

Fourth Quarter 2010

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

Volume 1, Issue 4

- REMEMBER:**
- First meeting of 2011- January 13
 - TAR/WCR state meeting in Austin- February 11-15
 - Chapter Coat Drive and Cookbook orders Ongoing



Still time to order your cookbook to make delicious treats like this. Only \$15 and full of recipes from our members & local chefs.

Local Chapter President's Farewell Message

Serving the members of Hill Country, Women's Council of REALTORS® was the highlight of my year. Working with the 2010 officers and committees was a great growing experience. Our Precious Past Presidents were willing to share their knowledge and experience when asked and were a valuable source of encouragement.

Our 2010 renewal rate on March 31st was over 80% and by October 31st we gained 13 new members. Congratulations to our membership committee and VP-Membership for a job well done.

Eleven Strategic Partners supported us this year. Be sure to let them know how much their support means to our Hill Country chapter. Take a look at page 4 for a complete list of Partners; then keep it handy so you can call them to help you.

The Ways and Means Committee took on the task of publishing our first chapter cookbook. Some dedicated and devoted members completed the project with a delightful result. Do you have yours?

Several auctions and table top vendors helped with our finances, and exciting plans are underway for 2011. If we all participate and support this committee's projects, we'll be able to raise funds

by Carol Ann Collette, 2010 LCP



Carol Ann Collette, 2010 LCP welcomes Sydney Miller, 2011 LCP

needed for valuable membership benefits.

National WCR required a number of changes in our Bylaws this year so that committee was very busy. I am happy to report that all changes were made and the revisions approved by National.

All our special committees did an outstanding job. Outreach and Community Involvement Committee helped us make a positive impact on the community that supports us. Most negative opinions about our industry can be overcome by (continued on page 2)

MEMBERSHIP NEWS

by Linda Knell Schoening, Membership Chair

New members and long-time members have enjoyed positive, productive relationships during the course of 2010. The enthusiasm and challenges of a new REALTOR® combine with the tenacity and confidence of the established REALTOR®. Together we collaborate, laugh and grow.

The Hill Country chapter has completed another successful year. Our current membership list includes 64 REALTOR® and National Affiliate Members. We also have involved local affiliate

members who round out our numbers.

In WCR, you are positioned to stay on top of your competition, whether it's by learning about business-building resources, staying up-to-date on industry trends at our local chapter events or by your visibility in the national Referral Center, among other membership benefits.

You should have received your WCR Membership Renewal form in the mail by

now. Please be sure to go online at wcr.org to renew your membership, or mail in the renewal form.

2011 is almost here.

Get ready to find more business, new solutions to business problems, and more professional satisfaction.

Stay active in our WCR Hill Country chapter and you will reap the rewards of business and personal SUCCESS!

See you January 13th.

RENEW TODAY!

Promote your business online through your **FREE** Member Expertise Profile.

Upload your color photo in the Referral Center at no extra cost.

Go to www.wcr.org and explore the opportunities.



Cheryl Eskridge



Carol Ann Collette



Dee Osbon



Chyrel Madden



Jan Hicinbotom

PMN—THE designation for business and personal growth



What do these industry and chapter leaders have in common...the PMN designation! They have stepped into their roles as chapter presidents and TREPAC chair based on the skills learned in the PMN classes and through their involvement with WCR.

Hear what one recent class participant had to say: "The Hill Country chapter sponsored PMN class at T Bar M this past September included realtors and brokers from across Central Texas who learned skills for a thriving referral network."

The designation features classes on negotiation, networking and referral, management, and power performance in the real estate business.

Sessions were led by Cheryl Eskridge, a Wimberley broker who excels in leadership in the industry. She inspired us to a higher level of professionalism. WCR Hill Country chapter proves again that they provide the excellence in networking that is essential for an energetic, productive real estate career.

—By Jayne Lightfoot, RE/MAX



Baby, it's COLD outside!

Check your closets and open your heart to those less fortunate this winter. Join Hill Country chapter by donating coats, sweaters, & other warm items.

Drop off items to Randall Morris Real Estate at 190 S. Seguin, Key Real Estate at 243 W. Mill, or bring items to the January meeting.

Thank you for caring!

THIS MONTH'S "TECHY TIP"

by Isaac Mabone, First American title



This issue's Technology Tip is another option in the growing world of MOBILE MARKETING.

There is no denying the growing importance of mobile marketing, and QR (Quick Reference) Codes. QR Codes provide real estate professionals with a quick and easy way to allow new and existing clients to access valuable information from their mobile devices.

A QR Code is a matrix barcode that can be scanned by camera phones and smartphones using a free and highly accessible QR Reader application. Many brokers and agents with mainstream companies are already utilizing QR Codes.

After scanning the code, customers can be instantly taken to a website which provides agent and listing information as well as helpful tools.

QR Codes can be placed on flyers, postcards, yard signs and business cards. They can also be uploaded with other property images on MLS databases. Some listing providers automatically provide a QR Code, but there are also free QR Code generators available for use.

If you are interested in learning more about how QR Codes can generate additional exposure for you and your listings, click the following links.

http://www.brokeragentsocial.com/article/946/how-to-use-qr-codes-for-real-estate

Or

http://www.youtube.com/watch?v=N1uUN15mRH4

President's Message (cont. from Pg 1)

simply showing that we care. The Show & Tails Dog Fair was a "howling success" in the local community. I urge you to get involved and support this special committee.

Our Annual Report was sent to State for review and with a few final touches it will be on its way to National. We've had a good year and will score well on the report. However, it's not only about the score; the report provides a guideline for our chapter's success.

The Installation of 2011 officers was truly a celebration and so much fun! In 2010 we asked the question "Are You Ready"? This leadership team is "Ready" and set to take us to new heights! We can look forward to the New Year with great expectations!

I'm Ready !! Sincerely, Carol Ann



Women's Council of REALTORS®
Hill Country Chapter

Newsletter Editor: Chyrel Madden
Submit articles to:
cmadden@NewBraunfelsHomes.com

JOIN NOW! Call
Melissa Elizondo 830/837-3669
Vice-President, Membership
E-mail: Melissa@keyrealestate.com

In today's challenging marketplace — with demanding customers and tough competition — you can't do it alone. Not only do you need to be connected to the top professionals in the industry but also to the cutting-edge training, real estate industry information and wealth-building strategies that will build your business and secure your future.

When you join Women's Council you tap into powerful programs that yield tangible results for you and your business—as well as networking and referral opportunities at the national, state and local levels.

To learn more, visit:
Hill Country chapter, WCR www.wcrhillcountry.org
Texas State chapter, WCR www.wcrtexas.org
National WCR www.wcr.org

THANK YOU !!

2010 STRATEGIC PARTNERS, Hill Country Chapter

Your support and active involvement is VITAL to the success of our chapter.

SAPPHIRE Level—Texas 1031 Exchange, Sydney Miller

RUBY Level

Champions School of Real Estate, Kelea Piper

Envoy Mortgage, Glenn Preuss

First American Title, Isaac Mahone

First State Bank, Shelby Chapin

Home & Business Inspections, Burt Chartier

Independence Title Company, Sherri Riedel

Losaw Construction, Daryl Losaw

NB Signs & Design, Sandeigh Barrett

Plantation Homes, Julie Hammock

Woods Cycle, Mark Woods