

Deeds and Notes

ISSUE 4

JUNE, 2008

- Mark your calendar.. For December 3rd and 4th, 2008.
- The second Grand Education Event.
- Gee Dunsten on the Dec. 3rd.
- David Knox Dec. 4th
- Luncheon Speaker Dick Laurent
- Pat Zaby on Dec. 4th
- More information coming later

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Membership Meeting, Thursday June 26, 2008, 8:30 a.m. at the Robertsdale Coliseum*. Cost is \$8.00 and reservations are required. Make your reservations by e-mail to: bcarmils@bellsouth.net

*Directions can be found on Navica under resources then documents

We are pleased to have Lee Lawson, Director of Economic Development with the Baldwin County Economic Development Alliance. His topic will be "Real Estate and the Economy in Baldwin County." Lee has a Bachelors of Science with a concentration in Public Relations and minor concentration in Governmental Affairs and Leadership. After working for the Business Council of Alabama and the Alabama Chamber of Commerce Association, Lee became the Manager of Economic Development for the Madison, AL Chamber of Commerce. In 2004 he assumed the role of Project/Development Manager for the Jefferson County Economic Development Authority in Birmingham, AL. In October 2006 he joined the Baldwin County Economic Development Alliance in which he manages all new business development and recruitment including national and international marketing and development.



We hope Lee will be able to give us some encouraging words about the effort to keep the tanker contract in Mobile.

Baldwin County ranked high in economic survey

Baldwin County, which is designated the Daphne-Fairhope micropolitan area, was ranked 25th out of 577 such areas by the Palm City, FL-based economic research firm Policom Corporation.

The ranking, places Baldwin in the top 4 percent of micropolitan statistical areas. This represents the fifth consecutive year the county has ranked within the top 40, according to Bob Ingram, president of the Baldwin County Economic Development Alliance.

"Policom uses dozens of factors to analyze the quality of the economy, the behavior of the economy and the negative aspect of the economy," Ingram said.

The county tied in March for the fourth-ranked micropolitan area nationally based on industrial expansions in 2007, according to Site Selection magazine.

In the past year, the county had 14 new or expanded facilities, creating 490 jobs, according to the magazine's data.



“Computers will not replace real estate agents, but those who use computers and the internet will be the ones who survive in today’s real estate market.”

Do you have your own Web address?

Do you have an IDX link on your website?

The Internet...Friend or Foe?

Have you been avoiding embracing the Internet as an important part of prospecting and serving your customers & clients? Are you spending more money on print advertising vs. Internet marketing?

- 92% of Internet buyers found their agent online, 0% found them through print media (mail outs, newspaper or Ad Books)
- 80% of all buyers used the Internet as an important part of their homes search
- 86% of buyers used the Internet BEFORE looking for a specific home, the other 14% did so after, which means 100% started looking first BEFORE finding an agent.
- 81% of Internet buyers stay with the first agent they contact
- Internet buyers research for 5 weeks before contacting an agent, traditional buyers-2 weeks (The Internet buyer is twice as likely not to waste your time)
- Internet buyers average looking for 2 weeks before buying vs. 7 weeks for the traditional buyer (do you enjoy showing houses??)
- Internet buyers previewed 6 homes vs. 15 for the traditional buyer
- Internet buyers were more satisfied with their agents; they cited “response time” as one of the top reasons why they were so satisfied. 35% of traditional buyers stated that if there was one thing that could use improvement it would be “faster response time from agent”.
- HERE’S THE BEST ONE: When asked if they would use their agent again, 97% of Internet buyers said yes, vs. only 50% of traditional buyers!
 - Interesting fact: Over 70% of people over 65 read a daily newspaper, but only 35% of 24 year olds do. TRADITIONAL PRINT MEDIA IS DEAD TO THIS GENERATION!

How much time and money are YOU spending on print media vs Internet marketing??

Source: CAR market study Provided by Don Jones with Coldwell Banker Charles Hayes

BALDWIN COUNTY ASSOCIATION OF REALTORS®, INC.**2008 REALTOR® OF THE YEAR NOMINATION FORM**

This Award recognizes the REALTOR® who has contributed the most to the real estate profession, to fellow REALTORS®, to the local Association, and the Community at large. This is the highest Award on the local level that a member can receive.

Eligible Candidates:

Association Presidents are exempt from this award for the year they hold office because by virtue of their position they are the most active member during that year. All other REALTORS® who meet the requirements below are eligible. **While those who have already received this award are not exempt, we encourage you to nominate someone who has not already received this honor.**

REALTOR® IMAGE: (Faithfulness to principles of organized real estate, civic activities, local association activities, AAR activities, NAR activities, business accomplishments).

NAME OF NOMINEE: _____

PERSON MAKING NOMINATION: _____

YOUR REASONS FOR NOMINATING THE ABOVE: (attach additional sheet if necessary). The person making the nomination will be asked to fill out the full nomination form.

PLEASE RETURN THIS FORM TO THE ASSOCIATION OFFICE AT: 908 PLANTATION BLVD., FAIRHOPE, AL 36532 – BY MONDAY JULY 7, 2008.

THE REALTOR® OF THE YEAR COMMITTEE, CHAIRED BY SUE NELSON 2007 REALTOR OF THE YEAR, WILL MAKE THE SELECTION.
THE AWARD WILL BE PRESENTED AT THE AUGUST MEMBERSHIP MEETING

Body Language in Business

Body Language in Business

By: Amy DuBose, AE

San Marcos Area Board of REALTORS®

Have you ever wanted a crystal ball that would magically tell you exactly what your client is thinking at all times? Since you aren't a mind reader, the next best thing is the ability to read someone's body language. The following are a few clues that will help you decipher the messages your clients are sending non-verbally and what you might be telling them.

What is their body language saying?

They're interested in the property: Look for an open posture with shoulders back and arms unfolded. This presents an open stance, which means they're open to the ideas being presented to them.

If they're interested in the property, but have some concerns: Look for hand-to-face movements like resting their chin on their hand or scratching their face. This would be a perfect opportunity to prompt them to share their concerns or queries. It could be an easy answer or solution.

They're not interested in the property: Look for a slouched posture with head down and arms folded. This signals that they are not interested or ready for the task in question. If during a conversation, they begin to improve their posture and unfold their arms, this means that they are warming up to the ideas being presented.

What is your body language saying?

Avoid over-powering the conversation: Standing always makes someone feel more powerful, but be careful of when you stand. If your client is sitting, avoid standing over them. You don't want them to feel insignificant or looked down on.

Exude confidence: Avoid covering your stomach (underbelly) with folded arms or crossed legs. The less you cover this area, the more confident or secure you will seem. Also, folding your arms makes you seem defensive and could put off bad signals to your client.

What your Bluetooth is saying: The industry is very busy, but having your Bluetooth in your ear may tell your client that you are waiting on someone more important. Even if you never answer the phone, it sends a message that you may not want to send. It's simple to leave your cell phone or Bluetooth in the car.

Finally, it's crucial to maintain eye contact on both sides. Someone who uses eye contact is telling the other involved in the conversation that they are in tune with and interested in the interaction. It helps to sell any points being made and adds a comfortable feeling to the relationship.



“What does
your body
language
say?”

Did you know? You should have!

If a Broker/Agent/Appraiser gives their password to a non-MLS member, so that person may access the system, the following fines for this action are set as follows: \$1,000 fine to Broker Participant and \$2,000 fine to the agent and 6 months agent suspension from the MLS. The Second offense action to be determined by the Board of Directors.

If a Broker/Agent/Appraiser or other affiliate holding an electronic key, allows **anyone** to use their key, the fines for this action are set as follows: \$1,000 fine to the Broker Participant and \$2,000 fine to the agent. The agent could also be subject to having their key removed for a period of time.

When showing property, please be sure you read all the showing instructions. It may say "vacant", however it may also say "call before showing" or "make an appointment before showing". When showing a property, please leave your business card, lock all doors and return the key to the lockbox.

"Don't do something that could result in your being fined"

Special Thanks.....

We want to say a special thanks to Britton Bonner, Attorney now with Armbrecht Jackson LLP., Fran Slade and the forms committee for the many, many hours they put in drafting the new forms for the Association.

Britton taught the contract course June 19th and several good suggestions came out of the course. The forms committee and Britton will meet next Wednesday to go over the suggestions.

We hope to have the forms finalized and ready for you by August 1st. After the forms are finalized, Zip Forms will come and do a presentation to the Brokers to show their product.

Continuing Education Requirements

Please don't forget that you must have your 15 hours of continuing education credits by September 30, 2008. The only required course is the "Risk Management Course".

We will be sending out the July CE schedule next week. We are pleased that we have been able to get the basic MLS class approved for CE and will also be working on getting the advanced class approved.





Baldwin County Association of REALTORS®

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“Your Success is our Business”

2008 Officers and Directors

| | |
|----------------------------------|--|
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What Is a Member?

A Member is the most important person ever in this office...in person, on the phone , by e-mail or snail mail.

A Member is not dependent on us....we are dependent on him.

A Member is not an interruption of our work...he is the purpose of it. We are not doing a favor by serving him..he is doing us a favor by giving us the opportunity to do so.

A Member is not someone to argue or match wits with. Nobody ever won an argument with a Member.

A Member is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

“Your Success is our Business”