

FROM THE PRESIDENT

TIME IS FLYING!

I can't believe it is June already! Even though business has been slow compared to the past few years, the time just continues to fly by. I hope you have been taking advantage of the business lull to get some things caught up and organized and to maybe take a long overdue vacation.

It is also a good time to look into those designations you have been thinking about pursuing. While you are checking them out, don't forget to consider the Performance Management Network designation offered by NAR through WCR. You can find more information about it at www.wcr.org. Courses are offered periodically throughout the state at many of the local boards as well as at most of the WCR conferences. In fact, a course will be offered in Hollywood FL at the state annual WCR meeting this fall. Check it out. It would be a great opportunity to pick up a course and experience a WCR conference at the same time.

State conferences have no registration fee and they are driving distance so the expense is nominal compared to the national conferences!

Don't forget that we will not be having a regular program in July. Instead, mark your calendar for the District XIII Forum on July 7th at the Venetian in Venice. It will be a great opportunity to meet our State President, Susanna Madden and to network with fellow WCR members in Sarasota, Manatee, Venice, and Englewood. A great motivational speaker has been scheduled, not to mention a fabulous lunch. Check out the flyer in this month's edition of the newsletter!

I hope you have a great month. As always, I thank you all for your support and for the privilege to be your president this year! If you have any suggestions how we can make your membership more valuable, I would love to hear from you!

Karen Rolland, President



Karen Rolland, President
Prudential Florida WCI
(941)639-2600



Kathy DeLorenze, Pres. Elect.
RE/Max Palm Realty
(941)743-5525



Terri Stuthers, Membership
Home Choice Real Estate
(941)575-9775



Holly Partin, Secretary
Tarpon Coast Bank
(941)205-8111



Kim Service, Treasurer
Charlotte State Bank
(941)235-4444

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WCR

Vision Statement

To be the premiere organization for individual achievement.

Women's Council Mission Statement

We are a community of real estate professionals creating business opportunities, developing skills for the future and achieving our individual potential for success.

FROM THE PRESIDENT ELECT by Kathy DeLorenze



What are some of the things that successful agents do to insure their success? They have a toolbox with the keys to making it all come together

for both the realtor and the client. The successful Realtor® will:

Explore a series of proven systems to organize and increase their business.

Identify what a system is and how to implement it.

Select the components of a system
Implement a system using a *Contact Manager*.

Modify specific systems to personalize them for their unique needs

Create new systems using a formula to insure consistency

Some of the areas that need a consistent system are:

Listing presentations:

convince sellers to work with you

Marketing programs: get listings sold!

Convince buyers to work with you

Open house follow-up:

convince visitors to work with you

Pending transactions: get every listing

sold or sale made closed

Customers that Last a Lifetime: insure

past customers continue to buy and sell real estate with you as well as referring other business to you

For Sale by Owner:

convince owner to list with you

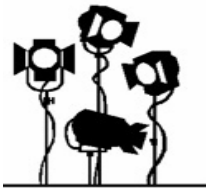
Expired Listings:

convince owner to list with you

Referral follow-up: show appreciation for the referral to encourage more of them

Start by making a list of all the activities you do on a routine basis under two categories: attention and retention. Those activities that get "attention" for you, your property or your real estate services, the other category is any activity or task that is done to gain top of mind awareness to "retain" your customers. Constantly seek to improve the performance of the activities that comprise service, even incremental improvements will put you ahead of the pack.

The Women's Council of Realtors is here to help you achieve a higher level of success through education, referrals, knowledge and contacts. WCR is there to help you **build a career** instead of your being just another real estate agent out there selling houses, make sure you take full advantage and make the most of the benefits of your membership.



Affiliate Spotlight Rosemarie Apice Executive Title

Rosemarie moved to Port Charlotte in March of 1974 from Philadelphia, Pennsylvania, with her husband Jim, of 44 years and their two

sons Jim And Ken. She started with a major Building firm, and in 1994 came on board With Executive Title, as Marketing Director in the Port Charlotte Office.

Rose has been a member of WCR since 1985 and been on many committees with WCR and also is on the Affiliate committee at the Board of Realtors.

In her spare time she enjoys spending time with her grandchildren, Ken who will be 15, Amanda 12, and Jamey 8.

When we asked her what she hopes for the coming year with WCR Her response was, More participation from the members and much Love, success and health to all of our members.

Peggy Bolden
Mortgage Loan Officer



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NANCY F. PADGETT
Senior Title Representative/Manager



1620 Tamiami Trail • Suite 100 • Port Charlotte, FL 33948
Phone: 941-206-2035 • Fax: 941-206-2040 • Cell: 941-769-0239

Home: 941-639-2850

NancyPadgett@wcommunities.com

CHANGE IN LEADERSHIP ROLES FOR THE CHAPTER

Effective May 25th, Heather Patalano decided to step aside as V.P. of Membership and assume the role of Chairperson of the Budget and Finance and Audit Committees. Heather has done a nice job with membership and this change is no reflection on her capabilities. She has had a number of changes take place in her life this year and has decided that moving up within the leadership team is not a priority for her at this time.

We are, as a chapter, trying to grow our future leaders. In the interest of the chapter, the best course of action was to relieve Heather of her position and appoint a new VP of Membership in order to keep the leadership growth process in place. The normal progression for leadership is to hold the office

of either Treasurer or Secretary first, then VP of Membership, then President Elect and finally President. Our chapter has not had the depth of Realtors to fill those positions in that order and believe me, it makes the job harder. I was Secretary for 6 months and suddenly President Elect and I had to go on the fast track to learn what the Treasurer and VP of Membership responsibilities were before I could really be effective and I am STILL learning. (By the way, thank you for your patience!!)

Please join me in welcoming Terri Lynn Stuthers of HomeChoice Realty as our new VP of Membership. Terri is a relatively new member herself and understands first hand the importance of being made to feel welcome as a

new or renewing member.

We thank Heather from the bottom of our hearts for her contributions and look forward to working with her in her new position as Chairperson of the Budget/Finance and Audit Committees. Heather has extensive knowledge of "numbers" and is a welcome asset to assist us in our conversion to a new accounting system. Congratulations are in order for both Heather and Terri. WCR is about growth and maximizing potential. We feel that this move will help both of these women to reach those goals. Terri was officially installed along with Kim Service on June 7th by Rosemary Mahoney, WCR Florida State Chapter Vice President.

Karen Rolland



News Bits N' Pieces... Send us your Scoop!

The WCR award banquet will be in Hollywood in September. Please go to www.wcrfl.com to **fill out the award submissions**.

This is the time we honor our members. Please start now so we can get many submissions.

Contact Awards Chair
Kimberle Woodland:
Kawoodland@earthlink.net

Congratulations to WCR
State Vice President
Rosemary Mahoney!

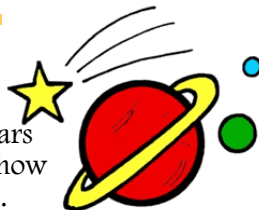
Check out your May issue of Florida Realtor, page 72, "Realtor Scoop" where she is dubbed a Hometown Hero.

You'll be so proud when you read it.

The Women's Council of REALTORS has 17,000 National members and is ranked 12th of the top 30 Women's Business/Professional Associations by the National Business Women's Network.

Lost In Space

We've missed you. If your name appears here please contact us to let us know how best we may contact you in the future.



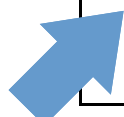
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A Commercial Message From The Webmaster

Repeating from my article in the March Newsletter, the member information contained in our on-line roster is: member's name, company affiliation, office address, office telephone number, mobile phone number and email address. Additional space is available to display a member's website URL (just below their email address) and also to display approx. a business-card proportioned image to the immediate left of each roster entry.

The Board has determined that these features will be made available for a fee intended to assist in defraying the additional costs incurred this year in the redesign of our website and to fund additional enhancements in the future.

Clicking on your URL will open your website in a new window (the WCR Roster page will remain in the background) which will operate independently until that window is closed. The maximum image size permissible is 310W x 175H (PIXELS, and remember, proportional is good), and animated .gif files (up to 150KB or a time limit of 20 seconds) will be accepted.

We suggest you scan both the Realtor and Affiliate rosters to see what various members (mostly your Officers and Board Members) have already provided; the national Referral Roster may also be a source of ideas; offering a stated referral rate to WCR members comes to mind. All images will be subject to the Board's approval with regard to reasonable standards of content so as not to detract from the overall image of our website and/or other members.

The annual fee to display your URL is \$25.00 and will be renewable Dec. 1st. To calculate your 2006 cost, subtract \$2.00 for each month that has elapsed, including December 2005. To start on July 1, the calculation would be \$25.00 minus 7 (Dec – Jun, inclusive) times \$2.00, arriving at \$11.00 for the remaining five months until Dec. 1st. As an added incentive and to kick off the new service, when you sign up through Dec. 2007 you save \$3.00!! The annual fee to display your image is \$60.00 and will also be renewable each December 1st. To calculate your 2006 cost, subtract \$5.00 for each month that has already elapsed,

including December 2005. To start on July 1, the calculation would be \$60.00 minus 7 (Dec – Jun, inclusive) times \$5.00, arriving at \$25.00 for the remaining five months. Again, as an additional incentive and to kick off this service, sign up through December 2007 and save \$5.00. OR, send in \$105.00 for both through December 2007 - going forward the combination of both your URL and your image will be discounted from \$85.00 to \$75.00 per year.

To add either your URL or an image (or both) to your roster entry, please email them to me from any page of our website and remit your check to Terri Stuthers (congratulations to our new Vice President – Membership) at HomeChoice Real Estate, Inc., 6101 Duncan Road, Ste 107, Punta Gorda, FL 33950, or request an invoice in your message to me and we'll get one out to you. We will upload your URL and/or images as soon as we receive them (no charge for this month). As always, your suggestions are solicited. For More Info. Contact Ken at:

Ken@KenRolland.com or
WebMaster@wcr-charlottearea.com.

WELCOME NEW WCR MEMBERS

Sharon Ebert

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941-627-3321

Sharon@century21almar.com
Sponsored by: Vicky McPhee

Debra Williams

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Port Charlotte FL 33948
941-627-3321

Bebboew@century21almar.com
Sponsored by: Vicky McPhee

Queen of Hearts...

Don't miss out on this exciting chance to win! Have your ticket Drawn for a Chance to Win \$1,900.00 Attend any monthly meeting at Carabba's and get your tickets for the drawing, pick the **Queen of Hearts** & WIN...



Don't Forget...

Canned Goods, Cell Phones & Eye Glasses are being collected at EVERY meeting. Collection boxes are available at the Board Of Realtors and the Prudential Florida WCI Realty Office, located in Punta Gorda.



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Important Dates... Mark Your Calendars!

<p>General Membership Meetings are the 1st Wednesday of every month. Carrabba's Italian Grill 11:15am- 1:00pm RSVP: Jeannie Davis (941)423-3093</p>	<p>Don't Forget, The General Membership Meeting in July is cancelled, plan to attend the District Forum on July 7th at the Venetian Golf & River Club in Venice, FL with us! Contact Stacy Guffy for details: 941-205-2099</p>	<p>August 2nd General Membership Meeting Speaker: Dale Buelow "Tax Consequences of a Second Home" Carrabba's Italian Grill 11:15am- 1:00pm RSVP: Jeannie Davis (941)423-3093</p>
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Quote Of the Month
If I have seen further, it is by standing upon the shoulders of giants.
-- Sir Isaac Newton

Contact The Gazette
Do you know of something that you think should be mentioned here in the Gulfcoast Gazette? We'd love to hear about your ideas, and report your important news! To share your story, Contact Committee Chair: Becca Nye: (941)204-7015 OR Rnye@landam.com

We Had A Ball...

The WCR Ways & Means Committee hosted a fun-tastic bowling event at Treasure Lanes on May 6th and a great time was had by all! Don't forget about any of the upcoming WCR activities...or you'll miss all the fun! Contact your Committee Chairs to see what's cooking for the next several months!!




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Prudential Florida WCI Realty	John's Transmissions	Gulf Coast Title
Countrywide Home Loans	Wachovia Bank	Capital Properties
Charlotte State Bank	State Farm Insurance	Sunrise Financial
Fat Katz Pub	Tarpon Coast Financial Services	Romano's Italian Deli

