

**MISSION**

*We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and Industry leaders.*



Ohio Chapter President

Young Kim, Broker, ABR, ASP, CIPS, CRB, CRS, e-PRO, GREEN, GRI, PMN, SRES  
937-545-2126  
Young@youngkimrealty.com



Ohio Chapter President Elect

Charles Foster, CRB, GRI  
513-205-2711  
cwfwrinohio@aol.com



Ohio Chapter Secretary

Jan Jedlinsky, ABR  
614-484-0202  
janjedlinsky@columbus.rr.com



Ohio Chapter Treasurer

Christine Pappas, ABR  
216-956-7635  
cpappasrealestate@gmail.com



Ohio Chapter State Governor

MaryAnn Mills, ABR  
419-874-1188  
maryannmills@remax.net



Immediate Past President

Debi Zeren, ABR, GRI, PMN, SRES  
330-418-0063  
teamzeren@sbcglobal.net



OHIO STATE QUARTERLY NEWSLETTER—Vol 2 Issue 1

June 2011

**PMN Designation Class (6 CEs) on Saturday, September 10<sup>th</sup>**

**The Business of Your Business: Formula, Financials, Function & Freedom.** This course will challenge your thinking about your current business model and strategies, and give you real world skills to fine tune your business practice to get you, and keep you ahead of an ever-evolving real estate market. Your ability to be profitable and successful will be enhanced by attending this program. Flyer is attached



9:00am - 4:00pm — Business of Your Business, Hyatt Regency Columbus

5:00pm - 6:30pm Wine Before You Dine! (At President's Suite at Hyatt Regency)

7:00pm Dinner Outing — BYOCC (Bring Your Own Credit Card!)



**Ohio State Chapter Fall Meeting Schedule  
Sunday, September 11, 2011**

**Hyatt Regency Columbus Downtown Hotel  
350 N High Street Columbus, OH**

Governing Board Meeting:	9:00 AM – 9:30 AM
General Membership Meeting:	9:30 AM - 11:00 AM
Luncheon:	11:15 AM – 12:45 PM
Join OAR's Continuing Education:	1:00 PM – 4:00 PM
<b>- Real Estate Service Strategies in the Information Age</b>	
Instructor: Amy Chorew, e-Pro, PMN	
<b>-Pricing</b>	
Instructor: Jackie Leavenworth, ABR, CRB, CRS, GRI	



**Ohio Chapter Excellence Awards**

The following Ohio Chapters were presented with Chapter Excellence awards at the National Mid-Year meeting dinner at Washington DC. To receive an Excellence Award, each chapter must demonstrate the value of the Chapter's membership experience throughout the year in the areas such as membership recruiting and retention, communication of the WCR brand, programs, leadership development and chapter effectiveness.

**GOLD**  
Cincinnati  
Columbus  
Dayton  
Stark County  
Toledo



**SILVER**  
Cleveland

## 2011 WCR Travel Dates

(Revised 1-9-11)

Regional WCR-Region II Meeting

**July 20-22, 2011**  
Milwaukee, WI

Leadership Academy  
(Incoming 2012 LCP's only)  
**August 5-7, 2011**  
Chicago, IL

Ohio Chapter WCR Fall Meeting  
**Saturday, September 10, 2011**  
PMN Class, Sunday Sept 11  
Hyatt Hotel, Columbus, OH  
(OAR Annual Convention, September 11-14, 2011)

Ohio Chapter 2012 Leadership Orientation  
**October 26 and 27**  
Cincinnati, OH

National WCR Conference  
**November 9-13, 2011**  
Anaheim, CA  
(NAR Annual Convention November 11-14, 2011)



Council of Residential Specialists  
**OHIO CHAPTER**  
The Proven Path To Success



**3 Hour Core Law CE at the  
Dayton Area Board of REALTORS  
July 15, 2011—1-6 pm  
Only \$10! Register Today!**

Through the joint efforts of the CRS-Ohio Chapter and Cincinnati Chapters of the Women's Council of REALTORS, along with the support of the Dayton Area Board of REALTORS, there will be a 3 hour Core Law continuing education session and networking event with wine and hors d'oeuvres from Dorothy Lane Market.

Also attending, to speak about updates from the National Association of REALTORS (NAR), will be **Steve Brown** of Irongate REALTORS. Steve was just elected to the position of 1st Vice President of the NAR at the mid-year meeting and will be President of NAR in 2014.

The cost of this educational and networking event will be only \$10 per person. You can register and pay online at <http://www.wcrdayton.org/> using the PayPal link or charge your DABR account by calling (937) 223-0900.

We look forward to seeing you there! **EVERYONE is welcome to attend!!**



### Tip of the Week—Photos Sell Homes

Did you know that listings with only one photo takes longer to sell than a listing with many photos? Well, Frank Llosa a broker in Virginia spent some time with his local MLS stats and found out how photos affect the sales of homes in his area. I would think that his results would be similar in other areas. Using a sample of 268 sold listings in Fairfax, VA, he came up with the following information:

The more photos a listing had, the faster it sold:

- 1 Photo = 70 DOM Avg
- 6 Photos = 40 DOM
- 16-19 = 36 DOM
- 20 (the maximum on his MLS) = 32 DOM

He also found that more photos meant the house sold for closer to list price – those listings with 1 photo sold for 91% of list price and those with 6 or more photos sold for 95% of list price.





**Re, Re, Re**  
**It's All About Me!!!**  
**...in Milwaukee**  
**Region II Rejuvenating Retreat**  
**July 20-22, 2011**

Short sales, foreclosures, blah, blah, blah. You've heard it all before. This time do something for YOU! Enjoy innovative sessions that will help you *re*invent your marketing materials, *re*fresh your look and attitude, and *re*ap the rewards! Several *re*laxing side trips will also be offered. And *re*member to bring lots of cards for all those *re*ferral opportunities!

Doubletree Hotel Milwaukee City Center  
611 West Wisconsin Avenue, Milwaukee, WI 53203  
(414) 273-2950

Within walking distance of many popular downtown attractions and just  
12 minutes from General Mitchell International Airport.  
Hilton quality Dreams bedding, high speed internet, all the amenities await you!  
Special discounted rate of just \$109 + tax applies until 6-20-11

**SIGN UP NOW!!**

Registration is \$225.00. Make check payable to: Women's Council of REALTORS®  
Mail to: Lynn Muscarello, National WCR, 430 West Michigan Avenue, Chicago IL 60611  
Or fax to: 312-329-3290

Visa    MasterCard    American Express    Diners Club    Discover

Card Number: \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you have any questions, or would like to donate time, talent or trinkets please contact:  
Shelley Morgan, 2011 Region II Regional Vice President, (414) 322-5650 or by email at  
smorgan2@wi.rr.com





Women's Council of REALTORS® Ohio Chapter and our Local Chapters from Cincinnati Area, Columbus, Cleveland, Dayton, Medina, Stark County, and Toledo and  
The Ohio Association of REALTORS® present . . .

## THE BUSINESS OF YOUR BUSINESS: FORMULA, FINANCIALS, FUNCTION & FREEDOM

### SEPTEMBER 10, 2011

**DATE**  
Saturday  
September 10, 2011

**TIME**  
9:00 a.m. - 4:00 p.m.  
(Check in begins at 8:30 a.m.)

**LOCATION**  
Hyatt Regency Columbus  
350 N. High Street  
Columbus, OH

**TUITION**  
\$75.00 (before July 31)  
\$95.00 (after July 31)

**INSTRUCTED BY:**  
Alec Hagerty, ABR, ABRM,  
CRB, e-PRO, SFR, SRES



The **Performance Management Network (PMN)** is a REALTOR® designation built from the ground up to bring you the real-world skills, the know-how and the tools that will keep your business out front and on top of the evolving market.

This course will teach you how to think about the business of your business, make it more profitable and you more successful. You'll learn strategies for systemizing your business as well as fundamentals for improving your bottom-line and achieving your financial goals. Learn the how's and why's of staffing, how to develop an actionable business plan and why your role should be that of a CEO working on the business versus an employee working in it.

**CREDIT:**

- An elective for the ABR designation
- 6 hours of real estate continuing education credit
- Required for the PMN designation

For more information on obtaining the Performance Management Network designation please visit [www.wcr.org](http://www.wcr.org).

"THE BUSINESS OF YOUR BUSINESS: FORMULA, FINANCIALS, FUNCTION AND FREEDOM" - SEPTEMBER 10, 2011

Name \_\_\_\_\_ Email \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone (\_\_\_\_) \_\_\_\_\_ Real Estate File Number: \_\_\_\_\_

Early Bird Fee - **\$75** \$ \_\_\_\_\_  
(on or before July 31)

Regular Fee - **\$95** \$ \_\_\_\_\_  
(after July 31)

Do you have any disabilities which require special accommodations, including the provision of auxiliary aids and services? If so, please indicate needs below:  
\_\_\_\_\_



MAKE CHECKS PAYABLE TO AND RETURN TO: WCR OHIO CHAPTER • ATTENTION: CHRISTINE PAPPAS  
ADDRESS • 9161 REGENCY WOODS, KIRTLAND, OHIO 44094 • TELEPHONE: (216) 956-7635



ON-LINE REGISTRATION - [WWW.WCROHIO.ORG](http://WWW.WCROHIO.ORG)



## Award Winning Members!

Medina County Board of Realtors chose Judi Patriski to be **2011 Realtor Member of the Year**.

Judi also holds the position of Medina Summit Chapter 2011 President. She has been a member of WCR since 1988 and has served as Governor, three times as LCP, in 2003 she was State President and in 2006 was State Member of the Year.



Cincinnati Chapter's Jackie Hartley received the **WCR Ohio Chapter Dedication Award** at the Spring Meeting that was held March 27 in Columbus.



To be considered for this award, a nominee must have been a WCR National Member (Realtor or Affiliate) for 10 consecutive years, have been involved in the Ohio WCR Chapter for more than 5 years, served as a State Governor, State Officer, State Committee Chairperson or served on at least 3 State committees.

## Local Chapters—Time to Choose Member of the Year



Peggy Rahe and Deborah Gilmore

**Peggy Rahe, Realtor** of the Women's Council of Realtors was recognized as the 2010 Realtor Member of the Year for Ohio at the WCR Awards Banquet in Washington, D.C. last month. Peggy has been a Realtor for 25 years and has won numerous awards over her years. She currently holds her license with Real Living Realty and is a real estate investor as well as advising a large client base of home buyers and sellers.

**Please submit the names and applications of your Member of the Year by July 31 to [Peggy@RaheTeam.com](mailto:Peggy@RaheTeam.com) to be reviewed as candidates for the State Member of the Year.**

## Fun Photos



Patty's Birthday in Washington DC



Young, Nina, and Charlie



2011 Stark County President's Luncheon

## Gas prices prompt IRS to raise mileage rates

Tax agency hikes standard rate for deducting driving costs  
By Andrea Coombes, MarketWatch

SAN FRANCISCO (MarketWatch) — Higher gas prices prompted the IRS to make an unusual midyear hike to the standard mileage rate used to deduct the cost of business-related driving, the tax agency said Thursday.

The rate will jump to 55.5 cents per mile for travel in July through December, a 4.5 cent hike from 51 cents a mile for driving in January through June. The rate for driving for medical purposes or for a job-required move also rose, to 23.5 cents for the second half of the year, from 19 cents in the first six months of 2011.

“This year's increased gas prices are having a major impact on individual Americans. The IRS is adjusting the standard mileage rates to better reflect the recent increase in gas prices,” said IRS Commissioner Doug Shulman in a press release. “We are taking this step so the reimbursement rate will be fair to taxpayers.”





## Ohio Chapter 2012 Leadership Orientation and Planning Conference

October 26 and 27, 2011—Cincinnati, Ohio

***This will be a 24-hour time you will not soon forget!!***



ZAGAT RATED!

Everything begins with a social gathering and dinner at the original **MONTGOMERY INN**, a Cincinnati dining landmark. Dinner will offer their world-famous baby-back ribs, but you'll also have a choice of chicken or salmon. Served with your entrée is a salad and choice of vegetable. Cost for you is only \$40.



And nothing completes a Cincinnati meal like **GREATER'S ICE CREAM**. We're arranging a Sundae Bar, back at the hotel to continue the socializing, introducing our newest future officers to WCR, and enjoy scrumptious ice cream. Celebrities that have touted their love of Graeter's ice cream include: Oprah Winfrey, Sarah Jessica Parker, Ashley Judd, George Clooney, Nick Lachey, Susan Lucci, Glenn Beck, Bobby Flay, David Letterman and Jean Chatzky, among others.



Your host for these festivities is the **HOLIDAY INN CINCINNATI NORTH**, 3855 Hauck Road, in the Cincinnati suburb of Sharonville. Conveniently located off Interstate 275, the hotel features refreshed guest rooms with crisp, white linens and selection of soft and firm pillows; enhanced guest baths with showerhead with superior water pressure, curved shower rod, and Bath and Body Works bath products; **complimentary wireless high-speed Internet access**; 24-hour Business center; 24-hour fitness room; and **an indoor pool**. Come and stay and you can earn Priority Club Rewards points. Cost of your room is \$89.90, single or double occupancy, **inclusive of all taxes and fees**. Reservations will begin after July 4<sup>th</sup>.

Thursday morning you'll want to get up a little early, because your breakfast is included in your room price! The hotel's restaurant (yup, a Max & Erma's!) serves breakfast starting at 6:00 AM. Our program opens at 8:00 AM with a check-in table, begins at 8:30 and ends no later than 5:00.

**YOU WILL TAKE AWAY SOME GREAT IDEAS TO HAVE  
A SUCCESSFUL 2012!**

# WOMEN'S COUNCIL OF REALTORS® • NATIONAL CONFERENCE

Rev 5/5/11 (subject to change)

For more information, go to <http://www.wcr.org/Events/NationalConference/>

Hyatt Regency Orange County • 11999 Harbor Blvd • Garden Grove, CA 92840 • 714-750-1234

**NOTE: Please remember when you are arranging airfare, your flight should be after 3:00pm on Sunday 11/13 to allow enough time for the Governing Board Meeting, if you aren't staying for NAR events.**

## Wednesday, November 9, 2011

8:00 am- 8:30 am • Sign-in for PMN Courses  
8:30 am- 5:00 pm • PMN Course: Leadership Excellence: Becoming a Level 5 Leader (*adv. reg. required*)  
8:30 am- 5:00 pm • PMN Course: Effective Negotiating for Real Estate Professionals  
9:00 am- 3:30 pm + Executive Committee  
2:00 pm- 4:00 pm Shop the Chapter Fundraising Sales Tables  
3:30 pm- 4:30 pm + Strategic Forum Steering Committee & Program Groups Briefing  
5:00 pm- 6:00 pm Networking Hour

## Thursday, November 10, 2011

8:00 am- 8:30 am Conference Welcome (coffee & tea service)  
8:45 am- 10:00 am Strategic Forums  
- Effective Chapter Operations  
- Communications and Outreach  
10:30 am- 12:00 pm Strategic Forums  
- Professional Development  
- Leadership Development and Influence  
12:00 pm- 1:00 pm Shop the Chapter Fundraising Sales Tables  
12:15 pm - 1:30 pm Past National Presidents Advisory Meeting  
1:00 pm - 1:30 pm ABM/Election Volunteers  
1:00 pm- 2:00 pm Joint Meeting, Strategic Forum Steering Committees & Program Groups  
1:00 pm- 2:30 pm Regional Committee Meetings (nine concurrent meetings)  
2:45 pm - 4:15 pm General Assembly  
-Award of PMN Designations & Meet the Candidates  
6:30 pm- 11:00 pm *NAR Event: Inaugural Ball*



## Friday, November 11, 2011

8:30 am - 9:20 am Voting Delegate Check-In  
9:30 am - 11:00 am Annual Business Meeting (ELECTIONS)  
11:00 am - 12:00 pm Shop the Chapter Fundraising Sales Tables  
12:15 pm - 2:15 pm Orientation for 2012 RVPs and State Chapter Officers  
12:15 pm- 2:15 pm Best Practices Session for Local Chapter Officers  
2:30 pm- 3:30 pm +2012 Nominating Committee Orientation Meeting  
2:30 pm - 3:45 pm Education Session  
4:00 pm - 7:00 pm *NAR Event: REALTORS Expo Grand Opening*



## Saturday, November 12, 2011

8:30 am - 9:45 am Education Session  
9:00 am - 10:00 am Finance & Budget Committee and Forum  
10:00 am - 11:00 am Education Session  
10:00 am - 11:00 am +Executive Committee  
12:30 pm - 2:00 pm +2011 Governing Board Working Session  
4:00 pm - 6:00 pm *NAR Event: General Session*  
6:15 pm - 7:00 pm +Presidents Table Assembly for Inaugural Photos  
7:00 pm - 10:00 pm \*WCR Inaugural Banquet (7:00 cash bar/doors open, 7:30-10:00 dinner and program, 10:00 Afterparty)

• Open to workshop registrants only +Open to committee members only \*Admission by ticket only

- Continued next page—

## Sunday, November 13, 2011

8:30 am - 9:30 am +RVPs & Executive Committee Meeting

10:00 am - 1:00 am WCR Governing Board Meeting

(Make sure you schedule your flight for after this meeting, giving enough travel time to the airport)

- Open to workshop registrants only +Open to committee members only \*Admission by ticket only

### Women's Council Inaugural:

Tickets for the Inaugural will be available through [www.wcr.org](http://www.wcr.org) beginning August 1st. Seating at the banquet is limited and will be assigned on a best-available basis. If you wish to sit with a particular person(s), please have one person purchase all tickets on one order. Tickets will only be available on-site while supplies last. Please contact Women's Council at 800-245-8512 if you have special needs.

### Chapter Sales Tables:

Beginning August 1st, you will be able to purchase your Chapter Sales Table. Tables will be assigned on a first come, first served basis. Please contact Lynn Muscarello at 800-245-8512 if you have any questions. You may also purchase a table onsite at the WCR Registration desk while supplies last.

### Women's Council Registration Desk:

Registration check-in and on-site registration will take place at the WCR registration desk for Women's Council members. At the desk you will also be able to pick-up WCR Inaugural tickets purchased in advance (be sure to bring the voucher mailed to you by NAR), purchase additional Inaugural tickets (while supplies last) and get your Women's Council program and ribbons.

### Registration Desk Hours

Wednesday: 8:00 am - 5:30 pm

Thursday: 7:00 am - 3:00 p.m.

Friday: 8:00 am - 12:30 p.m.

### REALTOR® Team Store Hours:

Wednesday: 8:00 am - 5:30 pm

Thursday: 7:30 am - 4:00 pm



**See you in Anaheim!**  
—Did you realize it's  
right next to Disneyland?—



### Tips for a Smooth Registration

- When registering for the conference be sure to mark "WCR" as your primary affiliation. WCR receives a portion of each registration marked "WCR." This helps to cover costs and gives you access to the Women's Council hotel room block. Be sure to share this information with other agents in your office and members of your chapter.
- You will be given two options when registering. The "WCR Only" \$300 registration fee gives you access to WCR education and programming (excluding ticketed events) as well as the Expo. The "FULL Conference" Registration fee gives you access to all NAR and WCR education and programming (excluding ticketed events). Choose the "WCR Only" registration if you're NOT planning to attend NAR programming, want to support WCR and save \$50.
- Note that registrations that are called into Experient are not handled as quickly as online registrations. If you call to register, you could be on hold for an extended period of time. To book a room at the Hyatt Regency Orange County, you must mark "WCR" as your primary affiliation.

### For those of you staying for the NAR Festivities...

**Sunday, November 13, 7:30pm - 11:00 pm Diana Ross in Concert!!**

Legendary superstar Diana Ross will perform at this special concert. From the Supreme's hits like *Baby Love* and *Stop! In the Name of Love* to her many solo hits, including *Ain't No Mountain High Enough* and *Endless Love*, her iconic voice will make this an unforgettable evening of memories and music.

