Hello All!

It’s hard to believe we’re almost halfway through 2006! A little bit different market than 2005, isn’t it?

Two items that are new and upcoming:

1. Subject to Board approval, Keystone MLS Rules and Regulations will be amended to prohibit listing input of properties where a “No Showing Until” notation exists. If you have a seller who does not want showings until a certain date, you should wait to list the property until that date. (This excludes bank foreclosures which may require a time frame in their listing contracts.) The purpose of this new rule is to avoid “panic” situations with multiple showings and offers when the property is ready to be shown.

2. Keystone MLS also has a new “required” field. When entering a listing, you are asked to answer Yes or No for whether the seller has authorized the listing agent to disclose the terms and conditions of competing offers. This change is related to changes to Article 1 of the Code of Ethics, and will soon be reflected in PAR Standard Forms revisions. Hank Lerner, Esquire, Legal Services Director for PAR, sums up these changes and gives examples of how they come into play in an article enclosed in this issue of Board Briefs. Be sure to read the changes to the Code of Ethics and the “What Does This Mean To Me?” portion of the article.

Since we have no luncheon meeting in June, a few reminders…

• Saturday, June 3 is the GSH Street Fair and we still need help to man our Strawberry Shortcake booth!
• Wednesday, June 7 is our Annual Golf Outing at Fairview Golf Course. Come out for dinner and door prizes… even if you’re not a golfer!!
• Wednesday, June 14 is our next New Member Orientation for new agents who must attend.

Enjoy the beginning of summer vacations!

Dates To Remember...

June:
3 Annual Strawberry Shortcake Booth
    Good Samaritan Hospital Street Fair
7 Annual Association Golf Outing
14 New Member Orientation

July:
4 ASSOCIATION OFFICE CLOSED
10 Luncheon Meeting
    Hebron Banquet Hall

See the full calendar of events at:
www.Lebanon-Realtors.com
Forget reality TV, it’s time for reality TV! HGTV introduced three new real estate programs last month.

“Property Buzz,” a quarterly special, was introduced on May 14. The first 90-minute installment tracked real estate trends from building ‘green’ or environmentally friendly homes to newly popular process of auctioning homes, to prefab construction. The episode was aired again on May 28.

“Hot Zips,” analyzes neighborhoods by zip code and considers what makes them desirable. The show previewed on May 15, but if you missed it, you can catch it again on July 15. Note: Philadelphia is portrayed as a real estate bargain city!

“National Open House,” compares real estate prices for similar properties in towns and cities across the country. It previewed on May 21. The show considers a range of budgets from $150,000 to $1 million.

REAL ESTATE ON HGTV...

Source: REALTOR® Magazine Online (5/16/06)

Homestore Launches Real Estate Search-Engine Tool...

Source: REALTOR® Magazine Online (5/2/06)

Last month Homestore Inc., d/b/a Move Inc. rolled out its new real estate search-engine Web site, www.move.com, as part of a long-term strategy that’s expected to drive more traffic to REALTOR.com.

The new Web site capitalizes on the way people find information online today - through search engines. Move.com is a real estate specific search engine that allows Internet users to find existing homes, new homes, and rentals. The site replaces Homestore.com, Homebuilder.com, and RentNet.com.

REALTORS® will continue to receive basic listings at no charge, and FSBO listings will still be excluded from the site. In addition, several product initiatives will soon launch on REALTOR.com. Among them is a “Featured CMA,” a lead-generation tool that emphasizes the REALTOR® brand and provides instructions on how consumers can make their home worth more.

Westlake Village, California-based Homestore operates REALTOR.com, which allows consumers to search roughly 2.5 million home listings.

Homestore is in the process of changing its company name to Move Inc., a name that unifies the company’s strategy of providing a platform for connecting consumers with real estate practitioners, home builders, rental property owners, and other move-related advertisers before, during, and after a move, officials say.

2006 NAR’S ANNUAL MEETING MEETS NEW ORLEANS!...

NOVEMBER 8-13

It’s time to celebrate the rebirth of New Orleans at the 2006 REALTORS® Conference & Expo, November 10-13. REALTORS® are known for their commitment to communities across the country. Your attendance at this year’s Conference & Expo will represent an unprecedented show of support for the people of New Orleans and the rebuilding of this grand and historic American city.

REGISTRATION IS NOW OPEN!

Take advantage of this opportunity for early bird savings and widest choice of hotels.

Visit www.REALTOR.org/Conference for more details, expo information, to register, and to book your room now!

SPECIAL NAR MEMBERSHIP BENEFITS...

NEW from REALTOR Benefits partner Lowe’s Home Improvement! NAR Members can receive a 5% discount for online purchases of Lowe’s gift cards exclusively when ordered at www.LowesRealtorBenefits.com.

NAR Members who register for the Lowe’s Program may order gift cards individually or in bulk, for their clients or for themselves. Each individual order can be sent to you or with a personalized letter directly to your clients.
Lowe’s free direct mail marketing programs make it easy for you to reach out to your clients and customers.

Simply log-in or register at www.LowesRealtorBenefits.com, enter the client profile, order the gift card(s), and you’re finished. Visit the website for full details, and to get started!

NOTE: This discount is not available in Lowe’s stores or at Lowes.com.

Clarifying Team Advertising...

By: James L. Goldsmith, Esq. & Ray J. Michalowski, Esq. of Caldwell & Kearns - PAR Legal Counsel

Judging by the calls to the Pennsylvania Association of REALTORS’ Legal Hotline, and the questions posed to our Pennsylvania Real Estate Commissioners at the PAR business meetings, many members are lost when it comes to “team” advertising. There is a good reason. Neither the Real Estate Licensing & Registration Act (“RELRA”) nor the Rules & Regulations of the State Real Estate Commission (“Rules”) give any guidance as to what must appear in an advertisement of a team. For that matter, “team” is neither defined in these real estate laws nor mentioned in any regard.

In January of 1997, the State Real Estate Commission determined that team advertising was “prohibited.” The stated reason was the Commission’s belief that this form of advertising was likely to mislead the consumer into believing that the “team” was a licensed entity. It was also evident from conversations with members of the Commission at that time that the majority did not favor facilitating the “team” approach to real estate sales. The reason offered was that teams interfered with the direct supervision brokers were required to exercise over their affiliated licensees. Team members might look to the team leader rather than to the broker when it came to guidance and supervision of day-to-day activities. As RELRA and the Rules charge the broker with direct supervision, anything that would impede this supervision and the chain of command was seen as ill-advised. While the Commission took the position that team advertising was prohibited, neither RELRA nor the Rules were amended to reflect this prohibition, and no court or hearing examiner had made a finding in a specific case that use of “team” rendered the advertising misleading.

After publishing its determination that team advertising was prohibited, the Commission received numerous requests and “persuasive information” that caused the Commission to amend its position and adopt a Guideline permitting team advertising. This Guideline, while not having the effect of law, attempts to give an indication to licensees and those who enforce our real estate laws of how the Commission believes a team may correctly advertise its presence in the market. These Guidelines are on the Commission’s website: www.parealtor.org (Click the hyperlink to the Real Estate Commission and then the hyperlink to the Commission’s website; there you will access “Licensure Information” followed by “Guidelines/Policy”). The Guidelines state that licensees are permitted to advertise as a team provided the following criteria are satisfied:

1. In addition to the “team” name, all licensed individuals associated with the “team” must be listed in the advertisement, with the exception of business cards.
2. Unlicensed individuals, including assistants, may not be listed as members of the “team”.
3. Licensees on a “team” must be within the same real estate company.
4. The requirements of Rule 35.305(b) must be met. (Since the publication of this Guideline, Rule 35.305 was amended and it is believed that subsection (b) and (c) must be equally observed. Rule 35.305(b) requires licensees who seek to use nicknames in advertisements to have the nickname licensed with the Commission and; 35.305(c) requires the broker’s name and telephone number to be equal or greater in prominence than that of the salesperson’s.)

As stated in the Guideline, a business card need not include the names of all the team members. Clearly, a card with a team name on it would also have to have the name of the salesperson/associate broker using the card as well as the name and phone number of the broker.

Advertisements, other than in the form of a business card, will have to include the names of all licensed members of the team. “For Sale” signs are included as well as print and Internet advertising. Of course, Internet advertising has its own requirements which are also the subject of a Guideline published on the Commission’s “Guideline/Policy” website.

Recently, the Commission has given some interpretations of the Team Advertising Guideline which are less clearly spelled out in the language of the Guideline. The first interpretation involves the use of photographs in team advertisements. At the October Real Estate Commission public meeting, the Commission opined that photographs...
**QUESTION:** Does a seller have to disclose the use of neighboring properties which may affect the value of seller’s property to potential purchasers on the real estate disclosure form?

**ANSWER:** Some time ago I addressed the Real Estate Seller’s Disclosure Act, which took affect in September 1996, and the seller’s obligation to disclose material defects that have a significant adverse impact on the value of Seller’s property or defects that involve unreasonable risk to people. As you are aware, there is a uniform disclosure form that is utilized to make the required disclosure. This form is required to be completed by the seller and provided to the buyer prior to entering into an agreement of sale concerning the property.

Recently, a decision was handed down by the Superior Court of Pennsylvania addressing whether the Act requires a seller to disclose how neighboring properties are utilized. The buyer claimed that the seller was obligated under the Act to disclose the use of a neighboring property that potentially, adversely affected the value of the property being sold. The buyer alleged that the neighboring property’s use created legal issues affecting title and the neighbor’s use interfered with their use and enjoyment of the property and, therefore, fell within the Act. The Court did not interpret the Act so broadly. The Court was unwilling to extend the disclosure requirements of the Act to include neighboring properties. However, this is a developing area of the law and future developments in the law must be monitored.

**Mastering Maintenance: Windows 101**

*By the experts at Housemaster*

Keeping your home’s windows in shape can close the door on high energy bills but allow fresh air to circulate and reduce indoor air pollutants.

**Try these tips:**

- **Sticking windows** - if a window is stuck, try pushing around the edges of the sash frame to loosen it before opening. Lubricating the channels with paraffin may help them move more easily in the future. In casement windows, the hardware could be corroded and may need to be removed for cleaning.
- **Paint job** - if windows are closed too soon after painting, they become bonded to the frame. A slim knife inserted through the paint bond may free the window.
- **Replacements** - if windows are outdated or not functioning, replacement units are readily available. A replacement window has no casing around its exterior edge, permitting it to be inserted from inside the home without disturbing the exterior finish of the structure.

**We Know What Home Buyers Value.**

Jonestown Bank is located here in the community we serve, making a more "un"conventional approach to mortgages possible. Because decisions are made and mortgages are serviced locally, we have more flexibility to adapt to your client’s special needs. Visit us at [www.jonestownbank.com](http://www.jonestownbank.com) to learn more about how we can work for you.
in team advertisements are subject to the same require-
ments as the wording of the advertisement. Therefore,
each team advertisement which contains one or more
photographs must show each licensed team member, but
may not show any unlicensed team members. While not
set forth directly in the Guideline, this requirement can be
seen as a somewhat logical extension of the Guideline
criteria.

A further possible interpretation of the Guideline was
offered by representatives of the Commission at the re-
cent PAR business meetings. The Commission members
present stated that all teams must be named after a li-
censed entity. In other words, Joe Smith can be a member
of the “Joe Smith Team”, but cannot be a member of the
“Quick Sale Team.” Unlike the “photograph” require-
ment above, there is no language in the Guideline that
would make this “name” rule apparent to licensees who
read it. Numerous “teams” throughout the Common-
wealth currently using team names other than the first
and last name of a team member are potentially in viola-
tion of the Guideline according to this interpretation.
However, PAR is unaware of any prosecutions that have
been brought to date based on this view of the Guideline.

Because of the rapidly evolving nature of competitive
practice and technology, new interpretations will con-
tinue to emerge. Licensees are urged to review and abide
by the language of these guiding documents, and to read
this space regularly for future information relating to any
less obvious rules and interpretations, like the
“photograph” and “name” requirements, that may de-
velop in these areas of practice.

Advertising violations account for a large percentage of
the disciplinary cases prosecuted before the Real Estate
Commission. While the Guidelines do not have the effect
of law, they are a clear indication of how the Commission
might interpret the existing advertising laws and how it
would view specific advertising. Most cases are easily
proved because the advertisement is sufficient evidence
to convict, and no witnesses are required. Advertising
violations are also often the easiest to avoid inasmuch as
there are specific Laws and Regulations governing these
practices. Even where specific Regulations do not apply,
such as in the area of Team Advertising, the Commission
has published Guidelines and Policies that provide addi-
tional guidance to licensees. Brokers and managers may
wish to review their company’s policies to assure that
these Guidelines/Policies and their related interpretations
are included.

~ continued from page 3 ~
**TECH TALK...**

**STAND OUT - GO VIRTUAL!...**

*Source: REALTOR® Magazine Online (5/1/06)*

Today it takes more than descriptive text, a set of pictures, or a panoramic image to make your listings stand out for potential buyers. Real estate professionals who aggressively market their listings on the Web are adapting the latest options that can set their tours apart. After all, with most buyers now searching for property online first, the virtual tour is one of the most effective tools practitioners have for promoting their listings and services.

Audio, video, maps, and floor plans all add a competitive edge that can help you win the listing, attract potential buyers, and qualify buyers’ interest before they pick up the phone. Many of these features are now bundled with standard tour-building software or services, or offered as add-on enhancements at a premium price.

Some of these enhanced options are:

- **High definition zoom**, which allows the buyer to take a closer look at whatever interests them as they walk through the house, and see the best image possible without any degradation to the image quality.
- **Audio**, which allows you to add a music soundtrack or voice narration to any virtual tour.
- **Satellite images**, which give the buyer a better idea of where the home is located, what’s in the area, and what surrounds the property.

Whatever options you choose, virtual tours are becoming more and more popular. They give the buyer a three-dimensional, realistic view of the property and the interior, which allows them to make a more informed decision about whether the home meets their needs before they ever set foot in the door.

**E-MAIL STATIONARY FUN!...**

As most of you know, I LOVE my computer and my e-mail! And when I send messages out, I like to have fun, and be a little whimsical, but yet catch my recipient’s attention. To do this faster than coding my own HTML messages, I rely mostly on pre-made stationary. There are many applications out there that you can buy to give you an edge with your e-mail messages, but why spend your money on a top-end software package, when you can get some really awesome, fun, and even professional looking stationary for FREE?

Quite a few of you have asked me where I get the stationary I use, so I’m going to give away a few of my secrets. If you’re like me, and you love “FREE”, try the following sites. They have a great variety of stationary templates from animals to beach scenes to holidays, and everything in between.

Microsoft’s download site for Outlook Express e-mail message stationary:


This is another site I use frequently, and they send a monthly e-mail to inform you of “All New” stationary:

http://www.funletters.net

**2006 HIGH SCHOOL SCHOLARSHIP WINNERS...**

This year, 23 high school seniors submitted essays for a chance at winning one of the three $500 annual LCAR scholarships. After much deliberation, our judges have made their decisions. The following three seniors have submitted this year’s winning essays:

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**Congratulations To Our Winners!**

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Reach more buyers with virtual tours than any other comparable product on the Internet.

**Home Buyers …**
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(717) 304-8562
2006 NAR Code of Ethics Changes...

by Henry “Hank” Lerner, Esq.
Member and Legal Services Director, Pennsylvania Association of REALTORS®

Two changes relating to Article 1 of the NAR Code of Ethics have been approved to take effect January 1, 2006. Both will have at least a minor effect on how you practice, and both will be reflected in upcoming revisions to PAR Standard Forms.

**Standard of Practice 1-15: Multiple Offers**

Standard of Practice 1-15 had stated that listing brokers, with the permission of their seller, must disclose the existence of other offers on a property if asked by a buyer or a cooperating broker. This requirement has been expanded to require that the listing broker also disclose the “source” of that offer. Specifically, the Standard of Practice has now been amended to state (new language is in **bold**):

> “REALTORS®, in response to inquiries from buyers or cooperating brokers shall, with the sellers’ approval disclose the existence of offers on the property. Where disclosure is authorized, REALTORS® shall also disclose whether offers were obtained by the listing licensee, another licensee in the listing firm or by a cooperating broker.”

**Standard of Practice 1-13: Confidentiality of Offers**

Standard of Practice 1-13 contains a list of disclosures that must be made by a REALTOR® upon entering into a buyer/tenant agency agreement. What had previously been a list of four disclosures has now been expanded to five items with the requirement that REALTORS® advise potential buyer clients about “the possibility that sellers or sellers’ representatives may not treat the existence, terms or conditions of offers as confidential unless confidentiality is required by law, regulation or by any confidentiality agreement between the parties.”

What does this mean to me?

REALTOR® A is the listing broker for a property. On Monday, two offers are submitted, both for full price. One is from a buyer represented by REALTOR® A as a dual agent, the second is by a buyer represented by REALTOR® B, who works for another firm. On Tuesday morning REALTOR® C calls REALTOR® A and says, “I have a client who is putting together an offer. She would like to know if there are other offers on the property. What can you tell me?”

As a first step, REALTOR® A should determine if he is permitted by his seller to disclose any information about other offers. If the seller has provided instructions to the broker (hopefully in writing) to not disclose any information, then REALTOR® A would respond by saying something like, “I’m sorry REALTOR® C, but my client has instructed me not to disclose that information.”

If REALTOR® A is permitted to disclose information about other offers, what must be disclosed in 2006 is greater than 2005. Under the 2005 Code of Ethics, REALTOR® A could reply simply by saying, “I have two other offers. Thanks for calling.” With the change to Standard of Practice 1-15, REALTOR® A must now respond by saying, “I have two other offers. One is from a client I represent, the other is from a cooperating broker.” Note that there is no requirement for the buyer or buyer agent to ask about the source of the offers; if the seller has provided permission to disclose that these offers exist, the listing broker automatically must disclose the source of the offers.

The PAR residential and commercial listing contracts (Form XLS and Form XLS-C) will be modified to reflect this new requirement. (Note that Form XLS, paragraph 19, currently states that the broker will disclose the existence of other offers unless directed otherwise by the seller.) Continued use of the current forms is fine, as there is nothing incorrect in the current language; the amended language is to help remind the broker what must be disclosed. These new forms should be released in the first quarter of 2006.

Of course, REALTOR® A might provide even more information to REALTOR® C if his client permits it. Many listing brokers might respond to the inquiry by saying: “I have two other offers. One is from a client I represent, the other is from a cooperating broker. I have to tell you, though, that both are for full price and the offer from REAL-
TOR® B’s client has a much higher deposit than normal and waives the mortgage contingency.”

When REALTOR® B gets word that his client’s offer was beaten by REALTOR® C’s client, she calls REALTOR® C to find out how he managed to put together such a good offer. When told that the listing broker disclosed the strengths of her client’s offer, she gets very upset that this information – which she promised her client would be confidential – was disclosed to competing bidders.

This is where the changes to Standard of Practice 1-13 come into play.

Although many buyers, and even some buyer agents, assume that the terms of an offer are confidential between the buyer and seller, this is not the case. Absent a state law or regulation, or a written confidentiality agreement between the parties, there is nothing in the Code of Ethics that requires a seller to provide any confidentiality to the terms of a buyer’s offer. In fact, many of you have probably been in circumstances where you have disclosed certain terms of one offer in an effort to get better terms from another potential buyer.

Because of this misunderstanding, Standard of Practice 1-13 was amended to require that buyer agents explicitly inform buyers that no confidentiality exists. This will hopefully educate both buyers and their agents on this issue, and will encourage buyers with confidentiality concerns to draft a confidentiality agreement if one is necessary or desired.

The PAR Business Relationship Form (Form BR) and Exclusive Buyer/Tenant Agency Agreement – Commercial (Form BR-C) will both be amended to include this disclosure. The NAR Professional Standards Committee has emphasized that there is no specific requirement that this disclosure be in writing. Therefore, until these revisions are released it is still acceptable to use the current forms as long as the additional disclosure is provided orally or is added to the form as an additional term. As with the listing contracts, expect to see these revised forms in the first quarter of 2006.

If you have any questions about the applicability of these changes, contact the PAR Solutions Center at 1-800-555-3390, or call the PAR Legal Hotline at 1-800-727-5345 between 9-11 a.m. and 1-3 p.m.
Understanding The Differences Among Condos, Co-Ops and PUD’s:
A Lesson In Common-Interest Developments

by Robert Bruss, Inman News (4/20/06)

**Condominiums are just airspace within the unit surfaces.** When you buy a condominium, all you are really buying is very expensive airspace! Condo owners own only the inner surfaces of their walls, ceilings, and floors. The building structure is part of the “common area” owned by the homeowner association, or HOA, of which all the condo owners in the complex are automatically members. That means the HOA owns the walls, foundation, roof, plumbing, wiring, the land, parking areas, hallways, elevators, and other areas shared with other condo owners.

Individual condo owners often have an exclusive right to occupy part of the common area, such as a patio or balcony, and an assigned parking space or two. In some complexes, the recreation area is owned by the developer who signed a “sweetheart lease” with the HOA. Due to abuses by some developers, these sweetheart leases are now either forbidden or greatly restricted by law in several states. Prospective buyers should inquire if any part of the condo complex is leased and not owned by the HOA, such as the recreation center or parking area.

**A Planned Unit Development is a condominium variation.** PUD’s are usually townhouse developments where each townhouse owner owns their structure and the land beneath it. But the HOA owns the common areas and is responsible for exterior maintenance, such as mowing the lawns and repairing the roof. If you are considering buying into a PUD, be sure to understand what is your maintenance responsibility and what the HOA maintains.

**A co-op building is owned by a non-profit corporation where each co-op stockholder owns a proprietary lease for their apartment unit.** Cooperative apartments are rare, except in New York, Florida, Georgia, California, Illinois and Washington, DC. Although co-ops involve the sale of a personal property stock certificate rather than real estate, Congress has made co-op ownership virtually the same as condominiums for tax deductions and the out-of-the-last-60-month principal residence $250,000 exemption resale tax benefits of Internal Revenue Code 121. Up to $500,000 tax-free resale profits are available for a qualified married couple filing a joint income tax return.

Co-ops are often created because they are usually exempt from condominium ordinances. To illustrate, suppose you own a luxury apartment building that you want to convert to condominiums so you can earn huge profits. But you discover the city condominium ordinance requires two parking spaces for each condo unit and your building doesn’t have that much parking. Unless you can get a parking ordinance variance from the city, your best variable alternative is probably a co-op.

Because there is usually a master mortgage on the co-op structure, when co-op project is new it is relatively easy for the first buyers to purchase with an affordable cash down payment, such as 10%-20%. However, as time goes on and the master mortgage balance is gradually paid down, each co-op owner’s equity slowly rises. Except in New York and a few other areas, it is often very difficult for a co-op buyer to obtain resale financing because the lender’s only security is the personal property stock certificate.

For this major reason, many co-ops have converted to condominiums, which can be financed almost as easily as single-family houses. As a result, when a co-op converts to a condominium, the market value often rises 25%-50% or more because of the easier marketability.

Another major drawback of co-ops is the dreaded interview of prospective buyers by the co-op board of directors. This interview is easy and painless at some co-ops, but other co-op directors demand detailed financial statements from buyer applicants. There are many co-op interview horror stories, including radio personality Rush Limbaugh, ex-President Nixon, and many others who were rejected by New York co-op board of directors.

No reason for the co-op rejection need be given, thus sometimes leading to subtly racial discrimination. The alleged reason for the interviews is to determine if the co-op buyer applicant can afford the monthly payments, plus any special assessments, because the remaining co-op shareholders must make up any missing payments or risk default on the master mortgage.

By comparison, most condominium associations do not have the right to approve or disapprove prospective buyers. However, some condo HOA’s have a “right of first refusal” to match any purchase offer received from a condo buyer - but this right is rarely used.
Thank you to all the members who took NAR’s “REALTOR® Trademark” Quiz in the last issue of the Board Briefs! No one had all the questions correct, but the winner was the person who answered the most correct answers. Submitting an entry with 9 correct answers out of 10, our winner for this month was Candi Lynn Landeck, Brownstone Real Estate!

Congratulations to Candi, who has won a free car wash at Triangle Car Wash compliments of the Newsletter Committee.

View all the correct answers below (underlined & BOLD), and look in the July issue of the Board Briefs for our next newsletter game!

1. Which of the following terms is NOT one of the REALTOR® trademarks owned by NAR?
   A. REALTOR®
   B. REALTORS®
   C. BROKER-OWNER®
   D. REALTOR-ASSOCIATE®

2. Which of the following is the incorrect way to write or display the term REALTOR®?
   A. REALTOR®
   B. REALTOR
   C. Realtor®
   D. Realtor

3. When the term REALTOR® is used with a member’s name, it should appear as follows:
   A. William Smith REALTOR®
   B. William Smith, REALTOR®
   C. William Smith, realtor®
   D. William Smith Realtor®

4. The term REALTOR® is used correctly in the following phrase:
   A. Bob Smith, Your REALTOR® for Life
   B. Tom Jones — The Commercial REALTOR®
   C. Mary White / South Dakota's Top REALTOR®
   D. Jane Brown — REALTOR® and Lakefront Realty's top salesperson

5. When an NAR member identifies his or her profession, it is correct to say:
   A. I am a commercial REALTOR®
   B. I am a real estate broker and a REALTOR®
   C. I am an independent REALTOR®
   D. I am a top REALTOR®

6. The term REALTOR® when used with a real estate company name should appear as follows:
   A. Sunshine Company, REALTORS®
   B. Sunshine, REALTORS® Company
   C. Sunshine REALTORS®, Company
   D. Sunshine Company REALTORS®

7. Which of the following would be an incorrect use of the term REALTOR® in a Web site domain name?
   A. www.RealtorJohnSmith.com
   B. www.MaryJonesRealtor.com
   C. www.NorthShoreRealtor.com
   D. www.BobSmiththeRealtor.com

8. How may the principal of a real estate company who is a REALTOR® use the REALTOR® trademarks in company advertisements if the company has both member and non-member salespeople?
   A. The REALTOR® trademarks may only be used with the name of the principal of the firm.
   B. The REALTOR® trademarks may be used with the names of the firm, the principal, and all of the salespeople who hold membership.
   C. The trademarks may not be used in connection with the names of the non-member salespeople.
   D. The REALTOR® trademarks may not be used at all in the advertising of the firm

9. Which is true with regard to the color of the Block "R" Logo?
   A. The official colors of the Block "R" Logo are red and green.
   B. The color of the block and the term REALTOR® below the block will always be the same.
   C. When using a single color, the logo may only be printed in blue or black.
   D. There are no limits on the number of colors that may be used to create the logo

10. Which of the following is a true statement regarding how the Block "R" Logo may be used?
    A. Combined with other geometric shapes to provide a more colorful appearance.
    B. As the first letter in a word beginning with the letter “R”.
    C. On advertising promotional materials as long as the member’s name and address also appear on those materials.
    D. On the business card of a non-member salesperson affiliated with a REALTOR® principal
Kyle Brock…

Kyle lives in Lebanon, and will soon graduate from Eastern Lebanon County High School. He is involved with different programs and organizations, both in and out of school, and plans to attend Harrisburg Area Community College in the Fall, and work towards a degree in Social Sciences.

Congratulations & Good Luck Kyle!

Students were asked to explain the importance of home ownership to a community. This was Kyle’s essay response:

“Buying a house is one of the greatest investments that a family will undertake. Home ownership offers financial benefits that many people participate in. Home ownership not only offers many important benefits to the homeowner but also to the community. Such community benefits include local political involvement, increased public safety and security, and health advantages.

Being a part of a community encourages citizens to follow their local politics. People become involved in setting goals in their neighborhoods. Statistics show that homeowners are more likely to vote and volunteer more in their community. For example in our community many neighbors are volunteer fire fighters and emergency medical technicians.

Home ownership promotes stability in a community. People who own their own home usually stay longer in their communities than renters, due to the fact that selling and buying a home is costly, not to mention moving. This makes the neighborhood a more stable place to live. Staying in one community allows neighbors to be aware of each other and creates a sense of familiarity in the neighborhood. It encourages participation in community organizations; people are more willing to invest their time and money in these organizations. Stability also encourages residents to maintain their homes and property which helps stabilize property values.

In a neighborhood, safety and security is less of a problem. Neighbors look out for neighbors. Programs such as Crime Watch help discourage crime.

Home ownership promotes environmental awareness by offering parks, playgrounds, and other recreational activity areas, which are beneficial to children and help keep open green space in the community.

Living in a community helps promote health to the entire community. Owning your own home increases self-esteem. People try to live the “American Dream”. Living the “American Dream” makes people feel they are succeeding in life and providing for their families. This in turn impacts people’s health. They feel they are more successful and satisfied in life. This benefits people in their mental health and extends to their physical health.

Home ownership benefits our nation’s children by improving childhood education. It has been shown that children living in neighborhoods have higher math and reading scores. Higher math and reading scores lead to higher education. Children that have higher education have a brighter future and will have higher incomes leading to home ownership. It has also been shown that children living in neighborhoods have less behavior problems.

In conclusion, home ownership benefits the community and all the neighbors who live in it. For example many communities throughout our area participate in daffodil days for cancer research, neighborhood yard sales, residential playground programs during summer, small community holiday parades, youth sports, volunteer emergency services, and senior citizen events, the list is endless for the benefits of our community. Home ownership is a major contributing factor in encouraging people to be involved in all these different projects, organizations, and committees. Home ownership is more than what people realize, it is more than the financial investment, it is an investment in our future.”
**HERE’S TO YOUR HEALTH...**

**GET MORE DONE: THE 15-MINUTE FACTOR...**

*By: the National Association of REALTORS® (2005)*

How do you eat an elephant? One bite at a time. You may have heard that joke before, but you probably never thought about how it applies to your job as a real estate practitioner. If you’re like most salespeople, your daily schedule can look as large as an elephant - and it can be overwhelming to think about how you’ll get everything accomplished. This article will help you get a grip on your daily tasks and become more productive by breaking your day into smaller, more manageable chunks of time.

**First, answer the following 10 questions with a yes or no:**

1. Do you exercise daily?
2. Do you read books to help further your real estate career and knowledge daily?
3. Do you spend quality time with family members daily?
4. Do you prospect for new clients daily?
5. Do you stay in touch with clients and customers regularly?
6. Do you send cards or notes to friends, family, co-workers, or clients regularly?
7. Do you follow-up with past clients periodically throughout the year?
8. Do you review your goals and chart your progress daily or weekly?
9. Do you spend time responding to e-mails daily?
10. Do you file and organize your desk and important papers daily?

Of course, the list of daily activities that you should be doing could go on and on. It’s no secret that one of the biggest challenges for real estate professionals today is finding enough time to complete everything that should get done during a normal workday, especially tasks that are your least favorite. Hence, the high rate of burnout among real estate practitioners.

So, how can you get all of your tasks accomplished without going crazy? The answer is simple: start using the 15-minute factor, a strategy that teaches you to get more done by breaking your day into manageable modules.

Take prospecting for example. Many real estate professionals get so busy with their daily schedules that they fail to contact potential clients. Prospecting is the lifeblood of any sales associate’s career and without it, your business will slowly dry up. By incorporating the 15-minute factor, prospecting becomes easier to tackle, and over time, you’ll cover an impressive amount of ground. Prospecting 15 minutes a day for five days a week quickly adds up! Let’s say you make 3 contacts per weekday during the 15-minute “prospecting” period. You will have made 15 contacts in one week, and at least 16 for the month. That’s a huge increase for most salespeople - especially for those who are doing no prospecting at all throughout the month.

The same principal applies to reading, following-up with clients, and even exercising. Break these tasks into 15-minute modules so you make progress in all of the most important areas of life. When you begin to focus on smaller time slots to accomplish goals, you’ll see that devoting 15 minutes to a task is not difficult. The time goes by so fast that you may find yourself spending more than just 15 minutes on the project. You might even discover that a task you dread isn’t so bad after all. And once you complete your goal, you’ll feel so good about yourself that you’ll be inspired to move on to the next task.

Let’s face it, reading, prospecting, or even exercising for 15 minutes a day may not meet the recommended daily doses, but it’s a lot better than not doing them at all. And all of us can find at least 15 minutes in our day to carry out these important “to do’s.”

Block your time slots on a calendar and stick to them. Once you complete a task, check off the completed work. You’ll find that over the course of one month, you can do more than you thought possible, and you’ll have a record of the progress you’ve made.

As the Chinese Proverb goes, “A minute of time is an inch of gold.” So go out and make the most of your day!
**COMINGS & GOINGS…**

**New REALTOR® Members:**
- Alba Cruz-Cintron, Coldwell Banker HSG
- Adam Gamble, Exit Realty Innovations
- Michele Murray, Coldwell Banker HSG
- Fred Pickard, Exit Realty Innovations
- Rynell Root, Brownstone Real Estate
- Deb Williams, Ulrich Professionals

**REALTOR® Member Transfers:**
- Tom Edkin to Thomas H Edkin REALTOR®

**REALTOR® Member Escrows:**
- Joshua Kreiser, Century 21 Krall Real Estate

**New REALTOR® Offices:**
- Exit Realty Innovations
  251 W Chocolate Ave, Hershey, PA 17033
  Phone: (717) 533-7410  Fax: (717) 835-0834

**Affiliate Member Name Change:**
- Commonwealth United Mortgage has changed its corporate name to: National City Mortgage
- Gene Olshefsky is still the primary contact, and all of his information has stayed the same.

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**Newsletter Committee**

* Brenda Miller  Re/Max of Lebanon County  270-2680  
* Debbie Carroll  Century 21 Krall Real Estate  273-1631  
  Wanda Bechtold  Re/Max of Lebanon County  270-4257  
  Chuck Berthoud  HouseMaster  533-5955  
  Wendi Donmoyer  Lebanon Land Transfer  274-8085  
  Kris Mease  Edge Abstract of Pennsylvania  270-0870

If you have any ideas or articles for the “Board Briefs”, please call any committee Member or the Association Office at 272-6126. You may also fax items to 270-5668, or e-mail them to: [laura@lebanon-realtors.com](mailto:laura@lebanon-realtors.com)
**June 2006**  
*Monthly Planner*

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**Lebanon County Association of REALTORS**

**LCAR MISSION STATEMENT:**  
The Lebanon County Association of REALTORS® (LCAR) actively serves its’ members needs by providing programs, products, and services to enhance ethical and successful business conduct; and, through collective action, advocating private property rights.