

The Informant

ROCHESTER, NY CHAPTER



America's Largest Chapter since 2003

Winter 2010

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Upcoming Events...

1/20 Entrepreneur of the Year
- Mario's Steak House
- 2740 Monroe Ave
- 11:30 am

PRESIDENT'S CORNER

We're back from New Orleans and what a trip. We were quite the gathering, with many from Rochester attending the conference. This Women's Council of REALTORS® conference was one of the best I've been to.

Deborah Gilmore, our 2010 National President, first met Robin Crow, the conference guest speaker, over 2 years ago and immediately knew that she wanted to have him speak at a national forum. Robin is a true entrepreneur. He is the owner of Dark Horse Recording Studio in Nashville, a writer, fantastic musician and speaker. He taught us there are "No winners or losers, only choosers". If you apply this simple phrase to your life it becomes a powerful inspiration to anyone. It was a totally different approach to the usual real estate speakers, with a man who chose to create what he wanted by listening to those around him. Many times we are so sure we know what our clients want, but we fail to hear what they are really asking for. He became the master of the important little things that make clients come back or refer you to others.

It was great to meet up with members of GRAR, CEO Ryan Tucholski, President Carolyn Stiffler, President Elect Steve Babbitt, Alan Wood, Jeannine Whitaker and many others.

It says a lot about the level of agents in Rochester that so many attended this year. On the day we were leaving, our hotel was over run by Secret Service agents because Vice President Biden and the Israel Prime Minister had a scheduled meeting there. Streets were closed and as we found out later, airplanes delayed.

As this is my last report and my term draws to a close, I hope that many more of our members will step forward to volunteer for Women's Council of REALTORS® because it is a community you really need to be a part of to succeed. Involvement at any level will be a rewarding experience if you choose to listen and learn. Thank you for allowing me to serve the best and largest chapter in the nation.

Respectfully Yours,

Debbie

Debbie Weidert
2010 Chapter President



Deborah Weidert
2010 Chapter President

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ROCHESTER CHAPTER RECEIVES GILDA'S CLUB AWARD

We are proud to announce that on December 9, 2010 we were awarded the CHRISTIE SIMONETTI VOLUNTEER AWARD 2010 which was presented at our Holiday Breakfast at Midvale Country Club.

The award has this quote from Gilda Radner: "There are those who open their hearts to others...who never think twice about giving themselves. They are wonderful, warmhearted people who make all the difference in our lives."

Our involvement with and monetary contribution to Gilda's Club is one of

many our Rochester Chapter does for the local community. Thank you for being a member of Women's Council of REALTORS®! Your efforts and time benefit so many in the Greater Rochester community.

Please continue your wonderful work and invite others to help us in these outreach endeavors. Thank you all!

Respectfully Yours,

Debbie

Deborah A. Weidert
Rochester Chapter President 2010



The Informant

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MARK YOUR CALENDAR FOR THE NEW YEAR! WOMEN'S COUNCIL OF REALTORS® ENTREPRENEUR OF THE YEAR

January 20, 2011 @ 11:30 a.m.

Mario's Steak House, 2740 Monroe Avenue
Rochester, NY 14618

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SPEAKER:

Carol J. Duquette, PE
Vice President of Design Services and Maintenance
Wegmans Food Markets Inc.

Ms. Duquette graduated from the University of Rochester with a BS Engineering Degree in Mechanical Engineering and Geology in 1985. She earned her professional engineering license in 1995 and obtained here MBA from University of Rochester's Simon School in 2003.

Prior to joining Wegmans in 1996, Ms. Duquette worked as a consulting engineer for land development, municipal and civil engineering. At Wegmans, he has served in the following positions: Project Manager

in Site Development, Manager of Site Development, Director of Site Development and Maintenance and her current position of Vice President of Design Services and Maintenance.

Ms. Duquette has served on numerous boards for local engineering societies and also served a 3-year term on the FMI Energy and Technical Services Committee. She does volunteer work with a private school for the developmentally disabled, her church, catholic schools and she coaches youth sports.

WRC HOLIDAY BREAKFAST



Janet Clark
2010 Chair
Holiday Awards
Breakfast

Blue skies and bright sun sparkled on the piles of fresh snow outside as 120 guests arrived at Midvale Country Club for the WCR Annual Holiday Breakfast on Dec. 9th. A trio of musicians from Genesee Country Museum played Holiday music while the attendees shopped for small gifts at Josette’s table and Gilda’s Club. Everyone enjoyed fresh fruit, coffee, juices and a delicious array of hot breakfast foods from the buffet tables.

Recognition and Thanks were the themes of the morning. Success in business is achieved through positive, productive relationships. Women’s Council of Realtors® provides an environment of collaboration in which members can form and build relationships for business and success.

This year a new form of recognition was incorporated where members submitted names of others to whom they would like to say “Thank you”, and give a public “**Pat on the Back**”. The following members were recognized for their actions this year: **Betty Connelly, Tom Wurzer, Phyllis Haberer, Bob Kirby, Cindy Moriarity, Lisa Neilans, George Schell, Lori Smith, Sharlene Nally, Joseph Rinaudo, Ro Naomi, Tom Schnorr, Cindy B-Rosato and Sandy Blonsky.**

Women’s Council of Realtors® was then recognized and thanked by Gilda’s Club and presented the certificate showing that we had received their **Christie Simonetti Volunteer Award 2010.**

One of WCR’s goals is that **participation** in Women’s Council provides an **opportunity to contribute to change and be changed personally and professionally.** Our awards are aimed to recognize members who have succeeded in four different areas.

The first award went to a **Rising Star.** This is an agent who has been in business less than five years, has shown outstanding performance, and participated in WCR activities. The award went to **Bonnie Wetzel** of Nothnagle Realtors.

The next award went to an **Unsung Hero.** This is an individual who has worked in the background, consistently and unselfishly giving time and talent to our organization. This year’s recipient was **Carole Snow** of RE/MAX First.

One way to assist the growth of our fellow colleagues is thru mentoring. Our **Mentor of the Year** has consistently taken the time to help other agents solve problems as well as grow their business. This years’ recipient was **Kay Carpenter** of Hunt Real Estate ERA Columbus Division.

Our final Award was the **Humanitarian/Good Neighbor Award.** Two members were recognized for their continued involvement in Realtors Charitable Foundation and the difference they have made in the community. The recipients were **Cindy B-Rosato** of RE/MAX First and attorney **Kim Russell**, partner at Olver Korts LLP.

The fine work of this year’s officers and committees was acknowledged and next year’s officers were introduced. It was very nice wrap-up event for another outstanding year of the **Nation’s Number One Chapter.**

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Entrepreneur of the Year

January 20, 2011

11:30 A.M. Registration and Networking

12:00 Luncheon

Limited Seating
RESERVE NOW!

Guest Speaker

Carol J. Duquette, PE

Vice President,

Design Services & Maintenance

Wegmans Food Markets Inc.

Mario's Steak House

2740 Monroe Ave

Rochester, NY 14618

271-1111

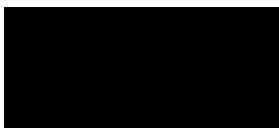
*Thank you
To our
Sponsors*

Cost:

\$25/WCR Members

\$35/ Non-Members

\$250 Table of Ten



2010 Nominees



Janet Clark



Jennifer Isaac



Sharon Quataert



Steve Vaisey



Lisa Wasson

____ Affiliate Member ____ MBA Member ____ National Member ____ Guest

Name: _____

Address: _____

Phone: _____

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

Judy Rynne

Rynne, Murphy @ Associates, Inc.

205 St. Paul St., Suite 305

Rochester, NY 14604

Phone: 262-3277 Fax 262-3621

No tickets sold at the door.

of Tickets _____

HIGH FIVES... FOR YEAR END



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

This issue of the Informant marks the 5th year I have been writing appraisal insights for our Newsletter. Hopefully you have gained at least some insight into the appraisal world in regards to issues, underwriting guidelines, various reporting options, etc. After going back on these articles, here are some of the top 5's in regards to feedback:

Top 5 articles - those most commented on by the REALTORS® as being very useful and informative:

1) SPLIT...THE DIFFERENCE (April, 2007).

This article was about the various kinds of split level homes and the confusion that exists in the way they are reported for SF.

2) NON-CONFORMING USES (May 2006).

Zoning issues that arise when a property does not conform to zoning. This continues to be a lender issue that needs to be addressed by the appraiser.

3) MANUFACTURED HOUSING/SOME HELPFUL NOTES (August, 2007).

This article addressed guidelines and information regarding manufactured homes.

4) "HELOISE HINTS" FOR REALTORS, LENDERS & APPRAISERS (December, 2009).

Useful information for FHA, Rural Development, etc.

5) "READDRESS...REASSIGN"...BETTER RETHINK! (November, 2008).

This article dealt with the confusion when an appraisal is reassigned to another lender.

If any of these or other articles cannot be found on the Informant Newsletter archives and you would like a copy, don't hesitate to contact me.

In response to the April, 2010 article "HEY NORM"; the following were some of the top responses provided from your input (heard from both REALTORS® and Appraisers):

1) Central Air Conditioning was the most noted item in a home that has a very positive return for the investment, both in value and marketability. This was the case in all value segments (and we don't even live in the hot south!)

2) Garage - 1, 2 or 3 car varied by value segment; but all concurred that a garage is a sought after amenity for weather protection, security, storage, etc. As the value segment increased, the # of bays and the added feature of being "attached vs. detached" was significant.

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WOMEN'S COUNCIL'S NEW STRATEGIC PLAN

“WE ARE READY!”



Margret Roberts
Past President
Select

For the past two years, I have had the privilege to be a part of the National Women’s Council of REALTORS® Executive Committee. The past 10 months we worked on the new strategic plan, which was adopted by the Governing Board at the annual conference in New Orleans.

For details of the strategic plan, which will be the road map for our organization for 2011-2013, please go to <http://www.wcr.org/Portals/0/stratplanfinal.pdf>.

There is also a new video, which emphasizes our motto – We are Ready! It is fun to watch, just [click here](#).

Many thanks to our chapter leadership, who graciously helped me to defray my travel costs to New Orleans this year,

Best Wishes to all for a wildly successful 2011! Start it off by renewing your Women’s Council membership today!

Margret Roberts



High Fives for Year End!

continued from page 6

3) In-ground Pools were the most noted “over improvement” amenity. Some REALTORS® indicated that the presence of an in-ground pool diminished interest by many potential purchasers.

4) First Floor Master Suites were noted as being very popular in the new home construction segment. I assume this will continue as our population ages. The statistic that by 2019, 60% of the American population will be over the age of 60 seems apparent in the appeal of this floor plan.

5) Fireplaces - While not “the norm” in the lower value segment, they are highly regarded in the mid and upper segments. Gas F/P was equal to wood burning in the suburban

markets; but wood burning won out in the rural market segments where wood is more readily available.

I welcome your insight in regards to subject matter for future articles. Please contact me with your topics of interest or for general questions regarding the appraisal process. It has been a pleasure writing “Appraisal Thoughts” for you during the past 5 years. Wishing you all a very prosperous and healthy 2011!



Judy Rynne is Vice President of Rynne, Murphy & Associates, Inc. a full service real estate appraisal and consultation firm. She can be reached at 262-3277; ext. 204 or via e-mail at judyrynnemurphy.com

NATIONAL CONVENTION & EXPO



Janet Clark

You are not born a winner or a loser. You are born a chooser. This was part of Robin Crow's message at the General Assembly gathering of the Women's Council of Realtors® convention in November. I was a winner because I chose to enter the essay contest to join our local officers at this National Realtor® event in New Orleans. It was an action packed week of education and empowerment, exposure to innovation and inspiration, opportunity for networking and sharing best practices in all aspects of our careers. Mr. Crow gave several examples how he has gone beyond his clients' expectations in order to be successful and distinguish himself in his business. In his book *Evolve or Die*, he outlines a seven step challenge of how to change your business so you can exceed your clients' expectations and remain viable in your field.

Many of the workshops I attended were devoted to technology and communication as well as to the storage and utilization of electronic documents. I will now be looking into Cloud Computing as a possible way for computer backup. It was pointed out to us that we all carry incredible power in our pocket in the form of our smart phones. The iPad may become essential to do business on the go. There are hundreds of apps for these phones and iPads, but the only good ones are the ones you actually use. Two apps that intrigued me were Drop-Box and Evernote.

Another interesting workshop introduced the 2012 Project, a national non-partisan campaign to increase the number of women in elected office.

The challenge is to identify women from industries underrepresented in government and inspiring them to run for office. Women bring a different perspective to policy making. Many women Realtors® possess leadership skills to become elected officials and we need to encourage them to run.

By attending this WCR convention, I became more aware of three of the organization's long term goals to be: (1) a source of education and business tools, (2) a diverse and dynamic network linking resources and member expertise to build business success and (3) a magnet for career focused Realtors® demonstrating a high level of professionalism.

I would like to thank the Rochester Chapter of WCR for giving me the opportunity to participate in and learn at this annual convention.

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**PHOTOS FROM
NOVEMBER'S
SPEAKER SPOTLIGHT
FEATURING
MARILYN MOATES
KENNEDY**



National Speaker Marilyn Moats Kennedy



Lots of networking going on!



Janet Clark and Judy Rynne



Maureen Toombs and Janet Romano



Linda Wilson, Marilyn Moats Kennedy, Janet Clark