

# REALTOR

December 2014 | [www.suburbanwestrealtors.com](http://www.suburbanwestrealtors.com)



## The Anatomy of a Message

### THE ANATOMY OF A MEMBER VALUE PROPOSITION

page 10

### MEET THE 2014 LEADERSHIP DEVELOPMENT PROGRAM GRADUATES

page 14

### A LOOK BACK AT A SUCCESSFUL 2014

page 4



**SUBURBAN WEST REALTORS® ASSOCIATION**  
PROFESSIONALISM • INTEGRITY • SERVICE

*You want a picture perfect home...  
We can get you in the door!*



- ✓ *On-Time Closings*
- ✓ *Exceptional Service*
- ✓ *Pre-approvals in 24 hours*
- ✓ *Experienced Staff*
- ✓ *In-House Underwriting*



*John, Bo, Ken, and Mason...Consistent Top Originators with On-Time Closings!*

**From pre-approval through funding,  
We educate our borrowers on the process,  
Programs, and expectations so our  
Settlements go SMOOTHLY...EVERY TIME!**

**Make us part of your Real Estate Team –  
Call us First!!**

**John H. Coneys, CPA**

Vice President, Branch Manager  
610-322-4886  
jconeys@AuroraLending.com  
www.auroralending.com/jconeys  
Licensed in PA, NJ & DE, NMLS# 183853

**Bo Deforge**

Vice President of Lending  
610-322-4886  
bdeforge@AuroraLending.com  
www.auroralending.com/bodeforge  
Licensed in PA, NJ & DE, NMLS# 183860

**Ken Jordan**

Vice President of Lending  
610-996-9077  
kjordan@AuroraLending.com  
www.auroralending.com/kjordan  
Licensed in PA & DE, NMLS# 183317

**Mason Huddell**

Vice President of Lending  
610-842-7739  
mhuddell@AuroraLending.com  
www.auroralending.com/mhuddell  
Licensed in PA, NJ & DE, NMLS# 183320

100 West Germantown Pike • Plymouth Meeting, PA 19462 • Branch NMLS# 1185224, Company NMLS# 7096 • 484-534-5100

**Mission Statement**

The Suburban West REALTORS® Association advocates for the real estate industry and private property rights, and promotes the professional integrity of its members by providing resources that enable them to:

- Deliver superior service to the public
- Maximize their income
- Grow to meet the needs of the future

**Officers**

- Joe Sheehan, ABR, SRES, Chairman
- Dave Ashe, GRI, Chairman-elect
- Mike D'Adamo, Secretary-Treasurer

**Directors**

- Christina Cardone, ABR, e-Pro, SFR
- Jennifer D'Amico, SRES
- Beth Endrizzi
- Barbara Margolis, GRI
- Kathy McQuilkin, CRS, GRI, SRES
- Mike McGee, CAE, RCE
- Dennis Morgan
- Leann Murphy, ABR
- Tyler Wagner

**Chief Executive Officer**

- Anne Marie Matteo, CAE, RCE

**Staff**

- John Barbone, Information Technology Specialist
- Cathy DiMarco, Bookkeeper
- Steven Farace, Director, Marketing and Member Relations
- Tina Lavelle, Member Relations Specialist
- Gail Parke, School Administrator
- Paula M. Tansley, RCE, e-Pro, Director, Professional Conduct & Development
- Kristin Tornetta, Member Relations Specialist

**Suburban West REALTORS® Association**

100 Deerfield Lane, Suite 240  
Malvern, PA 19355  
TEL: 610-560-4800  
FAX: 610-560-4801  
EMAIL: info@suburbanwestrealtors.com  
WEBSITE: www.suburbanwestrealtors.com

The opinions by the various authors of articles appearing in this magazine do not necessarily reflect the position of the Suburban West REALTORS® Association. We appreciate the patronage of our advertisers; however, advertisements appearing in this magazine do not necessarily constitute endorsement by the Suburban West REALTORS® Association.

REALTOR® News is published 4 times a year for the Suburban West REALTORS® Association with creative services by:

**George Awad**

www.georgeawad.com  
wadro@hotmail.com  
202-669-8854

# REALTOR

Volume 8 Issue 4 | December 2014

# NEWS

**Table of Contents**

4 .....Chairman's Message

6 .....CEO Update

8 .....Legislative Front

9 .....Professionalism Tips

10 .....Anatomy of a Message

13 .....PAR Pulse

14 ..... Leadership Development Program

18 ..... Association Scrapbook

20 ..... Real News

21 ..... Fair Housing

22 .....Affiliate Spotlight

**Advertise in REALTOR® News**

Advertising is a great way to promote your business. Reach a member base totaling more than 4,500 professionals. For more information or to reserve your space, contact:

**Kristin Tornetta**

**Suburban West REALTORS® Association**  
**610-560-4800**  
**ktornetta@suburbanwestrealtors.com**



## A Look Back at 2014

It has been an amazing year for me as your chairman of the Board for Suburban West REALTORS® Association. I am very grateful to be at your service and greatly appreciate your membership and support throughout the year.

We've witnessed some terrific accomplishments over the past year, having introduced some new programs as well as the continuation of some really valuable services. Among them, of course, are the technology offerings of ZipForms, DocuSign, and DocuSign Transaction Rooms provided to you at no additional cost.

The following statistics provide some additional context regarding the organization's success in 2014:

- 4970 members as of Oct.1, 2014, compared to 4728 at this time last year.
- 1383 total attendees to 47 FREE education seminars
- \$117,565 in total RPAC investments made by 1761 members, compared to \$105,046 made by 1615 in 2013. Furthermore, 32 offices reached 100% RPAC participation.
- 12 members made up the inaugural class of our new Leadership Development Program (meet them on page 14)

To reach this level takes significant teamwork. Between staff, member volunteers and my fellow leaders on the Board, we collectively worked together so that all members can benefit from their membership.

We welcomed John Barbone to the SWRA staff and are very grateful to him for his technical support. I am also very grateful for the efforts of Cathy DiMarco, Gail Parke, Tina Lavelle, and Kristin Tornetta. The leadership provided by Steve Farace and Paula Tansey keep the association moving in the right direction. I offer very special thanks to Anne Marie Matteo, perhaps the finest Chief Executive I've ever had the pleasure to work with. It is this team of professionals whose efforts and expertise make ours the finest REALTOR® association in the Commonwealth.

I also like to extend my gratitude to those who served on our Value Proposition Task Force who provided key input that resulted in our newly defined Value Proposition "When you set your sights on being the best, Suburban West is your source for education, technology, and industry information." "Be the Best, Expect the Best, Suburban West."

I'd like to recognize the 2014 Board of Directors for volunteering and providing the leadership and guidance that keeps our association on track. We say good bye to Tyler Wagner, Mike D'Adamo, Kathleen McQuilkin, and Beth Endrizzi with our sincere thanks for their leadership. We welcome and congratulate Steve DiAntonio, David Bershada and Stefanie Hahn as new members of the Board and welcome back Susan Manners and Jennifer D'Amico. Thank you for your contribution and willingness to serve.

Finally, I offer my support and respect to our 2015 Chairman of the Board, Dave Ashe. Dave's many years in the industry and his deep experience in leadership will ensure his success in the coming year and I wish him the very best of luck and he has my full support.

Thank you so much for the privilege of serving you as your Chairman, It has been a great honor. I wish you all prosperity and success in your business and personal pursuits in the coming year. ■

  
JOE SHEEHAN, ABR, SRES  
CHAIRMAN

## Appraisal Renewal Package



### 28 Hours of PA Appraisal MCE for \$379

Course Name	Dates	Time	Credit
USPAP	1/21; 4/6; 6/5	9:00 a.m.—5:00 p.m.	7 hrs.
Laws, Regulations & Misinformation (includes 2 hrs PA Appraisal Statutes)	2/18; 4/15; 6/11	9:00 a.m.—12:30 p.m. (2/18; 6/11) 1:30 p.m.—5:00 p.m. (4/15)	3.5 hrs.
The Truth About Mold	2/18; 5/8; 6/11	9:00 a.m.—12:30 p.m. (5/8) 1:30 p.m.—5:00 p.m. (2/18; 6/11)	3.5 hrs.
An Overview of Eminent Domain	3/9; 5/21	9:00 a.m.—12:30 p.m. (3/9; 5/21)	3.5 hrs.
Land Development Basics	3/9; 4/15; 5/8	9:00 a.m.—12:30 p.m. (4/15) 1:30 p.m.—5:00 p.m. (3/9; 5/8)	3.5 hrs.
Dollars and Sense (Economic and Investment) in Real Estate	3/19; 4/21; 5/13	9:00 a.m.—5:00 p.m.	7 hrs.

More Information/Registration:

Contact Gail at [gparke@suburbanwestrealtors.com](mailto:gparke@suburbanwestrealtors.com) or  
610-560-4900



How Can You Remain  
Relevant to Your  
Clients?

Fill in the Blanks . . .



## Association of REALTORS® School Winter Schedule

Use education to give you that edge.

# E \_ U \_ A T I \_ N

The Association of REALTORS® School offers numerous courses that provide the expertise and tools for you to succeed in an ever changing industry.

DATE	COURSE	COST
January 14	SRS: Seller Representative Specialist (2-day course)	\$235.00
February 2	Real Estate Office Management (5-day Broker Licensing course)	\$325.00
February 25	ABR: Accredited Buyer Representative (2-day course)	\$235.00
March 18	SFR: Short Sales and Foreclosures	\$159.00
March 23	SRES: Seniors Real Estate Specialist (2-day course)	\$365.00

More Information and Registration: [realtors-school.com](http://realtors-school.com) or 610-560-4900



EDUCATE YOURSELF \* INVEST IN YOUR ASSOCIATION



## Introducing Your 2015 Leadership Team

I am pleased to introduce another extraordinary team of volunteers who will serve on your 2015 Board of Directors. The following Directors were elected by the membership on October 16th to serve a two-year term beginning January 16, 2015:

- David Bershad (RE/MAX Executive Realty, Bryn Mawr)
- Jennifer D'Amico (Beiler-Campbell REALTORS®, SQR)
- Stephen D'Antonio (Berkshire Hathaway HomeServices Fox & Roach, Media)
- Susan Manners (Berkshire Hathaway HomeServices Fox & Roach, Chadds Ford)

These Directors will be joining the following Directors:

- Dave Ashe (Keller Williams, Exton & West Chester) – Chairman of the Board
- Christina Cardone (Keller Williams, Media)
- Stefanie Hahn (Coldwell Banker Hearthside, Colledgeville)
- Barbara Margolis (Berkshire Hathaway HomeServices Fox & Roach, Wayne) – Secretary-Treasurer
- Mike McGee (Institute for Economic Development, Chester)
- Dennis Morgan (Berkshire Hathaway HomeServices Fox & Roach, Malvern)
- Leann Murphy (RE/MAX Preferred, West Chester) – Chairman-elect
- Joe Sheehan (Century 21 Advantage Gold, Southampton)

As noted above, the Directors elected the three line Officers at a special organizational meeting on November 18th.

This team follows a history of dedicated and professional leaders who have guided this organization to become a strong and relevant resource for its members. In addition to ensuring the financial viability, the Board of Directors sets the strategic direction and vision for the Association and directs the programs and services to meet the needs of the membership.

The current Suburban West leadership team is mindful of the recent membership value proposition process that involved over 30 members. At its first 2015 meeting in January, the Board of Directors will be considering an addition to its current Strategic Plan that will account for a future expansion of technology-related training and resources exclusively for Suburban West members.

Additionally, the team is further advancing its knowledge of the latest membership trends by having attended a recent event with fellow leaders from the Montgomery County Association of REALTORS®. The program, "Membership Metamorphosis", addressed some of the membership idiosyncrasies associated with today's REALTOR® associations.

As you meet and interact with these fellow members, please thank them for their dedication and involvement. We are fortunate to be governed by a group of professionals who give selflessly of their time to the Association, understand the importance of leadership and who are committed to achieving results that make a difference to the members and the industry as a whole. ■

*Anne Marie Matteo*  
ANNE MARIE MATTEO, CAE, RCE  
CHIEF EXECUTIVE OFFICER

## Denim & Diamonds Celebration 2015 Board of Directors Installation

*Featuring Philadelphia  
Comedian Joe Conklin*



January 15th  
6:00pm-10:00pm

The Desmond Hotel, Malvern  
Attire: Blue Jeans and Bling!

In addition to the ceremony for our 2015 Board of Directors and its new Chairman Dave Ashe, enjoy:

- ◆ Entertainment from Philadelphia Comedian Joe Conklin—known for impersonations of local athletes and national celebrities
- ◆ Hors d'oeuvres and "beef and beer" dinner stations
- ◆ One hour complimentary beer and wine
- ◆ Networking with local REALTORS® and Affiliates

*Only \$35 for Members!*  
*Register online or call 610-560-4800*



# It's Time for PA to Get Serious About Governing Municipal Real Estate Inspections

By Jamie Ridge, Suburban REALTORS® Alliance President/CEO

A recent poll conducted by the National Association of Home Builders and Wells Fargo highlighted the concern of home builders across the country over constantly tightening construction codes. It seems that approximately 35 percent of home builders recently polled are “extremely concerned” that construction codes are making new construction cost prohibitive “without a measurable improvement in safety or other benefits.”

Based on the stories we hear from our members on a weekly basis, I think it's safe to say that home builders and REALTORS® have much in common when it comes to feeling frustrated over building code creep. But while home builders are mostly concerned with codes that govern new home construction, our members must contend with the wildly inconsistent enforcement of building and property maintenance codes by municipalities at the point-of-sale (POS).

How difficult do some municipalities in southeastern PA make it to sell a home within their borders? According to our Realtor Association colleagues across the country, there are very few areas that face the same crazy rules and regulations regarding the sale of private property. So you want to sell your historic property in Caln Township? Better hope it meets the over-the-top standards of one of the strictest code enforcement departments in the region. Does your client live in Downingtown Borough? They may be required to replace the sidewalk as a condition of resale, even if it's only slightly worn. In Eddystone, be prepared for a team of municipal inspectors to descend on your client's property on multiple occasions, and for those inspectors to find previously “missed” violations on follow-up visits. Are you selling a home to a rental property investor in Marcus Hook or Lower Chichester? That'll be \$5,000 to \$10,000 for a new fire sprinkler system, please.

That's the problem with the way municipalities are allowed to enforce property maintenance and building codes at the point-of-sale in Pennsylvania. While the state does have a “Uniform Construction Code” (UCC) in place for building and renovating homes, there is no such law that ensures a consistent standard for municipal home inspections. Worse yet, there is currently no fair way for home sellers or

buyers to challenge an overzealous municipal code department that has decided to run rampant over their real estate transaction. When a township code inspector, manager or solicitor tells your client to “go ahead and sue us” if you want to challenge a particular demand, it's all too clear that they're holding the best hand.

So where do we go from here? The fact that we do have a uniform code in Pennsylvania for new construction gives me hope that a similar state-wide law may be possible for governing point-of-sale inspections. This type of law could include limitations on the scope of such inspections, and clearer guidelines for inspecting older homes. It could include strict limitations on the fees that municipalities can charge for such inspections, and set a stronger licensing standard for code officials. A ban on the absurd practice of requiring expensive infrastructure repairs – such as sidewalk and sewer lateral replacements – only at the point-of-sale would be a welcome addition to such a law. Finally, the law could set up a clear arbitration process – not controlled by the municipality or county – for instances in which home sellers or buyers feel the need to challenge a municipal code ruling without having to spend thousands of dollars on a lawsuit.

What are the chances of a municipal resale inspection law passing the PA legislature? With a somewhat new cast of characters gracing the halls of Harrisburg, maybe it's time to give it a try. Is there language you'd like to see in such a law? Send your ideas to [grassroots@suburbanrealtorsalliance.com](mailto:grassroots@suburbanrealtorsalliance.com)

# The Equal Professional Services Requirement of Article 10

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

REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. REALTORS® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity”. (Amended 1/14)

## Case #10-1: Equal Professional Services by the REALTOR®

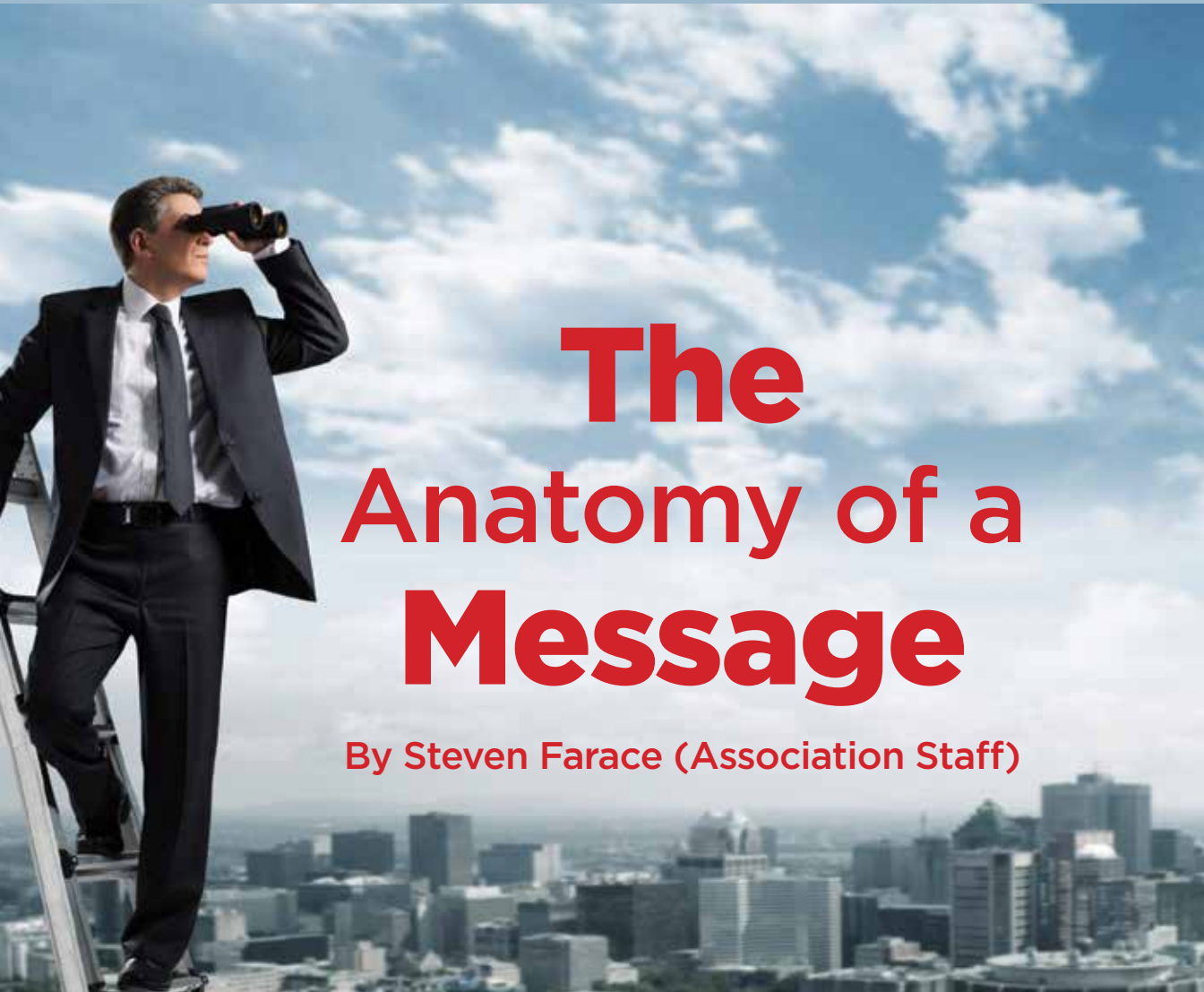
A minority couple called on REALTOR® A and expressed interest in purchasing a home in the \$130,000 to \$145,000 price range with at least three bedrooms, a large lot, and located in the Cedar Ridge area of town. Being familiar with Cedar Ridge through handling of numerous listings in that area, REALTOR® A explained that houses in Cedar Ridge generally sold in the price range from \$180,000 to \$220,000. The couple thereafter indicated that they would then like to see “what was available” within their economic means. After further discussion with the couple concerning their financial circumstances and the maximum price range they could afford, REALTOR® A concluded that the couple could not afford more than \$137,500 as an absolute maximum. The couple was then shown homes which met the criteria they had described to REALTOR® A. However, although REALTOR® A discussed with the couple the amenities and assets of each of the properties shown to them, they expressed no interest in any of the properties shown. A few days later, the minority couple filed charges with the Secretary of the Board, charging REALTOR® A with a violation of Article 10 of the Code Ethics, alleging that REALTOR® A had violated the Article by an alleged act of racial steering in his service to the minority couple.

The Secretary promptly referred the complaint to the Grievance Committee, which conducted a preliminary review and referred the complaint back to the Secretary, instructing that a hearing be arranged before a Hearing Panel of the Professional Standards Committee. REALTOR® A was duly noticed and provided with an opportunity to make his response to the complaint.

At the hearing, the minority couple elaborated upon their charge of the alleged racial steering by REALTOR® A, telling the Hearing Panel that they

had specifically expressed an interest in purchasing a home in the Cedar Ridge area, but were not shown any homes in Cedar Ridge. REALTOR® A responded by producing written records documenting the housing preference of the couple as they had described it to him, including price range and demonstrating that he had shown them a number of listings that met the requirements as expressed by them, although admittedly none of the properties shown were located in Cedar Ridge. However, REALTOR® A explained that he had advised the minority couple that there were no listings available in Cedar Ridge falling within the price range expressed by them. Further, REALTOR® A produced listing and sales information concerning numerous homes in Cedar Ridge which confirmed an average sales price of \$180,000 to \$220,000. REALTOR® A told the Hearing Panel that he had, in fact, offered equal professional service to the minority couple by showing them properties which met the criteria they had presented to him. He pointed out to the Hearing Panel that the couple was charging him with “racial steering” which presumably they were relating to the denial of equal professional service. REALTOR® A stated, “If there were listings in Cedar Ridge in the \$130,000 to \$145,000 price range with at least three bedrooms and a large lot, and I had refused to show them such listings, then they might have a point in their charge. But there are no such listings available now, nor have there been at any time since the original development of the Cedar Ridge area five years ago. I could not show them what did not and does not exist.”

The Hearing Panel concluded that REALTOR® A had properly met his obligation to offer equal professional service and was not in violation of Article 10.



# The Anatomy of a Message

By Steven Farace (Association Staff)

## BE THE BEST. EXPECT THE BEST. SUBURBAN WEST.

When you set your sights on being the best, Suburban West is your source for education, technology and industry information.

Look to Suburban West for high-touch services to improve your productivity and lower your risk:

- Unmatched education
- Essential technology offerings
- Easy access to experts with answers

Suburban West is committed to helping our members succeed in business. No matter the stage of your real estate career, we are here to help you be the best. We developed our value proposition by discovering what you value most about membership. From the kernel of an idea to the final product, here is a journey. We discovered the answer about you, our member, and why you belong to Suburban West. As you make your annual dues payment, we want to inform you of the value of your investment.

### The Beginning

Three years ago, Suburban West launched the **I Am Suburban West** campaign. As the market and industry changed, we wanted to confirm that our message was still relevant to our members. Suburban West's Board of Directors asked staff to explore options for refreshing the current **I Am Suburban West** campaign. They asked for a new campaign. To help steward this update, Suburban West staff engaged Melynn Sight of nSight Marketing. Melynn is a 25-year veteran of corporate marketing. She left for-profit to work with association executives and board leadership. Buoyed by her experience in working with REALTOR® associations, we found that Melynn's communications and planning expertise would best serve this project.

"I always admired Suburban West and the way they run their business. I am pleased that they wanted to re-discover a new, relevant message of value. Associations often present a long list of what "they" think should be valuable. Helping Suburban West take an outside-in approach was crucial. It was meaningful to the members who participated, to staff and leaders, and also to me," said Sight.

### The Exercise

We were looking for a new campaign with streamlined messaging. We wanted to put more focus on the value of Suburban West membership as opposed to just stating the benefits. A value proposition is the member's rationale for choosing this association over another one, or none at all. We discovered the priority needs of our members in any stage of their careers.

Associations often present a long list of what "they" think should be valuable. Helping Suburban West take an outside-in approach was crucial.

"The process of developing a value proposition allowed Suburban West to evaluate what members worry about and need most - from the members' point of view," says Sight. "This is a significant shift for many organizations and one that can create meaningful dialogue about current and new member services."

To move the process forward we needed fresh insights from members. This next step was the cornerstone of the process. We involved members who were most representative of the overall SWRA membership. We didn't choose the most active members, but rather those with a low-to-moderate level of association involvement. To achieve this vital input, we invited two sets of members to participate in sessions at Suburban West.

### "The Participants"

The first group of participants was individuals who belonged to Suburban West as a primary or secondary member. They either worked in offices outside of Chester County, Delaware County and the Main Line or had joined the Association after belonging to another local REALTOR® association. During an hour-long focus group session, this group gave insights about their conscious choice to belong to Suburban West rather than - or in addition to their local REALTOR® association.

"As a member of multiple boards of REALTORS® in multiple states, it is always interesting to see the differences in products, services, and support that are offered to their members," commented Stephen Marcus, a participant in the focus group. "During this Focus Group a group of members with a wide variety of business focus, geographic area and experience levels were able to share what they need most from the Association to grow and support our businesses. Even little things like the starting times of various sessions and events are important to the staff."

A Secondary Designated REALTOR® with Brokers Realty Network in Wilmington, Marcus added, "Every time I have the opportunity to participate in an SWRA-sponsored event,

I try to make room in my schedule. I can't remember the last time I left a session without at least one or two ideas that helped me in my personal and business growth."

To widen the scope, a second group of members participated in both a webinar and full-day workshop. These were members with low-to-moderate level of participation at the Association. During the full-day workshop, the participants actively discussed what they need most and how association services fulfill those needs.

Ash Swayne, a participant in the full day workshop, spoke of his experience and the organization in general. "I'm proud to be a part of an association who is constantly looking to improve its service and value to its members, so when asked to be a part of their value proposition focus group, I was happy to contribute. The session was handled professionally and the end result captures the essence of our association."

Swayne, Designated REALTOR® with Swayne Real Estate Group in West Chester, added, "When I first paid my dues as a new member, I thought it was pricey, but now that I've learned and taken advantage of all they have to offer, I realized it's one of the best values going for a REALTOR® and that membership truly does have its privileges!

**Suburban West's value message is more than just words. The value proposition integrates into the way staff and leaders communicate. How they welcome new members. How they build on the benefits that are key to you, the member.**

Suburban West appreciated thoughtful participation by members in this important exercise. Member feedback from the two sessions built the foundation for a concise and relevant new value message.

### The Message

After the workshop, several value points emerged and fed into the final message.

When asked what they need most from Suburban West, the members consistently commented on benefits and services that fell into three categories: (1) Real Life, high quality Education, (2) Technology that they needed to succeed in business and (3) Answers when needed from experts in the industry.

Taking into account the audience and value points that impacted all member segments, Sight then took the lead in developing messaging options for further consideration by the Suburban West Chairman Joe Sheehan and staff. We wanted to be sure the words and images would accurately align with Suburban West's brand and communications strategies. The group collectively reviewed and made edits in order to finalize a message. With the final approval from the task force, leaders and staff, we developed final messaging tools in late September.

"Suburban West's value message is more than just words. The value proposition integrates into the way staff and leaders communicate. How they welcome new members. How they build on the benefits that are key to you, the member. Suburban West delivers education, technology and industry answers today. Their challenge is to take and hone these offerings so that they get better and continue to keep up with your needs as time goes on," Sight conveyed to us as we wrapped up the project.

Moving forward, Suburban West will broadly communicate the value of membership and continue to appreciate the feedback from members on both the value for your dues dollars and how we can continue to provide you more value in the months and years to come. ■

# Update on Education Initiatives

By Bill McFalls, Jr., ABR, CRS, GRI, GRN

It is my pleasure to serve as your 2014/2015 District 2 Vice President at the Pennsylvania Association of REALTORS® and lead the delegation of 24 Suburban West members who serve on PAR's Board of Directors. In this role, I have been asked to provide an update on what is happening on the state level that affects all of the members of the Suburban West REALTORS® Association.

Because of Suburban West's size, PAR has established a District in the State just for our organization (many others have two or more local associations combined). While I and my fellow District PAR Directors promote the interests of Suburban West, we also engage in vetting and supporting or opposing the issues that affect all of the REALTOR® members in the state. We work hard in developing issues that support our members (education, forms, legislative), the consumer (professionalism, legislative) and the governance (bylaws, policies, NAR compliance) of the association.

For this first update, I want to address education. PAR has established that their core customer is all of the local REALTOR® associations in the state. While PAR has reduced their direct education opportunities, they support the individual associations in education. Fortunately, our district already maintains a strong educational base courtesy of Suburban West and the Association of REALTORS® School, including countless hours of accredited education and seminars (just take a peek at the SWRA website and view the association calendar). In addition, SWRA has been ahead of the pack in creating and offering an additional free 2.5 hours of required training that is exceptionally well received by our members and is envied by other associations in the state.

At the request of Suburban West over 7 years ago, PAR has been engaged in trying to make the entry into Real Estate a bit more rigorous. The state legislators' have on their desk, HB869, which would require certain changes to Real Estate Entry, including, the need for a High School Diploma, increase in hours to obtain a license from 60 to 90, an increase in CE hours from 14 to 18 to name a few. PAR believes this will serve our members and the consumer well by producing more educated members.

I will continue to update our District on PAR news whenever possible and all members are encouraged to contact me with any questions. ■

**STOP OVERPAYING  
FOR TITLE COSTS!**

**By using an approved attorney instead of a title agent, you can get the same service and save your client 10-25% on title costs.**

Call me for a quote or more details!

**JEFF ROSNER**  
**215-694-8919**

Two Bala Plaza, Suite 300  
Bala Cynwyd, PA 19004

rosnerlawfirm@gmail.com  
www.rosnertitle.com



# Suburban West Graduates First Leadership Development Program Class

**T**he success of any organization is through its membership and more specifically its leadership. Building strong leaders for tomorrow will help ensure Suburban West REALTORS® Association is prepared for the future. Derived from the organization's strategic plan, a long-range plan to guide the Association through the next few years that meets the current and future needs of its members, one of the goals was to engage members through effective leadership. Through the 2014 Leadership Development Program, Suburban West's objective was to identify emerging leaders, sharpen their leadership skills and equip them with a resiliency that is essential in our ever changing profession. In return, participants will exert a strong, positive influence on the future of the Association, profession and community.



This spring after a competitive application process, ten local REALTORS® and two Affiliate members were selected for the first-year program. The three-month curriculum included four sessions, each focusing on a different aspect of leadership development including: Emotional Intelligence, Professional Speaking Techniques, Win-Win Negotiating and The Economics of Real Estate. "We designed this program to help our members develop their leadership and communication skills, which will benefit them not only if they choose to pursue a leadership role with the Association but also in their day-to-day business," said Suburban West CEO Anne Marie Matteo.

Graduates successfully completed the program by presenting to the Association's Board of Directors on how they will put the knowledge and skills they learned from the program to use in their daily business and how they hope to positively impact the REALTOR® community. Afterwards, during the Association's Annual Membership Meeting at the Concordville Inn, each graduate was presented with an award and certificate to the Association of REALTORS® School to further their real estate education.

The Suburban West is pleased to present the graduates of the 2014 Leadership Development Program - professionals filled with the energy, commitment, passion and vision to meet the challenges of tomorrow. Each graduate has shared their thoughts on the new program:



## CARL BECHT

Participating in Suburban West's Leadership Development Program gave me the opportunity to network with other members of Suburban West, learn more about what being a member offers me, and exposed me to some new strategies to use in my daily business. I believe on-going training throughout your career is important to stay current and continue to grow.



## JIM BERNARDINE

This Leadership program was an incredible experience for me. I have run my own company with employees for over 20 years outside of Real Estate which has been a great base line for me. I learned a lot in those years on how to manage jobs. This leadership program took all that knowledge and put it in order and showed me a path to take my career to the next level with true leadership skills. It was such a privilege to be chosen for the program and I look forward to using this knowledge to improve my real estate career and the real estate industry as a whole.



## EDMUND CHOI

Suburban West's Leadership Development program was transformational. Most leadership development programs only highlight ways to think and behave as a leader. Seldom are participants given the opportunity to actively apply and deploy the new behavior, and have a forum comprised of a moderator and participants to provide feedback and suggest best practices. Over several weeks, my cohort was challenged to deconstruct our existing notions of leadership and redefine how we "lead", both professionally and personally.



## SHANNON DIORIO

I'm grateful for the opportunity to learn the skills and actions plans necessary to become a highly successful and impactful member of the real estate community. The Emotional Intelligence, Powerful Presentations and Negotiating sessions were invaluable to my business and the impact I have on the real estate community by teaching negotiating techniques for win-win outcomes! The Economics of Real Estate was an equally important session as all REALTORS® should have the financial stability to thrive.



## CHRIS EARLEY

Personally, I loved the negotiating and speaking courses. They were intense, day-long sessions meant to be immediately implemented upon leaving class (and we did!). Getting to know my other classmates on a personal as well as professional level was an added bonus. The Suburban West REALTORS® Association is in good hands with true professionals like these.





### JASON GIZZI

I'm very grateful to be a graduate of Suburban West's first Leadership Development Program. The material from the sessions will be instrumental in helping me excel in my business. I took away many new skills from the Win-Win Negotiating session – how to effectively negotiate with different personalities and how tonality and visual play a major part of it. With this new expertise and the confidence that the program helped me build, I have become a better agent, both personally and professionally.



### MARTHA GRIFFIN

I can't limit my take-aways to just one, but most importantly, this program has taught me to be aware that you are always presenting; whether it's a formal presentation while standing in front of an audience or just walking into a meeting, people are always paying attention to how you present yourself. Another key take-away is to always do things with a purpose and act with intention. I believe having a purpose helps to focus you and guide you to your desired outcome.



### LISAJO PECORA

All four sessions provided important information and helped me realize that every-day and any conversation (be it family, client, agent....) can be a presentation and some type of negotiation. These new skills can be applied to my business practices but also in every-day life. The Emotional Intelligence: The Missing Link to Effective Leadership program, for me, provided important principles for improving self-awareness and relationship management. There are too many valuable take-aways from this new program to mention them all!



### CHRIS RICHETTI

As REALTORS®, we owe our clients a certain level of professionalism. Educational training programs, such as Suburban West's Leadership Development Program, are some of the best ways to reach and exceed that level. The Leadership Development Program sessions taught me not only how to handle my finances better, but also how to interpret different personalities so that I can negotiate a win/win solution for everyone.



### GINA TOLDERO

The Leadership Development Program has provided me with the opportunity for professional and personal growth. It has allowed me to look outside my comfort zone and expand my perception of the horizon. The total experience has helped to make me a more successful REALTOR®, leader, and communicator.



### BILL TOOLE

Through Suburban West's Leadership Development program I have learned how to be a more effective and versatile leader in my professional and personal life. It allowed me to explore different ways to successfully work with various personality types and situations. I am ready to share my knowledge to help others achieve greater success. And, I will always seek solutions that add the most value for everyone involved in a transaction.



### SEAN WORTHINGTON

Participating in the very first Leadership Development Program was an honor and a pleasure. The presenters were great, the information was fantastic, and my fellow students were wonderful. Suburban West had great foresight in putting together a program like this. The Leadership Development Program is another great example of what sets Suburban West apart from the crowd. Great leadership now is looking ahead and taking steps to ensure quality leadership in the future. Thanks to the Suburban West Board of Directors and Kristin Tornetta for putting this together. I highly encourage anybody interested in growing as a person and a professional to sign up for the next Leadership Development Program. You won't be disappointed!



*The inaugural Leadership Development Program graduating class was honored at the Annual Membership Meeting on October 16th at the Concordville Inn, receiving an award and certificate for future education courses at the Association of REALTORS® School. Pictured are (Left to Right): Sean Worthington, Martha Griffin, Chris Earley, Shannon Diiorio, Carl Becht, Jim Bernardine, Edmund Choi, Chris Richetti, Jason Gizzi, LisaJo Pecora, Gina Toldero Bill Toole, III.*

# Association Scrapbook

Highlighting Suburban West members in action at Association events, classes and community events.

REALTOR® Happy Hour – October 9 (Spasso Italian Grill, Media)



REALTORS® Maureen Ingelsby (L) and Christina Cardone (R) at the popular Delaware County Happy Hour in Media. Christina, a member of Suburban West's Young Professionals Network, helped launch YPN's 2014 Coin Drive for Philabundance.



Over 90 REALTORS® and Affiliates were on-hand for a night of networking, featuring free appetizers and drink specials. In addition to the fun, food and drink, six participating Affiliate members gave away prizes at the event.

Annual Membership Meeting – October 15 (Concordville Inn, Glen Mills)



Michele Hertzog (L) and Ed Meakim (R) catch up at the REALTOR® Happy Hour. Participants at the event also helped raise \$450 towards RPAC courtesy of a Wine Pull fundraiser.



Members visit Affiliate Sponsor tables prior to the program beginning at the Annual Membership Meeting. 15 Affiliate Members participated in the mini-expo where members could find out more about the companies. Members who visited all the booths were entered into a drawing for a \$100 Visa Gift Card, won by REALTOR® Kris Maroney.



Over 330 members attended the premier membership event conducted by Suburban West. Members enjoyed lunch, the mini-expo, recognition of REALTOR® Emeritus members and the inaugural graduating class of Leadership Development program participants and Terry Watson.



Back by popular demand, speaker Terry Watson once again wows Suburban West members with this program "Top Technology Mistakes in 2014". Terry's fast-paced enthusiastic program both entertained and informed the crowd.

Disclosures in Real Estate – November 14 (Suburban West REALTORS® Association, Malvern)



A full classroom of students learn the nuances and value of disclosures during the required Suburban West Continuing Membership training course. All REALTOR® members of Suburban West were asked to complete this course to raise the collective bar of knowledge on this important facet of real estate.



Instructor Ed Cole leads the discussion on Disclosures in Real Estate. This highly interactive course was offered at Suburban West's Malvern location and off-site at locations in Havertown, Haverford, Springfield and Kennett Square.

Broker Breakfast – November 21 (Sheraton Great Valley, Frazer)



Over 20 broker-owners and managers were in attendance for the Chester County-area Broker Breakfast. These events are held throughout the Suburban West membership area for the Designated REALTOR® and responsible members of REALTOR® offices to discuss topics from a managerial perspective.



Jamie Ridge, President and CEO of the Suburban REALTORS Alliance, updates attendees on the latest legislative issues impacting real estate in Chester County and beyond. The breakfasts feature both presentations from staff and interactive discussions between attendees.

Starbucks Morning: Creating Abundance in Health, Wealth and Time Management – December 3 (Suburban West REALTORS® Association, Malvern)



Members learn tips on improving their work-life balance during the motivational session, Creating Abundance in Health, Wealth and Time Management. Annually, Suburban West aims to provide an uplifting seminar around the holidays.



REALTOR® member Kathy Opperman tells attendees how to create more abundance in success and health with a new mindset and strategies. Kathy highlighted self-management techniques that can relieve the stress of the time crunch many REALTORS® create each day.



## Association

■ **Suburban West Recognizes 2014 REALTOR® Emeritus Class** - During the Annual Membership Meeting on October 16, Suburban West recognized fourteen members who achieved the status of REALTOR® Emeritus from the National Association of REALTORS. This honor was extended to those dedicated REALTORS® who have held Association membership for 40 or more years. It was created to recognize these members' longstanding dedication and service to the real estate industry. The 2014 members who were honored were: Noelle M. Barbone, Carolyn C. Eagan, Helen Gleason, James D. Hay, Betsy Ingersoll, Brian A. Jordan, Kathleen McMichael, Francis J. Puleo, Barbara Rose, Carolyn L. Sabatelli, Ann B. Shaud, William W. Shinn, Jr., Kenneth R. Styer, and A. Graham Wagner. During the presentation, SWRA Chairman Joe Sheehan offered the Association's gratitude for their many years of support, commenting to the recipients, "we hope you reflect on your years of service with a sense of pride and satisfaction in helping many local consumers realize their dream of home ownership".

■ **Results of the 2015 Board of Directors Election & Bylaws Referendum** - Beginning September 25, SWRA REALTOR® members had the opportunity to vote for their representatives on the 2015 Board of Directors. To recap, there were four (4) REALTOR® Director and that were being contested. The membership was provided a slate of ten (10) REALTOR® candidates of which they could cast ballots via mail, online or in-person at SWRA events up to and including the Annual Membership Meeting. The four candidates that were elected are as follows (listed alphabetically): David Bershad; Jennifer D'Amico; Stephen D'Antonio; and Susan Manners. These individuals join 2015 Chairman Dave Ashe, Christina Cardone, Barbara Margolis, Mike McGee (Affiliate), Dennis Morgan, Leann Murphy and Joe Sheehan on the Suburban West Board of Directors for next year. Additionally, members had the

opportunity to vote "Yes" or "No" to two proposed amendments that would remove the requirement that future elections and bylaws referendums be mailed via postal service and replaced with an a required electronic delivery (i.e. email) to all REALTOR® members with an Opt-in option for members to receive the ballot or referendum by mail. Both proposed changes to Suburban West's Bylaws were approved by the membership. f service with a sense of pride and satisfaction in helping many local consumers realize their dream of home ownership".

## Industry

■ **Delaware County REALTOR® Victorious in State House Race** Jamie Santora was victorious in his PA State House race on Tuesday, November 4th, 2014. He will join an elite group of REALTORS® who serve in the General Assembly. Santora, a member of the Suburban West REALTORS® Association and broker of record for Moore & Ryan Real Estate in Broomall, was elected to fill the seat vacated by retired Rep. Nicholas Micozzie. "I look forward to proudly providing a voice for REALTORS® and consumers as a member of the Pennsylvania House of Representatives," said Santora.

## Memorial Notices

■ **Richard A. "Dick" Bryant III** passed away on August 22. Dick was a REALTOR® with Long and Foster in Newtown Square and was a member of the Association for 4 years. In lieu of flowers, contributions in Dick's name are requested to the Mesothelioma Applied Research Foundation ([www.curemeso.org](http://www.curemeso.org)).

■ **Rita C. Lamb** passed away on October 31. Rita was a REALTOR® with Berkshire Hathaway HomeServices Fox & Roach in Newtown Square and was a member of the Association for 34 years. Rita was the mother of REALTOR® Jeanne McCall-Bianco, also with Berkshire Hathaway HomeServices Fox & Roach in Newtown Square. In lieu of flowers, family requests contributions in Rita's name to The ALS Association, Gift Processing Center, PO Box 6051, Albert Lea, MN 56007 or St. Dorothy Church, 4910 Township Line Rd, Drexel Hill, PA 19026. ■

# Introducing the Housing Equality Center of Pennsylvania

The Fair Housing Council of Suburban Philadelphia has changed its name to the Housing Equality Center of Pennsylvania. This is the fifth name change for the nation's oldest fair housing council which got its start in 1956, before the days of fair housing legislation.

In the early years, the organization and its members actively lobbied for fair housing legislation, wrote to their legislators, spoke out to the community, published public service announcements and editorials in local newspapers and even appealed directly to President Lyndon B. Johnson. These individuals not only spoke out against discrimination, they urged neighbors to welcome African Americans into their communities and embrace integration, even at great risk to their own personal safety.

While fighting racial discrimination remains an important focus, today's efforts extend to combating all types of discrimination, including discrimination against people with disabilities, families with children, senior citizens, refugees and immigrants. As fair housing laws have passed and protections have expanded, the Housing Equality Center has responded by developing and adapting programming to fight the changing face of housing discrimination. And as more communities have recognized the critical need for community based fair housing programs, the service area has grown to include the City of Philadelphia, Lehigh Valley and communities throughout the Commonwealth of Pennsylvania.

With the new name also comes a bold new look and a state-of-the-art, mobile-friendly website: [equalhousing.org](http://equalhousing.org). The new website is easier to use and brimming with fresh, useful content and offers the following opportunities to interact with the Housing Equality Center:

- Sign up for fair housing news
- Register for an upcoming fair housing event or meeting
- Learn about fair housing laws
- Download guides, resources, fact sheets and fair housing guidance
- Report discrimination
- Request fair housing training

The agency has expanded the breadth and depth of its education programs over the last five years. Jim Berry, Executive Director said that "one of our organizational goals has been the prevention of discrimination through outreach and resources

for landlords, real estate professionals and local government officials."

Jim added that the new website and

brand gives the

Housing Equality Center the ability to establish a deeper connection in the communities it currently serves and help those struggling with fair housing issues in underserved communities throughout Pennsylvania.

The fair housing topics section of the new website is dedicated to information and resources on common fair housing issues including assistance animals, zoning compliance, reasonable accommodations for people with disabilities, occupancy restrictions and safety rules that impact families with children, new construction accessibility requirements, homeowners insurance, advertising and senior housing. On the resources page, visitors can request copies of fair housing publications and fact sheets for your clients, landlords, colleagues and staff. ■

*The work that provided the basis for this publication was supported in part by funding under a grant with the U.S. Department of Housing and Urban Development.*

*The Housing Equality Center is solely responsible for the accuracy of the statements and interpretations contained in this publication. If you have any questions, please contact the Housing Equality Center at (267) 419-8918 or [info@equalhousing.org](mailto:info@equalhousing.org). People with hearing impairments can dial 711 to connect using the Pennsylvania Relay Service.*





## Ensuring a Strong Foundation

David Weightman Offers Guidance on the Importance of Structural Assessment

**Please share with us your background and career track.**

As President of Downingtown Engineering Consultants, Inc. (DEC) and a resident of Chester County for 24 years I realize the importance of maintaining home property value. After working for 28 years, for various large engineering companies, I became an entrepreneur and founded Downingtown Engineering Consultants, Inc. in 2002. I am a licensed registered professional engineer in 13 states. DEC has been an Affiliate member of Suburban West for two years. In the past we have worked on large industrial projects, but since the devastation of Hurricane Sandy, I realized that there is a great need to provide homeowners with engineering services. Our goal is to assist homeowners to maintain the value of their homes and obtain goals of home ownership.

DEC has worked with clients whose home has serious structural issues. As a registered engineer I offer guidance for overcoming critical problems that may devalue a property. Some of the residential concerns we have solved include sagging roof framing, retaining walls, sagging floors, dry rot, termite damage, leaning chimneys, fire damage, fallen tree damage, cracked and bowed basement walls, and house lifting after flooding.

We work closely with architects who need structural assistance when making house modifications. Often home inspectors request potential buyers have a registered engineer complete a structural condition assessment. As structural engineers we determine if there should be a concern and if needed recommend a procedure for a repair. Typically a visual assessment is completed and when necessary a written report with sealed professional engineering comments are included. Frequently home owners are ready to place their home on the market but have a structural concern. We perform a site visit and help them to be in control of a situation before the "For Sale" sign goes up. A sensitivity to cost efficiency for repairs and modifications will further aid the process of moving forward. The results are helpful to either potential homeowners or home sellers for making well-informed decisions

**At the end of a busy day, how do you prepare yourself for the next challenge?**

I never stop learning. Researching new engineering techniques is fun for me. Staying informed by trying a new procedure that can save time and money for clients is always appreciated. My goal is to stay abreast of state of the art technology which makes for a quicker turnaround time if a written report is necessary. I do this by attending engineering seminars and personal study. Balance in my life is key for me in order to provide quality engineering. I enjoy volunteering for Good Works, spending time with family and friends, and my wife and I enjoy ballroom dancing.

Being a good engineer is my passion and it's a great feeling when you know that you were there when someone needed your help and give guidance to clients to make well informed decisions. ■



Downingtown Engineering Consultants

Providing  
**Structural Engineering  
& Design Services**

**David A. Weightman, P.E.  
President**

315 E. Lancaster Avenue  
Downingtown, PA 19335-2941  
[www.callDEC.com](http://www.callDEC.com)

Telephone: 610.873.7187  
Fax: 610.450.6582  
[dweightman@callDEC.com](mailto:dweightman@callDEC.com)

## GET YOUR HEALTH INSURANCE THROUGH THE ASSOCIATION'S PRIVATE INSURANCE EXCHANGE WEBSITE

ADVICE, ACCESS, ADVOCACY PROVIDED BY  
USI AFFINITY INSURANCE.

**For More Information:**  
<http://www.usiaffinityex.com/swra>



Suburban West  
REALTORS® Association  
100 Deerfield Lane, Suite 240  
Malvern, PA 19355

PRSR STD  
U.S. POSTAGE  
PAID  
PERMIT #566  
UTICA, NY

**ADDRESS SERVICE REQUESTED**



**Attention Members!**

**RPAC Protects Your  
Real Estate Career and  
Homeownership**

The REALTORS® Political Action Committee (RPAC) gives REALTORS® an influential voice on the issues that matter most to your industry and clients.

By identifying and investing in candidates who understand and promote policies that support the real estate industry, RPAC has helped elect a truly bi-partisan array of candidates to public office on a local, state and national level. Recently, RPAC-funded candidates helped to:

- Prevent a statewide 4% tax on real estate commissions
- Defeat efforts to increase the statewide real estate transfer tax
- Protect the federal mortgage interest deduction

Minimize your risk for the future and maximize your returns. Invest in RPAC today by calling 610-560-4800 or [www.suburbanwestrealtors.com/rpac.htm](http://www.suburbanwestrealtors.com/rpac.htm).

Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. Seventy percent of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal, thirty percent is sent to the National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal, it may elect to retain your entire contribution for use in supporting state and local candidates.

**RPAC** 