

# RAYAC Connection

**RAYAC's Annual Market Reports are now available online.**

[York Annual Market Report](#)

[Adams Annual Market Report](#)

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## RAYAC Awards Outstanding Members

RAYAC's Installation and Awards event always provides a spark of inspiration. Inspiration from what we accomplished the previous year and inspiration to start the new year. Inspiration from the amazing work of the award winners and this year's indoor poolside cocktail party was inspiration for lots of jokes throughout the night. Plus, it gave us a temporary respite from winter.

U.S. Air Force Veteran and new RAYAC board member Tamra Peroni led the Pledge of Allegiance and member Laura Heyt-Adams beautifully performed the National Anthem. State Representative Kevin Schreiber livened up the installation of RAYAC's new officers and directors led by 2016 President Tony Thomas. (See list of officers and directors on page 15.)



The award presentations were heart-felt, comical and true surprises to this year's winners. Bob Aldinger bestowed RAYAC's highest honor, the Distinguished Service Award, to Mary McCleary. Mary has been an active member of the association since 1977. She has served on the board of directors and multiple-year terms on 11 committees. She was RAYAC's first president in 1998 (after the merger of Hanover/Adams and York boards) and was RAYAC's REALTOR of the Year in 2004. Mary is always willing to lend a hand whenever and wherever needed.

Steve Brown presented Melinda Eppolito with a REALTOR appreciation award. Melinda joined the association in 1996 and jumped right in. She has served on eight committees, the board of directors and she is one of RAYAC's trained mediators for the ombudsman program.



*Continued on next page.*



Steve Brown also announced Ed Bender as REALTOR-of-the-Year. Ed has been a member since 1985. His list of involvement would take up this entire newsletter if we listed everything. He has served on seven committees, chaired the Budget/Finance Committee and MLS Committee, served on the board of directors and assumed leadership roles as treasurer, vice president and then president in 1992. Like Melinda, Ed is also a trained mediator for the ombudsman program.

Bob Argento completely surprised Patricia Carey with RAYAC's Community Service Award. Patricia has been an active member of the association since 1980. She has served on numerous committees, the board of directors (president in 2009), RAYAC Foundation board of directors and earned REALTOR of the Year in 1997. Patricia was recently elected District Vice President of the Pennsylvania Association of REALTORS. Patricia is also very passionate about serving the community. She is a former member of Junior League, has volunteered at the Lehman Center (Children's Aid Society) for 27 years in a variety of capacities and she is a counselor at York County prison teaching parenting and budgeting skills to male prisoners.



Stacey Trimmer, Community Settlement, received this year's Affiliate appreciation award from Rich Lowry, York Traditions Bank. Stacey joined RAYAC in 2007 and is actively involved with the Bowlathon, Golf Outing and Spring Fling committees. She also served on the Habitat for Humanity Committee, teaches first time homebuyer classes with the Community Progress Council, and is co-chair of the South Central PA Land Title Association. Stacey received an outstanding service award from the Pennsylvania Land Title Association in 2013.

Shanna Terroso presented the presidential plaque to Brian Berkheimer, RAYAC's 2015 president, who she said was the "right leader for the right time" for his steady and thoughtful leadership during a year full of transition. Brian showed another side of his personality when he demonstrated his drumming skills and rocked it as Billy Idol for RAYAC's annual meeting, Thank you, Brian!



Several REALTORS were recognized for 25 years of membership. Sam Stein and Jennifer Kibler received 25 year pins along with Charline Bookmiller, Darvi Emenheiser, Michael Hackenberger, Nancy Kurtz, Robert Pinkerton, Daniel Press, Ed Scheiner, Darlene Senft and Thomas Stein.

Tony Thomas awarded David Raab with REALTOR Emeritus status for 40 years of membership. Patrick Stambaugh also achieved this impressive milestone. Way to go, gentlemen!



RAYAC staff member Ann Marie Staub was also honored for 25 years of service to the association. She retires at the end of this month. (See page 9.)

Several individuals and offices were honored for their contributions to RPAC. (See page 21.)

***Congratulations to all of this year's award winners!***

# CALENDAR

## February

- 2 Weight Watchers, 12:45 pm
- 3 Hands on Helpers, 9:30 am
- 3 Spring Fling Task Force, 11:00 am
- 4 Program Social Committee, 9:30 am
- 5 New Member Orientation-Module III, 8:30 am
- 8 DR/Manager meeting, 1:00 pm, Wyndham Garden, York
- 9 Golf Outing Task Force, 11:00 am
- 9 New Licensee Lunch, 11:30 am, Quaker Steak & Lube, York
- 9 Weight Watchers, 12:45 pm
- 9 Community Relations Committee, 1:00 pm
- 9 Political Affairs Committee, 2:00 pm
- 9 Education Committee, 2:30 pm
- 10 Lockbox training, 2:00 pm
- 11 Board of Directors, 9:00 am
- 11 MLS Contact Management class, 2:00 pm
- 16 CE Class: Safety Designation course, 8:30 am
- 16 MLS Walk-In, 2:00 pm
- 17 Affiliate Committee, 9:00 am
- 17 Coffee and Conversation, 9:30-11:30 am, Panera, Shrewsbury
- 18 MLS Committee, 8:30 am
- 18 Member Communications Committee, 10:00 am
- 18 StraightTalk series-Social Media training, 1:30 pm
- 19 New Member Orientation-Module I, 8:30 am
- 22 Broker class, 9:00 am
- 23 MLS Advanced class, 2:00 pm
- 24 PAR Professional Standards Training
- 24 Lockbox training, 2:00 pm
- 25 CE Class: Commercial Entity Formation, 8:30 am
- 26 RAYAC office closes at 12:00 noon for Ann Marie Staub's retirement luncheon
- 28 MLS CMA class, 2:00 pm
- 29 Broker class, 9:00 am

## March

- 2 Hands on Helpers, 9:00 am
- 2 MAPS Town Hall meeting, 2:00 pm, Hickory Falls, Hanover
- 3 MAPS Town Hall meeting, 10:00 am, Wyndham Garden, York
- 4 New Member Orientation-Module II, 8:30 am
- 7 Broker course, 9:00 am

Meetings are held at the RAYAC Office, 901 Smile Way, unless otherwise noted.

# Hello Thirsty Thursday

The Program Social Committee is mixing up the mingling in 2016. Now our "happy hours" will be on the **third Thursday of every other month**. Make the change in your calendar NOW because we want to see YOU there!

## March 17, 2016

5:00-7:00 pm

## Rocks Lounge, C&D Bar & Grill

6465 York Road, New Oxford

*Thank you to the host for generously providing free appetizers and a cash bar for this networking event.*

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# Board of Directors Summary

January 14, 2016

Peter Ruth installed the new officers and directors.

## Action Items

- Directors approved an anti-trust resolution.
- Directors approved appointments for the Lockbox Committee and the Budget Finance Committee.
- Directors approved two new staff benefits. Staff will get a paid day off during their birthday month and the RAYAC office will be closed for a full day on Christmas Eve instead of a half day.

## Strategic Discussion

Shanna Terroso presented an update on the association's strategic plan and reported that we are making huge strides to achieve our goals.

## Reports

- MAPS Merger - Shanna Terroso, Tony Thomas and Deborah Goodling reported on updates from the January meeting.
- GHAR Reciprocal Agreement - Directors received an update on the agreement which went into effect on January 1, 2016.
- Auctions in MLS - MLS Committee will be asking for additional input on this topic from DRs and managers in February.
- Program Social Committee - Has another dynamic speaker booked for the annual meeting, Thirsty Thursdays kick off on January 21 and they are developing a new program called Conversations and Coffee. (See page 10 for more details.)

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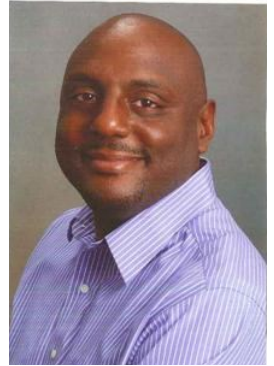
Expert Mortgage Originators (left to right): Kim Amberman, Kathleen Brown, Ed Leckrone, Pat Joseph, Fiona Eyster, Lisa Cordone and Rich Lowry

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## 2015 RAYAC President Tony Thomas



Greetings! My name is Tony Thomas and I am honored to be your 2016 RAYAC President. As of February 1<sup>st</sup>, there are officially 48 days until Spring. These are the thoughts I keep in my head as I am writing this letter buried under two feet of snow. It's odd to see how the older I get, the less I am impressed with a "winter wonderland". I mean the snow storms, the driveway shoveling (and then the plow truck piles it back up again), being stuck in the house with your kids for days on end. This is why I prefer to focus on the "coming of Spring". Spring represents warmer weather, the budding of flowers, baseball's return and overall new beginnings.

As a Realtor, Spring is when most home sellers emerge from their winter hibernation and proceed to place their home on the market. It is when home buyers enter the market and begin purchasing. Spring is when the exterior photos of your new listing look stunning again. The days are longer and the early evening showings increase. I feel it is the time when we as Realtors begin to settle into our day to day activities, selling homes and serving our community. By the way, my favorite spring event is the RAYAC Spring Fling (shameless plug).

Excuse me as I look forward to Spring; however, at RAYAC we must look forward. In the next few months, we will have to make some very big decisions. These decisions will have a direct impact on how we operate as an association. A few months ago, we were approached by a new MLS venture which merges the Trend MLS and the MRIS MLS. They are seeking to become one of the largest regional MLS's in the country. In those discussions, they felt that they could better serve brokers, agents, and consumers if they extended their reach to encompass surrounding MLS's. As a result, we were invited to join the new regional MLS along with many other MLS territories including Harrisburg and Lancaster/Lebanon. For the last few months, the RAYAC board, RAYAC staff and an appointed Merger Task Force have been gathering as much information as possible about this new venture. As you can expect, there are many questions and concerns. There are plenty of pros and cons. In the coming weeks, we will continue to gather as much information as we can.

We have scheduled a DR/Manager meeting on February 8<sup>th</sup> to present this information. We will then continue to gather information and present the information to the membership through a series of town hall meetings and other communication mediums.

I strongly encourage you to stay on top of this topic. It impacts all of us. There will be emails and texts to read, voice messages to listen to, videos to watch and most importantly, town hall meetings to attend. See page 8 for dates, times and locations of two upcoming town hall meetings.

You may also want to check out the MLS merger website:

[MLSEvolved.com](http://MLSEvolved.com)

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From the Executive Officer

# Change

by Shanna Terroso, RCE, e-PRO

**“The only thing constant in life is change”**

~Francois de la Rochefoucauld

Change. To many people it is a four letter word. They hate it, they resist it and at the same time they know it is inevitable. As a Mom of two boys I completely understand the resistance to change. My boys are growing and changing every day. I have these pangs of guilt that life is moving too quickly. I have moments when I would like to hit the pause button and keep them at this age for just a little while longer. I’m sad to pack away the newborn baby clothes, it’s another sign my baby boy is changing. But at the same time I love pulling out 6 month clothing and can’t wait to dress him in all the new cute outfits, while looking forward to the day he will be crawling all over our family room.

That is change for you, too. It makes you sad that a stage has passed but at the same time excited for the possibilities of the future.

I correlate these feelings to the potential changes in the RAYAC MLS System. As RAYAC is exploring the potential merger of our MLS system with a much larger regional system, I am hearing many opinions from many members on everything from fear of change and sadness to pure enthusiasm for what the new system can mean for our members and the industry.

This is not the first time this association has gone through a major change in the MLS service. In the 1990’s we became the first MLS in the country to change from printed paper MLS books to a fully electronic system. While I was not personally involved in that change, I can imagine many of the same feelings were shared by the membership that we are hearing today. I’m sure members were sad to pack away the MLS books. It was comfortable, it was familiar and REALTORS had control of the data. There was fear over learning a completely new system, but at the same time there was excitement over new technology. I’m positive everyone looking back 25 years later would say that was a great change for our industry and our members.

So as we continue exploring this regionalization effort, I would encourage you to look at it with an open mind. Become informed. We are in the process of scheduling two town hall meetings for our members in March. Details on those events can be found on page 8 of the newsletter. I hope that I will see you there as we explore the ever changing future of our industry.

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# Membership News

## New Members

Carl Athey, RE/MAX of Gettysburg  
 Andrew Chock, CB Res. Brok (YQ)  
 David Furno Jr., BH Homesale (S)  
 Chelsea Hagan, BH Homesale (D)  
 Karey Ridgley, Keller Williams Realty Centre  
 Steven Sides, American Eagle  
 Jennifer Staub, Slate House Group Prop Mgmt  
 Sarah Taylor, BH Homesale (S)

## Member Changes

James Bick, Re/Max Patriots  
 Vickie Butler, BrokersRealty.com  
 Randi Dayhoff, CB Res Brok (G)  
 Lisa Downs, C21 Dale (RL)  
 Monique Hale, BH Homesale (S)  
 Liz Hamberger, Keller Williams Keystone  
 Amanda Jackson, Keller Williams Keystone  
 Victoria Livingston, BH Homesale (D)  
 Melissa Nemtuda, CB Res Brok (YM)  
 Robyn Pottorff, BH Homesale (E)  
 Van Richards, BH Homesale (G)  
 Joy Ruth, Keller Williams Keystone  
 Lee Walker, BH Homesale (W)  
 Ken Worley, BH Homesale (W)

## Member Drops

Kimberly Amos	Jeffrey Arnold
Linda Barrick	Loren Burgen
Cathy Crotsley	Ethel Davis
Robert Eveler, Jr.	Robert Freed
Stacie Garcia	Jody Gavin
Deborah Gingrich	Cindi Grove
Dennis Harbold	Justin Harman
Leeanne Hilliar	Cassandra Johnson
Kathleen Keener	David Knox
Shirley Leffler	Kay Martinez
Ruth McClelland	Earl Mitschelen
Angela Mummert	Daniel O'Brien
Christine Paz	Emily Pooler
Betty Ravert	Adi Reck
Charles Robinson	Barbara Sardella
Carolyn Schoettler	Teresa Seifert
Karen Shellenberger	Barry Soullaird
Lisa Utz	

## New Office/Brokerage

Next Step Realty of PA, Inc.  
 22 W. Padonia Rd., Ste. C336  
 Timonium, MD 21093  
 Phone 443-901-2200  
 Fax 443-740-9274  
 James Weiskerger

RE/MAX New Beginnings  
 1424 Sulphur Springs Road  
 Baltimore, MD 21227  
 Phone 410-242-0220  
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 Deborah SeBour

## Office Changes

Magic Marlin Real Estate address change  
 1638 E. Market St., 2nd Floor  
 York, PA 17402

Professional Realty Associates address change  
 2002 South Queen Street  
 York, PA 17403

## Membership Stats

(as of 1/20)

	<u>2016</u>	<u>2015</u>
Designated REALTORS	123	115
REALTORS	827	796
Pending Applicants	<u>22</u>	<u>17</u>
Total REALTORS	972	928
Affiliates	<u>95</u>	<u>93</u>
Total Members	1067	1021

## Office Drops

Lexington Real Estate

## Affiliate Changes

Union National Bank address change to  
 1205 River Road  
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Name change Charter One Bank to  
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# IMPORTANT Town Hall Meetings

RAYAC is hosting two town hall meetings for members to learn about a possible MLS merger with the new regional MLS referred to as MAPS (TREND and MRIS). Tom Phillips, CEO of TREND MLS, will lead the discussion and answer your questions. To be informed about the merger, you need to attend one of these meetings. [Please register today!](#) RSVP is necessary to make sure we can accommodate everyone.

**Wednesday, March 2**

**2:00 pm**

**Hickory Falls, 110 Hickory Lane, Hanover**

**Thursday, March 3**

**10:00 am**

**Wyndham Garden, 2000 Loucks Road, York**

## Strategically Speaking

*This is a monthly update on the progress of RAYAC's Strategic Plan that was adopted April, 2015.*

### Goal 2: Leadership and Member Value

"RAYAC members see the value of membership, are informed, involved and have Association leaders that are well-informed representatives of the members they serve."

The Program Social Committee is rolling out a new, informal get-to-know RAYAC event called "Conversations and Coffee". Several members of the board, committee chairs and staff will be available to talk with members about anything that's on their minds. There are no meeting agendas, just casual conversations over coffee and pastries. The first event is being held on Wednesday, February 17 in Southern York County. See details on page 10.

[Click here](#) to view the entire strategic plan.



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## Ann Marie Staub Retires

At the end of this month, RAYAC says goodbye to Ann Marie Staub who has served the association for 25 years. When Ann Marie retires, we are losing our cheerful lobby greeter and receptionist, our historian, our organizer and our friend. If staff, members or the public have a question, it's Ann Marie who has (or finds) the answer. In her position there are never two days alike. She has fielded so many calls over the years that she could write a book that would easily land on the best seller list.

For those who've been around as long as Ann Marie, you'll remember that she started when the association was located on North Duke Street, before moving to West Philadelphia Street and eventually settling on Smile Way, York. She has a keen eye for detail and enjoys a challenge earning the title "Query Queen" in the office.

Ann Marie says, "Working for the association has been a total learning experience that I wouldn't have gotten anywhere else. Where else would have given me the opportunity to install siding at a Habitat house when I can't even hammer a nail in straight or dress in so many different outfits and personas for past annual meetings?"

She remembers all the laughs, but she was quick to point out how kind and supportive the RAYAC staff was when her husband Don was very ill and passed away several years ago. Ann Marie also enjoyed getting to talk with so many members over the years.

Thank you, Ann Marie! We wish you only the best for your retirement ... and we hope it's filled with sweets!



**Shanna Terroso presented Ann Marie Staub with an engraved candy dish filled with dark chocolate at the Installation & Awards event last month.**

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# CONVERSATIONS AND COFFEE

***Do you have questions about RAYAC?***

Get some answers over a cup of coffee.



***How can the Association help you?***

Have a casual conversation to get the resources you need.



***Learn about the association, committees, events, and more from:***

Marissa Bankert, Steve Brown, Seth Hueter, Stephanie Kennedy, Paula Musselman, Karen Tavenner, Tony Thomas and Stacy Trimmer.

## WEDNESDAY, FEBRUARY 17

9:30-11:30 am at Panera, Shrewsbury  
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# Mark Your Calendar Now!

**February 9      New Licensee Luncheon**  
11:30 am-1:00 pm @ Quaker Steak & Lube, York

Members who have joined in the past year are invited to lunch to ask questions, get advice and learn from fellow real estate professionals. The only cost is your meal. Contact Stephanie Kennedy at [Stephanie@rayac.com](mailto:Stephanie@rayac.com) or 717-843-7891 ext. 109 to reserve your seat.

**March 24      Learn about Down Payment and Closing Cost Assistance from YHAP**  
10:00 am-12:00 noon @ RAYAC

REALTORS should attend to learn how to save your clients money and lenders should attend to learn how to participate in the York Housing Assistance Program. To sign-up, contact Marissa Bankert at [Marissa@rayac.com](mailto:Marissa@rayac.com) or 717-843-7891 ext. 108.

**March 24      Deadline to apply for REALTOR Emeritus status**

If you have 40 years of continuous membership and one year of service to either RAYAC, PAR or NAR, contact Shanna Terroso to be nominated for REALTOR Emeritus status. Shanna can be reached at [shanna@rayac.com](mailto:shanna@rayac.com) or 717-843-7891 ext. 106.

**April 2      Spring Fling** - see page 16.

**April 5      Spring Networking & Education Event** - see page 16.

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## 2016 CLASS SCHEDULE

For more details on each class and to register, go to: <https://mdweb.mmsi2.com/york/>

February 16, 8:30am-4:30pm:	<b>Designation Course: Consumer Safety and Security Specialist</b> , 7 hours real estate CE. (Location: RAYAC)
February 25, 8:30am-12:00pm:	<b>Commercial Class - Choice of Entity and the Nuts &amp; Bolts of Commercial Leasing</b> , 3.5 hours real estate CE. (RAYAC)
Mondays, 2/22 - 3/21, 9:00am-3:00pm	<b>Broker Course: Residential Property Management</b> , 30 hours CE and 2 broker credits. (Location: RAYAC)
March 8, 8:30am-12:00pm: 1:00pm-4:30pm:	<b>Zapping Zillow and Tripping Up Trulia</b> , 3.5 hours real estate CE. (Location: RAYAC) <b>From Contract to Closing - Don't Derail Your Sale!</b> , 3.5 hours real estate CE. (Location: RAYAC)
March 9, 8:30am-4:30pm:	<b>Residential Real Estate 101</b> , 7 hours real estate CE. Mandatory class for new licensees. (Location: RAYAC)
March 9, 1:00pm-4:30pm:	<b>Helping Consumers Understand the Value, Technology, and Benefits of High Performance Homes</b> , 3.5 hours real estate and appraiser CE. (Location: Gettysburg) <a href="#">Click HERE to Register</a>
March 15, 8:30am-12:00pm: 1:00pm-4:30pm:	<b>Managing Online Transactions for Consumers (Dotloop Boot Camp)</b> , 3.5 hours real estate CE. (Location: RAYAC) <b>Managing Online Transactions for Consumers (Dotloop Boot Camp)</b> , 3.5 hours real estate CE. (Location: RAYAC)
March 16, 8:30am-4:30pm:	<b>Commercial Real Estate 101</b> , 7 hours real estate CE. Mandatory class for new licensees. (Location: RAYAC)
March 17, 8:30am-4:30pm:	<b>Real Estate Essentials</b> , 7 hours real estate CE. Mandatory class for new licensees. (Location: RAYAC)
March 23, 8:30am-4:30pm:	<b>FHA's New Appraiser's Handbook: Learn It To Protect Your Liability</b> , 7 hours RE and appraiser CE. (Location: RAYAC)
March 24, 8:30am-12:00pm: 1:00pm-4:30pm:	<b>Working With Today's Seller</b> , 3.5 hours real estate CE. (Location: Hampton Inn-Hanover) <b>Working With Today's Buyer</b> , 3.5 hours real estate CE. (Location: Hampton Inn-Hanover)
March 31, 8:30am-12:00pm:	<b>Commercial Class - Navigating Commonwealth &amp; Municipal Ordinances, Codes, and Regulations</b> , 3.5 hours real estate CE. (RAYAC)
April 6, 9:00am-12:30pm: 1:00pm-4:30pm:	<b>Financing in the Brave, Old World</b> , 3.5 hours real estate CE. (Location: RAYAC) <b>Use the Right Form at the Right Time</b> , 3.5 hours real estate CE. (Location: RAYAC)
April 12 & 13, 8:30am-5:00pm:	<b>Designation Course: Certified Negotiation Expert I</b> , 15 hours real estate CE and 1 broker credit. (Location: RAYAC) <a href="#">Click HERE to register</a>
April 19, 8:30am-4:30pm:	<b>Residential Real Estate 101</b> , 7 hours real estate CE. Mandatory class for new licensees. (Location: RAYAC)
April 20, 8:30am-12:00pm: 1:00pm-4:30pm:	<b>Anatomy of an Appraisal</b> , 3.5 hours real estate CE. (Location: Hilton Garden Inn-Gettysburg) <b>Zapping Zillow and Tripping Up Trulia</b> , 3.5 hours real estate CE. (Location: Hilton Garden Inn-Gettysburg)
April 21, 8:30am-12:00pm: 1:00pm-4:30pm:	<b>Working With Today's Buyer</b> , 3.5 hours real estate CE. (Location: RAYAC) <b>Working With Today's Seller</b> , 3.5 hours real estate CE. (Location: RAYAC)
April 28, 8:30am-4:30pm:	<b>Real Estate Essentials</b> , 7 hours real estate CE. Mandatory class for new licensees. (Location: RAYAC)

# KNOW MORE. DO MORE.



## LICENSE RENEWAL INFORMATION

Deadline to complete continuing education and renew your real estate license with the SREC is May 31, 2016.

Credits taken between 6/1/14 - 5/31/16 will count toward the 14 hour CE requirement for renewal. The 2016 renewal will begin in March. The SREC will mail notices to your employer address 2-3 months prior to license expiration date.

[Click HERE to see renewal fees.](#)

## NEW LICENSEE INFORMATION

If a license is issued between December 1, 2013 and November 30, 2015, the licensee will need to complete the two state required courses by May 31, 2016 to renew.

### **The SREC Required Courses:**

1. Real Estate Essentials - 7 hr general module
2. Choice of: Residential Real Estate 101 or Commercial Real Estate 101 - 7 hr specific module

*If a license is issued between December 1, 2015 and February 29, 2016, the licensee will need to renew the license by May 31, 2016, but will be exempt from CE.*

## **Featured Class** **BROKER COURSE: RESIDENTIAL PROPERTY MANAGEMENT** Mondays, February 22-March 21, 2016 | 9:00 AM - 3:00 PM | \$350 |

This 5-day course satisfies 2 of the core education credits necessary to obtain a Pennsylvania Broker's license. It also provides 30 real estate continuing education credit hours. Some of the topics covered: responsibilities and qualifications necessary for a property manager; evaluating the physical condition of the property; the management agreement; fiscal management of the asset, including development of a budget, collection of income, and insurance; managing single family properties, apartment buildings and condos; and residential leases. *Textbook is included and will be available the first day of class. Lunch will be provided each day.*

## **Straight TALK**



Thursday, February 18, 2016 | 1:30 PM - 3:30 PM | \$10

### **Using Social Media the Right Way for Your Business**

Learn best practices for maximizing social media to increase sales while using it in a professional and safe manner. Find out what the best social sites are, how often to post, what to post, and what you can do to get your posts viewed by more people.

PRESENTER:



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## Legislative Link



## Thirsty Thursday Recap

**Thank you to our host:**  
The Embers

**Thank you to our sponsors:**  
First American Homebuyers  
Protection  
Freedmont Mortgage  
Stock and Leader  
Trimmer Home Inspections

**Winners:**  
Tally Fisher  
Deborah Goodling  
Ray Hoover  
Adam McCallister  
Jim Savard  
Andrea Sparks  
Mindi Weikert-Kauffman  
Petula Yingling

**50/50 Winner:**  
Cheryl Rost who donated back to  
the foundation. Thank you!

The City of York has sent notification to the York City School District that they will begin collecting their portion of the realty transfer tax. Here is what you, the REALTOR, need to know.

In York and Adams Counties there is a 2% realty transfer tax collected on property sales. Of that 2% collected, 1% is a state realty transfer tax and the tax revenue is placed in the Pennsylvania general assembly funds. The other 1% is a local realty transfer tax that is shared equally between the school district and the municipality.

That was the case everywhere in York and Adams Counties with the exception of the City of York. There was a gentleman's agreement made some time ago between the school district and the city that the city would not collect their portion of the realty transfer tax, allowing the school district to collect the full 1% local realty transfer tax.

The City of York's announcement will not increase the realty transfer tax that is collected on property sales. It will only change how the funds are distributed. Like others sales in our two-county area, now the 1% local realty transfer tax will be shared equally between the city and the school district. This will be a tax revenue gain for the City of York and a tax revenue loss for the School District. It is projected that this will be a \$150,000 in revenue loss this budget cycle (through June 30) and a \$300,000 loss in the 2016-2017 budget cycle for the school district.



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# RAYAC Leadership

## President

**Tony Thomas**, York City Savvy  
Keller Williams, 755-5599

## Vice President

**Deborah Goodling**, York City  
Savvy, YCLC  
CB Residential Brokerage,  
757-2717

## Secretary

**Heather Kreiger**,  
ROCK Commercial, 854-5357

## Treasurer

**Cindy Mann**, CDPE  
CB Residential Brokerage,  
757-2717

## Solicitor

**William Hast, Esq.**  
Stock & Leader, 846-9800

## Directors

**Jerry Austin**, '17, GRI  
Comm/Ind Appraisers,  
741-5264

**Brian Berkheimer** '16, SRES  
ERA Preferred Properties,  
633-6261

**Judy Givens**, '16  
BH Homesale, 757-7811

**Seth Hueter**, '16, York City Savvy,  
YCLC  
BH Homesale, 757-7811

**Ray Hoover**, '18, SRES  
ERA Preferred Properties,  
633-6261

**Kim Moyer**, '17, GRI  
BH Homesale, 757-7811

**Tamra Peroni**, '18, York City  
Savvy, SRES  
BH Homesale, 757-7811

**Dianne Redding**, '16, GRI  
BH Homesale, 633-7300

**Karen Tavenner**, '17, ABR, SRES  
Re/Max Quality Service, 632-5111

**Ken Worley**, '18  
BH Homesale, 757-7811

# Practicing Professionalism

## Ombudsman Services

RAYAC is charged with the responsibility of receiving and resolving ethics complaints. Many "complaints" received do not expressly allege violations of specific Articles of the Code of Ethics, and many do not detail conduct related to the Code. Some "complaints" are actually transactional, technical, or procedural questions readily responded to. Ethics complaints might be averted with enhanced communications and initial problem-solving capacity of the ombudsman.

## Role of Ombudsmen

The ombudsman's role is primarily one of communication and conciliation, not adjudication. Ombudsmen do not determine whether ethics violations have occurred, rather they anticipate, identify, and resolve misunderstandings and disagreements before matters ripen into disputes and possible charges of unethical conduct.

If you are interested in using the Ombudsman process, please contact Stephanie Kennedy.

Information obtained from: <http://www.realtor.org/ae/manage-your-association/local-and-state-association-ombudsman-services>

## First-to-Know Expertise.

- 1031 Tax Deferred Exchange
- Buying or Selling Property
- Eminent Domain
- Environmental Issues
- Foreclosures
- Leases
- Right-of-Way
- Settlement & Closing Services
- Survey Disputes
- Tenants
- Title Insurance
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ATTORNEYS AT LAW

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## RAYAC Office Hours

### Monday - Thursday

8:30 a.m. to 5:00 p.m. \*

### Friday

8:30 a.m. to 4:00 p.m.

\* On Tuesday mornings the office opens at 10:00 a.m. because of a staff meeting.

### Phone

(717) 843-7891

### Fax

(717) 854-0720

## Association Staff

**Shanna Terroso**, RCE, e-PRO,  
Executive Officer

Ext. 106, [shanna@rayac.com](mailto:shanna@rayac.com)

### Marissa Bankert

Membership Services Director

Ext. 108, [marissa@rayac.com](mailto:marissa@rayac.com)

### Doug Clark

Business & Finance Director

Ext. 111, [doug@rayac.com](mailto:doug@rayac.com)

**Rhonda Elliott**, RCE, GRI,  
GREEN, e-PRO

MLS Systems Manager

Ext. 102, [rhonda@rayac.com](mailto:rhonda@rayac.com)

### Lori Foltz

IT Coordinator & Lockbox  
Administrator

Ext. 103, [lori@rayac.com](mailto:lori@rayac.com)

### Beth Izzo

Public Relations Director

Ext. 110, [beth@rayac.com](mailto:beth@rayac.com)

### Stephanie Kennedy

Director of Professional  
Development

Ext. 109, [stephanie@rayac.com](mailto:stephanie@rayac.com)

### Deb Kottmyer

Clerk (PT)

[deb@rayac.com](mailto:deb@rayac.com)

### Ann Marie Staub

Lead Secretary

Ext. 100, [annmarie@rayac.com](mailto:annmarie@rayac.com)

Join the RAYAC Foundation and Friends for



## Saturday, April 2, 2016

UAW Union Hall - 3562 Gillespie Drive York, PA 17404

Doors open @ 5 pm, dinner 6-8 pm, dancing until 10 pm.

**All you can eat dinner, beer and soda,  
dancing, small games of chance.**

Benefits RAYAC Foundation to support housing related charities in York and Adams Counties, Habitat for Humanity and the Robert Murphy Disaster Relief Fund.

**\$35/ticket, must be 21+ to attend & tickets sell FAST!**

For tickets, contact Marissa Bankert at [marissa@rayac.com](mailto:marissa@rayac.com) or 717-843-7891 ext. 108 or one of the following committee members: Karen Alwine, Marilu Beier, Melinda Eppolito, Michele Jones, Wendy Landis, Brandy Shope, Kristyn Stouch, Stacey Trimmer, Jennifer Weaver or Petula

# Let's Get Fresh!

## Tuesday, April 5, 2016

*Out Door Country Club*

1157 Detwiler Drive, York

REALTOR members will have the opportunity to network with our valuable Affiliate members in a relaxed tradeshow atmosphere followed by an educational Appraiser panel presentation.

9:00-10:20 am

**Tradeshow and breakfast**

10:20-10:40 am

**Award prizes and remarks,  
RAYAC President Tony Thomas**

10:40-11:30 am

**Appraisal panel back by popular demand**

Affiliates - [Click here](#) for more details and to reserve your booth.

REALTORS - Registration is FREE; however, you MUST [register online](#) by Tuesday, March 29.

Contact Marissa Bankert at [Marissa@rayac.com](mailto:Marissa@rayac.com) or call (717) 843-7891 ext. 108 with any questions.

## December Sold 12/1/15-12/31/15 MLS Statistics by School District

<u>School District</u>	<u># Sold</u>	<u>Dollar Volume</u>	<u>Avg. Sale Price</u>	<u>Median Sale Price</u>
<b>York County</b>				
Central	41	\$7,470,105	\$182,198	\$152,000
Dallastown	41	\$6,881,368	\$167,838	\$143,900
Dover	27	\$4,155,254	\$153,898	\$140,000
Eastern	16	\$2,535,540	\$158,471	\$129,750
Hanover	14	\$1,447,450	\$103,389	\$81,500
Northeastern	26	\$4,144,199	\$159,392	\$148,450
Northern	13	\$3,124,500	\$240,346	\$269,000
Red Lion	33	\$5,933,687	\$179,809	\$167,000
South Eastern	11	\$2,195,200	\$199,564	\$169,000
South Western	18	\$3,291,250	\$182,847	\$177,450
Southern	20	\$3,670,844	\$183,542	\$162,493
Spring Grove	25	\$3,556,334	\$142,253	\$144,800
West Shore	11	\$2,014,800	\$183,164	\$168,000
West York	32	\$3,823,557	\$119,486	\$123,750
York City	39	\$1,979,570	\$50,758	\$50,000
York Suburban	29	\$4,571,362	\$157,633	\$155,000
<b>York Total</b>	<b>396</b>	<b>\$60,795,020</b>	<b>\$153,523</b>	<b>\$140,857</b>
<b>Adams County</b>				
Bermudian Springs	15	\$2,492,395	\$166,160	\$174,000
Conewago Valley	29	\$5,145,890	\$177,444	\$166,000
Fairfield	5	\$1,771,000	\$354,000	\$280,000
Gettysburg	25	\$5,858,351	\$234,334	\$200,000
Littlestown	14	\$2,276,233	\$162,588	\$167,950
Upper Adams	10	\$1,393,000	\$139,300	\$125,000
<b>Adams Total</b>	<b>98</b>	<b>\$18,936,869</b>	<b>\$193,233</b>	<b>\$172,500</b>



## Year End Sold 1/1/15 -12/31/15 MLS Statistics by School District

<u>School District</u>	<u># Sold</u>	<u>Dollar Volume</u>	<u>Avg. Sale Price</u>	<u>Median Sale Price</u>
<b>York County</b>				
Central	526	\$100,252,234	\$190,594	\$155,000
Dallastown	522	\$102,123,351	\$195,639	\$169,900
Dover	325	\$49,058,295	\$150,949	\$146,000
Eastern	211	\$30,543,152	\$144,754	\$125,000
Hanover	190	\$24,511,896	\$129,010	\$129,450
Northeastern	311	\$50,833,949	\$163,453	\$158,000
Northern	154	\$33,032,169	\$214,495	\$220,000
Red Lion	452	\$73,918,417	\$163,536	\$155,000
South Eastern	244	\$45,601,299	\$186,891	\$175,000
South Western	384	\$69,799,939	\$181,771	\$163,500
Southern	259	\$52,687,700	\$203,427	\$199,653
Spring Grove	332	\$56,137,162	\$169,088	\$162,000
West Shore	222	\$42,961,855	\$193,522	\$179,100
West York	293	\$41,411,825	\$141,337	\$131,900
York City	327	\$15,288,192	\$46,753	\$36,000
York Suburban	343	\$57,074,883	\$166,399	\$148,000
<b>York Total</b>	<b>5093</b>	<b>\$843,236,318</b>	<b>\$165,895</b>	<b>\$152,000</b>
<b>Adams County</b>				
Bermudian Springs	139	\$26,017,675	\$187,178	\$178,000
Conewago Valley	275	\$47,720,465	\$173,529	\$159,900
Fairfield	95	\$18,457,451	\$194,289	\$170,000
Gettysburg	260	\$59,475,771	\$228,753	\$204,950
Littlestown	184	\$35,842,372	\$194,796	\$180,950
Upper Adams	94	\$14,706,914	\$156,457	\$149,450
<b>Adams Total</b>	<b>1047</b>	<b>\$202,220,648</b>	<b>\$193,143</b>	<b>\$175,000</b>

## York County MLS Statistics Monthly Comparison

YORK CO. Monthly Comparison	12/14 TOTAL	12/15 TOTAL	14-15 % CHANGE	12/14 MEDIAN SOLD PRICE	12/15 MEDIAN SOLD PRICE	14-15 % CHANGE	12/14 AVG. SOLD PRICE	12/15 AVG. SOLD PRICE	14-15 % CHANGE
Total sold/settle	384	396	+3%	\$149,950	\$140,857	-6%	\$156,832	\$153,523	-2%
Co-broke	265	312	+18%	\$154,000	\$140,707	-9%	\$157,483	\$157,157	0%
In house	119	84	-29%	\$140,900	\$141,500	0%	\$155,383	\$140,024	-10%
New	411	467	+14%			Active	2,008	1,906	-5%

## York County MLS Statistics Year to Date Comparison

YORK CO. Monthly Comparison	1-12/14 TOTAL	1-12/15 TOTAL	14-15 % CHANGE	1-12/14 MEDIAN SOLD PRICE	1-12/15 MEDIAN SOLD PRICE	14-15 % CHANGE	1-12/14 AVG. SOLD PRICE	1-12/15 AVG. SOLD PRICE	14-15 % CHANGE
Total sold/settle	4,531	5,093	+12%	\$149,900	\$152,000	+1%	\$161,956	\$165,895	+2%
Co-broke	3,389	3,908	+15%	\$150,000	\$154,500	+3%	\$162,222	\$165,689	+2%
In house	1,142	1,187	+4%	\$142,000	\$149,900	+6%	\$161,168	\$166,574	+3%

## Adams County MLS Statistics Monthly Comparison

ADAMS CO. Monthly Comparison	12/14 TOTAL	12/15 TOTAL	14-15 % CHANGE	12/14 MEDIAN SOLD PRICE	12/15 MEDIAN SOLD PRICE	14-15 % CHANGE	12/14 AVG. SOLD PRICE	12/15 AVG. SOLD PRICE	14-15 % CHANGE
Total sold/settle	80	98	+23%	\$172,450	\$172,500	0%	\$194,828	\$193,233	-1%
Co-broke	49	63	+29%	\$167,500	\$154,000	-8%	\$197,526	\$165,448	-16%
In house	31	35	+13%	\$175,000	\$200,000	+14%	\$190,562	\$243,247	+28%
New	134	102	-24%			Active	551	548	-1%

## Adams County MLS Statistics Year to Date Comparison

ADAMS CO. Monthly Comparison	1-12/14 TOTAL	1-12/15 TOTAL	14-15 % CHANGE	1-12/14 MEDIAN SOLD PRICE	1-12/15 MEDIAN SOLD PRICE	14-15 % CHANGE	1-12/14 AVG. SOLD PRICE	1-12/15 AVG. SOLD PRICE	14-15 % CHANGE
Total sold/settle	916	1,047	+14%	\$167,750	\$175,000	+4%	\$184,741	\$193,143	+5%
Co-broke	615	677	+10%	\$167,500	\$173,900	+4%	\$183,471	\$186,005	+1%
In house	301	370	+23%	\$170,000	\$180,050	+6%	\$187,334	\$206,204	+10%

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# **FREE Paragon Training**

## **MLS Contact Management**

**Thursday, February 11**

2:00-3:30 pm

Registration required. Enter your client's information into the MLS; create saved searches that meet your client's criteria, create automatic email notifications, and set up a webpage through Paragon's Client Connect.



## **MLS Walk-In**

**Tuesday, February 16**

2:00-4:00 pm

No need to register. Rhonda and Lori will be available to assist you with any questions concerning the MLS. Bring your laptop, smartphone or tablet - or use our equipment for hands-on help.

**Call the RAYAC office at (717) 843-7891 or register [online](#) (under events tab) to sign up for these classes.**

## **MLS Advanced**

**Tuesday, February 23**

2:00-3:30 pm

Registration required. This class will teach you advanced searching, tax records, Geojet and more.

## **MLS CMA - Comparative Market Analysis**

**Thursday, January 28**

2:00 - 3:30 pm

Registration required. This class will show you how to create a CMA brochure including a CMA search, create reports, add a subject property, insert adjustments to comparables, graphs, etc.

---

## **MLS Updates**

### **Goomez Mobile App Webinars**

Goomez is hosting 30 minute webinars to learn how to search, save and share listings and review other features. Webinars are held on February 16 and March 15. [Click here](#) for more details and to register.

### **New Policy on Anonymous Reporting**

Effective immediately, RAYAC's MLS will not follow-up on any anonymous complaints of MLS rules and regs violations.

### **Internet Explorer Browser Support**

RAYAC's MLS provider will soon discontinue support for Internet Explorer (IE) 8, 9 and 10. Subscribers are urged to update to IE 11 or start using alternative browsers such as Firefox or Chrome.



# Leaders of the PAC!

Thank you to all members who support RPAC especially these RPAC leaders. So far in 2016, RPAC raised \$20,162.

## Capitol Club

Bob Aldinger  
Dolly Bailey  
Christine Barrick  
Peggy Fink  
Bridget Floyd  
Lee Garlin  
Ken Worley

## \$99 Club

Maria Accardo	Susan Becker
Tami Behler	Ed Bender
Dennis Berkebile	Ellen Biesecker
John Bowman	Steve Brown
Marguerite Bucher	Lisa Calhoun
Barbara Deardorff	Christine Dell
Shelley Dende	Jackie Dodson
Casey Dougherty	Wade Elfner
Melinda Eppolito	Adam Flinchbaugh
Debbie Folmer	Amy Fry
Natalie Fry	Jeffrey Garber
Judy Givens	Diane Hagarman
George Herman	Glenda Kane
Richard Keller	Jennifer Kibler
Margie Krom	John Linton
Cindy Mann	Robin Mede-Butt
Linda Messinger	Ericka Mueller
Sue Pindle	Mary Price
Dianne Redding	Brenda Riddle
Sherri Rose	Bill Shanbarger
Ross Stanard	Sam Stein
Amanda Stiles	John Swords
Rich Vangel	Donna Walker
Lori Walker	Shelley Walter
Mike Wheeler	Petula Yingling

"Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The amount suggested is merely a guideline and you may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your state PAC reaches its RPAC goal 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates."

# RPAC Award Winners

Thank you to everyone who contributed to RPAC in 2015. **We raised \$28,481.50 and won first place in large board category from PAR!**



◀ Shown left to right receiving RAYAC's award are Ellen Renish, NAR RPAC Trustee; Tamra Peroni, RAYAC Board of Directors; Patricia Carey, PAR District 4 Vice President and Greg Herb, PAR RPAC Chairman.

**Congratulations to our new RPAC Hall of Fame members for their generous support to RPAC.**

▶ RPAC Chairman John Linton (center) presented awards to Rick Smith, Andy Collins, Bob Aldinger and Kim Moyer.



**Congratulations to the RPAC office challenge winners.** Shown above are Melinda Eppolito (REMAC), Cheryl Yerger (Berkshire Hathaway Dallastown), Jim Savard (Howard Hanna York), Amanda Stiles (All Stiles Real Estate), Mary Price (Berkshire Hathaway Gettysburg), Marty Clayton (Berkshire Hathaway Cinema Drive), Bill Shanbarger (ERA Preferred Properties) and Martin Heaps (Howard Hanna Shrewsbury).

<u>Medium offices</u>	1st place	All Stiles Real Estate
	2nd place	REMAC
	3rd place	Howard Hanna Shrewsbury office

<u>Large offices</u>	1st place	Berkshire Hathaway Cinema Drive office
	2nd place	Berkshire Hathaway Gettysburg office
	3rd place	Berkshire Hathaway Dallastown office

<u>X-Large offices</u>	1st place	RE/MAX Quality Service
	2nd place	ERA Preferred Properties
	3rd place	Howard Hanna York office

# Partner and Do Business with RAYAC Affiliate Members!

## *This a valuable resource to share with your clients.*

### Attorneys

Barley Snyder LLC  
**CGA Law Firm**-ad on pg. 7  
**Stock and Leader**-ad on pg. 15

### Builders

Merani Construction  
York Builders Association

### Inspectors

Absolute Radon Mitigation LLC  
Accurate Home & Termite Insp.  
Allied Home Inspections Inc  
**American Property Examiners**-ad on pg. 6  
Amerispec Home Inspection  
BH Home Inspection  
Central Penn Radon Inc  
George Forney Home Inspection  
Gettysburg Home Inspection  
Home-Rite R.E. Inspections  
Homechek Inc  
Homepro Home Inspections  
**HouseMaster Home Inspections**-ad on pg. 8  
Lynne Pest Management Co.  
Mason Dixon Home Inspection  
National Property Inspections  
New Leaf Home Inspection  
Pillar to Post Home Inspection  
Real Services Inc  
S.A.F.E. Inspection Services  
The Mitigator  
The Property Examiners  
The Virtus Group LLC  
Top Dawg Inspections  
Trimmer Home Inspections  
Visionspec Home Inspection

### Lenders

1<sup>st</sup> Preference Mortgage  
ACNB Bank  
BB&T Mortgage  
Bank of America  
Bay Capital Mortgage Corp  
Caliber Funding, LLC  
Citizens/Charter One Bank  
Freedmont Mortgage  
Fulton Mortgage  
GMH Mortgage Services LLC  
**Heritage Valley Federal Credit Union**-ad on pg. 11  
Homebridge Financial Services  
Homesale Mortgage, LLC  
**M & T Bank Mortgage Division**-ad on pg. 3  
Members 1<sup>st</sup> Credit Union  
Metro Bank  
Mortgage Network  
Movement Mortgage  
New Windsor State Bank  
**Peoplesbank, A Codorus Valley Co**-ad on pg. 14  
Residential Mortgage Services  
Santander Bank  
**Union Community Bank**-ad on pg. 5  
Wells Fargo Home Mortgage  
**York Traditions Bank**- ad on pg. 4

### Title/Settlement Co.

Abstracting Co. of York County  
**Community Settlement LLC**-ad on pg. 11  
Complete Closing Services  
Even Par Settlement Services  
Guaranteed Transfer Corp.  
Homesale Settlement Services  
Lakeside Title Company

Preferred Service Settlements  
Quality Service Settlements  
Real Estate Settlement Co  
**Stock and Leader**-ad on pg. 15  
**White Rose Settlement Services** -ad on pg. 8  
**Yorktowne Settlement Co**-ad on pg. 4

### Other Businesses

360 Tour Designs Southern PA  
360 Tours of York  
ABBA Loss Mitigation  
AdvantaClean-Lower Susquehanna  
American Home Shield  
Atlas Rubber Stamp & Printing  
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