

Robyn DeVille

From: WCR Naples-on-the-Gulf Chapter <wcrnaples@gmail.com>
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NAPLES-ON-THE-GULF CHAPTER

January-February-March 2012 eNewsletter



Message from the President, Debbie Zvibleman

I am honored to be President of Women's Council Naples on-the-Gulf Chapter this year and serve with such an exceptional team. We have great educational and networking opportunities for you to take advantage of this year. The theme for 2012 is "Reach for Your Star in WCR" Make one of your goals this year to be more involved, get on a committee, attend education sessions, and reach for that potential that is within you.

One of the best ways to get involved is to join one of our committees. Visit our local chapter website at www.wcrnaples.com or give me or the committee chairs a call to match your interests to a committee.

Based on your feedback, our Education Chair Robyn DeVille and her committee have been hard at work planning informative Business Resource Meetings to help you personally and professionally. In addition, our meetings will be split between breakfasts and lunches so

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Reach for Your Star in WCR.

2012 Officers



Debbie Zvibleman
President

that we can accommodate more individuals' schedules. Breakfast meetings will be held at Vineyards Country Club while lunch meetings will be at Kensington Country Club. Our special event chairs are already planning sensational events that you won't want to miss.

I want to personally thank the officers, committee chairs, committee members, and of course our sponsors and affiliates for their commitment to our chapter. Our primary goal is to continue to evolve and bring VALUE to our members.

In closing, I want to wish everyone a happy and healthy New Year and may it be a prosperous one for us all.

Happy New Year & Happy New Members!

By Sally Masters, VP Membership

Happy New Year and Happy New Members!
We are looking forward to a terrific year with WCR Naples-On-The-Gulf Chapter and want all of you to be a part of this special year.

Membership renewals are available online at www.wcrnaples.com so please make sure you log on and renew your membership. Please encourage your friends to attend some events with you and see how they can benefit by joining this great organization!

Our first Membership event is a New Member Orientation which will be hosted by The Quarry on February 23, 2012, from 5-7pm. This is a great time to learn more about WCR, what committees are available for you to join, and why it is important to be a WCR member. We look forward to seeing you all at The Quarry and thank them for supporting us.

Member Drive: My goal is to have 35 new Realtor Members join WCR Naples-On-The-Gulf Chapter in 2012! Do you have a friend/associate who may like to join? Who was the Realtor on the other side of the closing you just had? Who do you know who would enjoy networking, building relationships with other Realtors, and Affiliates, and increasing their knowledge? Please have them call me for more information!

THE 2012 REALTOR RECRUITMENT AND MEMBER



Lynn Bower
President-Elect



Sally Masters
VP Membership



Theresa Ulrich
VP Affiliates



Jeannette Batten
Treasurer



Christine Citrano
Secretary

Upcoming Events

Jan 11-15 Florida Winter
Convention, Orlando, FL

RETENTION CONTESTS

New REALTOR member applications received at the national office or processed online between January 1 and Feb 28 earn 20 points. March 1-31 REALTOR applications earn 15 points, 9 Chapters, top 3 in each Category on March 31, 2012 will win \$500 for first, \$300 for second and \$200 for third place.

Thank you all and I look forward to working with you in 2012.

Adopt and Adapt

By Lynn Bower, President-Elect

When I first started with Women's Council of Realtors in '04, I recognized very early on that this was not just a business group of successful Realtors and Affiliates. The volunteerism within the ranks of our group exceeds anything that I have ever previously been involved with.



L to R: Rae Wakelin, Joni Albert, Lynn Bower & Debbie Zvibleman (on right.)

We started Adopt a Precinct for the Supervisor of Elections in Collier County in 2008 and by doing so needed volunteers from our ranks to help run the poll sites on Election Day. Without having to ask more than once or twisting any arms - our ranks were filled. These days spent at the polls are long, hard, meaningful and so

rewarding. We even manage to have fun! The monies we generate by working the election day(s) go directly to our organization and it has become one of our favorite bi-annual fund raisers.

Since we don't have elections every year I thought we'd have a year of rest between election cycles BUT one of our member's sons was sent to Afghanistan and the Adopt a Soldier program was born. We adapted our efforts and this has now become a labor of love. There were incredible spontaneous results collecting supplies and money in order to send packages to the soldiers in harm's way- we knew this would have to be a continuing effort. Again, asking for volunteers was so rewarding to see the response. Since May of this year we have sent 74 boxes overseas. Our last shipment will be going out for a Christmas shipment and any monies left over will be going to Wounded Warriors before year's end.

Jan 30 WCR
District Retreat
Miromar

Jan 20 BRM Breakfast
The Vineyards

Feb 24 BRM Lunch
Top Producer Awards
Naples Botanical Gardens

Mar 23 NABOR Annual
Night of Honors

Mar 28 WCR Annual Wine
Tasting Evening Event

Click [HERE](#) to...

Tech Tips



Facebook App: Easier Marketing!

This free app is designed to work for every agent in the business. Download it now, and start generating real conversations from real leads from Facebook.

Click [HERE](#) for more info!

Build a Better Website Toolkit

Click [HERE](#) to get some great tips and information on making your website the best it can be.

Book Group Update!

Take a break and join the book club!

Featured Book:

Women's Council of Realtors remains a dynamic force within the real estate community for one simple reason as I see it. When you surround yourself with amazing people that have goals, work ethic and good hearts you walk away a better person. Working shoulder to shoulder on any of our committees gives YOU a chance to get to know your fellow members and learn why this group is among the highest earning Realtors on average in the US - with the biggest hearts.



Grateful and happy recipients!



For those of you who don't know, we must, by law empty our "soldier" account to \$0 by year's end and then we start again in 2012 under the leadership of Sally Masters, who we all know will do a wonderful job. I'm not retiring by any means but focusing on helping Debbie in her Presidential roll. I'll be there in any way I can because we know how welcomed these boxes are.

Standing in line at the post office on Saturday we had many heartwarming comments about our efforts. What a great "face" for Women's Council! One retired officer commented that we had no idea what these boxes mean to the troops and thanked us profusely. Another woman was so moved she gave us \$20 (for next year) and a lot of people wanted to know how they could help and asked for info!

Santa's elves shopping for the Soldiers.... because of all of your efforts we were able to purchase \$1242 worth of food and supplies! And yes, being Type A, we had a bet as to how the tally would be...Dave won - he was within \$10.



L to R: Lynn Bower, Dave Bower, Sally Masters.

Member Spotlight Robyn DeVille

State of Wonder
by Ann Patchett
The meeting will be held on Monday, January 30th from 5PM -6:30PM.

Location:
North American Title
9155 Corsea Del
Fontana Way, #200
Naples

Attention Members!

St. Matthews House needs your help!

Blankets, sweaters and jackets are needed for their homeless shelter!

To donate, please bring your items to the **breakfast BRM on January 20th, 2012.**

For more information, please contact [Janice Vasquez](#) at 239-591-4028.
Thank you!

Join Our Mailing List!

Like us on **Facebook**

"Every Smile Touched my Heart."

"There's no better feeling than knowing you had a hand in improving someone's life, so before you say you don't have the time or energy to take on a volunteering task, consider the many reasons why you should start giving back now."



*Robyn
DeVille
Home
Check
Systems,
Inc.*

I rarely miss work and I have been volunteering for a variety of organizations and associations for years. Yet in November 2011 I donated 7 days of my time that has changed my life forever. I was one of 17 Missionaries that traveled to the poverty stricken inner city of Kingston, Jamaica.



Robyn's Alter Ego "Monkey Sue!"

We were sent to the St. Pius Compound and we were able to provide 320 physicals & eye exams. Dispensed 242 eyeglasses, 26 eyeglass repairs and approximately 40 readers dispensed. 67 cataract patients were diagnosed and ready for surgery for the trip scheduled in 2012. Additionally, along with the local St. Martin parishioners a home was built on top of a steep hill in the mountains for a needy family of six. Materials had to be manually carried because the path is not wide enough for vehicles. On Sunday we participated in the annual St. Pius Fund Raiser Festival. I spent my last day of the trip as a clown entertaining hundreds of children.

Despite the unfathomable living conditions, we were constantly greeted with smiles and hugs from the very young to the very old. The Jamaicans would travel for hours to get to us, wait all day in the hot temperatures with endless patience. What impressed me the most were their smiles! No matter what religious affiliation, personal history, gender or race....all of them would greet you with openness, warmth and a contagious feeling of HOPE!

The poverty is severe in the inner city. Homes are made of tin with dirt floors and no running water. The crime rate is high, including drugs and violence. Regardless of all of this; the children smile, laugh and play. Their school uniforms are always clean and pressed. That is 'PRIDE'.

The JOP Mission made me work hard, laugh hard and cry passionately. The children touched my heart, Jamaica touched my heart and all of those smiles touched my heart!

Are you a Star or know a star
who should be recognized?
Top Producer & Awards Information
Must send in by January 25, 2012

**Event is February 24, 2012
at the Naples Botanical Gardens!**

AWARDS

It is time to recognize outstanding contributions made by our members. The awards are as follows: Member of the Year, Mentor of the Year, Humanitarian of the Year, Affiliate of the Year, Rising Star, Honor Circle and Realtor Spotlight.

Click [HERE](#) for Nominations form and award information.

TOP PRODUCER

Attention Fellow WCR Members!

Those REALTOR® members interested in qualifying as a recipient of this award should complete the form linked below. The 2011 Top Producer event is scheduled for February 24, 2012 at the Naples Botanical Garden. Please read the instructions carefully and if your sales volume and attendance at WCR meetings qualifies, please fill in the amount, and have your broker sign the sheet.

FAX COMPLETED PRODUCTION SHEET TO Dawn Burke @ 239-254-8286 or email to Dawn@PlumbingAndConstruction.com

The deadline for receipt of these forms is January 25, 2012...so don't delay!

In addition to filling out this form and faxing, you **MUST** also register to:

Theresa Furman, Chair
WCR Reservations Committee
C/O Third Federal Savings & Loan
1410 Pine Ridge Rd.,
Naples, FL 34108 FAX: 239-213-9466

We look forward to seeing you at the 2011 Top Producer Event on February 24, 2012.

Click [HERE](#) for entry form and criteria.

The Importance of Pre-Qualifying Buyers

By Mary Adams, Element Funding

Picture this: The adorable couple you've just spent the better part of the last 3 weeks (and a couple of tanks of gas) showing houses to have finally gone to contract on the home of their dreams. They love the house (it is everything they wanted and more) and are already getting emotionally attached to it. You're excited because all of your hard work is finally going to pay off in the form of a closing!



*Mary Adams
Element
Funding*

They have 5 days to make application for mortgage (they are financially secure, so they have not spoken to a mortgage lender until now). They rush to get all of the required documents to their lender in a timely fashion, only to find out that they do not qualify. They are angry and upset seeing their dream home slip out of their reach. You, the realtor, are furious because you worked so hard to get them this house - how can they not qualify?

There are many reasons why buyers who are financially secure may not qualify. Credit issues, self employed buyers who don't show enough income on their tax returns, cash income that is "under the table" which lenders can't use to qualify, recent retirement, job/income type changes, etc.

Many realtors are embarrassed to ask their clients up front for a pre-approval letter. They feel it is invasive. However, there are tactful ways to bring up the subject.

As soon as you find out your clients will be using financing to purchase, ask them if they have already gotten the financing lined up with a pre-approval. Let them know that sellers are

more apt to take offers with financing if the buyers have already been pre-approved. Pre-approval will also help as far as shortening the process between application and closing and will insure many potential issues can be worked through "up front". This, of course, insures a smoother transaction!

2012 Chapter Sponsors

Platinum

Goede & Adamczyk, Liz Cashman



London Bay Homes, Terri Speach



KGT Kitchens, Theresa Ulrich



William C Huff Moving, Jim Henderson



Turnkey Construction, Jake Voigt



Storm Force, Mark Schwartz



Gold

First Class Plumbing, Trish Borges



Sunbelt Lending, Kelly Rembimbas



Allstate Insurance, Denise Thoman



We still have sponsorships available, but hurry before they are gone. Click [HERE](#) for sponsorship levels. This is a great way to promote your business.

Email Denise Thoman at denisethoman@allstate.com for more information.

Very special thanks to:
[David DiMartino, Photographer](#),
[Jay Letendre, The Real Estate Book](#)
[Richard Muller, MyHomeTLC](#)

eNewsletter blast courtesy of
Nella DeCesare, Marketing Chair



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