

Women's Council of REALTORS®

Women's Council of Realtors® Cape Coral Quarterly Newsletter

Table of Contents

[Message From Our President](#)

[Upcoming Business Luncheons](#)

[Attention New Members](#)

[Affiliate Spotlight](#)

[Realtor Spotlight](#)

[Support Our Troops](#)

[Honing Your Bounce Back Ability](#)

Don't Miss Our Upcoming Events!
[Click Here to view!](#)

WELCOME to Our New Members!

***Mary Neilson**/
C-21 Birchwood Realty
***Lynda Moritz**/
Sellstate Priority Realty
***Dorothy Young**/
SWFL Realty Group
***Mandi Shuler**/
Rels Title
***Ivette Estee Pinheiro**/
Richard D. Barton &
Associates
***Troy Thornhill**/
Healthy Home
Inspections
***Maggie Morris**/
Sunshine Realty
***Katie Smith**/
Premier Sandals Realty

Message From Our President

Where is the Professionalism in Real Estate? Why do we not garner the respect we deserve? Why are we ranked so low? These are questions we all have asked ourselves and each other. I don't have all the answers but let me share a few of my thoughts.



Education- all that is needed to earn the right to call yourself a Realtor is completing and passing 63 hours of education and joining a real estate company and association. About 2 week's worth of work! Think of other professions - Bachelor's Degree - 4 years, Master's Degree 6 years. What are you doing to gain more knowledge about our industry over and above your required Continuing Education?

Appearance - do you look professional? Do you see doctors, lawyers or educators meeting clients, students, etc. dressed in tee shirts, shorts and flip flops? Not usually!! Let's look respectable, approachable and professional. When we look professional we are usually treated professionally.

Respects of others - The most successful real estate professionals respect both other Realtors and their clients and customers. Be genuine, honest and helpful when dealing with customers. Return calls in a timely fashion, leave cards when viewing properties, call for all showing appointments, let the listing agent know if you are going to be late for a showing especially if the property is owner occupied.

The most difficult job we have is convincing the public that we are true professionals. First we must believe it ourselves and be proud of our profession. We deserve to be paid a respectable commission and we need to be able to articulate that fact, we should not allow customers and clients to call us and expect us to answer our phones at any time of the day or night. We must set those expectations and when we do, most of the time we will be respected for it. Unfortunately, the public only remembers the terrible experiences and the unprofessional Realtors they have dealt with and we all get lumped together. What are you going to do to change those feelings? Together we can change how our profession is viewed. The key word here is "together". There will always be unprofessional Realtors out there just as there are unprofessional people in all professions; it is our job to show the public that those types of people are in the minority. It will not happen over nite but we must be persistent. Respect and professionalism go hand and hand. Once we are respected and trusted by the general

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[National](#)

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Diamond District
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public our professionalism levels will be raised. Women's Council of Realtors can and will help you change the perception many in the public have of Realtors. WCR is one of the most professional organizations in the country. Just ask anyone who has attended a State or National Convention for the first time. The women and men who represent us in WCR go on to be leaders on all levels of the real estate industry both nationally and on a state level. WCR teaches you to become one of those leaders by teaching both fundamental and implemental values that help you to attain the professional level of respect you deserve. One of the benefits of membership in WCR is the scholarship reimbursement program where you are reimbursed for classes you take during the year.

See the details on our website www.wcrcapecoral.org

Let us all work together to improve the image of a truly professional Realtor!! Real Estate is a profession we should be proud to be a part of.

Donna Stout
President

Don't Miss Our Next Business Luncheons!

Date & Time- Thurs Oct 20th at 11am

Location- The Resort at Marina Village, Tarpon Point/Rosen Ballroom

October is Breast Cancer Awareness Month!

A Representative from the American Cancer Society will be educating us on breast cancer in ***both*** MEN & WOMEN!

*We will also be presenting our 2011 Chapter Awards & Scholarships!

Date & Time- Thurs, Nov 17th at 11am

Location- The Resort at Marina Village, Tarpon Point/Rosen Ballroom

WCR & CCAR Join Forces- To Bring "Insights & Outlooks"
Past/Present/Future....from our Industry Leaders Panel!

Panel Moderator: Tommy Lee/AA Associates Realty

SPEAKERS:

1. Business Climate/Economic Development
Joe Mazurkiewicz/Private Consultant

2. City of Cape Coral Growth Opportunities
City Manager Gary King

3. Financial Services - Adapting to the New Market Norm
Patti Wilson/Mutual of Omaha Bank

4. Surviving the Current Real Estate Climate
Jane Story/Douglas Realty

Service
*North American Title
Company
*Wells Fargo Home
Mortgage
*Two Men & a Truck

Gold Level

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*Naples-On-The-Gulf
Chapter of Women's
Council of Realtors

Mission
We are a network of
successful
REALTORS
empowering women
to exercise their
potential as
entrepreneurs and
industry leaders.

Vision
Through our
influence as
successful business
professionals,
women will effect
positive change in
the profession and
in the broader
community.

Date & Time- Thurs, Dec 15th at 11am
Location- The Resort at Marina Village, Tarpon
Point/Rosen Ballroom

Our Annual Holiday Chinese Auction & Installation of Officers

Attention New Members!

New members that have not received their WCR pin will be presented with one at our next business luncheon on October 20th with a short orientation to follow the meeting.

Please contact VP of Membership Deb Dupuis and let her know that you will be attending.

239-707-2101 deborahdupuis@aol.com

Affiliate Spotlight

Joanne Brenenstuhl (Brenen stool)
Business Development Manager, Sr. Mortgage
Banker
American Eagle Mortgage Company

Originally from, Cleveland, OH, attended Lakeland College in Kirtland, Ohio & moved to Florida in 2004. To pay my way through college, started my own travel business and later a successful antique business. Got into banking in San Diego, California in 1984. Joined WCR in 1990.

Family: Came from a large family, number 4 of 6 kids.
Husband of 27 years, Tim, 4 children, Erika 24, Hannah 21, Taylor 16 and Joey 13
Hobbies/Interests: Volunteer; Church youth group, baseball, girl scouts, boating and spending time with my family.
2011 WCR treasurer

Favorite Movies: Romantic comedies



Realtor Spotlight

Michele Schafer
Realtor
Miloff Aubuchon Realty



Michele is originally from Omaha, Nebraska. Michele began her real estate career in 1986 in her hometown. Since then, she has worked with a broad range of clients, from permanent and seasonal homebuyers to commercial business investors. Michele has been successfully managing real estate interests and portfolios of her clients for over twenty five years. You might say real estate is her passion!

Michele and her husband moved to Cape Coral in 2001. The couple decided to move to the Cape after their friends made the same transition. They were excited to build a new home on the water and continue to enjoy the fabulous waterfront views! She is extremely knowledgeable in local real estate trends in Cape Coral and the surrounding region. Her vast experience and connections with local businesses enable her to quickly ascertain her client's best interests and identify real estate and related services that best meet their needs.

Michele is currently Community Relations Chair for the Cape Coral Association of Realtors and the Awards Committee Chair for Women's Council of Realtors for the state of Florida. Michele stays very active in many community functions and local organizations. She enjoys boating and fishing with her wonderful family.

Look to her expertise and she will help you find your Florida dream home. Call Michele, 239.292.7370 or via email mschafer@miloffaubuchonrealty.com

Support Our Troops!



We've been having great success with the "Support Our Troops" project!

[CLICK HERE](#) to read more about how to participate.

Here's a picture of some items that have been sent out by Ann LoRusso and her team!



Making the most of Social Media



Facebook, Twitter and LinkedIn together boast 950 million users around the globe. That makes social media a critical avenue for reaching past clients, as well as prospective ones. It's not just about being there. Learn smart ideas to utilize free social media resources to build relationships to grow your business. [READ MORE](#)

Honing Your Bounce Back Ability



Often life can take that unexpected twist in the road, you can fall short of your expectations, or something as simple, but intrusive, as catching a cold can interrupt your plans. It seems these things happen just when you have a project due or a big event to attend.

[READ MORE](#)

Congratulations to Our Chapter! For Receiving the "Chapter of the Year" Award!



[CLICK HERE](#) to read article!

IMPORTANT UPDATES!

"News from National"- 2012 dues will be increased \$15
&

*Any new member that pays their 2012 Dues in November or December, will get those months free!