



News and Views

Dakotas Chapter CRS

Summer 2009

President's Message

It is time to sign up for State Convention in Watertown, SD. I am looking forward to seeing old friends and meet new REALTORS®. This year, the CRS Chapter will be sponsoring a morning class - "25 Marketing Ideas - Down & Dirty." For all paid Chapter members, remember to print out your VIP pass and bring it with you. It gets you into the class without having to stand in line. If you have not paid your Dakotas Chapter dues of \$30, you can send it in now and avoid the lines.

This year we are also putting on a noon luncheon for paid members of the Chapter. You will need to register in advance. At the luncheon, the annual meeting will take place. We will be voting on the slate of officers. Hope everyone that attends the convention will consider coming to the CRS luncheon.



2009 President
Sandy Meyer, CRS

I have enjoyed working the CRS officers and administrative staff. Jill and Moni have done a great job with getting our reports in to National. During this past year, I have attended Leadership Conference in Scottsdale, CRS meetings at NAR in Orlando, and in May attended the Mid-Year conferences in Washington, DC. While other states are losing members during these tough real estate times, our two states are doing very well. I hope that others that are interested in working on the state level will get involved. It has been a learning experience, but a fun time.

See you in Watertown!

Sandy

2009 Leadership

President

Sandy Meyer
701-775-0013

President Elect

Carol Lawhun
605-343-8800

Secretary

Ninetta Wandler
701-225-8183

Treasurer

Kim Smith
605-351-8340

SD Director/Membership

Faith Wendt
605-343-2700

ND Director/Education

Steve Lunde
701-239-5990

Immediate Past President

Bruce Curington
605-342-9112

Regional Vice President

Mark Hess
785-979-4663

CRS Of The Year Nominations

The Dakota CRS Chapter "CRS Of The Year" award is designed to recognize a North or South Dakota member who has provided outstanding service to the Chapter and the real estate industry, and will be presented at the General Membership Meeting, September 16, 2009.

To nominate a Dakota CRS Chapter member, [click here](#) to download the nomination form. All nominations must be submitted to the Chapter office in Bismarck by Wednesday, September 9, 2009 to be considered.

New CRS Designees

Congratulations to those who have earned the CRS Designation in 2009!

Laurie Burkholder, Grand Forks

Melissa Houston, Minot

Joyce Kuntz, Minot

Cheryl Croonquist, Minot

Peggy Isakson, Fargo

Marsha Mugaas, Minot

David Fuchs, Watertown

Jerry Janz, Bismarck

In This Issue...

- Social Media
- Slate of Candidates
- Absentee Ballot
- Annual Member Meeting
- Chapter and National Dues
- More!

Social Media Helps Agents Reach New Clients

Online social networks are making a splash in the real estate marketplace. According to the 2008 NATIONAL ASSOCIATION OF REALTORS® Technology Survey, 33 percent of agents and brokers said they participate in social networks, such as LinkedIn and Facebook, and blogs for business purposes. Nearly two-thirds (62 percent) said they use social media to reach consumers while 48 percent use the technology to connect with other REALTORS®.



Brian Copeland, CRS, with Village Real Estate Services in Nashville, Tenn., says real estate agents are doing themselves a disservice if they aren't active on social media. He cites several ways that agents can benefit from such networks. "They can help you raise awareness of your brand, and let people know what you do," Copeland says. "They also help generate referrals from other agents who may be on social networks. Finally, they help you market your listings on your blog or social network profile."

By focusing on at least one of these purposes, Copeland says agents will find it easier to stay focused and not get distracted. "With so many social networking sites available, people can easily become overwhelmed," says Copeland, who spends about one hour a week on sites such as LinkedIn, Facebook, MySpace, ActiveRain, Trulia and CRS Member Connect. He suggests budgeting time for online networks just like any other business-related activity.



Doug Devitre, CRS, with Prudential Alliance in Ladue, MO, adds that social networks offer several features that can help REALTORS® market their business or listings. Agents can promote open houses on Facebook, for example, by uploading property photos and videos both before and after the event in an effort to get the word out. Agents also can send an invitation to clients and colleagues via social networking sites to draw attention to the listing, Devitre says.



YouTube holds a lot of potential for agents too, Devitre says. "YouTube is overlooked as a social networking site. People only see it as a way to post videos online. But once you create a profile, you can make new friends, send messages, comment on videos and more," Devitre says.



Joining groups such as the CRS communities on Facebook and LinkedIn can help agents expand their

network. Or you can start your own online community, like Devitre did when he started a Missouri CRS chapter group on Facebook. While the group is still new, he hopes it will provide an example of how social media groups can share news and resources even when members are not attending a face-to-face meeting.

Devitre advises agents to join as many networking sites as possible. "Every time you set up a profile, you're setting up a personal Web site," Devitre explains. "If you're not out there, no one will find you."



However, social networks come with several risks and challenges. Devitre says it's possible to reveal too much about yourself. "People can easily find out details about you that you may not want them to know. But it's also important to share your thoughts and feelings, so they get to know who you are. Yes, it might turn some people off, but you also attract more people who *want* to do business with you. And that's who you want to do business with anyway," Devitre says.

Copeland cautions that social networks create a permanent stamp on the Internet that everyone can see. "It's important to present a professional image online. Watch the grammar and punctuation, and don't use caps – that's like shouting. Don't use 'text talk' either. Also, watch your temper. If you see something online that you disagree with, watch how you respond because it can make you look bad to other agents and potential customers," Copeland advises.

Another downside could come from spending too much time networking online. "If you're spending 10 hours a week on social media and you're not seeing results, you're probably doing too much," Copeland says.

After all, it's not about how much time you spend using social media: it is about the quality of information you share with colleagues, clients and potential clients. For example, Copeland says he was able to attract several new clients simply by providing thorough, detailed and timely responses to buyers he met online on Trulia, an online real estate listing service and network. Those clients have already resulted in several closed deals. "Social networks give agents an edge with these audiences. When you are available and give good information, the buyer will come to you," Copeland says.

The Dakotas CRS Chapter has a group for Chapter members on Facebook. Log in and check it out!



Chapter and National Dues

If you haven't paid your 2009 Chapter dues (only \$30), payment can still be made. The course at the REALTOR® Convention of the Dakotas on September 16 is FREE to any members who have already paid their Chapter dues. Others will be charged \$35 for the 3-hour course.

All members who have paid National but not Chapter will be getting a reminder via e-mail shortly.

We are getting close to that time of year again - Dues Renewals. The annual renewal letters will go out in November. Dues for the National CRS Council and the Dakotas CRS Chapter are due by December 31, 2009, but will be billed separately. Please watch for those notices via email.



General Member Meeting

Join us at the Convention Center in Wauertown, SD for our General Membership Meeting, held in conjunction with the 2009 REALTOR® Convention of the Dakotas, Sept 16-18.

**Wednesday, September 16th,
11:30 am**

Luncheon & Elections

FREE as a member benefit

Register by September 9th to

dakotacrs@ndrealtors.com

Travel Reports

In May, the Dakotas CRS Chapter sent President Sandy Meyer and President Elect Carol Lawhun to the Mid Year meetings in Washington DC. They both submitted a report from the meetings they attended on behalf of the Chapter. The reports can be viewed online.

Two New Features to "Find a CRS" Online

Recently two new features were added to the CRS online referral directory at www.crs.com (FIND A CRS) and since most of you have "taken the social media scene by storm" we believe both of these features will greatly benefit the CRS Chapter Leadership and Council Regional Vice Presidents.

One new feature is the result of a staff directive from the Council's Membership Development Committee (issued at the Orlando Annual Conference Meeting last November). Thank you Membership Development Committee, Executive Committee, CRS BOD Members and Staff!

The CRS Online Referral Directory (Find a CRS) now displays Chapter Membership. Chapter Membership information will pull directly from each Chapter's online administrative databases at www.crs.com. Those included either

paid Chapter dues through national or paid the Chapter directly and were input manually by the Chapter into the Chapter's database.

The second feature is the ability to add links to your social networking sites (Facebook, LinkedIn, Twitter, etc.) and display those links on your profile at FIND A CRS!

To add your links: log into the CRS website at www.crs.com and access your advantage account by clicking on the tab "My CRS Advantage" and dropping down to "Account Information".

Once there simply scroll down until you see the icons for the social media sites.

We hope you will all take advantage of these two valuable new features!

Slate of Candidates

The following members have been nominated to run for a seat on the Dakota CRS Chapter Board of Directors.

The election will be held at the General Membership Meeting on Wednesday, September 16, 2009 at 11:30 am, at the Watertown Event Center & Best Western Ramkota Hotel, Watertown, SD.

For President: Carol Lawhun (Rapid City, SD) will automatically assume the office.



Carol holds a Bachelors Degree in Speech Communications and Theater and has been a Real Estate Agent since 2002. She is a certified active Real Estate Instructor. She is actively involved in several local organizations and her church. Her philosophy is "always leave things better than you found them."

For Directors: (1 from each state will be elected)

Pat Kisely - Huron, SD



Pat has been licensed since 1992 and is the broker owner of Pro Realty. She has been local and state REALTOR® of the Year. Pat has served on several Real Estate Commission task forces as well as local and state association committees. She also volunteers with several charities and her church.

For President Elect:



Ninetta Wandler - Dickinson, ND

A broker-associate, she has been licensed for 25 years. She has been local and state REALTOR® of the Year. She has chaired many local and state committees and served as President. She is very active with local charities and activities. Ninetta is married to David Westrum and has one son, Andrew, who has a fiancée, Mary.

Diane Duchscher - Dickinson, ND



I have been an active agent/broker since 1996. I am a co-founder/co-owner of Home and Land Company. I have served as local committee chair and local President as well as being on several state committees. I have also consistently been involved with the contributions towards the Chapter with a Heart in Dickinson. I would like to become more active in the Dakotas CRS Chapter.

For Secretary:



Faith Wendt - Rapid City, SD

I have been an active, full time agent for 13 years with Coldwell Banker LKH in Rapid City. I am excited to stay up to date on my education and professional designations, as I feel every thing that I can do to help better my self will enhance the transactions and relationships with my clients. I feel that CRS has made some strong changes in the past few years, and I am honored to be able to be a part of their future.

Vicky Matson - Fargo, ND



My husband and I live in West Fargo and have been married for 34 years. We have 3 grown children and 3 grandchildren with a 4th due in October. I am in my 7th year of selling real estate - 2 1/2 years were in Moorbridge, SD, and the rest in the Fargo area. I am active in local board committees and various local organizations and charities.

For Treasurer:



Steve Lunde - Fargo, ND

Steve Lunde is a Residential Real Estate Professional with RE/MAX Realty 1 in Fargo, ND. He has been in the business over 16 years and has served as President of the Fargo/Moorhead Association. Steve has also served on state and local committees including being Chairman.

The names of additional nominees for office may be placed on the ballot providing the nomination is received in writing by the Secretary at least fifteen (15) days prior to the date of the election and:

1. the nominee has consented in writing to accept the nomination, and
2. the nominee meets the minimum criteria of the office.

Official Notice of Meeting & Election

The election will be held at the General Membership Meeting on Wednesday, September 16, 2009 at 11:30 am, at the Watertown Event Center & Best Western Ramkota Hotel, Watertown, SD.

Article VII - Officers and Elections

Section 5. Officers shall be elected at the annual business meeting to be held prior to November 1 of each year, and shall take office as of January 1 of next year. Voting by members may occur in any of the following manners

- a) in person at the meeting;
- b) by another member at the meeting provided the written proxy bearing the signature and the Council id number of the member whose vote is being cast has been fulfilled with the Secretary of the Chapter, or in the Secretary's absence with the Member chairing the meeting;
- c) electronically transmitted to and received by the Chapter Secretary or its designee (*see below*) prior to the vote and including the name and the Council id number of the member voting; OR
- d) mailed ballot received by the Chapter Secretary or its designee (*see below*), prior to the vote, bearing the name and the Council id number of the member voting.

Each Member eligible to vote pursuant to these Bylaws shall only be allowed to vote once in each election.

Dakotas CRS Chapter Ballot

For President: Carol Lawhun (automatically assumes position)

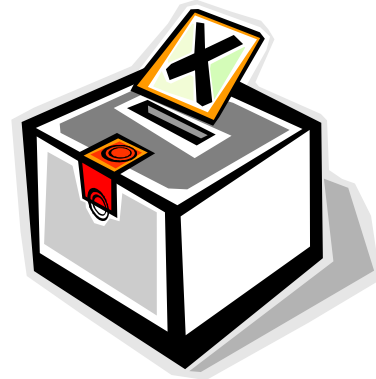
For President Elect: Ninetta Wandler

For Secretary: Faith Wendt

For Treasurer: Steve Lunde

For SD Director: Pat Kisely

For ND Director: Diane Duchscher
(choose only one) Vicky Matson



I hereby certify that I am a Chapter member in good standing.

Print Name

Signature

Council ID

For options c & d above, ballots must be submitted to Chapter Administrative Office:

Mail: 318 W Apollo Avenue
Bismarck, ND 58503

Fax: 866-665-1011

Scan & Email: dakotacrs@ndrealtors.com

Education Rebate Available

Did you know that Chapter members are eligible for a \$25 rebate? When any CRS course is taken anywhere, Chapter members can complete a simple form and receive \$25 back from the Chapter. The form can be found [online](#). Fill out the form, attach a copy of your receipt and course completion certificate, and mail to Dakotas CRS Chapter - 318 W Apollo Avenue - Bismarck, ND 58503. This rebate is available once per member per year. So far in 2009, 27 members have taken advantage of the rebate.

Other Chapter Member benefits include:

- Free continuing education course at REALTOR® Convention of the Dakotas
- Lunch and General Membership meeting at annual convention
- Networking with other CRS designees and Chapter members throughout North and South Dakota
- Chapter newsletter – emailed three to four times each year
- Website resources: www.crs.com and www.dakotacrs.com

Are You Registered for Convention?

The 2009 REALTOR® Convention of the Dakotas is coming up quickly. If you haven't already, you can go online and register at www.sdrealtor.org. Plan to attend the events in Watertown, SD, September 16-18. The Dakota CRS Chapter is hosting a luncheon and annual meeting. Please register for the lunch by sending an email to dakotacrs@ndrealtors.com. There is no cost for the lunch, but RSVPs need to be in by September 9.

The Chapter is also sponsoring a three-hour course taught by Chuck Bode entitled “25 Marketing Ideas -

Down & Dirty” This course is free to paid Dakota CRS Chapter members. The cost for non-members is \$35.

The Chapter is asking for a donation of \$5 from members. All money collected will go to local charities, Women's Resource Center and Watertown Humane Society.

To see the tentative schedule for the entire convention, [click here](#).

Get to Know CRS Member Connect

True success doesn't happen overnight. Whether you're building a highly productive real estate career, constructing a dream home or creating a new online resource center for CRS members, it takes time, energy and proper planning to realize your vision. After months of planning and development, CRS members now can enjoy the benefits of the CRS Member Connect virtual community (www.crs.com/Community).

This valuable resource provides members with the latest real estate industry and Council news as well as links to current market research and data. It will also provide useful professional resources, such as:

- presentation and marketing templates;
- sample marketing materials;

- audio clips of interviews with industry experts;
- archived articles from *The Residential Specialist*;
- CRS member discussion forums; and
- a CRS blog covering real estate news, trends and market data

Look for Member Connect to evolve over time as new content and resources are added in the coming months. CRS Director of Member Services, Colleen McMahon, manages the Council's virtual community project. “Member Connect will serve as a central destination where members can find a broad range of resources, tools and professional connections to help them succeed,” she says.

Visit www.crs.com/Community today!

CRS Presentation for Chapter Use Now Available

To download the latest PowerPoint Presentation for Chapter Officers who are promoting the Council, education and CRS Designation log into the CRS Website and click on this link – and it's branded with the Council's new look!:

http://www.crs.com/Chapter_Forms/Public_Relations/Presentations/Presentation_For_Chapter_Use.ppt

Calendar of Upcoming CRS Events

Sept 16 Dakota Chapter sponsored course at REALTOR® Convention of the Dakotas Watertown, SD (register at <http://sdrealtor.org/page48.aspx>)

Oct 13-14 CRS 200 Course, Minot, ND (see info at www.ndrealtors.com/crs2009.pdf)

[Click here](#) for National CRS Classes available



Your 2009 Dakota CRS Chapter Board of Directors



Sandy Meyer, President Elect
Crary Homes & Real Estate
Grand Forks, ND
701-775-0013
GetSandy@polarcomm.com



Carol Lawhun, Secretary
The Real Estate Group
Rapid City, SD
605-343-8800
CarolL@PropertyByReferral.com



Ninetta Wandler, Treasurer
Everett Real Estate
Dickinson, ND
701-225-8183
Wan@mail.ctctel.com



Kim Smith, SD Director
The Real Estate Company
Sioux Falls, SD
605-351-8340
KimS@sio.midco.net



Bruce Curington, President
Rossum & Neal Real Estate
Rapid City, SD
605-342-9112
BruceCurington@rushmore.com



Steve Lunde, ND Director
Re/Max Realty 1
Fargo, ND
701-239-5990
SteveL@ReMaxRealty1.com



Faith Wendt, SD Director
Coldwell Banker
Rapid City, SD
605-342-2247
Faith@FaithWendt.com



Mark Hess, Regional VP
Realty Executives
Lawrence, KS
785-979-4663
MarkHess@realtor.com

Local Board Representatives:

Aberdeen Board of REALTORS®

Craig P. Mickelson, Mickelson Realtors, Aberdeen, SD

Badlands Board of REALTORS®

Diana Zietz, Continental Real Estate, Dickinson, ND

Bismarck Mandan Board of REALTORS®

Lynnell Strothman, Bianco Realty, Bismarck, ND

Black Hills Association of REALTORS®

Carol Lawhun, The Real Estate Group, Rapid City, SD

Central South Dakota Board of REALTORS®

Cathy Sonnenschein, Burke & Associates Real Estate, Pierre, SD

East Central Board of REALTORS®

Lorna Nohava, C21 Gustafson Krogman & Assoc, Brookings, SD

Fargo Moorhead Area Association of REALTORS®

Steve Lunde, ReMax Realty 1, Fargo, ND

Grand Forks Board of REALTORS®

Sandy Meyer, Crary Homes & Real Estate, Grand Forks, ND

Huron Board of REALTORS®

Pat Kisely, Pro Realty, Huron, SD

Lewis & Clark Board of REALTORS®

Sue Navrat, Premier Real Estate, Ltd, Vermillion, SD

Minot Board of REALTORS®

Denise Messmer, Brokers 12, Minot, ND

Mitchell Board of REALTORS®

Ellie Everson, C21 Fischer, Round & Assoc, Mitchell, SD

Northeast Board of REALTORS®

Andrew Mahowald, Watertown, SD

Northern Black Hills Association of REALTORS®

Alexa Elwood, Century 21 Spearfish Realty, Spearfish, SD

REALTOR® Association of the Sioux Empire

Kim Smith, The Real Estate Company, Sioux Falls, SD

Southern Black Hills Board of REALTORS®

Cathy Brickey, All American Realty Group, Hill City, SD

Wahpeton Breckenridge Area Board of REALTORS®

Kathy Hammer, Hammer Realty, Wahpeton, ND

Williston Board of REALTORS®

Nancy Hoffelt, Basin Brokers, Williston, ND