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- **Provide superior service to the public, and**
- **Grow to meet the needs for the future.**

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# Chairman's Message

By Jim Ryal (REALTOR® Member)

*As we go to print the summer is winding down, many Buyers are still at the Shore, and the Olympics are set to begin from Beijing. Soon, our Nation will be focused on the November election. At Suburban West REALTORS® Association, the electoral process is alive and well...with a special ballot initiative set for your response this October.*

Over the years several REALTOR® associations have migrated away from the actual election of their leadership team by a vote from the general membership. Instead, these Associations have implemented a process by which a Board of Directors is appointed. At Suburban West, we continue to place importance on a vote from the general membership, although it's important to monitor voter turn-out trends. Our staff has done an excellent job developing more ways to make it easy for you to cast your vote- hopefully this year we'll surpass past records for member turn-out.

As your 2008 Chairman, I enjoy excellent opportunities to confer with fellow Local Board Presidents from other areas of Pennsylvania and the Nation. It's surprising how many struggle with the election process. At Suburban West, we are fortunate to have several very qualified individuals interested in stepping forward to serve on our Board of Directors. Please take the opportunity provided in the following pages to get to know our 2009 candidates better. I think we have a strong slate of candidates that can all do well serving along our 2009 Chairman of the Board, Terry Kirkwood.

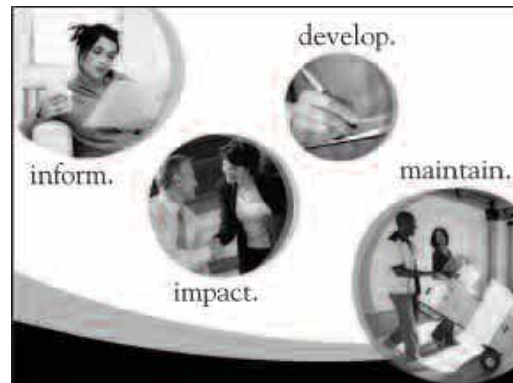
A very exciting component of this year's election is the opportunity for the membership to approve a sought after means of increasing professionalism-our own Suburban West biennial training program. The 2008 Board of Directors seeks your approval of a 2.5 hour training program that all members will be asked to complete as a condition of membership. This training, if approved, will be provided directly from Suburban West Staff at no incremental cost to the membership. Course curriculum will be approved by your Suburban West Board of Directors... not the Real Estate Commission or an NAR-based committee. This should ensure training is addressing a current and relevant need. Since all real estate is local...training curriculum can be too. Although it only equates to a little over an hour each year, I hope you will find this to be another

opportunity to stop, focus and innovate to benefit your career and your clients.

Thanks again for all of your continued support and response rates of our RPAC and Call-To Actions initiatives. In early August the housing stimulus package was signed into law which hopefully will encourage many first-time Buyers to take advantage of the 2008-2009 tax-credit feature this fall and into 2009.

Enjoy the remainder of our summer and I look forward to seeing you in October at the General Membership Meeting.

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# CEO Update

## Each Vote Makes a Difference



By Anne Marie Matteo, CAE, RCE (Staff Member)

All REALTOR® members of the Suburban West REALTORS® Association have a unique opportunity next month – voting for four members who will serve on the Board of Directors from January 2009 through December 2010. Voting is one of the most important rights and privileges you have as a member of Suburban West. In fact, we are one of the few local Associations in Pennsylvania who still administer this democratic election. Most organizations simply provide one candidate for each vacancy and report the names to the membership.

By casting your vote, you join your fellow members in choosing others who will represent you and help shape the future direction of Suburban West. Over the years, I have heard from a few members that voting for Board members doesn't really impact them. In fact, quite the opposite is true. The future of Suburban West depends on members selecting quality leaders who are willing to chart the course and plan for the continued viability of our Association.

To facilitate a convenient voting process, the Association has once again taken advantage of online voting. This web-enabled voting adds another way for every REALTOR® member to participate securely and quickly. While voting by mail is still an option, online voting expedites the process and provides a cost effective means to cast your vote.

To vote electronically, simply go to [www.suburbanwestrealtors.com](http://www.suburbanwestrealtors.com) and look for the voting link under the "Association Alert" heading. This will take you to the ballot with step-by-step instructions. Also provided under the "Association Alert" heading is a link to the candidate profiles along with their pictures. The profiles are completed by the candidates and are designed to assist you in learning more about their experience, talents and perspectives.

The voting will begin on October 2nd and will culminate with the General Membership Meeting on October 23rd at the Aronimink Golf Club (see page 7 for more details).

Each of the candidates were selected by the Leadership Development Committee consisting of six members – **Terry Kirkwood, Chairman. David Ashe, Kathleen McQuilkin, Carolyn Sabatelli, Andrew Wetzel and Bill Worthington.** The Committee interviewed each candidate and posed a series of questions to determine their qualifications and interest in accepting the candidacy. It was the consensus of the Committee that the final candidates all demonstrate a commitment to excellence and a strong desire to represent the best interests of the membership (see page 10 for candidate names and profiles).

While the Committee was diligent in assuring the slate of candidates represented a broad cross-section of our membership, including company affiliation, geography, years of experience, position within their company, etc., the final representatives are decided by the election process. Quite often, the results of the election are decided by a minimal number of votes. History demonstrates that each vote has a significant impact on the final outcome.

The recent shifting of the real estate market brings to light the critical importance of strong leaders to make bold decisions to ensure the continued success and vitality of the Suburban West REALTORS® Association and its 5,200 members. Dedicated professionals with a sense of strong vision and business acumen have enabled us to deliver valuable products and services to our membership; we need to continue this history as we manage the changing environment. Please exercise your membership privilege and vote for the future leaders of the Association.

**EVENT  
INFORMATION**

October 23, 2008  
9:30—11:00 a.m.  
(9:00 a.m. Registration)

Aronimink Golf Club  
3600 St. David's Road  
Newtown Square, PA 19073

Cost: \$25.00  
Includes Continental  
Breakfast

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## GENERAL MEMBERSHIP MEETING

*Come and be part of the  
Association's signature event*

Featured at the General Membership Meeting:

- Keynote presentation "A New Social Dialogue" by Michael Tchong
- Final opportunity to Vote for the 2009 Board of Directors
- Last chance to Vote on the Bylaws Referendum

### Grow

From the dawning of humanity, spoken dialog has played an important role in society's reinvention. Today's consumer lifestyle is ruled by a similar remarkable transformation, with the spoken word increasingly replaced by symbols that are typed, texted or twittered. Follow noted trendwatcher Michael Tchong as he takes you on a exhilarating roller-coaster ride through the dazzling landscape of now. And prepare to be amazed and amused. Buckle up!



### Choose



The Suburban West REALTORS® Association is not just a building in Malvern but rather the sum of its 5,200 members. All members are strongly encouraged to participate in the continuing evolution of the organization by selecting your representatives on the Board of Directors. Whether voting online, by mail or in person at the General Membership Meeting, your vote is important!

### Raise the Bar

Professionalism marks the difference between a salesperson and a REALTOR, whether the market is good or bad. Suburban West is striving to raise the bar of professionalism in the Delaware Valley by recommending a by-laws change that will increase the standards of membership. Make your voice heard on this important subject by voting on the referendum by mail or at the General Membership Meeting.



Suburban West REALTORS® ASSOCIATION  
Member Since: \_\_\_\_\_

## Suburban REALTORS® Alliance Update

# General Election Highlights

# SWRA's Support of 'REALTOR® Party'



By Jamie Ridge (Suburban REALTORS® Alliance President/CEO)

It would be nearly impossible to miss the fact that we are in the midst of a presidential election year. With the broadcast airwaves already heating up with campaign commercials from both political parties, it's clear that much is at stake in the upcoming general elections. As both REALTORS® and Americans, we will enter voting booths on November 4th knowing that the issues we face will have consequences for the local and national economy, real estate and our lives.

With that said, it must also be stated that REALTORS® have friends on both sides of the political aisle. Because the issues we champion at all levels of government tend to benefit the "American Dream" of home ownership, many of our elected officials in Congress and the Pennsylvania General Assembly consistently support the bipartisan "REALTOR® Party." These officials recognize that the housing industry can be a powerful engine for the economy and individual families.

One of the important ways that REALTORS® demonstrate their collective support of elected officials who champion our issues is through the REALTORS® Political Action Committee (RPAC). As you probably know, decisions regarding which officials receive RPAC contributions are based solely on their positions on real estate issues, rather than their political affiliation. These decisions are not taken lightly.

### The RPAC process

After a careful analysis of a legislator's voting record, RPAC Trustees from each of the nine Pennsylvania Association of REALTORS® (PAR) districts meet to consider support of individual candidates. In "open seat" legislative races where there is no incumbent candidate, or in districts where an incumbent has not been supportive of REALTOR® issues, RPAC Trustees and local association board members will interview candidates to determine whether they should receive a contribution.

At the level of state government, RPAC contributes to candidates based on their positions on issues such as property tax reform, the realty transfer tax, professional licensure and protecting property rights. At the federal government level, RPAC support is based on a candidate's stance on a broad array of small business, housing and property rights issues.

### Who we support

Following are incumbent Chester County, Delaware County and Main Line legislators who are running in the November general election and have received RPAC support: U.S. Reps. Jim Gerlach (R-6th) and Joe Sestak (D-7th); PA State Sens. Dominic Pileggi (R-9th) and Andy Dinniman (D-19th); PA State Reps. Bill Adolph (R-165th), Steve Barrar (R-160th), Mario Civera (R-164th), Tim Hennessey (R-26th), Tom Killion (R-168th), Thaddeus Kirkland (D-159th), Brian Lentz (D-161st), Nicholas Micozzie (R-163rd), Duane Milne (R-167th), Ron Raymond (R-162nd), Chris Ross (R-158th), Curt Schroder (R-155), and Greg Vitali (D-166th).

In open seat races, the following candidates have been interviewed and will receive RPAC support: Guy Ciarrocchi (R-157th) and Nick Miccarelli (R-162nd).

Regardless of your political affiliation, it is important for REALTORS® to vote in November's election. Remember, October 6 is the last day to register to vote in the Tuesday, Nov. 4 presidential and general elections. Individuals may register at a county voter registration office or at other designated sites. For information on voter registration, call 1-877-868-3772 or go to [www.votespa.com](http://www.votespa.com). This website, from the Pennsylvania Department of State, includes a voter registration form that can be downloaded.

*For further information about the election, candidates running in specific legislative districts, and RPAC's support of individual candidates, please visit the Suburban REALTORS® Alliance website at [www.suburbanrealtorsalliance.com](http://www.suburbanrealtorsalliance.com).*

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# Candidate Profiles for 2009 Board of Directors Election

Each year, REALTOR® members of the Suburban West REALTORS® Association are provided the opportunity to cast votes for candidates seeking placement on the Board of Directors. For the 2009 election, ballots will be mailed to every REALTOR® member on October 2nd with the election culminating at the Annual Membership Meeting scheduled for Thursday, October 23rd at the Aronimink Golf Club. Members will be asked to choose four (4) REALTOR® members to serve alongside the incumbent Directors. Members elected will serve a 2-year term to the Board.

As in previous years, members have the option of casting their ballot through the mail or by electronic means. In accordance with the Bylaws, additional candidates may be placed in nomination by petition by at least five percent (5%) of the REALTOR® members eligible to vote. The petition must be filed with the Chief Executive Officer at least four (4) weeks before the election (September 23rd).

## The REALTOR® and Affiliate candidates for election to the 2009 Board of Directors are as follows:



**Judith Alignan, GRI**

**Weichert REALTORS®,  
West Chester**

**23 years active in  
Real Estate**

### **What was your career prior to real estate, if applicable?**

Prior to real estate, I taught English as a Second Language with the Delaware County Intermediate Unit.

### **What type of leadership roles have you held outside of real estate?**

I have had a significant role in the development of materials for teaching and also assessment tools for accountability.

### **As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?**

I believe that I bring a strong sense of balanced views to conversations and situations which allows parties to pause, listen, and acknowledge all sides of issues. That, in turn, allows them to

act on issues instead of reacting to them. This is particularly important in emotionally driven times such as we often find in our business.

### **What issues do you feel the Association should be addressing?**

The Association should assist Brokers with more training on building and developing Professional Sales Teams with more programs, such as the Platform to Professionalism. Along those lines, help at the state and national level could also be improved to raise the requirements for obtaining and retaining a license. Although it is ultimately the Broker's decision which licensees to retain, I believe the consumer would be better served with minimum activity requirements and more stringent CE courses. Professionalism among peers and with consumers is of big interest to me.

### **Why are you interested in serving as a member of the Board of Directors?**

Over recent years, I have taken more opportunities to observe the workings of the Board and have come away with a deeper

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appreciation of all that goes on behind the scenes to help Associates in ways they may never realize, and yet benefit from. I believe this time in my career is when I, too, should contribute.



**David Brant,  
GRI, e-PRO**

**Weichert REALTORS®,  
West Chester**

**11 years active in  
Real Estate**

**What was your career prior to real estate, if applicable?**

Architect and project manager since graduating from Carnegie-Mellon University with a Bachelors in Architecture in 1976, and from the University of Pittsburgh with an M.B.A. in 1979. Most of my architectural career was in commercial/industrial with the railroad, plus several years in residential.

**What type of leadership roles have you held outside of real estate?**

President of West Chester Lions Club 2006-2007 - currently serve the Lions as a Zone Chairman; President of Lockwood Chase Homeowners Association 2001-2006; Unit Commissioner & Assistant Scoutmaster for the Boy Scouts.

**As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?**

The Board should provide strategic leadership for the Association, and having the benefit of each Director's ideas is vital. As SWRA Chairman in 2007, I felt we should encourage the growth of an "extended leadership", where participation and input from all of our members is actively encouraged (in a way that respects the members' time), and that their ideas are heard in Board discussions.

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Continued from previous page

## Candidate Profiles for 2009 Board of Directors Election

### What issues do you feel the Association should be addressing?

**Education** – Understand the membership’s needs to constantly improve their business skills and stay current on industry information. And, use that to keep our excellent service in this area as current and valuable as possible.

**Government Affairs** – Grow our already strong efforts to monitor and advocate on behalf of members on municipal and legislative issues by developing the community liaison program, where members serve as point of contacts in communities where they are already active.

**Professionalism** – Do everything possible to ensure that we are living up to the Code of Ethics, and, just as essential, communicate this to the public.

### Why are you interested in serving as a member of the Board of Directors?

As Chairman, I set a top priority for us to do everything possible to ensure that the REALTORS® are known as true professionals, important members of our communities, and whose services are valuable and essential for success with a real estate need. I would like to continue this effort as a Director.

In addition to my volunteer work, I have also been the Co-Chairman of the Grounds Committee of Twin Hills.

### What personal characteristics will you bring to the Board discussions?

I have been a member of the Grievance and Professional Standards committees for the past 4 years. In addition, I am also an instructor for the Pre-licensing courses, New Member Orientation, and the Code of Ethics class for the Board.

### As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?

As a past recipient of the Kathleen Riehl Mediation Scholarship, I was able to attend a two-day Mediation training seminar. I feel that the Association needs to inform the members of this process for the effective resolution of disputes.

### Why are you interested in serving as a member of the Board of Directors?

During the course of my real estate career, I have been engaged in all aspects of the profession. Being elected Director of this outstanding Association would only add to my personal and professional experience. I am a true believer in sharing your ideas and concerns and to be a voice for your colleagues.



**Marcy D. Friedland,  
ABR, CRS**

**Prudential Fox & Roach  
REALTORS®, Exton**

*14 years active in  
Real Estate*



**Chris Hewes,  
CRS, e-PRO**

**Long & Foster Real Estate,  
Newtown Square**

*3 years active in  
Real Estate*

### What was your career prior to real estate, if applicable?

I worked for a group of Oncologists as a nurse for 15 years.

### What type of leadership roles have you held outside of real estate?

I have been a volunteer for the following organizations:

- Domestic Violence Center of Chester County
- Freedom Valley Girl Scouts
- Susan G. Komen Breast Cancer Foundation
- Downingtown Area School District

### What was your career prior to real estate, if applicable?

Prior to real estate, I worked for GMAC Commercial Mortgage in various management positions in structured finance, lending, operations and most recently as Senior Vice President of Enterprise Business Intelligence.

### What type of leadership roles have you held outside of real estate?

Besides being a volunteer, organizer and member of MANNA, the Philadelphia Area Alumni Club of Gettysburg College and the

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Mankind Project, I have held various leadership roles in my professional career. Some roles include; chairing the InViews Steering committee responsible for global information management for a \$1.2 billion dollar enterprise and as co-chairman of GMAC Commercial Mortgage's European Risk Management committee.

### **As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?**

As an active member of the Association, I would bring my experience as a former senior manager to work collectively with the other Board members and the Association leadership to effectively address the wants and needs of my fellow REALTORS®. In order to stay current in real estate and to be most effective, I continually further my real estate education, participate in various online and in-person discussion forums, seminars and trade conferences. In addition, I am an active participant in local Association functions and training sessions. Through these channels and with my experience as a leader, I believe I would be an active, vocal representative for my colleagues.

### **What issues do you feel the Association should be addressing?**

I believe the Association, in conjunction with the leadership at the state level, should be addressing the issues of education and professionalism. As REALTORS®, we are professionals and should work to enhance the levels of initial and ongoing education so that all REALTORS® continually reflect the professional standards outlined in the Code of Ethics. In addition, one of my goals as a Board member is to work with the Association, NAR and TREND to enhance the statistical, market and area information available to members by providing a comprehensive web-based portal available on the Association website.

### **Why are you interested in serving as a member of the Board of Directors?**

Serving on the Board of Directors would be an honor which would permit me to share my experience, insight and knowledge in order to enhance and grow our Association to meet the wants and needs of the member community. I would also be able to work with the Board to ensure that the Association offers new and valuable services for the members while

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## Candidate Profiles for 2009 Board of Directors Election

working collectively to guide the Association as we face dynamic challenges and a wealth of opportunities inherent in our industry today.



**Bill McFalls, Jr.,  
ABR, CRS, GRI**

**Realty Executives,  
West Chester**

**18 years active in  
Real Estate**

### What was your career prior to real estate, if applicable?

Prior to real estate, I worked in the insurance industry primarily in various financial positions and also as a Director of Claims Processing Activities.

### What type of leadership roles have you held outside of real estate?

Outside of real estate, I have served as a basketball and softball coach for various organizations.

### As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?

My day-to-day activities as an active REALTOR® will allow me to relate to the issues that affect our membership on a daily basis. Also, I like to bring a “practicalness” to the issues the Board will address.

### What issues do you feel the Association should be addressing?

I believe the Association should continue its already strong efforts to increase the membership’s “ownership” of the Association by increased involvement. And by continuing to foster improvement in professionalism among members. In addition to that, I would also like to see the Association increase learning opportunities for members to keep up with the marketplace and industry issues.

### Why are you interested in serving as a member of the Board of Directors?

I have had the pleasure of serving on the Board for the last two years and would love to continue to represent the membership by proposing and backing issues that will support the profitability of the industry that I love!



**Dyan Nelson Blass,  
ABR, CRS**

**Keller Williams  
Real Estate, Media**

**6 years active in  
Real Estate**

### Was what your career prior to real estate, if applicable?

For over 20 years, my business prior to real estate was in Advertising and Marketing where I developed strategies and plans for local, regional and national brands.

### What type of leadership roles have you held outside of real estate?

For 12 years, I ran my own Advertising/Marketing Agency where I was able to build the company to a very successful level. I also proudly served as a Girl Scout leader for many years, as well as on a number of charity programs where I chaired events.

### As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?

I believe my strong business background would be an asset, as well as my sense of dedication, my ability to listen and analyze needs, and my enthusiasm.

### What issues do you feel the Association should be addressing?

Issues that agents face on a regular basis that continue to need to be addressed, in my view, are training, technology and marketing. Helping the Board address issues so agents have a strong and successful business is a great value.

### Why are you interested in serving as a member of the Board of Directors?

I would like to serve to help address the challenges the industry faces, bring forward the advancements, and to help achieve the goal of improving our standards so we can create an even better real estate community. I would also like to give back to the industry that has been so good to me.

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**David Oser,  
CRS, GRI, SRES**

**RE/MAX Executive  
Realty, Bryn Mawr**

*22 years active in  
Real Estate*

### **What was your career prior to real estate, if applicable?**

I was in industrial sales of plastic and store & display design in Philadelphia, New York and South Florida.

### **What type of leadership roles have you held outside of real estate?**

I have been on the Board of Directors for my synagogue for the past 8 years. In addition to that, I have served on its Executive Board for 4 years working on the financial aspects of running an organization. For the past 3 years, I have also been serving on a community advisory board to help with the design of the new Lower Merion High School.

### **As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?**

I have been an active salesperson for 20 years. I have served on subcommittees in Harrisburg for PAR. I also have first-hand experience in the industry at local, regional, and state levels. In addition to my involvement in real estate, I am very comfortable in speaking my mind and aggressively promoting a position that I feel strongly about.

### **What issues do you feel the Association should be addressing?**

The Association has done an excellent job over the years. As individuals, we need to raise the bar. Demanding higher standards of behavior, more and deeper education of our members and less acceptance of poor practices by some in our membership are issues that I will continue to fight for.

### **Why are you interested in serving as a member of the Board of Directors?**

We have built a wonderful organization locally, with great executive leadership. I am interested in holding the less competent agent's

feet to the fire and cleaning up our own sand box. My desire is to make the REALTOR® designation more valuable by supporting those of us who look at this as a profession and not as a social club.



**Sal Triolo,  
ABR, e-PRO**

**Long & Foster  
Real Estate, Exton**

*6 years active in  
Real Estate*

### **What was your career prior to real estate, if applicable?**

Before I entered real estate, I was a self-employed manufacturing representative in the tabletop industry. Prior to that, I was a Personnel Manager of a department store.

### **What type of leadership roles have you held outside of real estate?**

Currently, I am a member of the planning commission for West Goshen Township. Previously, I was a member of the Board of Governors for the Chester Valley Golf Club.

### **As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?**

I plan on bringing the following strengths to the Board meetings:

- Following through
- Truthfulness
- Integrity
- Honesty
- Hard work

### **What issues do you feel the Association should be addressing?**

There should be more of an emphasis placed on professionalism and education. Also, tracking of the shifting market would also be helpful for the members. Technology should be one of the priorities as well.

### **Why are you interested in serving as a member of the Board of Directors?**

Having been involved on different committees as a REALTOR®, I enjoy serving our Association and I would like to continue to serve.

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## Candidate Profiles for 2009 Board of Directors Election



**Nick Vandekar,  
ABR, e-PRO**

**Long & Foster  
Real Estate, Devon**

**4.5 years active in  
Real Estate**

### **What was your career prior to real estate, if applicable?**

Prior to real estate, I had my own antiques business which I had gotten involved in as a third generation antique dealer. I also sold advertising for an antiques magazine and assisted with setting up and selling a new International Antiques and Jewelry show in Palm Beach, Florida.

### **What type of leadership roles have you held outside of real estate?**

Currently, I am President of the Berwyn/Devon Business and Professional Association. Previous to that, I was a Cub Master for a local Cub Scouts pack. Also, I have helped to organize the Main Line Antiques Show for survey services for seniors.

### **As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?**

I have a lot of business experience. I listen well and can summarize what has been said by different parties to reach a consensus.

### **What issues do you feel the Association should be addressing?**

The Association should be focusing in on health care, affordable housing, and helping REALTORS® look to the future. More emphasis should also be put on how our jobs and industry will look in 5, 10 or 15 years because change is imminent.

### **Why are you interested in serving as a member of the Board of Directors?**

I think that the Association is strong locally and will only continue to be so if we are willing to serve. I was selected for the PAR Leadership course this year and I plan on bringing this knowledge and experience back to the Association.



**Tyler G. Wagner**

**Wagner Inc. Real Estate,  
Havertown**

**4.5 years active in  
Real Estate**

### **What was your career prior to real estate, if applicable?**

Prior to real estate, I was an IT Consultant in the “corporate world” working for Deloitte and Merrill Lynch as an auditor. In both jobs, I performed business audits, systems control & security reviews and policy compliance reviews for many industries including educational institutions, health systems, banking and manufacturing.

### **What type of leadership roles have you held outside of real estate?**

I volunteered for 3 years with Junior Achievement, teaching business concepts to high school students. I acted as a mentor for high school students and a college student teaching concepts of personal finance. Working for Deloitte, I developed a committee to improve the “quality of life” of employees in the high intensity work environment. Additionally, I’ve lead my Adventure Racing Team through 8 different 6-hour races involving orienteering, canoeing and mountain biking.

### **As a voice for your colleagues, what strengths/insights will you bring to the Board discussions?**

Given my passion for real estate and my business process and technology background, I can bring a fresh and positive perspective to the Board. As both a sales and business person, I can help my colleagues gain a broader view of strategies and ideas from outside of our industry. Beyond my technical knowledge, I believe my creativity would help in the development of new initiatives that will inspire our members.

### **What issues do you feel the Association should be addressing?**

I believe we should further develop real estate educational programming for high schools and

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the community. Real estate is a "life skill" rarely discussed or understood prior to the need for housing. This type of programming would positively impact peoples' lives and our profession by teaching them the basics. Secondly, I would like to see a continued focus on the improvement of professionalism standards.

## Why are you interested in serving as a member of the Board of Directors?

Given the opportunity to lead as a Director, I could pursue my goal to improve the reputation of REALTORS® and real estate as a career. I am truly intrigued by all aspects of the business and believe that through creative programming and community outreach we could successfully continue to improve our profession and the livelihood of our neighbors.

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Prudential Fox & Roach Realtors  
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# Affiliate Member Spotlight

Alan Fastman, Helpful Home Inspectors, LLC



*Alan Fastman is a home inspector and the owner/operator of Helpful Home Inspectors, LLC, in Media, PA. Alan has been a member of the Association since 2003 and currently serves on the Association's Affiliate Member Forum. He previously chaired the Affiliates First Task Force and has served on the organizing committee and as a sponsor for 5K "Run for Home" benefiting Habitat for Humanity and as a sponsor and volunteer at "Golf Classic" to benefit the American Cancer Society. He currently serves on the Association's Scholarship Task Force. A member of the RPAC 99 Club, Alan is an active member on the RPAC Committee having participated again this year in the successful RPAC telethon.*

## How can a REALTOR® prepare a buyer to take full advantage of a home inspection?

First and foremost, explain to the buyer that there is no such thing as a perfect house – all homes, new and used, have defects. Then, advise the buyer that it's the home inspector's job to identify defects. Tell the buyer to remember all the things that have attracted them to the house and to weigh these positives against the negatives that will be discovered during the home inspection. I always assume that, if I'm here to do a home inspection, the buyer must love the house. You don't want your client's enthusiasm to be dampened by the first mention of a problem, no matter how trifling. Let them know that once they have the inspector's report in hand, you will be reviewing it with them and, taking all that they now know about the house, you will help them arrive at an informed decision on how to proceed.

Of course, encourage the buyer to be present during the home inspection and to ask questions. By participating in an educational tour of the home, they will gain valuable insight into the proper care, maintenance and improvement of the home and its systems. Also, with the client present, there is a greater opportunity for the home inspector to discuss the positive features of the home and to put the defects in their proper perspective. To avoid distractions, discourage the buyer from scheduling other activities at the home during the home inspection.

Finally, tell the buyer to read the report. If they have questions after reading the report, they should not hesitate to ask. After every inspection, I invite all my clients to call me "anytime about anything".

## Does current law in Pennsylvania offer sufficient consumer protection, ensuring that all home inspectors are well qualified?

Absolutely not. According to the PA Home Inspectors Coalition, there are more than 1100 home inspectors doing business in Pennsylvania but fewer than 400 of us are qualified according to law. This is true, despite the fact that the law sets a very low standard. The truth is, it's easy to become a home inspector. But, it's not so easy to become a really good home inspector. Modern homes are complex systems. Older homes adapted to modern living are even more complex.

To protect your reputation as a trusted resource, recommend a home inspector who is qualified beyond the minimum requirements of the law. Insist on an ASHI® Certified Inspector. As a real estate agent, when you become a REALTOR®, you demonstrate your commitment to professional conduct and high ethical standards. Recommend a home inspector who has demonstrated that same type of commitment through membership in the American Society of Home Inspectors® (ASHI) and through adherence to ASHI's Standards of Practice and Code of Ethics. Of course, not all ASHI Certified Inspectors are created equal. Look for experience in residential construction and a commitment to continuing education as well as professional certifications in addition to membership in a national home inspectors association. Also, compare inspection reports – this may be the single best method of comparing home inspectors. This written communication is what your client will be left with long after the inspection is complete. Make sure that the format and the language are

*Continued on next page*

## Affiliate Member Spotlight

Continued from previous page

easy for you and your client to understand. If an inspector won't show you a sample of their work, find one who will.

### **As an Affiliate Member, what value do you see in the organization and why should REALTORS® consider Affiliate Members for their service providers?**

I am proud to be an Affiliate Member of the Suburban West REALTORS® Association and I am especially proud to have served as Chair of the Affiliates First Task Force and to have been a chief architect of this unique program. As it is said, "A rising tide lifts all boats." I believe that when committed professionals come together to strengthen their industry, everybody benefits. As the Association strengthens the industry, Affiliate members strengthen the Association. As a REALTOR® made stronger through Association, it makes good sense for you to consider Affiliates First.



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# HUD and DOJ Issue Joint Statement Clarifying Reasonable Modifications Under the Fair Housing Act

Reasonable modifications, as defined by the Fair Housing Act, are changes to the physical structure of a dwelling that are necessary to afford a person with a disability full enjoyment of the premises. If a reasonable request is made for modifications to be completed, a housing provider would be obligated to grant the request. However, the costs associated with any modifications of the dwelling would be incurred by the tenant, not the housing provider. Since there is a lack of accessible housing in Southeastern Pennsylvania, a disabled home seeker's only option for obtaining an accessible dwelling may be to request a reasonable modification.

The Fair Housing Council of Suburban Philadelphia receives numerous phone calls from both home seekers and housing providers asking for clarification to the reasonable modifications clause of the Fair Housing Act. While most people understand the basics of the Fair Housing Act, many find the issue of reasonable modifications more complicated and sometimes a bit confusing. HUD and DOJ recently issued a joint statement on reasonable modifications under the Fair Housing Act. Since the issue of reasonable modifications is complex, this joint statement was written to provide clarification of the law for home seekers requiring structural modifications made to a dwelling due to a disability, and housing providers wanting to know their responsibilities under the law. Some of the questions that this statement answers are as follows:

- Who is entitled to a reasonable modification under the Fair Housing Act?
  - If a disability is not obvious, what kinds of information may a housing provider request from a person with a disability in support of a requested reasonable modification?
  - What kinds of information, if necessary, may a housing provider request from a person with an obvious or known disability who is requesting a reasonable modification?
  - Who must comply with the Fair Housing Act's reasonable modification requirements?
  - What is the difference between a reasonable accommodation and a reasonable modification under the Fair Housing Act?
  - Are reasonable modifications restricted to the interior of a dwelling?
  - Is a request for a parking space because of a physical disability a reasonable accommodation or a reasonable modification?
  - When and how should an individual request permission to make a modification?
  - Does a person with a disability have to have the housing provider's approval before making a reasonable modification to the dwelling?
  - What if the housing provider fails to act promptly on a reasonable modification request?
  - What if the housing provider proposes that the tenant move to a different unit in lieu of making a proposed modification?
  - What types of documents and assurances may a housing provider require regarding the modification before granting the reasonable modification?
  - May a housing provider or homeowner's association condition approval of the requested modification on the requester obtaining special liability insurance?
- What types of discrimination against persons with disabilities does the Act prohibit?
  - What is a reasonable modification under the Fair Housing Act?
  - Who is responsible for the expense of making a reasonable modification?
  - Who qualifies as a person with a disability under the Act?

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# Fair Housing

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- If a person with a disability has made reasonable modifications to the interior of the dwelling, must she restore all of them when she moves out?
- If a person with a disability has made a reasonable modification to the exterior of the dwelling, or a common area, must she restore it to its original condition when she moves out?
- May a housing provider increase or require a person with a disability to pay a security deposit if she requests a reasonable modification?
- If a person believes that she has been unlawfully denied a reasonable modification, what should that person do if she wants to challenge that denial under the Act?

The complete text of this statement may be obtained at: [www.fhosp.com/pdf/reasonable\\_modifications\\_mar08.pdf](http://www.fhosp.com/pdf/reasonable_modifications_mar08.pdf)

*If you have any questions about the topic covered in this column or if there is a topic you would like to see the Fair Housing Council of Suburban Philadelphia address in the next column, please contact us at (610) 604-4411 or [information@fhosp.com](mailto:information@fhosp.com).*

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Fortunately, the REALTORS® Political Action Committee has played a pivotal role in stopping all these things from becoming a reality. Investing in RPAC is the most effective way to ensure that the business environment is conducive to your success.

**Please remember to include your RPAC contribution with your 2009 membership dues.**

# ASSOCIATION NEWS In Brief

## Legal and Legislative

- **Local Counties Named Best to Raise a Family** - During the week of July 10, Forbes Magazine unveiled its list of the 10 best counties to raise a family. Our membership area featured two of the counties listed: Chester and Montgomery. The main characteristics that contributed to their listing were: low cost of living, reasonably priced homes, short commute times and excellent schools.

- **First Time Homebuyers Receive Tax Credit** - In late July, President George W. Bush signed the recently passed housing legislation (H. R. 3221) into law. The new law gives first-time homebuyers a tax credit towards the purchase of a new home. The intention of the credit is to get the public who are sitting on the sidelines back into home purchase mode.

## Association

- **Association Sponsors Local School Awards** - The Suburban West REALTORS® Association was pleased to recently present awards to deserving local students in the Marple-Newtown School District. A total of five awards were given students who had shown significant improvement in their studies throughout the 2007-2008 school year. Suburban West Board Member Marie Griesser was on hand to present the Most Improved Student award to Brandy Parker of Paxon Hollow Middle School. Additionally, REALTOR® member Geoff Baker attended the award ceremony at William Culbertson Elementary School and gave out the Most Improved Student awards to Melissa Brosko, Gemma Ciarrocchi, Kelly Houghton and Drew Rimple.

- **REALTORS® Meet with Local Legislators** - In June and July, the Suburban REALTORS® Alliance has hosted two legislative breakfasts attended by local legislators and select REALTORS® from the organization. These state and county elected officials were from Chester County, Delaware County and the Main Line

while the members in attendance had all contributed \$99 or more to RPAC.

The June 20 breakfast at the Desmond Hotel in Malvern featured the following legislators from Chester County: State Sen. Andy Dinniman, State Reps. Curt Schroder, Chris Ross and Art Hershey, as well as County Commissioners Terence Farrell and Carol Aichele were in attendance along with a staff representative from the office of County Commissioner Cathy Cozzone.

The July 16 breakfast at the Aronimink Golf Club in Newtown Square featured the following legislators from Delaware County and the Main Line: State Senate Majority Leader Dominic Pileggi, State Reps. Bill Adolph and Greg Vitalli, and staff representatives from the offices of Congressman Joe Sestak, State Sen. Connie Williams and Rep. Ron Raymond.

## Recognition

- **Recent Recipients of ABR Designation** - The Suburban West REALTORS® Association acknowledges the following REALTOR® members who have recently received their Accredited Buyer Representative Designations. This is a designation that is known as the "benchmark of excellence in buyer representation." The Real Estate Buyer's Agent Council, Inc. (REBAC) of the National Association of REALTORS® awards this coveted designation to REALTORS® who meet the following criteria: completion of the two-day ABR designation course and passing the written exam; maintain membership in REBAC (one year membership is included with registration for the designation course) and NAR; complete one ABR elective course within the three years of completing the two-day designation course; and document five completed transactions as a buyer representative. Transactions may have occurred before taking the ABR designation course within three years of taking the designation course.

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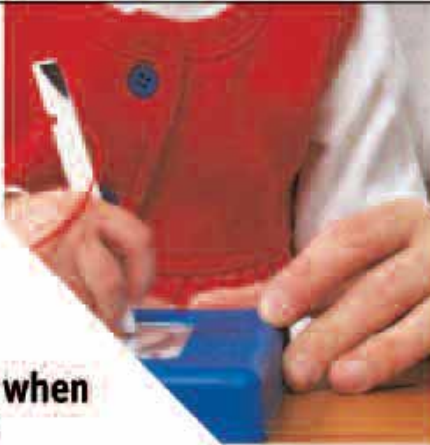
- **Sally Bauer- Coldwell Banker Preferred**
- **Jackie Cunningham-Hill- Long & Foster Real Estate**
- **Reine Dussinger- ERA Excellence**
- **Margaret Evans- Keller Williams**
- **June D. Fisher- Prudential Fox & Roach**
- **Sean Marasco- Marasco Real Estate and Development**
- **Lisa Miller- Coldwell Banker Preferred**
- **Pierrette V. Pearson- Zip Realty, Inc.**
- **Seema Tatla- Prudential Fox & Roach**
- **Daryl Turner- Prudential Fox & Roach**
- **Lillian Willis- Hershey's Mill Real Estate**

## Memorial Notices

• The Association is saddened to notify the membership of the passing of one of its longtime members. **Margaret "Peggy" Muzii** passed away on June 30 after a courageous battle with cancer. She was most recently employed with Keller Williams Brandywine and has been a

member of the Association since 2002. In lieu of flowers, contributions may be made in Peggy's name to either Neighborhood Hospice, Neighborhood Health Agencies Inc., 795 E. Marshall St. Suite 204, West Chester, PA 19380 or Jefferson Hospice as Jefferson Health System, 400 One Radnor Corporate Center, 100 Matsonford Rd., Radnor, PA 19087.

• The Association is saddened to inform the membership of the passing of one of its members. **Robert A. Fitzgerald**, a former member of the Chester County Association, passed away on July 13, 2008. He was most recently employed by Prudential Fox & Roach in Devon. In lieu of flowers, memorial donations may be made to the Leukemia Society of America, Eastern PA Chapter, 1080 N. Delaware Ave., Philadelphia, PA 19125, or to St. Katherine of Siena Church, 104 S. Aberdeen Ave., Wayne, PA 19087.




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# Disclosure of Pertinent Facts

By Paula Tansey, RCE, e-PRO (Association Staff)

**ARTICLE 2:** REALTORS® shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to the property or the transaction. REALTORS® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law.

REALTOR® A, acting as a management agent, offered a vacant house for rent to a prospective tenant, stating to the prospect that the house was in good condition. Shortly after the tenant entered into a lease and moved into the house, he filed a complaint against REALTOR® A with his Board of REALTORS®, charging misrepresentation, since a clogged

sewer line and a defective heater had been discovered, contrary to REALTOR® A's statement that the house was in good condition.

At the hearing, it was established that REALTOR® A had stated that the house was in good condition; that the tenant had reported the clogged sewer line and defective heater to REALTOR® A on the day after he moved into the house; that REALTOR® A responded immediately by engaging a plumber and a repairman for the heater; that REALTOR® A had no prior knowledge of these defects; that he had acted promptly and responsibly to correct the defects, and that he had made an honest and sincere effort to render satisfactory service. It was the Hearing Panel's decision that REALTOR® A was, therefore, not in violation of Article 2.

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# Discover the Dewey Experience

**Dewey Homes builds more than homes, they build relationships.**

For 18 years, they've worked hard at creating communities that leave a positive legacy while enhancing the human experience. That's their core purpose. That's the Dewey Experience.



## Why is the Dewey Experience even more important for consumers in this home market?

Today more than ever, people want to do business with people they like, people they trust. "We've created those levels of trust," said John Dewey. In fact, the Dewey Homes President and CEO attributes much of the company's success to that philosophy. That is why you can count on Dewey Homes to continue creating that trust - building communities and relationships with its homeowners that stand the test of time.

*That's the Dewey Experience.*



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**Iain.Stinson@deweyhomes.com**

*From King of Prussia: Take Rt. 202 South to US 30 Bypass West. Exit at Brandywine Hospital/Veterans Hospital. Make immediate right onto Fisherville Road. King's Grant entrance is 1/10th of a mile on the right.*

*Open daily 12-6pm. Broker co-op 3% of base price. Prices and/or features and options are subject to change without notice.*

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Buyers must go to agreement of sale by December 31st, 2008.

Clients and Realtor must be registered on their first visit to the Sales Centers to qualify. Promotion is subject to change or be withdrawn without notice. Sales must be made within the same calendar year (March 1st through December 31st, 2008). 3.5% commission will be paid at settlement of property sold. The maximum bonus per sale is \$5,000 including any sale beyond the third sale within the same calendar year. Bonuses will be paid at closing of subsequent sale. All sales subject to The Hankin Group's Broker regulations. Buyer must settle within six months of a signed agreement.

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