



West Volusia Association  
of REALTORS®, Inc.

# The REALTOR® Update

June 2008

## Special points of interest:

- Upcoming Education Classes, page 4.
- Where is Clara? Check out Page 6.

Need a Vacation?  
See page 6..



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## A Message From Your President:



### Dress 4 Success: From Flip Flops to Dress Shoes

As we continue to search for customers in our changed market, take a moment to assess your level of professional dress. We need to improve our level of professionalism in the public eye and one way to quickly improve this area is through first impressions. We should expect the same level that doctors, dentists, and lawyers receive from the community. So evaluate yourself in the following areas:

Do you meet your customers wearing sandals and sundress or sandals and shorts?

Do you attend inspections and appraisals wearing jeans and a t-shirt?

Do you attend closings in a dress or dress shirt and a tie?

Is it time for a haircut and/or monthly hair color treatment?

Are you leaving the house with make-up or the natural look?

When you meet with your doctor, dentist, or lawyer, take a moment to assess their professional dress. We should meet or exceed their level of professionalism. The customers need to perceive REALTORS® as the same level or more and one easy way to achieve this is through your personal appearance choices.

Think about your appointments for the day when you are standing at your closet and making your choices. IMPROVE your professional dress and our customer's perception will improve and it is VERY LIKELY your sales volume will increase! Dress 4 success and you will be more successful!

Let's end with a joke! Keep in mind I was very blond as a kid.....

There was one brunette, one red head, and one blond visiting the NASA Space Center. The red head says to the Flight Technician, "I want to fly to the moon." The Flight Technician says, "You can go tomorrow." The brunette says to the Flight Technician, "I want to fly to Mars." He says to her, "You can go to Mars next week." The blond then says to the Flight Technician, "I want to fly to the Sun." He says to her, "Don't you know you will burn up if you go to the Sun?" The blond says, "Then we'll just have to fly at night!"

Have a great month and remember to laugh at life and Dress 4 Success!

Your President,

Todd Hague

## April 2008 Top 20 Producers - Residential

West Volusia Association of REALTORS® members...to view the MLS Awards information you must go to the Members Only website as follows:

1. Go to the website Home page
2. Click on Member login
3. Login
4. Click on "Documents" on the left side
5. 5. Select the newsletter issue under the "Newsletter" section





Orange City	Ofc: 386-851-0909	Fax: 386-851-0914	Julie Bertrand
Port Orange	Ofc: 386-788-1671	Fax: 386-788-1679	Heidi Cowoski
Maitland:	Ofc: 407-894-6567	Fax: 407-894-6578	Kathy Engwer
Orlando	Ofc: 407-894-6504	Fax: 407-894-6506	Teresa Roberts

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**Coast Title of Volusia** was incorporated in 1991. We serve Orange, Seminole, Volusia and Flagler Counties.

**Coast Title of Volusia** is a service oriented company. We bring extensive experience and a willing attitude to your closing table.

**Coast Title of Volusia** is a mainstay in the industry. We've served the community throughout peak real estate markets, flat markets & even a difficult market. We offer a combined experience of escrow & title professionals of 50+ years and have been in business for 17+ years.

**Coast Title of Volusia** is a community involvement partner and active member and committee participant in the Board of Realtors, the FAMB & numerous Chambers.

**Coast Title of Volusia** serves the Central Florida market with offices in Orlando, Maitland, Orange City and Port Orange.

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**Menu of Services:** Title Insurance / Escrow Services / O&E Searches / Mobile Closings / Bilingual Closers / 1031 Exchanges / Residential & Commercial Transactions / Short Sale Transactions / Document Preparation / Order Appraisal

### Underwritten by:

Land America  
United General

First American  
The Talon Group

## **2008 LEADERSHIP TEAM**

### **President**

Todd Hague

Agent4uRemax@yahoo.com

### **President Elect**

Jean Armstrong

JeanArmstrong@cfl.rr.com

### **Treasurer**

Dick Darling

RDarling@cfl.rr.com

### **Secretary**

Cynthia DeLuca

Cynthia@totalrealtycorp.com

### **Immediate Past President**

Jalene Stockhausen, GRI

Jalenesells@earthlink.net

## **2008 DIRECTORS**

Linda Rothwell-Green

LindaRothwell@earthlink.net

Jennifer Clark

JenniferClark@cfl.rr.com

## **2008-2009 DIRECTORS**

Troy Baumgartner, CCIM

CommReal@bellsouth.net

Barbara Brennan

BarbaraBrennanrealty@earthlink.net

Melody Hall

mariessa60@aol.com

Jane Crosby

JaneCrosby@watsonrealtycorp.com

### **Association Executive**

Pam MacConnell

Pam@WestVolusiaRealtor.org

### **Membership/Education**

Annegret Westwood

Annegret@WestVolusiaRealtor.org

### **MLS/SUPRA**

Nancy E. Walker

Nancy@WestVolusiaRealtor.org

### **Bookkeeper**

Marge Thompson

Marge@WestVolusiaRealtor.org

### **Administration**

Sherry Hargrove

Sherry@WestVolusiaRealtor.org

### **Photographer**

Trey Smith, Approved Realty

ApprovedTrey@bellsouth.net

# Upcoming Education Classes

Go online to [www.westvolusiarealtor.org](http://www.westvolusiarealtor.org) and login to the members' site to register for these classes.

*Classes are no charge except where noted.*

*The Association has passed on its discount for the IFREC classes to our members.*

**June 4 and 5, 8:30 am to 5 pm: ABR—Accredited Buyer Representative Course—11 CE.** Presented by IFREC. \$299 per student.

**June 12, 10 to noon: TAX and IMAPP (Iris) — MFRMLS class**

**June 12, 1 to 3 pm: Creating Custom Reports—MFRMLS class**

**June 19, 9 to noon: MLX Training—MFRMLS class**

**June 19, 1 to 3 pm: Listing Maintenance Access— MFRMLS class**

**July 17, 9 to noon: MLX Training—MFRMLS class**

**July 17, 1 to 3 pm: Listing Maintenance Access— MFRMLS class**

**July 18, 8:30 am to 4:30 pm: Accredited Home-Staging Specialist Designation Course — 7 CE.** Presented by IFREC. \$144 per student.

**July 24, 10 to noon: Creating a Professional CMA — MFRMLS class**

**July 24, 1 to 3 pm: Tools: Introduction to MongoFax, Showing Time, RatePlug & MLX Wireless — MFRMLS class**

**June 30, 8:30 am to 5 pm: Foreclosure Opportunities for Buyers/Clients—3 CE.** Presented by IFREC. \$144 per student

### **Save the Dates!**

**August 7: E-Buyer Course**

**September 9 & 10: Seniors Real Estate Specialist (SRES®) Designation Course**

**November 17-21: GRI 3**



**FLAGSHIP**  
Mortgage Banc Inc.  
Conv - FHA-VA  
Jumbo - Construction Perm

### **WELCOMES**

**Tracy Strange**

**Mortgage Loan Officer**

**Cell 386-774-0550**

**TLS32466@yahoo.Com**

***Call her for all of your mortgage needs!***

**386-774-0550**

**800-552-6142**

# April 2008 Membership Changes

## New Affiliates

**Sunshine Bowling Center**

**595 Highway 92**

**DeLand, FL 32724**

## New Brokers

Edward "Ed" Sherman

## New Company

Ed Sherman Realty LLC

1325 S Spring Garden Ave

DeLand, FL 32720

Phone # 386 734-5840

Fax # 386 734-5840

## Transfers

Blake Rambo to Adams Cameron & Co.

Stephen Templeton to Century 21 Armstrong Team Realty

Arnette Sherman to Ed Sherman Realty, LLC

## Reinstatement

Brian Reaume – Real Estate Transaction

Consultants

Lorraine O'Hanlon – CB Property Showcase – Deltona

## Terminations

Jerry Fitts – Century 21 Searles

Eva Formoso – Century 21 Choice Properties

Rhonda Rucker Holloway – Approved Realty Source, LLC

Melinda Jarzynka – Approved Realty Source

## Business Name Change

ERA Prestige Properties & Assoc., LLC to Exclusive Realty Specialists

CB Property Showcase to Property Showcase Real Estate Network, Inc.

*(for offices located in Astor, DeLand, Deltona and Orange City)*

## Personal Name Change

Lauren Edwards to Lauren Clifton – Century 21 Searles Realty, Inc.

## Change of Office Address

Exclusive Realty Specialists

775 Harley Strickland Blvd., #103

Orange City, FL 32763

HSBC Mortgage Corporation

2730 Enterprise Road, Suite C

Orange City, FL 32763

## Membership Statistics

**April 2008**

Designated REALTORS®	142
Designated REALTORS® Secondary	78
REALTORS®	675
REALTORS® Secondary	28
Affiliate Members	139
Institute Affiliates	2





**Kay Mustard**  
Vice President

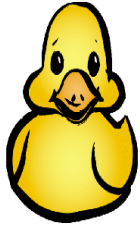
Office (386) 734-7477  
Fax (386) 734-5501

We envisioned a website worth visiting.  
www.VPGTitle.com

138 West New York Avenue, Suite 1 • DeLand, Florida 32720



# RPAC CORNER



Have you heard about the WVAR RPAC Duck Drop???? This is your chance to win a cruise for two to the Bahamas. There will only be 200 ducks sold. These odds are great!

Tickets will be sold for \$25.00 per duck. The race will be held on July 12<sup>th</sup> at the affiliate appreciation party.

The cruise will set sail on October 30 aboard the Carnival Sensation. You will return to Port Canaveral on November 2<sup>nd</sup>. Don't forget to bring your Halloween costume. There will be a contest. Thank you to Joel Wilder of Cruise Planners for the generous donation!!!! See one of your RPAC Committee members to purchase your duck.

## Clara is still on the *MOOOVE!!*

Here she is visiting with Prime Real Estate and Julie Norton, our newest Capital Club Member. Keep an eye out for her she may be visiting your office next!



*Imagine your  
ad here!*

*See page 12 for rates.*

**Online & in Print**

 DeLand-Deltona  
**Beacon**  
Your community newspaper.

110 W. New York Ave.,  
DeLand, FL 32720  
**386.734.4622**  
[www.beacononlinenews.com](http://www.beacononlinenews.com)

**Amanda Rutherford**  
Classified Manager  
[classifieds@beacononlinenews.com](mailto:classifieds@beacononlinenews.com)

# 1<sup>ST</sup> ANNUAL RPAC CELEBRITY SERVER AUCTION

**ARE YOU BOLD? FUN? WE NEED YOU!!**



The RPAC committee has planned our 1<sup>st</sup> Annual RPAC Celebrity Server Auction and we are on the lookout for our local “Celebrities!” This is going to be the craziest, wildest event of the year – NOT TO BE MISSED. This event is scheduled for late August. We have selected some Celebrities we think would be great but are in need of more volunteers.

### What does a Celebrity Server do....?

Bring your imagination *and* wild side to make challenges to your guests to raise money for RPAC during a fabulous evening including dinner and entertainment.

You will be responsible filling your table with fun and generous guests by selling tickets and informing them of the theme of the event. Please wear your best “Celebrity” costume and be prepared to generate donations as there will be a special weekend get away for our Winning Celebrity Server!

There will be a special Cocktail Hour get together for our Celebrity Servers to give you some more information on the event. Tentative date for the cocktail hour is June 24<sup>th</sup>.

**A FLORIDA  
MORTGAGE  
AFFILIATE**

Billie Jo Simoneau, CRMS  
Licensed Mortgage Broker  
(386) 738-9633

125 E. Indiana Avenue  
DeLand, Florida 32724  
www.floridamortgagedeland.com

If you think you would make a great Celebrity Server please respond by phone or email to Linda Cervenka at 386-562-5252 or [lcervenka@embarqmail.com](mailto:lcervenka@embarqmail.com) no later than June 20<sup>th</sup>.



**Jeff Woods**

Vice President—Branch Manager

(386) 774-0550 Fax (386) 774-2531

# When would you like to move in?

I have expertise with a variety of top-notch programs, so I can help you find the loan that meets your buyer's financial needs.

- Special low rates on fixed and adjustable loans
- No or low down payment
- Cash-flow options\*
- Quick approval, minimal paperwork
- Get your buyer's pre-approved so you know what they can afford and close on time
- Government loans FHA and VA
- Down payment assistant programs



William Salvatori  
Mortgage Consultant  
2111 S. Ridgewood Ave. 2nd Floor  
S. Daytona Beach, FL 32119  
(386) 561-7805 Cell  
(386) 756-6041 Office



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576095 (25/pkg)

\*Loans with cash-flow options may incur deferred interest.

Loans originated by Wachovia Mortgage Corporation or World Savings Bank, FSB, a Wachovia company, are subject to credit approval, verification and collateral evaluation. Initial decision is subject to your meeting specific underwriting requirements, and final approval will be based on your satisfying those requirements. Products not available in all states, and subject to change







# West Volusia Association of REALTORS®

Four Year Sales and Inventory History 2004 - 2008  
Compiled from Monthly Sales and Inventory Reports

Month	Year	Monthly Sales	Average List Price	Average Sale Price	% Diff Sell/List	Avg DOM	Current Inventory	Months Inventory
Jan	2004	180	\$134,591	\$129,921	96.53%	69	1,283	7.13
Feb	2004	243	\$135,107	\$131,166	97.08%	77	820	3.37
Mar	2004	266	\$138,242	\$133,979	96.92%	69	763	2.87
Apr	2004	300	\$142,335	\$138,291	97.16%	69	735	2.45
May	2004	262	\$154,184	\$149,923	97.24%	57	728	2.78
Jun	2004	333	\$149,787	\$146,773	97.99%	61	703	2.11
Jul	2004	328	\$149,267	\$145,808	97.68%	56	677	2.06
Aug	2004	238	\$150,896	\$147,373	97.67%	61	712	2.99
Sep	2004	186	\$153,859	\$150,213	97.63%	58	674	3.62
Oct	2004	243	\$150,400	\$146,793	97.60%	62	650	2.67
Nov	2004	236	\$147,610	\$144,053	97.59%	61	619	2.62
Dec	2004	301	\$166,177	\$160,805	96.77%	63	548	1.82
Jan	2005	205	\$157,234	\$153,162	97.41%	57	543	2.65
Feb	2005	223	\$167,410	\$162,113	96.84%	61	478	2.14
Mar	2005	334	\$175,189	\$170,824	97.51%	58	448	1.34
Apr	2005	335	\$177,785	\$174,369	98.08%	53	397	1.19
May	2005	364	\$185,290	\$181,936	98.19%	42	397	1.09
Jun	2005	400	\$189,204	\$186,392	98.51%	37	480	1.20
Jul	2005	334	\$208,000	\$204,034	98.09%	34	606	1.81
Aug	2005	297	\$215,394	\$210,418	97.69%	34	813	2.74
Sep	2005	300	\$207,520	\$202,175	97.42%	38	881	2.94
Oct	2005	299	\$214,380	\$210,141	98.02%	42	1,201	4.02
Nov	2005	282	\$211,306	\$206,192	97.58%	42	1,287	4.56
Dec	2005	304	\$217,123	\$210,846	97.11%	52	1,381	4.54
Jan	2006	200	\$238,023	\$229,799	96.54%	50	1,558	7.79
Feb	2006	212	\$219,970	\$214,436	97.48%	63	1,697	8.00
Mar	2006	297	\$218,709	\$213,063	97.42%	64	1,840	6.20
Apr	2006	295	\$224,234	\$218,299	97.35%	61	1,975	6.69
May	2006	305	\$221,034	\$214,783	97.17%	59	2,160	7.08
Jun	2006	277	\$228,403	\$220,735	96.64%	69	2,182	7.88
Jul	2006	246	\$220,678	\$214,168	97.05%	69	2,386	9.70
Aug	2006	230	\$215,347	\$209,111	97.10%	74	2,636	11.46
Sep	2006	200	\$235,016	\$222,604	94.72%	78	2,501	12.51
Oct	2006	216	\$230,125	\$221,758	96.36%	85	2,614	12.10
Nov	2006	187	\$222,231	\$211,338	95.10%	90	2,628	14.05
Dec	2006	205	\$221,029	\$211,678	95.77%	93	2,478	12.09
Jan	2007	161	\$235,761	\$225,669	95.72%	95	2,601	16.16
Feb	2007	203	\$229,706	\$221,907	96.60%	97	2,736	13.48
Mar	2007	212	\$220,708	\$211,062	95.63%	91	2,849	13.44
Apr	2007	206	\$233,422	\$221,234	94.78%	92	2,953	14.33
May	2007	175	\$214,678	\$204,761	95.38%	106	3,028	17.30
Jun	2007	176	\$225,391	\$213,432	94.69%	108	3,075	17.47
Jul	2007	161	\$223,488	\$212,115	94.91%	115	3,054	18.97
Aug	2007	169	\$215,711	\$202,912	94.07%	123	3,071	18.17
Sep	2007	135	\$196,363	\$186,544	95.00%	107	3,045	22.56
Oct	2007	140	\$191,175	\$180,513	94.42%	124	3,125	22.32
Nov	2007	136	\$186,213	\$175,728	94.37%	118	3,170	23.31
Dec	2007	96	\$192,250	\$178,763	92.98%	124	2,899	30.20
Jan	2008	70	\$187,828	\$177,833	94.68%	138	3,066	43.80
Feb	2008	94	\$173,575	\$161,299	92.93%	114	2,996	31.87
Mar	2008	112	\$176,172	\$165,180	93.76%	150	2,915	26.03
Apr	2008	111	\$210,475	\$192,831	91.62%	147	2,788	25.12
May	2008							
Jun	2008							
Jul	2008							
Aug	2008							
Sep	2008							
Oct	2008							
Nov	2008							
Dec	2008							

**F.Y.I**

Source: Orlando Regional Realtor® Association

Prepared by Mike Blinn  
Report 11 5/8/2008

Did you just Close on a Sale?

Help your clients make their move easier — send them to [www.usps.com/realmove](http://www.usps.com/realmove). The United States Postal Service® has made it easier for REALTORS® to help their buyers change their address online.

For more information go to [www.realmovevalue.com](http://www.realmovevalue.com)

# West Volusia Association of REALTORS®

## Multiple Listing One Month Sales and Inventory Report - Apr 1 - 30, 2008

Price Range	Units Sold	Market Share	Average List Price	Average Sale Price	% Sell to List	Days on Market (1)	Inventory on Market	Months Supply (2)
\$1 - \$49,999	2	1.80%	\$74,000	\$42,000	56.76%	43	6	3.00
\$50,000 - \$59,999	1	0.90%	\$59,900	\$58,000	96.83%	65	8	8.00
\$60,000 - \$69,999	3	2.70%	\$69,300	\$62,775	90.58%	137	35	11.67
\$70,000 - \$79,999	0	0.00%	\$0	\$0	0.00%	0	33	0.00
\$80,000 - \$89,999	3	2.70%	\$101,900	\$83,036	81.49%	114	50	16.67
\$90,000 - \$99,999	1	0.90%	\$99,000	\$92,000	92.93%	137	80	80.00
\$100,000 - \$119,999	8	7.21%	\$131,922	\$113,656	86.15%	69	163	20.38
\$120,000 - \$139,999	13	11.71%	\$137,777	\$131,200	95.23%	108	282	21.69
\$140,000 - \$159,999	13	11.71%	\$162,500	\$150,746	92.77%	159	283	21.77
\$160,000 - \$179,999	16	14.41%	\$178,819	\$164,711	92.11%	162	301	18.81
\$180,000 - \$199,999	13	11.71%	\$198,969	\$188,223	94.60%	176	266	20.46
\$200,000 - \$249,999	20	18.02%	\$238,400	\$220,893	92.66%	184	396	19.80
\$250,000 - \$299,999	4	3.60%	\$305,175	\$271,625	89.01%	148	291	72.75
\$300,000 - \$349,999	5	4.50%	\$367,908	\$318,328	86.52%	184	153	30.60
\$350,000 - \$399,999	4	3.60%	\$396,223	\$374,998	94.64%	113	126	31.50
\$400,000 - \$499,999	4	3.60%	\$480,625	\$438,750	91.20%	127	108	27.00
\$500,000 - \$599,999	0	0.00%	\$0	\$0	0.00%	0	51	0.00
\$600,000 - \$699,999	0	0.00%	\$0	\$0	0.00%	0	49	0.00
\$700,000 - \$799,999	1	0.90%	\$799,900	\$725,000	90.64%	183	34	34.00
\$800,000 - \$899,999	0	0.00%	\$0	\$0	0.00%	0	14	0.00
\$900,000 - \$999,999	0	0.00%	\$0	\$0	0.00%	0	12	0.00
\$1,000,000 and over	0	0.00%	\$0	\$0	0.00%	0	47	0.00
<b>TOTALS</b>	<b>111</b>	<b>100.00%</b>	<b>\$210,475</b>	<b>\$192,831</b>	<b>91.62%</b>	<b>147</b>	<b>2,788</b>	<b>25.12</b>

(1) Days on market is the time of last listing only and does not include time of previous listings

(2) Months supply determined by the current inventory divided by monthly unit sales

## Multiple Listing Cumulative Sales and Inventory Report - Jan 1 - Apr 30, 2008

Price Range	Units Sold	Market Share	Average List Price	Average Sale Price	% Sell to List	Days on Market (1)	Inventory on Market	Months Supply (2)
\$1 - \$49,999	4	1.03%	\$56,950	\$35,875	62.99%	84	6	6.00
\$50,000 - \$59,999	8	2.07%	\$64,038	\$54,937	85.79%	145	8	4.00
\$60,000 - \$69,999	6	1.55%	\$69,050	\$63,888	92.52%	204	35	23.33
\$70,000 - \$79,999	6	1.55%	\$83,267	\$74,634	89.63%	52	33	22.00
\$80,000 - \$89,999	15	3.88%	\$94,033	\$83,294	88.58%	103	50	13.33
\$90,000 - \$99,999	4	1.03%	\$103,025	\$93,375	90.63%	200	80	80.00
\$100,000 - \$119,999	45	11.63%	\$123,017	\$109,534	89.04%	127	163	14.49
\$120,000 - \$139,999	53	13.70%	\$134,818	\$129,424	96.00%	109	282	21.28
\$140,000 - \$159,999	58	14.99%	\$157,362	\$150,586	95.69%	151	283	19.52
\$160,000 - \$179,999	49	12.66%	\$175,214	\$166,884	95.13%	149	301	24.57
\$180,000 - \$199,999	35	9.04%	\$199,766	\$187,896	94.06%	133	266	30.40
\$200,000 - \$249,999	53	13.70%	\$239,019	\$222,057	92.90%	152	396	29.89
\$250,000 - \$299,999	22	5.68%	\$291,542	\$270,352	92.73%	165	291	52.91
\$300,000 - \$349,999	10	2.58%	\$356,924	\$317,864	89.00%	162	153	61.20
\$350,000 - \$399,999	9	2.33%	\$397,066	\$374,888	94.41%	141	126	56.00
\$400,000 - \$499,999	8	2.07%	\$486,413	\$441,750	90.82%	132	108	54.00
\$500,000 - \$599,999	0	0.00%	\$0	\$0	0.00%	0	51	0.00
\$600,000 - \$699,999	1	0.26%	\$775,000	\$685,000	88.39%	34	49	196.00
\$700,000 - \$799,999	1	0.26%	\$799,900	\$725,000	90.64%	183	34	136.00
\$800,000 - \$899,999	0	0.00%	\$0	\$0	0.00%	0	14	0.00
\$900,000 - \$999,999	0	0.00%	\$0	\$0	0.00%	0	12	0.00
\$1,000,000 and over	0	0.00%	\$0	\$0	0.00%	0	47	0.00
<b>TOTALS</b>	<b>387</b>	<b>100.00%</b>	<b>\$187,475</b>	<b>\$174,457</b>	<b>93.06%</b>	<b>138</b>	<b>2,788</b>	<b>28.82</b>

This data represents single-family attached and detached sales. Reported sales are dependent upon timeliness of sales and totality of information reported by participants. The data reflects only the sales published through the Mid Florida Regional MLS and does not include all sales in the reported areas. Neither the Association nor the MFRMLS is in any way responsible for its accuracy.

Source: Mid Florida Regional MLS

Prepared by Mike Blinn  
Report 10 5/6/2008

## **2008 Leadership Development Class**

### **Members and Sponsors**

- ♦ Tom Draganza—Tom Draganza & Westside Title
- ♦ Linda Hannon—Watson Mortgage
- ♦ April Kessler—Double “C” Roofing, Inc.
- ♦ Mary Mula—Southern Title
- ♦ Angela Pitre—Senez Real Estate & Selby Mortgage
- ♦ Mary Beth Schmale—MainStreet Community Bank
- ♦ Launda Soper—Crafts and Such
- ♦ Stephen Templeton—The Cruise Company & Collis Roofing, Inc.

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