am I building upon my strengths or am I stuck in a rut and simply doing the same things I was doing last year?
3. What activities work and what activities fail?
4. How am I spending my time?

In the next few weeks as an exercise, try to flush out those activities that prove to be a waste of time. As an example, many Real Estate professionals succumb to the demands of their Broker or Manager and work the floor desk. Does this work? How many leads closed as a result of you sitting behind the desk hour after hour? Have you ever noticed the top producers in your office want nothing to do with this activity? Perhaps it's because they know it doesn't really work. It may in fact make your manager happy by filling the space with a body or maybe it is because they don't have to hire a receptionist.

Identify what generated your leads in 2010. If you had success in a leads group, join a second one. If you were greeted with success by farming a neighborhood, expand the size of that neighborhood. If you found you were able to convert internet based leads, revamp your website in an effort to expand your scope. Identify those activities that work, and work them harder.

Brand yourself. Spend more time this year on emphasizing who you are, not so much as on who you hang your license with. Specialize and find that particular niche that worked well for you in the past and set yourself apart from your competition. Employ your friends and family, make them part of your sales force. Reach out to your past clients, ask for their email addresses. Reestablish your position as a professional and a source of information.

Above all choose your attitude. Whether conscious or not, we all make the decision to act in certain ways.

E. Tyler Della Valle  
Chairman  
Broker, Dow Realty

**Save the Date!!**  
**Wednesday, April 6, 2011**  
**27th Annual**  
**REALTORS® at the Capitol**

For over 26 years, Connecticut REALTORS® have been coming together to meet with State Senators and Representatives to let them know our views on the issues that affect our business. Whether this will be your first experience or if you have been attending for years, your participation is important and will make a difference! Don't miss this opportunity to show that you are part of one of the strongest organizations in the country! Having a significant size group at this event will help show the Legislators that our views are important and we need to be heard. This event is open to all members of the Connecticut Association of REALTORS® only.

**There is no fee to attend!**

**Go to**

**<http://www.ctrealtor.com/rac/register.html>**



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  
Chairman Elect.....Elizabeth Alberico  
First Vice-President.....Susan Izzo  
Second Vice-President.....Thomas Casey  
Treasurer .....Tricia Reed  
Secretary.....James Porto  
President & CEO.....Roberta N. O'Hara RCE

**Directors**

Alan Barberino  
Jonathan Carbutti  
John Hill  
Michael Johnson  
Steve Miller  
Nanette Pastore  
Gena Ruocco-Lockery  
Cheryl Ulstad  
Wendy Weir  
Louise Zemina

Immed. Past Chairman: Paul Ott

*Thank You*

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

Platinum Level Sponsor - \$2,000

Silver Level Sponsor - \$500

Clean Sweep Restoration Services  
of New England  
Franklin Mortgage, LLC  
Franklin Insurance Group

***State of Connecticut Continuing Education Requirements  
for Salespeople and Brokers***

Every two years, the State of Connecticut Department of Consumer Protection's Real Estate Commission requires licensees to complete a minimum of 12 hours of continuing education (CE).

**For 2012:**

The State of CT DCP has announced that a 100% audit will be performed on all Salespersons and Brokers licensed in CT to determine that all licensees have complied with and satisfied the requirements stated below:

3 Hours *Connecticut Real Estate Agents Fiduciary Duties Review and Law Update*  
(mandatory for 2010-2012 CE cycle) **PLUS**  
9 Hours of approved Real Estate Elective courses.

**OR**

You may elect to pass a 40-question Connecticut Continuing Education Examination administered by PSI. Contact the testing company (PSI) directly at 1-800-733-9267 or visit [www.psiexams.com](http://www.psiexams.com).

**CE courses must be completed before the expiration of your license:**

**Broker licenses expire on March 31, 2012**  
**Salesperson licenses expire on May 31, 2012**

***Attention New Licensees (Brokers and Salespeople):***

**Brokers:** If you passed the Connecticut Broker licensing examination between 4/1/2010 and 3/31/2012, you do not need to take the continuing education courses.

**Salespeople:** If you are a new licensee and passed the Connecticut Salesperson licensing examination between 6/1/2010 and 5/31/2012, you do not need to take the continuing education courses.

**How to obtain continuing education/pre-licensing education credits:**

Both Salespeople and Brokers are required to fulfill three hours of mandatory Continuing Education (CE) credit and nine hours of elective CE credit.

Consider taking GRI courses that provide CE credit; Each GRI module fulfills 30 hours of Broker Pre-licensing credit and 6 hours of Elective Credit for Salesperson and Broker license renewal.

**Call The New Haven Real Estate School, 203-234-3938 for scheduling.**



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

Kenneth I Greenhill, CB, Milford  
 Rachel VanWolvelaerd, RW Clayton, EH  
 Ana Guajardo, Calcagni, Wallingford  
 John Adamowski, Platinum Assoc., NH  
 Tacy A Gonzalez, Harborview, WH  
 Charles E Vacca, Primo Realty & Cap., Mlfd  
 Jackelyn E Bishop, Calcagni, Hamden  
 Jane E Olsen, Huntsman, Meade & Part., NH

*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.*

**REALTOR APPLICATIONS:**

David B DeBlasi, H. Pearce, Wallingford  
 Timothy J DeBowes, Prudential, No.H.  
 John J Kniejaneski, Group IV, Middletown  
 Betsy G Fiske, CB, Milford  
 Max Gladstone, Team RE, Hamden  
 Linda Fagan, ReMax Right Ch., Milford  
 Anthony J Federico, Weichert, NH  
 Leonard D Chapelle, Weichert, Wall.  
 Saurin S Parikh, CB, Milford

**NEW OFFICES:**

James Caramenello d/b/a Foundation Real Estate, P O Box 276, Middlefield, CT 06455. Phone 203-314-3421, Fax 860-343-7741.

Phil J Zimbardi d/b/a TOP END Properties, 554 Boston Post Rd., Unit #405, Orange, CT 06477. Phone 203-936-7776, Fax 203-467-9774.

Miguel Rodriguez d/b/a MiCasa Realty, 154 Farren Ave., New Haven, CT 06513. phone 203-687-1471, Fax 203-507-2943.

**OFFICES CLOSED:**

Anthony Guistinello d/b/a Aristide & Maxwell, LLC, Hamden  
 Jeff Arotsky d/b/a Statewide Appraisal Service, Ansonia.

**ADDRESS CHANGE:**

Jennifer D'Amato d/b/a Modern Real Estate, 78 Olive St., #419, New Haven 06511

**OFFICE NAME CHANGE:**

Charles A Liberti d/b/a Blue Ribbon Appraisals, LLC was Blue Ribbon Realty LLC, same address/phone.

**AGENT CHANGES:**

Wendy Grosso now rep CB, Milford  
 Jeanne Consiglio Hoin now rep Pike Internat'l Realty, New Haven  
 Stephen Votto now rep CB, North Haven  
 Joanne Vaccarino now rep CB, No.Haven  
 Kristen Gliford now rep Pulse Realty, NH  
 Denise L Greening now representing Calcagni, Wallingford.

Melvyn D Williams Jr, now rep Harriman RE, Wallingford.

Dominic Tata now rep Platinum Assoc., New Haven.

Audra J DiGello now rep Pike Internat'l Realty, New Haven.

Lawrence Madow now rep Calcagni, Wallingford.

Joan Luna Zayas now rep Calcagni, Wall.  
 Kirsten Hopes-McFadden now rep Liberty Realty, Plantsville.

Dave Hawes now rep ERA Property World, Milford.

**NEW AGENT NOTICE**

In order to access MLS you must become a member of the Association, complete Orientation (On Line) and pay Association and MLS fees.

For more information, call Kate Blake or Roseann Dorsey @ 203-234-7700.

**What Home Buyers  
Want From Their Agent!!!**  
*Saul Klein, e-PRO Real Estate Educator,  
San Diego, CA*  
*From the 2010 NAR Profile of Home Buyers  
and Sellers ? it is available at*  
<http://Realtor.org>

**What Buyers Want from  
Real Estate Agents**

- 51% say help to find the right home to purchase
- 14% help negotiate the terms of sale
- 12% help negotiate price
- 10% help with paperwork
- 6% comparable
- 3% determine how much the buyer can afford
- 2% help arrange financing
- 3% Other

Also, not surprisingly, buyers use the following websites to find a property. Not sure if **realtor.com** actually stacks this way compared to all other RE sites, but here are NAR's numbers:

- 59% MLS website
- 45% **realtor.com**
- 43% real estate company's website
- 42% agent's website
- 41% other real estate listing sites
- 15% FSBO website
- 8% Newspaper website
- 4% real estate magazine website
- 2% social networking website (Facebrook, MySpace, etc.)
- Video hosting websites (YouTube, etc.)

## SOCIAL MEDIA FOR REALTORS®

Copyright National Association of REALTORS®  
Continued from January 2011 Issue 285  
(All copies are posted on  
GreaterNHrealtors.com  
under "GNHAR Newsroom")

### FACEBOOK

(YOUR LITTLE BLACK BOOK OR REUNION)

*Facebook has more than 350 million active views, with 65 million of them using mobile technology to visit the network. With about 50 percent of users logging in daily, more than 8 billion minutes are collectively spent on Facebook each day. The average user on Facebook has 130 friends, and the fastest-growing demographic of Facebook is those 35 years and older. In NAR's 2009 social media survey of members, Facebook was the most used social network among respondents.*

### FACEBOOK-PRINCIPLES AND BEST PRACTICES

**DO** Keep in mind that Facebook's Terms of Service states, "you will not use your personal profile for your own commercial gain." For commercial purposes, create a fan page rather than only a personal Facebook profile.

**DO** Treat your Facebook page as a conversation. Respond to all feedback whether positive, negative, or difficult.

**DO** Socialize. Be on Facebook for the reason people are there. People are there to socialize, so you should do the same.

**DO** Use technology like your smartphone to multitask with social media. Log in to Twitter and Facebook on your phone to stay connected.

**DO** Make personal connections on social media sites. The sales will come later.

**DON'T** Go on to Facebook with a singular goal of selling. This will be looked at negatively and set you up for failure.

**DON'T** Write only about real estate. This will only cause people to be put off.

**DON'T** Outright ask for business on Facebook. You can offer services if people are looking but don't go over the top.

**DON'T** force your conversations. If you aren't interested, don't fake it. People will know when you aren't authentic.

### FACEBOOK - GETTING IT DONE

**DO** Find groups and/or pages that your target market would be interested in, and become a fan of those pages.

**DO** Use Facebook as a lead generating tool.

**DO** Make yourself known by updating your status and staying engaged in discussions.

**DO** Get personal. A good formula for real estate professionals on Facebook is: two parts personal and one part business.

**DO** Use content you find interesting. Don't recreate the wheel with your posts. Link to interesting stores; try to post good and relevant content daily.

**DO** Use Facebook to search "posts by everyone" for brand keywords in users' (with open privacy settings) statuses.

**DO** Comment on what others post on Facebook. Spend five minutes of your Facebook time each day to comment on what some of your friends or fans have said. Stay involved.

**DO** Organize your friends into lists so you can manage easier.

**DO** Use content that consumers will find interesting, HouseLogic [www.houselogic.com](http://www.houselogic.com) has a free tool - the REALTORS® Content Resource [www.houselogic.com/members](http://www.houselogic.com/members) - that REALTORS® can use to publish content to consumers on the topics that mean the most to them.



**DO** Convert customers into Facebook fans by asking customers to be a fan of your company on Facebook. By converting customers into Facebook fans, you are immediately spreading your message beyond your own network.

**DO** Start a fan page for your community or neighborhood, in addition to one for yourself or your business. Be the host of a page that people want to go to.

**DO** Become a fan of chapters and/or organizations in your area. This will allow you to connect with people in your area.

**DO** Interact with people. Expand your sphere of influence and get to know people. Comment on people's status updates and/or pictures.

**DO** Gain referrals. Even though this is a social network, if someone in your network posts that they are looking for a new house, be sure to offer your services and/or your listings by getting and offering referrals.

**DON'T** Send out mass friend requests or 'friend' someone you don't know. For everyone you do know and want to add as a friend, send a personal message with the bit of information about how they know you.

### WATCH FOR MARCH ISSUE "Twitter (The Online Cocktail Party)"

The tips provided will get you started using social media tools, but remember social media is constantly changing and evolving. You will need to constantly change and evolve to stay on top of what is going on. Remember that if you put in some time and make an effort, you will start to see the return you are looking for. Here are additional resources that may be helpful:

FOURSQUARE ([www.foursquare.com](http://www.foursquare.com))

UBERTWITTER ([www.ubertwitter.com](http://www.ubertwitter.com))

TWEETIE ([www.tweetie.com](http://www.tweetie.com))

TWEETDECK ([www.tweetdeck.com](http://www.tweetdeck.com))

TWITPIC ([www.twitpic.com](http://www.twitpic.com))

PICASSA ([picasa.google.com](http://picasa.google.com))

FLICKR ([www.flickr.com](http://www.flickr.com))

TECHBYTE DOS AND DON'TS BY TRAINER AMY CHOREW (VIDEOS AND FURTHER INFORMATION) ([www.TheTechByte.com/101Topics](http://www.TheTechByte.com/101Topics))

FEEDBURNER (RSS FEEDS) ([www.feedburner.com](http://www.feedburner.com))

TWITTER FOR BUSINESS GUIDE ([business.twitter.com/twitter101](http://business.twitter.com/twitter101))

LINKEDIN ANSWERS ([www.linkedin.com/answers?trk=hb\\_ft\\_answers](http://www.linkedin.com/answers?trk=hb_ft_answers))

REALTOR.COM FEATURED BLOG ([solution-center.realtor.com/Agents/FeaturedBlog.aspx](http://solution-center.realtor.com/Agents/FeaturedBlog.aspx))

WORDPRESS ([www.wordpress.org](http://www.wordpress.org))

HOUSELOGIC REALTOR® CONTENT RESOURCE ([www.houselogic.com/members](http://www.houselogic.com/members))

GOOGLE ALERTS ([www.google.com/alerts](http://www.google.com/alerts))

FACEBOOK SECURITY SETTINGS ([www.facebook.com/privacy/?view+limites-/privacy/view=profile](http://www.facebook.com/privacy/?view+limites-/privacy/view=profile))

LINKEDIN SECURITY SETTINGS ([www.linkedin.com/secure/settings?trk=hb\\_acc](http://www.linkedin.com/secure/settings?trk=hb_acc))

BITLY HTTP://BITLY/ OR BUD URL ([www.budurl.com](http://www.budurl.com))

NATIONAL ASSOC. OF REALTORS SOCIAL MEDIA PROFILES AND PRESENCES ([www.realtor.org/about\\_nar/social\\_media](http://www.realtor.org/about_nar/social_media))

FIELD GUIDE TO SOCIAL NETWORKING FOR REALTORS® ([www.realtor.org/library/library/fg125](http://www.realtor.org/library/library/fg125))

FIELD GUIDE TO TWITTER ([www.realtor.org/library/library/fg234](http://www.realtor.org/library/library/fg234))







**NEW HAVEN REAL ESTATE SCHOOL**

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

127 Washington Ave. West LL

North Haven, CT 06473

Telephone: 203-234-3938 Fax: 203-234-3980

[reschool@snet.net](mailto:reschool@snet.net)

[www.greaternhrealtors.com](http://www.greaternhrealtors.com)

**REAL ESTATE BROKERAGE**

*This 36 hour course meets the minimum 30 hours of Broker pre-licensing education as set forth by the CT Real Estate Commission. The course includes a mid-term and a final exam.*

**The goal** of this course is to help the student to become an effective real estate professional through a heightened understanding of the various factors that impact the industry, their organization, their customers, and themselves. This course will include interactive classroom activities and discussion focused on the following topics:

- The importance of emerging trends in real estate.
- The current and future impact of change on the real estate profession.
- Transitioning from sales into management.
- Identifying leadership traits and how the various leadership styles can impact an organization.
- Management styles, workplace climate and culture.
- Time management skills.
- Establishing professional credentials.
- Target marketing and market competition.

<b>DATE(S):</b>	<b>Starts Monday – February 28th - April 6<sup>th</sup>, 2011</b>
<b>TIME:</b>	<b>Mondays &amp; Wednesdays 6:00 p.m. – 9:00 p.m. (Twelve, three-hour sessions)</b>
<b>INSTRUCTOR(S):</b>	<b>Teresa Sirico, ABR-CRB-CRS-ePRO-GRI-SRES</b>
<b>FEE:</b>	\$300.00 tuition 50.00 book <b>\$ 350.00 Total tuition and text</b> Book: <b>REAL ESTATE BROKERAGE, 7<sup>th</sup> Edition:</b> McAdams, Cyr, and Sobeck; (Dearborn Publications)

**REGISTRATION DEADLINE: By Noon, Friday, February 18<sup>th</sup>, 2011**

**LATE REGISTRATIONS:** An additional administrative processing fee of \$20.00 will be added to all late registrations. *Only CASH or CREDIT CARD payment will be accepted for late registrations. NO WALK INS. NO EXCEPTIONS.*

**PAYMENT:** *FULL* payment is required prior to the class start date. We accept cash, check, MasterCard, and Visa. There will be a **\$25.00 charge** for any check returned by the bank for insufficient funds or for any declined credit card charge. Your payment, whether by credit card or check, will not be processed until class minimum enrollment is met. Return completed form with payment via:

**FAX:** 203-234-3980

**MAIL:** New Haven Real Estate School, 127 Washington Ave., West Bldg. LL, North Haven, CT 06473  
(Be sure to allow a minimum of 1 week for your registration/payment to arrive via mail.)

**DROP OFF:** GNHAR/New Haven RE School (see address above), Monday-Friday, 8:30am-4:30pm

**PHONE:** Credit cards only 203-234-2398

PLEASE **PRINT** AND COMPLETE **ALL** OF THE LINE ITEMS BELOW:

MEMBER GNHAR: YES  NO

PAYMENT TOTAL \$ \_\_\_\_\_

<b>Name</b>		<b>Daytime Phone</b>	
<b>Address</b>		<b>Home Phone</b>	
<b>City, State Zip</b>		<b>Cell Phone</b>	
<b>E-mail Address</b>		<b>RE License #</b>	

<b>CASH</b>		
<b>CHECK #</b>		<i>Make check payable to: NEW HAVEN REAL ESTATE SCHOOL.</i>
<b>CREDIT CARD</b>	<b>MasterCard Account #</b>	<b>Visa Account #</b>
	<b>MasterCard expiration date:</b>	<b>Visa expiration date:</b>

*If payment is made by Credit Card, address should be billing address of card.*

<b>SIGNATURE</b>		<b>DATE</b>	
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