

THE ADVANCED REALTOR®



August 2015

Official Publication of Long Island Board of REALTORS®

LIRealtor.com

LIBOR Announces 5th Annual Member Appreciation Week August 31st — September 4th *Membership has its privileges!*

*By Christina DeFalco-Romano,
Public Relations & Communication
Programs Manager*

Beginning Monday, August 31st, and running through Friday, September 4th, the Long Island Board of REALTORS®, Inc. (LIBOR) will be hosting their 5th Annual Member Appreciation Week Campaign. This event provides a formal way for LIBOR to say “thank you” to all of our members and show how much we appreciate your business.

During LIBOR’s Member Appreciation Week, LIBOR will highlight many of the benefits your membership affords you; many of which you may be unaware of, all of which add value to your membership. As a member of LIBOR, you automatically become a member of the New York State Association

of REALTORS® (NYSAR) and the National Association of REALTORS® (NAR). Each organization is committed to bring you the tools and information you need to succeed in your real estate career.

One of the high points of the campaign is the GRAND PRIZE SWEEPSTAKES. Every participating member in good standing is entitled to one entry into the grand prize sweepstakes where they can win the opportunity to have their 2016 Annual LIBOR Dues bill paid for courtesy of LIBOR’s Member Appreciation Week campaign. Entries will be collected in a systematic way during the week long campaign and the winner will be randomly selected on or about October 2, 2015.

Your LIBOR membership with exclusive products, programs and services; is your best investment in your future!

Here are just a few benefits your membership provides:

Education — Whether you are a brand new agent, manager or an experienced broker, LIBOR courses have what you need. Courses, programs and seminars are packed with relevant up-to-date techniques and practical information that can be applied in everyday situations to increase productivity and earnings!

Public Relations/Communication — LIBOR conducts many public relations campaigns promoting the REALTOR® image through general interest pieces, as well as, community service events, covered in the local papers, social media sites and on TV. The “We’re More than REALTORS®” campaign, which has brought increased awareness to community outreach

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YOUR 2016 LIBOR ANNUAL DUES BILL IS SCHEDULED TO BE E-MAILED ON AUGUST 25, 2015. PLEASE MAKE SURE WE HAVE AN ACCURATE E-MAIL ADDRESS ON FILE FOR YOU BECAUSE THERE WILL BE NO OTHER FORM OF DELIVERY. FOR QUESTIONS OR INQUIRIES, PLEASE CALL LIBOR BILLING & MEMBERSHIP AT 631-661-4800.



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Long Island Board of REALTORS® is a non-profit organization formed for REALTORS® for the betterment of their communities, their profession, and their livelihood.

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 REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is a Member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict code of ethics.

LIBOR's governing documents, conflict of interest policy and financial statements (including IRS Form 990) are available for inspection during regular business hours upon request by appointment.

President's Message

By Laura Copersino, LIBOR President

Good Intentions or Anti-Trust Law Violations?



As the market changes (and it always will) combined with technological changes to the real estate industry, we will see changes in how REALTORS® conduct business. This can range from using out-of-state showing services to electronic signatures on listing documents. However, there aren't any changes in the industry and should negate the responsibility the laws put on us as licensees.

Brokers have the legal responsibility to supervise their agents and agents have the legal responsibility to follow instruction of their broker and abide by the laws that govern our industry (Real Property Laws including Agency Law, Federal Anti-Trust Laws, Federal, State and Local Fair Housing Laws, as well as dictates from the EPA (Lead Based Paint Disclosure) and the FCC (Do Not Call Registry) just to name some.

Why am I writing this article about this topic? It is because as the market changes and how our business is conducted changes (whether licensees are abiding by the law or not), we as REALTORS® must rise above unethical and unlawful practices that we may experience and make a difference. How? While we cannot change the world, we can have an influence on our sphere and our reputation.

What we should not do is begin to engage in conversations regarding commissions, business models, and practices of other brokers. Just in doing that is a violation of: two accounts of Anti-Trust (price fixing and boycotting) and also an Ethics violation (Article 15). Fines for Anti-Trust Law violations can be up to \$350,000 and felony prison sentencing of up to 3 years. The Department of Justice and also impose fines as well as the FTC.

So, REALTORS®, please be careful of conversations in times of changing markets and business practices. There is a process in place for complaints of unethical practices. File an Ethics complaint with LIBOR and cause the individuals to be accountable! That is the proper course of action. Keep yourselves free from what can be a catastrophic life-changing circumstance! Good intentions or Anti-Trust Law Violations? Keep yourself from the latter!

5th Annual Member Appreciation Week!

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and charitable involvement. Your LIBOR membership also affords you access to important industry information that can be used to grow your business.

Government Affairs — LIBOR's Government Affairs Division serves as the "eyes and ears" for the local real estate industry. The Association initiates and supports proposals that protect your business interest and opposes legislation that adversely affects you and the industry.

Legal Helpline — The Legal Helpline gives you direct access to a Board retained, real estate attorney, who is available to answer legal questions that may arise. The new Legal Helpline allows you to simply e-mail your inquiries to Cathy Nolan, Esq. and your questions will be answered via phone or e-mail within 24 hours of the time the question was sent, if sent during the business week.

Professional Standards — LIBOR offers its members and the public two distinct services regarding disagreements over the details of a real estate transaction. These services are filing an ethics complaint against a REALTOR® and requesting arbitration with a REALTOR®.

LI Realtor Federal Credit Union — When you become a member of LIBOR, you and your family members are eligible to join Long Island REALTORS® Federal Credit Union (LIRFCU) with its advantageous programs and rates.

Global — We have collected some useful tools and information for you that will make going global easy and effective, including a currency converter, a world clock, important Visa Information and more.

MLS Products and Services — MLSLI is your trusted partner with an unwavering commitment to help you grow your business. Whether the initiative is driving sales, improving your business or grasping the latest technology, you'll gain unmatched expertise from our line of products and services. Our goal is to make your business, your career and your life profitable and sustainable! Visit www.mlstechns.com for more info.

Stratus MLS — The MLS based system that provides agents with access to upload and view MLS listings.

Visit www.lirealtor.com/appreciation for your chance to win the Grand Prize Sweepstakes and to download a copy of the LIBOR, NYSAR and NAR Member Benefits Guides, which outlines all of your member services and resources. Membership has its privileges!

LONG ISLAND HOUSING DATA FOR JUNE 2015

The closed median home price in June 2015 for Long Island, which includes Nassau, Suffolk, and Queens' housing data, was \$390,000 representing a 3.3% increase over last year. Nassau County reported a \$445,000 closed median home price in June, representing a 3.7% change over \$429,000 reported by MLSLI last year. Suffolk County reported a closed median price of \$342,500, which represents a 3.8% increase over a year ago. Queens reported a closed median home price of \$390,000, which represents a 6.8% increase over last year.

The total number of Long Island available residential inventory was 23,244 representing a 3.7% decline over last June.

June 2015 Market Update reports for Nassau, Suffolk, and Queens Counties are available under the MLS Activity Reports section of Stratus. The Market Update reports are also available at LIRealtor.com under the Research and Data section of the Member Area.

Applications Are Now Being Accepted for 2016/2017 LIBOR Director and/or 2016 Board Officer

The Long Island Board of REALTORS®, Inc. (LIBOR) Nominating Committee will meet soon to formulate a slate of LIBOR candidates for the 2016 Officer and the 2016/2017 Director positions to be nominated to the membership.

To ensure that the best possible candidates are considered, the Committee solicits input from all REALTOR® members. If you would like to be considered for nomination as a Director or an Officer, or if you would like to recommend another REALTOR® as a nominee for one of these positions, please visit <http://www.lirealtor.com/member-area> Documents on Demand Doc #114.. All completed applications must be returned to LIBOR no later than August 26, 2015.

○ **Nassau South Shore Chapter Networking & Education Breakfast**

9:30 am

Merrick Park Golf Course Building, 2550 Clubhouse Road, Merrick, NY 11566. Don't Make Orange Your New Black - Urgent New Information You Need to Know. For more information and to register: <http://nassausouthshore.lirealtor.com/calendar/>

○ **Central Suffolk Chapter Networking Cocktail Party**

6:00 pm

Bellport Country Club, 40 S. Country Road, Bellport, NY 11713. The Power of Personality - Guest Speaker: Dianne Scalza. For more information and to register: <http://centralsuffolk.lirealtor.com/calendar/>

6 | AUGUST

12 | AUGUST

13 | AUGUST

○ **The Hamptons Chapter New Members Networking Cocktail Party**

5:30 pm

Southampton Social Club, 256 Elm Street Southampton, NY 11968. Open Bar, Appetizers & Networking! For more information and to register: <http://hamptons.lirealtor.com/calendar/>

○ **MLSLI Board of Directors Meeting**

9:00 am

LIBOR West Babylon
For more details email: adminsupport@mlsli.com

○ **LIBOR Board of Directors Meeting**

9:00 am

LIBOR West Babylon
For more details email: adminsupport@mlsli.com

Executive planner at a glance

[HTTP://WWW.LIREALTOR.COM/CHAPTERSANDDIVISIONS/DEFAULT.ASPX](http://www.lirealtor.com/chaptersanddivisions/default.aspx)

LIBOR Joins Habitat for Humanity for a REALTOR® Volunteer Build Day

For Realtors®, providing home ownership opportunities comes naturally, but finding affordable homeownership opportunities can be challenging. Over the past nine years the Long Island Board of Realtors®, Inc. (LIBOR) have sponsored the building of Habitat for Humanity homes across Long Island. On June 18, 2015 a team of Realtors® volunteered their time and effort to join HFH in building a home for a deserving family in Wyandanch.

As an organization LIBOR is committed to assisting New Yorkers in achieving the American Dream of homeownership, and we're proud to be able to offer our assistance to Habitat for Humanity, whose sole mission is to see these dreams become reality. Habitat for Humanity of Suffolk is an independently operated affiliate of Habitat for Humanity International. For 25 years, Habitat Suffolk has empowered over 175 families to achieve their dreams of homeownership through their affordable housing program. Habitat Suffolk's goal is to build an average of 10-12 houses annually, building for as long as needed to make sure every family in Suffolk County has a simple, decent and affordable place to live and call home.

Making a difference in our communities and touching lives in the neighborhoods in which we serve is what LIBOR's "We're More Than Realtors" campaign is all about. The "We're More than Realtors" campaign was created by LIBOR's Public Relations Committee in 2006. Through this campaign, LIBOR supports numerous organizations such as Habitat, as well as philanthropic programs and charitable community efforts here across Long Island and throughout the world.





From Where I Sit

By Joseph E. Mottola, Chief Executive Officer

A Tribute to a Local Real Estate Visionary — Carll S. Burr

Four months ago, Carll S. Burr a man with a legendary name in the Long Island real estate industry and a Northport resident passed away at the age of 66 where he maintained residency most of his life along with other homes in Maine and Florida. Contemporary Realtors may not even be aware of the impact he had on brokerage business operations, services and the technological advances he spawned.

If “Location, Location, Location” are the three most important factors in real estate, it’s safe to say that “Vision, Vision, Vision” would have been the three most important factors one could attribute to Carll Burr! Long thought of as “Jr.” to differentiate him from his father, he was known to his friends and family as “Huck” but was actually the fifth Burr bearing that name.

A former USAF Fighter pilot, he was long identified with exploring, committing and executing, be it flying, business, boating or motorcycles. Before entering the military, he attended William and Mary College in Virginia and graduated from Parson’s College in Iowa. More specific to our industry, however, was his commitment with respect to “Innovation” and implementing concepts new to our marketplace.

Upon leaving the Air Force, he joined the family company, Carll Burr Real Estate, Gallery of Homes and began a new residential construction division. Early on, Carll Jr and Carll Sr. teamed up to form a Mortgage Brokerage Company which was then unusual in our market. Merrill-Lynch brokerage then purchased Carll Burr Real Estate in an ear-

ly attempt at linking the key factors in family investment growth...home ownership, financing and the purchase of stocks. Merrill Lynch absorbed the Mortgage Company and eventually formed one under their own name. Carll became more heavily involved in all aspects of the company’s real estate operations but when Merrill Lynch dropped the “Burr” name, he left to pursue other interests.

With his Vision always focused on “what might be” and thus “what could be”, he rightly sensed the movement to a more empowered Consumer and the increasing growth and acceptance of technology. Acting on this, he joined Coldwell Banker Real Estate (CBRE) to implement having Real Estate Branch offices in SEARS stores. They were staffed by Agents linked via computer terminals providing access to the MLS system. Risk takers realize, when exploring new models,, you can get ahead of the market and timing may not be right as CBRE eventually “pulled the plug” on the venture. However, today, we readily accept computerized Bank branches in Supermarkets.

From CBRE, he returned to his roots and formed “Carll Burr Realty” in partnership with some of his key former Managers but had to win a lawsuit with Merrill Lynch over the right to use the “Carll Burr” name. Always looking ahead and realizing the value of diversifying, he simultaneously invested in a REMAX franchise and its then novel “Agent Centric” business model, which resulted in the introduction of the first REMAX brokerage into our market.

With Merrill Lynch wanting to divest itself from real

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More specific to our industry, however, was his commitment with respect to “Innovation” and implementing concepts new to our market place.

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LIBOR's YPN Hosts 4th Annual '20 Under 40 Rising Stars' in Real Estate Awards

By Christina DeFalco, LIBOR PR & Communications Program Manager

The stars were shining bright on the evening of June 10, 2015 as the Long Island Board of Realtors® (LIBOR) Young Professional Network (YPN) hosted a sensational evening honoring the 4th Annual '20 Under 40 Rising Stars in Real Estate,' at the Fox Hollow restaurant in Woodbury. It was a spectacular event filled with festivities, networking and dancing, generously sponsored by Robert Morandi of CHL (platinum sponsor), and Howard Fritz of One Fine Day Photography (silver sponsor).

YPN is an organization that helps young real estate professionals excel in their careers by giving them the tools and encouragement to become successful in their career. 20 Long Island and Queens real estate professionals 40 years of age or younger were chosen for their excellence in the areas of sales, leadership, community involvement and have demonstrated ingenuity, creativity, and leadership in their careers. Candidates for this award represent what the selection committee considers an overall well-rounded Realtor®. The YPN selection committee wanted to ensure they had a diverse group of finalists in terms of business niches, gender,

ethnic background, and geographic location. Finally, the committee looked for compelling stories – such as interesting business strategies or obstacles overcome.

Congratulations to all of the worthy recipients whose outstanding commitment to the real estate industry demonstrates that they are not just the leaders of tomorrow but the luminaries of today!

And the esteemed honorees are (in alphabetical order):

- Marc J Candelaria - *Coach Real Estate Assoc. Inc.*
- Bianca A Colasuonno - *Realty Executives Today*
- Kate Conquest - *Coldwell Banker*
- Marco Gomez - *Keller Williams Landmark II*
- Melissa Gomez - *ERA/Top Service Realty Inc.*
- Vanessa Gonzalez - *Exit Realty Achieve*
- Walter Greene - *Bill Gallo Realty*
- Christopher F Gucciardo - *Better Homes & Gardens RE*
- William Kokoris - *Realty Executives Today*
- Matthew Lenner - *Focus Real Estate L.I. LLC*
- Kristin Lettieri - *Coach Real Estate Assoc. Inc.*
- Gagandeep S. Manuja - *Realty Connect USA LLC*
- Richard Marin - *Realty Executives 1st*
- Tamir Mori - *Cornerstone R.E. Services LLC*
- Katie Qu - *Prime Realty*
- Kalen Raynor - *Ponquogue Point Properties Inc.*
- Cindy Schack - *Coach Real Estate Assoc. Inc.*
- Salvatore Sica - *Keller Williams Rlty Landmark*
- Lily Tran - *Exit Kingdom Realty*
- Jonas Wagner - *Long Islands Finest Homes LLC*

Making the night an enormous success was due in part to all of the efforts and precise attention to detail by the host of the evening, LIBOR's YPN President Mark Donnelly and his exceptional advisory board, including Amy Donnelly, Vice President and Treasurer; Kyle Kelly, Secretary; and Past YPN Presidents Kate Conquest and Melissa Gomez. Moses Seuram, LIBOR past president and a founding member of the LI Chapter of YPN was the keynote speaker at the event. Moses spoke on his over twenty years of experience in the business, how

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Photo courtesy of Howard Fritz, OneFineDayPhotographers.com.

We're More than REALTORS®...

Mark your calendar and plan to participate



LIBOR will be sponsoring these East End initiatives this Fall!

**5th Annual 10K Run
and 5K Run/Walk**

Saturday, September 12th



**5th Annual San
Gennaro Feast of
the Hamptons**

*Saturday, October 3rd
and Sunday, October 4th*

**40th Anniversary
Riverhead Country Fair**

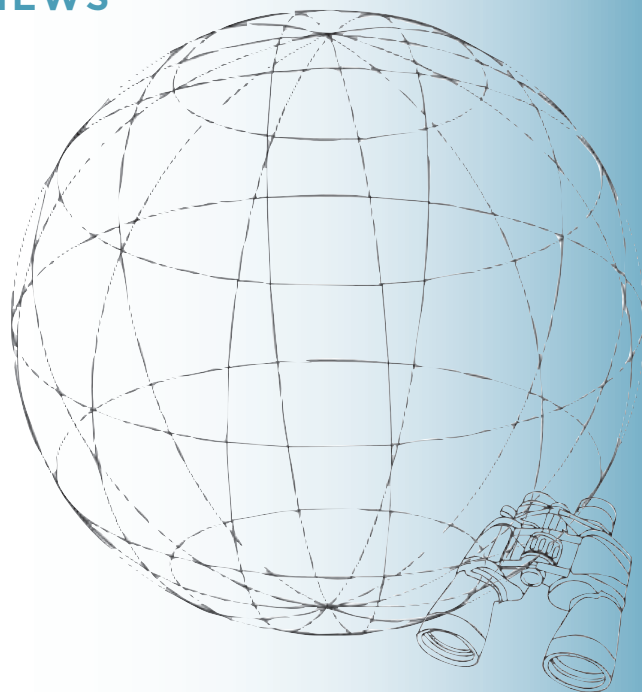
Sunday, October 11th



Learn More at LIRealtor.com/fall

Our Sights are Set on Global

International Sales Dollar Volume Increases as More Upscale Buyers Enter Market, Say Realtors®



While total unit sales from international home buyers decreased from last year, total sales dollar volume increased 13 percent, according to the National Association of Realtors® 2015 Profile of Home Buying Activity of International Clients.

For the period of April 2014 through March 2015, total international sales were estimated at \$104 billion, compared to the previous year's estimate of \$92.2 billion. This represents 8 percent of the total existing-home sales dollar volume.

"In 2014, sales transaction to buyers outside of the U.S. dropped 10 percent, possibly due to the strengthening of the U.S. dollar in relation to international currencies and weakening foreign economies," said NAR Chief Economist Lawrence Yun. "However, the amount of money spent has increased; this means international purchasers in the U.S. have become an upscale group of buyers, spending more money on fewer homes."

In 2014, five countries accounted for 51 percent of all purchases by international buyers: China, Canada, Mexico, India and the United Kingdom. For the first time, buyers from China exceeded all other countries in terms of units purchased and dollar volume, purchasing an estimated \$28.6 billion worth of property. Buyers from Canada followed with \$11.2 billion in purchases, followed by India with \$7.9 billion, Mexico with \$4.9 billion and the U.K. with \$3.8 billion.

International buyers tend to purchase more expensive properties with the average purchase price being \$499,600, compared to the overall U.S. aver-

age house price of \$255,600. Chinese buyers typically purchased the most expensive properties, at an average price of \$831,800.

Thirty-five percent of Realtors® reported working with an international client in 2014, up from 28 percent in 2013. About 46 percent of reported international transactions were intended for primary residences, 20 percent for residential rentals, and 26 percent for investment rentals, vacation homes or both. Global buyers also purchased properties for commercial rentals and as residences for children studying in U.S. educational institutions. Indian buyers were the most likely to purchase a primary residence (79 percent), while Canadian buyers were most likely to purchase property as a vacation home (47 percent).

The majority of international purchases (55 percent) were made with all-cash, compared to about 25 percent of all purchases made by domestic buyers. Mortgage financing tends to be an issue for non-resident international clients because of a lack of a U.S. based credit history or Social Security number, difficulties in documenting mortgage requirements, and financial profiles that can be different from those normally submitted to financial institutions by domestic residents.

To view the full *2015 Profile of Home Buying Activity of International Clients* reports visit Realtor.org.

Source: NAR



Five Things You Need to Know about Hiring Veterans

There are currently 21.5 million veterans of the armed forces in the United States, and chances are high that you'll be seeing some of their resumes on your desk. This likelihood increases if you are one of a growing number of brokerages that offers a rebate to military consumers. In fact, 71 percent of companies offering a rebate through Leading Real Estate Companies of the World's U.S. Military on the Move® program report that they have hired a veteran. Also, did you know that Long Island REALTORS® honor our local heroes, giving them the opportunities offered through the **Long Island REALTOR® Veteran Scholarship Program**, to start a career in real estate. The scholarship program was created by the LIBOR Public Relations Committee, under the "We're More Than REALTORS®..." campaign.

Here are a few things to know as you look at those resumes:

Trying to expand your sales staff? Veterans have a huge network from their years of service, and they can create recruiting opportunities on your behalf. "An Air Force Reservist I recruited last year has brought in a couple of folks for me to interview," says Margaret Rose, broker-in-charge and co-owner of Neuse Realty of New Bern, N.C. "If you get one military veteran on staff, the process will flow from there."

Veterans have a built-in sphere of influence. They can easily build an ongoing referral system by utilizing their contacts in the military. Dawn Stevens, relocation and corporate services director at Jack Conway, REALTOR® of Norwell, Mass., has seen this happen again and again: "Having PCS'ed (Permanent Change of Station) themselves at some point, they understand the frustrations of being relocated from one area to another, lots of times, in a short time frame. This experience makes them empathetic and service-oriented. Because military consumers are very loy-

al to one another, they will highly recommend you if you do a great job for them. At our firm, we are well-equipped to service this referral business through our network, Leading Real Estate Companies of the World®. They will never have to look further than you for their next move."

Veterans work hard. No hand-holding needed here. Jo Lay, VP of relocation for Baird & Warner in Chicago, shares her experiences working with veterans as agents: "They are disciplined and very technology savvy." This impression is shared by Sharon Carpentier, coordinator at Residential Properties, Ltd., who says, "Certainly their organization, initiative, resourcefulness, willingness to take on responsibility, and ability to see any project through to fruition all make veterans successful as real estate sales people or managers."

Veterans are ready to act as role models and leaders within your sales staff. If you are looking for a cheerleader for a new program, or a mentor for younger agents, look to a veteran. Rhonda Smith, VP of global corporate services at WEICHERT, REALTORS® - The Space Place in Huntsville, Ala., shared that they have two retired Army colonels who have strong leadership skills as agents, and these two have begun mentoring new agents as well.

Veterans are ready to hit the ground running. "Veterans have the ability to use their skills learned in military service to be successful realtors with proper guidance, support and ongoing training. Their sphere of influence positions them to have an 'instant' client pool across the globe," says Rhonda Smith. Jo Lay adds, "Some have taken early retirement and have other income, which makes it easier for them to start a career in real estate without panicking about that first paycheck."

For more information on Leading Real Estate Companies of the World's U.S. Military on the Move® program, visit www.usmilitaryonthemove.com.

Adapted with permission from RISMeda.

POOL AND SPA SAFETY, STAYING SAFE IN RESIDENTIAL POOLS

For millions of Americans, swimming pools and spas are great places for families to spend time together and have fun. Yet it's important to ensure everyone stays safe in and around pools and spas.

To improve pool and spa safety, the U.S. Consumer Product Safety Commission (CPSC) launched Pool Safety: Simple Steps to Save Lives, a national public education campaign to reduce childhood drownings, submersion injuries and entrapments.

The campaign is a call-to-action for consumers and industry to adopt **proven water safety steps** and join a national conversation about pool and spa safety by sharing best practices and other life-saving information.

To pool safely means adopting critical water safety steps to assure that a great afternoon at the pool doesn't turn into a tragic one. Whether at a residential or public pool or spa, everyone can always take additional steps to be safe while having fun.

Adding as many water safety steps as possible is the best way to assure a safe and fun experience in a residential swimming pool or spa. Parents and families can build on their current safety practices by adopting water safety steps at home pools and spas.

These are safety steps you can adopt at your residential pool or spa:

Staying Close, Being Alert and Watching Children in and Around the Pool

Always watch your children when they are in or near a pool or spa

- Teach children basic water safety tips
- Keep children away from pool drains, pipes and other openings to avoid entrapments
- Have a portable telephone close by at all times when you or your family are using a pool or spa
- If a child is missing, look for him or her in the pool or spa first
- Share safety instructions with family, friends

and neighbors

Learning and Practicing Water Safety Skills

- Learn how to swim and teach your child how to swim
- Learn to perform CPR on children and adults, and update those skills regularly
- Understand the basics of life-saving so that you can assist in a pool emergency

Having the Appropriate Equipment for Your Pool or Spa

- Install a four-foot or taller fence around the pool and spa and use self-closing and self-latching gates; ask your neighbors to do the same at their pools.
- Install and use a lockable safety cover on your spa.
- If your house serves as a fourth side of a fence around a pool, install door alarms and always use them. For additional protection, install window guards on windows facing pools or spas.
- Install pool and gate alarms to alert you when children go near the water
- Ensure any pool and spa you use has compliant drain covers, and ask your pool service provider if you do not know
- Maintain pool and spa covers in good working order
- Consider using a surface wave or underwater alarm

Professionally prepared guides are available for free download **here**. Once printed, staple your business card to the allocated white space at the bottom right of each guide and checklist before distributing to your clients; at your listing presentations, open houses and closings. Be sure to make safety a priority inside and outside your consumers' home.

For more information on the important water safety steps parents and families can practice in and around pools and spas, please visit <http://www.pool-safely.gov/>.

MLSLI Info Line

By Frank Paruolo, MLSLI President



MLS TECH FAIR — LEARN, DISCOVER, CHANGE, GROW

One of the best events sponsored by MLSLI is the Annual Tech Fair, taking place this year on Thursday, October 15, 2015 at the Crest Hollow Country Club in Woodbury. If you have never attended in the past, do it this year, you will not regret it. As a first time attendee you will be amazed at how much it will benefit your business. If you have attended in the past, then I am certain you will attend again this year. The quality, scope and variety of the speakers and products and services presented are impressive.

This exclusive one day event is full of educational sessions presented by industry experts focusing on the latest trends in social networking, mobile technology, online marketing, listing presentations, consumer needs, video and digital marketing tech trends and tools and much more. Realtors also will have the opportunity to meet with over 80 exhibitors and sponsors and see their latest product offerings and services. The MLSLI Tech Fair gets better each year and continually brands itself as the forum in which Realtors can learn all about the latest technology products and tools available in the industry: and many ideas on how to grow their business.

A wealth of ideas and knowledge will be gained. Learn about successful blogging and use of Social Media from Linda Davis. Hear from Joe Kazzsoun, Vice President of Customer Care and Product Management for Instanet Solutions; Greg Robertson, Co-founder of W & R Studios, creators of the Cloud CMA will also be presenting. Trent

Gardner, CEO of List Trac, known as the “Google Analytics for Listings” will be speaking, as well as MLSLI’s own Beth O’Connor, Dana Lynne Nowick and Lauren Zarba.

In addition to attending the sessions, the day also includes the opportunity to network with fellow Realtors® and to meet with over 100 exhibitors and sponsors. These exhibitors and sponsors will be showcasing their latest product offerings and services, which specific to Realtors® and helping our business succeed. Plus there are raffles and giveaways you can take advantage of during the day too!

Whether you are a Tech newbie or a seasoned pro, there is something for you to learn. Come to Learn to Network to Grow your business. Be part of the excitement.

Registration begins August 17th, visit <http://mlstechfair.com> to register and for the complete list of speakers and sessions



The screenshot shows the website for the 14th Annual MLSLI Tech Fair. The header includes the MLSLI logo with the tagline 'MULTIPLE LISTING SERVICE' and 'Tech Fair'. Navigation links for 'Register', 'Exhibitors / Sponsors', 'Speakers', and 'Program' are visible. The main content area features the event date 'Thursday, October 15th 2015' and location 'Crest Hollow Country Club, Woodbury NY'. A large 'Tradeshow' heading is followed by the text 'Meet with over 100 Exhibitors and Sponsors and see their latest product offerings and services.' Below this is a button that says 'See a list of Exhibitors'. On the right side of the page, there is a photograph of a busy tradeshow floor with many people.

NAR Talking Point

“Urge the House to Pass H.R. 9, the Innovation Act of 2015”

In the next few weeks, the United States House of Representatives will hold a critical vote on the H.R. 9 – The Innovation Act of 2015. This legislation will take vital steps to protect our industry from frivolous lawsuits brought by patent trolls, and it is critical that you urge your member of Congress to support it.

REALTORS® are targeted by patent trolls at alarming rates. Patent trolls do not manufacture or make anything. They exist solely to purchase old patents and to use the threat of expensive lawsuits to extort money from legitimate businesses.

The Innovation Act will help close the loopholes in our legal system that allow trolls to thrive.

Patent Trolls Harm REALTORS®

- Patent trolls target REALTORS® in their role as end-users of common business technologies :
 - Dropdown menus on websites
 - Website mapping technologies
 - On line search alert functions
 - Scan-to-email technologies

NAR Supports H.R. 9, “The Innovation Act of 2015”

- Congress must pass common-sense comprehensive patent litigation reform to protect Main Street businesses from patent troll abuse. We wish to see a final bill that will:
 - Require patent demand letters to include basic information about the alleged infringement and the method by which a royalty demand is calculated;
 - Require patent owners to reveal their ownership when demanding licenses and royalties;
 - Protect customers and end users from lawsuits based on infringements by manufacturers and service providers
 - Require the party bringing the lawsuit to disclose the bases and scope of the suit in the initial pleading;
 - Create greater clarity in the discovery process, including when and what information is discoverable throughout the litigation process; and
 - Require more patent owners to pay for defendants’ legal fees and costs when a lawsuit alleging infringement is objectively baseless and frivolous.

New LIBOR Legal Helpline Procedures and Other Matters You will Hate Having to Face



By Cathy Nolan

Goldson, Nolan & Connolly, P.C., General Counsel

Q I understand there is a new Legal Helpline Procedure. Is that true?

A. Yes, you now must go to the LIBOR website to post your questions.

Q Why can't I just call you the way I used to so that I can explain the problem to you better?

A. I will call you back and you can explain in detail, but if I cannot reach you by phone, I can at least try to answer your question in an e-mail.

Q I was told LIBOR will no longer have a Helpline.

A. Not true! My heart would be broken since it's my favorite part of the job!

Q I am having trouble putting my questions onto the site.

A. Customer service or tech support can help you, and once you get it, it is easy.

Q Why did you change it?

A. In order to improve the service for you. I promise, once you get used to this new procedure, you will start to prefer it.

Q I sent a complaint to the Department of State about another Realtor and now I am being investigated! How did that happen?

A. It will happen whenever you make a DOS com-

plaint. They have told me they investigate both brokers when one complains about another since they refuse to be used as a club by one broker to get a competitive edge over another. If you have a complaint, make an ethics complaint or an MLS rules complaint, but stay away from the DOS!

Q Can I take an office exclusive listing from a seller who does not want me to cooperate with a buyer agent?

A. No! The Department of State deems that untrustworthy. You may refuse to co-broke with broker's or seller's agents, as they create vicarious liability for you and the seller, but the vicarious liability does not exist when the cooperating agent is a buyer's agent. There are a number of opinion letters from the DOS going back to 1999 regarding this issue.

Q My seller just decided not to close! Can he do that?

A. He did it, but now he will be liable for damages to the buyer and the brokers. This is happening a lot! The market is turning and sellers are getting their muscles back! It's never easy!

Q What do I do when the landlord tells me he does not want children in his house?

A. Refuse to take the listing.

Q Can I refuse to do rentals altogether?

A. Certainly!

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From Where I Sit

By Joseph E. Mottola, Chief Executive Officer

CONTINUED FROM PAGE 6

estate operations, they sold the company to Prudential Real Estate. Responding to the evolving trend of larger firms moving to operate as national companies, Carll, together with Dottie Herman partnered with Prudential to form Prudential Long Island Realty which evolved into 33 branch offices with approximately 1,000 agents.

Looking ahead, he understood that technology would now continually change the business. Even before the Internet, he correctly realized that with emerging technologies, pictures and video would become a feasible and essential part of the buying and selling process. Following through on that insight, in the early 90s, he invested in an innovative startup firm called "Homeview" which he believed would change how homes could be bought and sold.

Before photos and home tours could be economically brought to buyers, Carll saw a way to bring potential buyers to the photos! Buyers could visit a Homeview Center to meet with an Agent and view via Touch Screen, properties based on their wants and needs. It was especially attractive to sellers as their properties were viewed by many more potential buyers without a physical walk-through.

The real estate industry like so many others is a "copycat" business and what seems to work for one company will soon be duplicated by competitors. But very few companies at that time had the resources to mount such an operation. Carll, as he often did, gave the local real estate industry a glimpse of the future. To the credit of Long Island MLS leadership, they too were quick to grasp the significance and expedited the integration of photos in mid 1995 into the then REACT On Line MLS system.

Through his real estate business years, he always was attuned to the value of investing in leadership development. Drawing upon his Air Force experience, he was personally involved in teaching, promoting and stressing education and training of his management staff. Some have utilized those skills and have assumed management positions in other companies and volunteer leadership positions with LIBOR and MLSLI.

In 2003, Carll retired from Prudential Long Island Realty and began residential construction in Florida. Never one to sit still, he was driven to always seek new challenges and new markets. In 2008, he and his wife Julie, exploring new opportunities, began investing in REO properties. In addition to his business life, he also spent much time as a private pilot, motorcycling cross-country and spending time with his family at their home in Maine.

Carll left behind his wife Julie, of 16 years, his son Carll (34), a Marine Corp Captain and a pilot like his father. He and his wife just welcomed a new daughter into their family. Daughter Abby (29) has a 9 month old son named Colton "Huck" Engles. Carll also has two step children, Hailey (26) and Clay (23).

When you talk to those with whom Carll worked in his many endeavors, the same descriptive theme runs through their recollections...Creative, Innovative, Leader, Risk Taker, Visionary, Forward Thinking. When you combine these with optimism, energy and enthusiasm, you have a picture of a man who enjoyed life, enjoyed business and was constantly challenging himself and others over what the future would and could look like. That's a very admirable legacy!

Contributors to this tribute include Pat Masone, Bart Caffarella, Ralph Bove, Michael Constantine, Ross Strickland, Kevin McClarnon and Ann Conroy.

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LIBOR's YPN Hosts 4th Annual '20 Under 40 Rising Stars' in Real Estate Awards

CONTINUED FROM PAGE 7

to succeed as a YPNER in the business, and how he became one of LIBOR's youngest Presidents at the age of 39.

The Young Professionals Network (YPN) began in 2006 and was started by Realtor® Magazine as a way to help the younger generation of Realtors® build a stronger link with the real estate industry. In 2009, YPN began to expand its network by encouraging local and state associations to use the YPN model to start their own young professional's network. In 2011, the Long Island Board of Realtors® was proud to join the YPN movement and established a YPN chapter for Long Island that supports members in Queens, Nassau, and Suffolk counties. Young professionals represent the future of the real estate industry. Members of the YPN represent the next generation of leaders in our association and our community.

For more information or to join the LI chapter of YPN, visit <http://ypn.lirealtor.com/>.

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How to Create & Maintain a Win-Win Relationship with Sellers

Tuesday, August 11, 2015

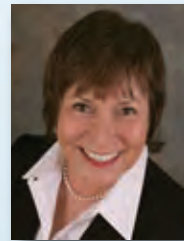
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ABOUT THE TRAINING PROGRAM: Join us to re-think your attitude, tweak your scripts and adjust your action plans when working with Sellers. We'll cover how to effectively address your clients' paradigms, negotiate resistance, and demonstrate the value of your skills & marketing expertise to insure productivity, profitability and client satisfaction. Win-Win for all!

ABOUT ROSEANN: About national instructor Roseann Farrow: With over 30 years in real estate sales, training, management and consulting, Roseann personally has trained and coached thousands of real estate agents, managers and brokers who are lifted by her passion, humor, high energy and dedication to the industry. A National REBAC trainer, a "Master Instructor" at the NY State Association of REALTORS®, she provides independent training, coaching and consulting nationwide as Roseann Farrow Seminars. She has served her local board at all leadership levels, NYSAR and NAR director. Originally from Long Island, NY, Roseann raised her family in the Mid-Hudson Valley's Cornwall-On-Hudson and now resides at nearby Orange Lake, 70 miles north of Manhattan. Her greatest accomplishment is her family, and her greatest strength is her sense of humor.

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