

e-Professional Edge

A Publication of the Winston-Salem Regional Association of REALTORS®

May 2003

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From the President's Desk

By Ron Rosenberg

With a third of the year behind us, I decided to review our Association's strategic plan and see what progress we are making toward the seven key initiatives that were identified last August. Although much work is to be done, we are focusing many of our efforts on these objectives.

Re-evaluating the structure of our three divisions, MLS, PMD and C&I, was determined to be a priority, and discussions have occurred within all three groups. The MLS Task Force that was initiated by George Munford last year has completed its work and has made recommendations to the Association Board of Directors. Discussions about a possible restructuring of MLS will take place over the next two months, starting with a presentation to the MLS Principals on May 2nd.

Membership development, increasing member participation and satisfaction, is being addressed in a number of ways. Having our monthly meetings at different venues, such as Bermuda Run in March, and offering a variety of speakers and topics, will hopefully make these meetings more valuable to you. We have been surveying attendees at the end of each meeting to get immediate feedback on improvements that can be made. We have also been offering meetings called "hot topic" to keep members informed of new developments with Triad MLS or with the local economy.

Increasing both member and community awareness of Association activities was established as a key initiative. Through extensive e-mail communications and improvements to our website, members can stay informed on a timely basis. Public awareness is being addressed through print media, such as Homespotter and the Sunday Homeplace insert. A recent article in the Homeplace regarding our involvement with the Easter program at the Children's Center is a great example.

On the legislative front, through the efforts of many volunteers and Chuck Folds, we are in the loop on all local issues before many items are even proposed. Being able to have conversations with local planners, administrators and elected officials early in the process is of great value to us all. A recent study that supports the position that residential development has a positive net economic impact should help us fight proposals for impact fees and transfer taxes in the future.

Get involved with your Association by attending our dinner meetings, hot topic sessions, or community events. Volunteering for a committee is a great way to participate, and most committees are open to join at any time during the year. With your help we can be successful in addressing all of our key initiatives before the end of the year.

Governmental Affairs Report

By Chuck Folds

Winston-Salem Regional Association of Realtors Government Affairs Report May 2003

Property Rights Bill Passes House (from NCAR):

The House approved legislation this week that would require towns, cities and counties to pay property owners just compensation when they force them to remove lawfully constructed signs or buildings. House Bill 429(Just Comp./Local Gov. Taking) was approved 98-18 and is intended to prevent local governments from enacting ordinances that require signs and other structures to be removed, without payment. NCAR joined a coalition of property rights groups to support the bill. Among the other statewide business groups endorsing the legislation are the N.C. Citizens For Business & Industry, N.C. Homebuilders Association, N.C. Retail Merchants Association, N.C. Agribusiness Council, N.C. Outdoor Advertising Association, National Federation of Independent Businesses, N.C. Automobile Dealers Association, N.C. Petroleum Marketers Association, N.C. Glass Association, N.C. Independent Auto Body Association, and N.C. Service Station Association. The bill now moves to the Senate for consideration.

Traffic Calming Policy for New Development; could require developers to be responsible for calming traffic in existing connected neighborhoods, and be trapped in an open ended process with no objective standards for what, when, or where traffic calming measure should be installed:

This comes from the Winston-Salem Department of Transportation as a follow up policy to the visits Dan Burden made in the fall. A citizen committee that doesn't appear to have had any builder or realtor representation drafted the policy. The draft policy can be obtained from the WSDOT; call 727-2707. We have already contacted the WSDOT and recently met with Stan Polanis, the director of WSDOT. I gave comments at the Public Works

Committee of the City Council last week and they took our comments, as well as those of neighborhood groups, into consideration. The recommendation of the committee is to table the policy for one month while we work out details with WSDOT and neighborhood groups.

Net Revenue Effects of Residential Construction in Forsyth and Davie Counties- Econ Professor from UNC-Charlotte Presents His Findings at Joint Legislative Committee Meeting:

In last weeks Joint Legislative Committee meeting, which also included members of the Board of Directors from the Realtor and Home Builder Associations, Dr. John Connaughton presented his findings of a study of the economic impact of single family residential construction in Forsyth and Davie Counties. The impacts were measured in terms of changes in the counties' annual output, employment, tax revenue, and public costs. The report concludes that the construction and occupancy of single family homes increases revenue for the counties above the increase in costs. In fact, this economic activity is a significant contributor to the overall local economy by also increasing overall county output and jobs.

Mold Suit Not Start of Class-Action Trend (from Realtor Magazine Online):

Residents in a mold-plagued apartment tower in Bal Harbour, Fla., who filed suit against the building's owner have achieved class-action status. The status broadens the suit to encompass an entire class of people, thereby potentially increasing the owner's liability to the entire class. This is the nation's first class action suite involving mold.

The building's tenants originally filed suit against the building's owner after the company allegedly ignored a court order to clean up the property, then neglected to inform prospective tenants of the mold problem.

The suit probably doesn't signal the start of

(Continued on page 3)

Governmental Affairs Report Continued

By Chuck Folds

additional class-action suits involving mold, says Alfredo Gonzalez, government affairs director for the REALTOR Association of Greater Miami and the Beaches. He acknowledges that mold is becoming "more and more of a concern" for all real estate professionals, but believes that because there is not one source with deep pockets to blame for the mold problem—as there was with asbestos and tobacco—it's less profitable to sue on a large scale. Another barrier to a class-action suit is that "there's no well-developed body of scientific knowledge on this issue. The Environment Protection Agency hasn't developed any standards," says Gonzalez, who is also a partner with Miami law firm of Adorno & Yoss.

Gonzalez advises real estate practitioners who deal directly with the public on an everyday basis to disclose anything that materially and adversely affects the property's value and to refer customers to an expert when questioned about mold—whether the issue becomes a "class-action bonanza" or not.

NPDES Phase II Stormwater Permanent Rule and Public Hearing Schedule

(This is a letter from the City of Winston-Salem concerning the permanent Phase II rules. We have been and will continue to comment through this process.)

To the Development Community:

The City of Winston-Salem Stormwater Management Division will soon submit a NPDES permit that complies with Phase II EPA requirements. All Phase I communities are required to meet Phase II requirements along with census designated communities.

One program component that directly affects the development community is the post construction runoff. The post construction component directly affects new development and redevelopment activities that are one acre or more, and projects less than an acre that are part of a larger plan of development. Permit coverage will be issued locally as either a low-density project or a high-density project. Low-density project controls will include: vegetated conveyances, 30-foot stream setbacks, and deed restrictions/

protective covenants to ensure development activities are consistent with approved project plans. High-density project controls will include: control and treatment of the difference in the pre- and post-development runoff volume for the 1- year, 24-hour storm event, runoff volume drawdown time will be 24 to 120 hours, the structural BMP must be approved for average annual Total Suspended Solids removal of 85%, 30 foot stream setbacks and deed restrictions/protective covenants to ensure development activities are consistent with approved project plans. Other requirements include a long-term operation and maintenance component. The owner of a permitted structural BMP shall submit to the local program, an annual maintenance inspection report on each structural BMP. A qualified professional must conduct the inspection. Areas designated from the 1990 Decennial Census must implement their programs by March 10, 2005. Year 2000 and all other designated communities must implement their post construction programs 12 months from permit issuance.

The current rule is temporary but the permanent rule making process has started.

On February 13, 2003, the Environmental Management Commission gave approval for the Division of Water Quality to move forward to public notice and public hearings with draft permanent rule language for implementing the NPDES Phase II Stormwater program in North Carolina. A copy of the new rules can be found at the Division of Water Quality website. The DWQ website address is: <http://h2o.enr.state.nc.us/su/stormwater.html>

The Development Community is encouraged to review and respond to the requirements associated with the North Carolina NPDES Phase II Stormwater rule. DWQ has scheduled a public hearing on April 22nd at 7:00pm at the Kernersville Municipal Building for review and comment. For more information on the location, please refer to the web site listed above. If you have any further questions, please give me a call at 336-747-6962.

(Continued on page 17)

March Existing-Home Sales Ease More Sustainable Pace

WASHINGTON (April 25, 2002) – After surging to an unprecedented record at the beginning of the year, existing single-family home sales declined in March but remain at a historically strong level, according to the National Association of Realtors®.

Existing-home sales fell 5.6 percent to a seasonally adjusted annual rate* of 5.53 million units in March from an upwardly revised pace of 5.86 million units in February. Last month's sales activity was 2.0 percent above the 5.42-million unit level in March 2002, and was the 11th best month on record.

David Lereah, NAR's chief economist, expected the decline. "When we exceeded a 6-million unit pace for existing-home sales in January, it was clear that monthly sales rates would come off of that peak," Lereah said. "However, there's a huge momentum of sales activity continuing, and we're now at a much more sustainable level for home sales going forward. We believe this will be the second-best year on record for housing."

NAR President Cathy Whatley, owner of Buck & Buck Inc. in Jacksonville, Fla., said low interest rate are offsetting sluggish economic growth. "The drop in mortgage rates over the last year means opportunities have been opened for hundreds of thousands of potential buyers who couldn't afford to enter the market in the past," she said. "That will help to offset the effects of weakness in other sectors of the economy and will keep the housing sector on a healthy track."

According to Freddie Mac, the national average commitment rate for a 30-year, conventional, fixed-rate mortgage was a record-low 5.75 percent in March, down from 5.84 percent in February; it was 7.01 percent in March 2002. Freddie Mac started tracking interest rates in 1971.

The national median existing-home price was \$163,100 in March, up 6.5 percent from March 2002 when the median price was \$153,200. The median is a typical market price where half of the homes sold for more and half sold for less.

Housing inventory levels at the end of March rose 7.4 percent from February to a total of 2.31 million existing homes available for sale, which represents a 5.0-month supply at the current sales pace.

Regionally, the existing-home sales pace in the South declined 4.3 percent in March to an annual rate of 2.22 million units, but was 5.2 percent above a year ago. The median price of an existing home in the South was \$152,700, which was 6.3 percent higher than March 2002.

Existing homes in the Midwest were selling at an annual rate of 1.22 million units in March, down 5.4 percent from February, however, the pace was 1.7 percent above March 2002. The median price in the Midwest was \$137,400, up 5.9 percent from the same month a year earlier.

Home resales in the West fell 7.0 percent in March to an annual rate of 1.46 million units, and were 1.4 percent below a year ago. The median existing-home price in the West was \$219,700, up 5.9 percent from March 2002.

(Continued on page 10)

NAR Announces Support For American Dream Downpayment Act

WASHINGTON (April 9, 2003) – The National Association of Realtors® today announced its strong support for legislation that will provide \$200 million in annual grants to help 40,000 low-income families pay downpayment and closing costs on their first homes.

The American Dream Downpayment Act, H.R. 1276, was introduced late last month by U.S. Reps. Katherine Harris (R-Fla.) and Mike Rogers (R-Mich.), whom NAR commends for their sponsorship. The idea for this legislation was first proposed by President George W. Bush as part of his commitment to helping low-income and minority families achieve the American dream of homeownership.

The legislation, which is one of NAR's top legislative priorities, enjoys the support of Housing and Urban Development Secretary Mel Martinez, U.S. Sen. Wayne Allard (R-Colo.) and almost 40 members of the House including Rep. Bob Ney (R-Ohio), who chairs the House Financial Services Committee's Housing Subcommittee.

"With one out of seven American families facing critical housing needs and low-income workers virtually shut out of the housing market, NAR enthusiastically supports legislation that reduces two of the biggest hurdles to first-time homeownership—downpayment and closing costs," said NAR President Cathy Whatley. "We believe that the American Dream Downpayment Act will not only stimulate new housing opportunities but also will help sustain the momentum in our nation's housing boom. Realtors® stand with Congress and the administration in our collective commitment to help every family achieve the American dream of homeownership."

Under this bill, grants for downpayment and closing cost assistance will be made to state and local governments through HUD's HOME Investment Partnership program. NAR's statement supporting the legislation was entered into the record at yesterday's hearing in the House on the bill.

Membership Totals Report	
(as of April 30, 2003)	
REALTORS®	982
Affiliates	70
Institute Affiliates	11
Public Service	2
Life Members	27
TOTAL	1092
Applied for Membership	22
Non-Member Licensees	137
MLS Participants	1218
C&I Participants	102
PMD Participants	32

Tempo™ Enhancements and Feature Updates

The Beauty of Web-based Services

Have you noticed all the new features and enhancements in Triad MLS's web-based Tempo™ MLS system? If not, then take a fresh look around in the system and refer to the NEW Online Training Manual. It now contains actual screen-shots from the Triad MLS Tempo™ system. Click on Member Info, Tempo Info, and User's Manual.

Some enhancements to familiarize yourself with are: the NEW CMA Wizard, NEW Prospecting features, Short Email Links, and the NEW Auto-notification function which allows the TEMPO™ system to automatically search and email matching listings for you on a daily basis. Also check out how to export your prospects from Tempo™ and import them into Microsoft® Outlook.

Triad MLS has just introduced Email signatures as a new feature in Tempo™. We think you will find this NEW feature easy to set up and use. When an email is generated within Tempo™, your email signature can automatically appear on the email. Check out the Welcome Screen for email signature instructions.

In addition to the above, Triad MLS has created a residential input form which can be accessed and completed online. A few clicks of a mouse, a little typing and the form is complete. The agent simply prints it and sends it to the person responsible for entering listings in Tempo™. No more data entry errors related to illegible handwriting! The online residential input form can be found in Tempo™. Go to Member Info, Triad Info and click the Online Residential Input Form link.

Also, we now have Davidson and Randolph County Tax data in Realist®, a web-based system that integrates public records data with browser-based MLS systems such as Tempo™. Realist® is a full-featured tax product that we are providing as part of our MLS services at NO additional cost! It provides full data searching and retrieval capabilities using property location information, physical property characteristics, owner name, APN or tax ID numbers, and radius searching, in addition it allows agents to customize individual reports and print mailing labels. It also automatically populates new listings with public record tax roll and characteristic data and includes an automated comparable search, and data export tool.

We are currently providing data from Davidson, Forsyth, Guilford, and Randolph counties through Realist®. The next five counties, Alamance, Davie, Rockingham, Stokes, and Surry will come on-line by November 17, 2003. From within Tempo™ click on Tax, click on the county of your choice and then click on the Search Realist.com link.

The beauty of providing web-based services from the Triad MLS is having the ability to constantly update and enhance our services in one centralized place, to work consistently with one web browser. And best of all, you don't have to install any software updates.

You can link to our other newsletters from the Triad MLS web site online at www.triadmls.net.

By:

Darrin D. Edwards, MBA
Executive Vice President
Triad MLS, Inc.

New, Experienced Agents Alike Reaping the Benefits of Teaming Up

By Kelli Ovies, Tar Heel Realtor Editor

Real estate agents often are thought of as loners – solo practitioners who somehow manage to juggle all aspects of the home buying and selling process for their clients and like it that way.

Although, as with any stereotype, there is some truth in that, many of today's successful REALTORS® are finding that two (or more) heads are better than one when it comes to providing superior service to their clients.

"Teams are the wave of the future," said Arleen McGinn, owner and founder of Team Arleen, which is part of Prudential Carolinas Realty in High Point. "I know a lot of agents who don't want to work any other way."

Too Hot to Handle

Although there probably are as many ways of organizing a real estate team as there are REALTORS®, team leaders all seem to have one thing in common: They chose to bring in other people to help them keep up with their growing business.

Dede Carney of Prudential Prime Properties in Greenville said that she always had thought the team concept wasn't for her until July 2001, when she found herself overwhelmed and on the verge of burning out.

"I always looked at team members as more liability and more people to watch out for, and nobody does your business like you would do it and that sort of thing," she explained. "But then this guy approached me. It just came at just the perfect time in my career, because I was really getting burnt out bad. I had just done the same thing over and over again and it just had become so much more paperwork and more this-and-that to keep up with that I really needed somebody else on my team, but I didn't know how bad until he came and presented himself.

"It's been like a shot in the arm for me and my business." Since then, Carney has added another member to her team, Carney and Company, and has seen her yearly sales dollars just about double from being consistently in the \$3 to \$4 million range to \$6 million.

Like Carney, McGinn decided to bring on someone else when she found herself swimming in paperwork and having less and less time to concentrate on what she was really good at – listing and selling. She found that hiring an assistant helped her to have constant income instead of the peaks and valleys that happen when you have to take time away from selling to close transactions.

Since that first hire in 1991, Team Arleen, which includes both a general brokerage team and a new homes team, has grown to 18 members. In 2002, it sold 517 units and is ranked No. 3 out of 44,000 Prudential agents nationwide.

Although not the lead agent of his team, Kent Benson, a buyer's agent with Goracke Realty Group of Keller Williams Realty in Cary, summed up the decision process that many team leaders go through once they realize that their business is growing too quickly for them to keep up with it.

"I think that a lot of agents, especially a lot of the more experienced agents, realize that you have a limited amount of time in the day, and you can only get to a certain level of production by yourself," he said. "And then you have two options. You either refer your extra business out to somebody else and make a small portion off of whatever it was, or you bring on a team member that you pay a larger percentage to, but you also keep a larger percentage of, because it's staying within your same team."

Weighing the Pros and Cons

As with any business approach, teams sometimes have their downside, Carney and McGinn caution.

One big disadvantage for many agents, especially those who were enticed to enter the business because of the opportunity to work independently, is that being a team leader also means being a team manager. "The more people you bring on, the more you become a manager and not a full-time salesperson," McGinn said. "Anytime you manage people, you manage emotions and many other things. So, the bigger the team gets, either you have to hire a manager to manage the people so you can continue to sell, or you end up managing those people."

Sometimes, the manager duties conflict with the job of a salesperson, Carney said, especially when your team members are new to the business. "You have to spend time with them and help them do things that they're not comfortable with or don't know that much about," she said. "I know of one instance when I probably lost a buyer because of having to make a decision between calling a buyer right back or answering the team member's question right away. I had to help my team member, because that was an emergency for them."

(Continued on page 18)

IMPORTANT INFORMATION PLEASE POST MLS GRID FOR PLACEMENT IN HOMESPOTTER

The following is the list of coordinates and their respective placement in our HomeSpotter publication. Please use this as a guide to determine the quadrant that your listing will be placed in HomeSpotter. All information is pulled directly from your data inputted into MLS. When mapping coordinates, please use a Forsyth County map. If you need further assistance please contact Stephanie or Susan at 768-5560.

South East Forsyth County

33D4, 33D5, 34A4, 34A5, 34B4, 34B5, 34C4, 34C5, 34D4, 34D5, 35A4, 35A5, 35B4, 35B5, 35C4, 35C5, 35D4, 35D5, 36A4, 36A5, 36B4, 36B5, 36C4, 36C5, 49D1 – 5, 50A1 – 5, 50B1 – 4, 50C1 – 4, 50D1 – 4, 51A1 – 4, 51B1 – 5, 51C1 – 5, 51D1 – 5, 52A1 – 5, 52B1 – 5, 52C1 – 5, 51C1 – 5, 63D1, 64A1

South West Forsyth County

AREAS: 47 & 48,

29C4, 29C5, 29D3, 29D4, 29D5, 30A4, 30A5, 30B4, 30B5, 30C1, 30C2, 30C4, 30C5, 30D4, 30D5, 31D4, 31D5, 32D4, 32D5, 33A4, 33A5, 33B4, 33B5, 33C4, 33C5, 45C1, 45D1, 45D2, 45C2, 45D3, 31A4, 31A5, 31B4, 31B5, 31C4, 31C5, 32A4, 32A5, 32B4, 32B5, 32C4, 32C5, 46A1, 46A2, 46A3, 46B1, 46B2, 46B3, 46C1, 46C2, 46C3, 46C4, 46D1, 46D2, 46D3, 46D4, 46D5, 49A1 – 5, 49B1 – 5, 49C1 – 5, 61A1 – 3, 61B1 – 3, 61C1 – 3, 61D1 – 3, 62A1 – 2, 62B1 – 2, 62C1, 62D1, 63A1, 63B1, 63C1

North West Forsyth County,

ALL of AREA 16 & 17

GRIDS: 4A2, 4B2, 4C2, 4A3, 4B3, 4C3, 4A4, 4B4, 4C4, 4A5, 4B5, 4C5, 18A1 – 5, 18B1 – 5, 18C1 – 5, 29C3, 30D1, 30D2, 30D3, 30A2, 30A3, 30B2, 30B3, 30C3, 31A1 – 3, 31B1 – 3, 31C1 – 3, 31D1 – 3, 32A1 – 3, 32B1 – 3, 32C1 – 3, 32D1 – 3, 33A1 – 3, 33B1 – 3, 33C1 – 3, 1C2, 1C3, 1C4, 1D2, 1D3, 1D4, 1D5, 2A2 – 5, 2B2 – 5, 2C2 – 5, 2D2 – 5, 3A2 – 5, 3B2 – 5, 3C2 – 5, 3D2 – 5, 15C1 – 5, 15D1 – 5

North East Forsyth County

ALL OF AREAS 19 & 20

4D2 – 5, 5A2 – 5, 5B2 – 5, 5C2 – 5, 5D2 – 5, 6A3 – 5, 6B3 – 5, 6C3 – 5, 6D3 – 5, 7A3 – 5, 7B3 – 5, 7C3 – 5, 18D1 – 5, 21A1 – 5, 21B1 – 5, 21C1 – 5, 33D1 – 3, 34A1 – 3, 34B1 – 3, 34C1 – 3, 34D1 – 3, 35A1 – 3, 35B1 – 3, 35C1 – 3, 35D1 – 3, 36A1 – 3, 36B1 – 3, 36C1 – 3

OTHER:

Davidson County Davie County Stokes County Surry County Yadkin County Rockingham County Wilkes County Alleghany County

Beach	700
Mountain	800
Lake	900
Other	999



**Winston-Salem Regional
Association of REALTORS®
2nd Annual
Political Mixer**

JOIN US FOR OUR MAY MEMBERSHIP

MEETING AT

SALEM GLEN COUNTRY CLUB .

GET A CHANCE TO SPEND THE EVENING

WITH LOCAL ELECTED OFFICIALS AND

YOUR PEERS.

VISIT WWW.SALEMGLEN.COM FOR DIRECTIONS

May 20, 2003

5:30 p.m.

No cost for members and only

\$20.00 for guests



PLEASE RSVP BY May 12 , 2003 at 5:00 P.M.

Respond by fax 768-7295 or

email by wsrar@wsrar.com

Cancellations need to be received by May 16th



**OUR ONLINE REAL-
TOR STORE IS NOW OPEN...**

Visit our website at www.wsrar.com (password REALTOR login WSRAR) and follow the link or bookmark www.wsrarrealtorstore.com to your favorites. Find all your **Real Estate Marketing Tools And Supplies** at our store Information Boxes/Tubes, REALTOR Logo Items, Business Card Magnets, Literature Displays, Key Boxes/Lockboxes, Stickers, Automatic Measuring Devices, Calculators, Open House Tools, Riders, Signs, Pennants, Videos, Real Estate

(Continued from page 4)

Existing-home sales in the Northeast dropped 7.4 percent from February to a pace of 630,000 units in March; the rate was 1.6 percent below March 2002. The median existing-home price in the Northeast was \$178,100, up 14.4 percent from a year ago.

The National Association of Realtors®, "The Voice for Real Estate," is America's largest trade association, representing approximately 880,000 members involved in all aspects of the residential and commercial real estate industries.

The annual rate for a particular month represents what the total number of actual sales for a year would be if the relative pace for that month were maintained for 12 consecutive months. Seasonally adjusted annual rates are used in reporting monthly data to factor out seasonal variations in resale activity. For example, home sales volume is normally higher in the summer than in the winter, primarily because of differences in the weather and family buying patterns.

RPAC CONTRIBUTIONS TO DATE \$3,458.00

Katy Boles	\$500.00
Foss T. Smithdeal III GRI	\$250.00
Treasure A. Faircloth GRI CRS	\$100.00
John P. Cosgrove	\$100.00
May B. Kinlaw GRI ABR	\$100.00
Olivia Kleinmaier ABR	\$100.00
Kim Poore	\$100.00
Joanne Portaro GRI CRS	\$100.00
Leland H. Ross III	\$100.00
Courtney Slawter CRS	\$100.00
Anne K. Walker GRI CRS ABR	\$100.00
James E. Williamson GRI E-PRO	\$100.00
Cindy Botta Blackwell	\$100.00
Ron Rosenberg	\$100.00
Martha S. Wood ABR GRI	\$100.00
Paul McGill GRI	\$100.00
James V. Salzwedel GRI	\$100.00
Leigh Cortesis	\$99.00
George A. Munford Jr. GRI CRS ALC	\$99.00
Vicki F. Bell	\$50.00
Denise A. Jenkins	\$50.00
Susan M. Myers ABR GRI E-PRO	\$50.00
Christine Ritchie	\$50.00
Jack Stack GRI	\$50.00
Lynn R. Stewart	\$50.00
Linda M. Helsabeck GRI CRS	\$50.00
Mindy Smith	\$40.00
Helen H. Wright	\$40.00
Cathy Rothrock	\$35.00
Louise Z. Austell ABR	\$25.00
Eleanor R. Bell GRI CRS ABR	\$25.00
Michael Bradshaw	\$25.00
Lara Carpenter	\$25.00
Rosanne J. Clark	\$25.00
Mickey Cruse	\$25.00
Jennifer B. Davis	\$25.00
Nancy C. Davis	\$25.00
Donna L. Fiori ABR	\$25.00
Curtis Leonard	\$25.00
Patricia McCormick GRI ABR	\$25.00
Paula Mosteller	\$25.00
Chris Perry	\$25.00
Julie Poplin	\$25.00
Andrew Reid Scott	\$25.00
Nancy Sipe CRS GRI	\$25.00
Linda Liu GRI	\$25.00
Dottie E. Pritchard GRI	\$25.00
Mary Boone Coan	\$25.00
Mary Ann Parrish	\$25.00
Ella Styers	\$25.00
C.J. Hyatt	\$20.00
Dorothy S. Leonard GRI	\$20.00
Harold C. Weaver GRI	\$20.00
Shirley J. Ramsey	\$15.00
Sharon Cotten	\$10.00
Zana B. Marette	\$10.00

May Birthdays



- | | | | |
|-----------|--|-----------|--|
| 1 | Norwood Lide Jr. | 17 | Donna L.
Fiori ABR |
| 3 | Laverne W. Smoot | | Elizabeth H. Fulk |
| 4 | Jon Bruner GRI
Lynn Christensen GRI
Sam L. Stone ABR | | William C. Lackey Jr.
Barbara B. Reid |
| 5 | Scott Isenhour | 18 | Mark E. Fulk
Jeff Norris |
| 6 | Gloria S. Matthews GRI CRS
Jack Nelson
Dan Rath ABR | 19 | Keith Adams
Arthur L. Samet |
| 7 | Evelyn Haynes
Millard F. Martin | 20 | Vicki H. Fleming GRI CRS ABR
Carolyn Hardy CRS
Kay S. Hatcher GRI |
| 8 | Frank Fowler
Dawn Hensley
Christopher Stewart
Donald Williams | 21 | Abe Mendez
Rhonda Pedersen
Larua Le Vanhoy GRI MAI |
| 9 | John P. Cosgrove
Marie V. Love | 22 | Gilbert L. Boger
Janice M. Lee GRI CRS
S. Derek May GRI
Ruth McCall |
| 10 | James Allison
Mark C. Caudill SIOR
Steve Culler CRB
Norman Holleman
Jean Nixon GRI CRS | 24 | Pamela L. Harper
Rene H. Hutchins GRI
Andrew Reid Scott |
| 11 | Alice Hall
Julie M. Hanes
Susan Martin | 25 | Ranny Lee Clubb
Bob Thomas |
| 12 | Penny Boyles GRI E-PRO
Charles Cardwell
Cheryl Fink
Janel T. Hensley | 26 | Christopher D. Livengood
Jim Whitehouse |
| 13 | Harvey J. McIntyre | 27 | Barbara Ripple |
| 14 | Fred Lewis
W. Hugh Wilson IV | 28 | Ralph A. Harding
Wendy G. Taylor GRI CRS |
| 15 | Joe L. Pinnix
Paul T. Speed | 29 | Richard W. Redding |
| 16 | Tammy A. Boyd GRI | 30 | Reynolds Lassiter
Brien S. Woosley |
| | | 31 | Cindy Botta Blackwell
J. Lynn Rutledge GRI |

REALTOR® Pride Campaign

Imagine you see two glasses of colas—side by side. How can you tell which one is *Coke*® and which one is *Pepsi*®? Or athletic shoes, how can you tell a *Nike*® from a *Reebok*®? Now put yourself in the shoes of your potential homebuyers and sellers and think how they can tell whether you're a REALTOR® or not. Surprisingly, a large number of members have not utilized the very symbol that can help identify, separate and distinguish them from licensees— their REALTOR® logo and name.

This was the basis for the development of the new REALTOR® Pride Campaign which will be introduced in March 2003 by the *(Insert State and/or Local Association Name here)* in partnership with the National Association of REALTORS®. The campaign is designed to encourage members to take advantage of the strength of their REALTOR® designation.

The new campaign features the “R” logo pin as the centerpiece of the message. The headline, “Who would have thought something so small could say so much about you?” evokes a strong and provocative message. After all, the REALTOR® name and logo really does say it all. But members may not know that.

Recent focus groups conducted around the country revealed most REALTORS® do not recognize the value of the REALTOR® name, because they don't know consumers see benefits in working with a REALTOR®. As a result, many REALTORS® are not identifying themselves to their clients as such and are not benefiting from the success of the five-year and running national advertising campaign.

NAR's Annual Tracking Study for the Public Awareness Campaign reveals these facts and the impact the message has had on consumer perception of REALTORS®:

- From 1999 to 2002, the percentage of consumers who believe there is a benefit to working with a REALTOR® as opposed to a real estate agent has risen from 42 percent to 61 percent.
- The percentage of consumers who say they'd attempt to sell on their own declined from 29 percent in 1999 to 21 percent in 2002
- Sixty-seven percent said that REALTORS® have the best network of sources to help buyers and sellers with services required in the buying and selling of a home. And, among consumers who expressed a preference for working with a REALTOR®, 97 percent had this belief.

Research further shows that consumers believe, within the world of real estate, that the REALTOR® status is at a higher level of professionalism. Members of the *(Insert State and/or Local Association Name here)* are a living, breathing, walking and talking representative of the REALTOR® designation.

How will homebuyers and sellers know you're a REALTOR® and not just a licensed agent?

(Continued on page 15)

REALTORS® We Need Your Help!!

Here is an excellent opportunity for you to promote your development and yourself to hundreds of golfers and decision makers on June 11th at the Tee Off Against Child Abuse golf tournament at Bermuda Run.

We are presenting you the opportunity to display a yard sign at the golf course promoting your development and yourself as the exclusive agent at that location. Two very good things prevail from your participation; one is the self-promotion and the second is your tax-deductible donation to the Tee Off Against Child Abuse, where the proceeds are donated to SCAN (Stop Child Abuse Now).

An example of your sign would read as follows:



Your Contribution of \$250.00 will place your name in front of the aforementioned attendees. PLEASE Contact Stephanie at 768-5560 or stephanieh@wsrar.com with the correct information for your sign. The **Deadline** for participation is June 1st, 2003.

We look forward to your participation in the Tee Off Against Child Abuse Golf Tournament.

Get Recognized for Your Good Deeds

NAR's *REALTOR® Magazine* is seeking nominations for its fourth annual Good Neighbor Awards. The program recognizes REALTORS® whose extraordinary commitment to community service has helped make their communities better places to live.

In November, five winners will be announced in *REALTOR® Magazine* and will be recognized at the 2003 REALTORS® Conference & Expo in San Francisco. The winners will receive travel expenses to the convention, a \$7,500 grant for their community cause, extensive coverage in *REALTOR® Magazine*, a crystal trophy and more. In addition to the winners, five honorable mentions will receive \$1,500 grants for their cause.

Eligible activities include work on affordable housing issues, educational programs, youth-related activities or anything else that helps improve the quality of life in a community. The entry form, rules and judging criteria are available at www.realtormag.com. (Click on the Good Neighbor Award logo in the right-hand toolbar.) The deadline for entry is Wednesday, May 28.

REALTOR® PRIDE PIN Cont.

The new REALTOR® Pride campaign theme and supporting materials members will be seeing in the coming months helps a lot.

“ Tell them. Show them. Wear your REALTOR® pin with pride.”

Nationally, NAR will run full page 4-color ads to get the message out to members. In March there is a special offer where members can receive a free REALTOR® pin simply by going to the REALTOR.ORG website. There will be a banner ad that individual members can click on to complete a form and receive a free REALTOR® pin. The offer is limited and only good until 4/30/03.

There are lots of ways member can implement a personal identification campaign themselves. Just like the theme line says:

Tell them.

Introduce yourself as a REALTOR®.

Show them.

Feature the REALTOR® logo on your business cards, stationary, signage and in your listing presentations. Consider introducing yourself as a REALTOR® instead of as an agent or sales associate.

Wear your REALTOR® pin with pride. It's arguably the easiest way to identify your designation and represent the professionalism and results-driven experience homebuyers and sellers want and prefer to work with.

The strength of the *WSRAR* lies in the involvement of our members. The ability to shape policy, protect the interests of property owners, to represent and shape the profession and to remain meaningful depends on the involvement of our members.

**All courses are NC Real Estate Commission Approved for
Continuing Education
2002 – 2003 Update and Elective Courses – 4 hours credit per course**

Check desired course(s):

	Date	Course	Time	Place	Instructor
<input type="checkbox"/>	May 28	Property Management	8:30 p.m. – 12:30 p.m.	LJVMC	Kim Stotesbury
		Pitfall or Profit			
<input type="checkbox"/>	May 28	CMA to CYA	2:00 p.m. – 6:00 p.m.	LJVMC	Kim Stotesbury
<input type="checkbox"/>	June 5	The Forms Corner	8:30 a.m. – 12:30 p.m.	LJVMC	Tom Mahlum
<input type="checkbox"/>	June 5	Update	2:00 p.m. – 6:00 p.m.	LJVMC	Tom Mahlum

**Mark your calendar, select courses and return entire form with total payment
Payment and registration form must be received 1 week before class day**

Winston-Salem Regional Association of REALTORS®, Inc.
Attn: Nancy Yarborough
195 Executive Park Blvd.
Winston-Salem, NC 27103
Phone (336) 768-5560 Fax (336) 768-7295

Name

Type or print as appears on license

Company

Address

City

State

Zip

Phone

**License#
(Mandatory)**

E-mail Address

Credit Card #

Visa

MasterCard

Expiration Date

OR

**CHECKS MADE PAYABLE TO:
W-S Regional Association of REALTORS®, Inc.
Cost: \$35.00 per class: Amount Enclosed**

**DISCOUNT NOTE: If taking 2 classes in one day you may deduct \$10.00 from the total.
MAKE A COPY OF THIS COMPLETE FORM FOR YOUR RECORDS**

Governmental Affairs Report Continued

(Continued from page 3)

Keith Huff
Assistant Streets Director
City of Winston-Salem Stormwater Department

Phase II Talking Points: NPDES Phase II Permanent Rule (from NCHBA):

*The EMC (Environmental Management Commission) lacks the authority to require counties to

comply with the NPDES Phase II requirements:

In a letter from J.I. Palmer, Jr., Regional Administrator of US EPA to NC Representative David Price, Mr. Palmer states, "... even though a county may be listed in Appendix 6 (of the Federal Register), if that county does not own or operate the MS4, it does not have to submit an application or develop a stormwater management plan in accordance with NPDES regulations." Counties in NC are prohibited by law from owning roads (the major components of the stormwater system). As such, counties do not have to comply with Phase II.

*The EMC lacks the authority to regulate density and built-upon area outside of water supply

watershed areas. The EMC lacks the authority to require stream buffers.

The Water Supply Watershed Protection Act specifically grants the EMC the authority to require municipalities and counties to adopt ordinances which restrict density and built-upon area and require buffers along perennial streams within water supply watersheds. Because the General Assembly specifically and deliberately gave the EMC the authority to regulate density and built-upon area and require buffers in the Water Supply Watershed Protection Act and because no such language exists in the statute used by the EMC in justifying their stormwater management requirements, indicates that the General Assembly did not give that authority to the EMC. The issue is not whether 24% built-upon area or 10% should be used or whether 30, 40 or 50 foot stream buffers should be used; but, rather, that built-upon area, density limits and stream buffers should not be required at all.

*The EMC's criteria for designating counties and municipalities is both arbitrary and vague.

The EMC has failed repeatedly to clearly and unambiguously define what constitutes a "significant contributor of pollutants". Terms such as "reasonably expected to exert detrimental effects" neither define nor specify criteria by which a city or county may be designated. The use of 45,000 population as the threshold by which counties will be designated is arbitrary. The EMC not only added this provision to the temporary rule without the benefit of public input and comment, they also never explained the logic behind the 45,000 number. Further, using municipal and seasonal population in calculating county population was also added without the benefit of public comment. Counties do not have land use authority within municipal areas and, thus, cannot be responsible for stormwater regulations within those areas. Since the NPDES Phase II program deals with stormwater runoff, population changes are irrelevant. What measurable difference in stormwater discharge occurs when a family of four lives in a house versus a family of eight?

*Phase II is NOT smart growth!

(Continued on page 18)

(Continued from page 17)

We may not know what smart growth is, but we know what it isn't!

-Smart growth is not arbitrary land use restrictions that serve no other purpose than to increase the cost of housing with no other measurable benefit.

-Implementation of Phase II requirements on the local level will undermine existing comprehensive plans.

-Implementation of Phase II will not allow for a mix of affordable housing types.

-Implementation of Phase II will restrict hardworking citizens from entering the housing market by making it impossible for them to qualify for loans due to the uncertainty of the monthly fees for stormwater operation and maintenance and additional homeowner association liability insurance.

-Implementation of Phase II will make revitalization of older suburban and inner-city housing markets impossible.

*Phase II represents top-down, arbitrary, state imposed land use restriction at its worst!

BENEFITS OF TEAMING UP CONTINUED FROM PAGE 8

But both women stress that their teams have benefited their lives, both professionally and personally.

"It helps you to have a more balanced life," McGinn said. "I don't feel like I'm always on call. When I started out as a REALTOR®, I never had a minute. I was always jumping at the phone. I could never relax."

Another key benefit to the team approach is the camaraderie, McGinn said. "You have other people to bounce ideas off of. You have support and you feel more secure. You don't have to be the Lone Ranger. And that's how you begin to feel if you're a single agent."

In the end, it is important to realize that, just like with every business decision, both money and quality of life should be considered, McGinn said. "I've found that with my team, I have created a profitable business, I have more free time and I'm a lot happier," she explained.

Choosing Wisely

Of course, it takes more than having the desire to work with others and finding an agent or two who'd like you to hire them to make a strong team. Carney and McGinn suggest that REALTORS® who are interested in the team concept consider the following before bringing on others to work with them:

- Define your goals. "It depends on what you're looking for," McGinn said. "Are you looking for bottom-line profit, or are you looking for recognition?"
- Bigger is not always better. "I've had small teams and I've had large teams, and frankly, with a small team, your percentage of profit can be greater than with a larger team," McGinn said. "And there's the liability that you have to consider. I require all licensees working with me to be brokers."
- Make sure the people you hire understand your working style, goals and expectations. "Be very patient and diligent about who you hire on your team," Carney said. "Don't take the first person that walks through the door. You really want to find somebody that complements you, who's not necessarily just like you."
- Make sure that the people you hire are true "team players." "If you have someone who always wants to be the shining star, always in the forefront, it can cause conflict on the team," McGinn explained.
- Consider hiring agents who are relatively new to the business. "To bring on seasoned agents who have been in the business usually has not worked as well for me as bringing on people who are newer to the business," McGinn said. "A 'seasoned' agent has their own way of doing business, and it's harder to teach them the way you want things done. Also, if they've joined your team because they've had a few tough years in the business, once things start picking up for them, they often want to resume their 'single agent'

BENEFITS OF TEAMING UP CONTINUED FROM PAGE 18

- Decide how you want to structure your team. "On my team, we have people who specialize," McGinn said. "There are some teams where every agent lists and every agent sells. I've structured my team like a company. I'm a company within a company, and companies have managers who manage, staff that does the paperwork, salespeople that sell."
- Find out about your company's policies concerning teams. "There's not a lot of companies that actually embrace the team approach really well, although Prudential is one that does," McGinn said. "Companies, however, must set parameters to maintain profitability for themselves and also for the teams."

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