I CAN’T BELIEVE
SUMMER IS ALMOST HERE!

Hopefully, I will see you all on June 6th at Fairview Golf Course for our annual Realtor outing. Guaranteed I will be out there hacking away!

In case you are not aware, June is National Homeownership Month. Every year since 2002, President Bush has designated June as National Homeownership Month, with the goal of increasing minority homeownership in America.

To celebrate National Homeownership Month 2007, NAR presents a wealth of resources and tools that support homeownership and strong communities.

Association Executives and State and Local Association members are encouraged to participate actively in efforts to encourage homeownership and strengthen our neighborhoods, towns and cities.

For full details, and promotional materials, visit: www.REALTOR.org/homeownership

I would like to bring one other thing to your attention at this time. Many of you may have already heard this, but it’s worth repeating. NAR’s Board of Directors voted to raise the national membership dues to $80 in 2008. This will help fund a broad range of new programming to ensure that REALTORS® remain a strong voice for real estate. NAR has not had a dues increase since 1994 when dues were set at $64. Over the ensuing 13 years, programming and non-dues revenue have increased by 50%, and staff levels have dropped by 40%, according to Dale Stinton, NAR CEO and Executive Vice-President.

Stinton made a strong case for the dues increase, saying REALTORS® need to continue their strong tradition of innovation to remain competitive in the Internet age. He said the association expects to launch $60million - $100million in new program-

ming over the next 3-5 years, including:

- A major consumer outreach effort that will allow NAR to leverage the natural alliances that exist between REALTORS® and property owners.
- Planning for a national property data “gateway”, a repository containing detailed current and historical information on all property in the United States.
- A credit union for NAR members.
- An investment company that would fund technology initiatives to benefit REALTORS®.
- And lastly, a campaign to drive traffic to REALTOR.com.

Log onto www.REALTOR.org for more details!

Dates To Remember...

June:
- NO luncheon meeting this month
- 2 GSH Annual Street Fair - Strawberry Shortcake Booth Workers are still needed!
- 6 Annual Golf Outing, Fairview Golf Course
- See insert for details - don’t forget to RSVP soon!

July:
- 4 ASSOCIATION OFFICE CLOSED
- 9 Luncheon Meeting - 12:00 noon

SEE THE FULL CALENDAR OF EVENTS AT:

www.LEBANON-REALTORS.COM
allow borrowers to change the terms of their mortgage so that they can afford to stay in their home. The program also offers “partial claim” programs through which FHA lends money to a borrower to cure a loan default. This no-interest loan is not due until the property is sold or paid off.

“In 2004 alone, more than 78,000 people were able to retain their home through FHA’s loss mitigation program, and two years later nearly 90 percent of these families are still in their home,” Combs says. “That’s what I’d call really making a difference.”

Boosting FHA mortgage loan limits will help first-time home buyers, minority buyers, and others who cannot qualify for conventional mortgages. Increasing loan limits will also help people living in high cost areas because the current low FHA limits make FHA unusable in those areas. Eliminating the 3 percent minimum down payment will also have positive results for many home buyers.

“The universal and consistent availability of FHA loan products is the principal hallmark that has made mortgage insurance available to individuals during periods of prosperity and economic depression,” Combs says. “The FHA program makes it possible for higher risk, yet credit-worthy borrowers to get prime financing.”

Are your marketing materials just not generating the response you want? Maybe you’re falling into these common traps.

Marketing doesn’t have to be expensive to be effective, but delivery is crucial, says Jerry Rossi, author of Dog Eat Dog & Vice Versa: 9 Secrets to Put the Bite into Your Marketing (Charter Publishing, 2006). To make your marketing stand out, Rossi says it’s imperative to avoid these five common mistakes.

Mistake 1: Using too many words.
“IT’s not what you say, it’s what you don’t say,” Rossi says. People tend to scan, so they’ll be turned off by wordy ads, e-mails, and newsletters. Avoid falling in this trap by using catchy headlines, photos, and lots of white space in your marketing materials. Well-designed postcards can be a good solution: They have few words, lots of white space, and don’t have to be opened.
Mistake 2: Pushy sales techniques.
No one wants to be sold, Rossi says. They want to be able to explore for themselves and reach their own decisions. So a message like “Here are 5 Reasons to Buy it Today” may quickly turnoff a potential customer. Instead, give them choices and don’t be too pushy. A message like: “Explore your options in today’s buyer’s market,” lets them choose to act.

Mistake 3: Leaving out your logo.
Brand or logo identification is one of the strongest marketing techniques you can use, Rossi says. For example, use the word REALTOR®, if applicable, or your company’s logo in your marketing materials. Remember, lots of money already has been poured into advertising these logos and trademarks so they’re already branded in many clients’ minds.

Mistake 4: Irregular mailings.
If at first you don’t succeed … don’t give up. Repetition is key to building your brand, Rossi says. How often should you contact your prospects? Rossi says quarterly mailings can be just as effective as monthly mailings. The important thing is to make your communications consistent and recognizable.

Mistake 5: Not tracking results.
Any money you spend on marketing that you can’t quantify is wasted money, Rossi says. One way to find out where your business is coming from: Using separate e-mail addresses or 800 numbers for each promotional piece.

7 RULES FOR MAKING A GOOD FIRST IMPRESSION...
Source: REALTOR® Magazine Online (4/30/07)

Making a good first impression is priceless, says communication coach Carmine Gallo, who writes a weekly column for BusinessWeek Online. Here are seven steps Gallo says will ensure you are remembered positively:

- Respond within 24 hours. Answering an e-mail or phone call within 24 hours shows you care.
- Greet people with enthusiasm, in person or on the phone.
- Sounding too busy to talk is a turn off.
- Make eye contact. People feel like you value them when you give them your fullest attention.
- Leave smart voice messages. Repeat your phone number, and don’t leave long rambling messages on voicemail. The listener may never get to the end.
- Respect your contacts. If someone gives you a business card, it’s an invitation to open a dialog, not permission to bombard him with sales material.
- Keep e-mail concise. Use a short subject line and keep correspondence to two or three short paragraphs.
- Small things count. A handwritten note or other personal message that isn’t focused on sales makes the recipient feel valued as a person.

THE HOME INSPECTOR INC.
www.thehomeinspectorinc.net

Home Inspections
Termite ? Radon
Water ? Septic

Home Buyer Statistics
Source: 2006 National Association of REALTORS®
Profile of Home Buyers and Sellers

Information Sources Used in Home Search
- Real estate agent - 85%
- Internet - 80%
- Yard sign - 63%
- Newspaper - 55%
- Open house - 47%
- Home book/magazine - 34%
- Builders - 26%
- Television - 11%
- Relocation company - 5%

What Repeat Buyers Want Most
- Help finding the right house to buy - 53%
- Help with price negotiations - 13%
- Tell them what comparable homes are selling for - 11%
- Help determining how much they can afford - 11%
- Help with paperwork - 8%
- Help to find and arrange financing - 2%

Office: 717-865-0222
Toll Free 1-888-511-0222
Email: thi@lmf.net
EDUCATION OPPORTUNITIES...

AFFORDABLE HOUSING COUNCIL HOMEBUYER’S EDUCATION CLASSES...

JUNE SESSIONS
Where: Lebanon County Vo-Tech School
(833 Metro Drive, Lebanon)
When: June 5, 12 & 19 (Tuesdays)
What Time: 6:00 p.m. – 9:00 p.m.

Class attendance is limited, so registration is required by calling the Lebanon County Redevelopment Authority at: (717) 273-9326. After completing all sessions, each participant receives a letter of completion. This may entitle you to special opportunities with reduced fees and rates with most council member financial institutions for certain mortgage products.

---

PRI EDUCATION CALENDAR...

**June:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Location</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-5</td>
<td>GRI 404</td>
<td>Building Blocks for the Real Estate Professional</td>
<td>Tri-State RE School, Conshohocken</td>
<td>$214</td>
</tr>
<tr>
<td>6</td>
<td>GRI 400</td>
<td>Business Development for the Residential Specialist</td>
<td>Montgomery Co Assn Office</td>
<td>$314</td>
</tr>
<tr>
<td>8</td>
<td>ABR</td>
<td>Effective Negotiating for the Real Estate Professional</td>
<td>Tri-State RE School, Conshohocken</td>
<td>$135</td>
</tr>
<tr>
<td>14-15</td>
<td>GRI 401</td>
<td>Listing Strategies for the Residential Specialist</td>
<td>Lancaster Assn Office</td>
<td>$299</td>
</tr>
<tr>
<td>18</td>
<td>MCE</td>
<td>One American - At Home with Diversity</td>
<td>Lehigh Valley Assn Office</td>
<td>$125</td>
</tr>
<tr>
<td>29</td>
<td>GRI 503</td>
<td>Intro to Commercial, Syndication &amp; Land Development</td>
<td>Suburban West Assn Office</td>
<td>$135</td>
</tr>
</tbody>
</table>

**July:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Location</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>11-12</td>
<td>GRI 404</td>
<td>Building Blocks for the Real Estate Professional</td>
<td>Suburban West Assn Office</td>
<td>$214</td>
</tr>
<tr>
<td>11-12</td>
<td>ABR</td>
<td>Accredited Buyers Representation</td>
<td>Lehigh Valley Assn Office</td>
<td>$249</td>
</tr>
<tr>
<td>17-18</td>
<td>ABR</td>
<td>Accredited Buyers Representation</td>
<td>Tri-State RE School, Conshohocken</td>
<td>$264</td>
</tr>
<tr>
<td>20</td>
<td>ABR</td>
<td>Innovative Marketing Techniques for Buyer’s Reps</td>
<td>Tri-State RE School, Conshohocken</td>
<td>$135</td>
</tr>
</tbody>
</table>

**August:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Course Code</th>
<th>Course Title</th>
<th>Location</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>ABR</td>
<td>Effective Negotiating for the Real Estate Professional</td>
<td>Tri-State RE School, Conshohocken</td>
<td>$135</td>
</tr>
<tr>
<td>8-9</td>
<td>RSPS</td>
<td>Resort &amp; Second Home Market</td>
<td>Days Inn, Meadville</td>
<td>$199</td>
</tr>
<tr>
<td>9</td>
<td>GRI 502</td>
<td>Real Estate Investment &amp; Property Management</td>
<td>Tri-State RE School, Conshohocken</td>
<td>$135</td>
</tr>
<tr>
<td>13</td>
<td>MCE</td>
<td>10 Stupid Things REALTORS Do To Mess Up Their Lives</td>
<td>The Inn at Reading, Wyomissing</td>
<td>$50</td>
</tr>
</tbody>
</table>

For more information or to register, visit www.PRIOnline.org or phone: (800) 745-5527.

---

CONGRATULATIONS TO...
Melissa MacBride, Century 21 Krall Real Estate, Joe Wentzel, Penn Realty, LTD, and Keith Volker, and Melody Kiene, both Re/Max Associates of Lancaster who all recently received their e-Pro designations.

Keep up the Great Work!
GET MORE FROM YOUR V-TOURS...

Technology guru Rolf Anderson shares suggestions on ways to maximize the value of your virtual tours.

Question: Many salespeople are reluctant to use virtual tours because of the complexity and expense. What alternatives are there for those who don’t want or can’t afford a full 360-degree virtual tour?

Anderson: There are several types virtual tours, and only two of them involve 360-degree views. The simplest type of tour is nothing more than a simple, self-running slide show of still pictures taken with my digital camera. The technical term for these files is an “animated GIF file.” Software to turn several pictures into one, self-running GIF file are plentiful, either free or available as shareware. [A couple of programs that work well are Gif Construction Set Professional 2.0 ($20) and Animagic Gif Animator ($29.95).] GIF slide shows are quick-loading files and also can be copied to a floppy disk to hand out to buyers. The only negative is you cannot easily add text or voice to the files.

Another type of virtual tour is what I call a “pictorial tour.” This tour is made up of small, flat images, but the viewer can click on any image and increase its size on screen. Commercially available software, such as Visual-Tour.com, allows a salesperson to create a multimedia, pictorial presentation for a seller, copy that presentation to a disk for distribution, and then put the same presentation on the Web with a distinct URL that can be pasted into e-mail messages. Stitched pictures, up to and including a complete 360-degree view, can be included in these presentations.

Of course, there also are the 360-degree panoramic tours. You can make your own or hire a company to create them for you. You can decide on a flat 360-degree tour (the viewer can’t look up or down), or you can use the patented lens and software from iPIX and get the “bubble” tour. With that effect, the user can actually “step inside” the picture and look around.

Even if you photograph the tours yourself, you will still have to pay a small fee per picture for a vendor to “stitch” the photos together into a seamless view. The cost is small, much like a processing fee for regular film.

The benefits of doing the tour yourself are timing and control. I can take pictures of new listings and within minutes have the pictures stitched and up on my Web site. Once the pictures are saved, I can use them in a variety of ways.

WEB TIPS: “ONE HOUSE WEBS”...

A new type of real estate web site is beginning to catch on in isolated parts of the U.S. – the individual house for sale website – or what are also called “One House Webs.” By creating a website devoted to one listing, a prospective buyer can stay focused. It’s a great marketing tool – add a rider sign beneath your For Sale with the web address, something like 451ElmStreet.Com. Prospects see it when driving by – they don’t even have to stop to pick up a flyer – they just remember the address, go home, and see whatever you want to show them on the web. And what seller will give his listing to someone else when you offer a One House Web.

There are several sellers of such sites. Experts liked www.OneHouseWebs.Com – which has an innovative site building tool they call Webs Over Easy. They claim anyone can build a One House Web in under an hour. It’s true – testers built one in closer to 30 minutes, complete with a very nifty slideshow, Google Satellite Maps, mortgage calculator and requesting appointments on line. And would you believe it costs as little as $7 per month!
These figures are based on data supplied by the Keystone Multi-List, Inc. Neither the Lebanon County Association of REALTORS® nor the MLS guarantees its accuracy. Data maintained by the MLS may not reflect all real estate activity in the market area of Lebanon County.

CONGRATULATIONS TO...
This year, 20 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, and the following three seniors have been declared winners:

Megan Walmer, ELCO High School
Ashley Gruber, ELCO High School
Matthew Gardner, Cedar Crest High School

PAR HAS A NEW LOOK!...
Earlier this year, PAR’s official logo underwent a transformation. In order to make the transition to the new logo complete, all PAR Standard forms are undergoing a reprinting. There will not be any substantive changes to these forms unless otherwise noted. Revision dates will not be changed when the new logo is added. Where revision dates are not changed, you may continue using forms with the old logo until your current stock is depleted. There is no need to return forms with the old logo, and these forms will not be exchanged.

We’d also like to note that all PAR Standard Forms are copyrighted by PAR and may not be reproduced without written consent from the Association. Requests to reproduce PAR forms must be accompanied by a detailed explanation of the purpose of the reproduction and a description of its intended use, and should be forwarded to Henry Lerner, Director of Member and Legal Services, Pennsylvania Association of REALTORS®, 4501 Chambers Hill Road, Harrisburg, PA 17111-2406.
HIGH SCHOOL SCHOLARSHIP WINNER...

MATTHEW GARDNER...

Matthew hails from Lebanon, and will graduate from Cedar Crest High School. He is involved with different programs and organizations, both in and out of school, and will begin his studies in the Fall at Millersville University towards a degree in Technology Education.

Congratulations & Best of Luck Matthew!

Students were asked to write an essay on “Why You Should Use A REALTOR® When Buying or Selling Your Home”. This was Matthew’s response:

“Purchasing or selling a home is neither for the faint of heart nor for the novice. However, using a professional REALTOR® will eliminate the “guess work” from the process. A REALTOR® knows the appropriate steps and serves as a guide to the potential home buyer or seller to lead him/her through the labyrinth of buying or selling a home.

A home is a major investment. Why leave the buying or selling process to a novice when there are over 200 professional members of the National Association of REALTORS® in Lebanon County (www.Lebanon-Realtors.com) However, a REALTOR® is more than just a real estate agent. The designation as a REALTOR® indicates the agent not only has the license required by Pennsylvania to participate in the business of real estate but has also completed the necessary requirements to become a member of the Lebanon County Association of REALTORS® (Advantages of using a REALTOR®).

Using a REALTOR® ensures the seller/buyer that s/he is working with a professional who not only has the skills but also the knowledge of the real estate business. To be a REALTOR® requires completion of coursework related to the real estate industry and adherence to the Code of Ethics and Standards of Practice, a code of responsibility and obligation not only to the National Association of REALTORS® but more importantly to the client (Code of Ethics and Standards of Practice of the NATIONAL ASSOCIATION OF REALTORS®). But receiving the designation as a REALTOR® does not signal the end of training; instead the agent must complete continuing education classes to remain up-to-date on regulations affecting the real estate business.

Michelle Etter and her husband, David, recently sold and purchased a home. As Michelle stated, “Why take on the stress yourself when it can be handled by a trained professional? Our REALTOR® took the time to find out our dreams and worked diligently to locate a property that would meet our needs and also fit within our price range. She also prepared us on how best to show our home with candles and music; in other words selling an ambiance that would help show our home. There was no guess work nor were there any hidden surprises. Our REALTOR® was with us during the entire process. I would never sell or buy a home without using a professional REALTOR®” (Etter).

For the potential buyer or seller, the REALTOR® assumes the role of an advisor, a marketing specialist, a salesman, as well as a negotiator. By combining these roles the REALTOR® becomes a “one stop” professional for assisting in the buying and selling of homes. Only a turtle carries its home on its back; however, the rest of us need someone to guide us through the process of buying or selling a home. A professional REALTOR® has the expertise as well as a commitment to excellence to navigate through the real estate labyrinth.”
Sellers who refuse to make minor repairs are likely to pay dearly for their stubbornness, says Sid Davis, author of the new book Home Makeovers That Sell (AMACOM, 2007).

Here are some of Davis’ suggestions for sellers who want to get the most out of the deal:

- Start with the kitchen; it’s the most important room in the house for most buyers. Refacing the cabinets or sanding them and painting them white is often a worthwhile undertaking. If the flooring is in poor condition, replace that too.
- Update the bath. While paint and flooring help here too, sellers may find spending $200 to replace the mirror and vanity set will net them the greatest payoff.
- Clean the laundry room. Hire a carpenter to install built-in shelving and repaint and replace worn flooring. Upgrade the light fixtures.
- Scrub, scrub, scrub. Squeaky clean wows buyers, Davis says. “If people think [a home] is super neat, they’ll give [the seller] the benefit of the doubt. If it's dirty, they’ll assume it’s ridden with hidden defects,’’ he says.

When a house you’re trying to sell smells like a pet, there are some tactics that can improve the odor situation. Don Aslett, owner of Varsity Contractors, one of the country’s largest cleaning companies, offers up these tips for identifying the source of the smell and then eliminating it:

- Use a fluorescent black light (pet-supply stores sell them), to expose odor-producing spots on the carpet, couch, floorboards and even on drapes.
- Remove all solids and blot up as much liquid as possible with a clean towel. Apply an appropriate odor neutralizer or cleaner according to directions.
- Never use ammonia, which takes on the smell of what it’s supposed to be cleaning, can trigger more accidents.
- Choose the best product to remove the problem. On water-safe surfaces, try Simple Solution stain and odor remover. The problem area must be thoroughly soaked and left to dry.
- Bramton’s Oxy Solution Pet Stain and Odor Destroyer can remove odors and stains from surfaces that won’t withstand soaking, but test first in an out-of-the-way place.

The most effective and safest disinfectant for use around pets is Chlorhexidine, which is sold under such names as Nolvasan, Chlorasan and Chlorhex by veterinarians and medical-supply outlets. Use these for problems that demand deep cleaning.

- When all else fails, temporarily neutralize odors using a product such as Fresh Wave.

Here are some simple projects that experts say will make a big impact on the property’s appearance — and possibly boost resale value.

- Plant trees. Trees look nice, cut down on heating and cooling costs, and can even help a home sell for more money, the USDA Forest Service says. Properly placing just three trees can save an average household between $100 and $250 in annual energy bills, according to the U.S. Department of Energy. And a report from Arbor National Mortgage found that 84% of practitioners believe that a house on a treed lot would fetch at least 20% more than one on a lot without trees.
- Go for year-round color. Rather than make do with empty beds and a brown lawn in winter, home owners can pick materials that remain green all year. Examples: evergreen arborvitae, junipers, and boxwood.
- Help the environment. There are dozens of ways to be a good environmental steward. A rain garden can retain water rather than send it into the nearest storm sewer. In drought-prone areas, xeriscape plants require less water. Large shade trees can screen a roof and windows from sun and block cold wind and air.
- Make your yard livable. A yard can be transformed into livable outdoor “rooms.” High on the wish list are well-equipped kitchens, sometimes with pizza ovens and fire pits, and the newest star — media rooms. One expert installed a projection screen so one client could float in his pool and watch movies.
- Just add water. Everyone loves water’s soothing sound, whether it cascades into a pond, fills a fountain, or churns in a hot tub.
- Build a pergola. A pergola — a set of columns supporting a roof of trelliswork on which climbing plants can grow — adds architectural interest, vertical growing space, and shade.
ASK THE ATTORNEY
By Jon F. Arnold, Esquire, Ehrgood & Arnold Law Offices

QUESTION: AS A LAND OWNER, CAN I BE HELD LIABLE FOR A DOG THAT BITES SOMEBODY ON MY PROPERTY?

ANSWER: It is important to first address whether or not you are the owner of the dog or the property. If you are the owner of the dog, the person who was bitten would have to show you were negligent. This is typically done by proving that the dog had unmistakably vicious tendencies and that the owner knew or reasonably should have known of these tendencies.

There is a mistaken belief that the first time a dog bites someone, the dog’s owner cannot be held liable. This is often referred to as the one free bite rule. This is an erroneous belief. Even though it is the first time that the dog has bitten someone, the dog’s owner can be held liable if the owner knew or should have known the dog to be vicious or ferocious. Conversely, even if a dog has bitten someone in the past, and then it bites someone else, the dog owner is not automatically liable. The person bitten would have to prove that the dog had vicious tendencies of which the dog owner knew or should have known. However, the prior bites could be used as evidence to prove that the dog had vicious tendencies and the owner had knowledge of them.

Even if you are not the owner of the dog, but rather the owner or occupier of the property where the bite occurred, you could be liable. For liability to be imposed, the person bitten would have to show that you knew or had reason to know that the dog had vicious tendencies and that you had the right to control the dog. Therefore, if you are a landlord and your tenant has a dog which you know or should have reason to know is dangerous and you have the right to control the dog, you could be liable if the dog bites someone. The right to control the dog has been interpreted to include the right to have the dog removed from the property. For example, if you have the right to evict the dog’s owner from the property, you have the right to control the dog. Therefore, if you are a landlord you may be subjecting yourself to liability if you rent to a tenant who has vicious or dangerous dogs.
The Newsletter Committee is pleased to bring back the popular “Who’s Who” contest! Just to refresh your memories, the contest rules are listed at the bottom of this page.

All entries for the June edition must be received by noon on Thursday, June 21, 2007, and your hints are listed beneath the photos below.

**Contest Rules:**
Each month we will insert a picture (or two… or three) for you to guess Who’s Who? You should call, fax, or e-mail your guess to the Association Office. We will give you 1 hint, and each member can submit up to two (2) guesses by the deadline given in each edition. All correct guesses will be thrown into a hat from which the newsletter committee will draw a winner.

**To Buyer:**
“You really want to offer that?”

**To Seller:**
“That works for you? Great!”

“Ahhh, both sides… you gotta LOVE it!”

This little cutie pie knew that he was going places some day. “Sales agreement” and “sign here” were his first words, and he loved being on either side of the transaction even at a tender young age!

Name: ___________________________________________ Office: ______________________________________

Guess #1: ___________________________________________ Guess #2: ________________________________
COMMUNITY INVOLVEMENT...

ARE YOU READY FOR MORE? WHY YOU SHOULD GET INVOLVED IN YOUR COMMUNITY...

Source: Matt McDermott, REALTOR Magazine Online

It’s understandable if you feel too overloaded to consider volunteering. Real estate can be hectic and command much of your attention, but you should consider the potential benefits of volunteering. Getting involved in your community can be very rewarding by giving you opportunities to network with other real estate professionals, build relationships in your local business community, make contact with potential clients, and find an avenue to express yourself outside of work.

How to Get Started
Your first step is to discover an area of service that you find fulfilling. It may not be what you originally expected. Some people start working with the elderly only to switch to assisting poor families or the homeless, while others work with children or the disabled.

Many volunteer organizations hold one-off events such as fundraisers, field trips, or building renovation projects that only require a one-day commitment. These are good opportunities to see if you are well matched to both the organization that’s involved and the people it serves.

Once you determine how you want to get involved in your community—perhaps by tutoring a new immigrant in English, being a mentor, or delivering meals to local elderly citizens—make sure you don’t overestimate the time you have to offer. Start small, and don’t take on too much at once or you’ll burn out. During the early years in your career, don’t worry about the amount of time you volunteer. People will be impressed more by your consistency rather than the volume of your aspirations. Real estate is local, so the totality of your actions in the community will contribute to your reputation as a reliable businessperson and citizen.

The Benefits of Volunteering
Community involvement establishes that you care about your town and its residents. They will see you as more than just a service provider. If you’re bold enough to volunteer, then you’ll be bold enough to knock on the person’s door again in the future and see how your neighbor is doing. The same people skills that help the less fortunate in your town are those that you use to sell a house.

Volunteering also puts you in contact with other community-minded people, who are often the movers and shakers in a town. They aren’t simply

~ continued on page 13 ~
**Happy Birthday To...**

2 Hugh Rooney, Prudential Gacono Real Estate  
2 Charles Smith, Absolute RE Appraisals  
3 Rick Hershey, Brownstone Real Estate  
3 Robert Wert, Re/Max of Lebanon County  
4 Rebecca Donahue, Century 21 Krall RE  
4 John Rogers, Pillar To Post  
4 Kristina Rupponer, Help-U-Sell of Lebanon  
6 V Carl Gacono, Prudential Gacono Real Estate  
6 Deb Lotier, Brownstone Real Estate  
7 Roy Meyer, ACA Mortgage, Inc.  
10 Denise Dohner-Bollard, Re/Max Assoc of Lancaster  
10 Nancy Smeltzer, Re/Max of Lebanon County  
10 Arden Snook, Prudential Gacono Real Estate  
11 Carole Birli, Real Estate Mgmt Company  
11 Mike Orendo, USDA Rural Development  
11 Wendy Yoder, Century 21 Krall Real Estate  
12 Patrick McCarthy, McCarthy & Associates  
12 Chris McClellan, Suburban Realty  
12 Guy Wentsler, 1st National Bank of Fredericksburg  
14 Bill Harmon, Lebanon Federal Credit Union  
21 Melody Kiene, Re/Max Assoc of Lancaster  
23 Michael Loy, Re/Max of Lebanon County  
25 Janet Katz, Century 21 Krall Real Estate  
26 Pat Dundore, Suburban Realty  
26 Doug Mann, Help-U-Sell of Lebanon  
27 Tina Gring, Maxim Home Mortgage  
29 Tony Fitzgibbons, Real Estate Transfer Co.  
30 John Christman, Penn Realty, LTD.

**COMINGS & GOINGS...**

**New REALTOR® Members:** 
Gabriele Brosius, Coldwell Banker HSG  
Nicole Enck, Brownstone Real Estate  
Rhoda Long, Brownstone Real Estate  
Kara Miller, Custom Real Estate  
Mark Tomecek, Frank Tomecek RE Svcs

**REALTOR® Members Transfers:** 
CherylAnn Bentz to Suburban Realty

**REALTOR® Member Escrows:** 
Jeanne Blessing, Brownstone, Real Estate  
Bill Sowers, Exit Realty

**CONGRATULATIONS TO...**

Wendy Yoder, Century 21 Krall Real Estate, who recently welcomed new little bundle of joy

Gage Brendan  
6 lbs. 14 oz, 19-½” lg.  
on Thursday, May 24, 2007.

Congratulations to the entire Yoder family on their newest little arrival!

---

**Newsletter Committee**

* Debbie Carroll  
  Century 21 Krall Real Estate  
  273-1631

* Brenda Miller  
  Re/Max of Lebanon County  
  270-2680

Craig Gates  
Fulton Mortgage Company  
274-6981

Shawn Koppenhaver  
Century 21 Krall Real Estate  
273-1631

Melissa MacBride  
Century 21 Krall Real Estate  
273-1631

Kris Mease  
Edge Abstract of Pennsylvania  
228-0870

Brenda Wurges  
Re/Max of Lebanon County  
270-8808

---

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)
future clients, but people who can teach you the crucial business issues impacting the community (e.g., employment issues, zoning issues, etc.).

You'll benefit from whatever free publicity the group receives in newspapers and other media. Also, these experiences can offer you the opportunity to learn skills to work with press releases and handle telephone calls or can entail public speaking opportunities with local media. This is practical experience for your real estate career, and you'll feel great about yourself.

An Avenue for Professional Growth
You will learn a variety of skills while volunteering that will benefit you on the job as well:
Communication Skills
- Ethics
- Negotiating
- Organization
- Time Management

By volunteering, you're contributing to the livability of your community. In the end, your clients, like you, will have made the choice of whether or not to live there based on its desirability as a place to call home.

**Complete article can be found through the link on the Association News page of our website.**

Brenda Henning, Public Relations Chairperson for the Lebanon County Association of REALTORS® also adds, “The value of community involvement through volunteering cannot be overstated. Not only does the community benefit from our donation of time, talent and money, but the individual receives many benefits as well. Our Association has many “Good Neighbors” who volunteer for many worthwhile organizations and projects within our community. Through a generous donation from the Lebanon County MLS Board of Directors we have established a “Community Reinvestment Fund” to help contribute to these causes.

If your organization is holding a fundraising event, you can apply to our Association to receive up to $250 toward that event. It must be “event specific” such as a golf or baseball tournament, a walk-a-thon, bowl-a-thon, bike ride or similar event, and a REALTOR® or Affiliate Member must be participating in the event. You will be given a REALTOR® logo polo shirt, which must be worn during the event.

For additional details, visit our Association web site at: www.Lebanon-Realtors.com

---

**OUR DEEPEST SYMPATHY…**

† to Debbie Carroll, Century 21 Krall Real Estate, and her family after the death of her mother Gladys “Connie” Carroll on Friday, May 4, 2007.

Our thoughts & prayers are with you at this time of sorrow.

---

A note from Debbie:
Dear friends, Thank you for your thoughtful kindness at the time of my Mother’s death. I send my heartfelt thanks and appreciation to everyone for the many expressions of sympathy, kind thoughts, prayers and support, which so many have shared during this difficult time. ~ Debbie Carroll

---

**MEMBER ROSTERS…**

Printable rosters which include all REALTOR or Affiliate Members, their firm, and current contact information are posted on the “FORMS” page of our website for your convenience.

If there are changes to be made to these rosters, please contact Laura at the Association office -272-6126 or laura@lebanon-realtors.com!

---

**FORTNA AUCTIONEERS**

26 East Main Street, Annville, PA
Annville Office (717) 867-4451 ~ Harrisburg Office (717) 236-7888
Email: auctions@fortnaauctioneers.com
www.fortnaauctioneers.com

• Tired of showing properties with no offers?
• Are you about to lose the listing along with the time and money you invested in showings and marketing?
• Are you having difficulty determining the value of a specific property?
• Do you have a client that needs to sell immediately?

Let Fortna Auctioneers show you how we can work with you and your Broker to achieve the ultimate goal … SELL THE PROPERTY!

Fortna Auctioneers is an award winning real estate marketing auction company currently working hand in hand with Realtors, Brokers and Salespersons throughout Pennsylvania.

CONTACT OUR OFFICE TODAY FOR BROKER PARTICIPATION DETAILS! LET US MAKE YOUR JOB EASIER!
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.