



Dear BCAR Members

Our leadership is always searching for ways to help you do your job better. This month we unveiled the new Trends Vision component to our MLS. I hope that you have had an opportunity to experiment with the program. From the feedback we're getting, many of you are appreciative of this valuable tool. Cynthia will be holding training sessions soon, so check out the dates and times in this publication.

As you know, many of the nationwide economic indicators are telling the story of a slow, but steady beginning to a recovery in our industry.

Brunswick County will likely be on the tail end of that recovery, for many reasons. The new Trends software will help you track the trends as they relate locally, from county-wide all the way down to a specific subdivision. This will enable each of us, as small business owners to make good business decisions and as real estate consultants to provide our clients with the information they need to make "Good Decisions". We'll be watching closely for the April stats to upload and prove whether or not the rumors of increased activity throughout our County are true and of course more importantly whether or not they will become part of a trend indicating that Brunswick County has become part of the Nationwide recovery in the real estate market.

This month, members of your leadership team will travel to Washington DC to meet with REALTORS® from across this great Nation of ours to discuss solutions to the many challenges our industry is facing. We'll also be meeting with our Congressman and Senators to keep the REALTOR® Party message in the forefront. The success of our economic recovery is directly tied to the continued recovery of our industry and this year's mid year Legislative visit couldn't be timelier. We'll update you in next month's newsletter.

In case you haven't visited for a while, I would like to encourage each of you to visit REALTOR.org to take advantage of all of the free tools available as part of the Right Tools, Right Now program. The webinar's are timely and informative, with everything we need and more to help us help the consumer. At a recent real estate summit that I attended, over and over again, real estate experts kept talking about the end user, the consumer and the two most important things they want is 1) to be able to TRUST their REALTOR®, and 2) get all the information they need to make a good decision about their real estate investment in one place. That one place for you is realtor.org. Go there today – you won't be sorry.

Finally, on May 26, the second group of area WWII vets will be flown to Washington DC to visit the World War II Memorial. Again, there will be a community outreach to welcome these heroes home that evening. If possible, mark your calendar to go to the Wilmington International Airport at 7PM on May 26 and let these folks know just how much you appreciate what they did for this great Nation of ours. It is suggested that you could dress in Red, White and Blue, carry flags and/or balloons and join the grateful citizens of the Cape Fear Coast.