



January 2008

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Special points of interest:

- Top Agent Invitation
- Impact Your Sales Now Webinar Classes Available
- The IBA needs you! Board and committee volunteer positions available.
- IBA sponsored Principles and Practices Class asks your support to boost attendance.

Invitation for Top Agents

Please invite the Top Agent of your brokerage to join us at next month's meeting which will be held on February 21st, 2008, at 10 am at the NWMLS office in Kirkland.

IBA Principles and Practices Classes

This is probably the IBA's best kept secret!

Members are seriously remiss in not taking full advantage of this benefit.

The Principles and Practices class is need for every agent's first renewal. It covers a myriad of topics more thoroughly than most alternatives out there. These classes are tailored to what the IBA members feel are important to ensure that their agents are properly equipped to represent their clients.

Forms and current sales techniques are covered along with a top quality listing presentation that is given to the student for future reference. Another essential topic is Business Planning. Members can have a sneak preview of this particular topic at the upcoming IBA Education Conference on March 17th, 2008 at the Bell Harbor Convention Center in downtown Seattle.

A syllabus of the classes are available upon request. **You**

may contact Neal Christensen of Hallmark Realty at 206.909.4684 or Tammy at 425.822.1241.

As an added benefit to participating IBA member brokers, **Share Brokering** is available. This is specially valuable during the times when you are out of town or inaccessible to your agents. Your agents may call another IBA member broker for counseling or advice.

Impact Your Sales Now Webinar Classes

Jeff Graves has agreed to offer his Webinar classes at \$15.00 each which is **one half** of his regular rate to all IBA members and their Associates. His program was approved at the November 8th Board of Directors meeting and introduced to the General Membership at our meeting last Thursday, Dec. 12th. He has taught literally hundreds of classes for Lawyer's Title when employ-

ed by them. He was used as the principal educator for both John L. Scott and Coldwell Banker Bain. He taught a class on Target Marketing at our Ed-Con two years ago.

Jeff's classes are about 45 minutes long and are on specific subjects that Agents want to learn. They are not clock hour classes. When students take his classes or coaching he is

available for follow up questions. **Is that unique or what?** The IBA believes that this is a **HUGE** benefit for all of us and for our Agents. His company is called **IMPACT YOUR SALES NOW!** **He has set up a special page for IBA members** www.impactyoursalesnow.com/iba/. A list of available courses is available upon request. Email Brian at bgraves@bentleyproperties.com.

IBA NEEDS YOUR SUPPORT AND INVOLVEMENT

There are many ways to show your support and be involved in the IBA.

IBA needs volunteers to serve as member of the Board or any of the following committees:

- Membership chaired by Kelly O'Neil
- Marketing—No Chairperson
- Education chaired by Kristen Cramer
- Finance chaired by Brian Graves
- Programs co-chaired by Donna Wood and Elizabeth Erickson
- NWMLS Relationship chaired by Doug Davis
- Benefits chaired by Marcus Tageant
- Technology—Anne Rittenhouse
- Special Events chaired by Doug Davis.

ADVANCED PRACTICES CLASS

IBA sponsors an Advanced Practices Class which is a 30-clock hour course required on an agent's first renewal.

Classes are held at Hallmark Realty along Lake Washington Blvd in Kirkland and is open to all IBA members.

Please contact the IBA office for details and reservations.



IBA General Forum

Principles and Practices Classes will next be held on February 11th, 12th, 18th and 19th, 2008 at Hallmark Realty on Lake Street in Kirkland. The cost for these classes is \$150 for all IBA members and their agents.

NWMLS Board Election Results Doug Davis was elected to the NWMLS Board due to the IBA's efforts. Doug beat out 10-year incumbent, Shane Davies. The NWMLS is sitting up and taking notice of the IBA due to this upset. **Thank you everyone for your support and hard work!**

Seattle King County Association of Realtors' 100th Anniversary is coming up. A calendar of events will be published in February 2008.

IBA Education Conference and Trade Show will be held on March 17th, 2008, at the Bell Harbor in downtown Seattle. Cost of registration is \$99 for 6 to 7 clock hour credits. Registration is limited to the first 250 attendees. First come first serve. Registration is from 7:30 to 8:30 am. Classes start at 8:30 am. Some of the featured speakers are Dave Porter, Ben Kaufmann, and Jeff Coop. Larry Christiansen will be conducting the Core Curriculum class. There will be a class on Sustainability as well. Title companies will be bringing their best listing and prospecting programs. This event is sponsored by the Seattle King County Association of Realtors and the Northwest Multiple Listing Service.

Built Green Conference held by the National Builders' Association will be held in Seattle on March 14th and 15th, 2008.

Sign Codes the NWMLS has a link to sign codes for each city. Encourage your agents to check this out before putting signs out. This is a good way to prevent citations and fines.

CRB Designations IBA members are encouraged to get their Council of Real Estate Brokerage Managers designation. Less than 1% of Realtors have this designation but almost 20% of IBA members do. This is better than the State average. **Go IBA!**

The Council of Real Estate Brokerage Managers is co-sponsoring the class "Analyzing Your Company for Profit" with Washington Realtors to be held on Monday and Tuesday April 14th and 15th at SeaTac before the Washington Association's Spring Business meeting at the Double Tree Hotel. This is an advanced class for Managers and Brokers that are responsible for making financial decisions. It is also, due to the curriculum, the most expensive class the CRB Council offers. We believe that the subject is very timely. The instructor, Drexanne Evers, according to those that have been to her classes, is awesome.

Realtor Political Action Committee (RPAC) IBA contributes to RPAC at the Crystal level in the amount of \$2500 each year. This is the avenue by which Realtors are able to watch out for the

homeowner, business and investment community and other real estate related participants. RPAC interviews all political candidates that come up on the Voter Guide. RPAC raised \$240k through voluntary investments. RPAC invested \$160k in local candidates. 80% of those candidates won. RPAC also fought and defeated increasing excise taxes which would affected home sellers. Realtors are one of the largest lobby groups in the nation.

John Hebert will be invited to address the IBA at a future meeting. He is bringing up the idea of a homeowner group which would be an interesting topic.

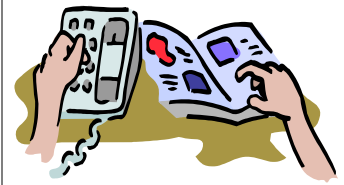
Forecasting The NWMLS estimates that there will be a 12% drop in the number of real estate agents this year but continued broker growth is expected.

National Spamming Law provides that if you send emails to more than 20 people, you must provide an opt out choice.

Signed Marketing Plans Add a disclaimer that states "should a home stay on the market long enough then I, as the real estate agent, will do all the items listed on the marketing plan.

WELCOME 2008 NEW IBA MEMBERS

- Chip McClelland of **Washington Hawaii Properties, Inc.**
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HOMES & LAND AND HARMON HOMES AD SPACE AVAILABLE

IBA has negotiated full page ads on Homes & Land and Harmon Homes magazines to be made available to its general membership at a discounted rate. Independent brokers can reserve ad space without paying for the cost of an entire page.

All ads will be under the IBA banner but the individual broker's information will be provided for their respective listings.

IBA is seeking 3 to 6 month commitments in order to proceed. The cost would be \$150 per ad for Homes & Land. The rate for Harmon Homes will be published at a later date.

Please contact the IBA office for details and reservations.



SKCAR BROKER SUMMIT

SKCAR is extending an invitation to participate in the first event commemorating their Centennial year.

SKCAR was one of 19 charter organizations of the National Association of REALTORS, founded in 1908. Throughout 2008, SKCAR will be celebrating their 100 years by asking members to participate in a series of events that promote the real estate industry and their

history of serving the greater Seattle community.

The first event is a Broker Summit and luncheon, held on **Thursday, February 7th, 2008** from 11:30 am to 1:30 pm at the Marriott Courtyard Hotel in Bellevue. The program will feature presentations from NAR chief economist Lawrence Yun and advertising consultant Bill Imada. The real estate industry has its ups and downs, and it continues to

face the challenges and opportunities of a changing consumer market. These two renowned authorities will give you their unique perspectives on the market and how you can profit in the coming year.

There is no cost to attend this event. However, attendance is by invitation only and is limited to broker-owners and branch managers of SKCAR.

NWMLS COMMUNICATIONS

Our IBA representative to the NWMLS Board, Doug Davis, will be addressing the following items at the next meeting scheduled to take place on January 24th, 2008.

- How to get virtual tours on the NWMLS.
- What to do about excessive emails such as flyers.

- Better meeting notifications to the NWMLS membership.

Every IBA broker member is encouraged to attend our monthly meetings to discuss matters that are important to all of us and to be able send our concerns to the NWMLS.



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 joy@taskproperties.com

We're on the Web!
www.nwiba.com

“Keeping the Independent Broker ... Independent.”

You are cordially invited to our next regular monthly meeting to be held **Thursday, January 17th at 10 am** at the **NWMLS office** located at **11430 NE 120th St, Kirkland, WA 98034**.



Welcome to the Independent Broker's Association. The IBA is open to all real estate brokers who are not part of a national or regional franchise organization. We represent 54 brokerage offices in western Washington, engaging over 1,700 uniquely qualified real estate sales professionals. Our commitment to giving the real estate client the very best in truly independent representation is enhanced through our regular meetings, special events and conventions, clock hour classes, and seminars.

WHO'S WHO AT THE IBA

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