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### Tech Tip of the Month:

#### Bulletproof Backup

The #1 reason backups fail is we forget or don't bother to run them. Problem

Solved: Check out [www.carbonite.com](http://www.carbonite.com). For under \$60 a year they'll automatically back up everything on your hard drive. Just install it and you're done. Unless you have to recover files, you'll probably never have to worry about backup again. How does it work? First, it backs up all of your files to your account on the internet. Next, every time you create anything on your computer, it puts a copy of it on the internet. Every document/picture/spreadsheet/etc you create is copied and the copy is always safe in your Carbonite account.

## Live! From the Florida REALTOR®

### Mid-Winter Meetings in Orlando:

It was with pride and pleasure that I attended the Florida REALTORS® 2012 Mid-Winter Business Meetings in Orlando in January as President of the Cape Coral Association of REALTORS®. The atmosphere of the Meetings, as well as the positive attitude of Florida President Summer Greene and the Leadership Team were energizing; which explains the 2012 theme of *The Best is Yet to Come!*

The 2012 Florida REALTORS® Leadership Team generated a great passion and enthusiasm for the goals and issues for this year.

Their number one goal for this year is Realtor Advocacy, "Invest in your Profession".

This year Florida REALTORS® rolls out a new name and logo for Realtors in the Sunshine State to rally around. Florida REALTORS® PAC replaces RPAC, the national Realtors Political Action Committee, to identify the state association's political fundraising activities.

Their number one issue is Amendment 4. In November, Florida voters will have a chance to support property tax relief that would touch every Florida taxpayer. Amendment 4 will create a property tax increase cap of 5 percent each year on non-homestead real estate, down from the current 10 percent cap. It will also give some first-time homebuyers a property tax break that decreases over time. We need to inform our customers, clients, and community and vote YES!

The Florida REALTORS® selected charity for 2012 is Silent Angels. Founded in 2002, Silent Angels is a charitable organization composed of REALTORS® for the purpose of providing funds, supplies and services to individuals who are making a determined effort yet are financially needy or otherwise distressed. This is a wonderful charity of REALTORS® helping REALTORS® ([silentangels.org](http://silentangels.org))

For those of you who have attended the Mid-Year Meetings you know the wonderful quality and quantity of educational sessions FR has to offer and many ideas and contacts were brought back to our Committee Chairpersons for our Association to present to our members.

Please explore the Florida REALTORS® website [www.floridarealtors.org](http://www.floridarealtors.org) for more information on any of the above items and so much more information to keep you in the know and on top of your game!

Michelle

Nothing great was ever achieved without enthusiasm. ~Ralph Waldo Emerson



**Michelle Deal**  
President 2012

# CCAR Committee Spotlight: Community Relations

The Community Relations Committee feels strongly about being involved in our Cape Coral Community.

Our Vision and Mission Statement is: *Hand in hand for the best interest of Cape Coral Property Owners*

Some of the 2011/2012 events we participate in are:

- NIGHTS ON THE PARKWAY, (the third Friday of the month in the CRA)
- SILENT ANGELS (Realtors helping people in need SILENTLY)
- CHAMBER OF COMMERCE - city events
- HELPING HANDS (outreach to a local resident in need of a little help)
- CAPE CORAL CARING CENTER (fundraiser and food donations)
- A PROPOSED CONCERT (at the Cape High School to raise funds for the music dept.)
- MEMBER EVENTS at the Association to say "THANK YOU"

This committee not only gets involved with the public, but with the Real Estate community. We are looking for "A Few Good Men and Women" to join this fabulous and rewarding

## 4 ways to enhance your website

SEATTLE – Jan. 10, 2012 – A good website can do some of the work for you to bring in new clients, according to Tricia Andreassen, CEO and founder of Pro Step Marketing. Among her ideas:

- 1. Have a strong MLS tool on your website's front page.** "Having an interactive search tool where the visitor can choose a specific town, price range and even property type can be a powerful way to compel them to click-through and access listings," Andreassen says. "Having an IDX-integrated search on the home page eliminates the need for buyers or sellers to click-through three or four levels just to view homes."
- 2. Make sure your visitors can contact you.** Ensure you are the point of contact through easy-to-find buttons throughout your website, even when your web visitors are searching the MLS from your site. Make it so they can easily click a button to access more information, schedule a showing, or share the listing with a friend or family member.
- 3. Include social media features.** Have icons to your Facebook wall or your Twitter account, and allow your web visitors to easily share information via social media.
- 4. Set up e-mail campaigns.** Allow your web visitors to sign up to receive more targeted information. "For example, let's say you come across a great foreclosure deal, and you want to let your foreclosure buyer pipeline know about it," Andreassen says. "Have the tools so that you can e-mail the entire group within moments to let them know about the new listing."

Source: "Marketing Messaging: 6 Strategies to Turbo-Charge Your Web site," RISMedia (Jan. 8, 2012) © Copyright 2012 INFORMATION, INC. Bethesda, MD (301) 215-4688

## 2012 Officers

**Michelle Deal, President**  
Miss\_deal@hotmail.com

**Chris Berardi, President-Elect**  
chrisberardi@ymail.com

**Tommy Lee, Treasurer**  
thomasjleeii@aol.com

**Mohsen Cyrus, Secretary**  
mcyrus@cyrusrealtor.com

**Barbara Cleaver  
Immediate Past President**  
bthecleave@aol.com

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Sal Catalfamo  
Don Heisler  
Paula Hellenbrand  
Mel King  
Bobby Mahan  
Jeff Miloff  
Brian Strzyz**

## Management Team

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**Marla Belden**  
Receptionist  
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**Emily Louzao**  
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**Debbie Miers**  
Staff Assistant  
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**Lucy Ortega**  
MLS/Supra Coordinator  
lucy@caperealtors.com

**Linda Wadsworth**  
Accounting  
linda@caperealtors.com

## CCAR Office Hours

M-F 8:00 - 5:00 PM  
Closed Saturday & Sunday

# Welcome to Our Newest Members

*A hearty Cape Coral welcome to each of our newest association members. We hope you will find friends, associates and business partners among us all. Great to have you !*

## REALTORS®

- Gabriela Amado, Selling Paradise Realty Inc.
- Kevin Corasio, Selling Paradise Realty Inc.
- Ray Garvey, Hamilton-Franklin Realty LLC.
- Fred Georges, New Home Network Inc.
- Susan Hofmann, Amstate Advantage Realty
- Vincent Honc, Miloff Aubuchon Realty Group
- Mary Huber, Miloff Aubuchon Realty Group
- Jacqueline Kingery, UnderpriceHomes.com
- Jeanne Losee, Right Choice Realty, LLC
- Deborah Sanger, Selling Paradise Realty Inc.
- Ian Schmoyer, Lin Welch Realty Inc.
- Andrew Sievert, Selling Paradise Realty Inc.
- Porfirio Vargas, Amstate Advantage Realty
- Ed Venetsanos, Cape Realty Inc.

## OFFICES

Carmen Gutto, Living Structures of SW Florida



**New & Improved  
Location with  
Ample Parking!!!**

## 2012 Business Partner Trade Show

“The Oscars”

April 17, 2012

4:30PM - 7:00PM

Faith  
Presbyterian  
Church

4544 Coronado  
Pkwy

Booths are available for CCAR Members & Non-Members. Trade show booths are on a first-come, first-serve basis. Number of both premium and electric spaces are limited and require advance payment with your registration. Prices for booths are listed below.

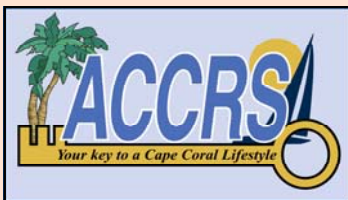
Contact Emily to reserve your space at: [emily@caperealtors.com](mailto:emily@caperealtors.com)

CCAR Members by March 15, 2012: \$175

CCAR Members after March 15, 2012: \$200

Non-CCAR Members: \$300

Electric Spaces: \$25, Premium Spaces: \$50



Classes are ongoing throughout the year, register TODAY!

Accredited Cape Coral Residential Specialist Designation

Learn to sell the Cape!

## Education at CCAR

Ted Jones Presents: Déjà Vu All Over Again, A Real Estate and Economic Outlook for 2012

Lunch & Learn at CCAR on February 21, 2012

11:30am - 1:00pm, \$9.50 for CCAR Members, \$12.00 for Non-CCAR Members, and \$15 for General Public

*Knowledge - Makes You More Money ! Ted C. Jones the Senior Vice President-Chief Economist of Stewart Title Guaranty Company will lead this informative seminar.*

Call (239) 542-6209 to register or you can register online at: [www.caperealtors.com](http://www.caperealtors.com) “Calendar”



14 Hours of CE

February 16 - 17

8:30 AM - 4:00 PM

Classroom Instruction. Take all 14 hours or any of the four segments.

See page 9 for flyer



## Casting call for HGTV 'House Hunters'

VAN NUYS, Calif. – Jan. 23, 2012 – Roni Spitzer, casting producer for HGTV's "House Hunters," is looking for a few good Realtors.

"The property would need to be in escrow with a closing date, and must have buyers that are energetic and fun," Spitzer says in a letter. "Drama and challenges are welcome! We really like when they have specific needs and wants; like must have a sky light or no way would I ever buy a home with baseboard heaters. The more opinionated the better."

To be considered for "House Hunters," an applicant must have a house in escrow with buyers willing to appear on camera. While it's considered a "reality show," some elements are staged, however. The Realtor must visit the home under contract with the buyers, and all must act as if they're seeing the home for the first time. They must also tour two other homes, called decoys by the show's producer, as if seeing them for the first time and eventually rejecting them.

To try out for a spot on the show, a Realtor must:

1. Complete and sign an application.
2. Submit a head shot.
3. Submit an audition video of him/herself that is three minutes long, including introduction, agency name, and where you work.

Send in a copy of the escrowed home's MLS listing, or at least pictures of the new home, and specs.

If accepted for a spot on "House Hunters," a Realtor would commit three days to the project and the buyers would commit five days.

For more information, email Roni Spitzer at: [roni\\_spitzer@pietown.tv](mailto:roni_spitzer@pietown.tv)

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## Mark Your Calendar!

### February Events

- |       |          |                                  |
|-------|----------|----------------------------------|
| 2     | 8:15 AM  | Business Partner Committee       |
| 2     | 9:30 AM  | GPAC Committee                   |
| 7     | 9:00 AM  | ACCRS City Code Enforcement      |
| 8     | 9:00 AM  | Community Relations Committee    |
| 9     | 8:15 AM  | Education Committee              |
| 9     | 9:30 AM  | RPAC Committee                   |
| 16-17 | 8:00 AM  | 14 Hours of CE (see page 9)      |
| 20    |          | President's Day (CCAR Closed)    |
| 21    | 11:30 AM | Lunch & Learn - Ted Jones        |
| 21    | 12:00 PM | FGCMLS Meeting - Ft. Myers Board |
| 22    | 9:00 AM  | MLS Committee                    |
| 23    | 8:00 AM  | Board of Directors Meeting       |

### March Events

- |    |          |   |
|----|----------|---|
| 1  | 8:15 AM  | Business Partner Committee  |
| 1  | 9:30 AM  | GPAC Committee  |
| 6  | 9:00 AM  | ACCRS CC Planning & Zoning  |
| 7  | 7:45 AM  | New Member Orientation (Day 1/2)                                  |
| 8  | 8:45 AM  | New Member Orientation (Day 2/2)                                  |
| 8  | 8:15 AM  | Education Committee   |
| 8  | 9:30 AM  | RPAC Committee  |
| 14 | 9:00 AM  | Community Relations Committee                                     |
| 14 | 5:00 PM  | Joint Mixer with Ft. Myers Board                                  |
| 20 | 11:30 AM | Lunch & Lean - Hurricane Preparedness with Jim Farrell, Wink News |
| 21 | 9:00 AM  | MLS Committee   |
| 21 | 9:00 AM  | Blood Drive at CCAR   |
| 22 | 8:00 AM  | Board of Directors Meeting  |

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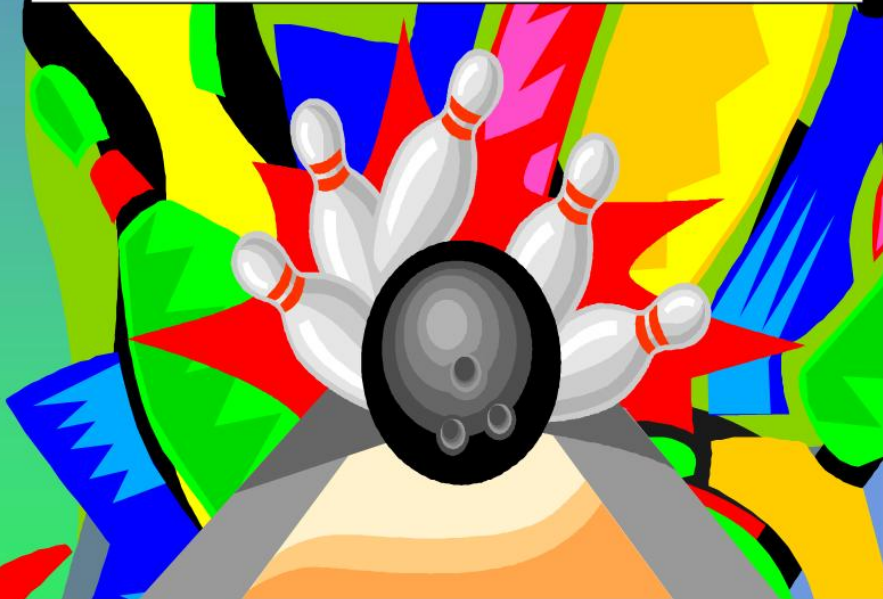
# The Associations of District V Bowling Tournament

Cape Coral Association of REALTORS®

**Pin Street at Ft. Myers**  
4140 Fowler St, Fort Myers, FL 33901  
**Saturday, March 31, 5:00 PM**  
4 Person Coed Teams (at least one female)  
\$15.00 per person, includes shoes

**ONLY Paid REALTOR® & Business Partner Members Can Participate!**

**Tournament Format:**  
2 games straight up.  
Best team from each board represented plays in a single game championship game. Playoff team chosen from each board by the best single game score from first two games.  
Winning team receives the traveling trophy.  
Net proceeds will benefit the Silent Angels program:  
<http://www.floridarealtors.org/AboutFar/SilentAngels/>



**Register Me for Bowling - Lanes are Limited and are First-come, First-serve**

My Team Name (if you have one!): \_\_\_\_\_  
Company: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**RSVP to [Emily@CapeRealtors.com](mailto:Emily@CapeRealtors.com) or fax 239-542-5903  
Call the Association @ 239-542-6209 for questions**

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## REALTORS® It's Time To Check Your CE Hours!

DBPR has updated their license renewal website. This update effects your license renewal, how you will check your CE hours and the method brokers use to identify their relationship with agents.

Each agent must register as a New User (even if you had a previous account with DBPR). To begin using this new website, go to: <http://www.MyFloridaLicense.com/dbpr>. Choose "Renew/Maintain a License." After reading the page, click "Continue." Choose "Real Estate" from the list of professions on this page. Next, go to the bottom of the page and view or print (recommended) the following .pdf files:

- Tutorial - "Create Your Online Account"
- Tutorial - "Link Your License to Your Online Account"
- Brokers may wish to also print the third Tutorial called: "Adding/Deleting Sales Associates from Broker."

Choose "Continue to Online Services" at the bottom of this screen.

You will **Create Your Online Account** following the instructions in the first tutorial. After entering the temporary password which will be emailed to you and creating your new password, choose "Save." This completes Tutorial #1.

Begin Tutorial #2 "**Link Your License to Your Online Account.**" Follow the instructions in this tutorial choosing "Next" after your Congratulations screen appears. This final screen will show your license number as being linked to your new account.

By clicking on your license number (middle right side of page), you should be able to renew your license and check your recorded CE hours at the DBPR. You should check these CE hours 1 week after each course is completed to be sure that the school sent the proper information and also that DBPR properly applied the classes to your account.

For additional questions or for assistance, contact the Customer Contact center at 850-487-1395, Monday - Friday 8:00 AM - 6:00 PM and Saturday 10:00 AM - 2:00 PM.

# Cape Coral Association of REALTORS<sup>®</sup>, Inc.



and

## The Royal Institute of Real Estate



### 14 HOURS OF CONTINUING EDUCATION

License renewal requires a minimum of 3 hours of Core Law and a total of 11 hours of specialty credits obtained through approved courses. The courses offered on this flyer can be used toward your license renewal.

**Where: CCAR Education Center    Instructors: Barbara Cleaver & Mel King**

<b>February 16, 2012</b>  <b>Diversity &amp; Doing Business - 4 Hours</b> <b>8:30 AM—12:30 PM</b>  <b>Contracts - 3 Hours</b> <b>1:00—4:00 PM</b>	<b>February 17, 2012</b>  <b>Risk Management - 4 Hours</b> <b>8:30 AM—12:30 PM</b>  <b>Core Law - 3 Hours</b> <b>1:00—4:00 PM</b>
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**14 Hours of CE: Pre-Register/Pre-Paid Discount (through February 15, 2012):**  
**CCAR member \$79.00 Non-CCAR member REALTOR<sup>®</sup> \$89.00**  
**General Registration, Walk-in & Pay at Door \$99.00**

Single Course Tuition:    CCAR Member            3 CE \$ 30.00            4 CE \$40.00  
 (Circle class choice above)    Non-CCAR Member    3 CE \$ 36.00            4 CE \$48.00

**PLEASE PRINT OR TYPE INFORMATION CLEARLY:**

**Name on RE License** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Firm** \_\_\_\_\_ **FL RE License SL BK #** \_\_\_\_\_  
(Circle One)

**Home Phone** \_\_\_\_\_ **Office Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**\*\*Discounted Tuition available through Wednesday, February 15, 2012 \*\***

No refunds or credits will be extended. Lunch on your own.

Return Completed Application and Payment to: Cape Coral Association of REALTORS<sup>®</sup>, Inc.  
 918 SE 46th Lane, Cape Coral, FL 33904    Fax: 239-542-5903    Email: emily@caperealtors.com

**Name:** \_\_\_\_\_ **Tel.#** \_\_\_\_\_

Check  Cash  MC/Visa #: \_\_\_\_\_ **Exp.** \_\_\_\_\_

**Credit Card Billing Address:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Total Due:** \_\_\_\_\_



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