

The Informant

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Upcoming Events...

4/10 Dr. Lawrence Yun

NOTE NEW DATE & PLACE

- Lunch meeting
- RIT Inn & Conference Center

5/30 Jackie Leavenworth

- Breakfast meeting
- Eagle Vale CC

The Mission and Vision of the Women's Council of REALTORS®

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community.

PRESIDENT'S CORNER

Wow! 2013 is here at last, and it is my turn to serve YOU as the Women's Council of REALTORS® 2013 Rochester Chapter President! One of my biggest goals for 2013 is to urge YOU to become involved in WCR on a deeper, personal level, so you can reap its rewards! Learn to network... build lasting relationships... this is YOUR organization – use it to your advantage!

Let me tell you why I believe so fiercely in what we offer...

Back when a fiancé and I originally shopped for a first house (mid-70's) I met a woman realtor who had her own real estate business. She ran this business out of her own home in Chili. Growing up in rural Massachusetts with a stay-at-home step-mom, I was fascinated that a woman could achieve so much, on her own! A few months later, I acknowledged my independent nature, ended the engagement, and moved to San Diego, where I learned some things about the real estate market for the first time. By the time I returned to Rochester the next spring, I was excited about starting a new career, and immediately got my real estate license. It was much easier back then... No complications... no fax machines... no internet... MLS listings appeared 6 to a perforated card, with bi-weekly updates.

I wish I had heard about the Women's Council of REALTORS® (WCR) back then, with our mission statement of "We are a network of successful REALTORS®, empowering women to exercise their potential as entrepreneurs and industry leaders." I needed all the help I could get! My first broker said, "There's your desk and a phone book – get busy!" That was our training!! (Fortunately, my next broker believed in a trained work force, and once I actually started selling homes, I fell in love with this business.)

As the technology industry grew, our Ethical guidelines were revised, pages to our contracts multiplied, and the idea of "Disclosure" was introduced. Therefore, the need for better education of REALTORS® increased. At the same time, more long-time agents became "grandfathered" and did not need to take the 22.5 hours of Continuing Education! Agents now had to seek out the knowledge that our industry demanded. WCR made (and continues to make) finding this knowledge available and inexpensive to members.

It was not until 2005 that I was invited to a WCR event. I soon began to learn



Janet Romano
2013 Chapter President

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PRESIDENT'S CORNER

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new things to make my business better. A National speaker came to us, and introduced some technology that made my life easier. I began to meet so many people that I realized that I was not alone in the struggles of this business! There were many like-minded women with similar issues that I had faced... I began to see the value of Membership in the Women's Council of REALTORS® and decided to increase my involvement by joining committees, and helping with the registration at events. I quickly got to know hundreds of people on a first name basis.

Then I became 2010 Vice President of Membership. Membership is the life blood of our organization, and I quickly learned that our saying "The task is to ask" means you never know who among us may want to be more involved... will be the next leader(s) to continue this tradition... It may mean the difference between building that relationship with another REALTOR® or Affiliate member - or walking away with no connection

As an officer, I went to the National WCR conferences and realized that the size and scope of WCR reaches far beyond our local chapters' functions. As your President, I cannot urge you enough to GET INVOLVED! Use the time to build relationships. Learn new technology to ease your business. Take advantage of our tools to become leaders, by going to www.wcr.org! Put your information and photo on this National website to gain more business through referrals there!

Without your involvement, we cannot fulfill our vision of WCR's future: that "Through our influence as successful business professionals, women will effect positive change in their profession and in the broader community"

We've got some amazing, interesting, innovative events planned in 2013... I look forward to seeing you there!

Janet

2013 President
WCR Rochester Chapter

informant

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is published four times a year and is the official newsletter of the Rochester Chapter of the Women's Council of REALTORS®.

Articles, photographs, advertising and/or questions may be directed

to

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WE'RE ON FACEBOOK!

Go to WCR.org's message board and Blog your thoughts and comments!

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Special Events

Entrepreneur of the Year
 Jane Feltner..... 241-3080
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Golf Scramble
 Cindy Blair 802-8022
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Fashion Show/Auction
 Carole Snow..... 330-6013
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Holiday Awards Breakfast
 Janine Pajek..... 368-7551
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THE “GOVERNOR” IS COMING TO VISIT!



Kathy Dexter
 2013 WCR NYS Governor II

Yes, Governor II will visit all of the “upstate Local Chapters”.

The New York State (NYS) Chapter of the Women’s Council of REALTORS® has nine local Chapters. In order to represent all of the Chapters, the NYS Chapter assigned two Governors. Your local Rochester Chapter is represented by Governor II.

What are the upstate Local Chapters?

- Rochester
- Buffalo Niagara
- Capital Region
- Tri-County New York

What is the responsibility of your Governor?

The Governor oversees local chapter PERFORMANCE, such as meeting standards, analyzing membership results, and actively helps Chapters understand and complete the Annual Report/Chapter Excellence Program.

The Governor:

- Is an active member of the NYS Chapter and National Governing Boards. In February 2013, we held our first Governing Board Meeting and General Meeting in Albany.
- Participates as an officer of the region and as a member of the Regional Committee.
- Attends WCR State and National meetings.

I promise to encourage, coach, provide leadership and counsel to the Rochester Chapter.

Kathy

Kathy Dexter
 2013 WCR NYS Governor II



THE ALBANY TRIP

Our President, Janet Romano and I attended the NYS WCR General Membership Meeting in Albany on February 1st. All the NY Chapter Presidents participated in the meeting, reporting their goals for 2013 and their 2012 achievements. I was impressed by the enthusiasm and hard work the chapters are doing to benefit their members and communities. Janet and I returned

with some great ideas for this year! Anyone interested in attending the fall meeting, at Turning Stone in October, please let me know.

Betsy

Betsy Matthews
 2013 President Elect
 WCR Rochester Chapter



WCR ENTREPRENEUR OF THE YEAR



Patty Pagani
Special Events
Chairperson



We are proud to have Lisa Wasson, this year's recipient of the "WCR Entrepreneur of the Year Award". This award is given to an individual who displays exemplary accomplishments in both her professional and personal life. Lisa's career starting in the US Air Force and has continued her support of our men and women who serve our county by supporting the "Homes for Hero's" program. She was the recipient of 2005 Fran Henty Award, the 2006 GRAR REALTOR

Associate of the Year and Humanitarian Award for founding and organizing a local walk-a-thon for Habitat for Humanity in Livingston County. Lisa also is an active member of WCR serving as Secretary 2006-07 and 2009-10 chaired the Education Programs Committee. Congratulations Lisa!

Informant

Lisa Wasson, this year's recipient of the "WCR Entrepreneur of the Year Award"



**Please join us for a luncheon featuring
Dr. Lawrence Yun, Chief Economist and
Senior Vice President of Research at the
National Association of REALTORS®.**



Dr. Lawrence Yun

Opening remarks by Heidi Zimmer-Meyer, President,
Rochester Downtown Development Corporation

Wednesday, April 10, 2013

11:45 AM - 2:00 PM

Registration begins at 11:45 AM. Program begins at 12:15 PM

RIT Inn and Conference Center

“HAPPENINGS” IN MEMBERSHIP

ARE YOU READY...

...to plug into the power of your profession?

...to tap into training, news, and information that will assist you to stay on top of your profession that changes every day?

...to join the top realtors for networking opportunities you can use to take your business to a higher level?

WCR is your connection to work with Real Estate industry leaders through the National Networking and Referral Center. Please renew and update any changes to your contact information at www.wcr.org. Take advantage of your membership benefits by uploading a color photo in the Referral Center to better assist you with national networking. The National website has so much information to assist you in your real estate business. Check it out!

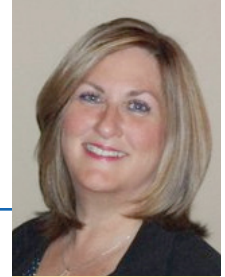
JUST A REMINDER TO PLEASE RENEW YOUR WCR ROCHESTER CHAPTER MEMBERSHIP FOR 2013! YOUR MEMBERSHIP IS SO IMPORTANT TO OUR LOCAL CHAPTER. WE NEED YOU!

Thank you to all who have renewed!

We would like to WELCOME OUR NEW 2013 REALTOR MEMBERS:

Kristina Adolph, Paula Amico, Noelle D’Amico, Julia Furano, Ann Grogan, Matthew Grosodonia, Wendy Helbig, Anne Justus, Barb Kozel, Laura LaManna, Kathy Mastrodonato, Nancy Moscov-Rapp, Angela Penkin, Karen Rapp, Danielle Riley, Nunzio Salafia, Jeffrey Scofield, Katie Sieminski, Sharon Skivington, Martha Burns, Patty Terrigino, Angela Territo, Sandra VanCamp, Bonnie Venton, Linda Ann Ventura, Ada Vogel, Jeff Wagner and Alan Wood.

Thank you for your Membership! Tell a friend! Join at www.wcr.org!!!



Pat Cupido
2013 VP of National Members

The Winners of the 2013 “New Member Contest” and the “Renewal Contest” were drawn at the **Terry Watson and Disclosure 101** event at Locust Hill on February 14th. Each winner received a 2013 Membership for FREE. (\$165.00 value).

Congratulations to Ann Grogan –New Member Contest Winner!

Congratulations to Valerie Morgan-2013 Renewal Contest Winner!

Appy Hour - A successful joint event at O’Callaghan’s, March 13 with WCR, YRN, RCF, and Appy Hour with Jeremias! The room was filled with people from many professions and organizations. The combined organizations raised approximately \$1,000.00 for RCF. Great networking, great food, and fun. Afterwards many people enjoyed an Amerks game! Don’t miss a chance to network - view our local website at www.WCRRochesterNY.com for upcoming events!

VISIT the WCR MEMBERSHIP TABLE at the GRAR “Agents Fair & Exhibit Show” March 28, 2013 at the Rochester Riverside Convention Center from 9:30-3:00 p.m.

Pat

Pat Cupido
2013 VP of National Members



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TERRY WATSON AND DISCLOSURE 101

February 14, 2013

Fans of Terry Watson know that he always delivers an engaging and high-energy presentation, with ideas that the audience can come right back to the office and implement, and his “Disclosure” course did not disappoint.

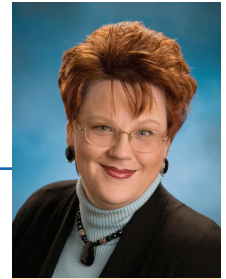
For folks who were expecting a dry recitation of “which boxes to check where” on contracts, Terry’s interpretation of “Disclosure” is not at all about managing forms, it is about managing expectations.



Anyone who has been in “The Business” – whether a Realtor, banker, or attorney – has at some time been on the receiving end of a tirade from a customer who has just been blind-sided by one of the many twists and turns on the road to home ownership. Terry’s message was simple: Tell them what to expect, tell them what will happen and when, and tell them what might or can go wrong. If you prepare your customer with all the “What-ifs” and have already discussed them and given them answers, the process will be remarkably stress-free for everyone involved. Or, as Terry simply put it: “Kill the monster while it is small”!



In addition to being a completely entertaining way to get CE course credit, this presentation offered some very simple answers to managing customer expectations. Terry suggests that everyone prepare 3 simple disclosures:



Karen Cook
Mortgage Consultant
1st Priority Mortgage

1. “Top 10 Mistakes that can sabotage your transaction” – pull real examples from your own client files, brainstorm with your colleagues, list things that have really happened that caused a transaction to be delayed or even canceled.
2. “FAQs”: 10 -15 most frequently asked questions, prepare one for buyers and one for sellers. Think about the things that every client seems to ask!
3. “Things that May Happen” – let clients know that there may be bumps in the road, but if you have prepared them, the bumps will not derail the entire process.

And as is always his habit, Terry also rolled out some great technology tips, websites that agents should use or at the very least be familiar with – and emphasized that while real estate is local, real estate challenges are universal. I give him a “Thumbs Up”!

Informant



UNDERSTANDING HOME STAGING



Leona Piro
Act Two Home Staging

What is Home Staging

Home staging is the process of getting a house ready for sale. The objective of staging is to get a house sold in the shortest amount of time and for the most amount of money. Staging transforms a personalized home into



a house that will appeal to a wide range of buyers. The transformation includes depersonalizing, neutralizing, and decluttering. Only 10% of home buyers can visualize the potential of a home, which is why staging is critical. A staged home draws attention to the features of a home rather than to the owner's personal belongings. It must be spotlessly clean and in good repair. By creating a warm and welcoming atmosphere, staging appeals to a buyer's emotions. 94% of staged homes sell in 29 days or less.

What Home Staging is NOT

Staging is not design or decorating. The process of designing or decorating is to make a home suitable for the owner's specific needs, lifestyle, and personal tastes. Staging does just the opposite. It creates universal appeal to a broad range of buyers. Staging is not something everyone can do. Staging requires skill and training. It's not just a new coat of paint, fresh flowers, and bright lights. It requires the professional assessment of a home's strengths and the experience to handle a home's challenge areas. Staging requires an objective view. Sellers cannot be truly objective about a home they have been living in, since the home has been customized to meet their personal needs.

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HOME STAGING

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Staging is an Investment

Staging is an investment in getting a house sold. Staging is always less expensive than the home's first price reduction. When compared with the other costs associated with the sale or purchase of a home, staging is very reasonable. In most cases, a staging consultation or report that details what needs to be done to stage a house, is less expensive than an appraisal or home inspection.

Informant

Leona Piro, Act Two Home Staging
www.acttwohomestaging.com • 585-624-7245



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Before



After

IDEAS & ACTIONS...

• **Update Contact Information:** You can update your contact information on our National website at: www.wcr.org. Go to the Member Center tab and update address changes, offices, phone number, all your contact information. You can also update your profile and photo.

And, remember you must also contact Mike O'Connor, Communication Chair, to update your contact information on our local website. Check to see if we have the correct contact information at: www.wcrochesterny.com. For updates and changes, contact Mike at MikeOConnor@MikeOConline.com. It's important to keep this information up to date. Emails and communications to you are fed from our local website.

• **Join a committee:** We are always looking for WCR volunteers. Get involved! We need you! If you are interested in joining a committee, contact any member of the Governing Board.

• **Save the Date** (*note new date and place*): Mark your calendars for April 10th, and Dr. Lawrence Yun, at the RIT Inn and Conference Center. Enjoy lunch, networking, and an informative presentation. Watch for more information to follow on this upcoming event.

• **Newsletter Articles:** We are looking for news articles from our members that will keep us informed and up-to-date on current real estate related topics. Interested in writing an article? Contact Jan Valente at JanValente@Frontiernet.net.