

REALTOR

July 2016 | www.suburbanwestrealtors.com

NEWS

LOCAL PROGRAMS HELPING MAKE HOMEOWNERSHIP A REALITY

Page 12

4

Communications
and Common
Courtesy

10

Model Ordinance
Faces Pushback

18

Overview of
Fair Lending





Experience the difference!!!



John H. Coneys
Branch
Manager



Ken Jordan
VP of
Lending



**Mason
Huddell**
VP of Lending



Bo Deforge
VP of Lending

John H. Coneys, CPA

Vice President, Branch Manager

610-322-4886

John.Coneys@FreedomMortgage.com

Freedommortgagenow.com/John-Coneys

Licensed in PA, NJ & DE

NMLS #183853

Bo Deforge

Vice President of Lending

610-368-1131

Bo.Deforge@FreedomMortgage.com

Freedommortgagenow.com/Bo-Deforge

Licensed in PA & DE

NMLS #183860

Mason Huddell

Vice President of Lending

610-842-7739

Mason.Huddell@FreedomMortgage.com

Freedommortgagenow.com/Mason-Huddell

Licensed in PA & DE

NMLS #183320

Ken Jordan

Vice President of Lending

610-996-9077

Ken.Jordan@FreedomMortgage.com

Freedommortgagenow.com/Ken-Jordan

Licensed in PA & DE

NMLS #183853

Has your prequalification turned into a denial halfway in the transaction?

Our up front pre-approval process is always thorough and addresses all areas of qualification so there are no surprises before closing.

In-house Underwriting!

In-house Processing!

In-house Closing!

We educate our borrowers every step of the way; with programs from FHA to Piggyback Purchase, VA to Jumbo Loans, first-time buyers to seasoned investors... whatever their needs, we offer the programs, great rates, and efficiency needed to close and close on time!

Let us put our expertise to work for you and your buyers today!



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

- Leann Murphy, ABR, Chairman
- Steve D'Antonio, SRES, Chairman-elect
- Barbara Margolis, GRI, Secretary-Treasurer

Directors

- Dave Ashe, GRI
- David Bershadt
- Christina Cardone, ABR, ePro, SFR
- Jennifer D'Amico, SRES
- Shannon Diiorio, ABR, GREEN
- Ken Enochs, Jr., GREEN
- Stefanie Ainge Hahn, SRES
- Susan Manners
- Margo McDonnell, CES

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. Tansey, 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

wadro@hotmail.com
202-669-8854

REALTOR

Volume 10 Issue 2 | July 2016

NEWS

Table of Contents

4Chairman's Message

6CEO Update

8PAR Pulse

10Legislative Front

11Professionalism Tips

12Homeownership Programs

18Fair Housing

19Real News

20Association Scrapbook

22Affiliate Spotlight

Advertise in REALTOR® News

Advertising is a great way to promote your business. Reach a member base totaling more than 5,000 real estate professionals. For more information or to reserve your space, contact:

Kristin Tornetta

Suburban West REALTORS® Association

610-560-4800

ktornetta@suburbanwestrealtors.com



Attention REALTORS®: Let's Communicate Better With One Another

For the past 13 years, Suburban West has been at the forefront of promoting professionalism in our industry. From the Platform to Professionalism Video to Continued Member Training (including topics like Beyond the Dotted Line, Responsible Real Estate in an Electronic World, Disclosures in Real Estate, Passing the Fair Housing Test) and our recent Professionalism Exchanges, we have made “raising the bar” a priority.

While I have seen significant strides in the conduct and behavior of colleagues, the old saying holds true that “Rome wasn’t built in a day”. Too often, I still see or hear of issues that you would think common courtesy would prevail. For example, do any of these situations sound familiar to you:

- A buyer tours a house that is showing on TREND as Active and falls in love with it. Buyer immediately decides to do an offer. Upon notifying seller’s agent an offer is being prepared seller’s agent advises an offer had been accepted and executed prior to showing. At this point buyer’s agent has invested time and buyers have invested not only time but emotions and buyers ask “why weren’t we told this was sold before we looked at it?” It only takes a minute to notify agents with pending showings that house is under contract which would show both professionalism and consideration.
- Agents not canceling a showing if buyers decide they don’t want to see it or time changes. Far too many times sellers and their family leave their home for a couple of hours only to find out buyers never showed up and buyer’s agent never canceled the showing.
- A seller’s agent receives a call from a buyer’s agent on a Saturday evening that they had buyers ready to submit an offer but they had three involved questions that would take some research to answer. The seller agent and their client’s worked on this until late Saturday evening and by 10:30 Sunday morning had sent very detailed response email. The email is not acknowledged on Sunday nor did follow-up emails and calls through the remainder of the week garner a response. Just a simple email indicating the buyers are no longer interested would have been sufficient. The sellers were very upset by lack of professionalism and said “we would be fired if we did this”.

The common thread to these issues is communication. I agree that we are all busy and communicating with fellow REALTORS® may not be a priority over the needs of your client. But this is a relationship business that requires as much emphasis on the REALTOR®-to-REALTOR® relationship as it does the REALTOR®-to-client relationship.

To help further address these issues, the latest professionalism initiative from Suburban West is the Common Courtesy in Communication Video Series. Two videos have already been released and more are on the way. The goal is to show how the little things in communicating can make a big difference in moving both the transaction and industry forward. View the videos at <http://www.suburbanwestrealtors.com/communication-video/>. ■

Leann Murphy
LEANN MURPHY, ABR
CHAIRMAN

Discover why over 17 million homeowners trust State Farm®.

With your new home comes new responsibilities – like protecting your new investment with the right amount of homeowners insurance. That's where we can help.

CONTACT AN AGENT TODAY.



Nancy Ellis, Agent
1515 West Chester Pike
West Chester, PA 19382
Bus: 610-692-4398
nancy.ellis.qwma@statefarm.com



Ryan Tyler, Agent
5581 West Lincoln Highway
Parkesburg, PA 19365
Bus: 610-857-0111
ryan.tyler.qwmd@statefarm.com



Mike Moyer, Agent
302 W State Street
Kennett Square, PA 19348
Bus: 610-444-5454
michael.moyer.stzr@statefarm.com

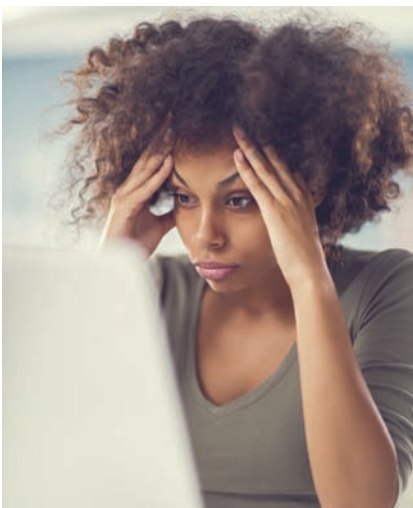
statefarm.com®



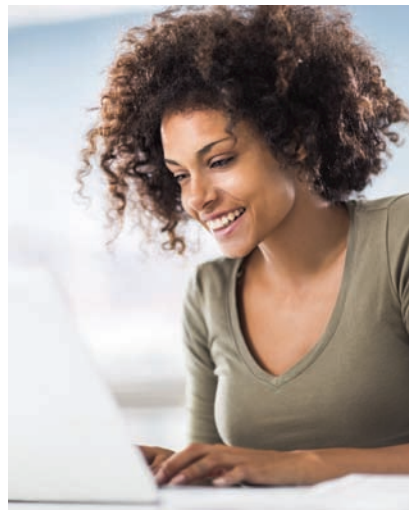
0907508.1

State Farm Fire and Casualty Company, State Farm General Insurance Company, Bloomington, IL

**Before contacting
the Tech Helpline**



**After contacting
the Tech Helpline**



Don't Get Frustrated by Technology!
Free Support is Just a Phone Call or Click Away
(800) 897-0873 or chat.techhelpline.com





Suburban West Helps to Strengthen Homeownership & Communities

Despite news reports over the past year that cast doubt over the value of homeownership versus renting, a survey last fall by NAR showed that more than eight in 10 Americans believe that buying a home is a good financial decision. The 2015 National Housing Pulse Survey also found that 61 percent of renters stated that owning a home is priority for their future.


This survey provides important context to the main feature stories of this issue – a focus on the local homeownership programs available in our market area. The region is flush with programs from to the city of Chester to Lower Merion to county-wide programs in Chester, Delaware and Montgomery. Many of these programs are the result of unique partnerships between governments, non-profits and businesses. And the common goal is simple, to encourage homeownership resulting in stronger communities.

Suburban West is also proud to do our part through two initiatives in 2016:

- The Association is once again sponsoring and presenting at the **Chester Home Buyers Fair**. Last year, over 75 attendees attended to learn about the home buying process, from programs to credit to home inspections. Suburban West hosted a booth and leadership provided a brief presentation on the important role that a REALTOR serves in helping navigate the transaction. This year's event is June 25th and the organization is gearing up to reaffirm our support to grow homeownership in Chester.
- The Association has received a **Placemaking Micro-grant from NAR to partially fund a playground installation in Herb Pennock Park in Kennett Square**. The Level 1 grant from the National Association of Realtors is in the amount of \$1,500. The \$90,000 playground installation is meant to revitalize and enhance the park, which currently features a walking trail and two baseball fields. The project will encourage families and all members of the Kennett Community to use this space. The Association has partnered with the Kennett Area Parks and Recreation Board as well as other organizations in the community on this project.

Suburban West is excited to help with these varied initiatives that have a common goal, to create and maintain strong communities through homeownership and local amenities. We thank both Chester and Kennett Square for including our organization in their continued efforts. ■

ANNE MARIE MATTEO, CAE, RCE
CHIEF EXECUTIVE OFFICER



**How Can You Remain
Relevant to Your
Clients?**

Fill in the Blanks . . .

E _ U _ATI _N

Education Opportunities from the Association of REALTORS® School

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
July 12, 19, 21, 26, 28 & August 2	Real Estate Investment (6-day Broker Course)	\$325.00
July 20 & 27	SRS: Seller Representative Specialist (at MCAR Office, Blue Bell)	\$235.00
August 3	Pricing Strategy Advisor: Mastering the CMA	\$159.00
August 17 & 18	SRES: Seniors Real Estate Specialist	\$365.00
August 23, 30, and Sept. 6, 13 & 20	Real Estate Office Management (at MCAR Office, Blue Bell)	\$325.00

Learn More at : suburbanwestrealtors.com or call 610-560-4800



EDUCATE YOURSELF ★ INVEST IN YOUR ASSOCIATION

30,000 Voices Strong

By David Brant, GRI (District 2 Vice President)

During this very “interesting” political season, PAREaltors® approach of being “at the table” regarding ongoing issues that affect our business becomes all the more important. With the results of this election cycle so uncertain, maintaining our long-term strategy of constantly reinforcing the value of including real estate professionals to achieve solutions is essential.

We find that key leaders do turn to us when they are ready to actually get something done. Whatever the outcomes may be, there is certainly an expanded audience for our efforts - more of a reach across a variety of spheres of influence.

All of us can play a part, but the familiar call to “get involved” can seem impossible to do with the market so active at this time of year. We hesitate to commit more time because we are so busy. Nevertheless, most REALTORS® who are naturally involved in their communities have valuable information and connections that can benefit our overall industry.

Through our business practice and our participation in local issues, we are in touch with “happenings” that affect homeownership and private property rights - our overall, collective focus as PAREaltors®. Furthermore, communicating what we know and observe is critical to helping those with an interest in real property, and thereby our business.

It does matter and does make a difference. For instance, at recent meetings across the state, it has been pointed out that our collective voice and swiftness to react is crucial to our success. Critical opportunities and threats suddenly arise, such as proposed ordinances and new local initiatives that directly affect our business. We can all make a difference by notifying others at PAR, as well as at Suburban West. Check out parjustlisted.com for a variety of ways to share information and to receive timely updates on matters that affect our work.

Another easy way to get involved is by answering calls to action. Simply text REALTORS to 30644 and you will be part of our mobile alert system. Help our fellow PAREaltors® to “influence the influencers” by responding quickly and in force as the needs arise.

Through our collective voice, we strengthen the end result that matters - spreading the message that property owners are extra protected when they turn to real estate professionals. ■



**QUALITY SEPTIC
INSPECTIONS YOU CAN
TRUST.**

100% Customer Satisfaction
Guaranteed

Ask about our 1 year warranty

610-384-6005

eldredgeseptic.com



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.

High-touch services to improve your productivity and lower your risk:

- 1 Unmatched education**
- 2 Essential technology offerings**
- 3 Easy access to experts with answers**

SUBURBAN WEST REALTORS® ASSOCIATION
PROFESSIONALISM • INTEGRITY • SERVICE

www.suburbanwestrealtors.com

Cheltenham Township's Model Ordinance Faces Predictable Pushback

By Jamie Ridge, Suburban REALTORS® Alliance President/CEO

For the past several years the Suburban REALTORS® Alliance has been on a mission to educate municipalities and the public about the shortcomings of “point-of-sale” (POS) property maintenance ordinances. POS ordinances mandate intrusive government code inspections and potentially costly repairs at the time of a home sale. Despite the significant bureaucratic red tape and added expense these ordinances can create, they do very little to improve overall property maintenance because only about one percent of residential real estate is sold in a municipality each year.

For all these reasons, our staff and board of directors enjoyed a moment of celebration recently when we learned that Cheltenham Township was planning to adopt an ordinance that clearly recognized the fallacy of point-of-sale inspections. The ordinance, which would create a uniform system of sewer lateral inspections and repairs over the next eight years, is part of an effort to correct a significant “inflow and infiltration” issue that has recently plagued the township’s 90-year-old sewer system. Inflow and infiltration (I/I) of stormwater into the system occurs when old clay and cast iron pipes are damaged by tree roots, shifting earth, and the normal deterioration that takes place over many decades.

Why should this problem concern residents of Cheltenham or any other municipality? First, the township – and many other municipalities in the region – are under serious pressure from the PA Department of Environmental Protection (DEP) to correct I/I issues that threaten to contaminate important water supplies. This pressure includes Consent Orders and financial penalties. Second, the unnecessary treatment of clean storm water by municipal sewer plants is costing taxpayers millions of dollars each year in southeastern PA. This money – a waste of taxpayer resources – is literally going ‘down the drain.’ Finally, I/I can lead to an overcapacity at municipal sewer plants which ultimately results in system failure, ie: raw sewage backing up into homes, and/or finding its way into ground water, nearby lakes and streams.

A Commendable Plan Meets a Predictable Roadblock

Cheltenham’s proposed solution for this problem – a sewer main and lateral inspection and repair program stretched over eight years – is exactly the type of remedy that should be a model for all southeastern PA municipalities facing similar infrastructure issues. But unfortunately, the township has hit a significant roadblock to implementing this model plan – public outcry. Because the Cheltenham ordinance would require the repair of damaged sewer lateral lines, which are the responsibility of individual homeowners, many residents are opposed to the plan. This opposition has arisen despite the township’s best efforts to make any potential repairs as affordable as possible, including working with local banks to line up low-interest loans, engaging a company that provides insurance for sewer and water line damage, and conducting the lateral inspections for free.

The township’s reaction to this opposition has been sadly predictable so far. After postponing a scheduled hearing on the ordinance, Cheltenham officials have announced they are considering a revised plan that would require a sewer lateral inspection and repair when a “property is sold or transferred.” Unfortunately, using the “point-of-sale” method of enforcement would delay the necessary repairs to the sewer system for decades.

Just Stick to the Plan – Please?

As the original Cheltenham draft ordinance recognizes, any effort to repair our aging sewer infrastructure in southeast Pennsylvania must be comprehensive. Rather than needlessly delaying critical repairs through point-of-sale inspections, municipalities must focus their efforts on community-wide programs that take advantage of economies of scale, ie: Cheltenham’s plan.

Ever the optimists, we are hopeful that once Cheltenham officials have a little more time to consider the repercussions of putting off this critically important work, they will press forward with the original sewer inspection ordinance. Given the considerable planning that has gone into this effort, and the remarkable transparency in which it has been presented to township residents to date, it would be a shame to settle for anything less. ■



Social Media Posts That Get You in Trouble

By Melissa M. Kellog

It's often misunderstood how the Code of Ethics extends to how you conduct yourself online. What you wouldn't say or do in front of someone, you also shouldn't do on social media and other online platforms. In general, any guideline for offline behavior applies to online as well.

But real estate professionals often let their guard down online, making the mistake of treating their communications on social media as casual conversation and forgetting that there are guidelines to uphold in that space as well, says Carolyn D'Agosta, GRI, broker-owner of Carolyn D'Agosta and Associates in San Diego and 2016 chair of NAR's Professional Standards Committee.

A major misconception is that comments made in Facebook groups and other online forums are private. That's often not the case, says Ginger Wilcox, chief industry officer for online mortgage servicer Sineo who has trained REALTORS® on the Code. It's up to the group administrator to set the privacy settings of the group, so you should never assume comments you make in groups aren't viewable by the public. When practitioners discuss commissions or working with difficult agents in Facebook groups, they're potentially running afoul of the Code and risking exposing their behavior publicly. Even if the group is private, a fellow member could take a screen shot of the conversation and file an ethics complaint against you, Wilcox warns.

So what kinds of comments or posts should you be wary of making online? Here are some common hazards that get professionals into trouble (read about the specific Articles mentioned below at NAR's Code of Ethics page):

1. Venting about another agent.

This is a common subject to come up in relation to the Code, says Katherine Lawton, NAR's manager of Professional Standards and Administration. It's not smart to air your frustrations about a colleague online because it could violate Article 15, which prohibits REALTORS® from making false or misleading statements about other real estate professionals related to transactions or business practices. You can also get into trouble in blog comments by suggesting another agent's client take a negative action against that agent, D'Agosta warns. For example, responding to a frustrated seller by saying "Fire your listing agent and I'll help you" can easily become an ethics violation.

2. Sharing another agent's listing.

Retweeting or sharing another agent's listing on your own social media timeline could constitute an improper advertisement of their listing. This commonly happens when agents visit an open house and, after leaving, post about it on their feeds. You cannot engage in any practice that is inconsistent with exclusive-representation agreements that practitioners have with their clients, states Article 16. Lawton recommends getting the listing agent's permission — a verbal agreement is fine — before sharing anything about their listing online.

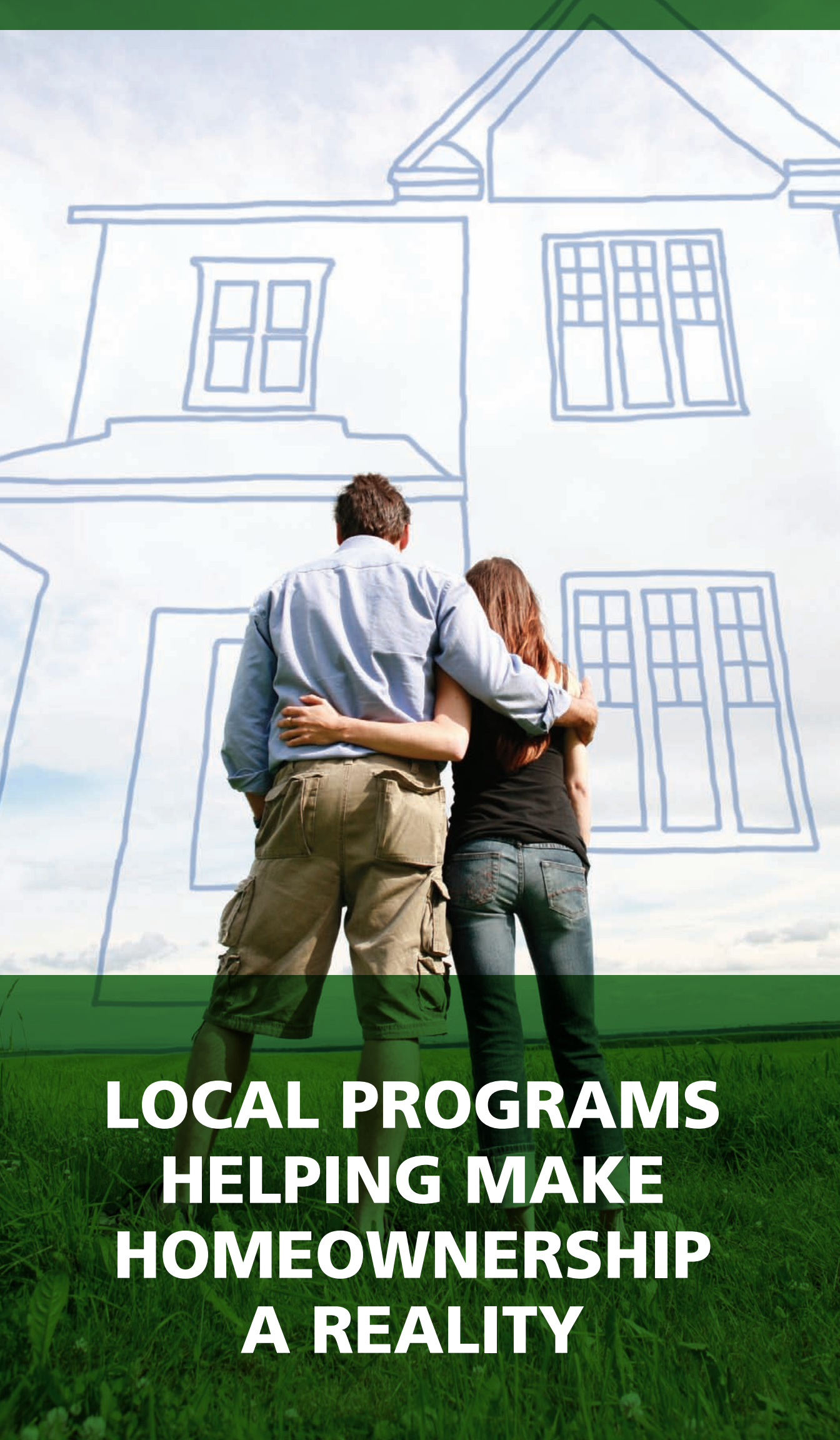
3. Watch what you share on personal accounts.

Many agents have Facebook business profiles that note their role as a real estate professional and the company they work for. That generally satisfies the requirement of Article 12, Standard of Practice 12-5, that REALTORS® must clearly identify themselves and their company when advertising online. But your personal Facebook profile may not include such details, and if you post listings or other advertorial material on that page, you could be violating the Code. Bruce Aydt, ABR, CRB, senior vice president and general counsel for Berkshire Hathaway HomeServices Alliance Real Estate in St. Louis, says it's not always clear when a post constitutes advertising. His rule of thumb is that if you're in doubt, include a link in the post to a webpage that displays your company's logo prominently. That's especially important on Twitter because you often can't fit the name of your company in each tweet.

4. Commiserating on commissions.

A common topic that comes up in real estate-related Facebook groups is commissions. If someone is complaining about a commission they received and asking for feedback, it can be tempting to spill your own experience. But aside from it being in poor taste, you could be revealing confidential financial details about your client if you speak in too much detail about a commission, Wilcox says. Article 1, SOP 1-9, requires REALTORS® to preserve the privacy of confidential information about their clients even after the end of their business relationship. You would need their permission first before revealing such details publicly in order to avoid an ethics violation.

Continued on page 22



**LOCAL PROGRAMS
HELPING MAKE
HOMEOWNERSHIP
A REALITY**

UNDERSTANDING THE BASICS OF AN EMPLOYER ASSISTED HOUSING PROGRAM

Michael J. McGee, CAE, Executive Director Riverfront Alliance of Delaware County

The Riverfront Alliance of Delaware County is a local non-profit with a mission of serving as the catalyst for economic development along the Delaware County waterfront. An organizational goal is to increase the rate of homeownership because we believe homeowners have a vested interest in their community and will take better care of their properties.

Several of our member organizations have supported this priority by establishing an Employer Assisted Housing benefit. Quite simply, the employer provides financial resources to help the employee with down payment and closing cost assistance to purchase their primary residence in the City of Chester, subject to internal eligibility requirements. This creates a “win-win” for both the employer and employee, given the employee’s close proximity to the workplace, and stabilization of surrounding neighborhoods.

As an example, Crozer Keystone Health System and Widener University both offer \$5,000, in the form of a forgivable loan, if the employee purchases a home in a designated area of the City. Other Chester based employers offering similar programs include Health Mats, Harrah’s, DELCORA, and the Chester Water Authority.

Steve Eckell of Long and Foster in Media is a program proponent. “I have used the program many times when selling new construction developments. It’s a great program and affords a buyer the opportunity to become a homeowner and build equity.”

Often, closing costs assistance provided by the employer can be augmented by state, county, or local funds, depending on the income level of the purchaser. In addition, the Pennsylvania Housing Finance Agency (PHFA), and often local banks, has programs where potential buyers may qualify for reduced interest rates or fees offered to first time homebuyers, or low and moderate income purchasers.

“The program is terrific for a first time homebuyer, particularly if they are eligible for other programs. A buyer can receive up to \$5,000 in down payment matching funds and another \$5,000 in closing cost assistance. In all, a buyer can receive up to a total of \$10,000 to purchase a home,” noted Eckell. An FHA loan typically is 3.5% down payment and with the matching funds a buyer would have 7% equity.”

While not necessarily a requirement for the employer benefit, many buyers are also offered the opportunity to go through credit or home buyer counseling services. Amy Denardo of Artisan Realty in West Chester, who assisted a Widener employee with their purchase, echoed the importance of client education. “The program offers not only cash assistance with the purchase, but also education about the home buying process and help when there are credit issues. So even if there is questionable credit, the program is a great place to start making homeownership a reality.”

If you are working with a client who is interested in purchasing in the City, the following steps should be taken prior to signing an agreement of sale:

- If you are just beginning the home buying process with your client, we can help direct them pre-purchase counseling to assist those might need to repair credit or build savings.
- Call Lisa Gaffney at the Chester Economic Development Authority. She will be able to identify resources available to your client;
- Have your client check with their human resource department to determine whether there is an Employer Assisted Housing program, and what paperwork needs to be completed;

- In addition, PHFA has a fantastic online resource that will show which employers offer an Employer Assisted Housing benefit, as well as other options available to purchasers. This can be found at http://www.phfa.org/consumers/homebuyers/employer_assisted_housing.aspx

For more information about our program, or if you would like us to visit your office, please contact me at 610-499-7534.

NONPROFIT AGENCY OFFERS PROGRAMS FOR FIRST TIME BUYERS IN CHESTER COUNTY

By Nancy Frame, Executive Director of The Housing Partnership of Chester County

The Housing Partnership of Chester County (HPCC), a 501(c)(3) nonprofit, community benefits organization, was founded in 1988 by a group of concerned citizens, under the auspices of the Community Service Council of Chester County to serve low-to-moderate income individuals and families. Over the years, the number of programs and service offered by HPCC has increased to meet client needs – all in keeping with the mission of the organization. Programs include: First Time Home Buyer, Senior Citizen Home Maintenance, Credit & Budget Counseling, Know Your Money (Money management and financial literacy for young adults), Access Modifications, and Housing Rehabilitation.

First Time Home Buyer Program (FTHP)

The FTHP program assists qualified low-to-moderate income individual and family applicants purchase a home in Chester County. Properties must be existing or new construction single family homes within the County, be detached, semi-detached or condos, meet HUD standards, and have a sale price within current HUD limits. Buyers must be 18 or older, the gross household income must be at or below 80% of median (as set by HUD for the Philadelphia Metropolitan Area), subject property will be the primary residence, clients are required to secure a 30 year fixed rate mortgage and not have owned a home in the past three years or be a displaced homemaker. Qualified buyers are required to attend a one-on-one budget planning session, a 5 hour pre-purchase workshop and a 2 ½ hour Credit Improvement & Foreclosure Prevention workshop before signing an agreement of sale.

The Housing Partnership of Chester County (HPCC) has conducted well over Five Hundred FTHP classes and over 4,000 participants have received counseling. The FTHP has produced approximately 400 settlements totaling nearly \$3,000,000 of assistance. Over the past twenty-five years, Chester County has experienced enormous growth in the number of businesses and corporations that have located within the area. Subsequently, the need and demand for affordable homes in the County is greater today than it was in 1988 when HPCC was founded. The relevance of the FTHP program and related counseling has paralleled this fact. Banks, lending institutions, government agencies and other nonprofit organizations continually refer clients to HPCC specifically to attend FTHP classes. The County's own Landscapes 2 Action Plan and most recently the Vista 2025 plan calls for measures to mitigate the affordable housing gap and references HPCC as the preeminent organization addressing this issue.

Pre-Purchase & Anti-Predatory Counseling

HPCC continues to help clients avoid credit problems and the threat of foreclosure through this counseling program. The Pre-Purchase sessions are one-on-one with the client at which time income, savings, tax returns and general household information is reviewed. Credit reports, current debt and any derogatory credit reports are reviewed and instructions on how to improve credit, payments and account disputes are given. This program also helps participants create plans to reduce spending, reduce/eliminate debt, develop a house-

hold budget and become ‘credit worthy’. Also discussed are clients’ housing goals, needs and realistic, target purchase price ranges. Each class includes study materials and, upon completion, a counseling class certificate (required by certain lenders) is issued.

Credit & Debt Counseling are one-on-one sessions that assist clients who are working towards improving credit worthiness for homeownership, rental approval, employment, loans and basic financial stability. This program is also used for client referrals from Chester County’s subsidized senior living facilities prior to housing applications being approved.

The Anti-Predatory / Foreclosure Prevention workshops help participants prevent and remedy existing and future credit problems by teaching them how to understand credit scoring and credit reports. Another objective of this program is to increase employment, rental, and home purchasing opportunities as well as the prevention of foreclosures. Included in the course material is information regarding consumer awareness of the types of predatory lending and how they can be avoided. Each program participant is given pertinent materials produced by Pennsylvania Housing Finance Agency, Federal Trade Commission, Federal Reserve Bank of Philadelphia, Pennsylvania’s Department of Banking, Pennsylvania Office of the Attorney General, United States Attorney for the Eastern District of Pennsylvania, and Consumer Action.

The Housing Partnership of Chester County is located at 41 W. Lancaster Ave., Downingtown, PA., and can be reached by calling 610-518-1522 and online at www.housingpartnershipccc. ■

OVERVIEW OF LOCAL HOMEBUYER AND HOMEOWNER PROGRAMS IN THE REGION

By Steve Farace, Association Staff

Delaware County

Homeownership First Program – Joint effort between Delaware County Office of Housing and Community Development, Media Fellowship House and Chester Community Improvement Project.

Overview – Provides counseling and up to \$5,000 in down payment and closing costs to qualifying first time homebuyers purchasing a property in Delaware County. The assistance takes the form of a 0% interest loan that is only repayable upon sale or transfer of the property and is forgiven after five (5) years if the property is located in a Revitalization Area. NOTE: Residents of Chester City and Upper Darby should contact their local officials to determine the availability of homeownership programs in their communities.

More Information – Contact the Chester Community Improvement Project at 610-876-8663 or Media Fellowship House at 610-565-0434 for more information.

Upper Darby Township First Time Homebuyer Program – Provided by the township since 2001 and funded through the Community Development Block Grant Program

Overview – Offers a maximum of \$6,000 for closing payment assistance to qualified buyers (based on Federal government-set requirements) towards the purchase of a home in Upper Darby. Township assistance is based on the amount/gap between maximum amount a mortgagee will lend and the total purchase price. A 3% down payment is required by the buyer.

More Information – Contact Upper Darby township at 610-353-5555 for more information or log on to http://www.upperdarby.org/Gov/Community_Development/FTH_Guidelines.html.

Chester Homebuyers Assistance Program (HAP) – Joint program between the Chester Community Improvement Project and the Chester Economic Development Authority

Overview – Eligible homebuyers could qualify for up to \$10,000 in down payment and closing assistance funds to purchase a home in the city of Chester. The program will provide 50% of the down payment (maximum \$5,000) needed to purchase a home and up to \$5,000 in closing costs as a 0% interest loan.

More Information – Contact the Chester Economic Development Authority at 610-447-7850 for more information or log on to <http://www.cciphousing.org/wp-content/uploads/2015/01/HAP-Program-Summary-2014-5-2014.pdf>.

Housing Rehabilitation Loan Program – Provided by the Delaware County Office of Housing and Community Development

Overview – Provides qualified low and moderate-income homeowners with 0% deferred loans up to \$15,000 for major system repairs. Cosmetic improvements are not permitted. Special repayment terms are available for households located in the County's Revitalization Communities. NOTE: Residents of Chester City and Upper Darby should contact their local officials to determine the availability of rehabilitation programs in their communities.

More Information – Contact the Delaware County Office of Housing and Community Development at 610-891-5425.

Chester County

First-Time Homebuyers' Program – Provided by the Housing Partnership of Chester County

Overview – Provides counseling and up to \$5,000 for purchase of a home in Chester County Delaware County. The assistance takes the form of a 0% interest loan. A prospective buyer must have at least \$1,000 towards the purchase of a home plus two (2) months reserves by settlement.

More Information – Contact the Housing Partnership of Chester County at 610-518-1522 or log on to <http://www.housingpartnershipcc.com/first-time-home-buyer-program.html>.

Housing Rehabilitation Program – Provided by the Housing Partnership of Chester County

Overview – Provides help for low to moderate-income homeowners to correct local violations in their homes, including structural, plumbing, heating and electrical problems. The maximum amount of funding per single family dwelling is \$25,000.

More Information – Contact the Housing Partnership of Chester County at 610-518-1522 or log on to <http://www.housingpartnershipcc.com/housing-rehabilitation-program.html>.

Senior Citizen Home Maintenance Program – Provided by the Housing Partnership of Chester County

Overview – Provides assistance to homeowners who are age 65 or older with moderate home repairs and modifications such as roof, minor plumbing, flooring repairs and general repairs that may improve the physical functioning of elderly inhabitants. The maximum amount funding per single family dwelling is \$4,500.

More Information – Contact the Housing Partnership of Chester County at 610-518-1522 or log on to <http://www.housingpartnershipcc.com/senior-citizen-home-maintenance-program.html>.

Home Repair Program – Provided by Good Works, Inc. and Good Neighbors, Inc. – non-profit Christian Ministries in Chester County with funding from the Chester County Department of Community Development

Overview – Makes home repairs for homeowners who cannot afford to pay for the repairs themselves. The estimated cost of repairs is generally under \$5,000 per household served.

More Information – Contact Good Works (Coatesville) at 610-383-6311 or Good Neighbors (Kennett Square) at 610-444-1860 or log on to <http://www.chesco.org/DocumentCenter/View/16254>.

Montgomery County

Montgomery County First Time Homebuyers Program – Provided by the Montgomery County Department of Housing and Community Development

Overview – Provides counseling and assistance up to a maximum of 10% of the estimated affordable sales price of a home (not to exceed \$10,000) for participants. The grant has an interest rate of 0% and the participant must have a minimum of \$3,000 in liquid assets at the time of application.

More Information – Contact the Montgomery County Department of Housing and Community Development at 610-278-3540 or log on to <http://www.montcopa.org/442/Homebuyers-Program>.

Lower Merion Affordable Home Purchase Program – Provided jointly by Lower Merion Township, Lower Merion Affordable Housing Corporation and Genesis Housing Corporation

Overview – Provides 0%/15 year-term second mortgage for the difference between sales price of property & mortgage. The applicant must be approved for the full purchase price of the home and is required to contribute \$3,000 toward the property and closing costs.

More Information – Contact the Genesis Housing Corporation at 610-275-4357 for more information.

Lower Merion Residential Rehabilitation Program – Provided by Lower Merion Township

Overview – The Township Of Lower Merion Offers a residential rehabilitation program for owner occupied properties. Based on income eligibility, funding is provided under the Community Development Block Grant (CDBG) program from the Department of Housing and Urban Development. Typical repairs include: New roof; Upgrade electrical system; Plumbing; Carpentry; Heating system, Masonry; and much more.

More Information – Contact John Ventre, Community Development Inspector, at (610) 645-6118; or Georgine Slattery at (610) 645-6115 for more information. ■

An Overview of Fair Lending for Real Estate Professionals

Before automated underwriting and vertical integration, early bankers and investors/lenders mitigated their risk by principally lending money to wealthy borrowers and royalty. Loans were typically not given for more than half of the value of the collateral. Lenders relied upon principal and interest payments as their primary sources of revenue. As the mortgage lending market has grown over the past two centuries, it was not until 1968 in the United States of America, with the passage of the Fair Housing Act, that those who historically have not had access to credit were protected by law from housing discrimination.

Overview of Fair Housing Act

SECTION 3604 Fair Housing Act, as amended prohibits housing discrimination based upon seven federally protected classes: race, color, religion, national origin, sex, disability and familial status. The Act prohibits housing providers from discriminating against these protected classes by:

- Refusal to Sale or Rent Housing
- Misrepresenting Availability of Housing
- Different treatment in “Terms & Conditions”
- Advertising
- Other Related Real Estate Transactions -- Lending
- Otherwise make housing unavailable – i.e., Insurance

Overview of Mortgage Lending Prohibitions Under the Fair Housing Act, as Amended

SECTION 3605. Discrimination in residential real estate-related transactions (a) In general, [i]t shall be unlawful for any person or other entity whose business includes engaging in residential real estate-related transactions to discriminate against any person in making available such a transaction, or in the terms or conditions of such a transaction, because of race, color, religion, sex, disability and familial status.

(b) “Residential real estate-related transaction” defined [a]s used in this section, the term “residential real estate-related transaction” means any of the following: (1) The making or purchasing of loans or providing other financial assistance -(A) for purchasing, constructing, improving, repairing, or maintaining a dwelling; or national origin.

Warning Signs for Consumers

SECTION 3604 Fair Housing Act, as amended prohibits housing discrimination based upon seven federally protected classes: race, color, religion, national origin, sex, disability and familial status. The Act prohibits housing providers from discriminating against these protected classes by:

- Making unavailable loans or other financial assistance to secure a dwelling
- Refusal to provide information regarding loans, application requirements, procedures or standard for the review and approval of loans or financial assistance
- Providing inaccurate information regarding loan products
- Using different policies, practices, or procedures in evaluating creditworthiness in connection with loans
- Providing different or inaccurate information with regard to home appraisals

How the Housing Equality Center Pennsylvania can Help?

The Housing Equality Center of Pennsylvania (HECP) is a full service Fair Housing organization addressing fair housing and fair lending issue throughout our service area. HECP is free resource that can assist those who believe they have experienced discrimination in violation of the Fair Housing Act of 1968 as amended as well as ECOA, RESPA, TILA and other fair lending laws. www.equalhousing.org ■

If you have any questions about the topic covered in this column or if there is a topic you would like to see the Housing Equality Center of PA address in the next column, please contact us at (267)-419-8918 or info@equalhousing.org



Association

■ **Suburban West Honored With the Delaware County Prevention Partnership Award** - In late April, the Suburban West REALTORS® Association was honored as one of the recipients of Delaware County's Prevention Partnership Award, which recognizes members in the community who have worked to help diminish drug and alcohol abuse and misuse. Suburban West Chairman Leann Murphy, Designated REALTOR® Ray McKinney and Suburban West CEO Anne Marie Matteo accepted the award on behalf of the Association. As a part of our efforts to educate all of our REALTOR® members in Chester and Delaware counties and the Main Line on this important issue, Suburban West has developed resources including client materials and FAQ that members can access as part of our Safety Resource section of the website. Additionally, the three counties in Suburban West's primary membership area all have launched prescription drug disposal programs, outlined in their respective brochures/flyers: Chester County, Delaware County and Montgomery County.

■ **Suburban West REALTOR® Guy Matteo, Inducted to National RPAC Hall of Fame** - During May's NAR Legislative Meetings in Washington DC, the National REALTORS® Political Action Committee (RPAC) inducted Pennsylvania Association of REALTOR® members into the Hall of Fame. We are proud to announce that Suburban West REALTOR®, Guy Matteo, was inducted having made lifetime investments of more than \$25,000 to RPAC. "I've invested in RPAC and will continue to do so to insure the dream of homeownership and all its benefits are available to all for many generations to come," said Matteo. "RPAC is truly an investment in the present and the future dream of homeownership. RPAC helps preserve the mortgage interest and real estate tax deductibility and many other key benefits for current and future homeowners."

Industry

■ **Revised Seller Disclosure Released in Early April** - On April 8th, a revised Seller Disclosure was released featuring a significant change regarding Homeowners Associations is the addition of four questions in section 3(D). If the property is a part of a condominium, planned community or other homeowner association the seller is asked to provide the name of the community, a contact name, mailing address and telephone number. The other change involved moving the definitions and list of exemptions to the first page. The entire first page of the disclosure is now informational. The content is crucial to the client's understanding of the form. The information found here is important for both buyers and sellers. Finally, a word about exemptions: keep in mind that an exemption to the Seller Disclosure law means that the seller is exempt from completing the seller disclosure form. However, all sellers, even those exempt from completing the form must still disclose what they know about the property.

Memorial Notices

■ **Suzanne M. DeChambeau** passed away on April 17th. Sue was a REALTOR® with Long and Foster in Collegeville and a member of the Association for 27 years. In lieu of flowers donations in Sue's memory may be made to Easter Seals Southeastern Pennsylvania, 3975 Conshohocken Ave, Philadelphia, PA 19131.

■ **Delphine "Dell" Kean-Finney** passed away on June 1st. Dell was the past president of the Chester County Association of REALTORS® in 1998. She was the wife of former member and past PAR president, Steve Finney. Dell has requested that memorial tributes be made to Penn Medicine Development - Abramson Cancer Center, 3535 Market St. #750, Philadelphia, PA 19104 in her name; Delphine C. Kean

■ **Matthew A. DeNucci III** passed away on June 3rd. Matt was a REALTOR® with RE/MAX Preferred in Newtown Square and was a member of the Association for 10 years. In lieu of flowers, donations are requested in Matt's memory to The Leukemia and Lymphoma Society, 100 N. 20th St., Suite 405, Philadelphia, PA 19103. ■

Association Scrapbook

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

Happy Hour and Affiliate Expo – March 23 (Tague Design Center, Malvern)



SWRA Affiliate Member Michele Hertzog poses with REALTOR® member Mark Beekman at the Affiliate Expo after speaking about her inspection company. This event is the premier opportunity for Affiliate members to meet face-to-face with REALTORS®.



REALTOR® members mingle around sponsor booths at the Happy Hour and Affiliate Expo. Approximately 130 members were in attendance for the 5th Annual Event.



(L to R) REALTORS® Andrea Smith, Vince Range and Mark Reale are photographed at the Expo. REALTORS® and Affiliate members enjoyed complimentary beer and wine courtesy of Affiliate Member (and host) Katie Connor of Tague Design Center.



(L to R) Bob Frame, Bill Worthington and B.J. Barrett pose in front of his waterproofing systems booth at the Affiliate Expo. 25 Affiliate members and their respective companies exhibited at the event.

It's Mathematical Competition Awards – April 7
(Conestoga High School, Tredyffrin)



The interscholastic "It's Mathematical" Competition held its finals on April 7 at Conestoga High School. Pictured is one of the winning teams, Conestoga High School, with REALTOR® member volunteer Steve D'Antonio. Suburban West has sponsored the awards for this competition for many years.

Fair Housing Proclamation - April 13
(Delaware County Government Center, Media)



On April 13, Suburban West was recognized by the Delaware County Council for its support of Fair Housing as the Council marked April as Fair Housing Month in a resolution. Chairman Leann Murphy represented Suburban West during the presentation. April marked the 48th anniversary of the 1968 landmark Fair Housing Act.

Agreement of Sale & Related Addenda Class – May 10 (Springfield Country Club, Springfield)



Students are dialed in to a discussion on the value of understanding and explaining the contract to the success of the transaction during the MCE class Agreement of Sale and Related Addenda. During the From June 1, 2014 through May 31st, 2016, over 4,000 licensees attended a cumulative total of nearly 60,000 hours of continuing education courses at the Association of REALTORS® School.



Instructor (and REALTOR® member) Judith Alignan reminds students how the Agreement of Sale helps agents with their legal and ethical responsibilities. The Association of REALTORS® School conducted 280 classes during the 2014-2016 renewal cycle, including classes at offsite locations like the Springfield Country Club.

New Member Orientation – June 3 (SWRA, Malvern)



New Suburban West REALTOR® members participate in the "Bingo" ice breaker at New Member Orientation. This opening exercise demonstrates the importance of establishing relationships in the business and how Suburban West provides opportunities to meet REALTORS® throughout the area.



REALTOR® and SWRA Board Member Christina Cardone welcomes new Suburban West REALTOR members to the organization. Christina is one of many veteran members who volunteers to talk about their beginnings in the business, the value they've received from Suburban West tools and services and to answer questions of attendees.

Broker Breakfast – May 6 (Overbrook Golf Club, Bryn Mawr)



Over 20 broker-owners and managers were in attendance for the Main Line-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.

C/I Investment Exchange – June 10 (SWRA, Malvern)



Presenter Jennifer Houghton takes questions on the state of commercial development in the Philadelphia suburbs during the Commercial/Investment Exchange. These monthly meetings provide both commercial practitioners and residential practitioner's insights into the local commercial market and the ability to present "haves" and "wants" of clients.



What Down Payment is Right For Your Client

Ray Campbell discusses the importance of discussing down payment options with your client

Ray Campbell is a branch manager for Academy Mortgage in West Chester. Ray has been an active member of Suburban West since joining earlier this year and will be the presenter for the July 13th Starbucks Morning session, “FHA Myth or Not – Property Requirements”.

Please share with us your background and your career track.

I have been in the mortgage business for 12 years. I began my career as an individual loan officer, then partnered with one of the top origination teams in the country for 4.5 years. As an individual loan officer after leaving the team, and while originating and building my own team, I also structured a workflow that cleaned up file quality and reduced overall turn times to an average of 25 days for a loan in process for our Western Regional Corporate office. From there I had an opportunity to move from AZ to PA and start opening branch locations. I just expanded with Academy Mortgage into West Chester and opened our office in February 2016 and are now growing our presence in Chester and Delaware counties.

Is a big down payment worth it?

Generally people have an idea of what they want to put down on the property they are buying. Under certain circumstances, putting down a little more can have a negative effect on the terms of a loan. For example, putting down 15% vs. 10% can actually get a higher interest rate on a mortgage. Putting down 20% vs. 10%, is also a slight adjustment to the back end pricing on a mortgage, which could relate to a slightly higher interest rate on the 20% down loan, than a 10% down payment. The difference being that your buyer doesn't have mortgage insurance with 20% down. Keep in mind, the interest rate is also dictated by credit score as well. Bottom line, have your buyers ask for options! If they have the ability to put down 25%, have them see what the rate and payment options are with 20% and 10% down. And as of me writing this, never allow a buyer to put down 15%. That's the worst combination of down payment and mortgage insurance there is.

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

I have a list that I use every day, I mark off what needs to be done as it is completed, make notes on each item if it is not fully completed or worked on etc. I then finish every day by preparing my “To Do List” for the next day. I make sure that every call or email has been returned or addressed. Anything that needs to be addressed later than the next day gets a reminder set in my calendar, anything that needs to continue to be worked on goes on the list for the next day and is prioritized on that list. Doing this allows me to know that I don't have anything to worry about, it's been taken care of or addressed. I can relax and “let the day go” when I finish the day off, and pick right back up where I left off the next day. I know what I need to work on, when I need to work on it, and the list keeps me focused on what needs to be done next. ■

.....
Continued from page 11

If you have questions about whether your online behavior is compliant with the Code, Lawton advises calling your state or local association's legal hotline. Their input is important since enforcement of the Code is done at the local level. “They are a great resource for all of these issues,” Lawton adds. You should also read through the Code and familiarize yourself with its provisions, especially Article 12 as it relates to marketing and advertising, D'Agosta says. “It's your responsibility to know what the Code says as well as to know what your state's real estate commission guidelines are.”

Wilcox says the bottom line is that when it comes to social media, “assume everything is public.”

Reprinted from REALTOR® Magazine Online, March 2016, by MELISSA M. KELLOGG with permission of the NATIONAL ASSOCIATION OF REALTORS®. Copyright 2016. All rights reserved. ■

PASSING THE FAIR HOUSING TEST

SUBURBAN WEST'S REQUIRED TRAINING CLASS FOR 2015-2016

Reinforce Your Commitment to Equal Housing Opportunity



Licensees are regularly tested for compliance with fair housing laws. The objective of this course is to prepare REALTORS® to pass the test by raising awareness of the law and on the common mistakes and habits that lead to increased risk of a violation.

***Required by all SWRA REALTOR® members by 12/31/16**

Schedule of Upcoming Sessions

<u>Date</u>	<u>Time</u>	<u>Location</u>
July 7th	10a-12:30p	Suburban West, Malvern
July 7th	1:30p-4pm	Suburban West, Malvern
July 20th	10a-12:30p	Suburban West, Malvern
July 20th	1:30p-4pm	Suburban West, Malvern
August 4th	10a-12:30p	Suburban West, Malvern
August 10th	10a-12:30p	Suburban West, Malvern
August 16th	10a-12:30p	Suburban West, Malvern
August 30th	10a-12:30p	Suburban West, Malvern

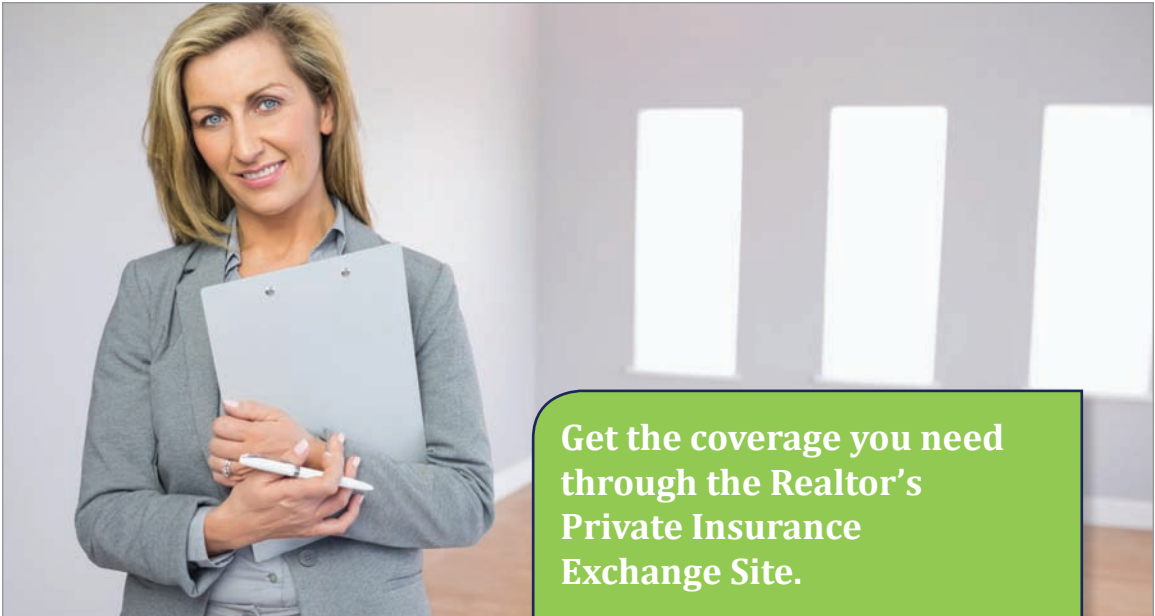
Register online at ims.suburbanwestrealtors.com (access Education Calendar)
or call 610-560-4800


SUBURBAN WEST REALTORS® ASSOCIATION
PROFESSIONALISM ▲ INTEGRITY ▲ SERVICE

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

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

ADDRESS SERVICE REQUESTED



Get the coverage you need
through the Realtor's
Private Insurance
Exchange Site.
www.usiaffinityex.com/swra

The Suburban West Realtors Association private exchange site offers members quotes, information and competitively priced insurance coverage — for you, your family and your business.

Medical | Dental & Vision | Life & Disability | Personal Insurance

Call us for more information. We're here to help!

1.855.874.0267

