



# Haku Nui... The Manager

June, 2008

Hawaii CRB Chapter

Knowledge Delivered...



## President's Message

Note: Web links in this publication are indicated by words in blue/purple and underlined.

### 2008 Board Members:

#### President

Terrie Lynn Spotkaeff, CRB, CRS, GRI  
Terrie.spotkaeff@islandrealtorsllc.com  
(808) 687-8011

#### Past President

Dale Bordner, CRB, CRS, GRI  
Dale.Bordner@IslandRealtorsLLC.com  
(808) 687-8028

#### President-Elect

Rowena Cobb, CRB, CRS, GRI  
ro@jrcobb.net  
(808) 742-9497

#### Treasurer

Eric Watanabe, CCIM, CRB, CRS, GRI  
ewatanabe@emwrealty.com  
(808) 488-2553

#### Secretary & Membership

Francine Villarmia-Kahawai, CRB, CRS, GRI  
Fran@pilhawaii.com  
(808) 542-3726

#### Administrative Office:

Phone: (808) 733-7060, x105  
N.I.: #1-888-737-9070  
Fax: (808) 737-4977  
1136 12th Avenue, #220  
Honolulu, HI 96816  
CRB@hawaiiirealtors.com  
[www.HawaiiCRB.com](http://www.HawaiiCRB.com)  
National CRB: [www.CRB.com](http://www.CRB.com)

As we look to the second half of the year, I am happy to report that our Chapter membership has increase by approximately 20 members. I am looking forward to their involvement and support in our upcoming events.

We will be having our 12<sup>th</sup> Annual Golf Benefit on July 21<sup>st</sup> at the Honolulu Country Club to benefit the Hawaii Children's Cancer Foundation. If you haven't already registered, please do so as we would like to get all teams signed up early!

On September 18<sup>th</sup>, our Chapter will be hosting a hospitality suite at the Pacific Rim Conference at the Hilton Waikoloa Resort. We will be also be holding our Annual Business Meeting and election of officers during this time so plan on being there. More information will be sent to you as we get closer.

After returning from the



Mid Year Delegates: (Top L-R) Scott Fujiwara, Berton Hamamoto, Dana Chandler, (Bottom L-R) Crystal Lancaster, Terrie Lynn Spotkaeff, and Dale Bordner

Mid Year meetings, I am happy to report that CRB National highlighted a few of their new and dynamic improvements to the web site. An article in this newsletter highlights these services in more detail, but you can now attend webinars for free, blog about different topics, and keep up to date with new educational materials. The Council also welcomes your input and expertise to help improve the website by adding articles to their "Knowledge Center". What a better way to

improve your industry by sharing your best practices with others.

Lastly, I would like to send a **BIG CONGRATULATIONS** to our past president Dale Bordner, who is now a Board of Director for the CRB National Organization.

### Inside this issue:

Mid Year Mtgs.	2
12th Annual Golf	2
New CRBs	3
Common Courtesy	3
Handouts	4

## CRB National Mid Year Meetings

In mid-May the CRB Chapter leadership made their way to Washington D.C. to represent the Chapter on the National level. Reports indicate that nationwide, CRB membership is down and there is a big emphasis of membership services. Highlights are:



**Dale Bordner, CRB, CRS, GRI**  
Appointed to serve on the National CRB Board of Directors.

**CRB Webinars** - hot topic website seminars given offered to CRB members free of charge. Sign up at [www.CRB.com](http://www.CRB.com) and register for this upcoming great topic:

June 26th -  
"Compensating Teams"

Space is limited and it is never too early to sign up.

**Knowledge Center** - Numerous resources at the click of your mouse. These have just been posted:

"10 Web Site Musts"  
"Open House Checklist"  
"How to Wrangle Free Media Coverage"

**CRB Profile** - Login at the CRB web site and update your contact information and drop in your photo. A few minutes will make a big difference on your presence on the National CRB web site. With all the new developments, more people will be visiting the site and you want to be sure you're ready!

These are just a few tools that are made available to you as a CRB member.



CRB members Scott Fujiwara and Stewart Wade "talk story" after a long day at Mid Year meetings.

It was said that because we are in a down-market this is when brokers need CRB and the tools they offer to ensure success and stability. Cash in on your member benefits.

Finally, our congratulations" go out to Dale Bordner who accepted the nomination to serve on the National CRB Board of Directors. She is will and ready to take on the job at hand. Good job!

## CRB 12th Annual Golf Benefit

Mark your calendars for the CRB 12th Annual Golf Benefit for the Hawaii Children's Cancer Foundation held:

Monday, July 21, 2008  
Honolulu Country Club  
10:00 a.m. Check-in  
11:00 a.m. Shotgun Start  
Entry Fee: \$175.00/  
person

How can you help?

**Golfers** - Enjoy a day of fun in the sun and for a very good cause. Get a group of friends and register for a team!

**Sponsors** - If you know of a vendor that could be a sponsor, send us their contact information. This year we have experienced a drop in sponsorships and we rely on these donations for a successful tournament.

**Prize Donations** - You "kokua" would be greatly appreciated. We'll take practically any donation: Gift cards, Golf supplies, and even monetary donations.

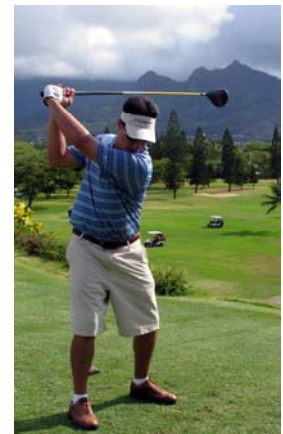
**Volunteers** - We need your help on the day of the tournament. If you

are willing to give us your day or even a few hours let us know. We're always in need of extra hands.

Last year we were able to donate over \$16,000 to the Hawaii Children's Cancer Foundation (HCCF) and this year we want to increase it. HCCF serves to assist, support, and advocate for the needs of children who are fighting cancer. In addition to the children, the also support the families and cancer survivors.



We support HCCF. [Click here and find out why.](#)



## Congratulations to our New CRB Designees



**Brian J. Berry**  
ABR, CIPS, CRB, CRS, GRI  
[RE/MAX Brokers](#)



**Roberta Fujioka**  
CRB, CRS  
[Ho'ala Properties, Inc.](#)

The CRB designation (**C**ertified **R**eal Estate **B**rokerage **M**anager) is one of the most respected and relevant designations offered in real estate business management. The CRB community spans more than 7,000 members worldwide. Through the Council's leading-edge education and resources, members are among the most efficient, effective and profitable managers in the country.

## Common Courtesy Not so Common

When business is not as hot as it has been in the past 7 years, agents and brokers may find that things are not as easy as it used to be. Because of this, people are going back to the basics to make them distinctively better than the other guy. They call this, "Point of Difference."

In a more competitive market the point of difference is often customer service and we are finding companies now going back to basics to educate and remind agents about a simple thing they call "common courtesy." But what we think should be common courtesy is not so common anymore. We live in such a stressful and fast lifestyle that we fail to realize the importance of building your agents and your company through basic practices. A good example is when the clerk at the market offered to take my groceries to my

car. They had long stopped doing that, but when a certain market began offering the free service, it set them worlds apart from their competitors.

CHA, a workplace communications consultancy group in the UK, did a survey on corporate courtesy and wrote a report on its findings entitled, "Business Behaving Badly". These are some highlights:

*"The lesson in manners must be taught from the top. Enlightened business leaders agree that communicating with employees is vital to corporate success."*

### Meetings:

- Start meetings with agents and clients on time. Never be late, and never wait for late-comers.
- Turn off your cell and do not pick up calls or read/text during meetings.
- Always make your ap-

pointments never cancel without adequate notice and reason.

I Googled "Good Manners for REALTORS" and found some blogs that actually talk about what they think about REALTORS who make appointments to show open houses and don't show up without even calling to cancel. People mark this as "unprofessional" and are very resistant to working with Realtors after that. "No-shows" is no good for your business.

### Phones:

- Check voice mail regularly and always return calls within 24 hours.
- When speaking to someone on the phone, smile. The person you talk to can register your "friendliness" when you do so.

### Email:

- Do not use email to avoid difficult conversations. Remember that the best commu-

nicative tool is person-to-person conversations.

- Do not overuse email. Phone or person-to-person are always better choices in communication. Survey showed that many times email was used when a meeting was more appropriate. So before you start the next email, stop to consider whether you should be communicating in a different way.
- Check email regularly and respond within 24 hours.

### Ps and Qs:

- Remember the simplest rule of good manners: pleasing and thanking people. A handwritten note is always better and more effective than an email.
- Actively listen and respond to the current situation—not past issues.
- Avoid aggression and rudeness - treat others as you want to be treated.
- Give others the benefit of the doubt.

# Resources Just a “Click” Away



So you don't have time to surf the web? Well, let your CRB Chapter help you. There is a phenomenal tool offered to you by [www.REALTOR.org](http://www.REALTOR.org) called “Handouts for Customers” Click on any title that you are interested in and it will take you to the resource that is located online. Once you've downloaded the form, you can modify it to make it your own company document.

## For Buyers:

### Get Ready for Homeownership

- [10 Ways to Prepare for Homeownership](#)
- [5 Common First-Time Home Buyer Mistakes](#)
- [Why You Should Work With a REALTOR®](#)
- [Questions to Ask When Choosing a REALTOR®](#)
- [7 Reasons to Own Your Home](#)
- [Tax Benefits of Homeownership](#)
- [Take the Stress Out of Homebuying](#)

### Finance Your Home

- [Specialty Mortgages: Risks and Rewards](#)
- [Loan Types to Consider](#)
- [6 Creative Ways to Afford a Home](#)
- [Lender Checklist: What You Need for a Mortgage](#)
- [Get Your Finances in Order: To-Do List](#)
- [Budget Basics Worksheet](#)
- [What You Can Do to Improve Your Credit](#)
- [5 Factors That Decide Your Credit Score](#)
- [How Big of a Mortgage Can I Afford?](#)

### Find the Right Property

- [8 Tips to Guide for Your Home Search](#)
- [5 Most Dangerous Hazards in a Home](#)
- [4 Common Home Hazards](#)
- [How High Tech is Your Home?](#)
- [5 Property Tax Questions You Need to Ask](#)
- [10 Questions to Ask the Condo Board](#)
- [Your Property Wish List](#)
- [Tips for Finding the Perfect Neighborhood](#)
- [Tips for Buying in a Tight Market](#)
- [Pros and Cons of Going Condo](#)
- [10 Questions to Ask Home Inspectors](#)
- [What a Home Inspection Should Cover](#)

### Buyers: Prepare for Closing and Beyond

- [5 Things to Know About Homeowner's Insurance](#)
- [Tips for Lowering Homeowner's Insurance Costs](#)
- [5 Things to Know About Title Insurance](#)
- [What's a Home Warranty?](#)
- [What Not to Overlook on a Final Walk-through](#)
- [Common Closing Costs for Buyers](#)
- [Moving With Pets](#)
- [Closing Documents You Should Keep](#)
- [17 Tips for Packing Like a Pro](#)

## For Sellers:

### Before You Sell

- [Does Moving Up Make Sense?](#)
- [8 Reasons Why You Should Work With a REALTOR®](#)
- [12 Questions to Ask When Choosing Your REALTOR®](#)
- [5 Things to do Before Putting Your Home on the Market](#)
- [Understand Agency Relationships](#)
- [What is Appraised Value?](#)

### Get Ready for Showings

- [Simple Tips for Better Home Showings](#)
- [Spring Cleaning Checklist](#)
- [8 Quick Fixes to Increase Value](#)
- [How to Improve the Odds of an Offer](#)
- [How to Hold a Successful Garage Sale](#)
- [Prepare Your Home for a Virtual Tour](#)
- [Low-Cost Ways to Spruce Up Your Home's Exterior](#)
- [12 Tips for Hiring a Remodeling Contractor](#)
- [5 Feng Shui Concepts to Help a Home Sell](#)

### Turn FSBOs into Clients

- [Forms You'll Need to Sell Your Home](#)
- [Checklist: 17 Service Providers You'll Need When You Sell](#)
- [Open House Safety Tips](#)
- [How to Prepare for the Open House](#)
- [Is Your Buyer Qualified?](#)
- [Tips for Pricing Your Home](#)

### Sellers: Prepare for Closing and Beyond

- [Understanding Capital Gains in Real Estate](#)
- [What to Leave for the New Owners](#)
- [10 Tips for Moving With Pets](#)
- [Moving Checklist for Sellers](#)



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