

2014 PRESIDENT

LESLIE KILPATRICK



At this writing, I am looking forward to SDAR's Installation of Leadership being held this year on the USS Midway. The significance of that venue is not lost on me.

Our longstanding mission to protect private property rights and the business interests of our members remains our focus. Yet, wherever and whenever possible this year, let us remember those who made our freedoms and prosperity possible - honor our veterans and reach out to those on active duty. If a soldier, sailor, marine or airman does not get a home because the seller has a better offer, that is a business reality, but should they not get that home because their REALTOR® or lender does not understand how to help them use their VA benefit, that is a tragedy.

San Diego has become America's finest city because of the contributions of the veterans who came here and stayed. They and their children built the businesses and institutions that have made our community great.

In 2014, SDAR will offer more education and certifications to REALTORS®

enabling them to better serve the military community. We will work with our members and business partners to have more housing communities VA and FHA approved. We will contribute to our Ambassadors Foundation supporting charities that directly reach the military families in need of our support and encouragement. And in numbers we will speak up as the REALTOR® Party to protect home ownership, private property rights and the public policies that support them.

I'm delighted to lead the SDAR team this year, and we have a firm foundation and a growing housing market on which to build. Success in the real estate business, of course, cannot be measured solely by chalking up a number of sales or attaining the asking price on a home. Helping people achieve the dream of homeownership is our highest goal. The benefits to our cities, communities, and neighborhoods are immeasurable, and should provide us the most satisfaction.

I hope you'll take every opportunity to get involved in your association in 2014, and as your Board President, I'll support you every step of the way.

Leslie Kilpatrick

## REALTORS® Brightened the Season Through Holiday House Contributions



The Holiday House, a charitable project of SDAR's non-profit Ambassadors Foundation and the real estate community, culminated at a stunning home in Rancho Santa Fe in December. The event, presented by San Diego Home/Garden Lifestyles, helped San Diego's children, military families, homeless, and senior citizens with donations of toys, household items, food, monetary gifts, and much more. The items were collected at all SDAR Service Centers and at drop-off centers throughout the county.

The mission of the Holiday House is to show that REALTORS® care about the community by supporting local charities that help so many of our

neighbors all year-round. The charities benefiting this year were Homefront San Diego, The Angel's Depot, It's All About the Kids, PAWS San Diego, and Second Chance.

The Holiday House was an actual 8,000-square-foot residence on Rancho La Cima Drive in Rancho Santa Fe that was opened as the venue for the celebration by real estate agent Christina Thomas of Pacific Sotheby's International Realty, and homeowners Rio and Marie Sabadicki. Scores of attendees stopped by during the evening and made their donations before enjoying the chance to mingle with the sponsors, volunteers, and charity

page 6 ►

# The San Diego REALTOR®

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# REALTORS® TOOK A STAND ON QUALITY AND MADE A CHANGE ON A NATIONAL LEVEL

By Ginny Ollis

Because our members stood up, an important difference was made. When I learned that Realtor.com had been sold to an investor group that planned to do a national campaign inviting the public to choose their agent by going to Realtor.com to see the statistics on agent production, I went ballistic.

This year the National Association of REALTORS® sold their primary forum, REALTOR® magazine, to an independent, non real estate company. It was a company that is not committed to the Code of Ethics, which differentiates NAR members from the sharks that once dominated the industry. It

was a company that does not have the trust and support of the tens of thousands of REALTOR® members of NAR.

It became very apparent when this new company instituted a new program to attract the public to their internet site, "Realtor Match." This program is said to advise citizens about which agents in any market area are delivering the biggest quantity of transactions. Not a single REALTOR® who has become aware of this program supports its premise. Underlying the "match" is the belief that the most important qualification a client needs is quantity, not quality.

There are very big producers who

deliver quality. But there are also agents who have substantial time commitments to children, family, their continuing education and improvement, diligence and hands-on service, who deliver excellent quality. What the public needs to look for in a real estate broker or agent is NOT the number of sales they have closed, but the knowledge, insight, collaborative skills, customer care, counsel and detailed follow-through that produce slates of clients who would never go to anyone else. You all know this already.

I contacted my retired-from-company Coldwell Banker, my area REALTOR®

Association "Metro" colleagues, most of the outstanding REALTORS® I know, SDAR's 2013 President Linda Lee, and several board members of SDAR. A large number of agents took the concern to their managers, to their companies, to SDAR and so forth. Linda Lee, who is also very involved in both C.A.R. and NAR, took up the campaign and asserted our concerns very strongly. Keller Williams took a companywide stand against the program.

And REALTOR® magazine has agreed to cancel this program.

It was your participation and shared action that created this result. Thank you, thank you for recognizing the value "REALTOR®" stands for.

*Ginny Ollis was named in 2012 as an SDAR Honorary Member for Life by the Board of Directors, after 35 years as a REALTOR®, broker, and a volunteer for SDAR.*



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page 2 ▼

representatives, and taste the appetizers and beverages from sponsoring restaurants and shops.

SDAR is particularly grateful to everyone who donated items or made financial contributions, to all the local businesses that hosted bins to gather donations, and to the staff and volunteers who gave their time and talents to the charitable event.

We are pleased to acknowledge these sponsors: American Mortgage Group, Bank of America Home Loans, Bloom Escrow, Brook Furniture Rental, Bviolin, Citibank, Cleanology, The Daily Transcript, Edible Arrangements, LiveLife.com, Military Home Loans, Nothing Bundt Cakes, PNC Mortgage, Randy Jones All-American Sports Grill, Sandicor, San Diego County Credit Union, San Diego Linens, Sheraton San Diego Hotel & Marina, Staged4Sale, Starbucks Coffee, Stone Brewing Company, Sushi on a Roll, Unique Mobile Sounds, The UPS Store, and Wells Fargo Home Mortgage.

If you'd like to participate in the 2014 Holiday House as a volunteer, sponsor a drop-off center, or enlist your company's help in any other generous way, please contact SDAR at (858) 715-8000.