

REALTOR NEWS

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

SEPTEMBER, 2010

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[®] NEWS

Web Site - greaternhrealtors.com

Issue No. 281

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Paul Ott
Chairman of the Board
2010

Welcome to September. National statistics say sales are off. Cooler weather seems to have brought cooler sales. In Connecticut that depends upon with whom you speak. Many agents are out there and they are hustling and working hard to keep deals together.

Banks, the buyers market, and a strange economy have all contributed to making our jobs more difficult. It is in times like these that we must focus and go back to the basics in our industry (though using technology) to seek out business.

It also means that we must spend some time taking care of ourselves! Go on a mini vacation, (even if it is only in your mind), meditate, garden, cook but do something good for you, first. If you can take care of yourself first then you will be fit enough to take care of those you love.

Thank you all for sharing so much of yourselves with me this year and making me believe more than ever that you are the best agents in Connecticut.

DATES TO SAVE!!!!

POWER LUNCH, THURSDAY, OCT. 21ST

THURSDAY, DECEMBER 9TH - GNHAR 2011 INSTALLATION

WATCH YOUR MAIL AND EMAIL FOR FLYERS!!

GREATER NEW HAVEN ASSOCIATION OF REALTORS[®] "QUARTERLY AWARDS"

The 2010 third quarter (July 1-September 30) "Quarterly Awards" period ends September 30, 2010. All reward nominations must be received at the Association Office no later than October 11th.

Qualifications are as follows:

1. You must be a member of the GNHAR, and points are completed on listings currently in CTMLS.
2. You must have earned 9 points per calendar quarter.

One point is earned if you are the listing or selling agent on a property that closed during the quarter.

You will earn 2 point ONLY if you are both the listing and selling agent, during the same quarter.

3. A nomination form must be fully completed, signed by your Designated Realtor or Manager and a **FULL** computer printout of each listing **MUST** be included.

Award recipients are posted on the Association Web Site, your photograph will be featured in the "Connecticut Home Browser" magazine, you will be presented with a Award Certificate at the next General Membership Meeting and will be posted on the next available "Realtor News".

CALL THE ASSOCIATION OFFICE, 203-234-7700 FOR A NOMINATION FORM TO BE FAXED TO YOU.

**ATTENTION ALL MEMBERS
IMPORTANT NOTICE!
2011 ASSOCIATION DUES**

Effective for the 2011 Association Dues - A motion was passed at the May, 2010 Board of Directors meeting to implement the following late fee for late payment of Association Dues.

"\$100 late fee will be charged per month until dues are paid. If terminated, in order to re-apply, all past due fees including late fees must be paid in full before application for membership is approved. "



The Greater New Haven Association of REALTORS®, Inc.
Phone: 203-234-7700 Fax: 203-234-3980

Officers of the Association

Chairman of the Board.....Paul Ott
Chairman Elect..... E. Tyler Della Valle
FirstVice-President.....Susan Izzo
Second Vice-President.....Elizabeth Alberico
Treasurer Linda Hofbauer
Secretary.....James Porto
President & CEO.....Roberta N. O'Hara RCE

Directors

Alan Barberino
Tom Casey
Joel Galvin
Kris Geenty
John Hill
Michael Johnson
Patricia Reed
Gena Ruocco-Lockery
Louisa Zemina
Wendy Weir

Immed. Past Chairman: Albert Scafati

Thank You

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

- | | |
|--|---|
| Platinum Level Sponsor - \$2,000
Franklin Mortgage, LLC & Franklin Insurance Group | Silver Level Sponsor - \$500
Bruce R. Peabody, Esquire
Mortgage Access Corp.,
Paul Constantinou |
| Gold Level Sponsor - \$1,000
Peoples United Bank,
Randy Thomas | Law Offices of Edward C. Burt, Jr.PC
Campbell Mortgage, Jack Murphy |
| Liberty Bank, John Parillo
Tiger Home & Bldg Inspection
Connex Credit Union, Jason Dagraca
Guarantee Rate, J Pelliccio/J Antonios
Amer. Fin. Resources, M. Klemenz
Bank of Amer. Jonathan Morin | |

**FRANCISCO GARCIA
TECHNOLOGY DIRECTOR AND BUSINESS CONSULTANT**



HAVING COMPUTER PROBLEMS?

Francisco Garcia is at your service at a fraction of the cost compared to big retail stores and his work is guaranteed.

Below is a basic list of services offered by Francisco, however, if the service you are looking for is not on the list, please call him...203-234-7700 x118.

- Computer Repair*
- Computer Networking*
- Software Installation*
- Software Configuration*
- Virus Removal*
- System Restore*
- Data Recovery*
- Data Backup*
- Web Design*
- Web Hosting*
- Computer Upgrades*
- Consulting Services*
- Internet and Software training*
- Data Transfer*
- Computer Diagnostic*

We accept VISA and MASTER CARD.

Call Francesco, 203-234-7700 x118 for more information.

*Monday-Friday
9 AM - 4:30 PM*



CONGRATULATIONS
TO THE FOLLOWING
NEW REALTORS®

- Berardino Co., Durham
Jon J Berardino
Calcagni Assoc., Hamden
Suzanne N Raymond
Krisanne Rivera
C21 Access American, Branford
Anna M Montenuorno
Anthony P Federici
Coldwell Banker, Milford
Scott R Brown
Janet M Lengel
Coldwell Banker, North Haven
Diane Marie Goldschmidt
Coldwell Banker, Woodbridge
Rondi H D'Agostino
Colony Real Estate, Meriden
Michael C Lundell
ERA Property World, Milford
Carole Walker
GRL & Realtors, New Haven
Megan N Reynolds
John Shanley Appraisals, Hamden
John Shanley
Platinum Assoc., New Haven
Nicole E Felicello
Raveis Real Estate, Cheshire
Kathleen L Menard
Jaymie L Nitkin-Ressler
Sette Real Estate
Jennifer L Farkas
Larry J Nelson
Christina M Stewart
Weichert Realtors, Hamden
Sherina Baker
Weichert Realtors, Orange
Urszula Kossarka

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

- Christine M Stewart, Raveis, Ches.
April E Stirling, CB, Woodbridge
Kelly Shine, C21 Access Amer, Bfd.
Edward Merola, Fisher Realtors, WH
Ingrid E Lambert, Prudential, No.H.
Michael J O'Brien, C21 Access America, Branford.
Rogina J Bederil-O'Brien, C21 Access America, Branford.

AGENT CHANGES:

- Doreen Duchette now rep Coldwell Banker, Cheshire.
Curtis Freda now rep Joy RE
Denise Treusch now rep Bishop, Edward & Robert, LLC, East Haven.
Michelle Ann Winger now rep Alan Barberino RE, Wallingford.
Ralph Salemme now rep GRL & Realtors, New Haven.
Ted Anastasio now rep Ron Masella Realty, Hamden
Richard Milewski now rep Coldwell Banker, Orange.
Lisa Parker now rep The Real Estate Gallery of Ct., Milford.
Gricela Avila now rep Keller Williams, Wallingford.
Anna Luna now rep New England Homes, Durham.
Ruth Ratner now rep Keller Williams, Stratford.
David Borowy, now rep Keller Williams, Stratford.



*The Connecticut Home Browser
A Real Estate Buyers Guide*

Since the first issue was published by the New Haven Association on October 7, 1998 our publication has achieved a wide spread popularity. We have expanded our distribution to over 600 stores plus many Stop & Shop stores, CVS's and Blockbusters in 25 area towns covering Greater New Haven, the Shoreline, Central Connecticut and the Valley.

Published bi-weekly we offer, as a service to our members, low rates and the opportunity to reach thousands of local Buyers, Sellers and Apartment Seekers.

The next available issue will be the Oct. 8, 2010 issue - deadline to submit an ad is 12 noon, Friday, Sept. 24, 2010.

Full Page B&W - \$84.48 PP
Half Page B&W - \$53.76 PP
We accept MC/VISA/Check

EASY ADVERTISING - Email your MLS numbers & text to appear w/ listing photos and your ad will be built at no extra charge to you. A proof will be emailed back to you for approval or changes.

Any questions, please call Joan Quinn, 203-234-7700 x114 or email Joan - ct-homebrowser@snet.net

Drip Email The Slow Effective Way **By: Peyman Aleagha, President - RealtySoft.com**

Are you doing drip email to buyer and seller prospects? If not, you surely know agents who are. With the free nature of email, it has become a much abused form of communication. And, drip email from many real estate professionals is little more than automated periodic spam. With filters and rules in email systems, it's easy to have your drip emails trashed on arrival, so you never know that they aren't being read. One broker used a service that let him know that only about 125 out of 800 of his regular emails were being read.

But, I'm not saying that regular (call them drip if you like) emails are ineffective. They can be one of your most effective lead generators that will bring in commissions on a regular basis. The idea is to first slow down the drips, and second deliver something worthwhile and valuable to the recipient. This is NOT:

- How to sell a home with the baking bread smell.
- Making rooms look larger by re-positioning furniture.
- Curb appeal is important.
- Leave the home when it's being shown.
- And so on and so on □

It's not that there isn't some good information there. It's that there are millions of these going out every week, many purchased in bulk. Identical packages of drip email are being sold to hundreds or thousands of real estate agents. Now that you know what they don't need, what types of emails will get opened, and even be eagerly anticipated by your prospects and even past clients? We've all heard "location, location, location." With ongoing client email contact, it's "statistics, statistics, statistics."

- Homes sold during the period since the last email.
- Average and median sold prices.
- Current inventory and days on market averages.
- Absorption rates - how fast is inventory being sold off?
- Sale price to list price discount ratios.

You can probably come up with a few more reports to add to these, and all right out of your MLS software system. Most provide a great deal of detailed data, and it's as simple as printing it to a PDF document and attaching it to your emails.

This has been proven quite convincingly. Here's the program the broker we mentioned above put into effect to improve email opening and retention rates:

1. When you get the email address of a new prospect, enter them into your database and send them the first email thanking them for the site visit.
2. In the first email, tell them that you're going to send them three or four informative emails to point them to valuable local area information and real estate statistics. Just letting them know what's coming cut "unsubscribe" requests in half for this broker.
3. Then send them three or four emails, each taking them to a section of your site that has maps, detailed area, lender or other information, and some statistical data.
4. In the last email, tell them it's the last in this series, and that you're placing them on a special list to receive detailed real estate statistics as you issue them in the future. These will be statistics not available on the site. This broker did quarterly emails, so just four a year. He kept his prospects, and all of his transactions from the Web came from this list. You could do them every two months, or even every month if desired.

From the beginning, the prospect appreciates being told what's going to happen. They don't get your first email and have to wonder if you are going to send one of these every other day forever. By telling them what you're going to do, they don't immediately request to be removed from your list. They want to see what's coming.

This broker's local MLS used the FNIS Paragon software, and it produced all of the required detail reports in just a few minutes. Most MLS software will provide similar statistical data for printing. Just make it a PDF and attach it. Or, if you can FTP it to your site, just send them a nice short email with the link. Remember, buyers aren't the only ones who want statistics. Buyers want to keep track of the market to see what they're going to pay, but sellers are just as interested in real estate stats. They want to know what their home might sell for by seeing stats for their neighborhood.

And, don't forget the past client, as they want to keep up as well.

Biography:

Peyman Aleagha is the founder and President of RealtySoft.com. RealtySoft provides Realtors with [Real Estate Web Design](http://www.realtysoft.com) (http://www.realtysoft.com), Real Estate Print Marketing and [Free IDX](http://www.realtysoft.com/freeidx.php) (http://www.realtysoft.com/freeidx.php) solutions. Find out more about RealtySoft by visiting [RealtySoft.com](http://www.realtysoft.com).

GATES WINNERS 2010



NEW HAVEN ASSOCIATION OF REALTORS 2010 WINNERS

Pictured from left to right: Marian Van Egas*, Nicholle DaGata (CAR President, Jessica Kline, Maria Bonetti*, Mark Lightowler, Bruce Scuderi*, Michael Casey*, Kara Lightowler, AnnMarie Sementilli*.

***(2010 Gates Committee Members)**

Jessica Kline is a 2010 graduate of Luralton Hall and will be attending Bryant University in the fall where she plans to pursue a degree in Marketing. Jessica was recently secretary of her class and participated in many community and school service projects. She is the daughter of Karen and James Kline. Karen is a REALTOR® with Carbutti & Co. REALTORS® and a member of the New Haven Association.

Kara Lightowler attends Marist College and is majoring in Psychology and Criminal Justice and is hoping for a career with the FBI. Kara has maintained academic honors during her first two years in college while also participating in Marist College Division I Cross Country and Indoor & Outdoor track. Kara is the daughter of Maribeth and Mark Lightowler. Maribeth is a REALTOR® with Coldwell Banker Residential Brokerage and a member of the New Haven Association.

Mark Lightowler graduated in June from Notre Dame High School where he was a member of the National & Spanish Honor Societies and a Scholar Athlete. He will be attending UConn in the fall where he will study Biology. He hopes to attend medical school in the future. Mark is the son of Maribeth and Mark Lightowler. Maribeth is a REALTOR® with Coldwell Banker Residential Brokerage and a member of the New Haven Association.

GREATER NEW HAVEN ASSOCIATION OF REALTORS®, INC.

**NOTICE TO ALL
GREATER FAIRFIELD COUNTY CMLS MEMBERS**

**THE FOLLOWING TWO HANDS ON CLASSES TO BE HELD AT
THE GREATER NEW HAVEN ASSOCIATION OF REALTORS®, INC.
127 WASHINGTON AVE., WEST BLDG, LL,
NORTH HAVEN, CT.
ON
FRIDAY, SEPTEMBER 24, 2010**

RE/Xplorer	9:30am-12:30pm
Listing book	1:00pm-4:00pm

Registration is simple: Log on to Greater Fairfield County CMLS

- 1. <http://www.ct-mls.com>**
- 2. log in**
- 3. Register for class**
- 4. RE/Xplorer- Course ID 6500 (Course #92410AM)**
- 5. Listingbook - Course ID 1102 (Course #92410PM)**

**PLEASE DO NOT CALL GNHAR. THESE CLASSES ARE BEING
TAUGHT BY GREATER FAIRFIELD COUNTRY CMLS.**

**If you have any additional questions, please call Brian Backman @ 1-800-
474-0101 Ext. 224.**