

Weekly News Service

Providing the Latest Association and Local Real Estate Information

The Weekly News Service is an exclusive benefit available to members of the Suburban West REALTORS Association. Featuring both Association news and local real estate industry information, the Weekly News is a service meant to benefit all members of the organization.

Association Installs 2012 Leadership

2012 Chairman Dennis Morgan and Board of Directors are Sworn In



By all accounts, last Thursday's 2012 Installation was a special evening featuring good food, drinks, networking and most importantly the collegial spirit of the REALTOR.

The event at the Farmhouse at People's Light in Malvern culminated with the installation of the 2012 Suburban West Board of Directors and its Chairman, Dennis Morgan. In addition to installing Dennis, the following member volunteers were sworn in: Kathy McQuilkin (Chairman-Elect), John McFadden (Secretary/Treasurer), Kau Garcia, Terry Kirkwood, Susan Manners, Bill McFalls Jr., Michael McGee, Liz Saunders, Joe Sheehan, Brian Slater and Tyler Wagner.

The organization greatly appreciates the support of those in attendance, the contributions of our member volunteers on the Board and the following companies who provided a generous financial contribution as a sponsor: Prudential Fox & Roach/Trident, Brandywine Springfield Waterproofing, USI Affinity and Mold N More Decontamination.

zipForm 6 Professional Edition Launches for SWRA REALTORS



Suburban West REALTOR members now have FREE access to the enhanced zipForm 6 Professional electronic forms system. This is yet another exciting value-added benefit of membership for all active Suburban West REALTOR members in good standing.

This easy-to-use contract program, designed to simplify the real estate process, helps you increase productivity while reducing risk and time spent on paperwork. zipForm 6 Professional offers the flexibility to securely access real estate forms and seamlessly edit transactions anytime and anywhere via the internet. [Click here](#) for detailed information on features and how to begin using zipForm 6.

Questions or problems about how to access the service or issues when you are logged in, **please call zipForm customer support at 586-840-0140.**

Association to Host FREE Seminars in January and February



As part of the efforts to offer quality training opportunities for members, Suburban West is excited to offer two upcoming FREE seminars at our Association in Malvern. These events are designed to further your career and make the most out of the tools and resources available to you.

Starbucks Morning: Rentals in Today's Market (February 13; 9:00am - 10:30am) Increase your understanding of today's rental market and learn the keys to success from guest speaker and REALTOR Kit Anstey. Join Suburban West for a discussion on:

- Fair housing rules pertaining to landlord responsibilities
- Marketing on how to obtain renters
- Residential lease overviews
- Finding means to obtain background and credit checks for applicants

This event is generously sponsored by Cutco Closing Gifts: Lindsay Musser.

Webinar: Snap, Flash, Sold! Successful Listing Photos Increase Sales (January 24; 10:00am - 11:00am) According to the National Association of REALTORS 2010 Profile of Buyers and Sellers, 85% of those surveyed viewed pictures as the most important part of a listing. With the heat on, learn how you can visually represent your listing in the best possible light. Join Valerie Stephan of TREND to

discuss:

- How to stage, highlight or avoid listing features
- Expert photography techniques for every skill level
- Maximize exposure of your listings with images

This event is generously sponsored by Brandywine Staging: Kathy Kosciwicz.

To register for both or either of these seminars please [click here](#) (once logged on, access the Events Calendar).

Professionalism Tip: Trust Your Instincts

Being in a customer service orientated business REALTORS go out of their way to accommodate clients. We are hearing more and more cases about scammers who take advantage. Here is one typical scenario:

We recently had a situation where proof of funds was e-mailed to us from a bank showing approximately \$5 million. The client asked for an attorney to hold escrow. They wired in 600,000 to the attorney's escrow account. The client then calls the attorney and requests he send back 250,000 because they overpaid what was needed. Because we smelled a scam we advised the attorney to make sure the bank had actually secured funds and the bank replied they are available/ but had not officially received the money. Well two weeks went by and the funds where uncollectible, and had the Attorney sent back the 250,000 he would have lost it.

Trust your instincts. If the situation doesn't feel right, check it out.

REALTOR/Lawyer Forum: Community Associations



Learn to build better relationships with community associations and the professionals who manage them. Join Steve Sugarman, Esq. an attorney with the PA Chapter of the Community Associations Institute for [Making the Most of Your Relationship with Community Associations](#) (February 2; 12:00pm-1:00pm).

Timely delivery and receipt of documents and how lawsuits against the community may affect the sale of units will be the main topics for discussion. Also please bring your questions on these and other issues related to community associations. The cost of this session is \$7. *NOTE: pre-registration is required by 12pm, January 31.* To register please [click here](#) (once logged in, access the Events Calendar).

Reminders:

Managing the Business of Your Business: Become a more effective manager, leader and communicator in today's real estate world. The 6-day broker course, [Real Estate Office Management](#) (beginning January 31) will help you understand business management, supervise people and establish profitable enterprise. The structure of this course is unique. It will be presented over the course of 6 days; 9:00 a.m. - 2:00 p.m. allowing you time left in your day to conduct some business. To register please [click here](#) (once logged in, access the Education Calendar) or call 866-495-SWRA.

Upcoming Events at the Association

Want to know what's going on the Association? For a complete list of events and courses, visit the [Calendar of Events](#).

Important Phone Numbers & Websites

- **Association of REALTORS School:** 610-560-4900 (www.realtors-school.com)
- **Suburban REALTORS Alliance:** 610-981-9000 (www.suburbanrealtorsalliance.com)
- **PAR Legal Hotline:** 800-727-5345 (9 am to 11 am & 1 pm to 3 pm, Monday to Friday)
- **Suburban West REALTORS Association Website:** (www.suburbanwestrealtors.com) 866-495-SWRA (7972)
- **SUPRA Support:** 877-699-6787 (8 am to 10 pm, Everyday)
- **TREND:** 610-783-4650 (www.trendmls.com) or mobile (www.trendmls.com/m)

email: ktornetta@suburbanwestrealtors.com
phone: 1-866-495-SWRA (7972)
web: <http://www.suburbanwestrealtors.com>

Disclaimer on Events--Please note that networking events are brought to members by the Suburban West REALTORS Association as a venue to meet and socialize with colleagues. Overt and direct recruiting practices are not acceptable during our events.

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