



The REALTOR® Rap

Spring edition 2019

A Message from our President

Dear Fellow Members,

I hope you are all enjoying the start of our 2019 Spring Market. A lot will be happening this year.

As you know, 2019 is our Centennial year and we are going to celebrate! We are starting by engaging with our community through clean-up efforts, through fundraising, through our 100 Cartons of Kindness campaign, our Centennial Gala on September 19, 2019, and more.

One way you can be an integral part of our continued work is by sponsoring one of the Cartons of Kindness. Team up with a colleague to split the cost of sponsoring one box or ask a local business to sponsor one.

Look for future announcements regarding details. We hope to see many of you at our upcoming events and continuing education classes.

Let's enjoy this year!

Ken Fried



In 2020, CTR approved a \$100 Dues Increase

What happens in the coming months will dramatically impact Connecticut real estate. Please don't sit back. You can do something about it right now. Please sign up to receive text and electronic messaging alerts from CTR. Text "CTR" to 52886 to sign up or click on the link below to register.

<https://www.ctrealtors.com/text/>

IMPORTANT

You can offset this \$100 Dues increase by responding to a CALL to Action. You can sign up to receive text and electronic Call to Action messaging from CTR. Please view the video below for additional important information.

<http://www.ctrealtors.com/uploads/dues/>



Scholarships for High School Seniors and College Students

Stamford Board of REALTORS®
Frank N. Green

2019 Community Service Scholarship
is now available

Applications are can be found on our website
www.stamfordrealtors.org
or the Guidance Dept at your child's school
Application deadline is Friday, April 12th

The Connecticut Association of REALTORS®
Foundation's 2019 Raymond F. Gates, Jr.
Memorial Scholarship Application
is now available

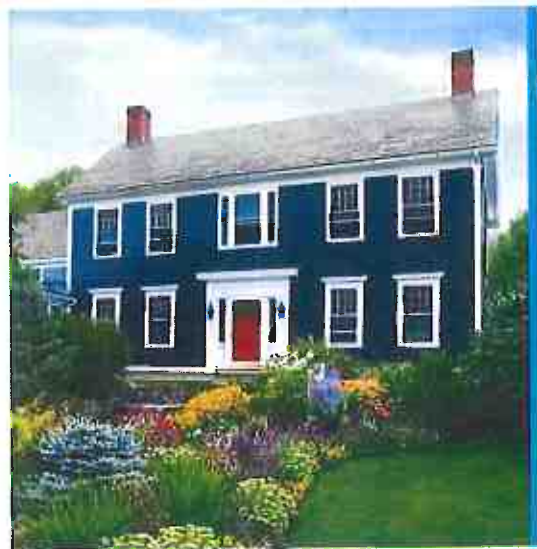
For more information - [CLICK HERE](#)
To apply - [CLICK HERE](#)
Application deadline is Friday, April 12th



Oh Happy Spring

by C. Dallas

Oh Happy Spring
Oh Happy Spring
So happy that you have finally arrived
So much to do
To make this house look like new
I can start with the inside first
Attacking the closets is the worst
So much stuff all over the place
Clearing some out will give me some space
On to the windows so cloudy with dust
Windex to the rescue is a definite must
More to do when I go outside
Including sweeping up by the curbside
Raking, blowing and mulching the beds
Add some color to the front door, I'll paint it **RED**
Trim the bushes, bring in some new plants
Can't forget to spray for the weeds and the ants
There's scraping, patching and painting to do
Maybe I should paint the house **BLUE**
Little by little a new house has appeared
The wear and tear of the years have now disappeared
All the work that was done makes the house look great
Just in time to post the REALTOR sign at the gate
Oh Happy Spring
Oh Happy Spring
Bring me a buyer so that I can sing
Oh Happy Spring!



1st Quarter Membership Meeting - March 14, 2019

Veronica McManus, Regional Director, Industry Relations, Realtors Property Resource (RPR), was at the breakfast explaining RPR and all the different services it provides and the many ways we can benefit from it. Everyone should sign up.
IT'S FREE!



Francine Brown, a member of the Stamford Board of REALTORS® and a member of CTR's Legislative and Political Affairs Committee, spoke to us about the many tax changes for real estate that are happening throughout Connecticut. Please take a minute to sign up for CTR text alerts to get all the updates.

A special thank you to our sponsors:

Sally Schneider, Bearingstar Insurance

April Martin, Loan Officer, Movement Mortgage



CE Class: Emerging Market Trends & Cyber Security Awareness March 27, 2019

Speakers:

Colleen Capossela, Esq

Zachary Kammerdeiner, Esq

Colleen Capossela, Esq., President of CATIC Pro, Inc. spoke to Realtors about cyber security. The industry as a whole is a target. Realtors have access to customers' sensitive information making us targets for cyber thieves. Some cyberattack methods include phishing, spear phishing, and whaling.

Realtors using their vanity emails, gmail, yahoo, etc., are at great risk of a cyberattack. Equally important to note, our Errors & Omission (E&O) and our Brokers will not insure or cover cybercrimes. Do not use automatic login features. Do not email sensitive information.

All are encouraged to periodically change passwords; do not use the same password across all sites; do not use Free WiFi Spots without VPN protection.

Attorney Kammerdeiner talked about the desire for near instant information and transactions. Consumers, particularly millennials, are moving more and more towards using digital communications. The USA is moving towards eClosings. North Carolina has an eClosing pilot in which a buyer was able to close on a transaction in less than 30-minutes!

See it on

Youtube: <https://www.youtube.com/watch?v=eVxCcnf3eNM>

A big thank you to Valerie Wiley who again arranged for our meeting to take place at Holy Spirit Church on Scofieldtown Rd.



Happy Hour for Animal Shelter at Villa Italia - March 27, 2019

On Wednesday evening, March 27th, The SBOR hosted a fundraiser for the Stamford Animal Shelter at Villa Italia sponsored by Nancy Morgan from Chase Bank.

It was extremely well attended by many realtors and fellow animal lovers. The staff from the Stamford Animal Shelter were also in attendance. Eileen Heafy formerly the Chair of the Stamford Animal Shelter noted the goal to build a new state of the art animal shelter, which will have more comfortable kennels for the animals as well as a more inviting "meet & greet" center for animals to meet their future owners. This project has an estimated cost of roughly \$3 million.

A few patrons in attendance were happy to share their love and enthusiasm for their pets, and many people had multiple pets that they have rescued. One individual said they loved their dog so much that they had a tattoo tribute made up on their leg. Another individual said proudly stated that their dog was their best friend, and nothing was better than being greeted at the door as soon as they got home.

The event helped to raise a total of \$1,810. It was truly a wonderful evening, and thanks to all who attended and helped to raise money for our furry friends.



Senator Alex Bergstein - January 23, 2019

The evening of January 23rd, SBOR members and executive members attended Senator Alex Bergstein's "Bringing Business to CT" event at the Italian Center with the hope of learning specific actions to reinvigorate commerce in Stamford. Also, in attendance was a crowd of local Stamford natives with only one thing on their minds, Tolls! The meeting was structured as a 45 minute talk with a small panel addressing the topic of evening followed by a 15 minutes Q&A. That couldn't be further from the reality.

Senator Bergstein laid out her agenda, contrary to what the majority of the citizens hoped to hear. She let the cat out of the bag...her support of how tolls would help ease the traffic on the most congested part of I-95 in the



country. Few present vocally doubted how paying more money to a bankrupt state would benefit anyone. In the end, the Senator abruptly shut down the Q&A session after just 10-minutes. She invited tax paying citizens to email her office with concerns. Too bad she couldn't take the time at this event to address dissenting opinions or differing ideas. It was evident based upon the reaction in the room that Stamford's tax paying citizens feel like we are being taxed out of this state and not getting enough in return and do not want to pay an additional tax, as that is how tolls are being interpreted.

The 30th Board of Representatives congratulations the Stamford Board of Realtors on its 100th Anniversary - February 4, 2019

It's nice to be recognized and applauded for a job well done. It's even sweeter when that applause comes from a governing body. On the evening of Feb. 4th, the 30th Board of Representative publicly acknowledged the Stamford Board of REALTORS®... Sense of the Board Resolution Congratulating the Stamford Board of Realtors on Celebrating its 100th Anniversary. "Our tireless dedication to fundraising for the Stamford community; its seniors, its youth, its pets, and its future does not go unnoticed." We thank Rep. John Zelinsky for honoring our contributions and to Board President and Deputy Mayor Matthew Quinones who presented the SBOR with a plaque.



Present to receive the honor: Ken Fried, Viktoria Cooper (not pictured), Marilyn Loglisci, Joe Pasquino, Fermin Vidal, Terry LaPolice, Aurelia Gilbert, Laurie Cingari, and Roxanna Bajra.

100 Cartons of Kindness

In honor of SBOR's 100th anniversary, and to show the association's commitment to the community, 100 large cartons of non-perishable goods and necessities will be delivered to families in need on September 24th, 2019, the actual date of incorporation.

In order to identify needy households, SBOR has partnered with two special local charities, Inspirica (homeless families with children) and SilverSource (households with seniors). Both have served Stamford's community for many years.

Cartons of Kindness will include dry goods, paper goods, kitchen supplies, toiletries, school supplies and more.

You or anyone you know can sponsor a carton for \$200. The cost can be split between two donors, if desired. We need your help to reach our goal of 100 cartons!

To sponsor a carton contact the Board office at 203-327-1433. Checks, cash and credit cards are accepted.



Calling on all Volunteers!

We are again partnering with the Glenbrook Neighborhood Association to help spruce up the Glenbrook train station. The City of Stamford is our backyard, let's work shoulder to shoulder with our community to keep it looking great.

Saturday May 18th
9:00 - 12:00 p.m.

Seeking volunteers for any 2-hour period.
Refreshments provided.

This opportunity is **not** a self-promotion event.
Participants are Stamford Board of REALTORS®
volunteers only.

Questions and to sign up:
Call Viktoria Cooper
917-751-5911



5 things our clients don't realize we do to EARN commission

We know how important we are to the transaction — it's time everyone else knows too.

BY BERNICE ROSS - APRIL 1, 2019 - Inman

With more than 1,000 Inman posts, Bernice Ross is a long-time contributor whose weekly column on real estate trends, luxury, marketing and other best practices publishes every Monday.

Whether you're a rookie agent, a rising team leader or an established veteran broker, we can all benefit from sharpening our skills. Follow our "Back to Basics" series to learn fundamental strategies, tactics, philosophies and more from real estate pros across the industry.

A vast majority of today's consumers believe that selling real estate is an easy business. Many believe sites like Zillow provide all the information they need to locate the right house and close the transaction. Sadly, both groups are seriously mistaken.

There are three primary reasons consumers hold these beliefs:

- 1) The reality TV shows have glamorized the business of showing properties and writing offers without showing the behind-the-scenes work it takes to close a transaction.
- 2) Many of the technology companies promote the belief that an algorithm is the only thing needed to help a consumer locate and then close on a property.
- 3) The industry as a whole has done a poor job in communicating all the steps required to close a transaction.

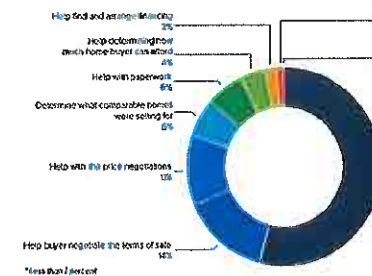
Continued...

https://www.inman.com/2019/04/01/5-things-our-clients-dont-realize-we-do-to-earn-commission/?utm_source=dailyheadlines&utm_medium=email&utm_campaign=localnewsletter&utm_content=726511_textlink_1



2018 PROFILE OF HOME

Exhibit 4-B: What Buyers Want Most From Real Estate Agents (Percentage Distribution)



NARs New National Campaign

Helping consumers understand why working with a REALTOR® is the best choice for this life-changing transaction goes way back to 1913.

That's when National Association of REALTORS® began to set their members apart by adopting a Code of Ethics that still guides the business decisions of 1.3M REALTORS® today. The REALTOR® Code of Ethics isn't just words on a page, but is a pledge of honesty, integrity, professionalism, and community service. Partnering with a REALTOR® delivers the peace of mind that comes from working with a real person. A real advocate. A real, trusted professional who is committed to their clients' futures and neighborhoods just as much as they are.

It's the Code of Ethics that helped to inspire our new campaign, "That's Who We R". The campaign demonstrates the value of a REALTOR®, distinguishes REALTORS® from the rest, and delivers a sense of pride in being a REALTOR®.

<https://www.youtube.com/watch?v=zpGGfoggMDM&feature=youtu.be>

**THAT'S
WHO
WE**

