

THANK YOU TO OUR
PLATINUM SPONSORS:



YOUR 2015 STATE WCR
LEADERSHIP TEAM:

TRICIA LEHANE, PRESIDENT



LYN TRAYTE, PRESIDENT-ELECT



SHEN-YI MICHELLE CHANG, TREASURER



KATHLEEN PROKOPOW, SECRETARY



ARIZONA STATE CHAPTER Women's Council of REALTORS®

Having Fun

Work may not be synonymous with play, but it does not mean you cannot have fun with what you do. Success cannot happen without enjoying yourself and your work

Message from your 2015 State President, Tricia Lehane:

Washington, DC is right around the corner for a lot of us, and we are excited to attend, and bring back the information to share with all of you.. What is most exciting for all of us to have our own National President, Sindy Ready leading the meetings, how lucky are we to have our National President to be from the Scottsdale Chapter and the State of Arizona.

REALTOR® Safety Tips

Wear your REALTOR® ID ~ Always wear visible company identification such as a badge. It is also best to drive a vehicle clearly marked with your company name. These will be invaluable for identification if you need to get assistance.

Bring up the rear ~ When showing a home, always have your prospect walk in front of you. Don't lead them, but rather, direct them from a position slightly behind them. You can gesture for them to go ahead of you and say, for example, "The master suite is in the back of the house."

Pick up some self-defense skills ~ The best way to find a good self-defense class is to learn what is available, and then make a decision. Many health clubs, martial arts studios and community colleges offer some type of class. You can also ask your peers, friends and family if they have taken a self-defense class that they would recommend.

Ways and Means Tips...



Have you ever done a "Walk Away on your Silent Auction

This is where the bid sheet has the increments of bidding of a bid starting @ \$500.00 and the increments are of \$100.00 per bid, , with a value of \$1,000, and the bidder has the opportunity to Bid the maximum bid that is on the item, ie: \$1200.00, and they secure the bid... No one can overbid them at the last minute... Try it, it works... Another tip that helped us be so successful at our Cocktail with Champions event, we sold the same "people" many times... I think Bill Risser capitalized and we raised upwards of \$1,000, as we had 3 people pay to have quality time with him. Thank you Bill.

THANK YOU TO OUR
2015 STRATEGIC PARTNERS:

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Upcoming Local Chapter Events:

ARIZONA EAST VALLEY CHAPTER:

Superstition Springs Golf Club - 2nd Friday of the month 11:30-1pm
No May Meeting due to National Conference in Washington, DC May 14-17
Friday, June 12 - Speaker from PhoenixMart in Casa Grande

LAKE HAVASU CHAPTER:

Lake Havasu REALTOR® Center - 2nd Thursday of the month - 11:30-1pm
Thursday, May 7th, Panel of Builders and their REALTOR® member representatives

PHOENIX CHAPTER:

Stone Creek Golf Club - 4th Wednesday of the month—8:30am - 10:30am
Wednesday, May 27- Speaker - Dana Kichen “Is the Client always Right?”
Tuesday, May 19 11-1pm Lunch & Learn Lofts on Thomas 535 W. Thomas Road
Speakers - Lynette Jordan & Darlene Keller from CNN Mortgage - Reverse Mortgages

PRESCOTT Business Resource Group:

Location Changes monthly ~ 2nd Tuesday of the month
No May Meeting due to Fashion Show Fundraiser on May 5th
Tuesday, June 18 - Prescott Lakes Golf Club - 8:30am
Panel of Speakers on the Economic Issues for Prescott Tri-City Area

SCOTTSDALE CHAPTER:

Location Changes monthly - 3rd Wednesday of the month 8-10am
Wednesday, May 20 - McDowell Mountain Golf Club, 10690 E. Sheena Dr.
Speaker: Sean O’Neil “Memory Dynamics”

TUCSON CHAPTER:

Scottish Rite Cathedral - 2rd Thursday of the month, 11:30 - 1:30pm
No May Meeting due to AAR Conference in Washington
CE Class Tuesday, May 19th - 1-4pm Tucson Association of Realtors®
2015 Changes to Closing Instructor - Patrick Richie

WEST VALLEY CHAPTER:

WEMAR - 2nd Wednesday of the month 11:30am-1:00pm
No May Meeting due to National AAR Conference in Washington
Wednesday, June 10, Speaker - Brad Horton - the 1031 Exchange Process

WHITE MOUNTAIN CHAPTER:

Lakeside Fire Department - 2nd Wednesday of the month
Wednesday, May 20 - Fair Housing CE Class with Southwest Fair Housing

What organization can you belong to, and you can get educational scholarships back that exceeds your annual membership costs?

Women's Council of REALTORS® Offers you...

The Power of Relationships

Leadership

Professional Credibility

Diversity Involvement

Success

Influence



THE SYNERGY YOU WANT
WITH THE SUPPORT YOU NEED

Average WCR Member

\$101,420

Among All Full-Time

REALTORS®

\$34,900

Average commission income from WCR Member-to-Member Referrals \$11,713



Nuggets from our Strategic Partners:

Bill Risser VP, New Media and Education,



For about two months, I have been using a new communication tool called Slack. I am using it with a local non-profit (Ignite Phoenix) that has 20+ members and with a real estate team of 5 members

Communication using Slack is fantastic. Slack replaces the need for email and texting, and with apps for all mobile devices, it is super convenient. Notes, files, and images are easily shared. Channels for different topics can be created, keeping conversations organized. Best of all, Slack is free.

You can check out Slack at Slack.com and download the Slack app from the App Store or Google Play. If you would like a quick lesson, feel free to reach out to me.



Meet your State Secretary – Shen-Li Michelle Chang

Arizona East Valley Chapter



Shen-Yi Michelle Chang is the Broker/Owner of DA FA Realty & Investment, LLC, and Broker/Owner of DA FA Mortgage, LLC. With over 17 years combined real estate and mortgage experience, in addition to degrees in both Accounting and Mass Communications, she brings a wealth of knowledge to all aspects of real estate. DA FA Realty & Investment, LLC is one of the largest, diversified Woman Owned Small Business Real Estate Companies in metro Phoenix.

She is the Founding President of the Asian Real Estate Association of America (AREAA)-Arizona Chapter, and a Governing Board Member of both the Arizona Association of REALTORS (AAR) and the Arizona State Women's Council of REALTORS, where she serves as Treasurer. She was recognized as the Southeast Valley WCR Entrepreneur of the Year in 2011 and REALTOR of the Year in 2012. She has also received the SEVRAR President Multi-Million Dollar Producers Award four years in a row. Shen-Yi has been a member of the Women's Council of REALTORS since early 2010. She has served as Auditing Committee Chair and President Elect at the Southeast Valley WCR, was President of the East Valley Chapter in 2014. She served as the Audit Committee Chair for the AZ State Chapter of WCR in 2013, and the Finance & Budget Committee Chair for the AZ State Chapter of WCR in 2014. Shen-Yi Michelle has also served on the Finance & Budget Committee for the National WCR since 2014.

Shen-Yi Michelle Chang is Chairman of U.S. Congressman Matt Salmon's (R) (District 5) Asian Pacific Advisory Councils. On appointment of Chandler Mayor Jay Tibshraeny, she serves on the City of Chandler Human Relation Commission as the liaison to the Asian American Communities within the city and also on the City of Chandler General Plan Advisory Board.