



Haku Nui... The Manager

January, 2008

Hawaii CRB Chapter
Knowledge Delivered...



President's Message

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A start of the New Year, with new goal and adventures.

Each year as leaders, we try to lead our team to achieve the highest level of professionalism possible. We shoot for the stars and sometimes only reach the moon. Is this a failure? I don't believe so.

Last year Dale Bordner and I went to the neighbor islands to promote CRB and talk to brokers to listen to their needs. This year I will continue to contact neighbor island Brokers to show them the value in being a member of this great organization. Myself along the new Board of Directors: Dale Bordner (Immediate Past President), Rowena Cobb (President-Elect), Francine Villarmia-Kahawai (Secretary), Eric Watanabe (Treasurer), Berton Hamamoto; Mark DeCastro; Darrell Takanishi; David Inafuku; Duane Nishimura; John Ohama; Beth Worrall daily; and Keone Ball, all look forward to making this year a prosperous one...

We are starting the year

with the course "What's in Your Policy Manual". If you haven't registered already, let's get going on reviewing and updating your Policy Manual. In March our Chapter will sponsor the course "Managing & Leading Team". This is a new course offered by the National CRB and will be presented by Ed

Hall, a favorite instructor to the Hawaii Chapter.

Don't forget to get ready for our 12th Annual Golf Benefit scheduled for July 14th at the Mid Pacific Country Club. We're aiming to make even more money for the Hawaii Children's Cancer foundation this year.

To keep up with our Chapter, remember we have a web site that always has the latest information on our activities. Check us out at: www.HawaiiCRB.com

Back this year will be our printed version of Directory. We are currently in the membership dues renewal season and if you haven't sent in your dues



Newly installed:
(L-R) Dale Bordner, Past President, Rowena Cobb, President-Elect, and Terrie Lynn Spotkaeff, President

for 2008, do it today! This will get you in the Directory as well as on the web site. Update photos can be emailed to: CRS@hawaiiirealtors.com.

Here's to a busy and prosperous New Year!

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Hawaii CRB Pinnacle Award
Stewart Wade,
 CRB, CRS, GRI
 Colwell Banker Pac. Prop.

Stewart Wade does it again!

At the Annual Installation Banquet held November 28, 2007, the Hawaii CRB Chapter named **Stewart Wade** as the 9th recipient of the coveted CRB Pinnacle Award.

Stewart (in his 90's) bears a long list of credentials from obtaining the Silver Bear award from Boy Scouts of America to founding several Toastmaster clubs. On this evening, however, Stewart was recognized for his contribution to the Hawaii CRB Chapter and the REALTOR Community. Stew obtained his real es-

tate license in 1968, leaving behind a successful nursery and landscaping business in Northern California. He quickly learned that education would be the key to his success and he immediately earned his GRI, followed by his CRS, and finally his CRB in 1979. The impact of the courses stayed with him so much so, that it was his desire to encourage REALTORS in Hawaii to invest in the National courses so they could benefit as well. When finding people were hesitant to invest a lot of money to travel to the mainland to take courses, he began the

vision of creating a Chapter for both CRS and CRB so that they could bring national courses to Hawaii.

Seeking the support of other CRB designees, Stewart soon saw his dream come to fruition and he served as the Chapter's 2nd President in 1985.

We are honored to have Stewart Wade as our 9th CRB Pinnacle Award inductee. Congratulations and "Mahalo" for your contributions you've made in the past years to our REALTOR community.

"I do not have any agents, so will this course benefit me?"



Course Instructor:
Marcie Roggow
 ABRM, CCIM, CRB, CRS, DREI,
 GRI, SRES

What's In Your Policy Manual?

We've hit the ground running this year by bringing in our first educational offering, "What's In Your Policy Manual?" scheduled for January 31st, 8:30 a.m. to 4:00 p.m., at the Honolulu Country Club.

I do not have any agents, so will this course benefit me? If you do not have a policy and procedures manual, this course will still benefit you. You may not use all the components of the policy manual as discussed in the course, but there are sections that you could use to develop a manual for yourself.

According to the HRS 467-1.6, a sole proprietor is considered a principal broker and HRS 467-1/6 (b)(5) requires developing policies and procedures for the brokerage. If you don't have a policy manual, you should

have one and this course should help you with the development of one for yourself. And, if at anytime you decide to have agents join you, then you will have a policy manual in place.

Meet Marcie Roggow...

Licensed since 1972, Marcie has worked in all facets of the real estate profession: broker-owner, developer, and educator.

An active member of the REALTOR family, Marcie believes in giving back to the industry that gave her so much. Through NAR her concentration has been in the political affairs, license law, and risk management committees. Today her training efforts concentrate on the same topics. Her ability to understand and articulate agency and license laws is an asset to her audiences.

Marcie has worked closely with REALTOR organizations and Real Estate Commissions alike to draft legislation that can be understood not only by the consumer, but also by the licensee. Marcie's commitment to real estate education is evidenced by her own designations.

Marcie's quick wit and ability to convey difficult material in an understandable fashion make her a popular presenter for state and local boards of REALTORS as well as private and franchise companies.

CRB Experience:

CRB Board 2004-2006
 Product, Publications Advisory, Professional Dev., & Finance Committees
 Author of many of the CRB Best Selling Products

What's New With CRB?

At the recently held NAR Convention held in November, the Hawaii CRB Chapter's delegation traveled to Las Vegas to attend meetings to obtain knowledge and give input. You won't be disappointed to know that the National CRB Council is working hard to service you, the member.

The National web site at **CRB.com** has undergone a recent metamorphosis. When you visit the site you will immediately see the change in format. But what is to come is exciting.

Still under construction is the "**Knowledge Center**" which is a repository of reference materials and resources on real estate business management to assist you in managing operations, people and the bottom line. Members, share your knowledge and post your resources to help others. If you take the time to see what's on this page, you'll

find an unlimited resource of management tools that are practical for you.

Already accessible on the site is "**e - Marketplace**" your online connection to CRB business essentials and suppliers with products and services that will enhance your day-to-day business success! This is the place that has all the tools you need.

"**Webinar Sessions**" are 60-90 minute sessions that allow you to gain valuable insights and ideas from the featured presenter and participants on the call from around the country—without having to travel and spend time away from the office!

All you need is a telephone and an Internet connection to follow along with the presentation. Here is a schedule of what is currently available:

- "25 Ways to Make Your Next Sales Meeting Siz-

zle" - Monday, January 28, 2008

- "21 Mistakes Every Real Estate Broker Makes and How to Avoid Them" - Tuesday, February 19, 2008
- "The Modern Consumer" - Wednesday, February 20, 2008
- "Tech Standards for Modern Real Estate" - Friday, March 21, 2008

Are you a "**Blogger**"? CRB has set up a Blog page for CRBs to share their opinion on various topics. Already on the site are:

"Sales Meetings"
"How Bad is Real Estate Market?"

Jump in and be a part of the CRB community.

Lastly, you must consider taking a **CRB course** this year even if you've been a CRB for a long time. As a real estate professional, you

know that this industry is in a state of constant evolution, ever-changing and always dynamic. As a result, it has become even more important to stay ahead of the information and knowledge curve and strengthen your ability to "**think outside the box**".

Stay ahead of the competition...learn new trends and business strategies to improve individual and company performance...receive practical and proven tools and ideas.

The CRB course curriculum is all **new** and **completely redesigned** to deliver the knowledge and resources you need to create opportunities to excel. After taking their Courses, you will be better positioned to develop and streamline operating practices, market and position your company, and understand and keep costs in check. Revive your CRB education and get in the "groove"!

Congratulations to our new CRB Designees...



Bobbie E. Ma
Prudential Locations LLC



Jack W. Richeson
Century 21 Homefinders of Hawaii



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Knowledge Delivered.SM

The Council of Real Estate Brokerage Managers (CRB) is a not-for-profit affiliate of the National Association of REALTORS®, and the premier industry organization for managers, brokers and owners. For 40 years, the Council has helped real estate professionals adapt to the complex challenges of delivering quality service, streamlining operations, integrating new technology and innovating business strategies.

Things I Wish My First Broker Told Me

REALTOR.ORG offers an array of articles that can offer you a few tips that you can pass on to your agents. Here are just 2 tips out of 10 listed in an article written by Elyse Umlauf-Garneau.

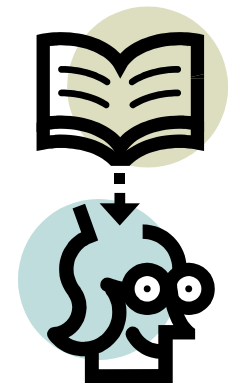
***You can't ever know enough.** Cheryl Schlehuder, associate broker/owner of the Mackinac Properties Team, St. Ignace, Mich., wished she'd obtained her GRI (Graduate REALTOR® Institute) earlier in her career. "Having the designation increased my knowledge and made me a better practitioner," she says. "Knowing you're in control and having the answers—or knowing where to get them—boost confidence, believability, and trust." She intends to be a lifelong learner and believes new skills can translate into more sales.

They can also translate into more dollars. Salespeople holding the GRI earn at least 35 percent more than those without it, says the Professional Realty Institute, Pasadena, Calif. NAR figures show that the 33 percent of its members who've earned a professional designation earned a median salary of \$73,100, compared to \$38,700 without.

"Only a tiny part of what people learn in licensing school has any bearing on what salespeople actually do. The bottom line is that brokers need to teach concrete skills—how to find clients, how to work FSBOs and expireds, how to close. Many new licensees have no idea what to even say once they get a client," comments Lynn Madison, Lynn Madison Seminars, Palatine, Ill.

***Sometimes you have to say "no."** "I had a need to give clients the best service and the highest degree of expertise, says Patty Johnston, ^{ABR, GRI}, broker RE/MAX Elite, Brentwood, Tenn. "I put so much pressure on myself that I nearly burned myself out of real estate."

Patti Brotherton, who manages the Prudential California Realty offices in Santa Barbara and Montecito and is the company's district manager for Santa Barbara County, suggests managing your time efficiently and sticking to your schedule as much as possible. For instance, rather than answering each call when it comes in, she suggests answering calls in clusters--returning morning calls at 11 a.m. and afternoon calls at 3 p.m., for example.



"I think practitioners let clients dictate to them," she says. "If you control your time and efforts, everyone wins and the service you provide is exceptional." There were years when she planned her schedule so she could take summers off to be with her children. If you're booked up or want to take time off, consider referring incoming business to others in the office. And remember, the approach can yield a hefty chunk in referral fees.