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KELLER WILLIAMS

R E A L T Y

Keller Williams® Portland Premiere: SHARING THE WEALTH



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HOW THE DIFFERENCE MAY IMPACT YOUR CLIENTS

Social Networking & Growing Your Business

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In the Business of Creating a Great Experience.®

PUBLISHER Ken Elmer

EDITOR Megan Wilber

CONTRIBUTING WRITERS Jo Becker
Kirk Faulkner
Joel Grayson &
Janet Grayson
Linda Moore MacCoy
Richard Uffelman
Megan Wilber

LAYOUT & DESIGN

the brick house project, Inc.
Friend us on Facebook!

Executive and Publishing Offices:
700 SE Clay, Portland, OR 97214
Telephone: (503) 525-0223
Fax: (503) 525-0224

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CONTACT:

700 SE Clay, Portland, OR 97214
Telephone: (503) 525-0223
Fax: (503) 525-0224

e-mail:

editor@principalbrokernorthwest.com
home page:

www.principalbrokernorthwest.com

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Keller Williams® Portland Premiere: SHARING THE WEALTH

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IN A REAL ESTATE MARKET THAT IS EVER-CHANGING — WHERE FORECLOSURES AND SHORT SALES ARE COMMONPLACE AND MANY REALTORS ARE FORCED TO FIND PART-TIME JOBS AS THEIR BROKERAGES RAISE FEES AND CUT AGENT SERVICES OR SIMPLY CLOSE THEIR DOORS — KELLER WILLIAMS® CONTINUES TO THRIVE.

With a sales force of more than 120 real estate agents, the Keller Williams® Portland Premiere Market Center has spent the last few years building its reputation as one of the leading independently owned and operated real estate brokerages in the Portland metropolitan area. The company prides its achievements on the strong partnership it retains with its national affiliation as well as a profound dedication to the success of its agents.

SHARING THE WEALTH

One of the major examples displaying Keller Williams® Portland Premiere's investment in its brokers is the company's profit sharing program. The Keller Williams® profit sharing program is a means for distributing profits and rewarding brokers for growing the company. Additionally, the program allows any Keller Williams® associate, affiliate, broker or employee the opportunity to participate in the profits they help generate without assuming any financial risks.

After three years of working with Keller Williams®, agents vest in their profit share for life. This program is an excellent option for brokers planning their retirement and estates since all profits are willable.

Linda Alexander, CEO and Team Leader of Keller Williams® Portland Premiere, explains that the profit comes from the result of the company's focus on helping its agents thrive in today's market.

“A Team Leader must be focused on how to help their agents,” says Alexander, who was the first licensed agent for Keller Williams® in Oregon in 2003 and served as the Team Leader and investor for the first Oregon office, before opening the Portland Premiere Market Center. “It’s not about the brokerage. It’s about the agents and what we can do for them. The profit sharing is just icing on the cake for us. It’s just proof for us that our agents are prospering in a market that not a lot are prospering in. If our agents prosper and create good business for themselves then the Market Center is profitable.”

Proof of the company’s prosperity in today’s marketplace is the agent profit-sharing pool totaling \$64,882 as of Sept. 30, 2009.

“Our profitability is the result of our agents’ productivity, our constant training and support, plus our great learning culture,” says Alexander. “Our company is unique in the industry in that the agents want the owners to make a profit because it will be shared.”

EDUCATION & TRAINING

Alexander also credits the company’s prosperity to the broad array of training and continuing educational opportunities for Keller Williams® agents. “Our education and training is the most beneficial aspect of Keller Williams®,” says Alexander. “Every sales meeting is a timely and topical educational session. The educational calendar is full each week. Every experienced agent is helping anyone who needs help – agents helping agents. The morale in the office is high and grows higher all the time.”

In fact, the Portland Premiere Market Center offers between six and eight training events per week, from tutorials on buyer agreements to prospecting masterminds and lead generation forums. Not to mention, Keller

Williams® Portland Premiere trainings are open to any Realtor in the Portland metropolitan area interested in learning how to increase his or her productivity and grow their business.

Keller Williams® Realty Inc. provides 24-7 learning opportunities through KW Connect, a company website that allows agents to download training sessions and documents. KW Connect also streams real estate panels in which other top-producing Realtors from across the country offer advice on a variety of topics – from negotiating a transaction to how to position a home to sell.

Additionally, Keller Williams® University is another educational company resource. A formidable in-house market research company, Keller Williams® University offers insight into all types of studies on the current real estate market, market trends and internal company research.

One survey conducted through Keller Williams® University found that during the first full year with Keller Williams®, an agent’s average gross commission income (GCI) rose to \$502,000, a 31 percent increase. Total units sold increased by 23 percent in one year. The survey also found that 62 percent of agents cited the education and training as the No. 1 aspect of Keller Williams® they found the most beneficial. The additional benefits Keller Williams® agents mentioned were the positive impacts of the company’s culture and its models and systems.

“It’s not about the market; it’s about what we as a company do for our agents and what the agents do to grow their business,” says Alexander. “Gary Keller, the chairman of Keller Williams® Realty Inc., has been predicting this market for some time, so we’ve been preparing our agents for the shift.”

In fact, Keller Williams® set aside millions of dollars into an account for training systems and other resources to help company agents during a down market. “The market is the only one we’ve got,” says Alexander. “Agents must rethink, restructure, refresh, reenergize and reinvent every aspect of their business. The ostrich approach guarantees extinction.”



MARC FOX

Marc Fox, who has been a part of the Keller Williams® Portland Premiere real estate team for four years,

attributes much of his success to the tools and training available within the company. “I interviewed all of the big companies and had referrals from good friends, but I truly joined Keller Williams® because of the culture, because of the phenomenal training they provide and the cutting-edge technology,” says Fox.

Using KW Connect as a resource, Fox says that he has selected several key top-producing Realtors from across the country to emulate and model his own systems and processes after. In doing so, he says he has increased his own production. “I think that people would be amazed to see our training calendar stacked up against other companies in the area,” he says. “A lot of companies do in-house, office-to-office training, but don’t take it to the higher level that Keller Williams® does.”



JOHN DECOSTA

With more than 30 years of real estate experience under their belts, John and Priscilla DeCosta joined

Keller Williams® Portland Premiere nearly two years ago. The DeCosta team admitted they have long been

impressed with the Keller Williams® corporate model and agent resources – even while working at other brokerages.

“I’ve been using Keller Williams® stuff for years,” says John DeCosta. “The up-and-coming company – the model that works best – is Keller Williams®.”

Part of the success of the brokerage’s business model is a result of the national connectivity that is nurtured amongst Keller Williams® agents. “Keller Williams® has excellent agents and excellent national support,” says DeCosta. “I’m talking to people literally across the country every day. We all share ideas. Keller Williams® has all the resources and all of these connections. I can pick up the phone and call any one of the 75,000 Keller Williams® agents across the country.”

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ANNE STEWART

Anne Stewart has been a Realtor for nearly 10 years. Now after two years partnering with Keller Williams® Portland Premiere, she says she is having more fun doing business than ever before. “The culture here is magnetic,” says Stewart. “I walk in my office every day and feel the excitement, the enthusiasm, the desire to learn and grow and think bigger than most agents think...we share what’s going on in our businesses or go to each other for solutions or problems.”

Despite the current market climate, Stewart says working at the right company can make all of the difference. “This market has taken the wind out of a lot of agents,” she says. “So much of the environment you are in daily will determine your success. I feel fortunate to be in a good one.”



PETER G. CLARK

A licensed broker since 1973, Peter G. Clark is a veteran in the real estate industry.

“It’s so different and encouraging,” says Clark. “[There are] huge growth opportunities for individuals and agents. We have fun as a group.”

Clark says the profit sharing program offered through Keller Williams® was one such opportunity that appealed to him. “It’s nice to be in a situation that when somebody does want to work with you, and you bring them in, you get rewarded for growing the business,” says Clark. “I haven’t spent a huge amount of time on recruiting and I’ve still benefited from it.”

As with other Keller Williams® agents, Clark also appreciates the company’s commitment to keeping agents current with every market shift through training and educational opportunities as well as the resources geared towards individual agent success. “It’s an open society,” says Clark. “It’s like we want everybody to succeed because we’re all in it together.”

Alexander agrees, pointing out that the Keller Williams® model is to do exactly that: succeed together. “We consider that [agents] are business owners and we want to help that business succeed,” she says. “You are our partners. If you profit we profit. It’s a way to build wealth for the future.”



LINDA QUINN

With 34 years of real estate experience, Linda Quinn was first attracted to Keller Williams®

Portland Premiere for its education and the sharing amongst agents as well as the company’s affordable desk fees.

“The costs to be here were not only reasonable, but controllable,” says Quinn. “The agents that are here [can] help you become more successful. There truly is a sharing and brainstorming between us. Everyone is willing to open their books.”

Proof of Keller Williams® Portland Premiere’s shared decision-making between the office and the agents is the fact that fees cannot be assessed without a vote of an agent leadership group. “In most brokerages, the profits are kept within the company or with the owners,” says Quinn. “When we make a profit here, nearly 50 percent goes back to the agents or it makes for less expenses. The profit sharing philosophy also interested me because I saw it as another way to fund my retirement and my estate planning.”

Indeed, Keller Williams® Portland Premiere is a breath of fresh air to Realtors in today’s challenging real estate market. The leading brokerage seems to be at the epicenter in a “new age” of real estate in its agent-centric, not company-centric ethos.

For more information about the Keller Williams® Portland Premiere Market Center, please contact; Linda Alexander at 503.924.3505.

Keller Williams® Portland Premiere is located at 17700 SW Upper Boones Ferry Road, Suite 100, Portland, Oregon, 97224.




SOCIAL NETWORKING IN REAL ESTATE

By Linda Moore MacCoy

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We hear all the buzz about Twitter, Facebook, MySpace and other online personal communication services known as “social networks”. I set up a Facebook account a few months ago, and did not create any guidelines regarding the use of the space. What I got was a flurry of people becoming my “friends”, comments about what they are doing from day-to-day and pictures showing family and vacations.

In this article, I will define a “social network” and outline the resources available to grow your real estate business through social media.



Some benefits a social network may provide for you, include:

I asked Sandie Russo, a top-producing Realtor with Teddi McNight Realty, her thoughts about social networking. As a Realtor on the cutting edge of real estate technology, Sandie's initial concerns about social networking revolved around security. When it comes to your social media campaigns, Sandie suggested having security of data AND being cautious about what you post online. Everything one posts is visible on the World Wide Web, including comments from other visitors.

8 There are many reasons why social networking technology can work for you in a business environment. When you are evaluating whether this tool is right for you, please consider what you are trying to accomplish and evaluate the tools you may employ to determine if they will help you with your goals.

Some benefits a social network may provide for you, include:

- Marketing to new clients
- Supporting your brand and identity
- Testing marketing ideas
- Measuring the impact of your marketing endeavors
- Extending information your buyers and sellers want
- Introducing yourself to your community
- Reaching a larger geographic area

Tools available in various social media websites include:

- Areas to post information about yourself
- Discussion forums

- Calendars with open houses or other events
- Photos of yourself, your listings, etc.
- Videos of yourself, favorite neighborhoods, featured listings, etc.
- Groups
- Blogs
- Chat
- Important documents

I also interviewed Corinne Grumbt, a leading webmaster, marketing guru and graphic designer with Fingerfish Designs. Corinne offered her insight into the benefits of social media websites as well as some tips on how to proceed with your own social networking efforts.

Q: Corinne, let's look at the downside of social networking first. Sandie voiced some concerns. How would you overcome the issue of security?

A: I think Sandie's concerns are very valid with identity theft on the rise. Every step should be taken in protecting your information without seeming "closed" to the general public. The Internet and social networking should be viewed the same as "real life". You would not walk up to a stranger and give them your home address, phone number and tell them your personal story. The same caution (and even more so online) should be taken.

I have heard countless stories of individuals getting too comfortable with posting personal information on blogs and personal websites.

With the general public becoming savvier about utilizing search engines to check into the validity of an individual or company, it is imperative that you portray yourself in the right light. Do not believe that your personal and professional lives are not blending even if you are using different tools on the Internet to portray both. If you want to "see" what they see, try a Google search on your self some time.

Q: Corinne, what issues do you think a Realtor should consider when creating a profile using a social network?

A: As in any traditional marketing campaign, you should always consider your budget, goals, purpose, audience and identity/branding. Your website, social network, blogs and public identity should be built around your plan, not the other way around. Remember the old "80/20" rule?

In your planning stages, you should also consider your schedule and plan how much time in a day you have dedicated to your social network as well as if you have individuals willing to work as a team. A social network that is created around a larger purpose can become very popular very quickly. If you are doing the right things according to your values, while upholding the integrity of your company, then you will set your social network administrative panel to alert you to new messages before they are publicized. This can keep you busy real quick!

MARKETING TO NEW CLIENTS
SUPPORTING YOUR BRAND & IDENTITY
TESTING MARKETING IDEAS
MEASURING THE IMPACT OF YOUR MARKETING ENDEAVORS
EXTENDING INFORMATION YOUR BUYERS & SELLERS WANT
INTRODUCING YOURSELF TO YOUR COMMUNITY
REACHING A LARGER GEOGRAPHIC AREA

Also, one of the most important points while creating your social network is to determine how you can create residual income from it. Can you think of companies or individuals that would be willing to pay you for advertising? What about additional services you can offer your customers that will bring you a percentage as a reseller? There are many ways to make money with a social network, and not all of it should be from one avenue. I have one golden rule in planning any social network or social media campaign for a client: If it doesn't pay for itself, it's not worth it!

Please, please, please set policies and procedures for your partnering companies and make sure they adhere to them. As we all know, a referral company can make or break us and you don't want to wait until there is a problem before you address it.

Q: Are there tools that you recommend and why?

A: This depends greatly on the budget and goals of the individual. If you are working in an office that would like to forge the waters of creating a company-based social network, you will need to consider whether you have the budget and resources available to purchase the Software As a Service (SAAS) or use a company that hosts its SAAS on its servers for a monthly/yearly fee. If you do not have a webmaster or IT person, I would suggest the latter.

I believe the greatest recommendation I can make is to pay the little bit of extra money and purchase an enterprise edition that will not include links to the hosting company or host advertising you can't control. In the world of software – in most cases – you get what you pay for.

Although a blogging tool and not a social networking tool, I would highly suggest using Windows Live Writer for posting your entries. You can save tons of time by setting up all of your blog profiles within the program, writing your articles or marketing pieces and blamo: You can push one button and it will publish to all of your blogs at once!

Q: What are the core features of a social media website you think a Realtor needs to consider?

A: If you are renting a copy (SAAS) of a company's software, you need to make sure to ask about the following items:

1. Security - I can't speak to this enough. Make sure your customer databases are secure. I heard a horror story recently about a membership-based site having its database listed on Google, although access to this database is supposed to be membership-only. One poor woman had a restraining order on an individual who gained access to her address and contact info via Google.

2. Customization - Are you able to customize your beautiful new system yourself? Do they charge extra for

customization? Do they have templates available that you can change? Can your members customize their individual pages themselves?

3. Reporting/Tracking - You will want access to your database to keep track of campaigns and see who is logging on the most and from what area.

4. Custom Fields - Otherwise known as "user-defined fields". My experience tells me you will always find a need for them so it is important to know about this in the beginning. Also, asking what is involved in adding additional user-defined fields will give you an idea how invested the company is in your success. It is normal for them to charge extra for this.

5. Tiered Membership Levels - This is important because you will find there are many ways to use this feature. Maybe you want to have the ability to group your memberships by city? Maybe you want to use your social networking tool to also communicate with other associates or coworkers within your firm and or share documents? With tiered access, you can do this and keep the information private.

Q: If a Realtor wants to feature property from a listing service, what technical questions would you suggest need to be asked?

A: Although it sounds very complex, it is actually quite simple. Don't worry if you do not know what these terms mean or the answer that the company you are interviewing gives it is just important that it provides you with the information.

Do you want to reach a **specific group** of people?

Do you want to reach **the public?**

What do you want to offer in the way of **tools & benefits?**

Here are my suggestions:

1. Ask the listing service company what language its platform is built on. You can ask a professional later about it.
2. Ask the company if you will have “access to the APIs” (Application Programming Interface). You may need to add features the company does not currently offer.

Side note: Sometimes a listing service company will try to ask you a whole host of questions around this subject to intimidate you and look like the consummate professional. You do not have to answer the company’s questions and you will quickly know how it will perform under pressure. And remember, your business plan is yours. A listing service does not need to know all the details to answer your questions.

Q: Are there websites you would recommend visiting when a Realtor wants to see what other successful Realtors are doing with social networking?

A: I am a member of Active Rain, which is an incredibly large social network of Realtors. Because people like to showcase their expertise, there is a ton of great information to gain on Active Rain. Also, the membership base seems very friendly and helpful.

A good professional also knows who his or her competition is. If there are Realtors in your area that you know are making a big splash, don’t just go to their websites, but also do

a Google search of their names. You might be surprised what you will find.

Q: Corinne, my first experience with a business social networking site resulted in a lot of personal stuff being posted. How would you advise setting up a social network that will be business-like and friendly, yet avoid having data posted you do not wish to be on your site?

A: Someone will have to be administrator to the site and view articles and postings before they go live on the public pages.

Write policy that is included in sign-up to gain access to your membership pages and make it mandatory that members click the box that they read the policy and agree to its terms. If later you have a problem with someone within your network that has violated your policy and you have to ban them for one reason or another, you will already have your legal ducks in a row.

Q: What final thoughts would you like to leave our readers with?

A: Creating a social networking site can be both exciting and daunting at times. It is worth the time in gold to plan your strategy before you go out and get bids.

If you have a webmaster, have them give you some time to help you understand how to achieve your goals, what to watch for and how to understand the bidding process. Corinne has done a great job giving

us insight into the world of social networking. You have learned about the various tools being utilized successfully today, how to plan and what considerations you need to think about.

Remember that social networking is a work-in-progress, with new innovations being announced continually. Plan what you wish to accomplish, over what time it will occur and how it serves your business plan. Do you want to reach a specific group of people? Or do you want to reach the public? What do you want to offer in the way of tools and benefits to your audience?

Set some rules for members and visitors alike. My first social network resulted in a large quantity of members in a short amount of time, and it was mostly personal and social chats and pictures. If you have a business purpose, and wish to keep it to that subject, outline guidelines and keep them visible.

For questions about this article or social networking in general, contact Linda at linda@academyoffinance.org or Corinne at corinnegrumbt@fingerfishdesigns.com.



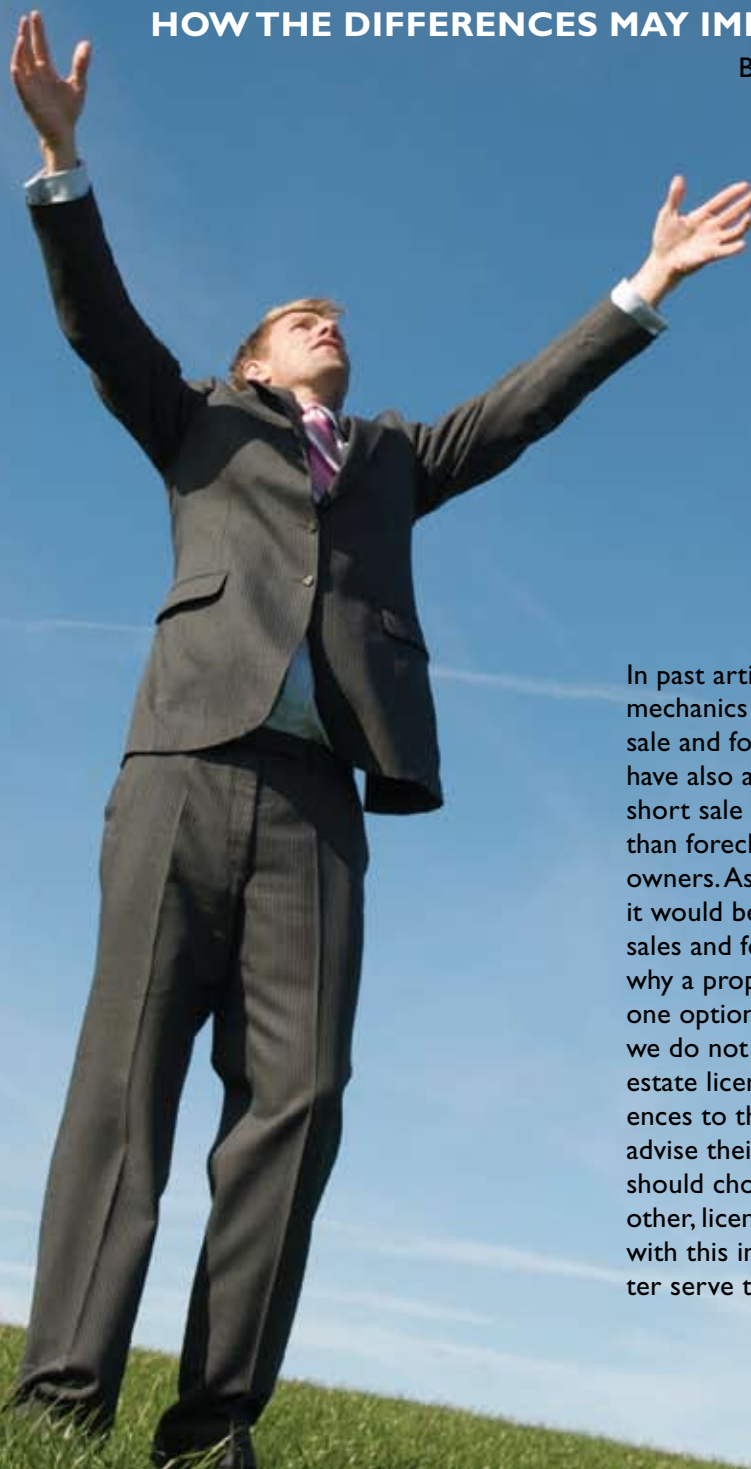
Linda has 35 years experience in hands-on Mortgage Lending, 30 years of teaching to both Realtors and Loan Originators, and 21 years automation sales, support, training and consulting in the field of Mortgage Lending. She is the Executive Director of the National Academy of Financial Literacy, an Oregon Department of Education licensed Career College.



Short Sales VS Foreclosures:

HOW THE DIFFERENCES MAY IMPACT YOUR CLIENTS

By Joel Grayson & Janet Grayson



In past articles, we have discussed the mechanics of listing and selling short sale and foreclosure properties. We have also addressed the idea that a short sale may not be a better option than foreclosure for some property owners. As a follow-up, we thought it would be helpful to compare short sales and foreclosures and discuss why a property owner may choose one option over the other. Although we do not recommend that real estate licensees explain the differences to their clients in detail, or advise their clients on whether they should choose one option over the other, licensees should be familiar with this information in order to better serve their clients.



SHORT SALES

As you undoubtedly know, a short sale occurs when the proceeds from the sale of a property are not sufficient to cover the encumbrances or other expenses that must be paid as part of closing the sale. In our current market, encumbrances such as first and second mortgages commonly create a short sale because property values may have decreased. Other common items that may cause a short sale include: closing costs, tax liens, judgments, commissions and mortgage prepayment penalties.

Once a seller learns that his or her sale will be a short sale, the seller typically involves the listing broker or another professional in attempting to negotiate with his or her lenders. Historically, Realtors and sellers had a very difficult time finding a live body at the lending institution with whom to negotiate the short sale. However, as short sales have become increasingly common in the last several years, we have found that lenders are making the short sale negotiation process far easier. That said, lenders have no obligation to promptly return calls, to negotiate, or to even consider the seller's request that the lender agree to accept less than what it is owed.

In considering a seller's request to pay less than what is owed, a lender will review the seller's financial records in order to determine the seller's financial capabilities and attempt to verify the current value of the property. A lender wants to know whether the seller has any other assets that could help make up the shortfall. In addition, a lender wants to know the seller's ability to pay in the future. Based on the lender's review of the seller's financial records, the lender may agree to accept less than what it is owed at closing, but in many instances

not release the seller from the debt entirely. In this circumstance, the lender may require the seller to execute a promissory note for the debt shortfall at closing.

Alternatively, the lender may require the seller to sign an agreement that indicates that he or she acknowledges the lender reserves the right to recover the debt from the seller in the future. We have found that some people believe that the lender has no right to attempt to recover the shortfall from the seller. In most cases, this is not true. The lender will undoubtedly consider whether it will ever be able to recover the amount from the seller, through a promissory note or otherwise, in deciding whether to agree to accept less than what is owed at closing. The lender will also consider whether the property will sell for more than the price accepted by the seller, and whether the seller will be able to continue making payments on the mortgage.

In the event that a lender agrees to accept less than what is owed in order to allow a seller to pass clear title to a buyer, it is important that a seller understand the implications of a short sale. First, there are potential credit implications, as the lender may report any late payments and a short sale to the credit reporting agencies. Second, as discussed above, a seller may not be free from the obligation to the lender in the future, as he or she may have agreed to be liable to the lender either by written agreement or through execution of a promissory note. And third, there may be tax implications to the seller. Historically, "forgiven" debt was taxed by the IRS as regular income to the seller, which meant that the seller would receive a 1099 and be required to pay taxes on that amount. However, in December 2007, the federal government passed

legislation that provides relief to sellers who have purchase money mortgages, are living in the subject property and have not taken equity out of the property in order to purchase something unrelated to the property, such as a car. The law has many intricacies, and will not be helpful to some sellers in this market who obtained home equity loans and lines of credit in order to make purchases unrelated to their principal residences.

As a seller may not actually be free of the "forgiven" debt after closing, a short sale may not be the best option for the seller. If a seller mistakenly believes that he or she would not be liable to the lender in the future, but then learns otherwise, the seller will understandably be unhappy and may look for someone to blame. Unfortunately, we see many claims made against Realtors in these situations, as they are viewed as having "deep pockets" (i.e. insurance), and as the professionals that the sellers were relying on exclusively. For this reason, we recommend that Realtors working with individuals considering short sales should advise their clients to consult with legal and/or tax advisers about the implications of a short sale prior to completing one. This advice should, as always, be documented in writing.

The next section will discuss foreclosures, which constitute a distinct alternative from short sales, and often take place after short sales are unsuccessful.

FORECLOSURES

A foreclosure is the primary (and most commonly exercised) remedy available to a lender in the event a borrower defaults on a real estate loan secured by a deed of trust. There are two methods of foreclosing – foreclosure through the court

system (“judicial” foreclosure), and foreclosure by advertisement and sale (“non-court” foreclosure). This section will primarily focus on the latter type of foreclosure, as it is far more common. A foreclosure by advertisement and sale takes 120 days from recording of the notice of default and election to sell to the foreclosure sale. Typically, a lender does not start the foreclosure process until after the property owner has missed several payments.

In many instances, the property owner will attempt to sell the property during the foreclosure process in order to avoid the foreclosure sale itself. In the event the sale will not generate enough proceeds to pay all encumbrances, closing costs and other amounts required at closing, the seller must attempt to convince one of his or her lenders or other creditors secured by the property to reduce the amount they are owed in order to allow the property to be sold free and clear.

A lender may be inclined to agree to a short sale if it determines the property will not sell for anywhere near what the lender is owed (or in the case of a second lien holder, what the first lien holder and second lien holder are owed). In addition, a lender may be inclined to agree to a short sale if it determines the seller has additional assets that support the lender’s ability to recover the shortfall from the seller either through a promissory note at closing or in the future. Furthermore, if the lender decides to go through with a foreclosure sale, it may not be able to seek a deficiency judgment against the property owner, and therefore will have no future ability to recover the shortfall from the property owner.

The lender will follow through with a foreclosure sale if the property

owner is unable to cure the default or the property owner is unsuccessful in selling the property, despite the chance that the lender may not recover all that it is owed in the sale. As mentioned above, the lender may not be able to seek a deficiency judgment against the property owner if there is a shortfall between what is owed and what the property is sold for at a foreclosure sale. Oregon law prohibits lenders from seeking a deficiency judgment in a foreclosure proceeding involving a property that is occupied by the owner as a principal residence at the time of a foreclosure sale. Washington law is similar, but the property owner must occupy the property at the time a foreclosure is commenced, not necessarily at the time of a sale. These laws may benefit property owners who are being foreclosed upon, in that they may have no future responsibility to the lenders. If a property owner is living in the property at the time of a foreclosure sale, in Oregon, or at the time the foreclosure process is commenced, in Washington, foreclosure may be a better solution for a distressed property owner than a short sale in certain situations.

A foreclosure will appear on a property owner’s credit history, as the foreclosing lender will report the default and subsequent foreclosure to the credit reporting agencies. A foreclosure is likely to negatively impact a property owner’s credit rating more so than a short sale, and for a much longer period of time.

For the reasons stated above, property owners should consider whether a foreclosure may be the best way out of their predicament. A property owner may not be concerned about the negative impact a foreclosure will have on his or her credit, and will instead care more about whether there will be

future responsibility for the shortfall between a sale price and the amount owed to lenders.

CONCLUSION

Distressed property owners would be well served to consider their options prior to deciding to list a short sale or allow their property to go into foreclosure. For some, a short sale is the best option, and for others, a foreclosure. In this regard, Realtors should advise their clients and potential clients in writing to seek legal and tax counsel prior to deciding to list a short sale. It is important that property owners make informed decisions based on the options available to them.

This column contains general information only and must not be construed as legal advice. Questions may be submitted directly to Maylie & Grayson by fax at (503) 775-1765, by email at info@mayliegrayson.com or by mail at 7959 SE Foster Road, Portland, Oregon 97206.

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Joel Grayson, an attorney licensed since 1971, is a recognized authority in real estate law, litigation, a published author, and has been a frequent lecturer and continuing education instructor and mediator to the real estate industry, as well as a contributor to newspapers, television and radio. Mr. Grayson practices in Oregon and Washington.



Janet L. Grayson is a member of the firm’s real estate and litigation group, participates in continuing education instruction to brokers, and is a published author.

Maylie & Grayson is a full-service law firm providing representation to real estate brokerages, brokers, REALTOR® associations, developers, builders, lenders and investors, providing services in all aspects of real estate including transaction review, land use planning, licensing, mediation, arbitration and court matters in Oregon and Washington.



Optimism

By Kirk Faulkner

AFTER A LONG HIATUS, IT IS NICE TO BE MUSING ONCE AGAIN HERE IN THE PAGES OF PRINCIPAL BROKER MAGAZINE. AS I HAVE NO DOUBT MENTIONED MANY TIMES, WRITING IS CATHARTIC FOR ME. IT REALLY IS GREAT THAT SOME OF YOU EVEN FIND TIME AND ENERGY TO COMMENT ON THESE WRITINGS FROM TIME TO TIME. HOWEVER, EVEN IF YOU DID NOT, I WOULD STILL WRITE. IT MAKES SUCH A PROFOUND DIFFERENCE IN MY LIFE TO THINK THROUGH THE JUMBLED IDEAS IN MY HEAD AND PUT THEM INTO SOME SORT OF ORGANIZED, AND HOPEFULLY READABLE, FORM.

I have no delusions of grandeur. I don't anticipate a Pulitzer Prize will be mine anytime soon. But, if my thoughts typed here in this publication stir you to do the "you" equivalent of what writing has become for me, I have succeeded. So regardless of whether you find grammatical errors, punctuation mistakes, ideas you would challenge if given the opportunity (and you always have it through my email address) or you just don't like my hairstyle, if these sentences cause you to take five minutes in the course of your personal frenetic life and consider you, your goals, disciplines, practices, attitudes or actions, then I am profoundly pleased.



This market and this economy do not seem to breed much optimism. In fact, we would argue just the opposite. Local, regional, and certainly, national headlines do not offer much in the way of encouragement. Candidly, when it comes to this economy, the optimism I read or hear seems highly politically motivated. Many economists – and I mean the really smart ones who are too cerebral to ever make it on one of the talking head shows – all seem to agree we are not nearly out of the woods yet. Logic

would dictate they are correct. Look at housing alone, which impacts the overall economy perhaps more than any other segment: Even if there was a robust and dramatic turnaround in multiple categories of economic importance, it will take some time to fill the hole we are in. It is deep – much deeper than anyone anticipated. As a result, the recovery of value will take some time, which of course means many will not be out from under their mortgages anytime soon. If their jobs hold fast, their incomes stable and no unforeseen challenges arise, many people will weather this storm but will still have years before real estate appreciation restores their equity position to anything resembling positive.

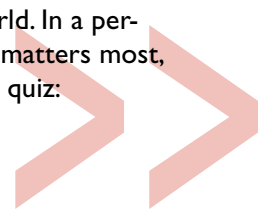
In conclusion...nah, just kidding. I know, you were reading the title of this piece and were already wondering why I deceived you. Well, there is a point to my initial diatribe. There is still reason for concern. There are many mountains yet to climb and valleys to endure. Yet, the longer this economy persists, the more I see signs of individuals choosing to do more than just survive and hang on. I see real signs of determined optimism. I see people deciding that they will no longer “catch” the curveballs of this economy, and they have turned the corner in their thinking, deciding to “pitch” instead. They are choosing to take action and initiative, and challenge this market. In doing so, they are impacting others around them, stimulating them to go and do likewise.

Discouragement is contagious. I have seen it firsthand in my life. It overflows into my personal life and spreads through my professional relationships. When it starts to affect your interaction with clients and

referral partners, it really can damage your present and future business opportunities and theirs. The good news is that positivity (yes, I know it is not a word) also has those same contagious characteristics. However, like the medical illustration of the infection, the medicine of positivity and optimism takes a while to first slow the spread of the infection of negativity, then a bit longer to begin to kill the bacteria of despair before finally restoring a healthy, realistic and optimistic outlook to the patient. But it does work. It takes time, sustained effort and patience but those are all attributes of someone committed to a course of “glass half-full” living.

When it comes to making a positive impact in your world, it usually works like the antibiotic attacking the germ. It requires introduction into the system infected. In life and business, this can occur in many ways. A seminar may stir you to realize you can either get busy living or get busy dying – in the professional, metaphorical sense, of course. Or maybe a friend who, having walked a similar road has some tested suggestions for turning around your thinking first so that your actions will follow. Inspiration may also be derived from a book or a positive experience in an otherwise negative day, week or month. Any or all of these can introduce the antibiotic of optimism into the system (you). Then you become the antibiotic.

This past weekend I heard a great illustration of this in an account of the life and death of Charles Shultz, the beloved creator of the “Peanuts” comic strip. Charles wrote and drew “Peanuts” for 50 years. It was his “art” he gave to the world. In a perfect illustration of what matters most, he offered the following quiz:



1. Name the five wealthiest people in the world.
2. Name the last five Heisman trophy winners.
3. Name the last five winners of the Miss America pageant.
4. Name 10 people who have won the Nobel or Pulitzer Prize.
5. Name the last half dozen Academy Award winners for best actor and actress category.
6. Name the last decade's worth of World Series winners.

How did you do? I did poorly, even in my area of interest: sports. Mr. Schultz' point was clear. Yesterday's "big" newsmakers, celebrities, etc. are remembered by few. Our culture makes them out to be so significant, so worthy of our adulation and adoration. Yet most people, with the exception of the most ardent "junkie" of cultural icons, can answer the above questions with much accuracy. When the applause dies, our recollection of those icons and their significance often dies too. So on to the second part of the quiz from Charles Schultz...

1. List a few teachers who aided your journey through school.
2. Name three friends who have helped you through a difficult time.
3. Name five people who have taught you something worthwhile.
4. Think of a few people who have made you feel appreciated and special.
5. Think of five people you enjoy spending time with.

How did you do on that one? Easier? I suspect so. The obvious lesson is that the people who really make a difference, who REALLY matter, are not likely ones the rest of the world will know. They are not the ones who do the red carpet stroll in ridiculous outfits that will be out of style by the time they are available in the Portland/Vancouver market.

So what is the message to you and me? Make a difference. Yes, it is really great, significant and meaningful when someone makes that kind of difference in our lives. I need it, I want it and when it comes, I'll take it. However, I cannot control it. I can control me. It is my decision to live half empty or half full. It is a daily, sometimes moment-to-moment, choice to live with purpose and consciously strive to make a difference in someone's life. That difference need not be dramatic. You likely will not cure cancer tomorrow or solve the issues that make world peace so elusive. But in your career, your office, your sphere, you can be the one who offers cause for encouragement, optimism and success in the midst of real challenges.

The market is tough, but the purchase market is beginning to show signs of life. Loan programs have more obstacles than ever but rates are very good and show no immediate signs of worsening. Delays are the norm with a high percentage of bank-owned, foreclosure and other distress factors for sellers, but values seem to be stabilizing and properties are moving. As bad as it has been – and it has been bad – things are showing not just "I-want-to-feel-better-about-things-so-I'm-choosing-to-look-at-the-bright-side" kind of optimism. We could instead try "tangible-improvements-are-occurring-and-I-choose-to-build-on-those-positives-and-try-to-find-a-way-to-create-more-opportunity-and-encourage-the-people-around-me" type optimism. Taking the latter approach can make a dramatic difference in you, your perspective and your attitude. A transformed perspective can make a huge difference on your business, your coworkers, referral partners and associates. Besides, positive, encouraging people are the ones who really make a

difference and get remembered anyway. I have spent some of my adult years wrestling with this idea of significance. Like many, I want my life to matter. Often that has led me down a thought process of contemplating the grandiose, the regional, national or global impact I might make if...

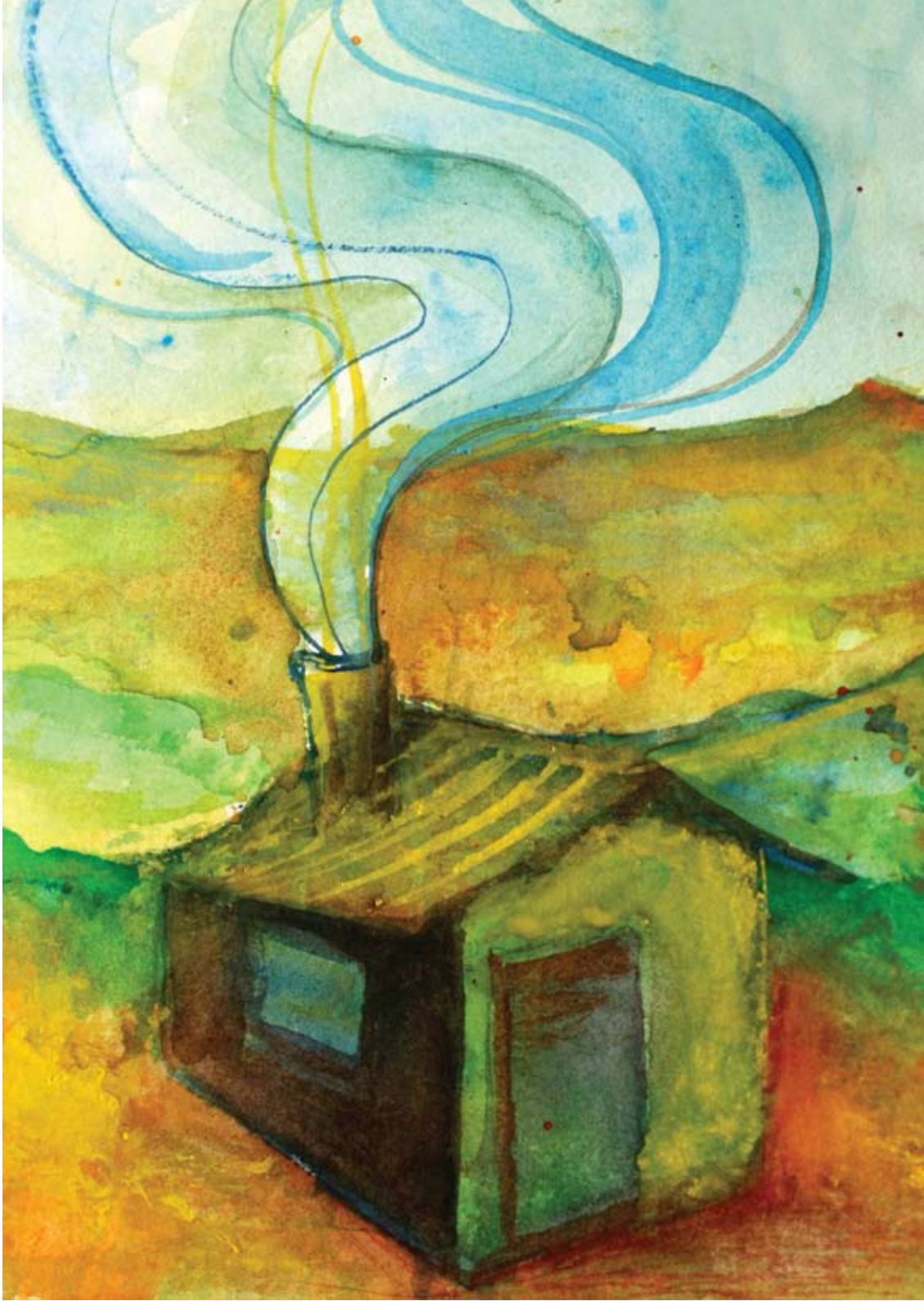
I know for some of you this is too feel-good and not bottom-line enough. Here is my challenge to you: Impact the culture of your office, your company and your sphere by being the one people remember for his or her attitude, positive input and character. Not everyone can do this. Some cannot escape their own anxiety long enough to gain perspective. However, if you can see beyond today's economic headlines and remind the people you rub shoulders with that day follows night, downturns precede upturns and opportunity exists in any market, then you can make a dramatic impact on your bottom-line because you will have positive, engaged people looking for solutions instead of new careers. If you don't think positive engaged people make better employees and make companies more money, I suggest you reevaluate your role.

This is a tough market. But, as Charles Schultz said: "Don't worry about the world coming to an end today. It's already tomorrow in Australia!"



Kirk Faulkner is District Manager for Alpine Mortgage in Washington. Alpine is one of Oregon's fastest growing private companies as featured in the Portland Business Journal. With more than 240

employees and seven branches in the region, Alpine is a strong mortgage banking entity with exceptional products and services, giving loan professionals the tools necessary to exceed the expectations of their clients and referral partners.



Introductions & Housing Resources

By Jo Becker

Please allow me to (re)introduce myself. I'm Jo Becker with the Fair Housing Council.

I suspect there will some familiar readers out there who recognize my name as a former contributing writer for Principal Broker Magazine from 2003-2007. Others may remember me as a broker with Oregon Realty Company and still others may have known me as an active member of the Portland Metropolitan Association of REALTORS® where I served on the Board of Directors and the Equal Opportunity/Cultural Diversity Committee.





After my parents and I retired our licenses and closed our practice in late 2004, my subsequent shift in career focus kept me in the housing industry...I just went nonprofit! As some of you know, I have been with the Fair Housing Council (FHCO) since 2005. I love the work I do and am thrilled to have remained so connected to the local housing industry by joining an organization that allows me to further my interests in assuring fair and equitable treatment for all.

After joining the FHCO, I continued to write for Principal Broker (PB) and do marketing consultation and software training; however, after a couple years I scaled back my “extracurricular” activities to save my sanity. In September, I spoke with Ken Elmer of The Brick House Project, Principal Broker Magazine’s publisher, offering to return to PB as a columnist with articles on fair housing law and other housing resources.

Please consider this an introductory/reintroduitory article and a chance for some of us to catch up with one another again. For those of you I haven’t met or worked with, it will be a pleasure getting to know you. I promise to serve up a series of articles focused on education, information and helpful resources.

So, what is the Fair Housing Council? The FHCO is a nonprofit civil rights organization driven to eliminate illegal housing discrimination through enforcement and education across Oregon and Southwest Washington. We promote equal access to housing by providing education, outreach, technical assistance and enforcement opportunities specifically related to federal, state and local fair housing laws.

Now, for all of you brokers out there, I know you studied fair housing laws in order to pass your licensing exams, and many others in the industry probably also have, at least, a cursory knowledge of these laws. That being said, you would be amazed – as I constantly am – how fair housing laws touch every possible segment of our lives and every conceivable facet of the industry. Fair housing applies to all housing transactions and covers all types of housing, including: individual homes, condominiums, apartment complexes, senior and retirement housing (assisted living and adult foster homes), homeless shelters, as well as rentals, home sales, mortgage lending, home insurance, appraisals, owners’ associations, trade associations, and residential, multifamily design and construction. Fair housing laws protect against illegal housing discrimination based on “protected class status”. The federally protected classes are: race, color, national origin, religion, sex, familial status and disability. There are additional state and local protected classes. You can learn more about these at FHCO.org/mission.htm but rest assured I’ll bring a wealth of fair housing information direct to you via your copy of the Principal Broker Magazine.

My job at the FHCO involves education and outreach. To me, that’s just a nonprofit way of saying marketing and communications, and you know those are subjects near and dear to my heart. When I was hired, my position represented the first expansion of the Education/Outreach Department in the organization’s history. Today we have three staff in our department working across Oregon and Southwest Washington to be sure everyone knows what their rights and responsibilities are under fair housing laws.

The FHCO has long had continuing education (FHCO.org/events_classes.htm), free literature, television/radio/video productions (FHCO.org/videos.htm), and staff available to assist you and those you know (renters, landlords, lenders, agents and the agencies that serve them) with questions about fair housing (800-424-3247 Ext. 2). In the past few years, we've expanded to offer an entirely revamped website – FHCO.org – in addition to interactive sample forms (FHCO.org/hm_buying.htm and FHCO.org/prep_to_rent.htm), dynamic and moving bus tours that highlight sites of historic discrimination (FHCO.org/tours.htm), as well as important information on a variety of relevant resources for the housing industry (FHCO.org/hc_freeads.htm, FHCO.org/lead.htm, and FHCO.org/sf.htm). In addition, one of the first projects I assisted with was the Regional Multiple Listing Service's (RMLS) expansion of searchable accessibility features at rmlsweb.com and rmls.com. For those of you who are members of RMLS, you can learn about this groundbreaking work and innovative collaboration by downloading Document 1760/"Accessibility Brochure" off of RMLsweb. In the last two or three years I've also have taken great pleasure in training housing providers (sales brokers, landlords, etc.) on fair housing laws. I can't tell you what a kick I get out of interacting with the classes I teach and the audiences I speak to – especially the REALTOR® groups across the state!

Here at the FHCO, we take a proactive approach to fair housing. We're very proud to nurture strong relationships across the housing industry – in fact, back in the day, the FHCO was, I believe, the first in the country to form a written partnership agreement with a local REALTOR® association through PMAR's Equal Opportunity/Cultural Diversity Committee. We're here as a resource for you and I hope that you will take every opportunity to get to know us and take advantage of the resources we offer.

Questions about your rights and responsibilities under fair housing laws? Visit FHCO.org or call 1-800-424-3247 Ext. 2.

Questions about this article? Want to schedule an in-office fair housing training program or speaker for corporate or association functions? Contact Jo Becker at jbecker@FHCO.org or 503/453-4016.

Have property to promote? Advertise vacancies or for sale properties free across the Portland/Vancouver market at HousingConnections.org.

* Get a blast from the past – and still relevant marketing and technology tips – by visiting PB's article archives at principalbrokernorthwest.com or visit jobecker.weebly.com where you can not only read past articles but also complimentary eLtrs chocked full of yet more tips and resources.



This article brought to you by the Fair Housing Council; a nonprofit serving the state of Oregon and Southwest Washington. Learn more and/or sign up for our free, periodic newsletter at FHCO.org. Jo Becker is an Education/Outreach Specialist with the Fair Housing Council of Oregon.



FORECLOSURE

LEGISLATION COULD PROVIDE RELIEF

The Oregon Legislature passed House Bill 3004 this summer, potentially providing additional financial relief for victims of foreclosure in certain circumstances. HB 3004 was signed into law by the Governor on August 4, 2009 and immediately became valid and effective law in Oregon. As applied, HB 3004 is limited to those instances where the same lender provides and owns both the senior and junior trust deed. HB 3004 prevents the lender from asserting a deficiency or seeking a judgment from a borrower with regard to the junior trust deed or mortgage when the senior trust deed or mortgage is foreclosed.

Prior to the passage of HB 3004, Oregon law provided that if a lender forecloses on its trust deed by advertisement and sale (also known

as a “non-judicial” foreclosure), that lender’s remedies against the borrower were limited to the property solely. Additionally, the lender could seek a deficiency or monetary judgment from the borrower if the property is sold for less than the amount of the debt owed to the lender.

However, if the homeowner had a first and second mortgage against the real property and the first mortgage was foreclosed, while the first mortgage was limited to only the property (and is not able to get any deficiency), the second mortgage would be able to seek a judgment against the homeowner for the outstanding amount owed on the second mortgage. For example, a Homeowner has a \$300,000 loan with a Lender secured by a trust deed against his or her property. The Lender forecloses the

trust deed by advertisement and sale, and sells the property for \$250,000 at the foreclosure sale. Technically, the Lender has only received \$250,000 of the \$300,000 owed to it, and the Homeowner still owes the Lender the remaining \$50,000, called a deficiency. However, under Oregon law, the Lender is prohibited from trying to collect the \$50,000, and sells the property in exchange for complete release of the debt.

By contrast however, assume the Homeowner has a \$400,000 loan with Lender A (senior loan) as well as a \$100,000 loan with Lender A (junior loan) used to purchase the property and secured by the property. Known as an 80/20 loan, these types of financing programs were very popular during the real estate boom. Prior to the passage of HB



By Richard Uffelman

OREGON LEGISLATURE PASSES BILL THAT WILL PROVIDE FURTHER FINANCIAL RELIEF FOR SOME FORECLOSURE VICTIMS.

legislature intended. If either the senior loan or junior loan is transferred to a third party before the foreclosure sale, HB 3004 will not apply and the junior loan can still sue the borrower for the remaining amounts owed on the junior loan. In fact, the standard Freddie Mac/Fannie Mae mortgage package grants the Lender permission to transfer the loan to another lender at any time during the life of the loan.

So, under HB 3004 according to the facts above, assume the Homeowner has a \$400,000 loan with Lender A (senior loan) and a \$100,000 loan with Lender A (junior loan) used to purchase the property and secured by the property. If Lender A forecloses the senior loan, then Lender A cannot sue the Homeowner on the junior loan and require payment in full of the \$100,000 junior loan.

However, if prior to the foreclosure sale, Lender A sells the junior loan to Lender B, Lender B can still sue the Homeowner on the junior loan and require payment in full of the \$100,000 junior loan, even though the Homeowner no longer has the property.

Finally, HB 3004 has a retroactive effect. In other words, even if the Homeowner originated the 80/20 prior to August 4, 2009 (when HB 3004 became a law), the Lender will still be bound by the terms and provisions of HB 3004 if the Lender attempts to foreclose the property after HB 3004 became a law. We have no doubt that the legality of this retroactive effect of HB 3004 will be challenged by the lenders.

HB 3004 also makes some other changes to Oregon law regarding foreclosure, including an additional notice requirement for the selling trustee if a foreclosure sale is postponed or stayed. HB 3004 also provides some additional minor rights to the renter of a house that is foreclosed.

Please note that HB 3004 does not address the potentially negative tax consequences of having your residence foreclosed and the debt forgiven. However, limited relief is afforded under the Mortgage Forgiveness Debt Relief Act of 2007.

MORAL:

Although the Oregon Legislature has taken a noble step to protect the unfortunate victims of home foreclosure, given the prevalence of the transferring and selling of mortgage loans, concern revolves around the limited application of HB 3004 and that it will only help a limited number of people.

3004, Oregon law held that even though it was the same Lender for the senior loan and junior loan, if the Lender forecloses the senior loan, the Lender can still sue the Homeowner on the junior loan and require payment in full of the \$100,000 junior loan, even though the Homeowner no longer has the property.

Under those specific fact circumstances, HB 3004 prevents the Lender from collecting on the junior loan. However, in order for HB 3004 to apply, there must be those specific circumstances: the lender/beneficiary of the trust deed must be the same entity when the loan is originated AND when the loan is foreclosed.

Therefore, there are significant loopholes in HB 3004 that may make HB 3004 less effective than the Oregon



Richard Uffelman is a partner in the Lake Oswego law firm Buckley LeChevallier. His firm provides legal services in a variety of practice areas, including real estate, tax and estate planning, and administration, family law, employment, and construction, among others. The real estate group regularly represents buyers, sellers, agents and brokers, deals with land use, files foreclosures, assists clients in transacting 1031 exchanges, and represents clients in all areas of real estate litigation. He can be contacted by rau@buckley-law.com.

REALTORS:



HASSON SPONSORS PRODUCTION OF "BEAUTY AND THE BEAST"

The Hasson Company has teamed up with Portland theatre production company, Pixie Dust Productions, to sponsor Disney's musical "Beauty and the Beast", Dec. 18, 2009 through Jan. 3, 2010.

As it has done in partnership with local Portland theatre companies in the past, The Hasson Company will sponsor the show to help support its commitment to community involvement and the neighborhoods in which it does business.

Performances of "Beauty and the Beast" will be held at Portland Center for the Performing Arts' Newmark Theatre. Tickets range in price between \$42.50 and \$58.50, with student, senior and group discounts. Evening performances begin at 7:30PM. Matinees begin at 2 PM on weekends. Pixie Dust Productions will also host a 4 p.m. performance on December 20. Visit pixiedustshows.com for a complete performance schedule and ticket information.

HASSON GREEN TEAM LAUNCHES ECO-FLYER

The Hasson Company recently launched its new Eco-Flyer. Paperless and durable, the Hasson Eco-Flyer is designed to provide all of the necessary listing information for prospective buyers regarding a specific home, while reducing the impact on the environment. The Eco-Flyer is attached to a Realtor's yard sign and prominently displays the property details and website to allow savvy homebuyers access to additional information.

With a designated Green Team dedicated to sustainability, The Hasson Company has worked hard to reduce waste while increasing the level of service offered to both the company's agents and its eco-conscious clients. Hasson clients can now rest assured that prospective buyers are able to gather details about their listings immediately. Buyers are also directed to the agent websites for the most up-to-date and accurate information about each property they are interested in. Visit <http://greeneco-flyers.com>

NEW HASSON AGENTS:

Margaret Sansone & Nancy Pelett
– Portland East

Marty & Lene Wells – Lake Oswego
Greg Broderick, Jack Farley & Dan Pahlisch
– Bend
Ralph Kemptner – Vancouver

STEVE AND SCOTT TICKNOR WITH HASSON'S PORTLAND WEST BRANCH RECEIVED THEIR CERTIFIED DISTRESSED PROPERTY EXPERT (CDPE) DESIGNATIONS.



WALLIN ELECTED STATE BOARD DIRECTOR FOR CCAR

Prudential Northwest Properties announced that Mike Wallin of the company's Longview Branch was elected as one of the two State Directors on the 2010-2011 Board of the Cowlitz County Association of REALTORS® (CCAR). The CCAR is a professional association of more than 300 members.

PRUDENTIAL MOVES HUNGER OUT OF YAMHILL COUNTY

Prudential Northwest Properties announced its McMinnville Branch made the largest contribution to the Yamhill County food drive, bringing in 1,775 pounds of food for YCAP.

LUCY KING EARNS SRES DESIGNATION

Prudential Northwest Properties' broker Lucy King of its McMinnville Branch was granted the Seniors Real Estate Specialist (SRES) designation by the SRES® Council, affiliated with the National Association of REALTORS®. Students who are awarded the SRES designation are specifically trained to understand the distinct real estate goals, concerns and needs of seniors today. Today, more than 16,000 real estate professionals have earned the SRES designation.

PRUDENTIAL RANKS IN TOP 10 OF REAL ESTATE COMPANIES FOR CUSTOMER SERVICE SATISFACTION

Prudential Northwest Properties received the Quality Excellence (QE) award from Quality Service Certification Inc. for the third year in a row, based upon feedback from actual clients surveyed after the close of their real estate transaction. More than 200,000 clients of more than 500 participating companies and 25,000 real estate agents shared service feedback with an independent third party research company, which aggregated the data and ranked the companies accordingly. Prudential Northwest Properties is the only real estate brokerage in the

Pacific Northwest to be recognized for delivering outstanding customer service. Two of the company's branch offices, Newberg and Gresham, ranked within the Top 10 Branch Offices in North America.

NEW PRUDENTIAL AGENTS: OREGON:

Laura George – Bend
Kathleen Griffin – Gresham
Claudio Batarce – Hillsboro
Marie Boatsman – Lake Oswego
Jill Carpenter (TeamBuilder) – Prineville
Nadine Cobb (TeamBuilder) – Prineville
Barbara Gadotti (TeamBuilder) – Prineville
Errol McPheeters (TeamBuilder) – Prineville
Sarah Sallee (TeamBuilder) – Prineville
Donna White (TeamBuilder) – Prineville
Katie Arthur – West Portland – Assistant to Rob Levy
Brad Thurman – West Portland
Kelly Miller (TeamBuilder) – West Portland

WASHINGTON:

Terry Beeh (TeamBuilder) – Clark County NW
Robin Jablonski – Clark County NW
Debbie Walker – Longview
Aman Wasu – Longview

PRUDENTIAL BEND BRANCH MOVES TO TEMPORARY LOCATION

Prudential Northwest Properties, the residential real estate firm with roots dating back to 1948, knows a thing or two about moving. So the company was happy to make way for the expansion of Mosaic Medical, the community-based health center that recently received a \$500,000+ grant through The American Recovery and Reinvestment Act's Capital Improvement Program.

With funding that would allow the medical group to take over the entire building at 409 NE Greenwood Ave. in Bend, the Prudential Bend Branch moved to a temporary location. The move occurred September 1, and Prudential's temporary office is now located at 550 SW Industrial Way, in Bend.



OREGON COUNCIL OF RESIDENTIAL SPECIALISTS NAMES TOP RESIDENTIAL REALTOR

Oregon's Council of Residential Specialists has named RE/MAX equity group broker, Marilyn Shotts, Certified Residential Specialist (CRS) Realtor of the Year for 2009. With more than 40 years experience in the building, buying and selling of homes, Shotts serves as a broker at RE/MAX's Salem Busi-

ness Center location and holds the Certified Distressed Property Expert (CDPE) and CRS designations. Marilyn is a board member of the Salem Association of REALTORS® Community Fund, the Salem Business Women's Referral Club and the Professional Standards Board. Shotts is also a supporting member of the Salem community's "Family Building Blocks" organization and the Salem-Keizer Education Foundation.

The CRS Realtor of the Year award recognizes the Oregon Chapter member who has provided outstanding service to the Chapter and the real estate industry.



NEW KELLER WILLIAMS REALTY PROFESSIONALS AGENTS:

Ashley Beemer, Allie Fuller, Jamie Johns, Michelle Lindikoff, Nancy Moore, Chris Nagy & Myron Robinson

NEW KELLER WILLIAMS PORTLAND CENTRAL AGENTS:

Quyona Anderson, Jeanne Frace, Alan Frace & Alyssa Isenstein Krueger



NEW OREGON FIRST AGENTS:

Edward Almada, Jia Goh & Razvan Popescu – Eastside

Neil Fera – Gresham

Mandi Rundstrom – Lincoln City

Steve Buchert, Sheri Combs-Lantz, Kathleen Donnelly, Stephanie Huntington, Kieshawn Lewis, Kira Mead & Jeanne Tunberg – Northeast

Sheila Allred, Sally Dubats, Jason Gregg, Patrick McCullough, Tim Meinhart, LaDonna Miller, Scott Taylor & Ramon Villanueva – Westside

OREGON FIRST OPENED OFFICE IN COLUMBIA COUNTY

Over the past few months, Oregon First has become Oregon's second largest real estate company in terms of highest number of real estate brokers. Dan Martin, the previous principal broker and owner of Oregon Northwest Realty in Scappoose, recently merged his company with Oregon First.

The following real estate brokers have joined Oregon First's new Columbia County branch:

Kevin Beckerdite, Jeff Benham, Laura Binam, April Burbank, Kimberly Butler, Rex Cross, Traci Delashmit, Dwain Gainer, Josette Hugo, Dan Martin, Dwayne McEvoy, Phil North, Patrick Parks, Holly Tangeman, Tom Teal, Gina Villanti and Brian Zuschlag.

The company is also pleased to announce that Carolyn Connall has joined the company as a receptionist and closing coordinator.



NEW MEADOWS GROUP AGENTS:

Steve Strode & David Todd – Eastside

Patty Hall, Chris Quattrocchi & Joy Tinker – Westside

GREG ZIMMERMAN OF MEADOWS GROUP INC., REALTORS' EASTSIDE RECENTLY RECEIVED HIS CERTIFIED DISTRESSED PROPERTY EXPERT (CDPE) DESIGNATION.



NEW REALTY TRUST GROUP AGENTS:

Linda Behny & Jordan Matin – Hollywood

Kathryn Rosendahl & Michele Tumpene – Lake Oswego



JOHN L. SCOTT AFFILIATE OWNERS TO PURCHASE FOURTH OFFICE IN SHERWOOD

John L. Scott Real Estate announced that Steve Schmitz and Patty Schmitz-Thursam have purchased the John L. Scott office in Sherwood, Ore. The father and daughter team of Schmitz and Schmitz-Thursam currently own three John L. Scott affiliate offices: Carlton-Yamhill Market Center, Forest Grove Market Center and Hillsboro Market Center. Guy Bennette will remain managing broker of the Sherwood office.

John L. Scott Sherwood Market Center is located at 20649 Roy Rogers Road, Suite 301 in Sherwood and can be reached at 503.925.2400.

NEW JOHN L. SCOTT AGENTS:

Gary Frazier – Lake Oswego
Joyce Beasley & Robert Radcliffe – Northeast Portland
Vince Pepe – Sunset Corridor
Gary Kimmel & Sam Long – Vancouver
Loren Brown – Woodstock

JOHN L. SCOTT REALTOR NAMED BEST REAL ESTATE BROKER

John L. Scott Real Estate announced that Maggie Boehmer, a broker with the company's Forest Grove Market Center, was recently named the Best Real Estate Broker by readers of the "Washington County News Times."



TAYLOR GROUP REALTY BECOMES ON-SITE REALTORS AT WATERSIDE CONDOMINIUMS

Taylor Group Realty, one of the Portland metropolitan area's fastest growing boutique real estate firms, recently announced that it has taken over the marketing for The Waterside, an 84-home condominium project on Hayden Island in North Portland, Oregon.

At The Waterside, buyers will find a long list of high-end, yet affordable features and amenities coupled with superior construction, providing all residents with a maintenance-free way of life. Boasting three floors of luxurious, move-in ready homes and inviting communal spaces, The Waterside has plenty to offer buyers seeking a distinctive and comfortable waterfront lifestyle along the banks of the Columbia River. Showcasing spacious and flexible floor plans from 1,750 to 2,738 square feet, The Waterside appeals to a broad assortment of buyers, with homes that are move-in ready now or customizable with a variety of carefully considered finishes. All of the homes feature 10-foot ceilings, hardwood floors, a den/office, stainless steel appliances, washer and dryer, crown molding, walk-in closets and much more.

For more information about The Waterside, please contact John Taylor at John@taylorgrouprealty.com or 971.409.7962; or Kristina Bullock at Kristina@taylorgrouprealty.com or 503.382.7798. Visit ViewTheWaterside.com for more details about this community.

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