



WCR Review

Greater Palm Beach County

January-March, 2010

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

“Oh Thank Heaven for 2011”

Your 2011 Leadership Team is off to a busy start. We had our first business resource meeting in January, at the Boca Greens Country Club. David L.C. Van Goup, CPA was our guest speaker. He not only gave “Tax Tips for the New Year”, but also tips to pass along to our buyers and sellers, making each of us, “The Realtor that knows!”

The 2010 Local Chapter Annual Report has been completed, overnighted, and delivery was confirmed. Despite the blizzard, it arrived at the WCR National Headquarters in Chicago. There it will be reviewed and confirmed we are the Chapter of Excellence!

The 2011 Florida Realtors®/WCR Mid-Winter Business Meetings were held in Orlando for three days of education, networking and



sharing ideas and successes with other Florida State Chapter leadership teams.

Andrew Wooten, crime prevention expert, spoke about Realtor safety and how to reduce your risk on the job.

Visit Andrew’s website at www.justbesafe.com for more tips to help you stay safe in your working environment.

We also attended the WCR Florida Installation Banquet and proudly watched the 2011 State Leadership be inducted into their new positions. Among them was our very own Pamela Banks accepting the office of Secretary. Congratulations Pamela!

Your Leadership Team is continuing to bring you the best in education, networking and business resources, giving you the opportunity to take your business to the next level.

WE’RE READY and positioned for success in 2011! **Sandy Shepard**

2011 Chapter Platinum Sponsor: Home Team Inspection Service **Florida State Sponsors of WCR: Platinum:** Home Team Inspection Service, Wells Fargo Home Mortgage, **Gold Sponsors:** Realtor® Association of Greater Fort Myers and the Beach, Inc. **Silver Sponsors:** Bristol Properties International/Bristol Auctions, Audrey Lackie-Watson Realty Corp., Paul Homes of Florida, Naples - on - the - Gulf Chapter-Women’s Council of Realtors®, Rels Title, ‘Third Federal Savings and Loan



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WCR Governing Board
2010

**WCR Governing Board 2010
& 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
- GovernorPatty 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

Spring baskets to inspire fundraiser

Our first major fundraiser this year will be a spring basket auction on April 21. The auction will be held at the Women's Council of Realtors® business meeting-location TBA. Any one can participate and it's as easy as creating a spring basket to donate to our auction. The baskets will be judged, and the winner of the "Most Creative Spring Basket" will receive a Max's Grille gift certificate.

Here are several ideas for baskets: Garden Diva, Book Worm, All American Baseball, Foodie. Our affiliate companies are encouraged to create a theme basket for their products. Members and guests will bid on their basket of choice at the conclusion of our business meeting, and 100% of the proceeds will go directly to our club

RAISER FOR OUR CLUB *

Also coming up at our March 17th Business Meeting will be a Green Carnation Sale. Come celebrate St. Patts Day with us!

Immediately following our March 17th meeting will be our Ways And Means Committee meeting. Volunteers are welcome to attend.

Nita Summers



* COME ONE COME ALL ~
LET'S MAKE THIS A
SUCCESSFUL FUND-

Concierge real estate becomes reality

Deborah Bacarella and her team of experts join Bristol Properties International to expand their Boca Raton Office.

Jan Ankner, CEO of Bristol Properties International is delighted to announce that Deborah Bacarella and her team of Real Estate Agents, formerly with Florida Sunshine Real Estate, Inc. have joined Bristol Properties' Boca Raton Office.

Deborah, who has assumed the role of Regional Sales Manager, brings over 30 years of South Florida real estate experience to Bristol Properties.

Bacarella has over 20 years of experience as an Owner/Broker. She was awarded the State Entrepreneur of the year award as well as the Mentor of the Year Award. She currently serves as the 2011 Governor for the Florida State Chapter of the Women's Council of Realtors.

Joining Deborah at Bristol Properties is a team of experts including Cathy Lewis, Realtor and Seniors Real Estate Specialist. Cathy is uniquely qualified to assist Bristol Properties' clients who are interested in active adult communities in South Florida.

Marjorie Miller, a Realtor since 1987, specializes in new and resale properties in Boca, Delray and Boynton Beach and is a multimillion dollar producer.

Louise Morales, a language major, is also a great asset for the international customers that Bristol attracts.



Located at 253 East Palmetto Park Road, Bristol Properties offers a unique concierge approach to real estate sales that aims to simplify the process of listing and selling property and all the inconveniences that often go along with the logistics of moving and setting up house. With additional office locations in Naples, FL and Blue Bell, PA along with ancillary service locations in Palm Beach, FL and Paris, France – Bristol Properties International transforms traditional brokerage services allowing their customers to focus on their most valuable asset: their time. Bristol's philosophy is simple – they listen and respond to their customers' needs.

Bristol Properties International exclusively markets homes while working closely with its sister company, the Bristol Trading Company (bristolauctions.com), to offer homeowners a highly visible place to sell their gently used valuables and find buyers who are exclusively interested in those items. Conveniently located next door to the brokerage office on East Palmetto Park Road, Bristol Trading Company and their service vendors will even pack up all of your belongings and arrange full moving and unpacking services.

The process is simple. Bristol's experienced team encourages buyers and sellers to take advantage of new resources available to them exclusively through Bristol Properties International and Bristol Trading Company.

Property owners can now benefit from Bristol's team of experts to:

- List and market your property
- Stage your interior spaces for optimum value
- Sell valuable assets on your behalf
- Donate to charity or dispose of unwanted items
- Manage complete packing and moving service

“We invite anyone interested in our list of concierge services to give us a call at 561-347-1303 or toll free at 855-347-1303 or visit us on-line at www.bristolre.com or www.bristolauctions.com.





WCR January Meeting



WCR January Meeting





Tenancy, title explained

I have received several questions about tenancy and some of the options of how to hold title. This is an “oldie” but a “goodie” – we suggest you save this so you can provide to your clients as a reference.

Four ways in which more than one party may hold title are as follows:

Tenants by the Entirety: Only a husband and wife may hold title in this manner. Provided the couple remains continuously married, the surviving spouse becomes the 100% owner of the property upon the death of their spouse. Except for the federal tax liens, a judgment must be against both spouses for it to attach as a lien against the property. If the couple divorces, title automatically becomes tenants in common and judgments attach to the amount of their interest in the property.

Tenants in Common: Title can be held by two or more individuals or legal entities in equal or

unequal percentage of ownership. Upon the death of one of the owners, their interest passes under the terms of their will and not automatically to the other people with whom they are in title. Judgments against anyone in title attach up to the amount of their interest in the property.



Tenants with Rights of Survivorship: Title must be held in equal interests (i.e. 50-50, 25-25-25-25) by individuals. Title passes automatically to co-owners upon death of any owner. Judgment against any party attaches up to the amount of their ownership interest in the property. The deed conveying title must clearly state that there is a right of survivorship.

Life estate with remainder interest: Title passes automatically to the holder of the remainder interest upon the death of the holder of the life estate. All

holders of the life estate and remainder interest must execute the required instruments if the property is being sold or mortgaged. Judgments against owners of the life estate and remainders’ interest attach as liens.

For more information, please contact Amy Stark of American Fidelity Title at 954.445.4545 or via email at amy@americanfidelitytitle.com

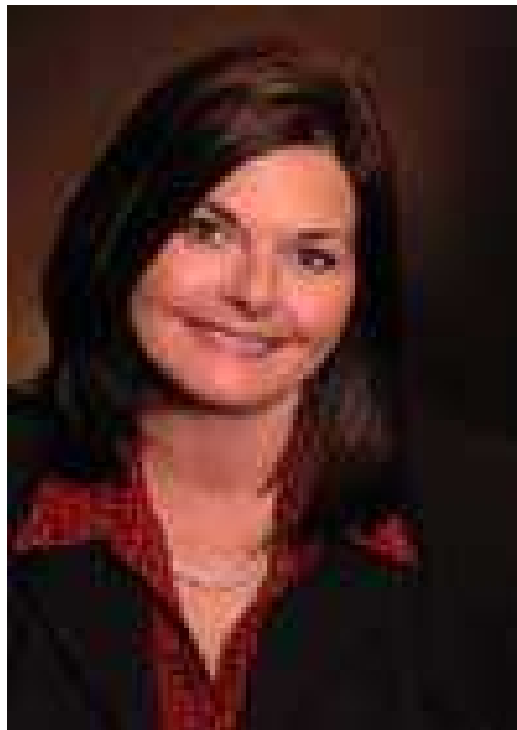
Working by referral brings rewards

Can you imagine receiving a referral each and every day? Neither could real estate agent Rick Masters. I am reading “The Seven Levels of Communication” by Michael J. Maher which I highly recommend to all of you.

The book is written like a novel and tells the entertaining and educational story of a real estate agent who suffered from the shift in the market until he meets a mortgage professional who built herself a successful business by referral. At first the agent, Rick Masters, was skeptical until he soon reaped the rewards by implementing the strategies he learned

from his coach. The Seven Levels of Communication is not just about referrals. It is about how to build deep, long lasting relationships by understanding and learning how to implement the seven levels of communication into your business and personal life. The seven forms of communication are advertising, direct

mail, electronic communication, handwritten notes, phone calls, events & seminars and one on one meetings. The last three being the influential zone and the most effective and beneficial to building relationships.



Lead Generation is the job of a real estate professional because without leads we have no buyers and sellers. Do you suffer from call reluctance? I find that many real estate professionals will do anything to avoid making calls – the same calls that can take their life to a life of abundance. In Chapter 6 Michael discusses that not

making calls is actually selfish on your part. Think about it... there are buyers and sellers that we know need our help. If you're thinking about helping the people you are calling and focusing on their needs, it's easy to pick up the phone. Maher states “Call with a heart to help”.

Mary Kenyon

Digital age is here!

Recent events in Egypt should deliver a clear message that the digital age is here. Facebook, twitter and YouTube are the norm in business today. Visit your favorite bookstore online or in person and browse through the dummy books in all of these and LinkedIn!



2011 will deliver a new computer that will and is revolutionizing communications and will be the beginning of the end of print as we know it.

Anyone used an MLS book lately. Magazines, newsletters, 24 page disclosure documents for short sale or Reo sales are now reviewed by a push of a finger tip or stylus and held in a gadget that weighs less the 1.5 lbs and is sold at Target and Wallmart!

WCR local, state an national are constantly providing online and in person education on all of this stuff. It is not about what you like, but what your clients expect in 2011 and beyond.

Take a trip to West Palm Beach Library on Clematis Street. Ride the elevator to floor 2. See first hand how things are changing!

Visit our facebook page for lively discussions and posts that will build your professional life!

Timothy M. Kinzler

Treasurer's Report

As we start off the new year for the chapter, I am pleased to report that the chapter's bank account continues to remain in good standing and solvent with a balance of \$4,715.73. The 2011 budget was presented and reviewed at the February Governing Board meeting and are looking forward to another financially successful year.

This ultimately means that our chapter will be able to fund our leadership's continued educational growth while also

