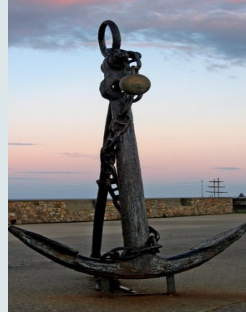


The REALTOR® Perspective Quarterly

January-March 2015



The President's Insights



PERSONAL BRANDING

As I was preparing for a recent sales meeting, I came across a fantastic article about personal branding. Branding is important for a REALTOR® to consider. By defining your strengths and growing your own identity, you are enhancing your ability to showcase who you are within your company. The article challenges you to look at what you bring to your business, what you bring to the table in terms of experience, talents, & strengths, and how to translate those attributes into a personal brand. Branding is about perception, right? So, why not have your clients and potential customers view you in the best light possible? . . .

The article emphasizes that a brand isn't just one thing, but rather, a compilation of various factors that speak to who you are, including professional demeanor, business acumen, knowledge of your industry, how you present yourself, what your professional profiles and social media pages say about you, and much more. In the article from *more.com*, Dorie Clark says, "your personal brand is what you stand for and your reputation – what others say about you when you leave the room. That doesn't boil down to any one thing. But put them all together and these elements communicate to the outside world who you are and how you see yourself." Clark goes on to say that your brand must have four elements: a mission statement, an updated wardrobe, a chic office, and lively social media.

(Cont'd. on page 2)

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The President's Insights

(Cont'd. from page 1)



This year at the Association, we're thinking about branding, too! We are taking steps to enhance the perception and identity of the Cape Cod & Islands Association of REALTORS®. We will be making our brand stronger and more clearly defined than ever and taking the actions necessary to stand by our image and promote our reputation... We want to not just look the part but to BE IT and ACT IT. We recently adopted a NEW Strategic Plan that articulates Clark's *must have's* for a brand:

A Mission Statement: As I mentioned, our Strategic Plan (which you can read more about in the CEO's column in this newsletter) defines our mission. It starts with making sure we're delivering the tools and resources necessary so that you can better serve the public. It continues by ensuring that CCIAOR serves as the *Voice for Real Estate* for the Cape and Islands. The plan then lays out initiatives to get us there, and it is supported by action steps and the staff's operational plan for achieving the mission.

An Updated Wardrobe: In the view of an organization, I take this to mean our staff. We've updated our staff and recruited new talent, energy, and enthusiasm. Ryan comes with his own set of knowledge and sphere of influence, and his talents and abilities will help our members tremendously, as well as enable us to achieve our mission, while setting forth new goals and objectives as we grow.

A Chic Office: We've updated the physical space of CCIAOR to reflect the mission of what and who we want to be. Our state-of-the-art board room is a phenomenal space for committees and small group meetings. The Conference Center at CCIAOR is continually updated, including everything from new carpeting to remote controls for our A/V system, as well as new technology and other cosmetic enhancements. We want you (REALTORS® and the public) to feel comfortable, motivated, and ready to learn, grow, network, and connect when visiting our meeting and events space.

Lively Social Media: Yes, we now have a staff that is social media savvy... Just take a look at our updated social media sites, and you'll see a significant improvement to ensure we're posting relevant information, not just about the Association, but also local and industry news for you to share with your clients. Our social media pages now reflect the activity and momentum we have conjured up in the past few months, so stay tuned for more photos and news from networking events, charitable endeavors, and all of the happenings at CCIAOR. Furthermore, our lively social media pages will be connected to our new Digital Strategy, in which we will launch our new Association website in the second quarter, to act as a portal to all the information needed to help you and your clients.

In conclusion, the New Year presents a new opportunity for you to become an even better version of YOU! Take some time to reflect and think about yourself personally and professionally, who you are individually and as a REALTOR®, including what you do, how others perceive you, and how it all translates to your personal brand. We, here at CCIAOR, will help you along the way, by providing the best tools and resources so that you can be the best YOU in 2015!

Here's to much continued success and a wonderful and prosperous year!

Warmest Regards,

Aleta Azarian



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2015 STRAT PLAN

MISSION STATEMENT

As the *Voice for Real Estate* for Cape Cod and the Islands, the Cape Cod & Islands Association of REALTORS® (CCIAOR), in conjunction with MAR and NAR, provides its members with the resources required to serve the public in an ethical and professional manner.

Additionally, CCIAOR studies and keeps members and the public informed on the impact of issues dealing with real property ownership.

CONSUMER OUTREACH



Be the *Voice for Real Estate*. Promote market statistics and/or real estate trends & issues and their impact on consumers.

Enhance community involvement to promote the value proposition of using a REALTOR®, and/or engage in community activities that enhance the image of REALTORS®.

Heighten community investment through organizing human resources or fundraising for the benefit of local community organizations.

ADVOCACY



Support property rights, housing and real property ownership by being active in the political process.

Identify and impact local issues of importance to the REALTOR® organization and the public by utilizing local, state, and national resources.

Boost consumer advocacy efforts and engage the public in legislative/political issues that impact home ownership, real estate investment, and related issues.

Raise 100% of the established RPAC Fundraising goal.

Achieve participation rates on NAR and State calls for action that are better than the average participation rates.

COMMUNICATION



The CCIAOR website provides information for consumers regarding market data and “things to know” when buying and selling real estate.

Designated REALTORS®, office managers, and team leaders work in cooperation with the Association to keep agents aware of REALTOR® activities and resources available to them.

CCIAOR uses multi-media channels across all demographics to communicate with members.

The CCIAOR website serves as a user friendly portal to national, state, and local resources.

LEADERSHIP & CRITICAL SKILLS DEVELOPMENT



Education is offered that is focused on the critical skills and knowledge that members will need to be successful as the marketplace evolves.

Leadership skills criteria is defined for volunteer leaders, and periodic leadership training is offered for current and future leaders.

Leadership is aware of, and focuses on, helping members overcome what the members believe are their primary challenges.

EXECUTION



Decisions made by staff and volunteer leaders are based on the strategic performance indicators defined in the strategic plan.

Conduct end of year BOD assessment, including a look back review and a look forward perspective.

A Move to Belonging to the Association

By Ryan Castle, CEO

The majority of you joined the Association in one way... Your broker told you to go to the Association and become a REALTOR®. We never sold you on a membership, or told you about the benefits, and you didn't make a conscious choice to be part of the Cape Cod & Islands Association of REALTORS®, but rather you just joined. As such, we've fostered a culture where you join the Association rather than belong to it.

We are now embarking on a path to change that. The aim is to provide tools and resources that matter to you and to get to a place where many of you will look towards the Association as a resource and support network that helps you grow your business, connect with your colleagues, foster better relationships with your clients, and in the end, effect a positive impact on the real estate industry on Cape Cod, Nantucket, and Martha's Vineyard.

On the adjacent (left hand) page, you'll see an overview of the Association's new Strategic Plan. The plan is focused on the Association, and you will notice that it does not mention or represent the MLS. That is because the Association and the MLS are separate organizations. Because they have different goals, missions, and resources, it is important to keep an independent focus on each, so that plans can be carried out for both separately, in regards to strategy and goal setting and achievement.

In the world of REALTOR® associations, the main discussion articulates and focuses the value proposition on being a member of a REALTOR® association. I'm not a fan of that discussion. I think this narrow focus misses a key point -- executing and delivering the value proposition to the members. Associations must improve, and when they do so, their members will see the benefits and choose to belong.

Through a collaborative process, with input from focus groups, email surveys, and a strategic planning work group, we've redefined our value proposition: *To provide the tools and resources necessary to make you a better REALTOR® and help you serve your clients in an ethical manner, to provide information about the buying and selling process to the public, to be the source of real estate statistical information, and to promote the value of homeownership, as well as the benefits of using a REALTOR®.* We want REALTORS® to become community leaders, and we will assist in these efforts by refreshing the core skills needed to complete real estate transaction and by engaging our brokers and managers in a more uniform and informative process. Now that the plan has been defined, CCIAOR will focus on action, execution, and delivery.

I hope, through following this achievable plan with measurable objectives, over the next three to five years, we can move the needle and create a membership base that not just joins, but that truly belongs.



CCIAOR NEWS

CCIAOR & CCI YPN Inspire Year-long HAC Initiative

Thank you to all offices and members who helped make our inaugural "Welcome Home" Gift Basket Drive, for those transitioning from Housing Assistance Corporation (HAC) shelters to permanent housing, so successful. HAC's Executive Director, Julie Wake, commented, "Please pass along our gratitude to all the members of CCIAOR — they really went all out!". In fact, the leaders at HAC were so impressed and inspired by our efforts that they have decided to extend this to a year-long initiative. The idea is that the CCIAOR office will remain a drop-off location throughout the year, while HAC teams up with other organizations in the first part of the year also. The 4th quarter holiday initiative will become an annual CCIAOR and CCI YPN REALTOR® event, which will continue to evolve and expand.

We are delighted to share this news with you, and will keep you updated as plans progress!

Thanks to all of you and cheers to community giving and supporting housing on Cape Cod.

MEMBERSHIP UPDATE

MONTH OF DECEMBER 2014

NEW APPLICATIONS:

BARNSTABLE:

Adam Burnett, Century 21 Shoreland
Michael Rabideau, Kinlin Grover Real Estate
Justine McLoughlin, Keller Williams Realty
Paul B Faherty, EXIT Cape Realty

CHATHAM:

Katherine Meincke, John Ricotta & Associates, Inc.

FALMOUTH:

Megan Harden, Distinctive Property Serv. R E

HARWICH:

Kristie DeStefano, Greater Cape Cod Real Estate

MASHPEE:

Timothy Harry, New Seabury Real Estate
Clayton Southworth, Southworth Willowbend R E, LLC

ORLEANS:

Julie Csenger, Kinlin Grover Real Estate
Lorraine Normann, William Raveis Real Estate

SANDWICH:

Matthew Goodwin, Kalstar Realty Services

APPLICATIONS WITHDRAWN

Kaitlyn Brown

THE FOLLOWING MEMBERS HAVE LEFT THEIR LAST OFFICE AFFILIATION SINCE LAST MEETING BUT NOT NOTIFIED THE ASSOCIATION TO REQUEST A RELOCATION PERIOD OR TO ADVISE OF NEW OFFICE AFFILIATION:

Barbara Humphrey	Carol Ann Montana	Tracie Vincent
Dianne Splaine	Mary Burak	Wayne Mayo
Katherine Schiappa	Maureen McCarthy	Ralph Grassia
Richard Nugent		

MEMBERSHIP UPDATE

AFFILIATION CHANGES:

Margaret Fallon, (DR) Fallon Ryan Real Estate to (R-) Keller Williams Realty, Centerville
Michele Caudle, Peter McDowell Associates, Dennis to William Raveis Real Estate, Yarmouth Port
Linda L Hiller, William Raveis Real Estate, Osterville to Kalstar Realty Services, Plymouth
Kerri Wick, Robert Paul Properties, Osterville to Kinlin Grover Real Estate, Osterville
Mark S Ouimet, Popponessett Real Estate, Mashpee to New Seabury Real Estate, Mashpee
Laurie O'Shea, Keller Williams Realty, Centerville to Bayview Real Estate, Barnstable
Patricia Granger, Kinlin Grover Real Estate, Yarmouth Port to Cape Cod Oceanview Realty, West Yarmouth
Christine Petrillo, C21 Commonwealth, North Chatham to Keller Williams Realty, Centerville
Danielle Chaulk, Robert Paul Properties, Barnstable to Kinlin Grover Real Estate, Barnstable
Donna Maloney, Robert Paul Properties, Barnstable to Kinlin Grover Real Estate, Barnstable
Joseph Markiewicz, (R-) to (DR) Jack Conway & Co., Inc.
Cathy Ormon, Kinlin Grover Real Estate, South Yarmouth to McDevitt REALTORS®, South Dennis
Donald Myers, with Jack Conway & Co., Inc., Sandwich
David Puopolo, Davenport Realty Trust, South Yarmouth to Kinlin Grover Real Estate, Yarmouth Port
Denise Bracken-Salas, ERA Cape Real Estate, LLC, South Yarmouth to Robert Paul Properties, Barnstable
Susan L Moran, (DR) West Falmouth Property, Falmouth to Jack Conway & Co., Inc., Falmouth

MEMBER RESIGNATIONS:

Kristina Donnellon	Peter Sivco	Stephanie Mitchell
Daniel Baczkowski	Jeannine Malzone	Lawrence Farias
Andrew Lashley	Larry Keyes	Jan Bogardus
Luis Lucas	Kenneth Medeiros	Sue J Smith
Leo Berard	Jerome Wojcik	Michelle Lima
Wendy Baumann	Lynne Fox	Amy Walker
Drummond Chapman	Joan Kittredge	

MEMBERS HAVE DROPPED FOR NON-RELOCATION SINCE LAST MEETING:

Sharon Bidwell	Dorothy Blackler	Marjorie Blackwell
Carole Carlson	Kenneth Driscoll	Peter Dubay
Diana Gravel	Bradley Horner	Deborah Huntley
Julie Keefe		

DESIGNATED REALTOR® CHANGES:

Jack Conway & Co., Inc., Joseph Markiewicz (DR) (formerly Ralph Grassia)
128 Route 6A, Sandwich, MA 02563

MEMBERSHIP UPDATE

OFFICE NAME CHANGES:

Dunhill Group (formerly Weichart REALTORS®, Dunhill Grp), Frederick Komenda (DR)
776 Main Street, Osterville, MA 02655

OFFICE ADDRESS CHANGES:

Seashore Properties, LLC, Joseph M. Aucoin (DR)
63 Crowell Road, Chatham, MA 02633

NEW BRANCH OFFICE:

Kalstar Realty Services, James Kalweit (DR)
110 Hedges Pond Road, Plymouth, MA 02360

OFFICES CLOSED:

Fallon Ryan Real Estate, Margaret A Fallon (DR)
9 Bluebird Lane, Harwich, MA 02645

West Falmouth Property, Susan L Moran (DR)
929 West Falmouth Hwy, Falmouth, MA 02540

OFFICES RESIGNED:

DanB Realty, Daniel Baczkowski (DR)
One Watermill Place, #311, Arlington, MA 02476

Eagle Realty, Lawrence A Farias (DR)
12 Providence Street, East Falmouth, MA 02536

Cornerstone Properties Mgmt, Inc., Larry P Keyes (DR)
611 Queen Anne Road, Harwich, MA 02645

K&M Medeiros Real Estate, Kenneth Medeiros (DR)
120 Meredith Drive, East Falmouth, MA 02536

MLS ONLY OFFICES NO LONGER MEMBERS:

Appraisal Concepts, James A Thompson (DR)
32 Pemberton Ave., Jamestown, RI 02835

C21 American Properties, Thomas C Taylor (DR)
246 Main Street, Walpole, MA 02081

NEW AFFILIATE MEMBERS:

Prime Lending, Carmela Zezze (AF)
P. O. Box 158, North Falmouth, MA 02556

Stage Right Cape Cod, Robin K Gunderson (AF)
P O Box 160, Cotuit, MA 02635

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Brokers and agents can learn more and register for Free by visiting:

<http://www.listhub.com/home.html>

Fun Facts

Did you know that the top 4 syndication sites are Zillow, Trulia, Homes.com, and Realtor.com? Over 98% of all CCIMLS listings are viewed on these sites. CCIMLS currently has a direct feed with Realtor.com, is finalizing the direct feeds with Zillow and Trulia, and has reached out to Homes.com in order to receive a direct feed from them as well. Direct feeds equal more accuracy on all CCIMLS listings, when displayed on these sites.

For questions, please contact the MLS Office via phone or email:

508.957.4300 or mlssupport@cciaor.com

EDUCATION

The following classes are presented by The Real Estate Institute at CCIAOR

Your Professional Source for Real Estate Education and Career Development

JANUARY COMMERCIAL CE - West Yarmouth

Thursday, January 29, 2015

Instructor: Robert Nahigian

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> 8:30 AM-10:30 AM | RE80C13: Commercial Lease Part III |
| <input type="checkbox"/> 10:45 AM-12:45 PM | RE81C13: Commercial Leases Part IV |
| <input type="checkbox"/> 2:00 PM-4:00 PM | RE87C14: Commercial Tenant Brokerage |

FEBRUARY CE - Martha's Vineyard Old Whaling Church 89 Main Street Edgartown, MA 02539

Wednesday, February 11, 2015

Instructor: Craig Foley

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> 8:30 AM-10:30 AM | RE86R14: High Performance Green Homes |
| <input type="checkbox"/> 10:45 AM-12:45 PM | RE63RC10: Environmental Issues |
| <input type="checkbox"/> 2:00 PM-4:00 PM | RE11RC07: Antitrust |

Thursday, February 12, 2015

Instructor: Jody O'Brian

- | | |
|---|-------------------------------|
| <input type="checkbox"/> 8:30 AM-10:30 AM | RE01R06: Seller Agency |
| <input type="checkbox"/> 10:45 AM -12:45 PM | RE47805: Residential Mortgage |
| <input type="checkbox"/> 1:30 PM-4:00 PM | RE33RC11: Code of Ethics |

FEBRUARY CE - West Yarmouth

Wednesday, February 18, 2015

Instructor: Anita Hill

- | | |
|--|---|
| <input type="checkbox"/> 8:30 AM-10:30 AM | RE63RC10: Environmental Issues |
| <input type="checkbox"/> 10:45 AM-12:45 PM | RE90R14: Designated Agency |
| <input type="checkbox"/> 2:00 PM-4:00 PM | RE91R14: Disclosure...Disclosure...Disclosure |

Thursday, February 19, 2015

- | | | |
|---|--------------------------------------|----------------------------|
| <input type="checkbox"/> 8:30 AM-10:30 AM | RE08RC12: Mass Rules and Regulations | Instructor: John Anjos |
| <input type="checkbox"/> 10:45 AM -12:45 PM | RE028RC12: Foreclosures | Instructor: John Anjos |
| <input type="checkbox"/> 1:30 PM-4:00 PM | RE33RC11: Code of Ethics | Instructor: Karen Jaworski |

MARCH CE - West Yarmouth

Wednesday, March 18, 2015

8:30 AM-11:00 AM RE33RC11: Code of Ethics
11:15 AM-1:15 PM RE26RC07: Appraisal Process
2:00 PM-4:00 PM RE18RC07: Property Assessments

Instructor: Karen Jaworski
Instructor: William Lento
Instructor: William Lento

Thursday, March 19, 2015

Instructor: Jody O'Brien

8:30 AM-10:30 AM RE14R07: Architecture
10:45 AM-2:45 PM RE15R07: Selling Historical Homes
2:00 PM-4:00 PM RE02R06: Buyer Agency

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To register for CE Classes, please contact Devyn Henry

Email: dhenry@cciaor.com Phone: 508-957-4311 Fax to: 508 771-0067

REGISTRATION FORM

Name: _____ Office: _____

Classes: _____ Date(s) _____

License #: _____ Exp: _____ Home Tel: _____ Email: _____

Home Address: _____ City: _____ State: _____ Zip: _____

FEE: (Circle one)

CC&IMLS Members — FREE! CC&IAOR Members — FREE!

Non-CCIAOR Members — \$30 per class

Amount Enclosed: \$ _____ (Check payable to CCIAOR) VISA MC

Credit Card #: _____ Expiration Date: _____

Cape Cod & Islands Association of REALTORS®, Inc.

Cape Cod & Islands Multiple Listing Service, Inc.

22 Mid-Tech Drive

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