

RLI COLORADO

Newsletter

SUMMER 2009



PRESIDENT'S Paddock

By: Kirk Goble



Hello again to all Colorado Chapter #5 RLI members! Of course, the ongoing topic of conversation is the economy and people seem to either have no answers or all the answers - and neither is correct or having much affect at fixing anything. The watch words seem to be "hang on to what you've got." While there are a few bright spots, most of us are tightening our belts for an extended down market. It's times like these that truly bring out the best in support and networking for an organization like ours. We have members who are like-minded and participate in similar markets and transactions. We have developed a camaraderie and connection that can give each of us the ability to connect with someone who is in a similar situation - even just the ability to commiserate and verbalize to someone who can relate is a big help to one's mental well being and motivation. Take advantage of all the member benefits of RLI and you're bound to better weather this storm.

We've had a bit of fallout with some members changing careers or taking second jobs to get by. Our President Elect, Rick Clark of Pueblo, is a casualty of the market and had to leave the land business and RLI for a new career. We wish him luck. As a result, our officer team has had to re-adjust a bit. Dave Banzhaf has stepped up to serve as the new President Elect and will take office at the end of next year when my term is up. That also created an opening on the Board of Directors. The members present at the Grand Junction meeting selected Otis Lyons to serve on the Board of Directors. Congratulations to Dave and Otis - I look forward to working with you and the other dedicated members of our officer team. The dialogue has been great and we seem to always manage to find common ground with the goal of advancing RLI.

After a close call with our attendance

CONTINUE ON NEXT PAGE

RLI OFFICERS

President
Kirk Goble
Bell 5 Land Co.
710 11 Ave. #107
Greeley, CO 80631
970-356-1618
kirk@bell5.com

President-elect
Dave Banzhaf
dbanzhaf@beaconmtnranch.com

Chairman of the Board
George Harvey
george@tellurideproperties.com

Treasurer
Christy Belton
christy@prudentialsteamboat
realty.com

Secretary
Dawn Truax
dwtruax@centurytel.net

Governor-At-Large
Steve Fleming
steve@tworiversrealtyinc.com

Jim Nerlin
jim@nerlin.com

Otis Lyons
o_lyonsrealty@hotmail.com

numbers at Grand Junction, we have to place a renewed emphasis on members pre-registering for the quarterly RLI meetings. We have negotiated long-term, multi-year contracts with both of our host hotels in Denver and Grand Junction to assure the best room rates, meeting rooms, meals, and the coffee and snacks that we enjoy at our meetings. The contracts prices are subject to us meeting a minimum number of rooms and meals, otherwise there are contract provisions that require us to pay the difference up to 80% of our contractual commitment. The potential cost to the chapter in Grand Junction was as high as \$2,300, something we can ill afford. Luckily, we had adequate walk-ins and the rooms sold out to other guests, so our penalty was minimal, but a big wake-up call nonetheless. In order to clarify our meeting structure, particularly with regard to included meals, the Board of Directors has adopted a new meeting fee and registration policy. Previously, we charged \$35 for marketing, \$35 for meals, and a fee for education based on the presentation costs. Many did not realize that meals were included in those prices and some elected to opt out of the meals. There was a misunderstanding that we were charging \$35 for lunch alone, when it actually included breakfast, lunch, coffee, snacks, and the Cowboy Auction and Reception. We cannot provide these amenities and services without adequate planning. For example, the hotel in Grand Junction planned lunch for 15 (members who pre-registered) and we had 35 show up. While they really stepped up to provide for us, we can't continue with those disparate numbers.

The new fee structure is \$80 for the marketing and meeting with meals and snacks included. The fee will be \$70 for all who pre-register at least 10 days prior to the meeting. As you can see, this is not a price increase



RANCH LAND TOUR

The dates are set – so mark your calendar for: Thursday/Friday, June 11 & 12th.

Location: Montrose/Crawford/Paonia Area

Hotel, lunches, reception, etc.

Registration deadline is June 6. RSVP to Jim Nerlin at jim@nerlin.com.

2009 CALENDAR OF EVENTS

June 8 & 9:	CAR Summer Conference
June 10 & 11:	CAR Business Meetings, Crested Butte
June 11 & 12:	Ranch Tour, Montrose
July 16 & 17:	Chapter Marketing & Education, Denver
September 17 & 18:	Chapter Marketing & Education, Grand Junction
October 18 – 20:	REALTOR® World, CAR State Convention
October 21 & 22:	CAR Business Meetings, Colorado Springs
November 10 & 11:	Pre-Conference offerings of RLI Designation courses
November 11 – 14:	RLI Meetings & Events, San Diego

as long as you register ahead of time. Registration may be made on our website at www.coloradorli.com. We hope by this policy to encourage much better pre-registration so we can meet our contractual obligations. PLEASE make plans and registration well in advance of each meeting - it will help with planning and makes administration and registration much smoother for everyone involved. Most members plan well ahead on their calendars to attend these valuable functions anyway - the simple act of making your registration arrangements ahead of time will be huge help! I thank you all in advance for your help and cooperation in this endeavor

- it will truly make a difference in our meetings and operations (and save us some money!)

We have some excellent education on tap for our next meetings, also. In July we will have an important legislative update. With the increased emphasis on regulation in our industry, there has been much legislation considered and passed that affects each and every one of us in our business conduct and operations. It is essential to know about the changes that affect you. We will also feature an attorney panel to address issues specific to land brokers. The best way to operate properly and stay out of trouble is to be aware of the rules and changes. In

September, we will have a water course to specifically address issues affecting the Colorado River - this should be fascinating and informative. As always, we will have our excellent marketing sessions with package presentations, have-wants, and the successful cash board to pitch buyers. Also, try to make the upcoming Ranch Tour - there are great activities and property tours planned!

Thanks to all of the committee members and leadership that makes all of these things happen!

See you at the next RLI meeting!

BUILD IT AND THEY WILL COME

By: Dave Banzhaf

Taking a line from one of my favorite movies, "Field of Dreams", I believe this challenging market will be a catalyst for us to build an even better Colorado RLI chapter.

When I hear long standing members gratefully acknowledge the business that's been referred to them from other BUILD IT AND THEY WILL COME

Taking a line from one of my favorite movies, "Field of Dreams", I believe this challenging market will be a catalyst for us to build an even better Colorado RLI chapter.

When I hear long standing members gratefully acknowledge the business that's been referred to them from other RLI members, I'm reminded that networking is the lifeblood of our business. I personally can't think of any group I've been part of that offers such a successful networking platform as our Colorado RLI chapter. We currently have a membership of 130 brokers. Each of us brings a wide range of business experience and practices to the table. When I hear that one of my fellow brokers on the Western Slope asks for an 8% listing commission and gets it, I'm taught a valuable lesson about professionalism. When I'm told that another Ranch broker only works with Buyers that sign an Exclusive Right to Buy Contract, I'm reminded that I must value my time. Without exception, I benefit from attending our quarterly meetings. Our marketing sessions are designed to showcase the finest Ranch listings in the State and our Buyer sessions are structured to identify active, qualified Buyers throughout the State. Put the two together and we make money. A simple concept but one we need to invest in and be an active part of at each meeting.

As we think through the value of our membership, it's good to spend time reading the member benefits as advertised on the RLI national website.

- Access to a national network of land REALTORS® who share a deep commitment to the land specialty
- Inclusion in a professional group dedicated to building relationships, building knowledge, and building business
- Opportunity to earn the Accredited Land Consultant (ALC) designation, which demonstrates the highest levels of professional competence, expertise, and achievement
- Core education through the organization's Land University curriculum, as well as on-going professional development programs delivered through a variety of channels, from online to in person
- Legislative advocacy and a voice in Washington through the National Association of REALTORS®
- Member-to-member networking that results in open and candid information exchange and increased productivity
- An array of information and resources on land and real estate trends
- Individual online Member Profiles on the organization's web site that increase market exposure
- Strategic alliances with related organizations that expand members' professional reach and visibility
- Participation in Alliance Programs that provide discounts with listing services, publications, information resources, and other business service providers, including the full array of member benefits offered through the National Association of REALTORS® (www.REALTOR.org/RealtorBenefits).

In addition, members of RLI receive the following discounts:

LAND VOYAGE

-50% discount on the monthly (\$19.95) or annual (\$199.95) subscription price of LandVoyage Internet Mapping Solutions, which includes aerial photos, USGS topo maps, satellite images, and more. www.landvoyage.com/rli

- Strong chapter organizations that promote knowledge sharing and business development at the local level
- On-going print and electronic communications that keep members current on the latest organizational activities
- Invitations to participate in education and networking meetings and conferences, including the RLI National Land Conference and the National Association of REALTORS® annual events
- Awards programs, such as Land REALTOR® of the Year, that recognize outstanding achievement and professionalism
- Leadership opportunities on both the local and national levels
- Opportunities to build strong, meaningful, and lasting professional and personal bonds

SO THE QUESTION IS, ARE YOU MAXIMIZING YOUR RLI MEMBERSHIP SO THAT YOU CAN PROSPER IN THESE CHALLENGING TIMES?

ARE YOU ACTIVE AT THE CHAPTER LEVEL? IF NOT, HOW WOULD YOU LIKE TO GET INVOLVED?

At a Board level, we are committed to providing greater member benefits to our organization. You will see us schedule interesting Continuing Education classes that are relevant to our specialty. Our marketing sessions will continue to improve and our Ranch tours will continue to showcase our member's excellent listings. We believe it's important for our attendance to increase at every event we sponsor. Imagine a marketing meeting of 80 -100 brokers rather than the average of 40 we've experienced. If each of you asks an interested friend to each meeting, we can double our attendance and opportunity to network. We ask our membership to begin this practice for the July meeting in Denver. Our goal is to have 70 attendees at the summer meeting. Help us achieve that goal for YOUR benefit. We are "building it" and we should all be proud of how it's improving over time.

Note From Your Chairman

George R. Harvey, Jr.



I'll start off my Chairman's report with a review of the National Association of REALTORS® meetings in Washington, D.C. the week of May 11th and specifically about meeting with the National REALTORS® Land Institute leadership. The first item may not seem like a big deal but it really is. For the first time ever in the Code of Ethics under Real Estate Brokerage Specialties, "land brokerage" has been added to the list of residential, commercial and recreational properties as a specialty. A couple years ago I talked to Michael Landreth about that oversight and now it is official that our 1.2 million members are on notice that what we do as land brokers is special, unique and deserves attention as a specific category. (Effective 1/1/2010)

The trip to Washington, D.C. is about Realtors® going to meet their two Senators and in Colorado, the seven congress people that represent us. As land brokers we are always on the look out for legislation that may impact our business. This year there is plenty. There is a movement in Congress to remove the word 'navigable' from the Clean Water Act which means that all water in the U.S. would be regulated by the Federal government and EPA, not just navigable waters as the original law was written. This would have a huge impact upon

all land, ranch and agricultural production land. We are doing everything we can do on a national level to fight that change in the Clean Water Act. I'll be sure to keep you posted.

In addition, the House members passed a bill that would only allow seller financing of one property every three years without the seller being licensed as a mortgage broker. As insane as that sounds the intent was to protect the public (sellers) from some kind of abuse even though we are not exactly sure what that abuse is; however, at the moment it looks like this bill will not be passed by the Senate. Can you imagine the impact on our business? I hope to point out some of these things that you may or may not know about that your National Association in conjunction with all of its lobbying and political influence are trying to look out for you the land practitioner.

In July you will have Rachel Nance, VP of Public Policy for the Colorado Association of REALTORS®, give you approximately a one hour briefing on state laws that may impact our business as land brokers. Bringing this information to you I hope inspires more political involvement on your part on a state and national basis. Frankly I realize it's a pain

in the ass, but if you're not there watching what government is doing they will probably do something you're not going to like.

Lastly, in my 25 years in the real estate business in Telluride I have never seen more challenging economic times than right now. In my particular market niche, I see it getting worse before it gets better and lasting a couple of years. Unfortunately I do not see it returning to the good ole go go days like 2003-2007. Whenever the economy recovers I think it's going to lead to an adjustment in our prices and the way we do business. We're all going to need to work together more than ever before, network more closely, market our properties to each other more carefully and probably the most difficult- making sure our sellers price their properties to the new market. This will be the single biggest challenge we have over the next 12-18 months.

Looking forward to seeing you in Denver in July.

Sincerely,

George R. Harvey, Jr.

Greetings from the Sagebrush Sanctuary;

While I do not have any news worthy of consideration; I would like to extend my thanks for the opportunity to serve on the board. I shall endeavor to persevere in the obligations required.

Warm regards, Otis Lyons

Marketing Corner

July 16-17 in Denver – Your next opportunity to take advantage of Colorado RLI! As usual an exceptional class has been put together for Friday. All the latest with the real estate commission, CAR & recent & pending legislation affecting real estate.

Thursday is a full day of marketing & networking. Don't miss the opportunity to present your buyers & listing to the best Land Brokers around. Bring a list of all your buyers to present at the buyer session. Remember the key to success with our buyer session is Follow up!

The Listings you present should be on our package form (available on our website) with a power point presentation to enhance your listing. Again, Follow up at and after the meeting session is critical.

Last but not least take advantage of the networking opportunity – Make sure everyone knows who you are, where you are from & what you do.

See you in Denver!

RFCU Open For Business

REALTORS® Federal Credit Union (RFCU) Open for Business!

Open 24 hours a day, seven days a week, the Internet-based RFCU is designed to accommodate Realtors®' busy schedules. RFCU offers access to thousands of surcharge-free ATMs nationwide, secure online banking and bill pay, safe deposits, affordable loans and trusted advice.

Some of the benefits include money market savings accounts, no-fee e-Checking with debit cards, personal loans and credit lines, real estate loans and credit lines, share certificates, 24-hour online account access, and 24-hour Member Care that offers support by phone or online. RFCU offers competitive interest rates on both savings and lending, and funds are federally insured to at least \$250,000 and backed by the full faith and credit of the U.S. government.

While the credit union works in partnership with NAR as a REALTOR Benefits® Program Partner, it is totally separate from NAR, with its own board of directors and management team. The credit union (based in Rockville, MD) is a REALTOR®-friendly, not-for-profit, fully independent legal entity that is wholly owned by its members. Directed by an elected volunteer board, REALTORS® FCU offers its members real partnership built through a unique understanding, common goals, and innovative solutions. Committed to improving the quality of life for members and



the greater community, REALTORS® FCU is the first completely virtual credit union and serves one of the credit union industry's largest fields of membership. Eligible members include members of America's largest trade association, the National Association of Realtors® (NAR), that represents over 1.2 million members involved in all aspects of the residential and commercial real estate industries.

Realtors® and their families are eligible to become RFCU members, as are NAR staff and the staffs of state and local Realtor® associations and boards, and their families.

For more information regarding services, benefits and membership requirements, visit RFCU's Web site at www.REALTORSfcu.org.



Mountain Plains Farm Credit Services

*Proudly serving the men and
women who feed the world.*



www.ifeedtheworld.com