

The Informant

ROCHESTER, NY CHAPTER



America's Largest Chapter since 2003

September 2009

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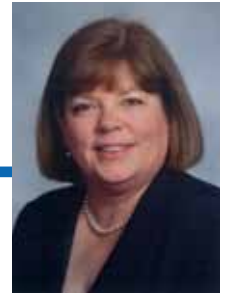
- 10/14 Fashion Show
- 11/17 Amy Chorew
- CE Credit
- Locust Hill CC
- 12/ 8 Holiday Breakfast

THE SLATE IS SET!!!

The nominating committee has completed their task for 2009. We didn't have a flashy convention, just some fellow Woman's Council Members in a conference room trying to bring you a forward thinking Governing Board to lead us through the first year of the new decade. Please join me in

thanking the following committee members; Kay Carpenter, Lisa Huson, Cindy Moriarty, Jan Valente.

We are proud to announce the 2010 Slate of Officers and the Nominating Committee for 2010.



Mary Jane Mahon
Immediate Past President & 2009 Nominating Committee Chair

Slate of Officers



President
Debbie Weidert



President Elect
Maureen Toombs



VP National Membership
Janet Romano



VP of Affiliates and Sponsors
Mary Jo DeRose



Secretary
Sharlene Nally



Treasurer
Steve Wrobbel

2010 Nominating Committee

- Linda Wilson – Chair
- Margret Roberts
- Kim Barrett
- Jodi Weinberger
- Ginny Napier
- Janet Clark – Alternate
- Bill Fox – Alternate

Remember the elections will be held at our September 24th meeting. This meeting is the History of Rochester and a Canal Boat Trip.

You can find the registration form and more information at www.wcrrochesterny.com.

2009 WCR Officers



President
Linda Wilson
(585) 461-6320
LWilson@nothnagle.com



President Elect
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Secretary
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(585) 321-2912
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PRESIDENT'S CORNER

Hello Everyone,

On August 6, 2009, we held our 3rd Annual Sponsor Appreciation / Networking event at Glendoveers, attended by 111 people. What a great success! Everyone really enjoyed the food & music, not to mention the wine tasting! By the end of the evening people were even singing & dancing, even serenading the August birthdays. Several donated baskets were given away as door prizes and we also had a 50/50 cash raffle. A very special Thank You to Tom Wurzer of Warren Engineering who is one of our program sponsors. He won the 50/50 cash prize and then donated the cash back to the chapter. WOW! This is just one more reason we appreciate our sponsors!

The President Elect of the Buffalo Chapter, Colleen Brennan, also attended that evening. She thought the event was fantastic! So in return I attended the Buffalo Chapter's Sponsor Appreciation Event. It was held on August 20th at Harry's Harbor on the water. What a fantastic location! I was able to meet some of the Buffalo Chapter's members and Affiliates. Actually, there are a couple of their members who also belong to our Chapter and have for several years. It was nice to finally have a chance to meet them. The President of the Buffalo chapter, Ellyn Demler, whom I have known for the last 4 years, introduced me to the group. She told them all about the Rochester Chapter being the largest in the nation and that



Linda Wilson
2009 Chapter
President

we received the Gold Award for Chapter Excellence. Then she talked about all the ideas that the Rochester chapter has excelled in, such as the Pocket Cards & the Pep Pass. We also discussed some things that we could do together has a joint venture. I had a wonderful time and was really glad I attended.

For anyone who has never attended one of these sponsor appreciation/networking events, I strongly encourage you to attend. Feel free to talk with other members who have attended.

Hope to see you at our September history lesson on the water. Go to our website, www.WCRRochesterNY.com to register!

Linda

Linda J. Wilson
Women's Council of Realtors
2009 President

Informant

The Informant

is published four times a year and is the official newsletter of the Rochester Chapter of the Women's Council of REALTORS®.

Articles, photographs, advertising and/or questions may be directed to

Colleen Dunn,
Production Manager,
at 279-8102 or by e-mail at
ckd21@frontiernet.net

WE'RE NOW ON FACEBOOK!

Go to WCR.Org's message board and Blog your thoughts and comments

2009 Board Members

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CALL FOR NOMINATIONS AS PLANNING BEGINS FOR 2009 HOLIDAY AWARDS BREAKFAST

Welcome back!

Why does the end of the summer always feel like time to get back to work...back to your real life? Well for me as chair of the Holiday Breakfast it's time to start planning the event for December 2009. One of the exciting changes for this year is the location which we've moved from Monroe Country Club to Midvale Country Club.

The Women's Council of Realtors® has always recognized the Holiday Breakfast as a networking event for their members and sponsors. It is a networking event thanking us for the support of the previous year. The event evolved as we wanted to recognize the sponsors and to present awards to members in several categories; Extra Mile Award, Humanitarian Award, Rising Star, Volunteerism Award, Mentor of the Year Award, and Longevity Award. These awards are nominated by you members of the WCR® to your peers. The awards are very important to the winner acknowledging that their hard work has been recognized by someone who cares. I personally won the Volunteer Award in 2007 and thought what a wonderful gift, today it sits on my desk in a place of honor. Maybe this year it will be you!

Within the Women's Council of Realtors® there are several people

we all know who are more than deserving of these awards. Please help us in recognizing them by submitting your nominations today! If anyone is interested in joining the Holiday Breakfast Committee please contact me at 585-377-3665 or annie@acostavs.com.

Annie Carroll
Holiday
Breakfast Chair

Annie

Annie Carroll
Holiday Breakfast Chair

informant

*Congratulations
Newlyweds!*

Mary Jo DeRose of CNB
to David Claudius
August 8, 2009

Erin Friday of HSBC Mortgage
to Derek Galloway
August 22, 2009



ROCHESTER CHAPTER AWARDS CRITERIA

Nominees have to be current members, but can be nominated by non-members.

EXTRA MILE AWARD:

Presented to an individual (REALTOR® or Affiliate) who has gone **above and beyond** the expectations required in a business-related transaction.

Name: _____

Why nominated? _____

HUMANITARIAN AWARD:

Presented to an individual (REALTOR® or Affiliate) who has demonstrated extraordinary kindness, dedication and compassion by volunteering or providing a service in the community at large.

Name: _____

Why nominated? _____

RISING STAR:

Presented to a WCR member (REALTOR® or REALTOR®-Associate) who has been **in the business for less than 5 years** and has shown outstanding performance. Please detail the agent’s accomplishments. This is not necessarily awarded for highest sales volume. *List of Members eligible for this award is available at www.WCRRochesterNY.com*

Name: _____

Why nominated? _____

VOLUNTEERISM AWARD:

Presented to an individual (REALTOR® member or Affiliate) who consistently & unselfishly gives his/her time to our local chapter. (“The Unsung Hero”)

Name: _____

Why nominated? _____

MENTOR OF THE YEAR:

Presented to an individual (REALTOR® member or Affiliate) who has continually gone above and beyond mentoring another member.

Name: _____

Why nominated? _____

LONGEVITY AWARD:

Presented to individuals who have been a Women’s Council of REALTORS® member for 10 or more years. No nominations required.

PLEASE TAKE A MOMENT AND COMPLETE THIS NOMINATION REQUEST.

NOMINATION DEADLINE IS OCTOBER 31, 2009

E-mail or fax to: Annie Carroll, Awards Committee Chair
annie@acostavs.com
Fax: 486-1211

Name: _____

Office: _____

Phone: _____

E-mail address: _____

MEMBERS IN THE NEWS

Out of 900 Local Associations Ryan Tucholski RCE, CEO of the Greater Rochester Association of REALTORS was one out of only two people recently appointed to the 2010 Board of Directors for the National Association of REALTORS (NAR).

Sherry Forbes from Bank of America will be the 2010 President of the MBA.

Pheterson, Stern, Calabrese & Neilans

One East Main St Suite 150 Rochester, NY 14614

Lisa Neilans
Phone: 585-546-5600 Ext. 205
Fax: 585-546-2474
E-Mail: LNeilans@PhetersonStern.com

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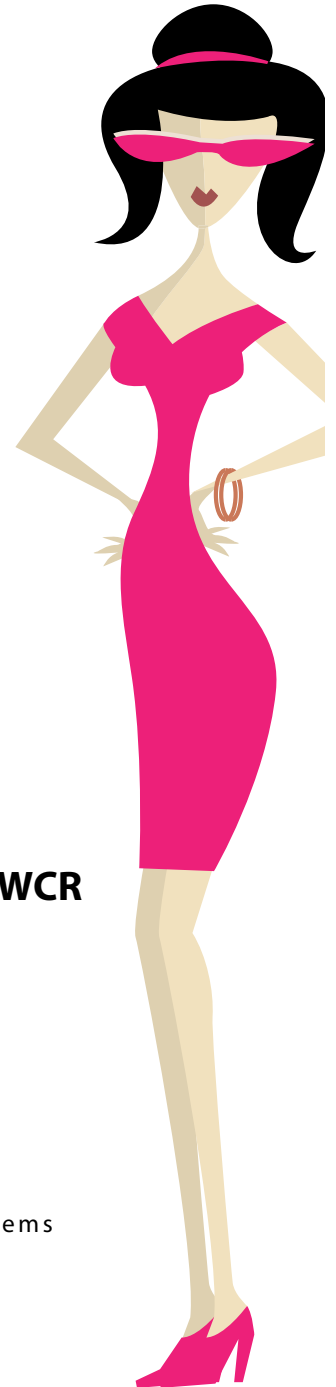
Wednesday Night Fever

WCR's Thirteenth Annual Fall Fashion Show and Charity Auction

FEATURING:
Emcee Rebecca LeClair
Music by Paul Anken (DJ Blaze)

Wednesday, October 14, 2009

1-4:30pm @Locust Hill Country Club
2000 Jefferson Road



FEATURING



Liberty
Mutual.

Proceeds Benefit The Breast Cancer Coalition of Rochester, Gilda's Club Rochester New York, Women Helping Girls Make Choices

Ticket Price \$40

**To order tickets, send check made payable to WCR
& Self Addressed Stamped Envelope to:**

Bank of America Home Loans
ATTN: Sharlene Nally
20 Wildbriar Road
Rochester, NY 14623

Cash - Check - MasterCard - Visa - Accepted For Auction Items



17TH ANNUAL WCR GOLF SCRAMBLE

The 17th Annual WCR Golf Scramble was held on Monday, June 8. Once again it was a huge success! The sold out tournament was hosted by our Platinum Sponsor, Bank of America Home Loans. Our Gold Sponsors had goodies at almost every hole. A great time was had by all!

Contests were won by the following participants:

Women’s closest to the Pin –

Milly Eldredge (2nd year in a row!)

Men’s closest to the Pin –

Jason Smathers

Women’s longest Drive –

Kim Russell (2nd year in a row!)

Men’s longest Drive –

Jason Smathers (2nd year in a row!)

Winning teams were as follows:

Women’s foursome: Marilyn Kessler- Captain
Milly Eldredge
Yvonne Swain
Dan Head

Men’s foursome: Glen Didas- Captain
Tim Kayes
Shannon Losey
Manny Giudice

Mixed foursome: Wade Radtke- Captain
Sherri Forbes
Bob Weston
Alfie McKeown

WCR MEMBERS REACH OUT TO THE BREAST CANCER COALITION OF ROCHESTER

On July 7, WCR Members Linda Wilson, President; Sharlene Nally, Secretary; Mary Jo DeRose, VP Affiliates & Sponsors; Janine Pajek, 2009 Fashion Show Chair; and Judy Rynne, Finance & Budget Chair met with Holly Anderson, Executive Director of the Breast Cancer Coalition of Rochester. Holly offered us a tour of their facilities at 840 University Avenue, a review of services, events and programs that have provided support to those touched by a diagnosis of breast cancer.

The Breast Cancer Coalition of Rochester has been a recipient of funds raised through WCR’s Fall Fashion Show event over the past several years. They extended their deepest gratitude for our contributions which make it possible for them to continue in these efforts and expansion of their services here in the Rochester area. Our members left with a better understanding of the excellence this group provides in education and advocacy to women and men to participate fully in decisions relating to breast cancer. Our 2009 Fall Fashion Show will again benefit this fine organization!

For further information go to: <http://www.bccr.org>

Informant

Additional charities WCR donates to:

| | |
|--------------------------------------|---------------------|
| Breast Cancer Coalition of Rochester | YWCA |
| Gilda’s Club | Pluta Cancer Center |
| Women Helping Girls | Bivona Center |

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Thank you to our Newsletter Sponsor

THEY DON'T ALL "FIT THE MOLD"!!

"You won't find any comps for this property"!

"You can't use that as a comp, ARE YOU CRAZY"!

Whether you are an appraiser or an agent, If you've been in this business awhile, you've heard these statements! Appraising, listing or selling a unique or atypical property is a definite challenge. The simple fact is, you can compare a Volkswagon to a Hummer - you just better make adjustments! It takes work and experience to analyze properties that are "outside the box".


An array of properties are of a unique nature; such as:

- Large acreage or gross living area properties
- Historical dwellings
- Special Rights (i.e. mineral rights, air rights, drilling rights, special easements)
- Atypical Design (mansion, geodesic dome, converted barns, solar homes, earth homes...)
- Legal non-conforming uses
- Land locked parcels
- Properties substantially beyond the neighborhood "norm"

and the list goes on...

True comparables for such properties are often non-existent. Multiply that with lender guidelines and underwriting, when completed for mortgage financing, and you've got an assignment that will often have you agonizing more than once before you draw some meaningful value conclusions. My advice is that often "two heads are better than one". A realtor working with an appraiser to price a home or two appraisers working together to analyze a property often lends a fresh look at a unique property. What one views in physical, location or other factors may be viewed differently by another. A dialogue between two professionals viewing the same property may help in developing the valuation. Although the more adjustments needed to be made to a comparable render it "less comparable", with properties

of a unique nature it simply cannot be avoided. The appraisal process is all about adjusting for variances, yes even outside of the "recommended guidelines".

Consider these type properties as expanding your knowledge and horizons. The results can lead to a better understanding when such properties arise in the future... and yes, they will arise. There are many properties within our region that fall into these categories. If everyone had a colonial design; 8 rooms, 4 bedrooms, 2.5 baths with a 100 x 200 lot; it would be pretty boring being a real estate professional! Just when you thought you'd seen it all, another one will come along to challenge you! 

Judy Rynne is Vice President of Rynne, Murphy & Associates, Inc. a full service real estate appraisal firm. She can be reached at 262-3277 or via e-mail at judyrynnemurphy.com



Judy Rynne
Vice President
Rynne, Murphy & Associates, Inc.

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http://www.rynnemurphy.com

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SPONSOR APPRECIATION & NETWORKING EVENT

Wine tasting, great food and a good time networking!



Donated Basket Prizes

A Special Thank You!

BASKET DONATIONS

| | |
|----------------------|-------------------------------|
| Linda Wilson | Nothnagle REALTORS |
| Jan Valente | Century 21 Premier Properties |
| Lisa Wasson | Keller Williams Realty |
| Debbie Weidert | RE/MAX Plus |
| Sharon Thomas Browne | Nothnagle REALTORS |
| Janet Romano | Nothnagle REALTORS |
| Tom Schnorr | RE/MAX First |
| Danise Vetromile | Special Gift Baskets By De |
| Kristin Vanden Brul | Wine Sense |



Our 2009 Sponsors



Betty selling 50-50 tickets to Cindy & Mike



Mike Noce



Lisa, Sharon & Sandy



Entertainment by Karen Ebert



One of our winners, Stasha Hoodak



50-50 Winner Tom Wurzer