

Weekly News Service

Providing the Latest Association and Local Real Estate Information

The Weekly News Service is an exclusive benefit available to members of the Suburban West REALTORS Association. Featuring both Association news and local real estate industry information, the Weekly News is a service meant to benefit all members of the organization.

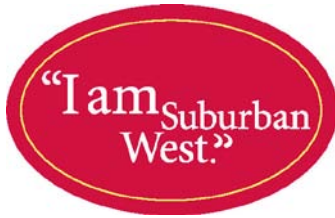
NAR Economist: A Market in Recovery



In a recent news release from the National Association of REALTORS' Lawrence Yun, NAR's chief economist remarked that there are early signs of what may be a sustained recovery. "The pattern of home sales in recent months demonstrates a market in recovery," he said. "Record low mortgage interest rates, job growth and bargain home prices are giving more consumers the confidence they need to enter the market." Nationally, home sales rose 1.7% in 2011 compared to 2010 although each of our counties did experience minor declines in the year. (Chester was down 3.3% Delaware was down 9% and Montgomery was down 4.5%)

A recent trend does show that the county real estate markets are improving. Each market posted gains in the 4th quarter of 2011 (Oct. through Dec.) compared to the same time frame of 2010. Suburban West has [posted these statistics on our website](#). Plus, you can now access more detailed township statistics in the recently released 4th Quarter MarketWatch report from Trend (available for Trend members upon [logging into the system](#)).

Take Advantage of SWRA's Two New FREE Membership Benefits



Have you tried Suburban West's two new benefits? Access to the [REALTORS Property Resource \(RPR\)](#) and [zipForm 6 Professional](#) are now a FREE part of your Suburban West membership!

The REALTORS Property Resource is an NAR initiative providing advanced technology for creating property pricing presentations, research and analytics. RPR includes high value property and market specific data - offering REALTOR members an actual competitive advantage in this challenging real estate climate. [Click here](#) to start using RPR right away and for benefits and features.

Additionally, Suburban West REALTOR members now have FREE access to the enhanced zipForm 6 Professional electronic forms system. [Click here](#) for detailed information on features and how to begin using zipForm 6. Questions or problems about how to access the service or issues when you are logged in, please call zipForm customer support at 586-840-0140.

Increase Your Understanding of Today's Rental Market

REALTORS are encountering more rental clients today than ever before. Increase your understanding of today's rental market at the next [Starbucks Morning: Rentals in Today's Market](#) (February 13; 9:00am-10:30am) and learn the keys to success. Join REALTOR and guest speaker, Kit Anstey for a discussion on:

- Fair housing rules pertaining to landlord responsibilities
- Marketing on how to obtain renters
- Residential Lease and Listing for Rent Form overviews
- Obtaining background and credit checks for applicants

To register please [click here](#) (once logged on, access the Events Calendar). This event is generously sponsored by Cutco Closing Gifts: Lindsay Musser

Professionalism Tip: Murder Suicide - A Required Disclosure?

Conventional thinking is that a murder or suicide is an issue with the people not the property and therefore it is not a required disclosure under the Seller Property Disclosure Law. Alongside that advice, REALTORS have also been advised to weigh the notoriety of the event and discuss with sellers if it might be prudent to disclose an event that the potential buyer is likely to hear from the neighbors anyway. And always, if asked a specific question about murder or suicide in the home, the REALTOR has an obligation answer truthfully regardless of the seller's feelings on the matter.

The Pennsylvania Superior Court recently overturned the decision of a lower court which had ruled that a murder/suicide was not a material defect. The decision of the lower court supported conventional thinking. The action of the Superior Court sends the case back to the lower court for a jury to decide if the issue is a material defect. The jury could also award damages. The action of the Superior Court is detailed in

this [PAR JustListed article](#) by Jim Goldsmith, Esquire. The result of this action, according to Mr. Goldsmith is that "Until or unless the Superior Court's decision is overruled, disclosure of a notorious event is the safe practice". [Read the entire article](#) and consult your brokerage attorney for more guidance.

December Issue of REALTOR News Magazine is Now Available

Have you accessed the [December issue](#) of REALTOR News Magazine? In the December issue, SWRA's flagship publication features:

- Profiles of six Suburban West members who have helped build a better community through their outstanding charitable service
- Highlighting the National Association of REALTOR's Five-Point Housing Solutions Plan designed
- Unveiling Suburban West's new Strategic Plan and Mission Statement
- And much more!

We hope you'll enjoy this new and improved version of the REALTOR News magazine and keep an eye out for our next issue in March!

Be the Best Buyer Agent You Can Be

ABR Core Course Returns Feb. 23 & 24



Whether you are new to the business and wanting to specialize in buyer representation or a seasoned practitioner looking to increase your value to the consumer, the [ABR Designation](#) (two-day course, **February 23 & 24**) has value for you.

Buyer representation has changed the way real estate works. Gone are the days when all licensees were agents or sub agents to the seller. Buyer's needs and expectations are different. This course will prepare buyer's reps to provide service and fidelity to their clients and to offer methods for building a buyer representation business. [Click here](#) to register (once logged in, access the Education Calendar) and [click here](#) to learn more about the ABR Designation.

C/I Exchange Meeting Friday, Feb. 10



The [Commercial/Investment Marketing Exchange](#) will next meet on **Friday, February 10 (8:30am - 10:30am)** at the Suburban West REALTORS Association office in Malvern.

This month's topic is "**Financing Commercial Real Estate - A Panel Discussion**" featuring **Scott Little (Conestoga Bank)**, **Lisa Kennedy (PNC Bank)**, and **Charles Harmer (US Realty Capital)**. The meeting will also feature an opportunity to network with other members interested in commercial, industrial and investment real estate and discuss any "haves" and "wants" of your clients. No advance registration is required, but please contact [Steve Farace](#) to be added to the C/I Marketing Exchange list.

Employment Notices:

Real Estate Assistant: Busy Broker/Owner & Sales Agent of an established and successful real estate company is seeking a highly motivated assistant. This candidate should be experienced and have a good handle on technology and have a flexible schedule. For more information, please respond to homesinwc@gmail.com.

Real Estate Office Receptionist: Re/Max Preferred REALTORS is seeking a part-time weekday receptionist in their West Chester location. Duties include: answering phones, greeting clients, assisting agents, filing and computer knowledge. People skills are a must. Please send your resume to carolcorey1001@comcast.net or contact Carol Corey at 610-848-6189.

Upcoming Events at the Association

Want to know what's going on the Association? For a complete list of events and courses, visit the [Calendar of Events](#).

Important Phone Numbers & Websites

- **Association of REALTORS School:** 610-560-4900 (www.realtors-school.com)
- **Suburban REALTORS Alliance:** 610-981-9000 (www.suburbanrealtorsalliance.com)
- **PAR Legal Hotline:** 800-727-5345 (9 am to 11 am & 1 pm to 3 pm, Monday to Friday)
- **Suburban West REALTORS Association Website:** (www.suburbanwestrealtors.com) 866-495-SWRA (7972)
- **SUPRA Support:** 877-699-6787 (8 am to 10 pm, Everyday)
- **TREND:** 610-783-4650 (www.trendmls.com) or mobile (www.trendmls.com/m)

email: ktornetta@suburbanwestrealtors.com

Disclaimer on Events--Please

phone: 1-866-495-SWRA (7972)
web: <http://www.suburbanwestrealtors.com>

note that networking events are brought to members by the Suburban West REALTORS Association as a venue to meet and socialize with colleagues. Overt and direct recruiting practices are not acceptable during our events.