



Women's Council of REALTORS®

MARIN MATTERS

Volume 3, Issue 1
Spring 2010

www.WCRMarin.org

PRESIDENT'S MESSAGE

Welcome to the first WCR Marin newsletter of 2010. We are so happy that you are a member of our chapter and hope that you will find a lot of **value** out of your membership in 2010. Did you know that our chapter only chartered in 2006, so this is only our 4th year.

As we are all trying to recover from 2009 and putting all of our positive energy into having a great 2010, I wanted to bring up "**value**" as the theme for my letter this quarter.

First, a very big **THANK YOU** goes out to David Smadbeck, our 2009 President as well as all of you who served in any capacity in 2009 and to those who have volunteered for 2010. I simply could not do this without your continued valuable support. I thank you, as do all our WCR members. If you haven't already gotten involved in WCR, please know that it's one of the best ways to get **value** out of your membership. I can honestly say the close friends that I've made by becoming involved with the Marin chapter are now true friends for life. The Board realizes that one of the most important components of **value** for our members is to continue to provide top notch educational programs at our Monthly Business Resource

Meetings. Last month's engaging talk by the esteemed Carol Rondoni was well attended by over 60 REALTORS and affiliates.

It's also important to network with your fellow Marin agents, and we've been told by our members that they find it **valuable** to do our monthly round-table networking before our program speaker starts. Last month, we discussed which technology tools were you planning to incorporate into your business in 2010. The resounding answer was FaceBook and LinkedIn

We as REALTORS are able to give and send referrals all over the country, so another **valuable** component of your WCR membership is our vast national Referral directly. In order for other WCR members to find you, be sure to update your profile on wcr.org and to remember to use the directory and use our sponsors and fellow REALTORS as referrals.

Your should also be receiving the WCR Connection magazine via email, please be sure to read the **valuable** tips and tricks to help improve your real estate business.



Liz McCarthy

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2010 Officers



President:
Liz McCarthy



President-elect:
Yoko Kasai



VP Membership:
Sylvie Zolezzi



Secretary:
Debra Speer



Treasurer:
Ron Parks

WCR-Marin hosts several special events throughout the year such as Happy Hour Networking, our Bocce Ball Tournament and Educational Seminars such as our April Disaster Preparedness Event (see below)

2010 Annual Board Planning Retreat

Our retreat was held on a stormy, blustery day in a vintage lodge in Stinson Beach overlooking the Pacific Ocean. It was a perfect setting for getting right down to work and getting to know everyone on the Marin Chapter Board. We had the honor of having Barbara Safran, our State President come and assist Liz with the planning session. Liz did a tremendous job preparing for a very productive day amidst some good laughs.



Women's Council of REALTORS®

The secret is out! We live on SHAKY ground

Don't rely on someone to come and help you after an disaster

Learn how to make YOUR plan for what to do in case of
FLOOD, FIRE, or EARTHQUAKE

10 Easy things that you can do today
Hear a different approach on personal preparedness
Ready your Earthquake car, home, and work supply kits

Friday, April 16, 2010
2:00pm—4:00pm

AAA Building on Smith Ranch Road, San Rafael

Cost: \$20 per person

Everyone Welcome—Invite Friends, Neighbors, and Family

RSVP @ www.WCRMarin.org

Seating is extremely limited—Respond TODAY!

THANK YOU TO OUR SPONSOR

ORDER PAPERLESS REPORTS!



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About the Speakers:

Janelle Fazackerley - Partner with Front Porch Realty Group - worked as a paramedic in San Francisco in the 1980's and has 20 years teaching experience with First Aid, CPR and Disaster Preparedness. She has worked for the California State Earthquake Project following Loma Prieta and used research to train Paramedics.

Jim Fazackerley - Paramedic Captain for the San Francisco Fire Department since 1983. Faculty at San Francisco City College Emergency Medical Services for 25 years. Instructor for NERT in San Francisco.

WCR-MARIN OFFICER INSTALLATION—2010



INTRODUCING REFERRAL CORNER

The Power of Networking

One tremendous benefit of belonging to WCR is the ability to network and find referrals for services with our Affiliate members and/or with REALTORS across the State or Nation. We wanted to highlight some of the referrals that are happening so our members can see what a great benefit belonging to WCR is.

I love WCR, for it has allowed me to get to know agents on a more personal level vs just business. I have received many orders for home warranties, providing peace of mind to agents knowing they have AHS and me protecting their clients after the sale. I have been able to introduce agents from Marin WCR to agents in San Francisco's WCR.—[Shelly O'Sullivan—American Home Shield](#)

I have participated in several referrals through WCR. I have both given and received some that were not ultimately transacted but I met true professionals in the process.

My first successful transaction was a seller in Corte Madera. The agent didn't even want a referral, just to know the client was well taken care of was enough.

Then I had a first time buyer I referred last year to Jackie NeJaime of the SF Chapter. Jackie did a great job and the good news is I got paid. And it just so happens that I met Jackie at my first statewide meeting. Jackie has subsequently helped me with other SF real estate questions and valuations.

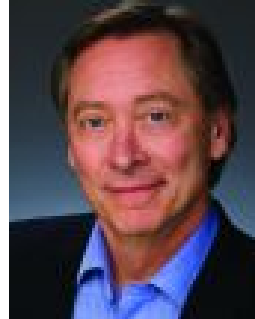
I recently received a referral from a long time Sacramento agent and we are looking forward to meeting each other at the June meeting in Sacramento.

My experience is that WCR agents are responsive and professional. I can always refer with confidence. And, of course I love to get referrals as well.—[Judy LeMarr—Frank Howard Allen](#)

Through the connections that I have made with WCR, I feel confident that my client referrals to other WCR members will be taken great care of. To date, I have given 5 referrals to agents in other areas of California. It's nice to be able to tell my clients that I have met and interacted professionally with these agents. WCR is a great source for residual income when you least expect it! - [Yoko Kasai-Front Porch Realty Group](#)

Women's Council of REALTORS®

Business Resource Meetings



Steve Dickason—County Manager,
Alain Pinel Realtors

Steve led attendees on their "Vision Quest" at January's BRM assisting with planning Goal Setting for 1, 2 and 3 years!

Carol Rodoni -Bamboo
Consulting

Back by popular demand, Carol provided her annual assessment of the status of the real estate industry and how it impacts the Marin market.



WCR Marin Strategic Partner, Sherrie Friedlander offers inspiration to all attendees at a recent Business Resource Meeting event. Thanks Sherrie for your unwavering support since WCR-Marin's inception!

**Have You sent or received referrals
since joining WCR?**

AGENTS, BROKERS, AFFILIATES!

We would love to hear your success stories with either receiving or sending out referrals to help grow your business!

Please send an email to Sean Murphy, Marketing /Communications Chair at smurphy@rpm-mtg.com so we can highlight them in future newsletters!

Did you know that...

WCR has its own professional designation?



"The Business of Your Business: People, Planning, Money & Management."

Sponsored by the Marin & San Francisco chapters of WCR

This course will teach you how to think about the business of your business, make it more profitable and you more successful. People, planning, money and management are the principles that will allow you to take your business to the next level. Learn the how's and why's of staffing, how to take a "systems approach" to growing your business and why your role should be that of a CEO working on the business versus an employee working in it.

- ✓ Money-gross vs net income, cash flow management
- ✓ People-hiring, leveraging, compensation
- ✓ Management-delegation, training, hiring
- ✓ Planning-strategy, investing, getting advice



Date: May 21, 2010
Time: 9:00 am – 5:00 pm
Cost: \$150.00
Location: Azari Property Management
595 Market St.
San Francisco, CA
Register online at:
www.coachingtoexcellence.com/wcr



Course Provider: Coaching To Excellence
Instructor: Debbie Rodgers ABR, ABRM, CRE, GRI, e-PRO, PMN, SFR, SRES
2007 Distinguished SRES® & NAR Hall of Fame Instructor

Debbie entered the real estate industry in 1987, after working for several years in financial management as a regional trainer. She began teaching continuing education courses in 1990 and is currently a provider and instructor for the National Association of REALTORS® designation & certification courses including all of the WCR designation courses. In 2007, she was named Distinguished SRES® instructor by the National Association of REALTORS®. The Performance Management Network designation requirements are:

- Complete three of the Performance Management Network courses.
- Submit documented evidence of closed referral transactions (sales) within the past 24 months totaling 30 points. Referral examples can be found at the WCR website www.wcr.org
- Maintain membership in the National Association of REALTORS® and Women's Council of REALTORS®.

2010 Calendar

- Apr 16: **Special Event**—Disaster Preparedness AAA in San Rafael
- Apr 27: *Negotiation Skills*- Brad Warren, Business Coach
- May 20: **Special Event**—Joint Marin/SF Mixer Sausalito Gallery TBD
- May 21: PMN Class—*The Business of your Business* SF
- May 25: *New Mortgage Regulations*— Ken Jones, Legislating Chair, CAMB
- Jun 17: Social Hour Mixer
- Jun 21: **Special Event** - 6 Chapter Networking Forum *Changes in California Real Estate* - Jeff Davi, DRE Commissioner Embassy Suites, San Rafael
- Jul 27: *2010 Legal Update*- Gov Hutchinson, CAR Assistant General Council
- Aug: No Meeting
- Sep 23: Social Hour Mixer
- Sep 28: *Social Networking for REALTORS* - Aman Daro, VP Integrated Marketing, McGuire Real Estate
- Oct 26: *Marin County Schools* - Mary Jane Burke, Marin County, Superintendent of Schools
- Nov 11: Social Hour Mixer
- Nov 16: **Special Event:** *WCR Entrepreneur of the Year*
- Dec: No meeting

For more information on upcoming events, go to:
www.WCRMarin.org

Thank You to our STRATEGIC PARTNERS!!

Platinum:



Gold:



Silver:



First American
Home Buyers Protection Corporation



Sherrie Friedlander Insurance

Performance Management Network

Enhance your career. Grow your business. Expand your sphere of influence. PMN is a REALTOR designation that will bring you real world skills, the know-how, the tools that will keep your business out front and on top of an evolving market. PMN designation requirements include a combination of course work and referral transactions.

KEY DETAILS:

DATE: May 21, 2010 9:00am-5:00pm

COST: \$150.00

LOCATION: Azari Property Management/SF

REGISTER: www.coachingtoexcellence.com/wcr



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