

WCR Mid-Year Trip Report

Thank you for allowing your officers to participate at the national meetings. There is so much info that is shared between members and wonderful sessions full of info for your chapter and your business.

Thursday

I arrived late morning and spent the day at the NAR Expo. Attended the WCR networking hour and then went to the NAR building reception. What a wonderful facility we have in D.C.! Afterwards, I attended the Michigan WCR dinner at a local restaurant.

Friday

The conference welcome got everyone going as usual! I then attended the Strategic Forum, Business Development – Facebook to Flip-phones. Amy Chorew had many Google tips including Google docs that are free. Load important docs that you need easy access to when you are on the road. Blackberry apps. Forward all email addresses to gmail – less spam! Google search rules *-- or + 10 works in search “quote” name or item must show up in search. Google your name, company name, competitors name to keep tabs on what is said about you and your competition. One of the sessions was on flip cameras which take short video, easy to use and are inexpensive. They have good sound within 5 feet. Useful for U-Tube postings which utilize a video of 10 minutes or less.

I then attended the Governing Board working session and we discussed the RVP role and offered suggestions for the national board. The regional meeting was in the afternoon and I represented Michigan as governor. For Region 2 we elected Anita Zabielski from Illinois as our 2010 Regional VP. Discussion about the Regional Conference July 22-24, 2009 in Dayton, Ohio was held and attendees were encouraged to attend. Several past national WCR Presidents will be taking part in this outstanding program.

That evening was the awards banquet and many of our chapters received well deserved awards. Those who did not vowed to work hard and win next year.

Saturday

Matthew Ferrara was our general session speaker on understanding the next generation. He had many anecdotes about working with Generation X & Y including “Use your inner voice” for Gen X. Reposition your standard of operations to the consumer. “There is nothing so useless as doing efficiently that which should not be done at all.” It seemed that most of our sessions evolved around managing change in our business.

Two sets of concurrent Learning Labs followed and I attended Recruit, Retain & Engage Your Members and Chapter Programming that Works. They were both very informative and I have extensive notes.

Pat Zaby followed lunch with No-To-Low-Cost Marketing. He was excellent as always and I continue to utilize his contact management & marketing systems for my business.

Info from NAR survey on Buyer/Seller

Buyer

Median age of 1x buyer is 30

Percentage of all buyers who are 1st x buyer in 2008 41%, 2009 50%

Percentage of buyers with no kids at home 60%

95% of buyers used social networking

Seller

Median age 47

Percent of seller who selected agent by referral or previous experience w agent
64%

Percent of sellers who only contacted 1 agent 67%

STAY in contact with your past clients & keep a strong presence online!

The General Assembly completed the afternoon as the new PMN awards were presented and Anita Davis was nominated as Financial Secretary.

On our free evening, several of us went to the Ford Theater and attended a musical on the Civil War. What an awesome piece of history!

Sunday

We concluded our meeting with the general session and I registered as a voting delegate. The only ballot issue was to transfer \$100,000 to the general fund and that motion passed. We heard many committee reports that update us on the activities at both WCR and NAR – truly one of the best sessions of the meeting.

Thanks again for allowing me to serve this year as your governor.

Sincerely,

Laurie J. Koelling

Sunday

We voted on one proposal, to move \$100,000 to the General fund, it was approved. We heard Committee reports and adjourned