

RLI COLORADO

Newsletter

WINTER 2008



PRESIDENT'S Paddock

By: Kirk Goble

Greetings to all Colorado RLI members! This is my first President's Message since assuming the office and there are many things to discuss!

This message comes to you as we enjoy a holiday season of thanks and reflection. Much has changed around us in a very short period of time and the effects ripple through our lives, businesses, and communities. In uncertain times and markets, it is all the more important to be as educated, competent, ethical, and professional as you can, and to nurture and maintain the contacts, networks, and opportunities that are out there. Your membership in RLI provides the means to all of these benefits. Your officers and board are continually working on your behalf to provide true, tangible member benefits of being part of the institute. As

you all are doing in your businesses and homes, we in RLI are looking closely at budget matters, and I would anticipate some belt tightening in our operations, also. Any changes will be made only as necessary or beneficial and always with the member's benefits foremost in mind.

We have enjoyed some wonderful success in recruiting new members who deal with or are interested in the land business. We have a large enough tent and offer a wide variety of programs and benefits to attract other land professionals, from the farm brokers to trophy (and cocktail) ranches, to transitional land, water, and development brokers.

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2 yr: Position open
1 yr: Position open

www.coloradorli.com



With new members coming in and the core membership bringing in good listings, our marketing sessions have become more popular and successful. The use of PowerPoint and the marketing forms have made for professional presentations and good basic information to be distributed, and deals to be made. We will be working to improve the flow of the session and the quality of the packages to be presented. The have/want session and the Buyer's Board are getting good response, also. Get the forms and templates off the website www.coloradorli.com, counsel, counsel your clients and bring your best!

Education is our other main focus and we will strive to continue to offer top quality education geared to the needs of the land professional and to help you meet the requirements to obtain the ALC, Accredited Land Consultant designation.

You can anticipate other positive changes, including additional member benefits, and a formal, fun membership meeting at each of our four quarterly gatherings.

I welcome your input, constructive suggestions, and participation. Thanks!

Also, please keep our friend Michael Landreth in your thoughts and prayers. As you know, he lost his beloved wife Joanie suddenly in October, just prior to the National RLI Conference in Orlando. I can report that Michael is doing OK and was heartened to see many good RLI friends at Joanie's memorial service. Thank you all for your kind words and messages of condolence to Michael – I know they mean a lot to him.



Not all acres are created equal - learn why at:

RLI LAND 101

Jan 22-23 • Register at www.ColoradoRealtors.com/education

Marketing Corner

Get ready for our biggest marketing session of the year, January 15 & 16 in Denver! The best way to get ready for this session is to sit down with each of your sellers and do some counseling. Ask them if they are willing to do some owner financing. Because institutional lenders are tightening up their requirements, owner financing will appeal to more potential buyers.

Ask your sellers about equity exchanging- there is much more equity in the market today than cash. Ask them about taking a property in on trade that may be more sellable. Ask them what they are going to do when they sell their property.

If they are not willing to finance or exchange and all they will accept is cash, than make sure their listing price reflects that.

Are they priced competitively in this market if they are "cash only" sellers?

Don't forget to bring all of your buyers as we will be doing a buyer marketing session as well.

So talk to your sellers and buyers, book your hotel early and we'll see you in Denver.

2008 Land REALTOR® of the Year



Christy Belton, ALC, was named the 2008 Colorado Land REALTOR® of the Year at the annual convention of the Colorado Association of REALTORS® held in October in Colorado Springs. The Colorado Chapter of the REALTORS® Land Institute presents the annual award to the individual who has demonstrated competency and excellence in the area of land brokerage and who has made important contributions

to the REALTOR® organization. Christy has held two board positions with our chapter and has worked on numerous committees as well. Christy recently obtained her ALC designation. The award was presented by the 2007 Land REALTOR® of the Year and President of the Chapter, George Harvey. Congratulations Christy!

2009 CALENDAR OF EVENTS

January 15 & 16	Marketing Session & Education Denver
January 22 & 23	Land 101 Class Fort Collins
February 17	REALTOR® Day at the Capitol Denver
February 18 & 19	CAR Business Meetings Denver
April 9	REALTOR Rally Denver
	National Land Conference
May 7 & 8	Marketing Session & Education Grand Junction
May 11-15	NAR & National RLI Meetings Washington, DC
June 8 & 9	CAR Summer Conference Crested Butte
June 10 & 11	CAR Business Meetings Crested Butte
July 16 & 17	Marketing Session & Education Denver
Sept. 17 & 18	Marketing Session & Education Grand Junction
October 19 & 20	CAR State Convention Colorado Springs
October 21 & 22	CAR Business Meetings Colorado Springs
Nov. 11-16	NAR & National RLI Meetings San Diego, CA

NEW BRIEFS

Seats Open on the Board of Directors

There are two positions open for the Board of Directors. They are the 1 and 2 year positions for Governor At Large. Per the by-laws of the Chapter, the positions will be appointed by the Board of Directors at its next meeting, which will be in January.

So you ask, "What does the Governor At Large do?" The Board of Directors is the governing body of the chapter, and shall administer its business and carry out policies determined upon the membership of the chapter.

If you would be interested in serving in this capacity, please let Kirk know prior to the January 15th meeting. Thank you for your willingness to step up and help fill these two positions.

Membership Renewal Deadline

You should have already received your dues renewal notice from

the National REALTORS® Land Institute. Don't delay, send your payment in today so you are not dropped from the roster. Effective 2009, if your membership is dropped and you want to reactivate your membership, there will be a \$75.00 application fee -- so don't let your membership lapse! You must be a member of National RLI in order to be a Colorado Chapter member.

January Meeting

The January meeting for the Chapter will be held on Thursday & Friday, January 15 & 16 at the Doubletree Hotel in Denver. Make your hotel room reservation today - deadline to get the RLI room block price is December 15th. You can make your reservation directly from the Chapter website on the Events Page. More information on the meeting to come via e-mail.



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Happy Holidays!

Note From Your Chairman

George R. Harvey, Jr.

We live in interesting times. In my 25 years in the real estate business I have never seen an economic scare as great as the one we are presently in. Unfortunately it has hit the high end category of the real estate industry just as strong as all the other categories including the land business. As Ted Turner says "You can't do anything about the ocean's weather, all you can is adjust your sail". Therefore we will be operating on a frugal budget in 2009 with the anticipation of potentially losing some members. The National Association of REALTORS® membership is just over 1.2 million and they anticipate losing about 200,000 members nationwide. I'm sure we will feel a little bit of that in Colorado. Fortunately Colorado has still had job growth this year, which is an exception to the rest of the country.

In this kind of market how can we increase our business? First, get sellers

to price their land, ranches, agricultural production properties to the present market and not the market two years ago. Some will lower their prices just enough to follow the market all the way down over the next 18 months and some will price their property to sell in the next six months. Never before has counseling your seller client been more important.

In my opinion, land brokers need to search out new sources for buyers. I talked to a few of you who are not members in any MLS because you don't think there is any land business there. All of the listings in your local MLS are now also on REALTOR.com and World Properties.com, which reaches 2 million brokers world wide. That is an enormous amount of brokers that you need to network with for the benefit of your seller. Many of the members in our RLI CO Chapter have mature practices but

that does not mean they don't need to reach out to new markets. Global buyers as well as global sellers are the next frontiers. The U.S. is still the premier location in the world to own property due to our historical stable economy and our historical appreciation. While it may seem contradictory to the current times a tremendous amount of the world is less stable economically than the U.S. Seventy-five percent of the wealth of the world is not in the U.S. In my opinion we need to figure out how to get our RLI CO Chapter involved in doing international transactions locally and around the globe. This is a perfect opportunity to think about expanding your business in a down market and reach outside of your usual networks. I am looking forward to bringing some of those new markets and systems to the CO RLI Chapter in 2009 and hope that you find them helpful.