



Official Publication of the Newport Beach Association of REALTORS®



JANUARY 2013

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# 2013

## INSTALLATION OF 2013 OFFICERS AND DIRECTORS

Event photos and information

*pages 10-12*



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## Official Publication of the Newport Beach Association of REALTORS®

401 Old Newport Blvd., Ste. 100  
Newport Beach, CA 92663  
(949) 722-2300

The purpose of the Newport Beach Association of REALTORS® is to be a service and support organization through active participation in establishing programs and services that will enhance and promote the successful business endeavors of its members. With integrity and competence, it will provide a positive link to the local community by cultivating goodwill and protecting the individual rights to own, transfer and use real property.

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## The Coastal REALTOR® News

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# President's Message



## Looking Forward to 2013

Didn't you just love last month's holidays: the Mayan Apocalypse and the Fiscal Cliff? It seemed our media focused more on those dates than the ones we traditionally celebrate. However if you are able to read this and you haven't lost all your money from anything other than your holiday shopping spree; then it means that all the prognosticators got it wrong. Horray! While there are still some that say that the end is still nigh for a host of reasons; the fact is the Mayan's infamous long count calendar did not predict the end of times, but instead a renewal of another cycle of our blue planet's tour around the Milky Way. Likewise it is my hope that our leadership in Washington DC now newly elected and cycling around the beltway will create intelligent legislation and provide sage leadership. Closer to home and on the Real Estate front, while there are many changes on the horizon, we too seem to be near the end of our own cycle and beginning anew, both in business growth and in the way we do business.

For instance Orange County overall had 8 months of consecutive appreciation last year! Finally that's something we can cheer about! However we are evolving and changing our MLS and lock boxes and that is going to be a challenge to some. Often times it takes either a disaster or a situation to be on the brink of collapse for most people to set their differences aside and work together to resolve a crisis. It is times like these that humanity tends to rise to its finest hour albeit out of an "adapt or die" necessity. But in most cases, most crises can be avoided by a little bit of planning, rehearsing, and maintaining an awareness of internal and

external factors, particularly in matters of business. The Young Professional's Network is a good example of a group that watches such trends and they often exhibit "early adapter" behaviors. Perhaps it's because they are looking to create a distinct impact in their marketing and or because they tend to be more open to change and not set in any particular way of doing business. Another example of adaptive behaviors at the other end of the spectrum, albeit quite scary, can be seen in the reality shows about "Doomsday Preppers". I admire them for their "rather safe than sorry" perspective, because if collapse ever occurred they are ready for the storm.

So over the past few weeks I, like most, started preparing for the New Year and planned out my yearly goals and must do's for the year. In this process I assessed any potential challenges for my new role with Newport Beach Board of Realtors. I asked myself the same questions as most business planners do in a SWOT analysis and I am pleased with the NBAOR's preparedness and positioning for this year and those in the years to come. The thanks must go to our previous generations of Board Volunteers and the Administrative Staff who have worked diligently during their tenures. For instance, over the past 6 months they have refinanced our construction take out loan on the Old Newport Blvd building. Refinancing a non-profit business in today's loan market is not an easy task and these good people not only refinanced our building out of a pending balloon payment loan, but they secured a 15 year fixed note that not only lowers our payments, terms and accrued interest



debt over its term, but it also provides the certainty we can remain solvent long into our future. Another point to note here is that despite the drop in sales over the past years the NBOAR has maintained the same approximate amount of members. Why is that? I think it's because everyone wants to live and sell homes in Newport Beach! But there is other value too which unknown to most, the past rate hikes for the MLS services have been absorbed by our board and not passed through to our members.

Don't get me wrong I don't see the world through only rose colored glasses. We are still in scary times! For some Realtors the "Countdown to Armageddon" has turned to the "Countdown to the Matrix Conversion". Again many will turn on their computer and find themselves on the brink of disaster as far as their business goes, especially if they need something off of the MLS that day and they do not know how to maneuver around the new site. We all need to start seriously preparing ourselves for this change as soon possible because it will be a different experience for all. The system is a completely different format and while it may not initially seem as intuitive as our Tempo MLS it does have scalability to become more adaptive to our requested changes and interface with all operating systems. Fortunately the CRMLS staff is ramped up for our calls and there is still plenty of opportunity to get familiar with the system prior to its roll out. In fact, there are several other waves of change we as Realtors will have to face that will challenge us even more so than those of the Fiscal Cliff decisions, the Mortgage

Interest Deduction, and the Mortgage Debt Relief Plans. Locally we have to be certain on how to advise our clients of the new Dock Taxes and FEMA requirements for some of our Island home sales. We will be required to adapt not only to the Matrix Conversion, but also to the new Supra Lock Boxes. These are areas that we can take the initiative to hone our skills and knowledge because we see them coming over the horizon. With change comes opportunity. It gives us all a chance to make a distinct impact for our businesses and our clients as well. When these waves come, and they are coming, we will have to adapt or die - so to speak - based simply on our own individual preparedness.

One of my passions is coaching. I have coached both real estate agents and loan officers and continue to coach lacrosse. In coaching the job is essentially preparing others to better compete at the objective on hand. One of my favorite expressions I often use relates to our adaptive abilities and to taking initiatives. I'm sure this quote has probably been used on one of those Prepper shows too because it ties into their mantra very well.

There are 3 kinds of people in this world:

1. Those who make it happen.
2. Those who watch it happen.
3. And those who wonder what just happened.

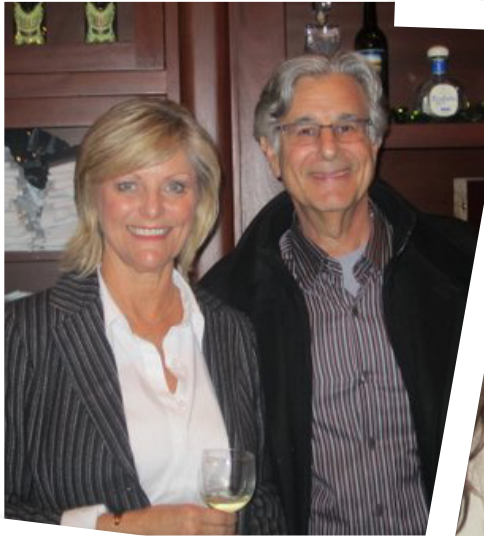
If we don't embrace the waves of change that are on the horizon we will find ourselves in that unenviable number 3 position.

So how do we make NBAOR better? I'd like to know your thoughts. How

can we improve the services to our members, particularly with the changes in how we will soon be doing business? We are going to need each other's assistance here and there as we adjust. I suggest that each brokerage have a "Communication Liason" other than just this newsletter to keep their agents apprised of changes. I also want to look into how we can best utilize our office space and add value to our Members based on their collective needs. Share your thoughts and contribute your ideas. Let others recognize your brilliance! I am counting my blessings to be so fortunate as to be surrounded by so many good people who do so much for others. They truly understand the benefits of serving others is not what you get in return but what serving others makes of you in the process. I get to serve our membership with truly talented volunteers on our Affiliates Committees, our Government and Political Affairs Committees, and our exceptional Administrative staff.

Are we at the "End of times"? No, but we are at the end of doing business as usual. We are evolving and growing stronger but it's going to take some effort. Look for more long term and even more positive perspectives from me in my letters in the months to come. I will look to find ways on how to improve and leverage our current resources and how to address the zeitgeist of feedback that I am sure to receive over the next 12 months about some of these changes. Here is to embracing the coming changes with familiarity, positivity, and prosperity for all in 2013!

# "SPARK OF LOVE" TOY DRIVE/ HOLIDAY MIXER PHOTOS





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# Newport Beach Association of REALTORS®

*presents*

## REALTOR® AND AFFILIATE APPRECIATION NIGHT

**Thursday, January 17, 2013**

5:00-7:00pm

Z'Tejas, South Coast Plaza

333 S. Bristol Street, Costa Mesa



REALTOR® and Affiliate members that have paid their 2013 annual dues by Friday, January 4th are invited for complimentary hors d'oeuvres and one complimentary drink between 5:00-7:00pm.

All others are welcome to attend at a \$10 fee.

*Please RSVP to Kristen Kramer at 949-722-2300 or email: [kristen@nbaor.com](mailto:kristen@nbaor.com)*





430 North Michigan Avenue  
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www.REALTOR.org

December 27, 2012

Newport Beach Association of REALTORS  
Attn: Patricia R Moore  
401 Old Newport Blvd  
Suite 100  
Newport Beach, CA 92663

Dear Newport Beach Association of REALTORS :

When major disasters strike, the REALTORS® Relief Foundation has one goal - to give hope to families who have endured the unimaginable loss of the place they call home. Thanks to your generous donation of \$2,500.00 on 11/29/2012, the REALTOR® family has been able to reach out quickly and make a positive difference in the lives of those who need it most right now.

It will take years for the areas devastated by Hurricane Sandy to rebuild. In the meantime, families need immediate financial assistance to help with mortgage and temporary housing costs. Your donation to help those especially hard hit in New Jersey and New York fills a critical need at a time when so much needs to be done.

While many charitable organizations take a portion of each donation to pay for administrative costs, our costs are borne entirely by the NATIONAL ASSOCIATION OF REALTORS®. Therefore, 100 percent of your donation goes directly to assist those affected in a disaster.

Giving back to our communities and making them stronger has always been at the heart of the REALTOR® family. Your caring support sends hope and help where it is most needed. Thank you for what you have given! It truly makes a positive difference in the lives of others.

Sincerely,

A handwritten signature in black ink that reads "Martin Edwards, Jr.".

Martin Edwards, Jr.  
2012 President  
REALTORS® Relief Foundation

*Please retain this receipt for your tax records. No goods or services were provided in return for this contribution.*



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# Newport Beach Association of REALTORS® Installs 2013 Officers and Directors!



The Newport Beach Association of REALTORS® recently installed their 2013 Officers and Directors at The Pacific Club.

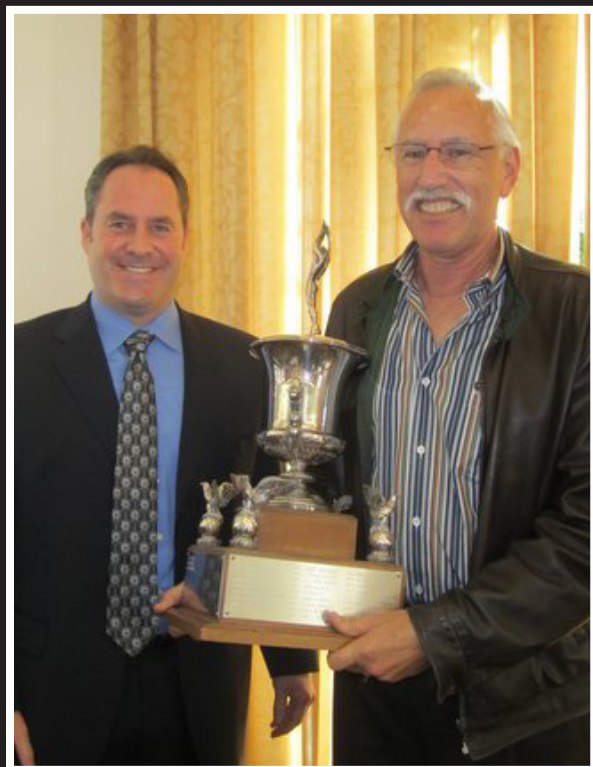
Mark Todd, *Surterre Properties* was installed as President along with Vice President Mary Fewel, *Metro Estates*, Treasurer Kimberly Valentine-Poska, *Surterre Properties*, Secretary Dave Girling, *HOM Sotheby's International*, and Directors Bianca Avila, *Surterre Properties*, Tony Bartos, *Coldwell Banker Previews International*, Grant Bixby, *Coldwell Banker Previews International*, Bob Milliken, *Surterre Properties*, Rob Norquist, *HOM Sotheby's International*, Sue Podany, *Prudential California Realty* and Stephen Sutherland, *Prudential California Realty*.

2012 President Stephen Sutherland, *Prudential California Realty* was recognized with Certificates and Proclamations by prominent dignitaries for his outstanding service to the Newport Beach Association of REALTORS® and the cities of Newport Beach and Costa Mesa.

REALTOR® of the Year was presented to Donald Abrams, *Abrams Coastal Properties* for his outstanding service to the Association. Affiliate of the Year was presented to Brigitte Ataya, *New American Funding*, Martha Gewertz, *Lawyers Title*, and Alissa Hittner, *Prominent Escrow*.



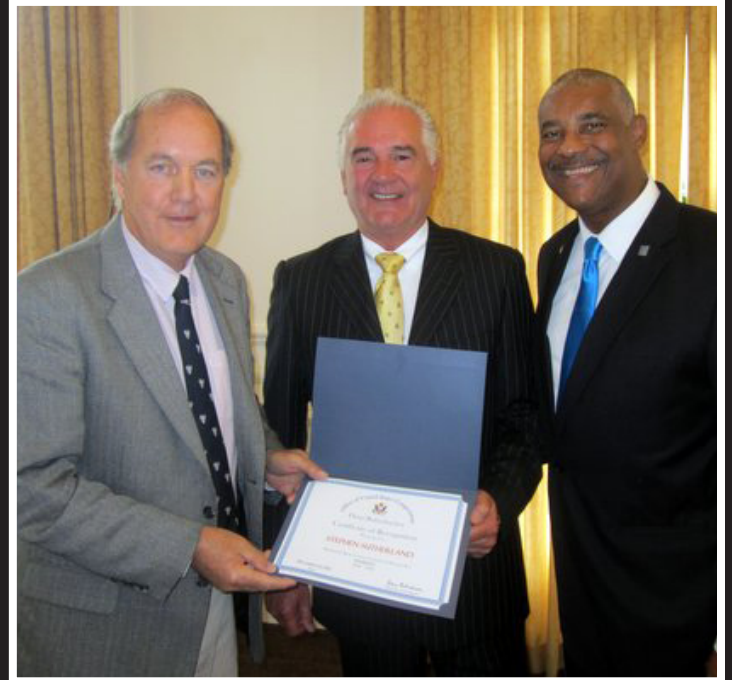




More photos  
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NMLSR ID  
453275



**Jacob Neushul**  
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468654



**Tina Vo**  
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NMLSR ID  
450331



**Lisa Chen**  
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NMLSR ID  
455425



**Sandra Gonzales**  
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**Don Haberlein**  
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**Mary Gillany**  
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**Joe Pirro**  
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**Steve Pertschi**  
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**Joel Rodgers**  
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**Loren Perez**  
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**Andy Nguyen**  
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**Justin Purpero**  
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(Added Board To MIs only membership)  
Maureen Carpenter

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Judy Chiang, Broker

### **Jessica Cho**

Villa Real Estate

### **George Greiner**

George Greiner, Broker

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Julie Hardesty, Broker

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Tom Iovenitti

### **Harri Keto**

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### **Eric Pastrmac**

Eric Pastrmac

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### **Christian, Marilyn**

Hom Sotherby's Inter.

### **Escobar, Carlos**

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### **Fox, Amy**

Rogers Realty

### **Hinderberger, Michel**

Prudential Calif

### **Jack, Hunter**

Re/Max Fine Homes

### **Jones, Pallie**

CB/Previews Inter.

### **Langford, Phillip**

Surterre Prop.

### **Le, Lisa**

Trojan Financial Solutions

### **Long, Sharon**

Trojan Home Loans

### **Miner, Diana**

CB Previews Intern.

### **Murray, Debbie**

Hom Sotherby's Intern. Realty

### **Nicks, Carolyn**

Julie Hardesty Realty

### **O'Brien, Shelley**

Teles Properties

### **Watson, Eric**

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### **Woolever, David**

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Carole Rawleigh

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Tony Urresti

### **Drey, Valerie**

Prudential California Realty

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### **Cheryl Wine Farrell**

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### **Daniel Amaral**

Irvine Pacific

### **Tara Bleakley**

Irvine Paific

### **Ryan Hewson**

Alan Van Devort & Assoc.

### **Laura Bryan**

Rick Weiner

### **Anne Marie Kane**

J. C. Manning Co.

## MEMBER TRANSFERS

### **Jamie Fairley**

from Hom Real Estate  
to CB/ Previews

### **Jan langford**

from Prudential Cali.  
To Surterre Prop.

### **William Perry**

from Prudential Calif.  
to First Team Estates

### **Tracy Schroeder**

from Surterre Prop.  
to The Schroeder Co.

### **Mary Lou Skowronski**

from CB/Previews  
to Prudential Calif. Realty



# WELCOME NEW MEMBERS

# 2013

## CALENDAR OF EVENTS



- Tue, Jan 1st** - Association Office Closed
- Wed, Jan 9th** - 8:30 AM - New Member Orientation
- Wed, Jan 9th** - 9:00 AM - Affiliate Committee Meeting
- Mon, Jan 14th** - 10:00 AM - Matrix Conversion Training
- Wed, Jan 16th** - 9:00 AM - HUD Workshop
- Thur, Jan 17th** - 5:00-7:00 PM - Member Appreciation Night at Z'Tejas
- Mon, Jan 21st** - Association Office Closed
- Wed, Jan 23rd** - 10:00 AM - Matrix Conversion Training
- Wed, Jan 30th** - 10:00 AM - Matrix Conversion Training

### EVERY THURSDAY

11:00 am - 2:00 pm  
Broker Open House,  
areas 9, 11, 12, 25-27

### EVERY FRIDAY

11:00 am - 2:00 pm  
Broker Open House,  
areas 1-8, 10, 14-17

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