



Insights

ASSOCIATION

Secure Tokens

You have been receiving emails and notices on the MLS regarding the upcoming release of the secure tokens. This is the latest upgrade to the MLS and will bring some exciting new features! Secure tokens are designed to protect you and protect the MLS data. These tokens are **actual devices** you will be required to use to access the MLS. They are small (about the size of a key) and can fit on your key ring. They have a small display screen that displays a code. When you login into the MLS, you will be required to type in the code that is displayed on your token in order to login. It is like having a second password! The code changes every 60 seconds.

Everyone will have access to

the Wilmington MLS starting on August 1! You will be able to search, pull statistics, email listings, etc. Wilmington MLS users are going to have access to our MLS as well. Entering listings in the Wilmington MLS will only be available if you are an actual member of the Wilmington MLS. (If you are currently a member of both Wilmington & BCAR MLS, you will have access to both MLSs immediately).

In the future, secure tokens will allow for a single sign-on to additional applications such as REALTOR.com, RealFast forms and Zip Forms. Innovations like this will make your job easier! *See more information on this topic on Page 5.*

BUILDING UPDATE



The steel frame for the new building is in place. The roof is progressing as scheduled. The lack of rain is allowing the project to move forward ahead of schedule.

Volume 1, Issue 2

June 2007

Special points of interest:

- Secure Tokens, what you need to know!
- Meet the BCAR Staff
- Code of Ethics & YOU!
- Legislative Bulletin
- MLS Statistics

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**J. Alan Holden,
President**

**August 7, 2007
Building
Fundraiser**

**“I have not been
informed of the
type of show we
are doing, but I
know it will be
something
interesting and
FUN!”**

- J. Alan Holden

President's Message

Recently, our Leadership Team participated in a luncheon and the Committee Chairs shared the progress their committees have accomplished so far this year. Successful legislative issues were addressed, including the Boiling Springs woodpeckers, the two great General Membership Meetings, the upgraded MLS system, and the many new educational events and Designation courses.

In July we will be sharing our MLS database with Wilmington. This great step forward provides excellent service and expansion areas for those of you in an overlapping market area. The new Secure Logon token is another advance to our system and will allow us to enter into data sharing. The BOD also approved the printing of a county atlas that will clearly mark the MLS districts. The new iCheck system automatically reports errors to Rapattoni, making it easier to keep our information updated and accurate.

Our next exciting event is scheduled for August 7, 2007 and will be a fundraiser for the new building. I have not been informed of the type of show we are doing, but I know it will be something interesting and fun. The program will be announced shortly.

As for our friend Danny Brock, I am pleased to inform you of his recent return to his home from the hospital! It seems that our hopes and well-wishes were answered!

Good luck to all of you as the market improves. We are seeing activity every day now and it is great to have a positive outlook for the future.

The Code of Ethics & You

One service the Brunswick County Association of REALTORS® offers to its members is the enforcement of the Code of Ethics. We are featuring Article 12 in this newsletter. We receive numerous calls and complaints about advertisements that are being used in our local papers weekly. To assure that you are not violating this Article we have included Standards of Practice that help interpret the Article. It is our hope this information will be useful.

Article 12

REALTORS® shall be careful at all times to present a true picture in their advertising and representations to the public. REALTORS® shall also ensure that their professional status (e.g., broker, appraiser, property manager, etc.) or status as REALTORS® is clearly identifiable in any such advertising. *Amended 1/93*

• Standard of Practice 12-1

REALTORS® may use the term “free” and similar terms in their advertising and in other representations provided that all terms governing availability of the offered product or service are

clearly disclosed at the same time. *(Amended 1/97)*

• Standard of Practice 12-2

REALTORS® may represent their services as “free” or without cost even if they expect to receive compensation from a source other than their client provided that the potential for the REALTOR® to obtain a benefit from a third party is clearly disclosed at the same time. *(Amended 1/97)*

• Standard of Practice 12-3

The offering of premiums, prizes, merchandise discounts or other inducements to list, sell, purchase, or lease is not, in itself, unethical even if receipt of the benefit is contingent on listing, selling, purchasing, or leasing through the REALTOR® making the offer. However, REALTORS® must exercise care and candor in any such advertising or other public or private representations so that any party interested in receiving or otherwise benefiting from the REALTOR®'s offer will have clear, thorough, advance understanding of all the terms and conditions of the offer. The offering of any inducements to do business is subject to the limitations and restrictions of state law and the

(Continued on page 8)



Classes, Courses & Designations!

“Education has for its object the formation of character.”

Herbert Spencer (1820 -1903)



**www.bcarnc.com
BCAR Education and Events**

Education Offerings

JUNE CLASSES

MLS Training

Friday, June 22 BCAR will offer MLS training classes on Overview and Setup, Searching Basics, Advanced Searching and Statistics, and Contacts and Prospecting. Classes are available to BCAR members at no charge.

To register visit the BCAR website: www.bcarnc.com.

ePRO Workshop

Attend the upcoming FREE ePRO Workshop to learn invaluable tech tips and how ePRO will benefit you, plus receive a \$25 discount for your ePRO course enrollment. The ePRO Workshop will be held on Thursday, June 28 at 9-10:30 am and presented by Saul Klein, President of InternetCrusade.

<http://eProworkshop.InternetCrusade.com>

JULY CLASSES

RLI Tax Deferred 1031 Exchanges

Learn the mechanics of 1031 tax-deferred real property exchanges and how transactions are complied. Is a 1031 Exchange advantageous? Attend this interesting course on July 19 and 20 to gain important knowledge.

This two-day **REALTORS® Land Institute** (RLI) Land University course teaches real estate professionals to determine if a 1031 tax-deferred exchange is advantageous for a client, the tax ramifications the 1031 tax-deferred exchange as an alternative to selling and buying replacement real estate, and to learn to appreciate the “team work” approach in order to structure the transaction. Your attendance will enable you to:

- Understand the fundamentals of 1031 exchanges
- Be able to work with safe harbors and intermediaries
- Participate in case study workshops
- Put deals together in the best interest of your clients

This course counts as credit for the following:

- A required course for the prestigious and highly coveted ALC Designation
- An elective for the ABR Designation
- A required course for the RSPS Certification
- 4 hours of Continuing Education Elective Credit required by the NCREC

To register visit the BCAR website: www.bcarnc.com.

For additional educational inquires, contact Jeff Elkins, Director of Education at 910.754.5700 or at jeff@bcarnc.com.

July 2007

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16 BIC Training	17	18	19	20 RLI 1031	21	
22	23	24 IRIS Training	25	26	27 MLS Training	28	
29	30	31					

BCAR Staff

The Brunswick County Association of REALTORS (BCAR) recently acquired new staff members and changed some duties and responsibilities of other staff members. To better serve the membership, we want to introduce the new employees and describe to you the responsibilities of each staff members.



Susan P. Pike CAE, ePro
Chief Executive Officer

Contact me with questions regarding the Board of Directors, the Strategic Plan, Professional Standards and Code of Ethics related issues.



Cynthia Hansen, ePro
Director of Member Services and MLS

Contact me with questions regarding the MLS, membership issues or policy, IDX service, the BCAR® website or if you are a website designer.



Steve Candler
Governmental Affairs Director

Contact me as a media liason or with legislative questions or concerns relating to Brunswick, Bladen and Columbus counties.



Jeff Elkins
Director of Professional Development and Marketing

Contact me concerning educational offerings including Designation Courses, CE Classes, the processing of Professional Standards Hearings or matters relating to Public Relations.



Sabrena Reinhardt
Director of Events and Banquet Services

Contact me regarding course or event registration, new member orientation, Code of Ethics requirements or to inquire about the new Banquet Center.



Carie Craze
Executive Assistant

Contact me with questions regarding the Executive Office, Association Information, BCAR Committee information and volunteer opportunities.



Sue Hildebrandt
Membership Coordinator

Contact me for information regarding BCAR membership, SUPRA Key Service and Lock Boxes or to set an appointment at the Association Office.



Dawn Anderson
Membership Services Specialist

Contact me if you have questions concerning general MLS and membership information, lockboxes, lock box audits and Supra key requests.

“One man alone can be pretty dumb sometimes, but for bona fide stupidity, there ain’t nothin’ can beat teamwork.”

Edward Abbey (1927-1989)



BCAR Staff, teamwork at its best!!!

BCAR Staff - continued from page 4



Jane Fox
Financial Manager

Contact me regarding billing questions, to setup automatic payment services, or other general accounting questions.



Russ Sass, ePro
MLS Compliance Officer

Contact me regarding MLS Rules and Regulations, MLS violations or MLS classes and training.

Secure Token Pick-up Locations & Times

Everyone who accesses the MLS is going to have to pick-up a token.

Pickup locations are scheduled in different parts of the county during the week of June 25. TOKENS WILL ONLY BE ISSUED TO INDIVIDUALS! Each and every person MUST pick up their own token due to security issues!

The entire process (pick up and registration) should ONLY TAKE 15 MINUTES!

Monday, June 25
Ocean Ridge Plantation, Tamers

Tuesday, June 26
Brunswick Electric

Wednesday, June 27
Holiday Inn Express, Rte 17 in

Shalotte

Thursday, June 28
Comfort Inn Suites, Rte 211 in Southport

9:00AM—4:30PM everyday at every location

If you cannot make it to any of the pickup locations, you can stop by the Association Office starting July 2 to pickup your device.

Primary Member of BCAR
Your token will be provided by BCAR and you will pickup your token starting the week of June 25

Primary Member of BCAR AND Member of WRAR or WRAR MLS
Your token will be provided by BCAR and you will pickup your token starting the week of June 25 – you DO NOT

pickup your token from WRAR

Primary Member of WRAR AND Secondary Member of BCAR or BCAR MLS ONLY
Your token will be provided by WRAR

Primary Member of CCAR, GSBR or other Association/ Board and are MLS ONLY in BCAR MLS
Your token will be provided by BCAR and you will pickup your token starting the week of June 25 - you are required to have a token to access the MLS

There is a small one-time charge associated with these tokens. This fee will be assessed to the Brokers-in-Charge of each office. I look forward to seeing everyone during the week of June 25!

Secure Tokens, pickup June 25 through June 28 from 9:00AM til 4:30 PM at convenient locations. After July 2, pickup at BCAR Office.

Supra Announces new devices

Supra announces that the following devices are now certified for use with eKey:

- Cingular/AT&T 8525
- Cingular/AT&T Treo 750
- HP iPAQ 6925 (Cingular/AT&T)
- HP iPAQ 6945 (unlocked version)

- Qwest PPC6700
- Alltel Treo 700wx
- Verizon Treo 700wx
- Sprint Treo 755p

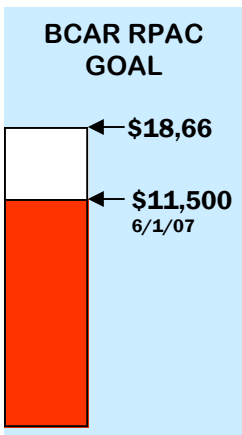
For a current list of all eKEY certified devices, please visit our website at: www.supraekey.com





RPAC is not Democrat or Republican

RPAC represents the REALTOR



Legislative Bulletin

The US Fish & Wildlife Service awarded the Town of **Boiling Spring Lakes** a grant for \$106,000 to assist the town in writing a Habitat Conservation Plan for the Red-Cockaded Woodpecker (RCW). The grant process was extremely competitive across the United States. One key to the grant award was the unique coalition of stakeholders involved in the RCW conservation efforts. Another key to the grant success was the hard work from the Nature Conservancy, NC Wildlife Commission and the US Fish & Wildlife Service in drafting the grant proposal. The

elected officials at the Town of Boiling Spring Lakes are happy that the process is moving forward and appreciate the involvement of the Brunswick County Association of REALTORS®. Estimates range from 8-12 months to write an HCP and get approval from the US Fish & Wildlife.

NCAR set out a **Call to Action** asking REALTORS® to send a letter to their House and Senate members asking them not to pass any transfer tax or impact fee legislation. It is VERY important REALTORS® respond to this

call for action. If you have not responded, please take this responsibility seriously. NCAR legislative staff cannot successfully defeat potentially punitive legislation without your involvement.

The **RPAC goal** for BCAR this year is \$18,660. To date the association has collected \$11,516 with a participation rate of only 25%. If you have not yet contributed the minimum \$15.00 donation this year, please get on the BCAR website and click on the RPAC icon. Your contributions help elect politicians that support our industry.

WELCOME New Members

Robbie Bottoms, **Carolina Exclusives**

Elyse S. Brown, **Bald Head Island Agency**

Robert DeCameras, **Prudential Mountain Properties**

WELCOME BACK! Pat Carterett-Hardee, **Re/Max @ Beach- Sunset Beach**

Mollie P. Edwards, **McMillan Real Estate**

Larry D. Haines, **Weichert Realtors Southern Coast**

WELCOME BACK! Tiffany Hobbs, **Hobbs Realty**

Craig O. Moon, Jr., **Rampage Realty**

Pauline Tompkins, **Anne Arnold- Holden Beach**

AFFILIATE MEMBER Kris Ward, **AtlanticTelephone Membership Corp.**

WEBSITE, RADIO ADS & MORE

The BCAR Website has been given a fresh new look. All of the same information is there, login to member services, signup for classes and events, membership applications, etc. But now there is even more!

- Education calendar is available with detailed information. You do not have to be a member of BCAR to signup for classes online, there is now a non member registration form!
- The online REALTOR® store is updated—look for coupons in future emails for purchasing items online.

The format is easier to read and navigate. Keep checking back to look for on line photo albums and other exciting new features! If you are having any trouble viewing the new website, try hitting the refresh button in your explorer window or empty your computer cache. If you need help with either of these, send an email to russ@bcarnc.com or cynthia@bcarnc.com to receive a detailed email on how to perform these tasks.

The Board of Directors, in conjunction with the Public Relations Committee, proudly announces the promotion of REALTORS® and the Association through

several radio advertisements on WGNI 102.7 FM.

The radio ads can be heard anytime on Saturday and Sunday between 8:00 AM and 7:00 PM or Monday and Tuesday anytime between 6:00 AM and 8:00 PM. The ads run through September 1, 2007. The Association is also participating in the sponsorship of the WGNI Beach Bag giveaway, which offers several more “mentions” during the week.

A sample of these ads can be heard on the website—go to Breaking News section!



www.bcarnc.com
the new and improved website of the Association

WELCOME New Offices

Century 21 Dorothy Essey & Associates, Bolivia
Randy Towery, BIC

Coast Investment Management, Bolivia
Mike Webster, BIC

Prudential Mountain Properties, Boone, NC
Robert DeCarma, BIC

AFFILIATE OFFICE

Atlantic Telephone Membership Corporation

Membership on the Move

The following members have moved to new offices!

Diane Agresti-Elkins	Prudential, OIB	Barbara Olsen-Gwin	Oak Island Accommodations
Robin Allen	East Coat Rlty & Dev, OIB	Carroll Painter	Intracoastal
Barbara Blackwelder	Intracoastal	Cynthia Pettitt	Weichert Coastal Choice, Shalotte
Tina Cabe	Diversified Realty Grp	Derek Rowley	Neighborhood Properties
John Cooke	Cooke Realtors	Steve Sharman	Ocean Isle Bch Realty
John Dawson	Coldwell Banker Sea Coast	Deborah Stumbo	C-21 D. Essey—SP
Patrick Doherty	Neighborhood Properties	Randy Towery	C-21 D. Essey-Bolivia
Leigh Duncan	Weichert Coastal Choice, OIB	Michael Webster	Coastal Investment Mgmt
Jessica Edwards	Weichert Coastal Choice, OIB	Cecelia Weston	Distinctive Realty
Eddie Grooms	Intracoastal	Rebecca Willis	Hobbs Rlty & Construction
Ann Hall	Diversified Realty Grp	John Yanik	Weichert Coastal Choice, OIB
Douglas Hawes	C-21 D. Essey—Bolivia		
Shelia Holden	Prudential, OIB		
Meridith Holroyd	Carolina Exclusives		
Denise Kinney	Weichert Coastal Choice, SP		



Looks for these members in their new locations!



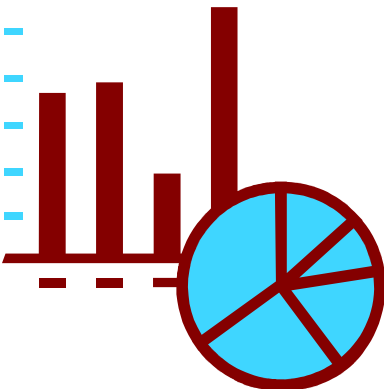
**Brunswick County Association
of REALTORS®**

PO Box 649
Supply, NC 28462

Phone: 910-754-5700
Fax: 910-754-7869

**Serving Brunswick, Bladen &
Columbus Counties**

WWW.BCARNC.COM



Code of Ethics & You *(continued from Page 2)*

ethical obligations established by any applicable Standard of Practice. *(Amended 1/95)*

• Standard of Practice 12-4

REALTORS® shall not offer for sale/lease or advertise property without authority. When acting as listing brokers or as subagents, REALTORS® shall not quote a price different from that agreed upon with the seller/landlord. *(Amended 1/93)*

• Standard of Practice 12-5

REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise listed property in any medium (e.g., electronically, print, radio, television, etc.) without disclosing the name of that REALTOR®'s firm in a reasonable and readily apparent manner. *(Adopted 11/86, Amended 1/07)*

• Standard of Practice 12-6

REALTORS®, when advertising unlisted real property for sale/lease in which they have an ownership interest, shall disclose their status as both owners/landlords and as REALTORS® or real estate licensees. *(Amended 1/93)*

• Standard of Practice 12-7

Only REALTORS® who participated in the transaction as the listing broker or cooperating broker (selling broker) may claim to have "sold" the property. Prior to closing, a cooperating broker may post a "sold" sign only with the consent of the listing broker. *(Amended 1/96)*

• Standard of Practice 12-8

The obligation to present a true picture in representations to the public includes information presented, provided, or displayed on REALTORS®' websites.

REALTORS® shall use reasonable efforts to ensure that information on their websites is current. When it becomes apparent that information on a REALTOR®'s website is no longer current or accurate, REALTORS® shall promptly take corrective action. *(Adopted 1/07)*

• Standard of Practice 12-9

REALTOR® firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner. Websites of REALTORS® and non-member licensees affiliated with a REALTOR® firm shall disclose the firm's name and that REALTOR®'s or non-member licensee's state(s) of licensure in a reasonable and readily apparent manner. *(Adopted 1/07)*

• Standard of Practice 12-10

REALTORS®' obligation to present a true picture in their advertising and representations to the public includes the URLs and domain names they use, and prohibits REALTORS® from: 1) engaging in deceptive or unauthorized framing of real estate brokerage websites; 2) manipulating (e.g., presenting content developed by others) listing content in any way that produces a deceptive or misleading result; or 3) deceptively using metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic, or to otherwise mislead consumers. *(Adopted 1/07)*

• Standard of Practice 12-11

REALTORS® intending to share or sell consumer information gathered via the Internet shall disclose that possibility in a reasonable and readily apparent manner. *(Adopted 1/07)*

Statistical Information

Residential Sales Transactions - Jan 1 through May 31

	# Active				
<u>Date</u>	<u>Listings</u>	<u>Sold</u>	<u>DOM (AVG)</u>	<u>AVG List \$</u>	<u>AVG Sale \$</u>
2007	3595	757	161	\$439,941	\$304,795
2006	3143	1064	130	\$436,965	\$302,123

Land Sale Transactions - Jan 1 through May 31

(Land statistics are compiled on residential lots only, acreage has been omitted)

	# Active				
<u>Date</u>	<u>Listings</u>	<u>Sold</u>	<u>DOM (AVG)</u>	<u>AVG List \$</u>	<u>AVG Sale \$</u>
2007	2521	291	175	\$250,145	\$104,563
2006	2346	729	142	\$266,461	\$140,545