

THE ADVANCED REALTOR®



March/April 2015

Official Publication of Long Island Board of REALTORS®

LIRealtor.com

The 6th Annual Long Island & Queens REALTOR® Open House Weekend

APRIL 18-19, YOU'RE INVITED!

By Christina DeFalco-Romano,
Public Relations & Communication
Programs Manager

Are you ready to kick-off the Spring selling and buying season? Then mark your calendars for Saturday and Sunday, April 18 and 19, 2015—and join Realtors® across Long Island and Queens for the grandest Open House Weekend event of the year. Open houses, open doors to homeownership!

The weekend is organized by the Long Island Board of Realtors® (LIBOR) in an effort to unite Realtors® as they host thousands of open houses, while engaging consumers on the benefits of homeownership and bringing buyers and sellers together.

The 6th Annual Long Island & Queens Realtor® Open House Weekend offers buyers a stress-free way to visit homes for sale in different neigh-

borhoods where they might want to live. For sellers, the weekend provides a high-visibility effort to promote traffic and drive home sales.

According to data from the National Association of Realtors® (NAR), the months between April and July are when the most house sales take place. Many homeowners choose this time of year to sell their homes as it is vacation time and there is nicer weather. Buyers are often reluctant to uproot themselves while their children are in school and when the weather makes moving difficult. Given the number of houses on the market during spring, it can be an optimal time for house hunting. During Realtor® Open House weekend, buyers can have a greater chance of finding the home of their dreams.

Plan to be a part of the campaign, hosted by the Long Island Board of Realtors® on Saturday and Sunday, April 18-19, 2015.

LONG ISLAND BOARD OF REALTORS®
Announces
**6th ANNUAL
LONG ISLAND & QUEENS
OPEN HOUSE WEEKEND**

DATE: Saturday, April 18th - Sunday, April 19th
PLACE: All Towns in Nassau, Suffolk & Queens
WHO: All REALTORS®
WHY: The REALTOR® Open House Weekend provides a great opportunity to have an open dialogue with consumers about housing issues that matter most.

Purchasing a home is one of the most important decisions in a person's life and deciding on a particular house comes with many options. Potential home buyers rely on open houses to help them find the home of their dreams. Buyers will have the opportunity to do this that on April 18th and 19th as REALTORS® hold open houses all weekend long as part of the Long Island and Queens REALTORS® Open House Weekend.

For a list of participating OHW offices, weekend open houses, and sweepstakes entry form, please visit:
www.lirealtor.com/hom

Homeownership Matters!

In an effort to motivate would be buyers to attend your open houses that weekend, LIBOR will be giving away \$1,500 to three (one in Nassau, Suffolk and Queens counties) lucky Open House attendees. Although there is no purchase necessary to enter the sweepstakes, we hope that the recipients will take advantage of this opportunity to use the funds towards the purchase of their new home.

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Veterans

We're More Than REALTORS®... REALTORS® SUPPORT LOCAL VETERANS PURSUE A CAREER IN REAL ESTATE

By Christina DeFalco-Romano
Public Relations & Communication Program Manager
cdefalco@lirealtor.com

The “We’re More Than Realtors®...”(WMTR) public relations campaign began in 2006, and was created by the Long Island Board of Realtors®, Inc. (LIBOR) Public Relations committee. The campaign’s objective is to raise public awareness about the Realtor® efforts in our community, in addition to helping local residents buy and sell homes.

Over the past nine years the campaign has supported numerous organizations, philanthropic programs and charitable community efforts across Long Island and throughout the world. Each year LIBOR members dedicate their time and effort to support these programs; helping to make Long Island a better place to live. From sponsoring the building of Habitat for Humanity homes, to constructing wheelchair ramps for the disabled with Rebuilding Together Long Island, to collecting hundreds of thousands of pounds of food for those in need, through the Realtors® Against Hunger program; to actively opposing any public policies that impede homeownership opportunities. Making a difference in our communities and touching lives in the neighborhoods in which we serve, is the embodiment of the “We’re More Than Realtors®” campaign.

It is through this campaign, that Long Island Realtors® are proud to support our local heroes, giving them the opportunities offered through the Long Island Realtors® Veteran Scholarship Program, to start a career in real estate. The program is designed to guide veteran recipients through the process of beginning a career in real estate, with a mentor on hand every step of the way.



The Long Island Realtors® Veteran Scholarship Program (available to eligible veterans) provides: Financial assistance to those Veterans approved to attend the required NY 75-hour Salesperson qualifying course (a \$295 value) at one of the Realtor® Service Centers conveniently located in West Babylon, Riverhead, Woodbury, and Jackson Heights; a Mentoring Program – where an experienced Real Estate professional will help guide them through the process of beginning their career in real estate; LIBOR association dues paid in full for one year; once established they will receive a \$100 Vistaprint gift certificate to be used towards business cards/stationery.

A career in real estate offers unlimited earning potential, flexible hours and freedom to set your own pace. If you are (or know of) a Veteran considering a career in real estate, the Long Island Board of REALTORS® can help get you started. Please visit www.LIRealtor.com or email pr@lirealtor.com for more information.

Long Island REALTORS® are trusted professionals working for you and your community.



300 Sunrise Highway
 West Babylon, NY 11704
 (631) 661-4800 • (718) 739-8700
 www.LIRealtor.com

2015 LIBOR OFFICERS

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Long Island Board of REALTORS® is a non-profit organization formed for REALTORS® for the betterment of their communities, their profession, and their livelihood.

The REALTOR® is published by the Long Island Board of REALTORS®, located at 300 Sunrise Highway, West Babylon, NY 11704, and is published January/February, May/June, and September/October.

The REALTOR® and its publisher, The Long Island Board of REALTORS®, in accepting advertisement in this publication, make no independent investigation concerning the services or products advertised, and they neither endorse nor recommend the same nor do they assume any liability thereof.

 REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is a Member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict code of ethics.

LIBOR’s governing documents, conflict of interest policy and financial statements (including IRS Form 990) are available for inspection during regular business hours upon request by appointment.

President’s Message

By Laura Copersino, LIBOR President

**AIM HIGH:
 FLY, FIGHT, WIN!**



Airmen from all ranks and career fields of the U.S. Air Force selected “Aim High: Fly, Fight, Win” as the service’s motto. As a statement of Airmen’s pride in their service, the motto is a two-part expression: 1) a call to action, and 2) a response of commitment. It is all about serving and protecting!

Aiming high is something we all strive to do in our daily business as REALTORS®. However, the expression of the this motto is a “call to action” and “a response of commitment.” Again, it is all about serving and protecting!

While we are not flying fighter jets or working onboard aircraft carriers, we most certainly are working in an industry that requires our very own “ call to action” and “response of commitment”.

Through LIBOR’s Government Affairs Department we are constantly working to support legislation to make the housing marketplace stronger and your bottom line more profitable. The Team works hard to protect REALTOR® interests at the local, state and federal levels of government. They strive to promote pro-REALTOR® legislation and defeat legislation that would adversely affect you and the real estate industry.

LIBOR’s REALTORS® Political Action Committee (RPAC Committee) works alongside the Government Affairs Team to raise RPAC funds to support pro-REALTOR® causes and candidates for public office. This is where you come in. It is all about serving and protecting!

LIBOR’s RPAC Committee, made up of REALTOR® volunteers, your very peers, are working hard at your local Chapter and Division meetings, to raise RPAC awareness and funds. Don’t retreat! Step forward with your “response of commitment” and invest in RPAC, invest in the protection of your career and future!

Also watch for on-line and email “Calls to Action” on legislative issues. Simply take two moments and complete the online form and instantly send notification to your legislator on issues critical to REALTORS®.

Aim High, fellow REALTORS®, Aim High and let’s create a better industry for us all. Invest in RPAC today!

2 | APRIL

○ **Central Suffolk Chapter General Membership Meeting**

9:00 am
Mill Pond Golf Course, 300 Mill Pond Road, Medford, NY 11763. "iPad Intelligence: Using Your iPad Efficiently" & "Effective Ways to Present a Stellar Listing Presentation". For more details and to register, visit: <http://centralsuffolk.lirealtor.com/calendar/>

8 | APRIL

○ **Nassau North Shore Chapter Networking Breakfast Meeting**

8:30 am
Muttontown Country Club, 5933 Northern Blvd., East Norwich, NY 11732. Realtor Safety with National Speaker, Thomas Grimes. For more information and to register: <http://nassaunorthshore.lirealtor.com/calendar/>

14 | APRIL

○ **Central Nassau Chapter Membership & New Agent Meeting**

8:30 am
Garden City Country Club, 206 Stewart Avenue, Garden City. Top Producers Roundtable - Learn from the best! New agent event, all are welcome! For more details and to register, visit: centralnassau.lirealtor.com/calendar/

15 | APRIL

○ **MLSLI Executive Committee**

9:00 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

21 | APRIL

○ **North Fork Chapter Networking & Education Breakfast**

8:30 am
Soundview Restaurant, 58775 Route 48, Greenport. "LIBOR Legal Hotline Comes to the North Fork" Guest Speaker - Cathy Nolan. For more details and to register, visit: northfork.lirealtor.com/calendar/

22 | APRIL

○ **MLSLI Board of Directors**

9:00 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

23 | APRIL

○ **LIBOR Executive Committee Meeting**

9:00 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

30 | APRIL

○ **Jamaica Central Queens Chapter Educational Breakfast**

9:00 am
Roma View, 160-05 Cross Bay Blvd, Jamaica. Fair Housing & Human Rights Law Update. Special Guests: Issac Parsee and Vaughn Brown, Esq., NYC Commission on Human Rights. For more details and to register, visit: <http://jamaicacentralqueens.lirealtor.com/calendar/>

6 | MAY

○ **MLSLI Executive Committee and Budget & Finance Committee**

9:00 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

7 | MAY

○ **LIBOR Executive Committee and Budget & Finance Committee**

9:00 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

20 | MAY

○ **LIBOR Board of Directors Meeting**

9:00 am
LIBOR West Babylon
For more details email: adminsupport@mlsli.com

Executive planner at a glance

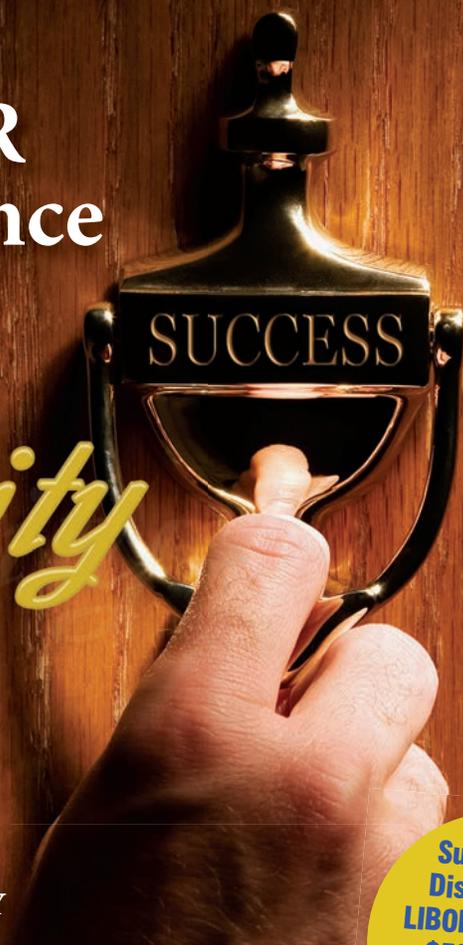
[HTTP://WWW.LIREALTOR.COM/CHAPTERSANDDIVISIONS/DEFAULT.ASPX](http://www.lirealtor.com/chaptersanddivisions/default.aspx)

2015

27th Annual LIBOR Education Conference & Trade Show



*Opportunity
is Knocking*
Get Ready



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CREST HOLLOW COUNTRY CLUB • WOODBURY, NY

Super Early
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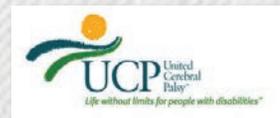
Featuring Keynote Speaker

Bill Hart

Building Champions, Inc.

**“Luck is What Happens When
Preparation Meets Opportunity”**

Proceeds to Benefit
UNITED CEREBRAL PALSY



Breakout Speakers



Craig Grant

*“Run Your Business
on Google and the
Cloud”*



Jackie Leavenworth

*“It’s a Price War to the Door...
and it Begins with the Internet”*
Special Closing Session by Jackie
“Play it Forward”



Bruce Gardner

*“Going from 20 to
50 Transactions a
Year!”*



Steve Harney

*“New Session: Has Google
Discovered the Missing Link to
Agent Success”*

Special Throwback Thursday
Celebration and Supreme
Realtor Tribute!



Prizes, Auction Gifts,
Music & More!
Get Ready to Have Some Fun!

For More Information and to Register Visit LIBOREDCONFERENCE.COM



From Where I Sit

By Joseph E. Mottola, Chief Executive Officer

I recently went to a high end New York Steak House and their marketing or branding if you will, was based on . “Not your father’s steak house.” It was certainly clear to me that the ambiance was geared to a younger clientele including décor and background music...definitely not Frank Sinatra!

The National Association of Realtors® (NAR) recently completed a Generational Study of Buyers and Sellers and the results were most interesting.

The real estate industry is experiencing something similar with buyers. Generation Y or the “Millennials” as they are called, have become the largest age group of buyers at 32%. Boomers, both early and late accounted for 31% and Gen Y 27%. The Millennials also accounted for 68% of all the first time sales!

The motivating force for Gen Y was that they just wanted to own a home. Gen X’s somewhat older buyers mainly moved due to family size or a job related reason and were concerned about schools. Gen Y puts the emphasis on commutation and affordability. Both tend to move within 10 miles of their previous residence.

All age groups tended to start their search on the Internet Gen Y not only looks for housing but also looks for information on the process of buying more than any other group. Over 50% used their Mobile devices heavily in their research.

Why is this important to contemporary Realtors® and the Associations and Multiple Listing Services which are essential tools in their businesses? Because the tide has turned and Gen Y is now and will continue to be in the coming years the dominant buyers in the marketplace!

In Associations, 57 is the median age for Realtors® is

nationally. It means that 50% of Realtors are older than 57 and 50% are younger. The challenge for Boards and Associations are to provide programs and courses that help the generally older Realtor population understand that the values and buying attributes of Gen Y purchasers. Their values are different from the age groups that Realtors® have been accustomed to working with. Recognizing the differences will in large measure determine personal sales success in the coming years.

The Multiple Listing Service has to insure that as much information that it offers the public through its public website MLSLI.com, has to be Mobile friendly. Our various corporate websites like LIRealtor.com were recently redesigned and that capability was part and parcel of its development and refinement.

The Officers and Directors in our two organizations, LIBOR and MLSLI, have got to figure out how to provide paths to future leadership for brokers and agents in the Millennial age group. We are going to need the Gen Y input and views to insure that both organizations remain relevant to them. Both of our governing bodies are “Boomer Heavy” and they have different values and understandings than the younger groups in the marketplace. We need a blend of all the age groups to help guide our organizations in the coming years. “One size fits all” simply won’t work moving forward. Maybe the catchphrase might be “It’s not your parents’ Board and MLS anymore.”

Women's Council of Realtors® Holds Business Resource Meeting

The Long Island Chapter of the Women's Council of Realtors® held a luncheon and networking business resource event on March 6, 2015 at Westbury Manor in Westbury. The topic was "Legal or Ethical; So you think you know Real Estate," featuring guest speaker Cathy Nolan, LIBOR/MLSLI Staff Counsel. Cathy discussed some of the most common legal and ethical misconceptions in the Real Estate industry, specific to New York/Long Island. Also at the meeting was a special session with LIBOR's Government Affairs team discussing some important Legislative initiatives for 2015, that will affect the Real Estate industry and how RPAC (Realtors® Political Action Committee) will help push those initiatives.

Photo courtesy of Howard Fritz, One Fine Day Photographers.



The Central Nassau Chapter Holds March Membership Meeting

The Central Nassau Chapter held their March 10, 2015 meeting at a new venue, the Nassau County Bar Association in Garden City. There was plenty of space to visit with sponsors and a lovely continental breakfast. The Chapter was honored to have two informative guest speakers. Thomas Osborne, of Osborne Investigations Corp spoke on "Protect Yourself from the Predators and Criminals Out There." Osborne educated the crowd on how to be more observant when visiting ATM machines; and how to carefully protect charge cards and personal information. David Legaz, Realtor® and LIBOR Treasurer, shared enlightening statistics about Realtor® Safety. He encouraged all to be more careful and observant, shared useful apps for phones and safety protocol ideas for agents. At the conclusion of the meeting, Marie Grant and Sandra Pino were glad they attended the meeting because they both went home with gift cards that they won!

Pictured from (l-r) are Marie Grant, Realtor®; David Legaz, guest speaker; Monica Altmann, CNC President; Thomas Osborne, guest speaker; Sandra Pino, Realtor® and Edward Freeberg, CNC Vice President.

Our Sights are Set on Global

Asian Investors Lead International Commercial Investment in U.S. and Canada, says NAR Survey



International investment in commercial real estate is dominated by Asian interests in both Canada and the U.S., according to a new survey from the Richard J. Rosenthal Center for Real Estate Studies at REALTOR® University and the National Association of Realtors®.

The survey found that 47 percent of Canadian respondents and 41 percent of those in the U.S. indicated that their international clients were from Asian countries.

“Commercial real estate has become a global industry, and Realtors® from across the U.S. and Canada now regularly serve clients from all over the world,” said NAR President Chris Polychron, executive broker with 1st Choice Realty in Hot Springs, Ark. “This survey proves the fact that while all real estate is local, not all investors are local.”

The survey was done in collaboration with the Canadian Real Estate Association and with assistance from the CCIM Institute and Institute of Real Estate Managers. Nearly 3,000 Realtors® answered questions about their international commercial clients and the perceived changes they see in the demand for and utilization of office space.

According to the survey, 45 percent of Realtors® who practice commercial real estate in Canada noted an increase in international clients. Similarly in the U.S., more than a third of responders, 36 percent, observed an increase in international investment.

The survey found that in the U.S., 22.5 percent of international clients came from Europe, 21 percent from Latin America and 20 percent from the Middle East. In Canada, Realtors® said 18 percent of international commercial real estate investment came from the Middle East, 17 percent from Europe and 5 percent from Latin America. It is important to note that the heaviest cross-

border investment in commercial real estate continues to be between the U.S. and Canada.

International investors brought significant capital into North America, nearly \$13 billion in the latter half of 2014. Investors from Asia invested \$5.7 billion in real estate, \$4.8 billion came from Europe, \$1 billion came from Oceania and \$390 million came from Latin American investors.

The survey also found a changing demand for office space in both the U.S. and Canada. Commercial clients are seeking more flexible office spaces, reducing the amount of personal space for workers and increasing the amount of communal space; 40 percent of Canadian respondents and 45 percent in the U.S. said their clients are looking for more open space in their offices.

The location of offices spaces is also seeing a shift. In Canada, a majority of investors is looking at property in metropolitan areas with populations of more than 1 million. In the U.S., however, investors have begun moving away from larger markets into secondary and tertiary markets; more than one-third of U.S. respondents reported investors are interested in markets with populations less than 750,000.

Highlights from the report are available at www.realtor.com/real-estate-studies/current-research-programs/international-commercial-real-estate-investment. A full copy of the report is available to news media upon request.

The National Association of Realtors®, “The Voice for Real Estate,” is America’s largest trade association, representing 1 million members involved in all aspects of the residential and commercial real estate industries.

Source: NAR

Realtors® Awarded Emeritus Status

Realtors® Ralph Bove of Real Estate Managements Consultants of Northport, Joe Canfora of Century 21 Selmar Realty in East Islip, Rafael Rivera of El Mundo Realty (not present for the presentation) in Richmond Hill and Bertram Schwartz of SAS Real Estate in Wantagh were presented with the honorable Emeritus Award at the Long Island Board of Realtors® Board of Directors meeting, held recently in West Babylon. This award is given to individuals who have held membership in the National Association as a Realtor®, Realtor-Associate®, or a combination of both, for a cumulative period of 40 years in one or more Associations of Realtors®. Upon approval by the Board of Directors of the National Association of Realtors®, no further payment of dues is necessary to the National Association by the Member Association of which the Realtor® Emeritus is a member.

This is an outstanding achievement, congratulations to all!

Pictured are Emeritus recipients (l-r) Bertram Schwartz, Ralph Bove and Joe Canfora with LIBOR President Laura Copersino.



Nassau South Shore Chapter Membership Meeting

The Nassau South Shore Chapter held a Membership Meeting on Tuesday, March 17, 2015 at the Merrick Gold Course Clubhouse in Merrick. Special guest speaker for the meeting was Dr. Linda Levine Madori. Dr. Levine Madori spoke about achieving maximum brain health, "Use it or Lose It - Learn To Enhance your Brain Success throughout Life." The sold-out event was enjoyed by all!

Pictured at the event are (l-r) Morty Kaplan, NSSC Vice President; Carol Gallo-Turschmann, NSSC President-elect; Gloria Rabson, NSSC President.



YPN New Members Mix & Mingle

The Young Professionals Network (YPN) held a New Members Mix & Mingle Networking Cocktail Party on March 24, 2015 at K Pacho in New Hyde Park. It was a great evening of speed networking and mingling. Attendees learned all about making the most of their YPN membership.



REALTOR® SPIRIT AWARD



Are you or someone you know doing great work serving the community? We want to hear about it!

The Long Island Board of Realtors®, Inc. (LIBOR) Realtor® Spirit Award recognizes Realtors® who have made an extraordinary impact on their community, or on the national or world stage, through volunteer work charitable efforts, youth related or other activities that demonstrate outstanding commitment to community service.

The Realtor® Spirit Award program has been designed to showcase all the good that Realtors® are doing throughout the year. Realtors® will be selected on a bimonthly basis to receive up to \$1,000 donation to the charity/organization/program of their choice. The recipients will be spotlighted in the corresponding issue of "The REALTOR®," on all social media venues and a press release will be generated to all local media. This is a perfect way to get exposure, promotion and funds to an upcoming fundraising event for a charity that is near and dear to your heart.

The Realtor® Spirit Awards was launched in 2006 and has since recognized more than 50 Realtors® for their service to their communities. Realtor® Spirit Award charities have received more than \$35,000 in donations. In addition, each winner receives local publicity, which generates additional donations and inspires new volunteers to get involved. The award was created by LIBOR's Public Relations committee as part of the "We're More than Realtors..." (WMTR) campaign, which supports numerous programs and charitable community organizations.

Visit LIRealtor.com to nominate yourself or a fellow Realtor® today!

Meet the 2014 Realtor® Spirit Awards Recipients



DAVID LEGAZ — Through Team in Training (TNT), David has raised nearly \$10,000 for the Leukemia & Lymphoma Society (L&LS), the world's largest voluntary (nonprofit) health organization dedicated to funding blood cancer research and providing education and patient services. He has successfully completed the 2012, 2013

and 2014 NYC Half Marathon and the 2012 Nike Women's Half Marathon in San Francisco. David started running with TNT to raise money for research and to find a cure for the cancers that have afflicted thousands of 911 First Responders, like himself, that may have been triggered by an unprecedented "synergistic mix" of toxins at the World Trade Center site.



LINDA BONARELLI-LUGO — The Animal Response and Rescue Coalition was founded by Linda as a result of her volunteer work with the Emergency Pet Shelter, in the wake of Super Storm Sandy. Linda organized a group of Realtors® who were willing to foster animals. It was through her positive impact, reach and pure love

for the animals that the Pet Coalition had asked Linda to serve on their board. From here the ARRC was founded. The mission of the ARRC is to support the public and other official responders as it pertains to saving animals from disasters and emergency situations through pre-evacuation, post disaster rescuing and sheltering services. Their goal is to alleviate animal suffering during recovery efforts while providing compassionate shelter care.



SUSAN MCCARTHY — Those who know Susan McCarthy know — that she is always smiling, a community advocate she gives effortlessly of herself to those in need. She supports literacy through the community library and volunteers her time and energy to the Meals on Wheels Association of the Moriches. Once a week Susan packs her

car with the prepared meals and travels to homes to distribute the food to the elderly. For many, Susan's smiling face is the only face they may see all week. They look forward to Susan's visits for much more than the meals, and Susan is honored to be the one to bring it to them. The Meals On Wheels Association of America's vision is an America in which all seniors live a nourished life with independence and dignity.

RPAC

By Matthew Arnold, RPAC Chairperson



RPAC Needs Your Support

Spring is here! As we watch the flowers blossom, our fundraising goals are doing just that...blossoming! The total investments to date are \$40,000 with 770 Realtors® participating. As I have said before, we would like 100% participation! Imagine what we could achieve if all 21,000 Realtors® participated?

RPAC's 10th Annual Day at The Races is scheduled for May 6th. You don't want to miss our signature event which includes a day of excitement at the historic Belmont Park racetrack! Join your REALTOR colleagues for a fun-filled day wagering on horses in the private Turf and Field Club room with a birds eye view of the track. The event features a gourmet lunch spread, private betting windows, live and silent auctions and more. This REALTOR® favorite will surely sell out quickly and space is extremely limited...so register today! The cost is \$100 and the full amount goes toward you RPAC investment. You must pre-register for this special event and no tickets will be sold at the door. Register online. For more information call 631-661-4800 ext. 354.

Fellow Realtors® always ask me if there is anything else they can do aside from giving money (because they already gave)? Well there is! We are always looking for Realtors® or affiliates with NRDS numbers, to donate auction prizes. The auction prizes help raise money and awareness of our cause at our special events or chapter meetings. Auction items can be artwork, sporting event tickets, dinner gift certificates or even a special vacation. Any Realtors® or affiliates who wish to donate auction items, please call Randy Kaplan at 631-661-4800 x 380.

RPAC Protects REALTORS®
at the local, state and federal levels!

*Invest in your business.
Invest in RPAC today!*

LONG ISLAND BOARD OF REALTORS

Call 631.661.4800 x354
Visit www.lirealtor.com

The graphic features a background of the American flag. At the top right is the RPAC logo with the tagline "Your Best Investment In Real Estate". Below the main text is a red banner with white italicized text. At the bottom is a photograph of the United States Capitol building with the Long Island Board of Realtors logo overlaid on the left side. A red banner at the very bottom contains contact information.

I would also like to reach out to Brokers or managers and encourage you to invite me and my team to come to your office meetings. We will educate your agents on what benefits they get from RPAC and how important their support really is. This is an election year and it's very important that we pay close attention to what's going on in our area as well as around the country. We only need 10 minutes of your time and it is very enlightening as well.

I look forward to meeting you all at our upcoming special events and Chapter functions and I "THANK YOU" for your support in advance.

Tech Tip

By Dana Nowick, Product Marketing & Client Relationship Manager



Millennial Homebuyers Are On the Rise! Are You Prepared?

According to the 2015 National Association of REALTORS Home Buyer & Seller Generational Trends Study, the millennial generation represented the largest share of recent buyers.

Additionally, the number of households in their 30s should increase by 2.7 million over the coming decade, which should boost the demand for new housing, according to a report by the Joint Center for Housing Studies of Harvard University.

As millennials enter the housing market, they will be your next source of new business. With a different outlook on home ownership than previous generations, you need to know these buyers. Here's what they value most:

Communication. Communicate well and often. Millennials want you to keep in touch. Communicate with them in the way they want - not the way you want.

Use technology. Email, text messaging, online forms & e-Signatures. Make it easy for them to get the information they need.

Be online in as many places as possible. Millennials are online, make sure you are too. Be every place you can be online.

Listen, respond and go the extra mile. Show millennials that you care about them and their needs. Millennials are looking to you for reassurance, confirmation, and stability during the ups and downs of home buying.

Share your experience. Real-life guidance and insight in the buying process is extremely valuable to mil-

lennials. Give them pointers and insider tips that you have learned from your experience as a Realtor.



To view the complete 2015 Generational Trend research report visit LIRealtor.com and click on the Member Area tab to access the Research and Data section. There you will also find a summary of the report that provides you with a snapshot of all the findings and data on the research conducted by NAR. We hope you find this information helpful. Realtors® are encouraged to visit this section often to stay current on industry trends and reports.

Interesting Legal Helpline Matters



By Cathy Nolan

Goldson, Nolan & Connolly, P.C., General Counsel

Generally, I like to print some of the questions I get on the Helpline since the issues seem to come in batches and I have found that if one person is asking, many have the same problems. But this time I would like to discuss several matters that are bothering me.

1. Before you call me on the helpline regarding a matter of presenting an offer, getting an appointment to bring a buyer to another broker's listing, getting another office to return your calls or anything along those lines, please discuss the matter with your own broker! Often, when an agent calls me regarding these types of issues, I discover in the course of the conversation that the agent's broker is unaware of the situation! In many instances, the broker can resolve the problem with a 5 minute phone call to the listing broker's office. If the broker cannot resolve the matter, the broker can make an MLS Rules violation complaint, which can only be made by the broker if the broker is aware of the problem! Finally, when it comes to having the seller or listing broker supply you with written evidence that an offer was made, either by having the seller sign an acknowledgement or the agent sign an affirmation that the offer was presented, the point becomes moot if you have been speak-

ing and negotiating directly to the seller! You cannot imagine how many agents call me to complain that they never received an acknowledgment or affirmation when they have been negotiating for several days directly with the owner! The purpose of the written documents is to assure the would-be selling agent that his offer was presented. If he is talking to the seller, he can safely assume the seller is aware of the offer.

2. If I ever find out the names of the agents who give my number out to the general public, I am going to refuse to speak to those agents on the helpline in the future! It infuriates me when sellers or buyers tell me an agent has given them my number and then these people want me to explain to them how they can breach a contract with another broker, file a complaint with the Department of State or refuse to pay a commission! I am not here to help the public hurt a broker. I received a call a couple of days ago, after 7pm, by the way, while I was working late on something I needed to get out the following day, from a buyer who told me his agent gave him my number so that he could lodge a complaint against a listing broker who presented another offer to the seller after the caller's offer was accepted! He had been holding the contract for a couple of weeks

while he and the seller were "working out some small matters," that had been uncovered in the engineer's inspection and, he indignantly told me, "without even letting us know before he did it," the seller took another offer and did not give the buyer a chance to come up to match it! Now the buyer wanted the listing broker to pay for his engineer's report, tell him the amount of the new offer and give him a chance to bring his offer up! As I recall, there was some talk of tarring and feathering as well! The call was dropped on the caller's cell phone and I went back to my own work. He called back three more times! I finally answered to tell him to knock it off. He demanded I take care of this and give him names and numbers of the appropriate authorities and contact the seller and listing broker to get him the house! I told him that I understood why the seller took the other buyer and that, if he had been as obnoxious to the seller as he was being to me, I understood exactly why the seller never gave the buyer a chance to raise his offer and refused to deal with the caller again! At that point I hung up, but he left me a long, nasty and demanding message which I heard in the morning. Whoever sent him to me is in big trouble if I ever get the agent's name! Do not do this again!

CONTINUED ON PAGE 14

Legal Helpline CONTINUED FROM PAGE 13

3. I know you like to help people. In fact, I always tell you that you spend your time fixing birds with broker wings. However, although I have no problem discussing some of these wounded buyers and sellers with you, please do not ask me to give them legal advice through you! I cannot advise someone who is not my client and you cannot practice law without a license. My advice is to tell these people to seek their own legal counsel. It is their problem if they cannot afford an attorney, do not make it yours! You cannot fix everyone!

4. Source of Income is now a protected class in NYC, Nassau and Suffolk. Do not tell tenants your landlords do not take programs. If you cannot help yourself and it just slips out, stay away from rentals for everyone's sake! If a landlord tells you he will not take programs, do not take the listing! If you do have a listing for a rental and someone calls inquiring about the property, do not ask about his source of income, just whether he has sufficient resources to pay the rent. Then, if he tells you he has a job, you can ask for proof. If he says he has a pension, you can ask for proof. If he says he is on a program, here, too, you can ask for proof by seeing the voucher. If the voucher only allows the tenant to pay \$1700 in rent, and the apartment he wants to see is \$1800, the landlord does not need to lower the rent to take that tenant. He can refuse to take a lower rent and,

if the tenant offers to add to the approved amount, he can still refuse since taking an amount greater than the amount allowed on the voucher is against the law and the landlord will be liable for paying back quadruple the amount he received when Social Services finds out! If you helped to put that transaction together, you could lose your license for engaging in untrustworthy behavior.

5. Finally, read the legal tips Doreen Spagnuolo regularly puts up on the website. They are put there for your benefit! Take advantage of the resources the Board and MLS offer to you. I cannot tell you how many calls I have received about the new law regarding indoor sprinkler disclosures required of landlords in all residential leases written after December of 2014. Doreen has written about the law and the fact that you should not be writing leases, adding language to leases or advising landlords and tenants regarding the leases. Do you pay attention? I wonder, as I keep getting calls about how your landlords expect you to take care of the leases. Just say no! Otherwise, you will be the ones in trouble, and that means you could face losing your license! In addition, if a problem arises in the landlord/tenant relationship, you will be the one both blame! That could lead to litigation, and no one wins if you have to go to Court!

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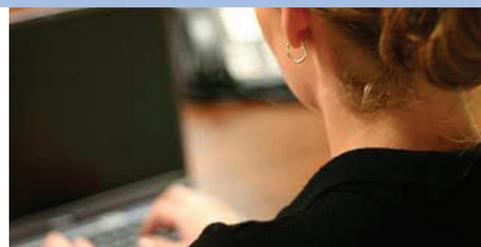
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Real Estate Market Update

The closed median home price in February 2015 for Long Island, which includes Nassau, Suffolk, and Queens's housing data, was \$372,500 representing a 6.4% increase over last year. Nassau County reported a \$408,500 closed median home price in February, representing a 3.5% increase over \$394,500 reported by MLSLI last year. Suffolk County reported a closed median price of \$320,000, which represents a 6.7% increase over a year ago. Queens reported a closed median home price of \$405,000, which represents a 9.6% increase over last year.

The total number of Long Island available residential inventory was 19,176.

February 2015 Market Update reports for Nassau, Suffolk, and Queens Counties are available under the MLS Activity Reports section of Stratus. The Market Update reports are also available at LIRealtor.com under the Research and Data section.



RPAC DAY AT THE RACES



WHEN: Wed, May 6th, 2015

BUFFET LUNCH: 12:00 – 2:30 PM

1st RACE BEGINS: 1:00 PM

PRICING: \$100 by 4/24/15, \$125 after 4/24/15
Checks made payable to RPAC, full amount will go towards your RPAC contribution.

INCLUDES: Full Gourmet Buffet in the Turk & Field Club, Private Betting Window, Clubhouse Admission and Post Parade Program.
Hat Contest, Great Auction Items plus Lots of Fun!

Register Online:
LIRealtor.com/belmont



REALTOR® Open House Weekend

CONTINUED FROM PAGE 1

Donna Wolfe, the Chairperson of the LIBOR Public Relations committee, together with Vice Chairperson, Matthew Arnold, will select the winners, on Tuesday, April 21, 2015; the winners will be notified by phone. All entries must be made online at the designated sweepstakes website address before midnight on Monday, April 20, 2015. All open house attendees will receive printed instructions at each open house on how to enter the sweepstakes. Sweepstakes instructions and details will be available online and brokers/agents will be responsible for making sure they have enough copies for the public at each of their open houses that weekend.

In its sixth year, the Realtor® Open House Weekend has been proven successful since its inception. With print, radio and social media advertising, it is a marketing extravaganza; which in turn, drives traffic to your listings. All the way around, your office participation in this high-profile marketing event makes sense. Stay tuned for all OHW, including how to register your office, on LIRealtor.com!

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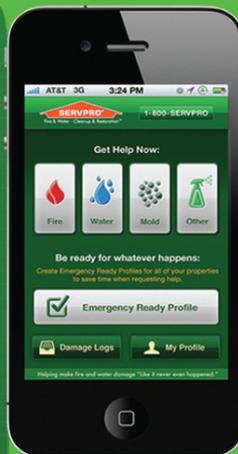
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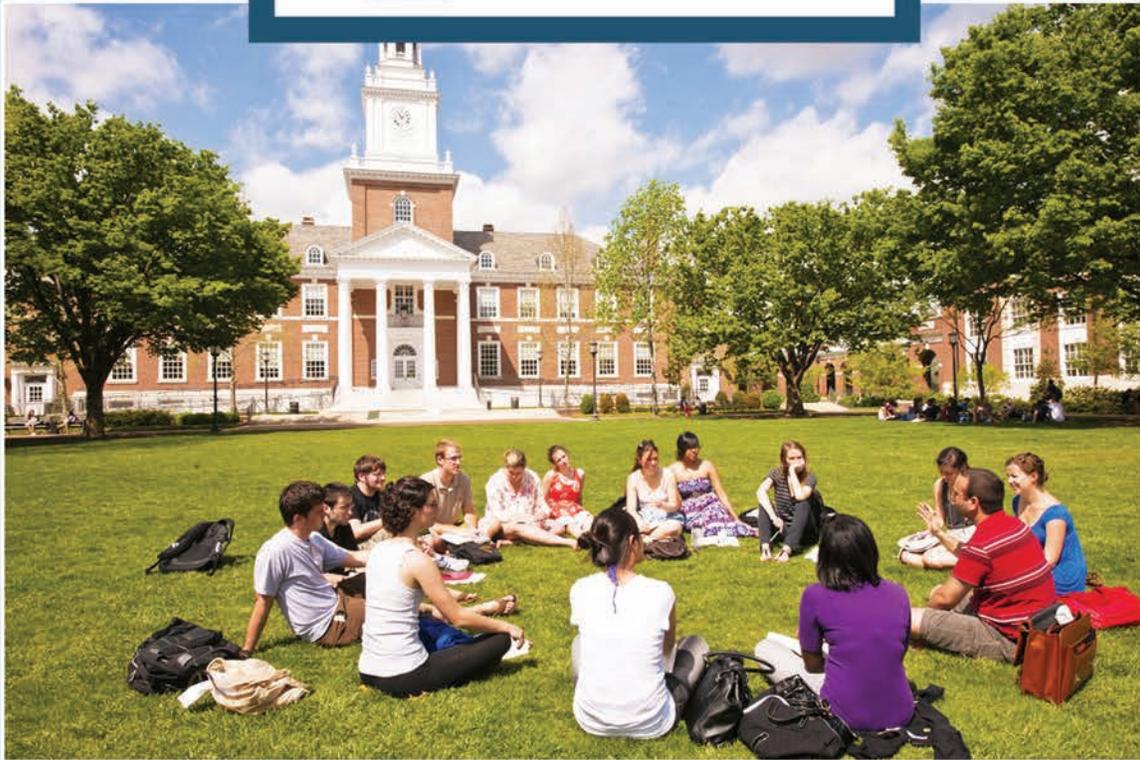
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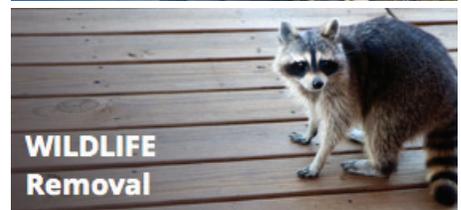
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