



Coastal Carolinas Association of REALTORS®

"Charlie's Chatter"

January 2007

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From the Desk of Marvin Heyd, President...

Who Moved My Market?

Although everyone is talking about a down market, I think we need to step back and look at things from a realistic point of view.

The market explosion in 2005 and 2006 were phenomenal to say the least. Sales hit all-time highs, listings were often sold within hours of getting them into the system, and prices were going up faster than anyone could imagine. Then all of the press told us that the bubble had burst, but did it? I don't think so! I say that the market is just getting back to normal.

Let's think back to 2004 and what the market was like then. 2004 was an exceptional market, it was the second best year in history, yes 2004 was better than 2006. For 2006, we ended up with \$3,537,528,308 total MLS volume and 17,884 units---this is down from \$3,897, 915,554 and 18,059 units for 2005. So as you can see, 2006 was not that far off from 2005. Analyst say that 2007 will be at least as good as 2004, the second best season in history.

This is great news, lets not look at the market as being down, lets look at is as starting over in 2004 and looking forward to another 2005 and 2006. We need to continue to be positive and keep our discussions and outlooks positive to the customers. Remember that our market runs in trends and we are now coming out of the downturn and looking forward to the next boom. With the spring come the next tourist season and a new wave of potential customers.

Now let's take a look at where our Association is going in 2007, we have many great events planned for the year and even more coming. In January we will have Beverly Faulls, Vice President and General Manager of Fidelity MLS here to speak at our monthly luncheon on the 17th. We will have Dianna Brouthers here to give a class on trust accounts on the 29th.

We have a well established Leadership Class that started in 1999 and will begin its ninth class in February and run through November. This leadership class has graduated 88 students since its inception. Most of these graduates have gone on to become the leaders of CCAR. We encourage anyone who is interested in becoming a future leader of this great Association to strongly consider this class in the near future. The 2007 class is now full; however we will be taking application for 2008.

Already scheduled for the near future is the Technology fair for April 27th, the RPAC extravaganza for June 7th, and the legislative pig pickin for October 11th. Please mark these dates on your calendar and plan to attend.

In closing I would like to thank everyone for allowing me to serve as your President for 2007. I look forward to working with everyone from REALTORS to Appraisers, and associate members. Let's all work together to make 2007 another year to remember.

The MLS Corner

MLS Update...

Quality Listings

We are beginning to see an increase in the number of fines and once again, we are pleading with everyone to become familiar with the rules and regulations of the MLS. This system is only as good as the information in it and we must be diligent when we are putting in listings. We continue to see listings with no pictures (**you do not have 72 hours to put your pictures in, they must be put in while inputting the listing**), contact information in public fields, incorrect POA information, etc... Please take the time to get the correct information and put in quality listings. We do not want to fine anyone!!! However, if we don't enforce the rules, the quality of the listings goes down the drain. Thanks for your cooperation.

Membership Dues...

We would like to remind everyone that the 15th is the last day to pay your 2007 dues without receiving a late fee. After the 15th you will be assessed a 10% late fee and after the 29th your MLS access will be terminated. If you plan to remain a member, please pay your dues by the 15th.

There also seems to be a lot of confusion over the increase in membership dues. If everyone will do the math you will see that over the course of a year, you end up saving \$85.00. While membership dues were increased, the MLS dues were lowered from \$37.00 per month to \$20.00 per month.

$$37 \times 12 = 444 + 101 = 545$$

$$20 \times 12 = 240 + 220 = 460$$

$$545 - 460 = 85$$

The Legislative Corner

Thanks for a Great Year!...

As we start a new year, it's always good to reflect back on what was accomplished in 2006. 2006 was a great year from a legislative point of view. Most of the candidates we supported won and we were successful in passing Ride II. Thanks to all of the REALTOR organization for your support. As we look forward to 2007, we need your support and assistance. Please plan to attend some of the legislative meetings and voice your opinion. Although this is an off year in the election cycle, we need to be planning on our goals and objectives. CCAR will be publishing it first Legislative Policy Manual this year and we will cover all of the 2006 issues and share our vision for 2007. We will let everyone know as soon as this is available. Once again, thanks for all of your support.

Lockbox and Membership Update

CCAR Members Luncheon...

Everyone please remember that January 17th is the membership luncheon. The luncheon will be at the Holiday Inn West at 12:00 noon. We are also honored to have Beverly Faulls who is the Vice President and General Manager for Fidelity MLS as our guest speaker. She will be updating us on the future plans and goals for our MLS system. Everyone is encouraged to come and show support to the newest members of our organization. Nuts and Bolts will be held at 10:30 the topic is "Your Credit Score, what's in there and how to manage it".

Membership Hours...

We would like to remind everyone that the Associations hours of operation are from 8:30am until 5:00pm. It takes approximately 30 to 45 minutes to sign up a new member, longer if this is a new company joining the board. We would like to ask that all new members coming in to join the board be here by 4:00pm. This will ensure that all business can be wrapped up by 5:00pm. We continue to have people show up at 5 minutes before 5:00 and the ladies in membership are here until 6:00. With the sun setting earlier now, we do not want these ladies here alone after dark. Please try to adhere to these times.

Transferring to another office...

If you are transferring to another office even within the same company and you wish to take your listings with you, you will need to obtain the approval of your broker and have them fill out the necessary paperwork. It is much easier and cleaner to transfer your listings at the same time we transfer you, so please have the listing paperwork along with your transfer paperwork when you come to the CCAR office.

The President's Distinguished Service Award

The Presidents Distinguished Service Award Winner December 2006 – Chuck Houseman...

We are proud to present the *President's Distinguished Service Award* to a REALTOR because of the superb image that this person projects in the community and the willingness to serve his profession.

The recipient has an outstanding reputation across the nation as a "REALTOR'S REALTOR." He has been tenacious in support of programs supporting the real estate industry especially at state and local levels.

This year's award winner has been a REALTOR for 34 years and holds the designations of CRB, CRS, and GRI and has been with the same real estate company for over 30 years.

The award nominee was the first ever REALTOR of the Year in Georgetown and South Carolina REALTOR of the year in 1992 as well as having been a past Board President and our State Association President.

This person has been an outstanding volunteer at all levels; local, state, and national.

With the National Association of REALTORS this person has served on the Legislative Committee, Political Affairs Committee, Tax Reform Task Force, Federal Taxation Sub-Committee, Political Communication Network, Political Strategy Sub-Committee, Task Force on Housing, Disaster Relief Study Group,

and the Board of Directors. He received the NAR State President Award in 1986 and was Vice President of the National Association of REALTORS in 1992 for Kentucky, Tennessee, North and South Carolina.

With SCAR (South Carolina Association of REALTORS) this award winner served as Regional Vice President, Treasurer, First Vice President and then as President. In addition to these leadership positions, he served on 12 State Committees in the 1980's and 1990's.

On the local level, this recipient has served on the MLS Committee, Education Committee, Legislative Committee, Grievance Committee, Professional Standards Committee, Vice President, President, and REALTOR of the Year in 1982.

He single-handedly saved the Federal Flood Insurance program when others had written it off as a dead issue.

This award recipient is a retired Marine Lieutenant Colonel who served in Vietnam as a fighter pilot. He and his wife Wallis are the parents of two daughters and grandparents of three (3) grandsons. The Litchfield Company refers to him as "Colonel." He is loved and respected by all.



Please join the Association in congratulating REALTOR *Chuck Houseman* for his outstanding dedication and service as we present him with the *President's Distinguished Service Award* for 2006.

CCAR Quick Tip-

Automate yourself for business...

As a REALTOR there are two tools that are critical to your business. Your cell phone and your email address. Most realtors do not think twice about changing your email address when changing companies or if your receiving too many spam emails.

If these two tools change you are probably losing listings and sales. Suppose you sell a house and the client keeps your business card. Five years down the road you have changed your company, cell phone number and email address, this client loved the job you did for them and wants to contact you to sell their old home and purchase a new one. Your old business card is out of date and you just lost a listing and a sale.

You should make sure you never change your cell phone number and you should have an email address that you can keep. Register a domain in your name or one you wish to keep and setup an email account using that domain (you don't have to setup a webpage). Ex. John@johndoe.com. Use this account for business only, you may want to create a Hotmail or Yahoo account to catch the spam. Remember that if you sign up for anything online be sure to use the Hotmail or Yahoo account. When you sign up for anything online and you put in your email address, even if it's to receive confirmation, your address will be sold and you will start getting spam.

You can register a domain for free at the Microsoft Live Office website. You can find live office by doing a google search for live office.

Community Involvement-

REALTOR Golf...

I would like to invite everyone who is interested in golf to come out and join us on Wednesdays at River Oaks Golf Club for REALTOR Golf. We meet at 1:30pm and have a shotgun start at 2:00pm. The cost is \$21.00, this includes \$15.00 for 9 holes with cart, \$5.00 for the kitty (goes to low team), and \$1.00 for the bag handlers. If you like to play golf, this is a great time! It's captain's choice, so you don't have to be a good golfer to play.

Realtor Night out... Jan. 18th

House of Blues, Sponsored by Elaine Evans of Low Country Real Estate Consultants and Pat Ehlen of First Horizon. There will be Happy Hour drinks and food. See you there, 5:30pm until 8:00pm.

Managing Trust Funds... Jan 29th

Dianna Brouters will be here to teach us how to manage a legitimate trust fund account. This class will be extremely helpful for all Brokers who find it necessary to have trust funds accounts. Please go online to register for this class.

Capitol Conference... Feb. 5th and 6th

All of the CCAR leadership and State Directors will be attending a Capitol Conference to meet and plan with the SC State legislators in Columbia on Feb. 5th and 6th. CCAR will be providing transportation to and from this event. If you are a member of the leadership this is a conference you do not want to miss. Please plan on attending.

Realtor's Favorite Things...

Written by Don S. Thomas

Sung by Don Thomas at the Christmas Luncheon

Oceanfront listings, priced right for selling
Clients and buyers that aren't into yelling
Multiple offers from princes and Kings
There are a few of my favorite things'

Qualified buyers from New York and Philly
Co-broking agents that don't act real silly
Bank closing packages without any strings
These are a few of my favorite things

Ten percent commissions on residential houses
More understanding from partners and spouses
No discount brokers or high interest swings
These are a few of my favorite things

When the closing, turns to ashes, and I'm getting mad
I simply remember my favorite things
And then I don't feel, sobad.