

REALTOR® UPDATE

THE BERKELEY ASSOCIATION OF REALTORS®

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Berkeley Association of REALTOR® Announces Annual Awards Recipients

During the December Installation of Officers and Directors and Inauguration of Gene Della Maggiora as President, the Berkeley Association of REALTOR® announced recipients of its most prestigious awards. Heidi Abramson (Northbrae Properties) was honored as 2007 REALTOR® of the Year, Effie Yee (Old Republic Title Company) was named 2007 Affiliate of the Year and Anja Plowright (The Grubb Co.) was presented with the BAR Cares Award.

2007 REALTOR® of the Year

Heidi Abramson was selected as the 2007 REALTOR® of the Year in recognition of her unwavering commitment to BAR and her outstanding contributions to the real estate industry. She has served on numerous BAR Committees, activities and special projects. As past Chair and current member of the Education and Professional Development Committee, Heidi implemented the Round Table discussions program and was the driving force behind offering a Brokers Course through Merritt College. For the past several years Heidi has elected to attend CAR & NAR Conferences at her own expense, serving on important Committees such as MLS/ Technology and Professional Standards.

2007 Affiliate of the Year

2007 Affiliate of the Year Effie Yee was honored for her consistent demonstration of high ethical standards and professionalism which has earned her the respect of brokers, agents and colleagues from across the region. Effie's leadership, persistence and enthusiasm are a welcome addition to the many projects and activities at BAR. She continues to serve BAR through active and dedicated participation on the Special Events Committee and as the 2007 Affiliate Representative to the BAR Board of Directors.

2007 BAR Cares Award

The BAR Cares Award is presented each year to REALTORS® and Affiliates who make a difference in our communities. As this year's recipient, Anja Plowright was recognized for her tireless dedication and service to numerous diverse organizations throughout the area including her outstanding advocacy and fundraising efforts which support girls' soccer teams in Ghana. Anja was acknowledged as a role model who volunteers her time and talents to make the Bay Area a better place to live and work.



REALTOR of the Year
Heidi Abramson

BAR Cares Award
Anja Plowright

Affiliate Of the Year
Effie Yee





President's Message

*Gene Della Maggiora
2008 President*

Dear BAR members,

I am looking forward to serving as your president in 2008 and thank you to all who attended the December 7th Installation of Officers and benefit for our Youth Arts and Education and Workforce Housing funds. As we look forward to 2008, I would like to emphasize service as the common theme for the year.

First: In Service to our Clients. In this changing market, we, as realtors have to fine tune how we provide service to our clients. We need to be clear and concise in our communication, we have to manage their expectations and we have to lead them through this market.

Second: In Service to our Community. I have been so proud to watch the amazing committee work done this past year and I look forward to giving them my support in 2008. The Local Government Affairs Committee, the Community Funds Committee, and the Special Events Committees have each been instrumental in creating service to our community. We will need to continue to grow these committees to meet the challenges that lie ahead including possibly significant changes in RECO. At January 2008 Board retreat, the board members will be exploring how to further this community support and we look forward to sharing a detailed vision with the membership following that meeting.

Third: In Service to Each Other. In 2008 we can look forward to more education courses from our Education Committee, continued informative brown bag lunches, and important topics at the monthly luncheons.

If any of you have any comments or suggestions on keeping the BAR a viable and important part of the real estate community, please be sure to send me an email at gdella@grubbco.com and I will respond.

Happy New Year and good luck in 2008.

Gene

A GENTS
re
RTISTS

Calling all artists!

Please join us for the 2nd exhibit at B.A.R.'s Art Gallery. The Association will welcome in a new rotation of artwork by our agents and their associates. We welcome you to come and enjoy the many talents of your colleagues, as well as a small reception and refreshments, on the afternoon of Friday, January 18th.

If you would like to submit your masterpiece, please contact the B.A.R. office at 510.848.4288.

All artwork must be submitted to the B.A.R. office by January, 15th.



2008 DUES AND KEY BILLING DUE JANUARY 15, 2008

Your 2008 Annual dues for the National Association of REALTORS®, the California Association of REALTORS®, the Berkeley Association of REALTORS® and the annual maintenance fee for your Supra DisplayKEY are due by January 15, 2008. Payments made after that date will need to include a \$50 late fee.

If you do not receive an invoice and access these services through B.A.R., or believe you have received an invoice in error, please contact us promptly at 510.848.4288.

**The B.A.R. Office will be
closed Monday, January
21st in observance of
Martin Luther King Jr.
Day**



ALTA ALLIANCE BANK



OAKLAND ASSOCIATION OF REALTORS®

INVITE YOU TO ATTEND
A REALTOR® APPRECIATION EVENT

TUESDAY, JANUARY 8, 2008

GUEST SPEAKER

WILLIAM E. BROWN

2008 PRESIDENT

CALIFORNIA ASSOCIATION OF REALTORS®

“CAR’S 2008 FOCUS ON IT’S MEMBERS”

COCKTAILS AND HORS D’OEUVRES
FROM 5:00 - 7:00 PM

RSVP: 510-899-7502

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1951 WEBSTER STREET • OAKLAND, CALIFORNIA

REALTOR Safety Tips

Tip #15

Be prepared for road dangers.

Keep roadside breakdown essentials in the trunk, including flares, a tire-inflation canister, basic hand tools, spare belts and hoses, water, a flashlight and a first-aid kit. Have your vehicle inspected regularly, keep it well maintained and learn how to change a flat tire.

Tip #16

No vacancy.

When describing a listing, never say that a property is “vacant.” This may be an invitation to criminals.



RETIREMENT COMMUNITY INFORMATION FAIR

**Free transportation from Berkeley Senior Centers.
Call your center for details.**

- Do you have clients thinking about moving to an independent or assisted living facility for seniors?
- What housing options are available for seniors in the Bay Area?
- What is a CCRC? What is Life Care? How do they differ from assisted living and skilled nursing facilities?

**WHERE: North Berkeley Senior Center
1900 Martin Luther King Jr. Avenue
Berkeley, CA 94709**

WHEN: Tuesday, January 15, 2008

TIME: 1-3 p.m.

VISIT WITH REPRESENTATIVES AT THIS FREE EVENT:

Barbary Lane
The Berkshire
Chaparral House
Claremont House
El Cerrito Royale
Lakeside Park
Mercy Retirement and Care Center
Piedmont Gardens
Reutlinger Community for Jewish Living
Salem Lutheran Home
Somerville at Creekside
St. Paul's Towers
Alameda County Adult Day Health Center Network

FOR MORE INFORMATION CONTACT:

**Joann Sullivan
510-848-1960, ext. 246**

REALTOR® UPDATE

Berkeley Association of REALTORS®

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The REALTOR® UPDATE is published by the Berkeley Association of REALTORS®. The REALTOR® Update is designed to serve as a resource for important industry news and information, a forum for member recognition, and to promote programs and services that enhance the professional effort of the Berkeley Association of REALTORS® and its members. Members are encouraged to write to the REALTOR® Update and participate in active, thoughtful dialogue. Defamatory and derogatory commentary will not be published. BAR reserves the right to edit or refuse any article or letter (letters to the Editor should not exceed 150 words). The opinions expressed are those of the authors alone and do not necessarily reflect the opinions of Association officers, members or staff. Address your articles and letters to: Editor, REALTOR® Update, 1553 Martin Luther King, Jr. Way, Berkeley, CA 94709-2023.

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The Berkeley Association of REALTORS® is dedicated to serving its members by providing programs and services to enhance their ability to conduct business with integrity and competence, assuring a high level of professional conduct which benefits the community, and encouraging the preservation of real property rights.

Continuing Education Real Estate Economics

The B.A.R.'s Education & Professional Development Committee has teamed up with Merritt College to provide a Real Estate Economics Course. This 3 unit course will be offered at the B.A.R. for your convenience.

Beginning Date: Friday, January 18th

Ending Date: Friday, May 2nd

Weekday: Friday

Time: 9:00 am -12:00 pm

Cost: \$60

To register for this course, please visit the Merritt College website at www.peralta.edu

**SPONSORED BY GUS SAAR OF
OLD REPUBLIC TITLE COMPANY**



***SMALL AND SPECIFIC ACTS OF KINDNESS &
GENEROSITY GO A LONG WAY!!***

Your modest per closing contribution to B.A.R.'s Community Funds will make a big difference to worthy local organizations dedicated to serving the homeless population and our children. For more information, please call the B.A.R. at 510-848-4288.

All contributions donated in 2008 are tax deductible

Contribution Forms for the Youth Arts & Education and Workforce Housing & Homeless



BERKELEY ASSOCIATION OF REALTORS®

Proudly serving our members and communities since 1902

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WORKFORCE HOUSING AND HOMELESS FUND CONTRIBUTION

YOUR REALTOR®, _____, HAS
MADE A CONTRIBUTION IN YOUR NAME TO THE WORKFORCE HOUSING AND HOMELESS FUND.

The Community Relations Committee of the
Berkeley Association of REALTORS®

All contributions in 2007 are tax deductible



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YOUTH ARTS AND EDUCATION FUND CONTRIBUTION

YOUR REALTOR®, _____, HAS
MADE A CONTRIBUTION IN YOUR NAME TO THE YOUTH ARTS AND EDUCATION FUND.

The Community Relations Committee of the
Berkeley Association of REALTORS®

All contributions in 2007 are tax deductible

Close More Deals...with LESS Effort!



Brad was
Featured in
"Making Money
with Today's
Technology



Join us at: **Berkeley Association of REALTORS®**
1553 Martin Luther King Jr. Way, Berkeley, CA 94709

Monday, January 7, 2008 from 10 a.m. to 1 p.m.

LEARN HOW TO:

- ★ Get an Extra 10-20 deals from your database (\$250,000 in 6-9 months)
- ★ Increase your Lead Conversion a Minimum of 10%
- ★ Internet Marketing Tips & Tricks
- ★ 7 Ways to Get a Home Priced Correctly & Get Price Reductions
- ★ & Much, Much More!



ONLY
100 Seats
Available

REGISTER NOW!

RSVP: Call 1-800-762-3140 #916

Email Registration: jforcier@calmtg.com or Fax Registration: (415) 532-2619

Name: _____ Company: _____

Address: _____ City: _____ Zip: _____

Phone: (circle one) cell office : (_____) _____ Email: _____

Presented by:



Jeremy Forcier



(415) 451-4125



JANUARY CALENDER



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	01	02	03 Tour Day	04
07	08 Education & Professional Development Committee Meeting 12:00pm	09 BOD Strategic Planning Retreat 9:00am - 3:00pm	10 Tour Day	11 Community Relations Committee Meeting 12:30pm Government Affairs Committee Meeting 1:00pm
14 EBRD Board of Directors Meeting 12:00pm Special Events Committee Meeting 3:00pm	15 MLS Committee Meeting 3:00pm B.A.R./CAR/NAR and Supra Key 2008 Payments Due	16 Barbara Nickels "How to Stay out of Court" 9:30am - 1pm (BAR Auditorium) Paragon Training Paragon Essentials: 9 am - 12 pm CMA: 1 pm - 4 pm (Conference Room)	17 Tour Day	18
21 B.A.R. Office Closed in observance of Martin Luther King Jr. Day 	22	23	24 Tour Day Paragon Training Paragon Essentials: 9 am - 12 pm Customizing: 1 pm - 4 pm (Conference Room)	25
28	29	30 Membership Luncheon 12:00pm Board of Directors Meeting 1:45pm	31 Tour Day	