

From: [TEST MESSAGE FROM: Realtor® Update - January/February 2017](#)  
To: [Ben Scranton](#)  
Subject: Realtor® Update - January/February 2017  
Date: Wednesday, January 25, 2017 11:35:14 AM



REALTOR® Update

## January/February 2017

Winter House.jpg



*"What good is the warmth of summer, without the cold of winter to give it sweetness."  
- John Steinbeck*

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### PRESIDENT'S REPORT

by Rick Sawicki



#### It's Time for REALTOR® Pride

We use the word REALTOR® every day. This is who we are, and what we do. The word sets us apart. From its earliest use, REALTOR® has been seen as a way to distinguish ethical practitioners. After all, we commit to abide by a strict Code of Ethics.

The brand is estimated to be worth over 5 billion. Yet for all the prestige the word, and your membership affords, according to NAR research most

#### Thank you 2017 Annual Sponsors

##### PLATINIUM

Monson Savings Bank  
[ndahlen@monsonsavings.com](mailto:ndahlen@monsonsavings.com)  
Peoples Bank  
[jsherbo@bankatpeoples.com](mailto:jsherbo@bankatpeoples.com)  
United Bank  
[mparzychowski@bankatunited.com](mailto:mparzychowski@bankatunited.com)

##### GOLD

Country Bank  
[jcalheno@countrybank.com](mailto:jcalheno@countrybank.com)  
People's United Bank  
[Ranae.Oneil@peoples.com](mailto:Ranae.Oneil@peoples.com)

##### SILVER

Freedom Credit Union  
[asanches@freedom.coop](mailto:asanches@freedom.coop)  
Greenfield Northampton  
Cooperative Bank  
[ahaleay@bankgcb.com](mailto:ahaleay@bankgcb.com)  
Mortgage Master  
[dvalino@mortgagemaster.com](mailto:dvalino@mortgagemaster.com)

The annual sponsors make it possible to keep ticket prices down for RAPV events. Thank the sponsors when you see them and take advantage of the services they offer.

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members aren't identifying themselves as REALTORS® by wearing their REALTOR® pin.

Wear your REALTOR® pin with pride. Also, make sure you feature the REALTOR® name and logo on your electronic devices, print communications and signage. It can drive business your way. [Take a look](#) at what one REALTOR® experienced by wearing his REALTOR® pin.

REALTOR® - it's arguably the easiest way to represent the professionalism and results-driven experience consumers want and prefer. There's big value in a little pin.

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### Tech Tips

tech tips 1.png



#### [How To Get Your Site On Google's Page One](#)

Everyone wants to appear on Google's page one. Learn how to get your site seen with the tips featured in this article.

#### [5 Facebook Tools to Sell Your Next Real Estate Listing](#)

It is no secret that Facebook can be key in marketing, especially when it comes to business. Find out some keys to get your next listing sold!

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**2017 DUES BILLING - THANK YOU TO RENEWING MEMBERS.**

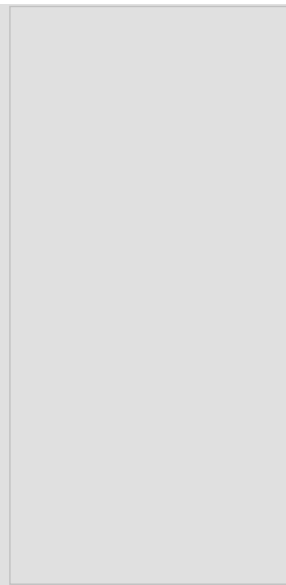
**IF YOU HAVE NOT RENEWED YOUR MEMBERSHIP, YOU HAVE UNTIL FEBRUARY 28 TO DO SO.**

[Benefits Program](#)

[Additional benefits](#)

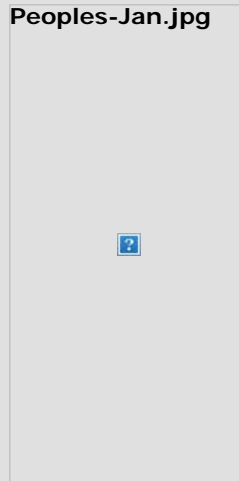
[Value of membership](#)

[50 Ways NAR is Indispensable to Your Business](#)



**NAR's  
INFORMATION CENTRAL**  
Got a question about anything  
NAR? Call 800-874-6500.

Peoples-Jan.jpg



### REALTORS® PROPERTY RESOURCE

RPR.gif



Create top-quality client reports customized with your branding.

View "[What is RPR?](#)"

Free training. Free registration.

Go to: [www.narrpr.com](http://www.narrpr.com)

Thank you 6.jpg

We appreciate your membership and have included updated information for all your current benefits. If you have renewed your 2017 membership, thank you!

To avoid termination and a \$125 reinstatement fee, payment must be received by the end of the day on February 28.

Please make your dues payment online at the [member portal](#). If you prefer sending a check you may do so. A copy of your personalized dues bill is on the [member portal](#).

If you have questions, contact Erin Percoski, RAPV Bookkeeper at 785-1328 or [erin@rapv.com](mailto:erin@rapv.com). We value your membership. Thank you.

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### RAPV and MAR Sales Reports



Pioneer Valley sales for 2016 were up 13.1 percent when compared to 2015. The median price rose 0.8 percent to \$199,000. County reports vary. View the report [here](#).

MAR reports that 2016 closed out with sales climbing 8.5 percent. The statewide median price rose 2.9 percent to \$355,000. Below is a link to the housing data report and a link to the Housing Market Podcast by MAR President Paul Yorkis.

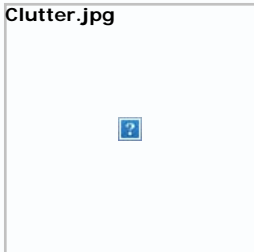
[Dec. 2016/Year-end Housing Data Release](#)

[Paul Yorkis Podcast](#)

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### 7 Organizing Strategies to be More Productive When You Work From Home

Clutter.jpg



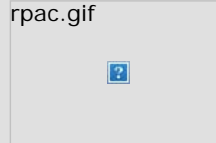
[Here are tips](#) to create a home office space that makes the most of your time. Your first job is to purge.

### NAR's OFFICIAL MEMBER BENEFITS PROGRAM

[Click Here.](#)

### THE VALUE OF RPAC

rpac.gif

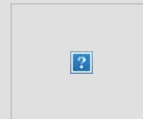


The purpose of RPAC is clear: Realtors® raise and spend money to elect candidates who understand and support Realtor® interests. The money to accomplish this comes from voluntary contributions made by Realtors®. RPAC doesn't buy votes. RPAC supports industry-minded candidates. These candidates support the issues that are important to your profession and livelihood.

*Some information below is password protected. Members will need their NAR login name and password.*

[RPAC FAQ](#)  
[Read more here.](#)  
[How to invest.](#)

### SAFETY FIRST



[Safety Tips.](#)

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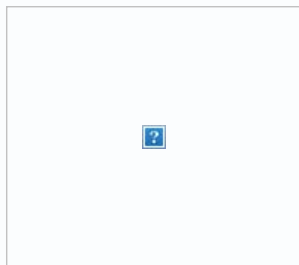
## Accelerate Your Career with REALTOR® University



Whether you're a recent graduate or have been working for 20 years, higher education can lead to new opportunities. A Master of Real Estate degree from REALTOR® University will give you the outstanding experience and training you'll need to manage the evolving challenges and trends of the real estate industry. Next session begins February 27. [Get started.](#)

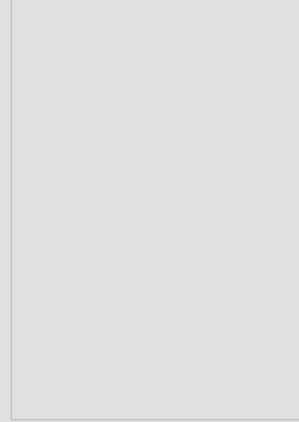
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## 102nd Installation of Officers and Directors January 12th event at the Log Cabin draws 110



*Suzi Buzzee, an RAPV Director, and Brian Risler, 2016 Affiliate of the Year, cut up on the dance floor.*

peoplesUnited Jan.jpg



### ROOM RENTAL AT RAPV

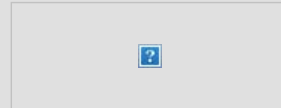
For office and classroom rentals contact Laura Herring at [laura@rapv.com](mailto:laura@rapv.com) or call 785-1328.

### SPONSORSHIP OPPORTUNITIES

For event and education sponsorship opportunities contact Kim Harrison at 785-1328 or [Kim@rapv.com](mailto:Kim@rapv.com).

### MAR BENEFITS and DISCOUNTS

[www.MARREALTORBENEFITS.com](http://www.MARREALTORBENEFITS.com)



### MLS PIN CLASSES AT RAPV

#### No Charge

#### January 31

9:30 - 11:30 a.m.

VOW: Getting Started with Your Virtual Office Website

1:00 - 3:00 p.m.

Pinergy's Contact Management

#### February 14

9:30 - 11:30 a.m.

CMA & Market Reports

1:00 - 3:00 p.m.

Pinergy's Listings Management

#### February 28

9:30 - 11:30 a.m.

Pinergy Overview: 3rd Party Programs, Settings and Tools

12:30 - 2:30

Getting Started with Pinergy: Searching for Listings

#### March 10

9:30 - 11:30 a.m.

VOW: Getting Started with Your Virtual Office Website

1:00 - 3:00 p.m.

Pinergy's Contact Management

#### March 20

Picture1.jpg

The 2017 Officers and Directors take the oath of office from Installing Officer Corinne Fitzgerald. From left: Elias Acuna, Suzi Buzzee, Peter Davies, Shawn Bowman, Ray Hoess-Brooks, Lou Mayo, Sue Drumm, Kelly Bowman, Ed Afford and Rick Sawicki.

**Condolences**



We extend our condolences and deepest sympathy to the families, friends and colleagues of these individuals who recently passed away. Our thoughts and prayers are with their loved ones.

- [Sean Byrne](#), son of Stephen and Sheila Byrne
- [Beth Curto](#)
- [Linda Graves](#)
- [Richard Slobody](#)
- [Judy Swan](#)

**2017 President's Award Participation Qualification**  
*Create your own menu of opportunities*



To qualify, create any combination of events, meetings and RAPV education offerings to reach 100 points. [Read more here.](#)

**MEMBERSHIP NOTICES**



**REALTOR® APPLICATION**

Mary Blinn, Paul Huijing (Longmeadow), Aleksandr Bloom (Feeding Hills), Wendi Liebl, Nicole Moore (Northampton) with Keller Williams Realty; Rebecca Clark (West Springfield) and Irina Demyanchuk (Westfield) with Park Square Realty; William Deschamps, Marni Piorek (Wilbraham), Kenneth Marcia, Tricia Sedelow, Melissa Simmitt (Westfield), Reghav

9:30 - 11:30 a.m.  
Getting Started with Pinery: Searching for Listings  
1:00 - 3:00 p.m.  
Pinery Overview: 3rd Party Programs, Settings and Tools

To register, visit [www.mlspin.com](http://www.mlspin.com) and access Training & Resources or call 800-695-3000, option 1.

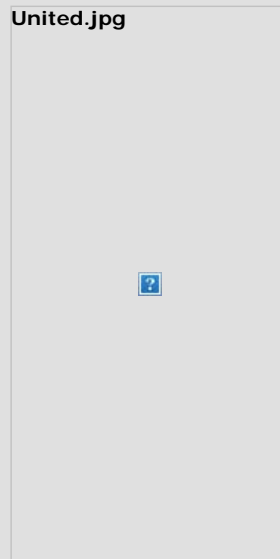
**MAR LEGAL HOTLINE**

The Legal Hotline offers Designated Realtors®, office managers, and other authorized callers access to staff attorneys who can assist you with questions about state and federal laws and regulations, permissible business practices, and important court rulings affecting real estate practitioners.

Call 800-3700 5342 or e-mail to [legalhotline@marealtor.com](mailto:legalhotline@marealtor.com). Hours of operations are Monday-Friday from 9 a.m. to 1 p.m.

**CODE OF ETHICS**  
REALTORS® Pledge of Performance and Service  
[Review the 2016 NAR Code of Ethics.](#)

United.jpg



**DISCOUNT PARKING AT**

Palreddy (Longmeadow) with Real Living Realty Professionals, LLC; Shaina Fontaine and Hillary Koncal with Gallagher Real Estate in Holyoke; Tracey Holden with Fitzgerald Real Estate in Greenfield; Hannah Kennedy, Jaquelin Kopacka, Denise Moore, and Orlando Zayas with Rovithis Realty in East Longmeadow; Jason Kolodziej with Kelley & Katzer Real Estate, LLC in West Springfield; Nilsa Laboy with Home Pros Real Estate Inc. in Somers; Beverly Peterson with Century 21 All Points Realty in Southington; Bonnie Roux with ERA M. Connie Laplante in South Hadley; Stephen Sibiga with Owners.com in Florida; Laurie Swift and Alicja Tabor with Century 21 Hometown Associates in Holyoke; Calvin Warner with Century 21 A-1 Nolan, LLC in West Springfield; and Justin Wellspeak with Steepleview Realty in Adams.

### REASSOCIATION

Dominic Colaccino and Mark Osborn with RE/MAX Swift River Valley, LLC in Belchertown; Jennifer Donais with Coldwell Banker Upton-Massamont REALTORS® in Shelburne Falls; Samantha Gelinias (Chicopee) and Patricia Joaquim (Agawam) with Gallagher Real Estate; Karen Kaminski-Marchetto (Northampton), Kimberley McCloskey and Teresa Skora (Longmeadow) with Keller Williams Realty; Susan Lefebvre with Rovithis Realty in East Longmeadow; Billie Jean Petrie with RE/MAX Professionals in Wilbraham; Carlos Ramos with Kelley & Katzer Real Estate, LLC in West Springfield; and Melissa Roy Sigafose with Coldwell Banker Residential Brokerage in Longmeadow.

### AFFILIATE APPLICATION

Deborah Jordan with Wells Fargo Home Mortgage in Westborough; and Lee Thurston with Prospect Mortgage in Worcester.

### EVENTS and EDUCATION

To view and print a registration flyer, and to register for classes and events, go to <http://RAPVportal.ramcoams.net/>



*February 9*  
**President's Awards Banquet**  
 at the Log Cabin in Holyoke.  
 Guest speaker Jaime Moore, NAR  
 Region 1 Vice President. \$29 pp.

*February 16*

**Safety Class** with NAR safety course approved trainer Kim Allard Moccia. Class is 9 a.m. to noon. \$30 pp.

*March 3*

**Comedy Night** a Community Service Committee fundraiser. \$15 pre-registered. \$20 at the door.

*March 8*

**New Member Orientation and Code of Ethics class**

*March 16 and 17*

**CRS 204 Buying and Selling Real Estate.** Contact Laura at 785-1328 or [Laura@rapv.com](mailto:Laura@rapv.com).

*March 22*

**The Marijuana Law and its impact on your business -**

### BRADLEY AIRPORT Special rates from Executive Valet

**\$6.95 per day**  
 (up to 24 hrs)

**\$34.75 per wk**  
 (plus 8% airport access fee, 6.35% tax  
 and fuel surcharge)

**PLUS.... 1 FREE DAY**

Available when you present the RAPV  
 Special Executive Valet parking card.  
 Pick up your card at RAPV, or call 785-  
 1328 to have it mailed to you.

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#### 2017 Officers

Richard R. Sawicki Jr., President  
 Edward Alford, President-Elect  
 Kelly Bowman, Treasurer  
 Sue Drumm, Secretary  
 Lou Mayo, Immediate Past-President

#### 2017 Directors

Elias Acuna  
 Shawn Bowman  
 Suzi Buzzee  
 Peter Davies  
 Ray Hoess-Brooks  
 Janise Fitzpatrick  
 Sue Rheume  
 Russell Sabadosa

#### Realtor® of the Year

Elias Acuna

#### Affiliate of the Year

Brian Risler

#### Members on the MAR Board of

Directors:  
 Elias Acuna  
 Kelly Bowman  
 Lou Mayo  
 Linda Rotti  
 Russ Sabadosa  
 Richard Sawicki  
 Vincent Walsh

#### Alternates:

Edward Alford  
 Raymond Authier  
 Shawn Bowman

Additional RAPV representation on the  
 MAR Board of Directors: Susan Renfrew  
 as chairwoman of the MAR Audit

a free presentation in the series "If the REALTOR® Had Only Known".

**HOLD THE DATE.**

- **April 4 - 24th Annual Education Fair and Expo with guest speaker Jared James.** Contact Laura Herring at 785-1328 or [laura@rapv.com](mailto:laura@rapv.com).

For questions about meetings and events contact Kim Harrison at 785-1328, [kim@rapv.com](mailto:kim@rapv.com).

For questions about education contact Kim Harrison at 785-1328, [kim@rapv.com](mailto:kim@rapv.com).

Committee, Dawn Henry as MAR Western Region Vice President, Kevin Sears as NAR Executive Committee Vice President of Government Affairs, and Edmund G. "Gill" Woods as 1995 NAR President.

**Staff**

Ben Scranton, RCE, ePRO, Chief Executive Officer

Kim Harrison, Membership and Meetings Coordinator

Laura Herring, Director of Operations

Joanne Leblond, Receptionist

Erin Percoski, Bookkeeper



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Question or comments about the site? Contact the [webmaster](#).



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