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Letter from the President

Teresa Pitt, 2018 NC President



As I pen my 4th and final message of the year, I wanted to begin by expressing that my primary concerns through the storm were, and continue to be, for the health and safety of our members and your loved ones.

Natural disasters, such as hurricane Florence, cause devastation, disruption, create uncertainly, anxiety and stress for everyone in and around the affected areas. As you begin your long road to recovery, please know my prayers are with you and your families.

Together and collectively as a group, we can help other members by donating to the NAR REALTOR Relief fund. To date NAR has donated \$500,000 in support of recovery efforts in North Carolina. A link to the REALTOR Relief application has been placed on the NC RRC community website.

I want to take the opportunity to personally thank YOU for your support of the many activities, CRS classes, and network group events NC RRC hosted around the state this year. I sincerely appreciate your spirit of camaraderie, commitment to excellence, networking, and the exchange of ideas.

With the cancellation of the convention in Wilmington, **our final member meeting of the year has been rescheduled to November 15th. The meeting will be held in Raleigh at the Marriott City Center.** I hope you can attend!

As we approach the end of 2018, your NC RRC Leadership team has already begun planning for next year. If you would consider volunteering in some capacity in 2019, let's plan to chat soon.

Utilizing the professional tools available to you as a member of the Residential Real Estate Council, I implore you to plan your work and work your plans as 2018 ends and your business planning for 2019 begins.

Kindest regards,
 Teresa

1
DONATE
 Donate to the NAR REALTOR Relief Fund

2
CRS ACTIVITIES
 Statewide Classes & Networking Events

3
UTILIZING RRC
 Professional Tools Available for YOU

DESTINATION EDUCATION



DESTINATION EDUCATION

✦ **This year, *Destination Education* has been the RRC theme for our classes. Classes have been held throughout North Carolina this year, from the mountains to the coast. These classes offered something for everyone.**

There have also numerous networking opportunities which coincided with the class locations. It was a wonderful year for NC RRC members! We hope you were able to take advantage of these educational and networking opportunities.

We are already looking forward to 2019 and planning another great year. Please continue to check our state page at <https://crs.com/local-rrc/north-carolina> for information on upcoming classes and networking events.

Classes are listed under the heading 'North Carolina Courses & Events'

If you have class ideas or would like to help bring a class to your area, please contact the North Carolina Education Leader, Sandy McAlpine.

Email: sandyisyouragent@gmail.com Phone: (704) 746-7513



WIN A YETI® COOLER

In 2018, **NC RRC/CRS with a Heart** is raising money to support Military Missions in Action (MMIA). Please help raise money for this wonderful organization. Simply use the links below to purchase raffle tickets for the chance to win a **YETI® Cooler** filled with refreshing beverages. These links take you directly to the Residential Real Estate Council website where you can easily purchase raffle tickets with a credit card.

The winner will be drawn at a date later this year. Thank you for supporting MMIA.

[Click HERE to purchase 1 raffle ticket for \\$10.00](#)

[Click HERE to purchase 3 raffle tickets for \\$20.00](#)



MILITARY MISSIONS IN ACTION 2018 NC RRC / CRS with a Heart

Thanks to your generosity, approximately **\$3,800** has been raised for CRS With A Heart. We are only \$1200 away from meeting our goal for 2018.

Let's Finish Strong!

Please consider making a donation today.

North Carolina RRC has adopted **Military Missions In Action (MMIA)** as our charity for the 2018. This organization has helps thousands of veterans who have risked their lives so freely to defend our freedoms. You can read more about how MMIA serves our veterans by visiting <http://militarymissionsinaction.org>

Call To Action: Please help support MMIA by **donating items** for our active-duty service members and veterans. Throughout 2018, NC RRC will be collecting items for this organization. A list of items needed can be found on their website. You can bring items to NC RRC meetings throughout the year. NC RRC will make sure these items are delivered. You can also **donate financially**. Contact Tim McBrayer for more information at 919-247-4667.

*If you have questions about CRS With A Heart, contact
Tim McBrayer at 919-247-4667 or mcbayer@hpw.com*



While the price of a home might seem to be in your budget at face value, forgotten costs of the buying and moving process could potentially put you over budget in the long run. Here are six costs that are often overlooked, courtesy of Redfin:

Improvements. Even if the home you buy isn't a fixer-upper, there may be things you want to change or add to make it your own, such as new flooring, paint or countertops, which can add up to be a large expense.

Moving. Moving costs money, and the price goes up the more stuff you have and the farther you're moving.

Furnishings. You may want to buy furnishings for your new home, since the furniture and accessories you own now may not be enough or fit in with a new aesthetic.

Maintenance. This is an expense that catches renters especially off guard, because maintenance is usually taken care of by the building owners. You can expect to repair or replace a variety of things during the life of a home, so be sure to include maintenance costs in your budget.

Utilities. While you may already be paying for utilities at your current residence, the costs could be higher in your new home depending on the size and area. There are also some utilities that are included in rent that homeowners have to pay for, like garbage collection.

Time. You will meet with several people to sign documents, set up utilities and prepare your move—time you might take off from work. This is fine if you're able to use vacation days, but if not, you may need to take unpaid leave.

This article is from the September/October 2018 RRC *Your Home Newsletter*. This is available for RRC members on www.crs.com Go to *Menu - Resources - Your Home Newsletter*

SAVE THE DATES

Plan to Attend These Upcoming 2018 NC REALTOR® Meetings:



**WE HOPE YOU CAN JOIN US IN
RALEIGH ON NOVEMBER 15th**

Details below

✦ **NC REALTORS® - Business Meetings** **Nov. 14-16, 2018**

Location: Marriott City Center in Raleigh

500 Fayetteville St

Raleigh, NC 27601

For a detailed agenda, visit <https://www.ncrealtors.org>

✦ **NC REALTORS® - Residential Real Estate Council (RRC) Membership Meeting** **9:30 A.M. until 10:30AM** **Nov. 15, 2018**

Location: Marriott City Center, University Ballroom A

Upcoming National Association of REALTORS® Meetings



✦ **NAR Annual Conference and Expo** **October 31 - November 5, 2018**

Location: Boston, Massachusetts

Registration is now open for the RRC Annual Meeting at the NAR Annual Conference and Expo in Boston, Massachusetts. Please use the following unique link to register. By using our link, you will help the Council offset costs for meetings in Boston. **[CLICK HERE](#)** for the link.

(<https://registration.experientevent.com/ShowNAR182/?affil=CRS>)



WE ARE CRS

SELL-A-BRATION 2019

The brightest stars in residential real estate will head to Caesars Palace in Las Vegas, Nevada, Feb. 1–2, 2019, for two days of unparalleled networking opportunities, business-building strategies, and the chance to hear insights from the top-producing agents and industry leaders.

Sell-a-bration is the only event in the industry that is specifically for CRS Designees and RRC Members, as well as anyone interested in world-class real estate education. This annual event attracts hundreds of top-producing REALTORS® seeking to improve their business and increase their referral networks through high-quality education and networking. You won't want to miss it!

Invest in the future of your business and register today!

For More Information on SELL-A-BRATION 2019

CLICK HERE

<https://crs.com/attend/sell-a-bration>

CRS Designation Maintenance Requirements

CRS Designees are required to take two hours of RRC Education within a calendar year, in addition to paying their dues, to maintain their designation standing. The **CRS Designation** is the most recognized and prestigious professional designation in the industry and this new continued learning requirement is designed to help reinforce the value and distinction of the CRS Designation.

Click Here to visit the Maintenance FAQ's Webpage

<https://crs.com/designation/designation-maintenance/maintenance-faqs>

The **new requirement** takes effect for the 2018 renewal period. CRS Designees have the entire calendar year prior to renewal to earn the two hours of education credit they need. The **two hours** can be fulfilled by taking any RRC classroom course, eLearning course, elective course, live or recorded RRC webinar, **approved State RRC** or Local Network event, or by attending Sell-a-bration. A list of free webinars that fulfill the requirement is provided below.

Click Here to visit the Free Webinar Library

<https://crs.com/designation/designation-maintenance/free-webinar-library>

VOLUNTEER OPPORTUNITIES FOR YOU

Are you ready to take full advantage of your CRS with your local area members?

This position will organize networking opportunities throughout the year for fellow NC RRC members in your hometown. The purpose of these gatherings will be to share information, educate, promote camaraderie among fellow NC RRC members and offer fundraising opportunities for your area NC RRC chapter and our chosen charity.

Whether it is 15 minutes a week, an hour once a month or an event once a year, **volunteers are the backbone of CRS**. Volunteering also connects you to other members and helps expand your network.

If you are ready to get more out of your designation and have a good time doing it, please email Allen Smith (allen@gorealty.biz) with your contact information and the REALTOR® association or area you do business in.

You May Have Noticed...

- In November 2017, The Council of Residential Specialists officially changed its name to the Residential Real Estate Council (RRC). This change was implemented in an effort to minimize confusion between the organization's name and the CRS designation.
- According to Lana Vukovljak, CEO, Residential Real Estate Council, "We've grown significantly and our new name reflects our commitment to deliver the highest level of knowledge and professionalism in the industry."
- The CRS Designation symbol was also updated and now has a more contemporary look. You can download both the Residential Real Estate Council logo, as well as CRS Designation logo, on the RCC website: <https://crs.com/resources/market-yourself/logos>



Did You Know?

Council members represent the top 3 percent of all REALTORS® in the country. With 33,000 members you are immediately connected to a professional network of top producers for best-in-class education, networking, valuable referrals and more. On average, CRS agents sell almost twice as many homes in a year as an average agent. The average income for a CRS is \$100,000 compared to \$45,000 for the other agents. CRS has ongoing education available to our members. As a member, your courses are normally discounted. Take them online or in a class room.



NC RRC / CRS plans numerous events across North Carolina. We would love for you to join us at a class or networking event soon.

If you attend a NC RRC / CRS event around the state, please send photos to Cindy.Hope@allentate.com

Please include the event information as well as the names of those in the photos. We would love to see YOU featured in our state newsletter.

Order Yours Now! North Carolina RRC Name Tags

You may have noticed the NC RRC / CRS Leadership team wearing new North Carolina shaped name tags at meetings and events. Now, the leadership team has made it possible for you to order one for yourself. At the time of this newsletter, the names tags are \$10.00 each plus an additional \$4.50 for shipping and handling.

To order, visit <https://www.naagtag.com/rrc>

You are allowed three lines of information. Line 1 is your Name. Line 2 can be personalized with up to 25 characters. Line 3 is your City. If you have questions, email sales@naagtag.com



Here is an example from Gloria Green, NC RRC Membership Leader. Please note that the name tag is the actual shape of NC. This photo was taken with the name tag placed on a blue background.



HELP FOR RESIDENTS IMPACTED BY HURRICANE FLORENCE

NC REALTORS® Press Release on Sept. 25, 2018:

"The NC REALTORS® Housing Foundation, the charitable arm of NC REALTORS®, will provide \$550,000 to help residents affected by Hurricane Florence with immediate housing needs through assisted housing grants. These funds are in addition to multiple relief activities already underway in conjunction with other REALTOR® organizations, including emergency communications support and food and equipment supply drives.

The grant program will pay for one month's rent or mortgage payment, up to \$1,500, for those affected by the storm. Grants will be provided via an application process managed by the Housing Foundation and NC REALTORS® volunteers. Grants do not need to be repaid.

Impacted residents can apply for the Housing Foundation's housing assistance grants through an online application available to download at ncrealtorshf.org."

REALTORS® RELIEF FOUNDATION Application for Disaster Relief Assistance application is also available here:

http://ncrealtorshf.org/wp-content/uploads/2018/09/Relief-Assistance-Application_NCREALTORS-master_Flo_2018.xlsx.pdf

YOU CAN MAKE A DIFFERENCE...

If you would like to help aid those impacted by Hurricane Florence, you can [donate online](#) to the Housing Foundation or mail a check earmarked for disaster relief to:

NCRHF, 4511 Weybridge Lane, Greensboro, NC 27407.

If you have questions about disaster relief, please contact the Housing Foundation at housingfoundation@ncrealtors.org or by calling 336-294-1415, ext. 150.

EXCLUSIVE, FREE TOOL FOR CRS DESIGNEES

(Information source: <https://crs.com/resources/mobile-crm>)

Mobile CRM



Find a CRS is now powered by Radius, a mobile first real estate networking and CRM platform. All CRS Designees have an exclusive, free, customized subscription to the Radius Professional app, which includes a private RRC-only networking group within its mobile platform.

Additionally, the CRS search tool is available on mobile devices with a messaging tool, and it uses an enhanced search that includes designees based on primary office city and any additional cities purchased, plus it includes public active listings.



With this app, you can:

- Post new listings and buyer needs
- Manage your clients, contacts & tasks
- Source leads from Zillow, Trulia, IDX Broker and Realtor.com
- Sync with Gmail

And receive advanced features:

- Agent Performance dashboard
- Daily snapshot and reports of your sales
- Deal analytics
- Daily agenda emails

The following article is available for CRS Designees at <https://crs.com/resources/inman-select/inman-select-details/inman/2018/10/02/what-is-your-body-language->

Inman Select Details

What is your body language saying to your clients?

Oct 02, 2018

As [real estate agents](#), we take classes on how to sell, what to say, where to advertise, how to use social media, staging, writing contracts and so many other topics. However, there is one very important aspect to [relationship building](#) that too often goes unaddressed: our [body language](#).

Our face, eyes, handshake, voice, stance, hand gestures and movements – right down to the details of how we hold our arms and hands – all say something to the people we are communicating with.

This nonverbal communication may be relatively subtle, but it can have a huge impact on the ways you communicate your willingness to listen, your confidence or even your interest in what the other party is saying.

So just what is your body language saying to others, and how can you be sure you're communicating in a way that is productive? Here are a few tips on how to come correct with your [body language](#).

FACE

Do you have a smile on your face when you approach someone, or is there a scowl left over from your last phone conversation?

Having a smile on your face, whatever you may be feeling on the inside, tells clients and colleagues that you are happy to be there and in the moment with them, not preoccupied with why the mortgage lender on another transaction is not responding to your calls.

EYES

Are you making eye-to-eye contact with your clients when they are speaking, or are your eyes on your text messages? Nothing conveys disinterest or that your counterpart isn't important to you like having your eyes on your cellphone – or anywhere but on them – while with clients or colleagues.

HANDSHAKE

A strong, firm handshake is still one of the earliest ways we set [first impressions](#).

A perfect medium strength – certainly not bone-crushing, but not flimsy and floppy – tells your counterpart that you are confident, competent and ready to do everything you can to help him or her.

VOICE

The sound level and speed of your voice are both important and can be changed depending on the situation.

A low, calm voice is an incredibly useful tool in keeping clients calm while delivering bad news or addressing obstacles to overcome.

When your client is excited or otherwise in a positive frame of mind, you want to share in their excitement by speaking more quickly and with an equally happy tone.

STANCE

Nothing closes you off and shuts down a conversation like standing with your hands on your hips or turning away from your clients. This communicates loud and clear that you aren't really invested in what they are saying or feeling. A relaxed stance however, and facing your client with good but not overly stiff posture conveys warmth and engagement, and it makes clients and colleagues feel like you are engaged in the conversation.

HAND GESTURES

Unsurprisingly, fists or otherwise closed-off hand gestures show that you are tense, aggravated and unable (or unwilling) to listen to your client.

Keeping your hands open and loose shows that you are open-minded, relaxed and ready to hear what your client has to say.

BODY MOVEMENT

Nervous fidgeting does not inspire confidence. It can take a great deal of practice, but keeping your movements slow and steady – even, or especially, during a challenging moment – conveys that you are confident and capable, and you won't get rattled if things don't always go smoothly.

Success in our business comes from cultivating a range of skills and instincts, and body language can sometimes be a particular challenge. The best ways to engage don't always come naturally to us, and so like all things, they take time and a great deal of practice.

But by starting from a place of awareness – understanding and anticipating how what you're feeling or thinking may be expressed by your physical body – you can grow a sense of professionalism that has a tremendous impact, just as you do in every other area of your work.

Debra Haskell is a Real Estate Broker in Central Florida. She operates Better Homes and Gardens Real Estate Olive Branch.

THANK YOU TO OUR SPONSORS



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