



April 2008

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**Special points of interest:**

- IBA Annual Meeting
- General Forum
- Analyzing Your Company For Profit
- The IBA needs you! Board and committee volunteer positions available.
- IBA sponsored Principles and Practices Class asks your support to boost attendance.
- New IBA Members

## IBA Annual Meeting

The IBA held its annual meeting this month. Six Board positions needed to be filled. The following candidates were voted to serve a two year term:

- **Michael Cornell**
- **Wendel Draeger**
- **Tom Fields**
- **Kelly O'Neil**
- **Cary Porter**
- **Marcus Tageant**

At the Board meeting held immediately after the general session, the officers were elected. The new officers and their respective positions are as follows:

- President—Tom Fields of Fields Realty, LLC**
- First Vice President—Kelly O'Neil of Shannon O'Neil Associates Realty, Inc.**
- Second Vice President—Elizabeth Erickson of Gallery Homes, LLC.**

**Treasurer—Keith Nelson of Executive Real Estate, Inc.**

**Secretary—Melissa Lising of Titan Real Estate Services, LLC.**

Brian Graves, a long time member of the IBA, officially retired from the Board this month.

The directors thanked Brian for his invaluable and unselfish service to the IBA and elected him as President Emeritus.

## General Forum

**WA Hawaii Real Estate.** Chip McClelland merged his brokerage with former member and IBA Board Director, James Braun, in order to establish a presence in WA state. WA Hawaii Real Estate has launched a new website, [www.washhprop.com](http://www.washhprop.com).

Their business concept is to cross sell properties between Hawaii and Washington. They are also launching a referral program, paying a 25% referral fee for all leads for buying and / or selling in Hawaii.

The brokerage is also looking for 2 agents experienced in both markets.

When asked about the Hawaii market, Chip reported that the market was very strong from 1999 to 2006

but went flat in 2006. Condos were hit first. Buyers can usually get a unit starting at \$150k.

The residential market is very similar to that of Washington. Oahu is very strong.

The weak dollar has made buying in Hawaii more affordable for foreigners. Buyers are coming from Europe, Asia and Canada.

The government has committed \$5 billion to the Hawaii economy.

Rising costs of airfare make it a challenge to travel to Hawaii.

Hawaii's foreclosure rate is the lowest in the country.

**Analyzing Your Company For Profit.** This CRB class, sponsored by the IBA and Coldwell

Banker Bain, was held on April 14th and 15th at the Double Tree Inn at Seatac. Barbara Lamoureux gave the group a report.

The class was conducted by Drexanne Evers whose profile is on page 2.

Drexanne says that your profit is a function of how you manage. The average agent commission is 67%. Your profit goal should be 6%. Drexanne provided the class with standards (DEI standard percentages) that she has found to be true of the real estate industry. These are based on your company's Gross Commission Income and may be used as guides for your business.

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## 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 chaired by Cary Porter
- Education chaired by Kristen Cramer
- Finance chaired by Brian Graves
- Programs chaired by Elizabeth Erickson
- NWMLS Relationship chaired by Doug Davis
- Benefits chaired by Marcus Tagueant
- Technology chaired by Anne Rittenhouse
- Special Events chaired by Doug Davis.

## IBA PRINCIPLES & 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 (Continued)

She discussed Efficiency Ratios, Business Risk Index, Earnings Before Income Taxes and Contribution Margins, etc.

The number one reason why companies go out of business is because they don't know what their bottom lines are. Smaller offices with more agents will survive better than large offices with more overhead.

Profit is NOT your paycheck. Profit is your reward for doing a job well.

The IBA intends to invite Drexanne Evers to do a class at an estimated cost of \$50 per person in the very near future.

### Seattle Management Group.

Donna Kay Welsh has a need to brainstorm with people who may be interested in

joining forces or talking about how to recruit and hire agents. Their property management side is very strong but they are now looking to expand.

**SKCAR and NAR** are the only entities dedicated to protecting our rights thru legislation. They protect both buyers and sellers and are our watch dogs. We have lobbyists in each city hall trying to catch every piece of legislation that may affect our industry. Realtors have access to the legal hotline, handouts and education on important topics. These associations also ensure adherence to a Code of Ethics.

**Election of Members to the IBA Board.** Brian Graves made a motion to make a unanimous vote to elect all

the nominees on the ballot. Barb Lamoureux seconded the motion which was unanimously approved by the members present.

**Alanpope.com** has a great listing tool that shows all sales and absorption rates for recent sales. This site also shows current inventory.

**Postlets** is great to put ads on different internet sites like Craigslist and Zillow.

**Cevado Training** was held at the Laugh's Comedy Club in Kirkland on April 28th.

## Analyzing Your Company For Profit Drexanne Evers—Instructor Profile

### Business Experience

Drexanne began her multifaceted real estate career as a sales associate. She then moved on to become a sales trainer for 2 large Cincinnati-based real estate firms and then become a sales manager of a branch office. In one calendar year, Drexanne's branch office went from 18 salespeople to 53. She was then promoted to Senior Vice President with the Sibcy Cline Company, a 20-office real estate firm in Cincinnati, where she was in charge of recruiting, training, marketing and personnel.

Drexanne is currently a real estate consultant who owns her own consulting firm,

Drexanne Evers International. She provides complete audits of real estate brokerage firms and suggests possible changes within the company to increase efficiency and productivity, with increased profitability as the ultimate goal. She is responsible for analyzing and evaluating all of a firm's functions and financial matters to help increase the bottom line. She is a well-known lecturer on real estate topics and has spoken at many conventions. Ms. Evers has been an Ohio real estate broker for more than 25 years.

### Education

Drexanne holds an MBA

degree from Xavier University in Cincinnati, Ohio.

### Honors and Accomplishments

Drexanne is a past president of the Warren County, Ohio Board of Realtors and a former Realtor of the Year. She is a Master Instructor with the Council of Real Estate Brokerage Managers, teaching real estate management subjects internationally. Drexanne is also a past president of the Council of Real Estate Brokerage Managers (CRB Council).



# WELCOME 2008 NEW IBA MEMBERS

- Chip McClelland of **Washington Hawaii Properties, Inc.**  
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- Mark Haley of **Haley Properties**  
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## 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 8<sup>th</sup> Board of Directors meeting and introduced to the General Membership at our meeting last Thursday, Dec. 12<sup>th</sup>. He has taught literally hundreds of classes for Lawyer's Title when employed 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/](http://www.impactyoursalesnow.com/iba/).** A list of available courses is available upon request. Email Brian at [bgraves@bentleyproperties.com](mailto:bgraves@bentleyproperties.com).





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**We're on the Web!**  
[www.nwiba.com](http://www.nwiba.com)

*"Keeping the Independent Broker ... Independent."*

You are cordially invited to our next regular monthly meeting to be held **Thursday, April 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

### President

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### First Vice President

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### Members at Large

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### Second Vice President

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### Secretary

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 Titan Real Estate Services, LLC