

Official Publication of the Newport Beach Association of REALTORS®



JULY 2013

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OFFICER AND
DIRECTOR
ELECTIONS
COMING SOON
Voting Information
page 8



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Contents

YPN Luncheon	PAGE FIVE
CRMLS Training	PAGE SEVEN
CAR News	PAGE TEN
Residential Sold Stats	PAGE ELEVEN

2014 Election Slate	PAGE EIGHT
------------------------	-------------------



Message from the President	PAGE FOUR
----------------------------	------------------

New Members	PAGE FIFTEEN
-------------	---------------------

Calendar of Events	PAGE SIXTEEN
--------------------	---------------------

YPN Corner	PAGE SIX
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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.

Editor:
Tricia Moore / Kimberly Foreman

Production Coordinator:
Ned Foley, *Foley Publications, Inc.*

Advertising information:
1-800-628-6983

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The Coastal REALTOR® News

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Federal law prohibits discrimination based on race, color, religion, sex, handicap, familial status or national origin in connection with the sale of rental of residential real estate, in advertising the sale or rental of housing, in the financing of housing, and in the provision of real estate brokerage services.



President's Message



Mark Todd
2013
President

There is still a great deal of misunderstanding about the definition and usefulness of so-called "social media." Wikipedia defines social media as: "The means of interaction among people in which they create, share, exchange and comment on various content among themselves in virtual communities and networks."

The question is what are we communicating about? Is most of the chatter a waste of our time and resources? Anyone reading this has heard someone say, "I hate Facebook [or other social media]. Who cares who is walking their dog when?"

Unquestionably, there are those who use social media solely to communicate with family and friends. However, turning social media into capital and downstream business requires selfless initiatives. "Selfless" means converting our business, friend, and family relationships into financial value for them rather than us. Simply put, we will reap only what we sow.

Thinking that money is more important than relationships and success requires behaving like

a shark in one's business transactions. This is the antithesis of successful social media interaction.

Mistakes in thinking are costly, and the total loss of revenue is impossible to quantify as much as it's intangible. However, it's safe to say it could easily amount to thousands of dollars annually. Right thinking means understanding incontrovertible principles, such as: underpromise and overdeliver; engage in transactions that benefit the client or prospect; value truth and integrity above all; have a sincere desire to consistently offer superior service; and treat your clients and prospects as though they feed, clothe, and house you . . . because they do!

If you're just beginning to use social media as a business enhancement tool, work toward growing professional relationships with 500 prospects. If you already have an active network, continue to add to it weekly. However, understand that it costs more in financial and personal resources to find new relationships than it does to maintain the ones you've already developed.

Social media communication is not a once-a-month initiative. It requires ongoing diligence and creativity. Bringing useful information, data, and knowledge to your prospects and clients requires you to do your homework to keep current with the trends and issues affecting the community at large and individuals' daily lives.

It is as important to your "community" to know who won the Little League game as it is to know of business openings and closings, governmental initiatives, and so on. You can't portray yourself as the community expert if you're lacking the expertise!

When you provide reasons for your community to visit your social media sites daily, you're establishing yourself as the valuable asset you are. Wouldn't it be great to be the person known as "the go-to pro when it comes to all things real estate and community-event specific?" When you consider that the NAR 2011

REALTORS® Technology Survey said 90.5 percent of agents use social media to one extent or the other, it's safe to say there's stiff competition out there.

My advice is to automate your sites as much as possible. That is not to say to remove the hands-on personalized initiatives; it means to work smart, not hard. It's simple to create all your blog posts for the week and schedule them to publish and appear in your social media feeds daily. And when immediate "news" comes up, post it. By working in this way, you are both providing high-touch communication and balancing your time invested.

A common complaint about using social media regularly to generate relationships is the time required to make that happen. There are many reliable resources available to teach how to best incorporate social media into one's overall lead generation. It would be unwise to launch into a social media blitz blind to the pitfalls and ignorant of the time-saving initiatives available. It is a worthy endeavor to educate oneself. NAR is an excellent resource on the topic.

Building a credible online reputation is worth its weight in gold. Respecting all the REALTOR® Code of Ethics rules is a must. Respecting privacy and posting nothing personal without prior permission is non-negotiable. There have been cases of agents who have invested much time and money developing their social media presence only to lose it all by using their sites in ways that upset or offended those who had entrusted them with their information. Better to err on the side of being overcautious than to make an irrevocable poor decision!

Working social media networks is fun, generates worthy business opportunities, and connects agents to people with whom they never would have connected. When approached wisely, social media is just what the public ordered.

Appraisals and Title Questions?

Come and Learn How to Get the Highest Appraisal and How to Help Your Clients Clear the Title



*Specialist Speakers: Appraiser: Mark Doti, Unity Appraisal Group
Title Representatives: Martha Gewertz & Glen Awerkamp, Lawyers Title*

Wednesday, July 17, 2013

11:45 Registration | 12 Noon Box Lunch/Presentation

at Newport Beach Association of REALTORS® Offices

Newport Beach, CA Chapter



\$15 for members of NBAR | \$25 for non-members

Box Lunch Includes Pasta Salad, Chips and Soda/Water and:

_____ Turkey Sandwich _____ Chicken Sandwich

_____ Roast Beef Sandwich _____ Tomato Mozzarella Sandwich

Please register me for the Apple Luncheon (Box Lunch Selection Noted Above)

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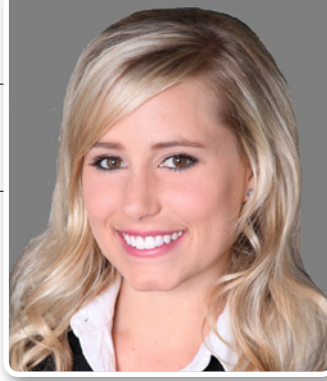
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Mail to NBAR, 401 Old Newport Blvd., Suite 100, Newport Beach, CA 92663
or Fax to 949-631-4276 Attn: Vanessa Moore

YPN Corner

YPN has been a wonderful experience for me. I have been able to network with a large group of young professionals throughout the real estate industry. Whenever I need a referral or my team has a new property to discuss, this network is the first place I start. I work with Prudential California Realty in Corona del Mar with The Nichole Story Group and specialize in luxury homes in the area. My team and I attend many of the social events, informational lunches, and quarterly speaker seminars. I really enjoy my time with YPN members and recommend any young professional in the real estate industry to join.



By **Lara Baker**,
Prudential California Realty,
Corona del Mar

Newport Beach, CA Chapter

YPN

REALTOR® Magazine

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www.REALTOR.org/ypn

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Training

UPCOMING CLASSES

FREE CRMLS Web Conference Training

Join us for any of the free web conference classes listed below in the comfort of your office or home. Spaces are limited. Click on the registration link for the desired class and reserve your spot.

Date	Subject	Start Time	End Time
7/1	Searching 101	10:00 AM	11:00 AM
7/1	Matrix & Proxio Updates	2:00 PM	3:00 PM
7/2	AnnounceMyListing	10:00 AM	11:00 AM
7/2	AnnounceMyNews	11:00 AM	12:00 PM
7/2	SmartIDX & Smart Sites	2:00 PM	3:00 PM
7/3	AnnounceMyNews	10:00 AM	11:00 AM
7/3	Proxio	11:00 AM	12:00 PM
7/5	Proxio	10:00 AM	11:00 AM
7/5	Realist Tax: Your Farming Resource	2:00 PM	3:00 PM
7/8	Commercial Searching in Matrix	2:00 PM	3:00 PM
7/9	Matrix: Broker Office Admin	10:00 AM	11:00 AM
7/9	AnnounceMyNews	11:00 AM	12:00 PM
7/9	Blogging for Business: Wordpress Blogging Strategies	1:00 PM	2:00 PM
7/10	AnnounceMyNews	10:00 AM	11:00 AM
7/10	AnnounceMyListing	11:00 AM	12:00 PM
7/10	Proxio	2:00 PM	3:00 PM
7/11	Beyond the Basics: AnnounceMyListing & AnnounceMyNews	10:00 AM	11:00 AM
7/11	Matrix & Proxio Updates	11:00 AM	12:00 PM
7/11	SmartCRM	2:00 PM	3:00 PM
7/12	CMA for Success	10:00 AM	11:00 AM
7/12	Cloud CMA	2:00 PM	3:00 PM
7/15	Matrix Updates	10:00 AM	11:00 AM
7/15	Time Saving Tips	2:00 PM	3:00 PM

Want to see additional scheduled web conferences? [Click here.](#)

CRMLS Training Classes Available for July at NBAR Office

Wednesday, July 31, 2013

Agent 101 - 10:00 AM – 11:00 AM

Matrix Updates - 11:00 AM – 12:00 PM

Commercial Searching in Matrix - 1:00 PM – 2:00 PM

Realtor Property Resource® (RPR™) - 2:00 PM – 3:00 PM

2014 ELECTION SLATE

DO YOUR DUTY...
WOTE!

Election will be held at
www.nbaor.com on
Tuesday, July 30, 2013.

Absentee ballots will be available
seven (7) days prior to election day.

Online Election Ballot is located at www.nbaor.com
no sooner than July 23, 2013.

To login to vote you'll need your member ID
and website password.

If you have forgotten or are in need of a new
password, please contact the Association office
(949) 722-2300 and the staff will provide you
with your member ID and a new password.

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Steve Glass
Branch Manager
Newport Beach, CA
949-809-2555
NMLSR ID
453218



Vikas Chaddah
714-612-5093
NMLSR ID
453275



Jacob Neushul
949-644-7574
NMLSR ID
450373



Michael Prime
949-809-2550
NMLSR ID
468654



Tina Vo
949-809-5316
NMLSR ID
450331



Lisa Chen
949-809-2578
NMLSR ID
455425



Sandra Gonzales
949-261-6282
NMLSR ID
460072



Don Haberlein
949-233-1800
NMLSR ID
355829



Mary Gillany
949-809-2558
NMLSR ID
460014



Sigal Ronen
949-933-9979
NMLSR ID
447827



Joe Pirro
949-809-2590
NMLSR ID
483673



Lisa Banhagel
949-500-5780
NMLSR ID
463400



Steve Pertschi
949-718-3694
NMLSR ID
450940



Joel Rodgers
949-887-0094
NMLSR ID
448483



Loren Perez
949-436-1123
NMLSR ID
448238



Andy Nguyen
949-809-2567
NMLSR ID
455218



Joe Magallanes
800-419-8577
NMLSR ID
491678



Minh-Thy Vu
714-881-6199
NMLSR ID
484368



John Farrell
949-809-5327
NMLSR ID
374639



Justin Purpero
949-809-5329
NMLSR ID
373589



Bob Jacobs
949-809-5303
NMLSR ID
11463



Kristi Deutsch
949-324-4068
NMLSR ID
563158



C.A.R. LAUNCHES DRE DISCIPLINE DATABASE

C.A.R. has launched a new database of disciplinary actions taken by the Department of Real Estate (DRE) against real estate licensees. C.A.R. established this database as an action item adopted by the C.A.R. Directors during our May 2013 Business Meetings to increase professionalism within the real estate industry.

The new database, which is in the Legal section of C.A.R.'s website, will serve as an excellent educational tool to help REALTORS® learn about, and steer clear of, the activities that may lead to DRE discipline. Although the DRE publishes disciplinary actions on its own website, the C.A.R. database

provides easy-to-read summaries of the incidents that resulted in DRE discipline, and has quick links to the accusations, decisions, and other disciplinary documents filed in each disciplinary matter. The C.A.R. database will include license revocations, suspensions, surrenders, and restrictions.

The C.A.R. database currently provides a summary of 81 disciplinary matters from April 2013, which is the most current month available, and we will regularly update our database as the DRE makes the information available each month. In addition to the summaries, C.A.R.'s Discipline webpage also provides an analysis of each month's



disciplinary actions. We also post DRE's master list of desist-and-refrain orders prohibiting unlicensed persons from conducting real estate activities.



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Contact Kinecta for more info!



Jason Sasena
Mgr., Mortgage Loan Sales
cell: 949.812.8025 | tel: 949.253.5350
jsasena@kinecta.org | NMLS #465199
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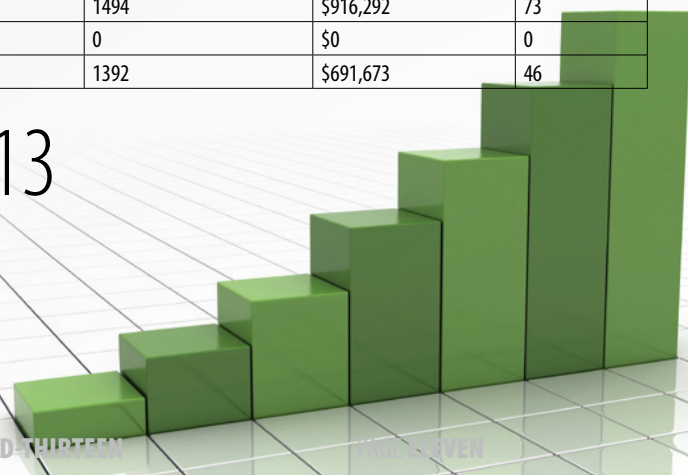
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As of June 18, 2013	Attached			Detached		
		% Change Prior Year			% Change Prior Year	
May 2013						
Total Sales Volume	\$524,645,359	46.18%		\$1,597,839,408	30.76%	
Average Sales Price	\$422,760	34.05%		\$874,092	29.47%	
Median Sales Price	\$360,000	28.57%		\$650,000	27.85%	
Number of Units Sold	1241	9.05%		1828	0.99%	
Average DOM	50	-48.98%		58	-37.63%	
May 2012						
Total Sales Volume	\$358,906,992			\$1,221,943,670		
Average Sales Price	\$315,384			\$675,107		
Median Sales Price	\$280,000			\$508,407		
Number of Units Sold	1138			1810		
Average DOM	98			93		
YTD 2013						
Total Sales Volume	\$1,934,997,036	34.42%		\$6,093,808,169	28.58%	
Average Sales Price	\$388,710	29.37%		\$807,448	22.62%	
Median Sales Price	\$340,000	25.93%		\$609,000	26.13%	
Number of Units Sold	4978	3.90%		7547	4.86%	
Average DOM	60	-42.86%		65	-34.34%	
June 2012 - May 2013						
Total Sales Volume	\$4,545,922,203	38.30%		\$14,933,446,239	33.48%	
Average Sales Price	\$358,229	19.52%		\$755,512	14.77%	
Median Sales Price	\$310,000	14.86%		\$570,000	17.94%	
Number of Units Sold	12690	15.71%		19766	16.30%	
Average DOM	78	-25.00%		77	-22.22%	
June 2011 - May 2012						
Total Sales Volume	\$3,287,007,306			\$11,187,910,470		
Average Sales Price	\$299,718			\$658,306		
Median Sales Price	\$269,900			\$483,296		
Number of Units Sold	10967			16995		
Average DOM	104			99		
	Attached			Detached		
Inventory as of April 26, 2013	Units	Avg LP	Avg DOM	Units	Avg LP	Avg DOM
Active	1186	\$660,096	55	2377	\$1,985,640	74
Back Ups	1040	\$423,570	67	1607	\$887,956	75
First Right Status retired	0	\$0	0	0	\$0	0
Pending	1145	\$358,478	43	1515	\$719,059	46
	Attached			Detached		
Inventory as of May 08 2013	Units	Avg LP	Avg DOM	Units	Avg LP	Avg DOM
Active	1223	\$653,129	54	2532	\$1,961,371	71
Back Ups	1054	\$434,325	64	1581	\$854,989	75
First Right Status retired	0	\$0	0	0	\$0	0
Pending	1137	\$344,229	41	1472	\$726,244	46
	Attached			Detached		
Inventory as of June 15, 2013	Units	Avg LP	Avg DOM	Units	Avg LP	Avg DOM
Active	1439	\$582,137	45	2114	\$2,209,325	87
Back Ups	1077	\$435,096	59	1494	\$916,292	73
First Right Status retired	0	\$0	0	0	\$0	0
Pending	1107	\$379,079	42	1392	\$691,673	46

Residential Sold Stats - May 2013





- TERMITE & DRY ROT REPAIRS
- DETAILED INSPECTION REPORTS
- ROOF MAINTENANCE & REPAIR
- TERMITE & PEST CONTROL
- GENERAL CONSTRUCTION
 - ANNUAL CONTROLS
 - DECKS & PATIOS
 - BIRD MITIGATION
 - WATERPROOFING



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CONTACT VALERIE ACEVEZ

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Edie Noesser, Broker

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Edgar Reynoso, Broker

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Laura Sardagna, Broker

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Yvette Prella
*from Ingerson & Assoc.
to The Office of Michael Naso*

Mark Todd
*from Surterre Properties
to Arnel Estates*



WELCOME NEW MEMBERS

CALENDAR OF EVENTS



- Wed, July 10th** – 9:00 AM – Affiliate Committee Meeting
- Thu, July 11th** – 9:30 AM – Young Professional Network Meeting
- Wed, July 17th** – 8:30 AM – New Member Orientation
- Wed, July 17th** – 11:45 AM – YPN Luncheon – Appraisal & Title Questions?
- Tue, July 23rd** – Absentee Ballot Voting to Begin
- Wed, July 24th** – 9:00 AM – HUD Workshop
- Thu, July 25th** – 9:00 AM – Board of Director Meeting
- Tue, July 30th** – 2014 Board of Director Election Day
- Wed, July 31st** – CRMLS Training
 - Agent 101: 10:00 AM – 11:00 AM
 - Matrix Updates: 11:00 AM – 12:00 PM
 - Commercial Searching in Matrix: 1:00 PM – 2:00 PM
 - Realtor Property Resource® (RPR™): 2:00 PM – 3:00 PM



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

The graphic shows a red "OPEN HOUSE" sign on a white post against a blurred background of a house and greenery. The text is overlaid on a dark, semi-transparent box.