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President Elect's Message



I am so excited about the coming year and what we can do for our Association. It takes a lot of members to accomplish all the work for our association and our community. I am asking that you volunteer for at least one committee that you feel best suits you. I feel this coming year at FCAR is going to be great, so I'm asking you to be a part of it and you can make a difference. NAR's President elect, Moe Veissi, has said "put yourself in a position to make a difference." I am asking you to do just that! Our industry has experienced a lot of changes and we all need to work together to move forward.

We are currently recruiting for our 2012 FCAR committees. Please remember that you have to sign up EVERY year. Please do not assume that you will be placed back on a committee if you have previously served.

Go to www.fcar.org/forms and click on "Gloria's Committee Sheet" to sign up. Do it today!

iPad2 Winner

The Awards and Events Committee here at FCAR would like to thank all of you who supported our 1st FCAR Raffle. With your help and support we were able to raise approximately \$1,000 for FCAR. The drawing was held at the September Membership Luncheon at Dutch's Daughter Restaurant.

Congratulations to our winner, Vicki French, who won the iPad 2.

The committee is currently in the process of working on the next raffle. Details will follow...

We also ask that if you have any ideas on what to raffle, we would love to hear from you. Please contact Janet at the FCAR with your ideas.



October Membership Meeting & Elections

Please be sure to sign up for the next FCAR membership meeting on Thursday, October 6, 2011 from 11:30 a.m. – 1:00 pm at Dutch's Daughter. This is your chance to vote for the 2012 Board of Directors. Choose your leaders! Information on the elections & candidates is available on www.fcar.org

We will have a special presentation by MRIS, covering the new Keystone Landing page, new MRIS slideshow, Esignatures and Realty Trac. We will also give you an update on FCAR activities and have an open discussion with our Board members. We want to hear your ideas on how we can better serve you in 2012.

Come network with other FCAR members, participate in the FCAR Election, and keep up with industry news.

Time to Renew Your FCAR Membership

It's that time of year again – time to renew your FCAR membership. FCAR has posted your dues invoice online. You can easily pay your 2012 REALTOR® and Affiliate dues online with a credit card or print an invoice and mail a check to the FCAR office.

You will login in to the member's only section of the FCAR website with your email and the password you previously created. (If you have forgotten your password, click on "forgot password" and the system will send you an email to create a new one.)

Membership payments are due November 1, 2011. PLEASE PAY EARLY to avoid a late fee. Contact the FCAR staff with any questions by calling 301.663.0757 or send an email to us at info@fcar.org.

Dues may be paid online.

Project Access

October 14, 2011 is build date for the ramp for the Vander Weydens' home in Frederick. Thanks to so many of you for helping this become a reality:

•Larry Schaffert, President, Schaffert Construction, for blueprints and materials list.

•Kevin Aurandt, CEO, Tuscarora Builders, for serving as construction supervisor on the 14th

•Build Volunteers: Michael Lyons of Embrace Home Loans, Tim Winter of State Farm, and Dennis Helmstetter of Real Estate Teams

•Food Donation: Jan Reynolds of Real Estate Teams

•Monetary Donations: Ed Andrews of Long & Foster for the referral to Safeway, who generously donated \$1300 to the project; an anonymous donor; Marie Petrelis of Turning Point Real Estate and others who may have donated since this was written.

We are in need of a few more \$\$\$ to reach our goal of \$1500. If you can help, please send a check payable to FCAR, memo: Project Access to FCAR, 529 W. South Street, Frederick MD 21701 or click here to donate on line.

We would welcome a few additional volunteers. If you can give us your time, please contact one of the following:

- Judy Thompson, 301.644.2123
- Dixie Westmoreland, 240.848.6302
- Donna Kazumchak, 301-964-9988

MD Mortgage Program

As Maryland moves to stimulate the housing market, rates in the Maryland Mortgage Program have been lowered to 3.5%. The Maryland Mortgage Program offers a variety of low-interest, fixed-rate mortgage loan options with down payment and closing cost assistance primarily targeted to first-time homebuyers and purchasers of foreclosed homes and homes involved in eligible short sale transactions. Loans are administered by a network of more than 35 private lending institutions across the state. More information is available at <http://www.mmprogram.org/>



Thriving in Our Current Market

Recently at the MAR Convention, guest speaker Steve Harney of KeepingCurrentMatters.com provided an array of information on the Maryland housing market, shadow inventory and general tips for thriving in our current market. Here are a few tips from one of his recent newsletters.

1. Prepare diligently for EVERY appointment.

Most agents prepare well for a listing appointment. They go in with a complete consultation manual ready to show the seller why they should sell now and at the suggested price. They make sure they have all the tools necessary to have a successful meeting.

- What about the buyer consultation appointment?

- Or the price-break appointment?

- Or the negotiation of offer appointment?

There are four critical appointments in today's market. We prepare for one of them. We 'wing' the other three. We must prepare as thoroughly for the last three as we do for the listing presentation. We must make the most of every opportunity presented from now until the end of the year.

2. Gain knowledge and then get to work.

Two quotes from the late business guru, Peter Drucker:

"Knowledge has to be improved, challenged and increased constantly, or it vanishes."

We have to become better at our craft every day. We must continuously improve our skills. We must become an expert at showing our customers what is taking place in the current housing market. They can then make the right choices for themselves and their families.

"Plans are only good intentions unless they immediately degenerate into hard work."

It is not good enough to be a student of real estate. We must act on our knowledge. We must plan where we wish to be and then get busy making our way there. If I could have only one of all the attributes successful people are known to have, I would chose the ability to work hard. It is the most important and will get you closer to success than any other attribute.

3. Remember that a picture is worth a thousand words.

Whether we are taking a listing, consulting a buyer, doing a price adjustment or presenting an offer-to-purchase, we must be able to effectively communicate our customers' options in the current real estate environment. The use of strong visuals dramatically enhances the chances that the consumer will truly understand the points we are making. Too many agents are satisfied complaining about the fact that their client just 'doesn't get it' even after they 'told' them what is happening.

We must take the time to visually 'tell a story' on each point we are making. We must hone that story until it makes our point simple to understand. That is what differentiates talking at a person from truly educating them. We need to be great educators in this market.

4. Stop hoping the market gets better...Make sure YOU get better.

As I travel the country sharing my message with real estate professionals, the same question comes up over and over – Steve, when do you think the market will get better? I have a difficult time addressing the person asking the question. I don't want to be rude but the real question we should be asking is – When are we going to get better?

The best market a true professional can hope for is a market that truly needs the skills of a well-trained expert in the field. Anyone can do the job in a market that doesn't require competency, skill and insight. To the great real estate professional, a market's strength has always been determined by how many people needed our help. In my 25 years in the business, I have never experienced a market that had more people who need our help in making the right decisions for themselves and their families.

Are we consistently doing the necessary research to keep abreast of what is happening in today's rapidly evolving market? Are we taking classes to help us understand why certain things are taking place? Are we taking the time to sit with our

clients and simply and effectively inform them of their options?

"Are we prepared to help?" becomes the question that needs to be answered; not "When will the market no longer require a true professional?"

Learn more at www.keepingcurrentmatters.com

Welcome to following agents who joined FCAR in August:

Timothy Brooks
Keller Williams

Kimberly Koval
Real Estate Teams

Darcy Richards
The Buyers Best

Carmella Smith
Keller Williams

Kelley Smith
RE/MAX Results

Kenneth Smith, Jr.
UpCounty Realty

Jonathan Swart
RE/MAX Results

Rita Young
Coldwell Banker

Janelle Wilson
Long & Foster

And welcome to the following Affiliate member who joined FCAR in August:

Charlene Johnson
Embrace Home Loans



In Memorium

FCAR is sad to learn of the death of one of our members. Mrs. Ruby (Dickie) Scherer, 57, of Ijamsville, MD and formerly of Richmond, VA died Saturday, September 3, 2011 at her residence from complications caused by pancreatic cancer.

In addition to her husband of 35 years, Wallace Scherer, she is survived by her parents, John and Jean (Arthur) Dickie, now of Wicomico Church, VA., her three sons, John Scherer, Scott Scherer (and fianc Kelly Seidel) and Robert Scherer, her brothers, Robert Dickie, of Wicomico Church, VA, Gavin Dickie and wife Elizabeth of Richmond, VA, two nieces, Morgan and Brooke and a nephew, Rick and numerous special friends.

Ruby was born in Isleworth, Middlesex, England, grew to be a teenager in Scotland prior to moving to the United States, and attended Robert E. Lee High School in Staunton, VA. She gained a bachelor's degree in Food and Nutrition from Longwood University. She was a certified Real Estate Broker and Appraiser and will be remembered fondly by many homeowners in the Richmond, VA and Frederick and Montgomery County, MD areas.

In lieu of flowers, the family suggests donations be made to (The American Cancer Society)(or an organization of your choice) in Ruby's name.

Online condolences may be shared at www.keeneybasford.com.

My REALTOR® Party

"My REALTOR® Party" is the gateway for each and every REALTOR® Association in America to design your own package of community involvement and political leadership programs. Just as every market is different, so is every REALTOR® Association.

Your "My REALTOR® Party" package can be as simple or as comprehensive as you like. By accessing any number of the 60-plus tools, funds and turn-key implementation services offered through My REALTOR® Party, you can custom build the community outreach and advocacy package that best fits your association's unique needs.

Services are far-reaching and varied, including programs to enhance your community involvement; run issue and candidate campaigns, raise RPAC money and build REALTOR® Party strength. All of these are provided to REALTOR® Associations at no cost.

In addition to the web site, "My REALTOR® Party" Team Members will work directly with you to make sure that your package is customized and delivered to meet your needs and goals. We help your association do the work and your members get the recognition and credit. Your success is our mission.

What Does NAR Do For You?

Over the last 5 years, NAR has worked in many venues to positively impact your business. So much of this work is "behind the scenes" so you may not realize how important the REALTOR® is to your livelihood. NAR has worked to protect private property rights, support positive legislative and regulatory initiatives that promote home ownership, defended the REALTOR® trademark and supported ethics and professional standards in the industry, rolled out and continued an array of members services like Right Tools, Right Now, realtor.com, insurance affinity program, designation programs, and a multitude of grant offerings to associations and their local communities.

NAR also has seen substantial growth in partially NAR-owned subsidiaries like Sentrilock, HouseLogic, REALTOR® Property Resource (RPR), DocuSign, ZipLogix, and the NAR Credit Union. NAR is also one of the leading resources for national housing data. The Public Awareness Campaign (including the Homeownership Matters campaign) has been widely successful at improving the image our industry and keeping homeownership principles at the forefront of the national debate.

Homeowners, Goldman Sachs Question BofA's \$8.5 Billion Mortgage Settlement

Court filings are piling up against Bank of America and The Bank of New York Mellon as more plaintiffs – including a group of homeowners – file motions in court to block the banks' \$8.5 billion residential mortgage-backed securities settlement.

A group of four homeowners filed a complaint in a New York court, saying their mortgages are part of the 530 residential mortgage-securitization trusts that Bank of New York Mellon oversees.

As trustee, The Bank of New York Mellon entered into the controversial \$8.5 billion settlement agreement with BofA on behalf of the trust. The homeowners allege in their complaint that the two banks – in their roles as trustee and seller of the underlying toxic loans– failed to properly service the mortgages.

The homeowners accuse The Bank Of New York Mellon, Countrywide, and its owner Bank of America, of contract breach, negligence, gross negligence and intentional tort.

Investment bank Goldman Sachs (GS: 96.49 -3.38%) also is challenging the \$8.5 billion settlement between BofA and The Bank of New York Mellon.

The investment bank filed a notice of objection in court, saying "it does not have enough information to determine that all investors who are similarly situated will be treated equally under the terms of the settlement identified in the order."

Goldman said it would not object to a settlement that treats all investors equally.



Home Inspection Tips

Attendees at the August Business Resource Meeting of the Frederick County Chapter of The Women’s Council of REALTORS® enjoyed a presentation and Q&A session with two home inspectors. Larry Hood from Hood Home Inspections is also an instructor on many related topics and shared many aspects of the process. Most important was the idea that the relationship with a home inspector is not an adversarial one. The other participant was Chuck Flynn of Home Guard, LLC. Chuck comes from a family that has been involved in the construction business for generations and sees this endeavor as a logical extension of that expertise. Here is a checklist that Mr. Flynn shared with the group, specifically aimed at REALTORS®.

How to Perfectly Prepare a Home for Inspection

- Buyers have been advised as to the expected time needed for their inspection
- All utilities and pilot lights are turned on. (Most inspectors will not turn on or light gas)
- Any known leaks should be clearly tagged. The inspector will spend too much time cleaning up the water, much less the negative impression on the buyers.
- Non-working appliances should also be tagged. Inspector will spend considerable time attempting to get the unit operational.
- All lights are on or at least light bulbs are working and ceiling fans are running.
- Any defective window clearly tagged. (Mr. Flynn has unfortunately broken windows that slammed down when unlocked and a fellow inspector broke eight fingers when an upper sash released.)
- Sellers are informed about the guidelines for Radon testing compliance; i.e., the home must be closed 12 hours before the Radon test may begin.
- All outside hose bibs are operational.
- All chimney dampers have been opened and closed before the inspection so

large amounts of soot does not cover the inspector or get released into the home.

- All padlocks are off of the garage door hardware.
- All electrical panels are accessible for inspection, are not painted closed and the cover panels are removable (not blocked by wood trim, etc.).
- All rain gutters are cleaned and roof is cleared of debris.
- The attic access panel is accessible and no clothing is directly under the panel (it may get covered with loose-fill insulation).
- Prefill jet tub.
- All pet waste is cleared from the yard.

The WCR is a network of successful REALTORS® and others in related businesses who’s mission is to empower women & men to exercise their potential as entrepreneurs and industry leaders. The Frederick Chapter meets the third Thursday of most months.

The next meeting is Thursday, September 21, 9:00 a.m. at Holly Hills Country Club. More information can be found at www.frederickmdwcr.org.

-Rachel Nichols, WCR Secretary

October 2011 - FCAR Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26 MRES Classes	27	28	29	30	1
2	3 Model Forms Committee Meeting 9:30 a.m.	4 Communications Committee 1:00	5 Education Committee: 9:30 Affordable Housing: 10:30 Community Service: 11:30 a.m.	6 Membership Meeting: 11:30 a.m. Dutch's Daughter FCAR Elections, MRES Update, BOD Outreach Click here	7	8
9 Columbus Day	10 Membership Committee Meeting 9:30 a.m.	11 WCR Board of Directors 9:00 a.m. FCAR TRADESHOW - Fairgrounds - 11:00 am - 1:00 pm	12 Equal Opportunity and Cultural Diversity Committee	13 Model Forms Committee - 9:30 am	14	15
16	17 Legal and Legislative Update - 3 CEC - 9:00 a.m. MRES Agency - Residential - 3 CEC - 12:30 noon Loan Programs and Long	18 FCAR Board of Directors Meeting 9:30 a.m.	19	20	21	22
23	24	25	26	27		
30	31 Halloween	1 Communications Committee 1:00	2 Education Committee: 9:30 Affordable Housing: 10:30 Community Service: 11:30 a.m.	3 Board of Directors Installation Genoville Mansion		

See the complete calendar on www.FCAR.org
Click on




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Here is a sampling of some of our items