



# WCR Review

Greater Palm Beach County

April-June, 2011

*A publication of the Greater Palm Beach County Chapter of the Women's Council of the Realtors®*

## Busy year for WCR

2011 is moving right along with many exciting things happening. In March we had Danielle Boutin; from RABPhas our guest speaker. She was phenomenal with an abundance of information on "Facebook for your Business" She demonstrated a high level of expertise in using the social media that even those who were already knowledgeable came away impressed.

Our April 21<sup>st</sup> Business Resource Meeting was a joint meeting with the Jupiter/Tequesta/Hobe Sound Chapter. We filled the room with a high level of energy and enthusiasm as members joined together to network, exchange business opportunities and the value of membership.

Patty Fitzgerald, President of Florida Realtors, spoke on "The Power of One"

YOU can be the one to make a difference. Patty is a longtime member of Women's Council of Realtors®. She exemplifies the



value of membership, as it has help pave the way for her continued success in business and with Florida Realtors®.

May brought the Mid Year Conferences in Washington D.C. You're President Elect, Wendy

Lindquist, and I jetsetted off for four packed days of powerful education sessions, dynamic speakers and informative business meetings. The awards banquet celebrated the achievements of our local and state chapters. This is where I proudly accepted the Gold Award for Chapter Excellence on behalf of Mary Kenyon, 2010 Chapter President, for our chapter. This award is given for completing the annual report and fulfilling the guidelines in our business plan set by our national chapter.

Many of our members were also in Washington D.C. representing all of us at the National Association of Realtors® conference, as they continue to keep us informed of NAR's policies and political strategies.

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**2011 Chapter Platinum Sponsor:** Home Team Inspection Service, **Gold Sponsors:** Florida StateSponsors of WCR: **Platinum:** Home Team Inspection Service, North American Title Company, Wells Fargo Home Mortgage, **Gold Sponsors:** Realtor® Association of Greater Fort Myers and the Beach, Inc. **Silver Sponsors:** Audrey Lackie-Watson Realty, Bristol Properties International/Bristol Auctions, Paul Homes of Florida, Naples-on-the-Gulf Chapter-Women's Council of Realtors®,



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WCR Governing Board  
2011

WCR Governing Board 2011  
& Committee Chairs

- President.....Sandy Shepherd  
561-789-0280
- President Elect.....Wendy Lindquist  
9 54-913-6347
- VP. Membership.....Carolyn Arwood  
561-254-2884
- Secretary.....Amy Stark  
954-445-4545
- Sec. Cor.....Darlene Pachter  
561-451-9379
- Treasurer: .....Laura Stemple  
561-368-9600
- Past Pres. Advisory..Tracy Goldenberg  
561-543-7744
- 2011 Dist. 3 VP.....Heather Grimes  
786-413-4558
- Governor .....Patty Renna  
772-215-5150
- Affiliate.....Mary Ellen Becker  
954-684-9359
- ByLaws.....Nancy Macaluso  
561-301-2171
- Edu. & Programs.....Carol Bloom  
561-441-9493
- Newsletter.....Betsy Owen  
561-276-4717
- Nominating.....Mary Kenyon  
561-674-2079
- Parliamentarian.....Mike Owen  
561-213-2070
- Registration.....Teresa Garcia  
561-346-1424
- Technology.....Tim Kinzler  
561-573-0557
- Toastmasters.....LydiaCrystal  
561-213-7246
- Ways & Means.....Nita Summers  
561-706-1918
- WEB Links: .....WCR.org  
WCRfl.com  
RAPB.com  
WCRPalmBeach.com

## 2011 Programs

All meetings unless otherwise noted begin  
at 8:30am sharp.

Arrive early for pre-meeting networking.

### RESERVATIONS

## Escrow deposits

### 25% of complaints

I was informed that 25% of all complaints to FREC in January were about escrow deposits. And all licenses were either suspended or revoked.

**With a regular contract,** the initial deposit has to be turned into the Broker within one business day and then the Broker has to deposit it within three business days. Do not hold the checks in your files.

**With a short sale-** if you use or receive the new FARBAR contract you need to



use or have included **the new 2 page short sale addendum G.** Any other addendum is not for this contract. Please note **paragraph 5** - time for initial deposits and calculating short sale approval deadline is computed from effective date (date when all signatures and initials are complete). It is not with lender approval- except if a second or third deposit is required per the contract.

If you have any questions or concerns, please do not hesitate to contact me.

**Lydia Crystal**

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In June, we will be co-hosting a PMN course "Harnessing the Power"; and, even if you are not working for your PMN designation, I invite all of you to attend this class. It will be worth your while.

We have all been busy bringing our Chapter all that it can bring to our members.

Please support your Local Chapter in attending as much as you can.

**Sandy Shepard**

## Lindquest's Snippets

### Get Ready – for Women's Council on Your Smartphone!

What does the Women's Council's new mobile app mean for you and your real estate business? It means the entire membership directory is conveniently available on your mobile device. It means free education tools, videos, how-to articles and more, right at your fingertips. You can even update your contact information and your Member Expertise Profile on the fly!

**Download Women's Council's FREE mobile app for:**

- **iPhone**
- **iPad**
- **Android**
- **BlackBerry Storm2**



### Performance Management Network

*Professional training so powerful, it'll keep your competition up at night.*

#### New Online Course

**The Business of Your Business:  
Formula, Financials, Function & Freedom  
Course Price: \$125**

This newly-revised course will teach you how to think about the business of your business and make it more profitable and you more successful. You'll learn strategies for systemizing your business, as well as fundamentals for improving your bottom line and achieving your financial goals. Learn the how's and whys of staffing, how to develop an actionable business plan and why your role should be that of a CEO working on the business versus an employee working in it.

Once you complete the course registration, you will have immediate access to the online materials. For questions about registering, please call OnlineEd at 866-519-9597.

**To get started toward earning your PMN, log on to [wcr.org](http://wcr.org) and REGISTER today!**

## WCR remains in good standing

As of April 14, 2011, our chapter's bank account continues to remain in good standing and solvent with a balance of \$5,686.33. The account balance is gradually increasing by the Governing Board paying close attention to our expenses, budget and travel expense policy. This is



very promising as we are in the planning stage of a formal fund-raising event and strategizing on ways to grow our membership. The 2010 financial audit is currently in process.

**Laura Stemple**



## WCR holds short sale attorney panel

The most recent Greater Palm Beach Chapter meeting was held Thursday, May 19, 2011, at the Embassy Suites in Boca Raton. We hosted a **Short Sale Attorney Panel** focusing on what agents need to know to help their clients with a short sale transaction and at what point should agents engage an attorney. Our panel consisted of Charles Malki, Esq. with Florida Real Estate Law Group, P.A. and Scott Sweigart, Esq. with Law Offices of Scott H. Sweigart.

The panel provided great information to our

attendees about Real Estate foreclosures and ways to assist their clients with the process as a whole. Each attorney was able to share their expertise in the real estate field while answering relevant questions for today's market. This was a great panel with invaluable information that empowered everyone in attendance to assist clients from a new knowledge base. Thank you to Charles Malki, Esq. and Scott H. Sweigart, Esq. for their time and excellent answers to some great short sale questions.



# Short Sale Attorney Panel

