

e-Professional Edge

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

Inside this issue:

August 2002

From the President's
Desk

by George Munford

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Vacation season has not seen too much idle time of your Association office.

Having just completed the most successful SCAN golf tournament ever in

conjunction with the Mortgage Bankers Association, the staff has formed a small task force to work with the Mortgage Bankers to see how the two Associations can be more helpful and beneficial to each other as well as the community. The group is looking into providing a Mortgage Report at our future Association meetings as well as some possible educational sessions for REALTORS®.

In addition, a long-talked-about question is beginning to be researched. For many years the question of whether to make our MLS a Committee of our Association rather than a Division (as it is presently) has been discussed. In 2001, our Strategic Planning Committee requested in writing that this analysis be instituted. Consequently, on July 31st, 15 members of our Association began meeting to research and analyze whether this step should be

taken. Some questions that will be answered: Is there a drain of resources caused by having 2 Slates of Officers, 2 Boards of Directors and 2 sets of meetings for both MLS and the Association? Isn't it a duplication for the Association Board of Directors to have to approve most significant decisions already made by the MLS Board of Directors? Can any consolidating or streamlining create budget savings that might reduce fees? All of these questions and many more will be answered. If you have feelings or recommendations one way or the other please feel free to let me know. I can be reached at 794-1770 or gmunford@cmahomes.com

Don't miss our August 20th Dinner meeting. Andy Hewitt, President of the Homebuilders Association, is bringing 2 or 3 colleagues with him for a Builder/New Construction Panel. I have asked them to discuss new trends and practices, what REALTORS® are doing right and wrong, and anything else they want to discuss. The last time this was done we had a packed house and it was extremely beneficial. Happy Sales!!

2 Habitat For Humanity
Raffle

3 Government Affairs
Report
By Chuck Folds

4 Commercial & Industrial
Report
By George Boss

Board of Directors
Report

5 Membership Changes

6 SCAN Golf Tournament
RECAP

7 Thomas W. Lambe,
Jr. Hall of Fame
Award Nomination
Form

8 A.R. Tuttle Memorial
Award Nomination
Form

9 August Birthdays

Triad MLS Offers Broker-
In-Charge Training
By Darrin Edwards
EKEY REMINDER

10

11 RPAC REPORT

**AUGUST MEMBER-
SHIP MEETING
INFO**

12

**SPANISH CLASSES
OFFERED**

Habitat For Humanity
“REALTOR Raise the Roof”
RAFFLE

**Supports the Homebuilders Association
Vocational Education Fund 2002 Habitat House**

3 CHANCES TO WIN for \$20.00

1st Prize Winner picks

Dinner for 2 at 10 of Winston-Salem’s Finest Restaurants

**Including: New Town Bistro, Camel City Café, Outwest Steakhouse,
Noble’s, The Vineyards, Fabian’s, Diamondback Grill, Cat’s Corner,
Bistro 420, Westend Café, Piedmont Club, Lucky 32, Village Tavern,
Ryan’s, South by Southwest, Shaffner House, Zevly House,
Cherries, Ginza’s, 4th Street Filling Station**

**2nd & 3rd Place each pick dinner for 2 at 5 remaining restaurants, respectively
Please make check payable to “Habitat for Humanity”**

**Call Stephanie Hamberis at
768-5560 for information on how
to get tickets.**

**Tickets may already be available in your
office!**

Governmental Affairs Report

By Chuck Folds

Government Affairs Update- August 2002 Winston-Salem Regional Association of REALTORS® Chuck Folds

As your Government Affairs Director I recently took a weekend trip to Madison, Wisconsin to attend the 2002 NAR GAD Institute. This three-day conference is specifically geared toward local and state GADs and covers quite a bit of ground (in the world of government affairs there is much ground to cover; and growing). With the increasing amount of regulations, policies, ordinances, and rules that the federal, state, local governments, and regulatory bodies create, amend, and adopt I feel even more confident that REALTORS® are making an excellent investment with the Government Affairs programs that exist on all levels. This trip has reaffirmed to me what an effective network exists between NAR, NCAR, and your own local government affairs program you have created here over the years. Issues covered at the institute ranged from national to local, and from mold to banks.

The first session involved separating the local and state GADs into two groups for open floor discussions. This was done in order to network and share ideas and experiences. I was the only GAD in the room of about 40 that was in a jointly funded position with a Home Builders Association. There were several shared GADs, but that sharing occurred between multiple REALTOR® associations. It was clear to me after that session that not only is this association far ahead of the game in operating this way, but also much more effective. This I believe is primarily due to the increased representation, expertise, and credibility that both associations gain from the Joint Government Affairs Committee.

Next we heard a Federal Legislative Update from Jerry Giovaniello, the Chief Lobbyist for NAR. He outlined and talked about NAR involvement in federal issues including terrorism insurance, affordable housing legislation, RESPA reform, and the “banks in real estate” issue, just to name a few. We also heard sessions on strategic positioning, sprawl, and candidate recruitment. The most entertaining session was called “Paying for Government When Government is Broke.” This was a rather timely and appropriate discussion of the politics of state taxation given by David Brunori, the editor of *State Tax Notes Magazine*.

The most impressive and memorable event was a talk given by Martin Edwards, the 2002 NAR President. He is committed to legislative issues and has spent a tremendous amount of time in Washington D.C. over the last year. The primary focus of his speech was on the three key elements that REALTORS® need to adopt in government affairs programs at all levels: credibility, resolve, and legislative branding. Without credibility, you cannot be an effective player. When REALTORS® deliver a legislative agenda or message, you must be accepted by other parties as being reliable and believable. A course of action needs to be determined, and the purpose of the position, or message, needs to be firm.

This association’s government affairs program has always exhibited these three elements and as a result has had continued success. But this does not mean we can relax. Keep up the great work and be proud of what you have created, and I will do my best to represent you and maintain the level of excellence you have achieved. And remember the lobbyists motto, “if you aren’t at the table, you are on the menu.”

Commercial & Industrial Report

By George Boss

THANK YOU WSRAR BOARD!!!

The subject that is still consuming the leadership's time and energy remains—A Triad Commercial Overlay Board.

A select few of us have taken the initiative and are moving forward to establish “The Triad Commercial Board of Realtors” which will truly encompass all twelve counties of the Piedmont Triad. We decided to move forward aggressively because of time constraints to meet the steps in forming such a Commercial Overlay Board (i.e. notification to all associations that will be “overlaid” to approve or disapprove; NCAR approval in September; and, NAR approval in November.) Continued focus group meetings with Greensboro and High Point could continue to delay the process in our opinion. Although it is our hope that the larger commercial players in both cities will ultimately join our effort.

Progress to date includes a meeting on July 17th, 2002 at the NCAR office at Grandover. Those present were, hopefully, going to sign on as charter members. It was a good start ----with Winston-Salem, Greensboro, and Burlington companies joining our efforts. (To apply for a Commercial Overlay Board the NAR “Commercial Board & Structures Guide” requires a total of 10 principal companies and 15 members; we have surpassed these numbers.)

The affected boards have 30 days to respond to our application. I'm delighted to say that our **Winston-Salem Regional Association of REALTORS® voted unanimously to approve.**

Most recently we have been in contact with

Charlotte's Commercial Overlay Board to assist and advise us towards a smooth progression that includes farming out required NAR services and using their by-laws.

We have a long way to go; we're still crawling; however, conceptually, it is difficult to argue that a unified commercial real estate board encompassing brokers, developers, REITS, appraisers, bankers, contractors, attorneys, etc. would not be in the best interest of the **REGION**. We are looked at as a region by businesses considering locating in the Triad and we should respond to and solicit their interest as a region.

Several of our C&I members prefer at this time to sit on the sidelines. This is understandable in that they are considering what is best for their companies. Also it is important that the C&I division remain a strong and viable entity going into 2003, in that the Commercial Overlay Board will not be incorporated by year end; and, the C&I budget will have already been established. The Commercial Overlay Board, therefore, will piggyback the C&I division well into next year with an additional cost of \$75.00 for Commercial Overlay Board members.

And finally, I have a strong slate of C&I directors including future Commercial Overlay Board members, and those not yet committed, to assure the Winston-Salem Regional Association of REALTORS® of a smooth transition or, of business as usual. It ultimately boils down to how can the region's commercial members be best served in the future.

Board of Directors Report:

Below are highlights of the July of Directors meeting:

- Approved the resignation of 3 members
- Approved 1 REALTOR® transferring from another Board
- Approved 2 new Affiliate members
- The Governmental Affairs Director reported our request for Issues Mobilization Funds was approved by NCAR. They will give us \$3050 towards the cost of Davie County/Forsyth County Fiscal Impact of Housing study. The GAD also updated the directors on the status of the work plan for Legacy.
- Were notified that a group of commercial members are applying with the State and National Associations to become a Commercial Overlay Board (COB); as is required in the application process all boards that will share jurisdiction with the COB must be notified and must respond with approval or disapproval; a motion was carried to approve of the application
- Selected nominees for several NCAR awards
- Appointed three members to the Nominating Committee
- Decided to charge \$60 for four Spanish classes to be offered in October
- Approved a request by the Political Affairs co-chairs to designate the 2003 May membership meeting as a political mixer similar to the one we had this year
- Adopted mandatory changes from NAR to our Bylaws
- Approved changes to the Employee Policy Manual
- Heard a report from the President that he will be setting up a Mortgage Lenders Task Force to address concerns of several of our Affiliate Members

Membership Changes

Resignations:

Carrie Heath (Elliott & Company, Appraisers)
Beth Johnson (Keller Williams)
Hugh Wright (Wright Property Management)

New Affiliate Members:

Tom Hatcher (Home Spectors)
Cindy Poindexter (Poindexter Pest Control)

Transfers:

Kent Masich (Loftis Appraisal Co.)
Linda Mitchell (Prudential Carolinas Realty)
Peggy Myers (Graham & Boles Properties)
Linda Sherrill (Centex Homes)
Bobette Wynter (C-21 Mayfield & Hill Properties)

Applicants:

Pamela Lowder (Prudential Carolinas Realty)
Sue Simmons (Seigler Real Estate)

Membership Totals Report

(as of July 31, 2002)

REALTORS®	968
Affiliates	76
Institute Affiliates	11
Public Service	4
Life Members	<u>28</u>
TOTAL	1087
Applied for Membership	30
Non-Member Licensees	133
MLS Participants	1174
C&I Participants	102
PMD Participants	32

Thomas W. Lambe, Jr. Hall of Fame Award

Deadline For Nominations: Friday, September 14th 2002

Date of Presentation: November Membership meeting

Award Selection Committee: Last 9 Presidents of the Association

Qualifications for the Award:

- 1) Nominees must be or have been active REALTORS[®] for at least 10 years.
- 2) Nominees must be a member as of January 1st of the current year.
- 3) Nominees should have made contributions to the real estate industry and the REALTOR[®] organization which have had an enduring effect.

1995

Max Dwiggins
 Vernon Ferrell
 Lewis Hubbard
 Ray Johnson
 Sam Ogburn, Sr.

1996

June Dinkins
 Paul Johnson
 Henry Nading
 Cliff Vaughan
 Lanier Williams

1997

Rick Crowder
 Chummy Grubbs
 Mary Ann Parrish
 Gordon Pfefferkorn

1998

Louis Baldwin, Sr.
 David Shaw

1999

Sophia Cody
 Robert Helms
 Kapp Ogburn, Jr.

2000

Charles Freeman
 Carolyn Hardy
 Bob Hartsell

2001

Phillip Johnson
 C.C. Smithdeal, Jr.
 John Gallaher

✂

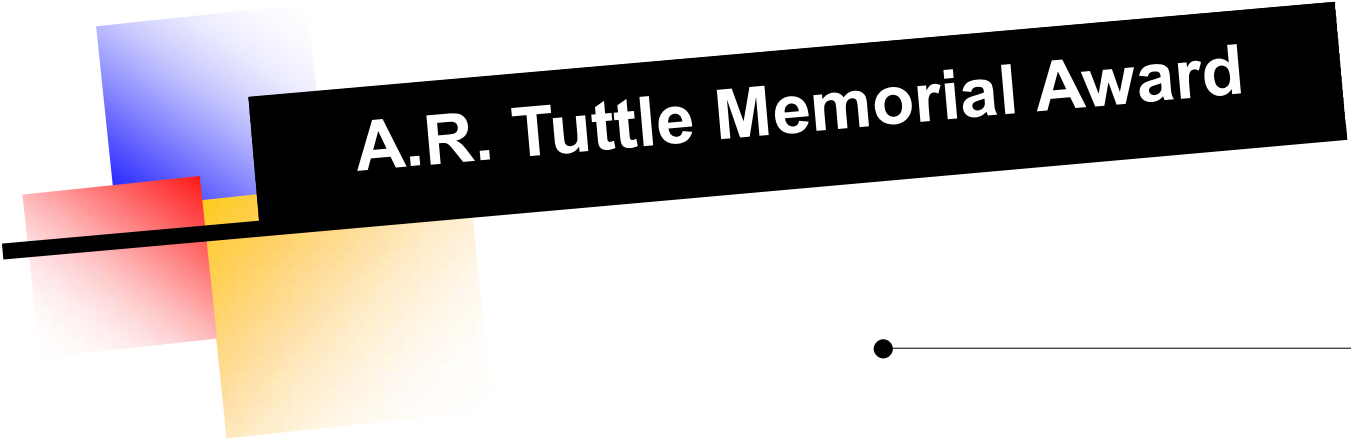
Nomination Form for the Thomas W. Lambe, Jr. Hall-of-Fame Award

Nominee: _____

Nominated By: _____

Please fax to 768-7295, email shamberis@wsrar.com, or mail to:

WINSTON-SALEM REGIONAL ASSOCIATION
 OF REALTORS[®], INC.
 195 Executive Park Blvd. Winston-Salem, NC 27103



A.R. Tuttle Memorial Award

The MLS Board of Directors established the A.R. Tuttle Memorial Award in 1985 to be awarded on yearly basis.

Nominations may be made by the membership and nominees *do not* have to be a licensed real estate person. The nominees can be anyone involved in the real estate industry who has supported or contributed to the real estate industry. Nominations must be received at the Association office no later than October 15, 2002.

The MLS Board of Directors will make the final selection of the recipient.

My nomination for the A. R. Tuttle Memorial Award

Nominee: _____

Nominated by: _____

Comments: _____

Please fill in the blanks and return to WSRAR, 195 Executive Park Blvd., Winston-Salem NC 27103, fax (336) 768-7295, or e-mail sjester@wsrar.com.

August BIRTHDAYS



1	Bonny Ballard Cooper Don Miller Sandy Wetherhold	
2	Richard W. Bell Judy Garrett Robert M. Southern	
3	Vicki Peters Ella D. Styers GRI CRS	17
5	Everette Griffin David D. Motley	
6	Jo R. Frazier Renee L. Harper Ron W. Herrin GRI	
7	Rick Berrier David Lennon Kenneth G. Sales	18
8	Pat Robertson	19
9	Les Buchan Douglas R. Friend Nell K. Hamilton GRI CRS William J. Lakey Janice J. McDaniel GRI ABR Debi F. Tornow GRI CRS ABR	20
10	Pamela J. Boyle GRI Gwendolyn A. Hill GRI CRS Rose J. Miller GRI Graydon O. Pleasants SIOR Foss T. Smithdeal III GRI	21
11	Becky E. Anderson GRI CRS Sandra Schmidt	22
12	Kenneth T. Green Beverly Holly ABR	23
13	Brooke W. Cashion GRI Linda Liu GRI	24
14	M. Douglas Avent Jr. Jean W. Brewer Oscar F. Stewart III	25
15	Merry S. Barber Elaine M. Calloway David Cooper GRI Jacqueline W. Coulston Charlene Liles H.D. Sheldon	26 27
16	Frances S. Vogler	28
	Daniel W. Donathan Byron G. East GRI CRS Mary Jo Grubbs Patty Leagans Lee A. Nolan Sharon Collins GRI John Stubblefield Nancy Currie Patricia A. Goins GRI Julia C. Howard Jules W. Smythe Jr. ABR Paula Stephen GRI James S. Lawson Deanne Lentz GRI CRS ABR Carver Rudolph Jane B. Whitlock GRI Lisa L. Wise	29 30 31
	Sandra T. Collins Norma V. Nail CRS GRI ABR Sandra Kiser Smith Jerrie Wemlinger James T. Baucom GRI CRS Carolyn W. Hodge GRI CRS Nancy Mershon Chris Perry Monica Crawford Gayle M. Hampton GRI CRS Georgie C. Thompson Kelly G. Rybak Jeannette Porter GRI Debbi S. Shields GRI Mary Smith Nancy C. Davis Robert L. Harlan MAI Brian Maas Judy E. Ricardo Kelly E. Leak Richard Moore	

From the Triad MLS Helpdesk

Triad MLS Offers Broker-In-Charge Training

There is a new addition to the MarketLinx Tempo™ Training class. A new broker-in-charge module has been added for head brokers and office brokers in addition to the recent add/edit training module. The new class will focus on how to use head broker and office broker reports and how to add and edit listings. The reports are beneficial because they can help brokers determine the performance of agents and/or offices within their brokerage firms.

The add/edit feature within Tempo™ allows those with add/edit privileges to perform multiple tasks. Here users can add a new listing, edit an existing listing, add new media (photos, hyperlinks, virtual tours...), and edit existing media. An agent with add/edit rights is capable of viewing their own listings by either agent or MLS number. Some agents and staff may be assigned the rights to add or edit other agent's listings. This permission can be assigned by the broker-in-charge or someone with broker-in-charge rights. There are some things that only a broker-in-charge can do such as withdraw a listing or change the listing agent.

Tempo™ contains both head broker and office broker reports which allow a broker to determine the performance of agents and offices in their firm. Head broker reports vary slightly from office broker reports because they contain a field that allows you to select the office. Inventory, Office Performance, Agent Performance, and Market Penetration are the reports available to the head broker. The Inventory report allows the office or head broker to see all active listings by agent or a summary of listings by average list price and property count. Each individual office is compared with the whole company in the Office Performance report. The Agent Performance report permits the head broker or office broker to compare performance within an office or brokerage. Market Penetration shows the performance of a company in comparison with the entire MLS. Current Listings by Expiration is a report offered only to the office broker and it allows them to view listings according to the expiration date. The office broker also has the capability of giving an agent add/edit permissions and assigning assistants to agents.

The broker-in-charge class is a great addition to the existing Tempo™ training. Please contact Triad MLS for more information or visit our website, www.triadmls.net

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

EKEY/DISPLAY KEY REMINDER

Please remember any problems with your DisplayKEY or eKEY should be reported to SUPRA (877) 699-6787. Technical support is available 9 a.m. - 10 p.m. Please also be advised most boxes operate only under the following hours (unless programmed for 24 hour access): 7 a.m. - 9 p.m. standard, 8 a.m. - 10 p.m. daylight savings. If you receive a 'not authorized' message on your keypad, scroll to 'error codes'. Please report this error code to SUPRA technical support (877) 699-6787. Please remember to use the cradle to update your keypad. While you can obtain an update code by calling KIMvoice or using www.supraekey.com <<http://www.supraekey.com>>, this should be done just for emergencies. Showing activity will only be updated by using the cradle; it is also the only way to keep the key battery charged. Also, if you get continuous update codes, your key's memory will become full resulting in data corruption on the key.

RPAC REPORT

The 2002 N.C. RPAC fund drive is making good progress, as \$166,173 has been raised so far from 2,717 individuals. Eight local boards already have exceeded their goals (Carteret County, Havelock, High Point Regional, Topsail Island, Washington-Beaufort, Wilson, Winston-Salem and Yancey-Mitchell). The Raleigh Regional Association leads the way with \$22,930 raised so far, followed by Winston-Salem at \$18,224. Good job so far and keep it up!

\$1,000 Contributors

June Dinkins
Robert Helms
Lewis Hubbard
Brent Bruner

\$500 Contributors

Katy Boles
Tonda Burr
Paul McGill
Sam Ogburn Sr.

\$250 Contributors

Rick Crowder	Beverly Godfrey
Bruce Hubbard	Tom Johnson
Trip Smithdeal	Deanne Lentz
Nat Taylor	Douglas Dillard
John Mark Mitchell	Rod Eller
Rosena Dillard	Ted Kelly
Lanier Williams	

\$100 Contributors

Lou Baldwin Jr.	Will Blackwell	Darla Mullican	Heather Mullican
Gray Brewer	Richard Miller	George Boss	Cindy Blackwell
Lici Fansler	Ferrell Clay	Leigh Cortesis	Dee P. Parker
Charles Freeman	Randy Honeycutt	Treasure Faircloth	Ginger McCollum
C.J. Hyatt	Charles Miller	Carol Hudson	Buster Robertson
Elizabeth Ogburn	Mary Robertson	George Munford	Lee Ross
James Salzwedel	Sutton Slawter	Ron Rosenberg	Mary Preston Yates
Jay Luke	Courtney Slawter	Larry Biggs	Rod Hatcher
Stephen Culler	John P. Cosgrove	Phil Johnson	Audrey M. Fuhrmann
		Vickie F. Bell	David Shaw
			Elizabeth Perkinson
			Phyllis East
			Nancy S. Herr
			Jo Caubre
			Curtis Leonard
			Martha Sturkie
			Emma Graham

\$99 Club

	Pamela Lowder			
May Kinlaw	Jerri Russell	Sandee Lawless	Linda Sherrill	Virginia Newell
Linda Umstead	Liz Rudisill	Wendy Taylor	James Williamson	Don Wall

Other Contributions:

Zana Bentz, Mary Darezzo, Lara Carpenter, Cathy Samuels, Louise Sohmer, Doris Hohman, Elizabeth Fulk, Jacqueline Coulston, Andrew Scott, Pat P. Dinkins, Debbie Pennington, Eleanor R. Bell, Susan Carter, Ken Sales, Michael R. Bradshaw, Jane Whitlock, Mary Ann Paschal Parrish, Cecily Murray, Gena Cline, Gloria Matthews, Kimmera W. Poore, Walter Nail, William C. Nichols, Rebecca White, Tammy Boyd, Butch Ray, Jerry Gray, Mary Howard, Chris Livengood, Ruth Prongay, Linda Bailey, Fannie Fleming, Jeanette Humbert, Julia C. Howard, Darvis Stanley, Linda Liu, Bev Supple, Brenda Shoaf, Marie Horton, Sandy Dyson, Paula Robinson, Phyllis Wilcox, Sharon Thomas, Alice M. Johnson, K. Anna Wilson, Sandra Hedrick, Nancy Phelps, Ellen Grubb, Andrea Suggs, Margie Cashion, Elizabeth Swicegood, Carolyn Hodge, Douglas Teague, Beverly Russ, Julie Holland, Mary Ann Cinc, Lee Nolan, Dorothy Pritchard, Mary Nell Humes, S.E. Foust, Carol Ray, Rosemary Shakleford, Diane Foster, Donna Fiori, Harold Weaver, Jr., Janet Masters, Brenda Liles, Curtis Johnson, Chris Gaide, Mary Baysinger, Daniel Zimmerman, Evelyn Haynes, Rebecca Cook, M.J. Randall, Peter Heaven, James Baucom, Judith Sidden, Evelyn B. Ferguson, Gilbert Boger, Harry Roberts, Mike Hendrix, Troy McDaniel, Connie Kowalske, Kathi Wall, Edward Maxwell, III, Julie Wilson, Martha Waggoner, Terry Hedrick, Michael S. Ryden, Denny Farrimond, Louise Z. Austell, Dorothy Leonard, Olivia Kleinmaier, Brian Sprinkle, M. Chris Perry, Mary Louise Wilson, Bradley E. Jacobs, Merry Barber, Denise Jenkins, Judy Ricardo, Julie Poplin, Beverly Atwell, Shannon Conrad, Donna Poe, John Petitto, Nancy Mershon, Mary Hardwick, Ellen Styers, Nancy Davis, Martha Wood, Alice Hall, Mary Coan, Patricia McCormick, Linda Helsabeck, Nancy B. Sipe, Vicki Fleming, Mindy Smith, Mary Nell Humes, Paula Stephen, Catherine Rothrock, Lamar Taft, Leslie Porter, Shirley Ramsey, Laverne Smoot, Suzie Speas, Martha Rollins, John Stack, Jason Severt, Arthur Spaugh, Jessie Draft, LaMaretta Salley, Jeanette Porter, Bronda Martin, Dennis Nichols, Sherrie Hill, James Singletary, Teresa Ozburn, Tim Hymes, Ritha Tuten, Robin Weant, Rita Crews, William White, Everette Griffin, Benny Mayfield, Gwendolyn Hill, Steven Fowler, Susan Myers, Brad Millsap, Carma Miller, Sharon Cotton, Jack Nelson, Jim Whitehouse, Mark Hartsell, Amanda Miller, Lynn Stewart, Marvin J. Luck, Jennifer Davis, Paula Mosteller, Rosanna Clark, Patsy Griffin, Mickey Cruse, Susan Martin, Jane DeSantis, Heidi Eller, Linda Gutierrez, Oscar Pearl

August REALTOR® Membership Meeting

Program:

**Andy Hewitt, President Home Builders Association
Home Builders/New Construction Panel**

Date: August 20, 2002
Time: 5:45 p.m. RSVP REQUIRED BY August 14th!!
Place: Benton Convention Center
Cost: WSRAR Members - No Charge
Guests - \$20.00

RESPOND BY FAX 768-7295 or email nancy@wsrar.com
 CANCELLATIONS NEED TO BE RECEIVED BY Noon on August 16th

Spanish Classes Being Held

The Winston-Salem Regional Association of REALTORS® Education Committee is offering:
Beginner Spanish Classes

Dates: Tuesday: October 1, Tuesday: October 8, Thursday: October 17 & Tuesday: October 22

Place: Winston-Salem Regional Association of REALTORS® office (195 Executive Park Blvd.).

- Fee structure is \$60.00 per student (minimum of 20 students) for all 4 classes
- Each class will begin at 7:00 p.m. and will be an hour in length - with additional time after class for review
- Mr. John Ashburn will be the instructor

Spanish Class Enrollment Form

Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Please make check payable to WSRAR. Mail Enrollment Form with \$60.00 check to:

WSRAR
 195 Executive Park Blvd.
 Winston-Salem, NC 27103

Please contact Nancy Yarborough @ nancy@wsrar.com or 336.768.5560