

NEW JERSEY REALTOR[®]

NOVEMBER/DECEMBER 2016: VOLUME 2, ISSUE 9




TriplePlay
REALTOR[®] Convention & Trade Expo

December 5-8, 2016

Atlantic City Convention Center

Register Today

REALTORSTriplePlay.com

NJREALTOR.COM



Finally, low mortgage rates
you can really warm up to.



Relax. NVE has great rates, great service,
and lots of options.

MORTGAGE
Rates as low as
2.500% | **2.576%**
Rate | APR*
Rates valid on Loan Amounts Up To \$1,000,000



When it comes to purchasing a new home or refinancing your current mortgage, NVE offers a full range of flexible mortgage products. Plus, our Mortgage Specialist will work closely with you, every step of the way, to ensure a smooth process and speedy closing.

Call today at 201-816-2800, ext. 1230, or apply online at nvebank.com



You belong here.

NMLS #733094

*APR = Annual Percentage Rate. APR is accurate as of 10/7/16 and may vary based on loan amounts. Loans are for 1-4 family New Jersey owner-occupied properties only. Rates and terms are subject to change without notice. As an example, the 7-year loan at the stated APR would have 84 monthly payments of \$12.99 per thousand borrowed based on a 20% down payment or equity for loan amounts up to \$500,000. Payments do not include amounts for taxes and insurance premiums, if applicable. The actual payment obligation will be greater. Property insurance is required. Other rates and terms are available. Subject to credit approval.

Bergenfield | Closter | Cresskill | Englewood | Hillsdale | Leonia | New Milford | Teaneck | Tenafly



New Jersey REALTOR®

A publication of the New Jersey REALTORS®



10 Hamilton Avenue
Trenton, NJ 08611
Phone: 609-341-7100
Website: njrealtor.com

Jarrold C. Grasso, RCE CHIEF EXECUTIVE OFFICER

COMMUNICATIONS DEPARTMENT

Allison Rosen DIRECTOR OF COMMUNICATIONS
Colleen King Oliver DEPUTY DIRECTOR OF COMMUNICATIONS
Amanda Thorogood MARKETING COORDINATOR

Advertising Sales

Bayart, Oot, Jones & Associates, LLP
Scott Vail, Advertising Sales Director
scott.vail@verizon.net
Phone: 973-538-3588
Cell: 201-981-0906

2016 OFFICERS

Tg Glazer PRESIDENT
Robert Oppenheimer PRESIDENT-ELECT
Christian Schlueter FIRST VICE PRESIDENT
Jeffrey Jones TREASURER

New Jersey Realtors® provides legal and legislative updates as well as information on a variety of real estate related topics solely for the use of its members. Due to the wide range of issues affecting its members, NJ Realtors® publishes information concerning those issues that NJ Realtors®, in its sole discretion, deems the most important for its members.

The content and accuracy of all articles and/or advertisements by persons not employed by or agents of NJ Realtors® are the sole responsibility of their author. NJ Realtors® disclaims any liability or responsibility for their content or accuracy. Where such articles and/or advertisements contain legal advice or standards, NJ Realtors® recommends that NJ Realtors® seek legal counsel with regard to any specific situation to which they may seek to apply the article.

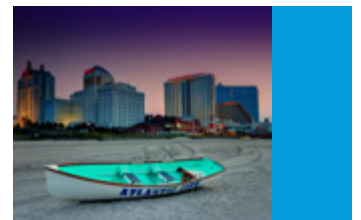
New Jersey Realtor® (ISSN: 13260) Copyright® 2016 by New Jersey Realtors® is published 10 times per year by New Jersey Realtors®, 10 Hamilton Avenue, Trenton, NJ 08611. Published monthly, except combined January/February and November/December issues. Business and Editorial Offices: 10 Hamilton Avenue, Trenton, NJ 08611, Accounting and Circulation Offices: New Jersey Realtors®, 10 Hamilton Avenue, Trenton, NJ 08611. Call 609-341-7100 to subscribe. Application to mail at Periodicals postage prices is paid at Trenton, NJ and additional mailing offices.

POSTMASTER: Send address changes to New Jersey Realtor®, 10 Hamilton Avenue, Trenton, NJ 08611.

TABLE OF CONTENTS

NOVEMBER / DECEMBER

- 4 PRESIDENT'S VIEW: BETTER DAYS
■ TG GLAZER
- 5 MESSAGE FROM THE CEO: CHANGES FOR 2017
■ JARROD C. GRASSO
- 6 NEW JERSEY REALTORS® EVENTS & DEADLINES
- 8 LEGISLATIVE UPDATE: THE TRUTH ABOUT THE TRANSPORTATION TRUST FUND
■ DOUGLAS M. TOMSON
- 11 TRIPLE PLAY REALTOR® CONVENTION & TRADE EXPO 2016 SCHEDULE
- 16 CONSISTENCY
■ LEIGH BROWN
- 17 EXPERIENCE TRIPLE PLAY IN COMFORT
- 18 CYBERCRIME AND THE REAL ESTATE PROFESSIONAL: DON'T BE NEXT
■ JESSICA EDGERTON
- 20 A NEW APPLICATION MANAGEMENT PLATFORM
- 24 A CLOSER LOOK AT SUMMER SALES
- 26 PROFILE OF NJ BUYERS & SELLERS
- 28 A NEW WAY TO SHARE
- 30 LET'S TALK RISK
- 31 BOARD/ASSOCIATION NEWS





Better Days

Time is a funny thing. When you're a kid, the littlest things take foreeeeeever. But as an adult, eons seem to pass like a lightning flash: brilliantly bright and beautiful, and then gone before we have the chance to truly appreciate them.

As my brief tenure as President of New Jersey Realtors® comes to a close, I want to take a moment to thank you for making this a wonderful and successful journey. From the moment that I was elected as First Vice President in 2013, I vowed to make the most of my time on the New Jersey Realtors® Leadership Team, working to create better days for each and every one of our members.

My theme for the year was, "We Take Care of Our Own." I believe that we were successful in meeting this expectation. We started a statewide Young Professionals Network, which will allow us to more effectively involve our newer and younger members, which gives us a new perspective and outlook as we move into the future. It also lets us groom a new generation of leaders with their pulse on the tools and tech that will move us all forward.

We started using more video communication, which enabled us to more efficiently get the word out (and sometimes entertain!) on important issues and events that affect your business and your clients. We have also teamed with the local boards and associations to allow each of them to better connect with you.

And we opened a new, state-of-the-art headquarters in the heart of Trenton. This will allow us to have a stronger voice in the state capital, making sure that all our clients are protected legislatively.

I have enjoyed every moment of this wild ride. And while 2017 will see us under the capable leadership of Robert Oppenheimer, I will always be out there, working to create better days for you, your business, and the future of New Jersey Realtors®.

Glazer...out. ■

Tg Glazer
PRESIDENT





Changes for 2017

Every day, the needle moves just the smallest bit further towards an all-digital world. While our magazine is available online, we also know the value that paper-in-hand has on our readers. We don't plan to halt printing the magazine anytime in the near future, but coming in 2017, you will see some big changes.

First, we're moving from 10 issues per year to six. You'll receive your copy at your preferred address (which you can update by contacting your local board if needed) in the first week of every other month: January, March, May, July, September, and November. While we're decreasing the frequency, we're increasing the page count. Our goal is not to lessen the amount of information you receive from us, but ensure that what you do receive is thoughtful, important, and curated to benefit your business.

With this new frequency and increased number of pages, we're also planning to widen the array of topics we bring to you. Today's

Realtors® are not just helping clients buy and sell homes. You are a full-service professional, tasked with handling everything from staging to compliance and much more. And that doesn't even take into account the emotional role you play in the enormous decision your clients are making.

Behind the scenes, we're working with reporters and writers to gather story ideas and research current events so we can provide the most up-to-date, relevant, and critical articles.

And we want to hear from you. Your ideas are important and matter to our editorial staff, so please email editor@njrealtor.com with ideas, questions, concerns, or criticism. We are excited about the new change for *New Jersey Realtor®* as we embark on our centennial year as an association in a format we are confident will take us into the next 100 years. ■

Jarrod C. Grasso
CHIEF EXECUTIVE OFFICER





EVENTS & DEADLINES

NOVEMBER 1, 2016 – JANUARY 31, 2017

NOV. 4 – 7

**NATIONAL ASSOCIATION OF REALTORS®
ANNUAL CONFERENCE & EXPO**

Orlando, Fl.
realtor.org/convention.nsf

NOV. 8

ELECTION DAY

realtorsvote.org

NOV. 10

RPR WEBINAR

realtor.com/2016/rpr-advanced-webinar

NOV. 24-25

OFFICE CLOSED – THANKSGIVING HOLIDAY

DEC. 5-8

TRIPLE PLAY REALTOR® CONVENTION & TRADE EXPO

Atlantic City, N.J.
realtorstripleplay.com

DEC. 26

OFFICE CLOSED – CHRISTMAS DAY OBSERVED

JAN. 2

OFFICE CLOSED – NEW YEAR'S DAY OBSERVED

JAN. 10

1:00 p.m.

NJ REALTORS® BOARD OF DIRECTORS MEETING

JAN. 13

NJ REALTORS® CIRCLE OF EXCELLENCE APPLICATION DUE

(at local board office)

coe.njrealtor.com

JAN. 16

OFFICE CLOSED – MARTIN LUTHER KING, JR. DAY

NEW JERSEY MULTIPLE LISTING SERVICE | GET MORE

Comprehensive real estate information and technology for REALTOR® members.

- Extensive Listing and Statistical Data
- ShowingTime Appointment Scheduling
- Tax Records for all of NJ and 9 NY Counties
- Mobile App for Agents and Consumers

NJMLS

JOIN US!



160 Terrace Street, Haworth, NJ 07641 | www.newjerseymls.com | 201-387-1150 | membership@newjerseymls.com





Lead the way. Earn your PSA.

Take the guesswork out of pricing homes.

Whether you've been a REALTOR® for years or just listed your first house, it's essential to price homes accurately. Now is the time to master this essential skill by becoming a Pricing Strategy Advisor (PSA).

This new certification will make you an invaluable resource for your clients by:

- Creating Comparative Market Analyses (CMAs)
- Working with appraisers
- Using the latest technology
- Addressing home pricing misperceptions

Determine a home pricing strategy with confidence. Learn the skills that result in accurate prices.

Visit the **NAR booth #517** at the **Triple Play REALTOR® Convention and Trade Expo** to learn more about the PSA certification!

December 5–8, 2016
Atlantic City Convention Center
Atlantic City, NJ

Become one of the first REALTORS® to say, "I'm a PSA."
Learn more at PricingStrategyAdvisor.org.





The Truth about the Transportation Trust Fund

By Douglas M. Tomson

As you may have heard, Gov. Christie recently signed a new transportation funding package into law. There has been a lot of information in the news about this new legislation, so I wanted to take the time to clarify four of the main facets of the law and how they will affect the people of New Jersey and our industry.

1. Gas Tax

At 12:01 a.m. on Nov. 1, the gas tax was increased by 23 cents per gallon. This new tax is tied to consumption, not the price of gas. So if consumption is up, the tax would go down, and vice versa. But, this tax rate of \$0.23 is not expected to fluctuate much in next few years. This new tax will generate roughly \$1.16 billion in revenue each year.

2. Estate Tax

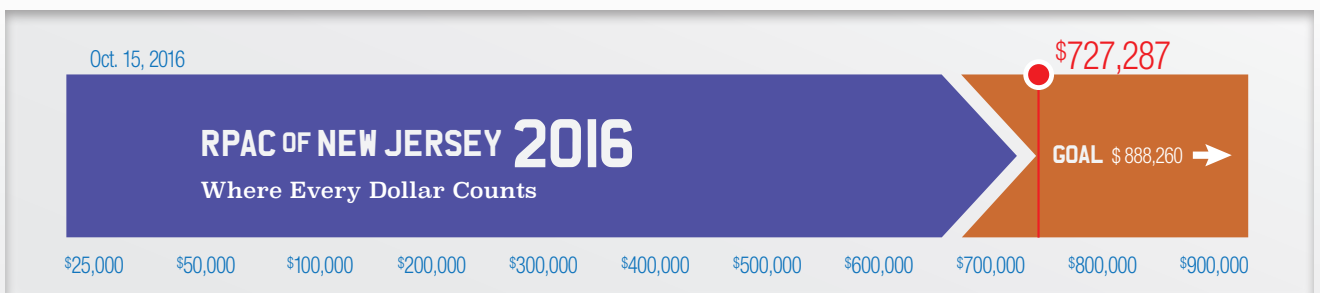
On Jan. 1, 2017, the estate tax, which is levied on the transfer of estates worth at least \$675,000, will be phased out of existence. The threshold will be raised to \$2 million and will then be eliminated all together on Jan. 1, 2018.

3. Sales Tax

Also on Jan. 1, 2017, the sales tax will go from 7 percent to 6.875 percent. On Jan. 1, 2018, it will decrease again to 6.625 percent.

4. Income Tax

A married couple filing their taxes jointly can currently exclude their first \$20,000 in retirement income from state income taxes. However, over the next four years



this number will increase to \$100,000 for married couples. For individuals it will be the first \$75,000 and for married couples filing separately, the first \$50,000.

Finally, the legislation creates an income tax deduction for veterans who were honorably discharged from active service in the military or the National Guard.

NJ Realtors® has always advocated for the repeal of the estate tax, as felt it was one of the many reasons that so many senior citizens leave the state. Since news of this broke, we have already heard from Realtors® around the state who have received positive feedback from clients who were debating moving out of state.

As always, it will remain the duty of the NJ Realtors® government affairs staff to monitor the effects of this legislation on homeownership and the real estate industry. ■

Douglas M. Tomson is the Director of Government Affairs. He can be reached at 609-341-7120 or dtomson@njrealtor.com.



NEW JERSEY LEGISLATIVE BILLS

A306 – Singleton (D-7), Tucker (D-28)/S2017 – Allen (R-7), Beach (D-6)

The “New Jersey Housing Assistance for Veterans Act” establishes pilot program to assist certain veterans with housing modification and rehabilitation; appropriates \$5 million.

New Jersey Realtors® Position: Support

We support this bill to help veterans stay in their homes by making it affordable to modify and rehabilitate their homes if necessary.

Bill History:

1/27/2016 – Introduced in Assembly and referred to Assembly Military and Veterans’ Affairs Committee

4/4/2016 – Reported out of Assembly Committee and referred to Assembly Appropriations Committee

4/18/2016 – Introduced in Senate and referred to Senate Military and Veterans’ Affairs Committee

A3192 – Rumpf (R-9), Gove (R-9)

Prohibits seller of real estate to transfer realty transfer fee liability to buyer.

New Jersey Realtors® Position: Monitor

We are monitoring this bill as it clarifies language in current state law concerning whether buyers or sellers pay the realty transfer fee.

Bill History:

2/22/2016 – Introduced in Assembly and referred to Assembly Appropriations Committee

S2373 – Ruiz (D-29)

Permits municipal land banking in conjunction with online property database development.

New Jersey Realtors® Position: Monitor

We are monitoring this bill to ensure that there are no adverse effects on the cost of housing in any municipalities that chooses the allow land banking to address the issue of vacant properties by permitting redevelopment entities or non-profits to act as land banks.

Bill History:

6/16/2016 – Introduced in Senate and referred to Senate Community and Urban Affairs Committee



SUPPORT



MONITOR



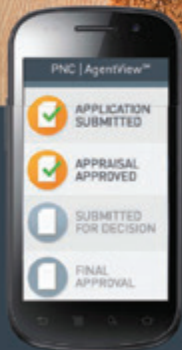
OPPOSE

Know

that closing can be smoother
when you're better connected
to your clients.




WELCOME



PNC MortgageSM | PNC AgentView[®] keeps you better connected to your clients and their loan officers during the mortgage process. This exclusive online tool is designed to give you more visibility into your clients' mortgage applications than ever before. Get weekly and real-time status updates right in your inbox, so you can stay in the know and track all of your clients' applications in one place. With PNC Mortgage, you can have an effective, trusted partner at every step. And so will your clients.

Visit pnc.com/agentalliance to learn more about PNC AgentView[®], or to connect with a Mortgage Loan Officer.

 PNC, PNC HomeHQ, PNC Home Insight, Home Insight and PNC AgentView are registered service marks of The PNC Financial Services Group, Inc. ("PNC"). PNC has pending patent applications directed at various features and functions of Home Insight[®] Tracker and PNC AgentView[®]. PNC Mortgage LENDER is a division of PNC Bank, National Association, a subsidiary of PNC. All loans are provided by PNC Bank, National Association and are subject to credit approval and property appraisal. Terms and conditions of this offer are subject to change without notice. This information is provided for business and professional uses only and is not to be provided to a consumer or the public. This information is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by Section 226.2 of Regulation Z. Programs, interest rates and fees are subject to change without notice. Carrier fees for data usage may apply. ©2016 The PNC Financial Services Group, Inc. All rights reserved. PNC Bank, National Association. Member FDIC

 PNC
MORTGAGESM

REGISTER TODAY AT REALTORSTriplePlay.com

Session schedule by track inside ▶



EXPERIENCE TRIPLE PLAY YOUR WAY

December 5-8, 2016

Atlantic City
Convention Center

Atlantic City
New Jersey



FEATURING:

- Welcome booth where you can get personalized guidance.
- Flexible programming and a mobile app to customize your schedule.
- More than 50 opportunities to earn CE credit.
- Free morning coffee with exhibitors.
- Vendor presentations and demonstrations in the Trade Expo Theatre.



"Triple Play provides something for everyone in the industry - from a beginner learning how to maximize their opportunities to a veteran learning how to adjust to the times. For the money, it's a no-brainer!"

- Frank Priolo, Century 21 AA Realty, NY

Hosted by the New Jersey, New York State and Pennsylvania associations of REALTORS®



▶ TRIPLE PLAY 2016 Schedule At-A-Glance by Track

PRE-CONVENTION DESIGNATION COURSES Pre-registration by 12/1 required.

Monday, December 5				
Time	Course	Presenter	CE Credit*	Extra Fee
8:30 a.m. - 5:30 p.m.	ABR Elective: Generating Buyer & Seller Leads	Maura Neill	6.5 hours	\$125
8:30 a.m. - 5:30 p.m.	CRETS Elective: Position Your Team for Profit	Adorna Carroll	6.5 hours	\$150
8:30 a.m. - 5:30 p.m.	CRS Elective: New Negotiating Edge	Ed Hatch	6.5 hours	\$150
9 a.m. - 4:30 p.m.	PSA Core Course: Pricing Strategy Advisor	Melanie McLane	6 hours	\$125

CONVENTION SESSIONS

*All CE credit is pending approval.

**Pre-registration by 12/1 and additional fee required for sessions indicated.

Appraiser Track CE Courses

Tuesday, December 6		Wednesday, December 7	Thursday, December 8
9 a.m. - Noon Why Do Appraisers Do What They Do? <i>Michelle Bradley</i>	2 - 5 p.m. FHA's New Appraiser's Handbook <i>Michelle Bradley</i>	9 a.m. - 5 p.m. 2016-2017 USPAP Update** \$125 fee <i>Melanie McLane</i>	9 a.m. - Noon Valuation in the Internet Age <i>Melanie McLane</i>

Association Executives Track

Wednesday, December 7	
10 a.m. - Noon Survival Strategies Part 1 <i>Christine Todd</i>	2 - 4 p.m. Survival Strategies Part 2 <i>Christine Todd</i>



indicates session is repeated

Broker Track

Tuesday, December 6			Wednesday, December 7	Thursday, December 8
10 a.m. - Noon Accountability is NOT a Dirty Word! <i>Bill Fields</i>	2 - 5 p.m. Building a Winning Team <i>Chris Abazis</i>	3 - 4:30 p.m. Manage, Train, Recruit, Retain <i>Bubba Mills</i>	9:30 - 10:30 a.m. Setting Up a Brokerage <i>Lorne Wallace</i>	9 a.m. - Noon Capture and Serve the 50+ Market <i>Roseann Farrow</i>
	11 a.m. - Noon How to Find Money You Didn't Know You Were Losing <i>Lorne Wallace</i>	2 - 5 p.m. Building a Winning Team <i>Chris Abazis</i>		

Commercial Track

Tuesday, December 6				
9 - 10:30 a.m. Systematizing for Success: Run Your Property Management Business on Autopilot <i>Marc Cunningham</i>	10 a.m. - Noon Profit Lab: An Investor Primer <i>Nancy Mosca</i>	1:30 - 5:30 p.m. Discovering Commercial Real Estate** - \$10 fee <i>Mary Jean Agostini</i>	2 - 4 p.m. 20 Missing Paragraphs to Guarantee Failure <i>Marc Cunningham</i>	2:30 - 4:30 p.m. Profit Lab: An Investor Primer <i>Nancy Mosca</i>
Wednesday, December 7		Thursday, December 8		
9 a.m. - Noon How to Create a Commercial Niche and Make Money Doing It <i>Linda St. Peter</i>	2 - 5 p.m. Property Maid or Property Manager? <i>Linda St. Peter</i>	9:30 - 11:30 a.m. Crossing to RPR <i>Nathan Graham</i>		

Our Sponsors

Cloud Agent Suite



Real Estate Licensee CE Sessions* * All CE approvals are pending. Check your state's approvals online.













Monday, December 5	Tuesday, December 6			
2 - 5 p.m. ☑ Code of Ethics <i>Barbara Fairfield</i>	9 a.m. - Noon ☑ Double Trouble: Antitrust & Misrepresentation <i>Roseann Farrow</i>	9 a.m. - Noon ☑ Improving Client Care & Retention <i>Leigh Brown</i>	9 a.m. - Noon ☑ Listing to Sell & Selling the Listing <i>Debra Asher</i>	9 a.m. - Noon NYS Legal Update <i>S. Anthony Gatto, Esq.</i> (NY)
Tuesday, December 6				
9 a.m. - Noon Radon Testing & Mitigation <i>Keith Baicker</i>	9 a.m. - Noon These Walls Can Talk: Home Inspections & the Buyer Client <i>Karel Murray</i>	9 a.m. - Noon Why Deals Fall Apart <i>Barbara Fairfield</i>	9 a.m. - Noon Why Do Appraisers Do What They Do? <i>Michelle Bradley</i>	9:30 - 11:30 a.m. Data/Client Security <i>Jessica Edgerton</i> (NJ/PA)
10 a.m. - Noon ☑ Profit Lab: An Investor Primer <i>Nancy Mosca</i> (NJ/PA)	10:30 a.m. - Noon Everything You Want to Know About Landlord Tenant Law (NJ) <i>Tracey Goldstein</i>	1:30 - 5:30 p.m. Discovering Commercial Real Estate** \$10 fee <i>Mary Jean Agostini</i>	2 - 4 p.m. 20 Missing Paragraphs to Guarantee Failure <i>Marc Cunningham</i> (NJ/PA)	2 - 5 p.m. ☑ Code of Ethics <i>Barbara Fairfield</i>
2 - 5 p.m. ☑ Double Trouble: Antitrust & Misrepresentation <i>Roseann Farrow</i>	2 - 5 p.m. FHA's New Appraiser's Handbook <i>Michelle Bradley</i>	2 - 5 p.m. Mastering the Buyer Counseling Session <i>Randy Templeman</i>	2 - 5 p.m. Preserving Dignity: Fair Housing <i>Karel Murray</i>	2 - 5 p.m. ☑ Substance Over Ego <i>Leigh Brown</i>
Tuesday, December 6			Wednesday, December 7	
2 - 5 p.m. Unethical, Unlawful Use of Facebook <i>Marki Lemons-Ryhal</i>	2:30 - 4:30 p.m. ☑ Profit Lab: An Investor Primer <i>Nancy Mosca</i> (NJ/PA)	4 - 5 p.m. Assistance Animals <i>Tracey Goldstein</i> (NJ)	9 a.m. - Noon Appraised Property Value: Fact or Fiction <i>Rhonda Ivey-Lentini</i>	9 a.m. - Noon Helping Buyers with New Construction <i>Monica Neubauer</i>
Wednesday, December 7				
9 a.m. - Noon How to Create a Commercial Niche and Make Money Doing It <i>Linda St. Peter</i>	9 a.m. - Noon ☑ Improving Client Care & Retention <i>Leigh Brown</i>	9 a.m. - Noon ☑ It's Your Code, Use It! <i>Diane Disbrow</i>	9 a.m. - Noon ☑ Listing to Sell & Selling the Listing <i>Debra Asher</i>	9 a.m. - Noon Meth & Its Makers: New Hazards in Housing <i>Karel Murray</i>
9 a.m. - Noon Put More Show & Less Tell in Your Listing Presentation <i>Randy Templeman</i>	9 a.m. - Noon R4P Changes Lives! <i>Roseann Farrow</i>	9 a.m. - 5 p.m. 2016-2017 USPAP Update** \$125 fee <i>Melanie McLane</i>	2 - 4 p.m. Environmental Hazards <i>David Sulock</i> (NJ/PA)	2 - 5 p.m. ☑ How to Be a Great Real Estate Agent <i>Joe Rand</i>
2 - 5 p.m. How to Use Universal Design to Increase Your Business <i>Rosemarie Rossetti</i>	2 - 5 p.m. ☑ IRA and 401k Real Estate Transactions: Process & Documentation <i>Bill Humphrey</i>	2 - 5 p.m. Meet the Sellers <i>Monica Neubauer</i>	2 - 5 p.m. Property Maid or Property Manager? <i>Linda St. Peter</i>	2 - 5 p.m. Rentals: Rules of the Road <i>Rhonda Ivey-Lentini</i>
Wednesday, December 7	Thursday, December 8			
2 - 5 p.m. ☑ Substance Over Ego <i>Leigh Brown</i>	9 a.m. - Noon Capture and Serve the 50+ Market <i>Roseann Farrow</i>	9 a.m. - Noon ☑ How to Be a Great Real Estate Agent <i>Joe Rand</i>	9 a.m. - Noon ☑ IRA and 401k Real Estate Transactions: Process & Documentation <i>Bill Humphrey</i>	9 a.m. - Noon ☑ It's Your Code, Use It! <i>Diane Disbrow</i>
Thursday, December 8				
9 a.m. - Noon Valuation in the Internet Age <i>Melanie McLane</i>	9:30 - 11:30 a.m. Crossing to RPR <i>Nathan Graham</i> (NJ/PA)	9:30 - 11:30 a.m. Your Errors & Omissions Insurance Claims <i>John Torvi/Greg Kahn</i> (NJ/PA)	9 - 10 a.m. NJ Real Estate Commission Regulatory Update <i>Robert Kinniebrew</i> (NJ)	10:30 - 11:30 a.m. NJ Legal Update <i>Barry Goodman, Esq.</i> (NJ)


Continuing Education (CE) Credit


CE credit is free for attendees who provide state and license number(s) when registering and attend 100 percent of a session. Seating is open, so arrive early!


PA licensees initially licensed on or after December 1, 2015 are required to take specific, mandatory courses that are not being offered at Triple Play 2016.


Non-CE Sessions

Monday, December 5		Tuesday, December 6		
2 - 3:30 p.m. Using Drones in Your Business: Know the Risks <i>Jessica Edgerton</i>	3:30 - 4 p.m. How to Use Video to Engage More Prospects and Sell More Properties! <i>Terri Murphy</i>	9 - 10:30 a.m.  Harness the REAL Power of Strategic Partnerships for More Sales & Better Customer Service <i>Terri Murphy</i>	9 - 10:30 a.m. Systematizing for Success: Run Your Property Management Business on Autopilot <i>Marc Cunningham</i>	9:30 - 10:30 a.m. Agent Branding: Generate More Buyer & Seller Leads <i>Crystal Washington</i>
Tuesday, December 6				
9:30 - 10:30 a.m. Back to the Present <i>Bubba Mills</i>	9:30 - 10:30 a.m.  How Amazon, Uber & YouTube Have Changed Consumer Expectations <i>Kristi Kennelly</i>	9:30 - 10:30 a.m.  Seven Streams - There are No Silver Bullets in Lead Generation <i>Jeff Lobb</i>	10 a.m. - Noon Accountability is NOT a Dirty Word! <i>Bill Fields</i>	10 a.m. - Noon Add Some Pop to Your Sales with Periscope <i>Marki Lemons-Ryhal</i>
11 a.m. - Noon  A Day in the Life of a Mobile Savvy Real Estate Professional <i>Kristi Kennelly</i>	11 a.m. - Noon  Own the Market - List to Last! <i>Jeff Lobb</i>	11 a.m. - Noon Top Five Ways Agents Can Connect with Millennial Customers <i>Crystal Washington</i>	11 a.m. - Noon Whatever Floats Your Soap <i>Bubba Mills</i>	11 a.m. - 12:30 p.m.  Zap the Gap: Connect & Convert for More Sales, More Easily <i>Terri Murphy</i>
1:30 - 3 p.m. Buy From Me or Get Out of My Car! <i>Bill Fields</i>	1:30 - 3 p.m.  Harness the REAL Power of Strategic Partnerships for More Sales & Better Customer Service <i>Terri Murphy</i>	2 - 3 p.m.  How Amazon, Uber & YouTube Have Changed Consumer Expectations <i>Kristi Kennelly</i>	2 - 3:30 p.m. Smart Homes <i>Mark Lesswing</i>	2 - 5 p.m.  Building a Winning Team <i>Chris Abazis</i>
2:30 - 3:30 pm  Seven Streams - There are No Silver Bullets in Lead Generation <i>Jeff Lobb</i>	3 - 4:30 p.m. Manage, Train, Recruit, Retain <i>Bubba Mills</i>	3:30 - 4:30 p.m.  A Day in the Life of a Mobile Savvy Real Estate Professional <i>Kristi Kennelly</i>	3:30 - 5 p.m. How to Double Your Listings & Your Income <i>Bill Fields</i>	3:30 - 5 p.m.  Zap the Gap: Connect & Convert for More Sales, More Easily <i>Terri Murphy</i>

Tuesday, December 6	Wednesday, December 7			
4 - 5 p.m.  Own the Market - List to Last! <i>Jeff Lobb</i>	9 - 10:30 a.m. Extreme Growth: Going from 20 to 50 Deals a Year! <i>Bruce Gardner</i>	9:30 - 10:30 a.m. MilleniWho 2.0 - Buyers <i>Jeremias Maneiro</i>	9:30 - 10:30 a.m. Setting Up a Brokerage <i>Lorne Wallace</i>	9:30 - 10:30 a.m. Top Three Apps for Agent Market Domination <i>Crystal Washington</i>
9:30 - 11 a.m. From Rags to Riches without Technology! <i>Ellen Boyle</i>	11 a.m. - Noon A Video Angle for Real Estate Professionals <i>Tori Toth</i>	11 a.m. - Noon How to Find Money You Didn't Know You Were Losing <i>Lorne Wallace</i>	11 a.m. - Noon Increase Leads & Referrals Through Social Media Segmentation <i>Crystal Washington</i>	11 a.m. - Noon MilleniWho 2.0 - Sellers <i>Jeremias Maneiro</i>
11 a.m. - 12:30 p.m. How to Create a More Predictable Business <i>Jared James</i>	11:30 a.m. - 1 p.m. How to Sell More Homes, Make More Money and Have More Fun! <i>Ellen Boyle</i>	1:30 - 3 p.m. The Listing Machine: How to Maximize Your Income in a Seller's Market! <i>Bruce Gardner</i>	2 - 5 p.m.  Building a Winning Team <i>Chris Abazis</i>	2:30 - 3:30 p.m. Be the Bomb <i>Jeremias Maneiro</i>
2:30 - 3:30 p.m.  Home Staging: Simple Solutions to Sell Homes Quickly <i>Tori Toth</i>	2:30 - 4 p.m. Never Work Another Day in Your Life! <i>Ellen Boyle</i>	3:30 - 5 p.m. How to Win the Listing <i>Jared James</i>	3:30 - 5 p.m. The Riche of Niche: How to Build a Massive Business by Becoming an Expert! <i>Bruce Gardner</i>	4 - 5 p.m. Opportunity Clicks <i>Jeremias Maneiro</i>

Thursday, December 8
10 - 11 a.m.  Home Staging: Simple Solutions to Sell Homes Quickly <i>Tori Toth</i>

 Plan to arrive early to ensure your seat in your desired sessions.

 Indicates session is repeated



REGISTER TODAY AND SAVE

- ✓ Save \$10 when you register at REALTORSTriplePlay.com.
- ✓ Or, download and print the registration form to register by fax or mail.

Member Rates	Online	Fax/Mail
Now - December 1	\$109	\$119
On-site: \$129 Non-member rates are available online.		

TRADE EXPO

Tuesday, December 6, 10 a.m. - 6 p.m.
 Wednesday, December 7, 9 a.m. - 5 p.m.

Vendors from across the country will be on-hand to display the latest products and services available to enhance, improve and simplify your life and business. Don't miss your chance to:

- ✓ Hear presentations and view demonstrations from vendors in the Trade Expo Theatre.
- ✓ Grab a coffee in the Expo while you meet one-on-one with vendors.
- ✓ Partake in special event pricing and enter to win valuable prizes.

Create Your Personal Convention Experience

REALTORSTriplePlay.com | Download the free Triple Play Mobile App



Search "Triple Play" in the app store.

- View all convention programs, descriptions, presenters and CE credit details.
- Explore the interactive Trade Expo map with exhibitor details.
- Build your schedule - just select and save your sessions to attend and booths to visit.
- Access hotel, travel, parking, dining, shopping information and discount coupons.
- Find contacts for your specific questions.



OPENING SESSIONS

Monday, December 5
 Discover how to make the most of video in your marketing, including the use of drones, while avoiding the risks involved. Or, choose to satisfy your Code of Ethics training requirement for REALTOR® membership. (Code of Ethics training will be repeated throughout the convention as well.)

VENUE

The Atlantic City Convention Center is the site of most convention events. Complimentary shuttle service is provided from the official headquarters hotels to and from the convention center during convention and trade expo hours. Headquarters hotels are Borgata, Caesars Atlantic City and the Sheraton Atlantic City Convention Center Hotel.

EVENING SOCIAL EVENTS

Monday, December 5	8 - 11 p.m.	YPN Party
Tuesday, December 6	4:30 - 6 p.m.	PAR Reception
Tuesday, December 6	5:30 - 6:30 p.m.	NYSAR Reception
Tuesday, December 6	6 - 9 p.m.	NJ REALTORS® Centennial Gala <i>pre-registration and fee apply</i>
Tuesday, December 6	9 p.m. - Midnight	Icebreaker Reception
Wednesday, December 7	Check the Message/Information board on-site for events	



Connect with us on Facebook & Twitter.
 Play Along!
 Use #TP16 in your tweets.

RPAC HIGH ROLLERS' SUITE

Wednesday, December 7, 10 a.m. - 4 p.m.
 Get pampered while supporting the REALTORS® Political Action Committee.* Your \$250 entrance fee will count toward your 2017 RPAC total.



"The learning, networking and social aspects of the convention help to revitalize and reenergize you!"
 - Bernard Haber, Better Homes & Gardens Rand Realty, NJ

*Contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and used for political purposes. The amount suggested is merely a guideline and you may contribute more or less than that. 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 percent of each contribution is used by the State PAC to support state and local political candidates. Until your state reaches its RPAC goal, 30 percent is sent to National RPAC to support Federal candidates and is charges against your limits under 2 U.S.C 441a; after the state reaches its RPAC goal, it may elect to retain your entire contribution for use in supporting state and local candidates.

CONSISTENCY

By Leigh Brown



Leigh Brown



Leigh Brown will be teaching "Improving Client Care & Retention" on Dec. 6 & 7 at 9 a.m. and Substance Over Ego" on Dec. 6 & 7 at 2 p.m. (all in Room 411/412).

From Merriam-Webster: “harmony of conduct or practice with profession”

Why do we drink Starbucks? Tim Horton's? Dunkin Donuts?

Because we know what we want, when we want it, and we want it the same way, every time. In fact, what aggravates you at any of these places? Your order not being just right. Even if it's as small as the spelling of your name.

What is it about our human nature that craves consistency and the routine satisfaction of our needs in a way we expect?

And considering this, can you see why real estate and Realtors® drive consumers mad?

Our industry is made up of 1.2 million Realtors® (and that's not even counting the other million or so licensees who do not subscribe to the Code of Ethics). Realtors® are entrepreneurs doing things our own way and building our own businesses. We are renegades and free thinkers. But if you're the consumer, it means every time you need a real estate service, you're likely getting a different experience.

And before some of you start patting yourselves on the back for being the better experience, take a critical look at yourself. Are you really consistent, even within the confines of your own business? Or do you treat buyers and sellers differently based on when and why they contact you and how busy you are that day?

What I've observed over the past 16 years in the business is that the most successful Realtors®, who are bringing the customer service experience to new heights, are consistent in their client approach. They treat every phone call the same way and their clients respect their business model and personal time because expectations have been set and met.

What would your business look like — what would the consumer think about Realtors® as a whole — if we were more consistent?

One of the biggest ideas I ever implemented into my business was to utilize buyer and seller intake sheets. When you answer the phone and try to make it up new every time, that's when you fail to get the most important pieces of information. Or worse,

you get the info but jot it down on the back of a gas receipt which then gets shoved into your console and you never call that person back.

Instead, every time your phone rings with a real estate need, say: "May I ask you a few questions?"

Permission-based sales is a methodology that works. Asking permission before digging in lets the consumer decide if they want to go that far. If they say no, then graciously thank them and let them off the phone. If they say yes, you can begin a professional relationship that likely looks very different than their past experiences-and if more

Realtors® do this, consistency will begin taking hold across the board.

Now, let's just say that you don't have intake sheets built. And because you're a Realtor® and allergic to paperwork anyway, you don't want to. Here are mine. Take them and use them. Download for FREE from kiwilive.com, keyword HUSTLE. Because let's call it what it is. Adding a system only helps if you use it, which will take effort and discipline, a.k.a. hustle!

FYI, I print the buyer sheets on blue and the seller sheets on yellow, for easy desktop spotting! ■

EXPERIENCE TRIPLE PLAY IN COMFORT

Ready to have a high rollers' experience at this year's Triple Play? For a \$250 investment, you can receive an all day pass to the RPAC Lounge on Wednesday, Dec. 7 from 10 a.m. to 4 p.m.

Included with your investment are:

- Deluxe coffee bar with on-site barista
- Fortune teller
- Shoe shines
- Manicures
- Chair massages
- Professional photographer for headshots
- Breakfast
- Gourmet hot lunch buffet
- Snacks

To receive invitations to exclusive RPAC events and to be an active member in strengthening your Realtor® community, invest in RPAC today at njrealtor.com/account or by sending a check to your local board/association. Contact Christina Farrell at cfarrell@njrealtor.com with any questions. ■



Contributions to RPAC are not deductible for federal income tax purposes. Contributions are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts provided your contribution is within applicable contribution limits. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or a decision not to contribute. You may refuse to contribute without reprisal. Unless otherwise required by applicable law, any request for the refund of a contribution must be made within two (2) business days of the date on which you authorize RPAC to charge you for said contribution. Your contribution is split between National RPAC and the State PAC in your state. Contact your State Association or PAC for information about the percentages of your contribution provided to National RPAC and to the State PAC. The National RPAC portion is used to support federal candidates and is charged against your limits under 52 U.S.C. 30116.

CYBERCRIME AND THE REAL ESTATE PROFESSIONAL: DON'T BE NEXT

By Jessica Edgarton



Featured Speaker

Jessica Edgarton



Jessica Edgarton is associate counsel for the National Association of Realtors®. She will be presenting “Data/Client Security” on Dec. 6 at 9:30 a.m. in Room 322.

Massive cybersecurity breaches, data hacks, and other cybercrime attacks are making headlines on a terrifyingly regular basis. In recent weeks, we’ve witnessed the DNC email hack alter the face of the 2016 presidential race. Earlier this year, the U.S. Department of Justice data breach exposed the information of thousands of government employees. Other 2016 breaches, like the cyberattacks on Yahoo, LinkedIn, and the IRS, exposed the usernames, passwords, and other sensitive information of hundreds of millions of individuals.

Here’s the truth: Nobody is immune from cyberattack. Nobody.

Here’s another truth: While major news headlines focus on large-scale business and governmental attacks, small to mid-sized businesses – including those in the real estate industry – are prime targets for cybercriminals. According to a 2016 report by *CFO Magazine*, between February 2014 and February 2016, approximately one in every five small to mid-sized businesses reported being the victim of a cyberattack. Another study estimates that over 60 percent of all business-targeted cybercrime victims are small to midsized entities. The reason for this is simple: Smaller businesses often think they’re “under the radar,” or “too little to bother with,” and therefore fail to implement basic tools and policies to defend themselves from cyberattack.

To make matters worse, in recent years cybercriminals have honed their sights with specificity on the real estate industry. Why? Real estate transactions involve shuttling high volumes of data between various businesses and individuals.

As a real estate professional, cybercrime is on your virtual doorstep. A successful cyberattack can be ruinous to a real estate business’s finances and reputation, and can lead to lawsuits, regulatory action, fines, and years of governmental reporting duties. In fact, the U.S. National Cyber Security Alliance reports that 60 percent of small businesses go under completely within six months of a successful cyberattack.

The good news? Protecting your clients and your business from cybercrime comes down to two simple steps: First, educate yourself and your business partners about cybercrime. Second, implement basic security tools and policies in your business practices, and keep them updated. Appropriate and cost-effective tools every business should consider implementing include anti-virus protection, security-based password management tools, dual authentication policies, and appropriate data retention and destruction policies.

For more information, please visit the Data Privacy & Security Section on realtor.org to learn more: realtor.org/topics/data-privacy-and-security. ■

Selling an oil-heated home? Use these talking points to boost your business.

Your clients expect you to know everything about everything when it comes to the home they're looking to buy or sell. And you can boost your listings and sales if your clients see you as the expert. Read on for five talking points that will have you sounding like an oilheat expert in no time!

➤ **Oilheat prices are at their lowest since 2009.** Prices dropped significantly, reaching their lowest levels in more than five years. What's more, many experts are predicting that prices may fall even further and should stay low for at least the next few years.

➤ **The new oilheat is cleaner burning, more environmentally friendly and more energy efficient.** That's because biofuel is becoming more readily available in New Jersey and across the country. A blend of oil from homegrown material like soybeans and recycled cooking oil, this new fuel is called BioHeat®, and burns much more cleanly than regular oilheat.

➤ **Today's oilheat systems are incredibly efficient.** New systems can reach up to 95% efficiency!

➤ **Homeowners who live in an oil-heated home have the ultimate freedom of choice.** Freedom to choose which oilheat company they want to do business with. Freedom to choose which type of payment plan they would like. Freedom to choose which services to receive.

➤ **Free water heating with many oil-heated homes!** You can connect a water heater right to an oil boiler, so that in the wintertime, water heating costs are virtually zero. That's because while the boiler is heating the house, it's also heating the water.

For more talking points and other tips about how to market your oilheat listings and get to the closing table faster, visit OilHeatPROS.com/NJ today!



Interested in learning more?

Schedule a 15-minute presentation with PRO\$! We'll visit your office and give you all the tools you'll need to get more listings, close more sales and better represent your clients. Visit OilHeatPROS.com/NJ to schedule a presentation today!

Today's oilheat tanks are a whole new ballgame!

Many Realtors and homeowners don't realize just how far oilheat tanks have come in the last few years. Today's aboveground tanks are a far cry from the steel tanks you'd find underground. They're better looking and, more importantly, they're virtually worry-free!



Because of the significant increase in oilheat system efficiency, homeowners don't use as much fuel. That's why today's tanks are much smaller than their underground ancestors. And many of them are double-walled, providing an extra layer of protection to put your clients' minds at ease.

For more information, visit OilHeatPROS.com/NJ and order the "Guide to Heating Oil Storage Tanks" today!



A NEW APPLICATION MANAGEMENT PLATFORM

Filling out the NJ Realtors® Circle of Excellence® Sales Award® application hasn't always been the easiest process, but with the launch of a new application management platform, that's sure to change.

COE.NJREALTOR.COM

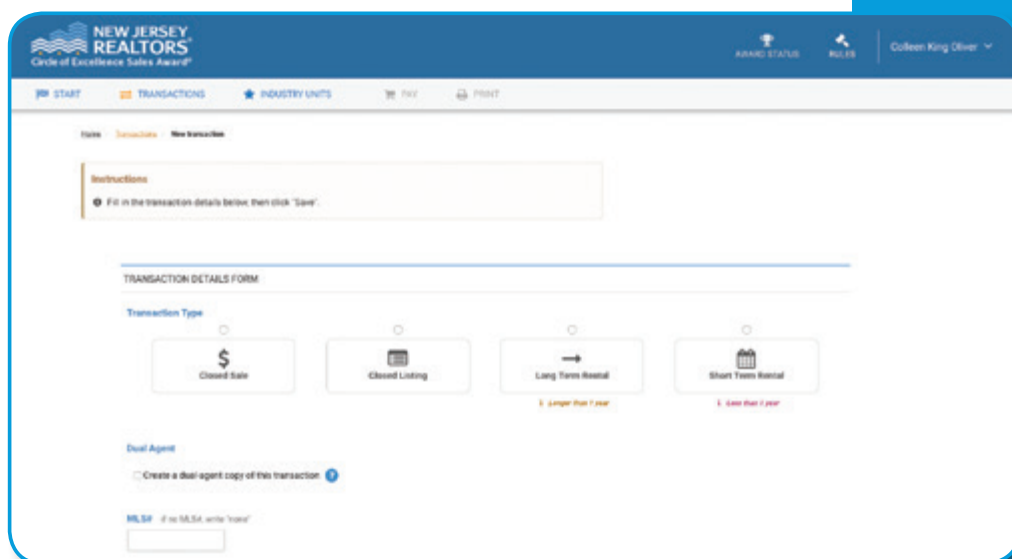
Everything is now located at coe.njrealtor.com. Once you create an account you'll be prompted to decide whether you will be handwriting an application or filling it out online. **Be warned — this is the last year handwritten applications will be accepted.**

If you've decided to fill out the application online, there are four steps:



You can save your transactions as you enter them, so there is no need to fill them out all at one time. You can log each sale as it happens or break it up into a few sessions.

If you've decided to handwrite the application, you'll be directed to a PDF version of the application, which you must then print and fill out. You will still need to follow steps two through four above, but your transactions will be handwritten instead.



A hard copy of your entire application — transactions, payment, verification material — must be at your local board or association by their close of business on Jan. 13, 2017. There are no exceptions.

HAVE AN ASSISTANT OR OFFICE ADMINISTRATOR?

Many agents have a dedicated staff member who either helps them, or their entire office, manage their applications. At coe.njrealtor.com there is a dedicated login for assistants. The member who the application is for must log in and authorize the assistant through a simple email link. Once that is done, the assistant will be able to log, manage, and pay for multiple applications under one account.



AGENT LOGIN

ASSISTANT LOGIN

ASSISTANT LOGIN

Login with your e-mail address, and the password you created after being authorized by the account holder.

Enter e-mail address

Enter password

LOGIN

Forgot password?

New Jersey REALTORS®

© 2015-2016

DISTINGUISHED SALES CLUB

Is this your tenth year achieving the NJ Realtors® Circle of Excellence Sales Award®? It doesn't have to be consecutive. If you've hit 10 years, fill out the application, available at coe.njrealtor.com or njrealtor.com/membership/awards, gather your documentation, pay online at coe.njrealtor.com and submit a hard copy to your local board or association by close of business on Jan. 13, 2017.

DEDICATED HELP

Have a question? Need clarification? Help is just an email away — send questions and concerns to coe@njrealtor.com. ■

Are You Getting The Highly Motivated Seller Leads In Your County That Very Few Agents Know About ??

These are NOT Internet leads. We supply you with all the information about every probate filed in your county in the last 30 days, including multiple phone numbers for the personal representatives and contact info for the attorneys. We also provide a simple turnkey system for quickly turning these leads into quickly sold listings.

All The Leads Offers A Very Simple Proven To Be Successful Program

- Order Your Leads
- Send Them Each A Personal Letter - We'll Even Do It For You!
- Follow-Up With A Phone Call
- Repeat the Process Monthly
- Take Listings, Make Sales & Cash Commission Checks

We also provide immediate implementation training (completely free of charge) via a series of 3 short videos - plus a whole lot more.

To See If Your County's Leads Are Still Available, Let's Talk Today !!

VISIT US AT TRIPLE PLAY BOOTH 940

Or Call ~ (844) 532-3369 ~ (844) LEADFOX



www.AllTheLeads.com
support@AllTheLeads.com
 (844) 532-3369 ~ (844) LEADFOX

NATIONWIDE SHORT SALE SOLUTIONS

We do all the work... YOU keep ALL the commissions.

Negotiating and Processing Short Sales is NOT a productive use of a Realtor®'s time and skill. At Nationwide Short Sale Solutions, that's all that we do.

- **NO COST to the Realtor®**
- **NO COST to the Homeowner**
- **Over 2000 transactions processed**
- **Nationwide Coverage**

BEST OF ALL:

WE do all the work and YOU keep all the commissions!

It's that easy!

VISIT US AS TRIPLE PLAY BOOTH 940

Call us Today at the number below:

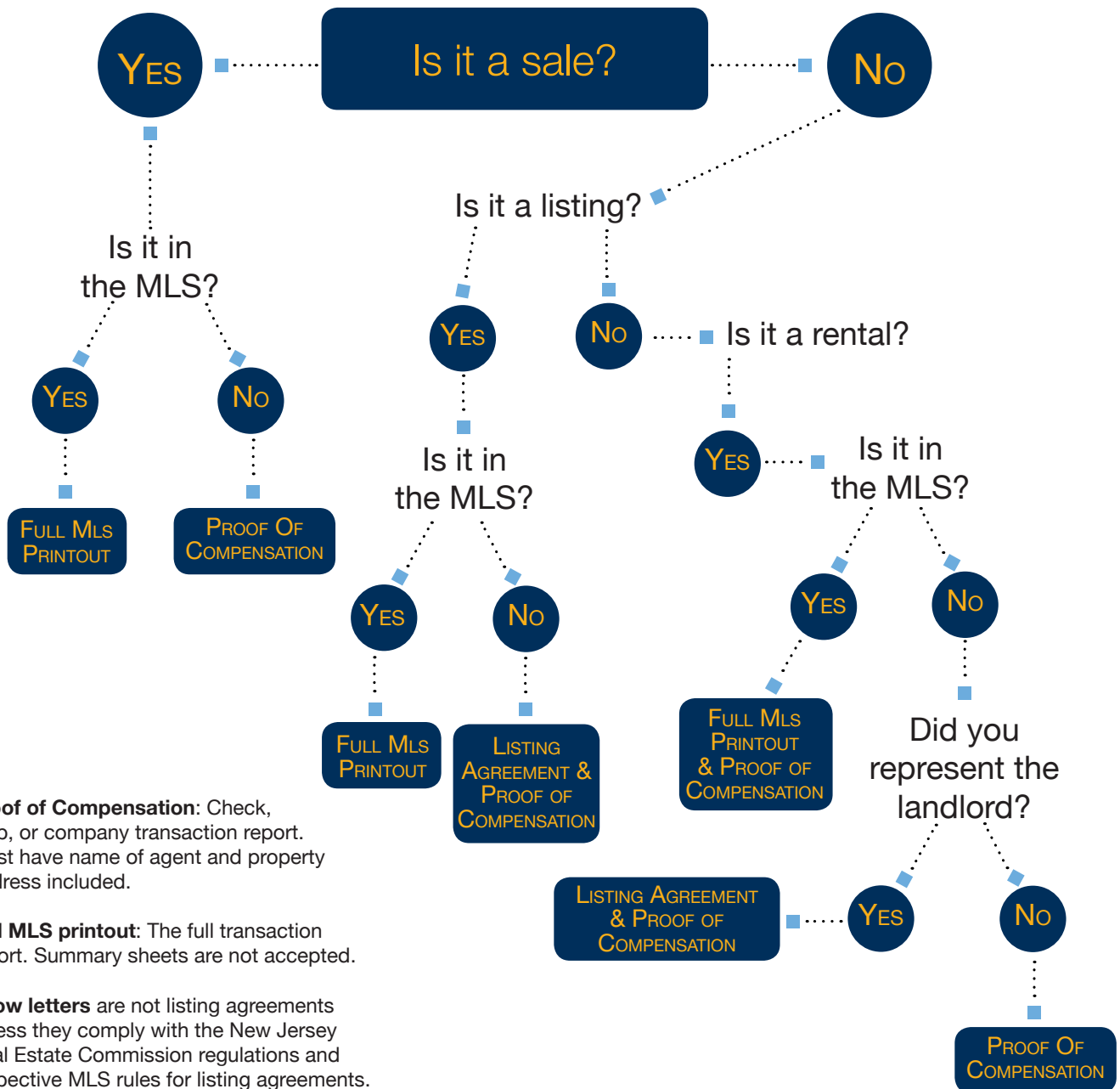
NATIONWIDE SHORT SALE SOLUTIONS

www.shortmyproperty.com
pam@blueanchoradvisors.net
 954-584-0000

Apply for your 2016 award at coe.njrealtor.com

Completed applications are due to your local board by close of business on January 13, 2017.

— **WHAT DO YOU NEED AS PROOF?** —



Proof of Compensation: Check, stub, or company transaction report. Must have name of agent and property address included.

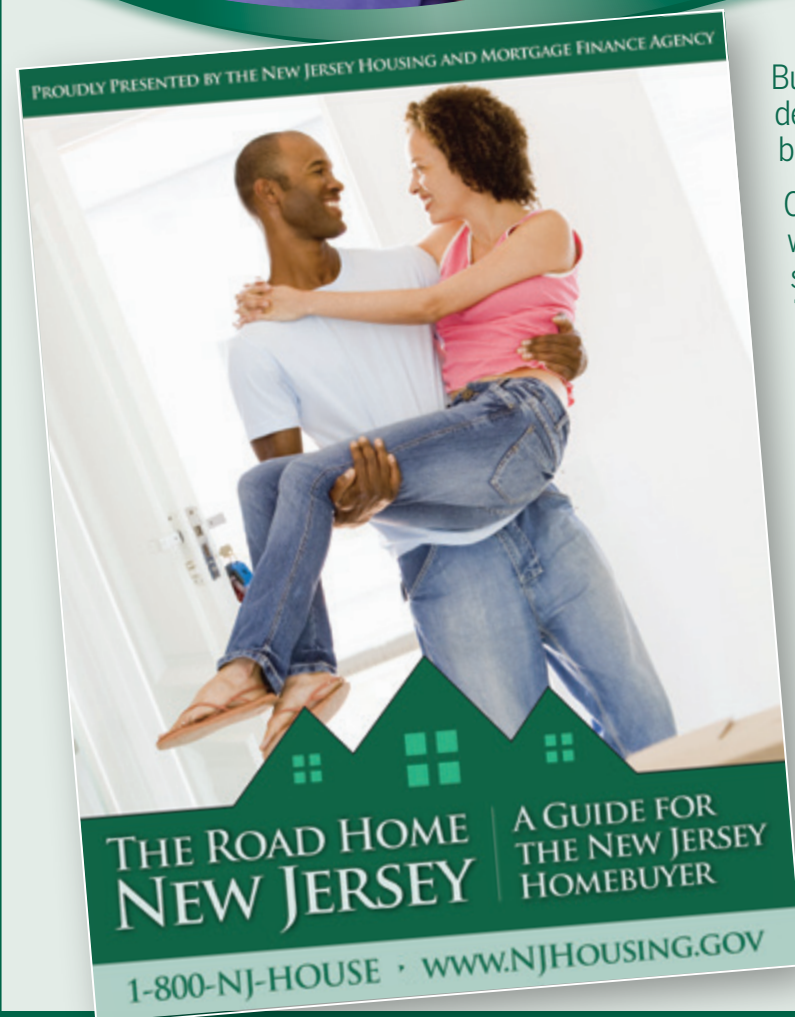
Full MLS printout: The full transaction report. Summary sheets are not accepted.

Show letters are not listing agreements unless they comply with the New Jersey Real Estate Commission regulations and respective MLS rules for listing agreements.

Email coe@njrealtor.com with questions.

ARE YOUR HOMEBUYER HOPEFULS HESITANT?

TURN BROWSERS INTO BUYERS WITH NJHMFA'S BRAND NEW, FREE GUIDE TO HOMEOWNERSHIP



Buying or refinancing is a serious financial decision and some of your prospects might be nervous about closing the deal.

Calm them with clear direction on how it all works by handing them NJHMFA's newest step-by-step guide to homeownership:

The Road Home New Jersey: A Guide for the New Jersey Homebuyer

Designed to inspire, empower and inform, this easy-to-read booklet can also be delivered to you at your office as colorful, printed hardcopies. Need the booklet in Spanish? We can get those for you too!

Help your clients discover the wide open road to homeownership today. Contact NJHMFA Lending Outreach Coordinator Justin Tierney at jtierney@njhmfa.gov to order yours, **free of charge!**



NEW JERSEY HOUSING
AND MORTGAGE
FINANCE AGENCY
WWW.NJHOUSING.GOV

VISIT US ONLINE AT WWW.NJHOUSING.GOV

A CLOSER LOOK AT SUMMER SALES

It's hard to believe fall is here and winter is almost upon us. But, as the cold drifts in, we can take a look back to August to examine the housing market data from around the state and identify trends.

Overall, prices have steadily stayed their track and inventory still hovers below what we once considered normal levels.

Here's what was happening around the state in August 2016:

	Single-Family	Townhouse /Condo	Adult Community
Median Sales Price	\$334,500	\$258,000	\$185,000
Closed Sales	7,965	2,233	726
Percent of List Price Received	97.2	97	96.6
Days on Market	73	71	70
Homes for Sale	43,035	11,582	2,746
New Listings	10,177	2,963	891

Low inventory is still the biggest force driving the market these days, with a 16.7 percent decline over last year on all properties throughout the state. And that low inventory could be what's pushing up sales, with a 12.9 percent increase in closed sales on all properties, raising that number to over 11,100 closed sales for August 2016.

Throughout the entire state in all categories, the median sales price sits at \$307,000, which is a 0.7 percent increase over August 2015. Still, with only 58,964 properties available for sale, that 16.7 percent decline is representative of 11,821 fewer properties. Compare this

with May and June of 2011 where single family homes alone peaked around 60,000 homes for sale and the difference is staggering.

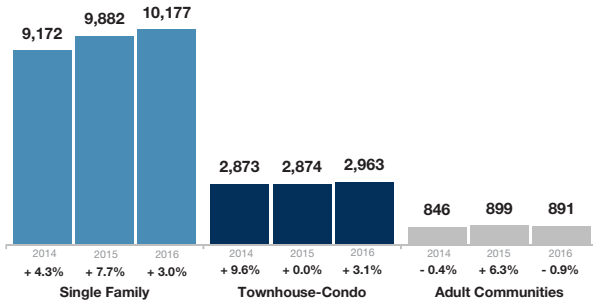
But low inventory isn't indicative of a weak market. Actually, often the opposite is true. Less availability forces multiple, high offers on the properties that are available and sellers are favorably positioned. Buyers are not losing out though, because while there may be less homes going up for sale, there are still a number of strong new listings appearing in communities around the state each month and mortgage interest rates are still near record lows. ■

New Listings

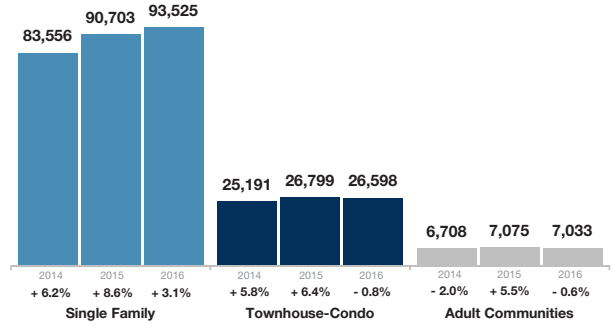
A count of the properties that have been newly listed on the market in a given month.



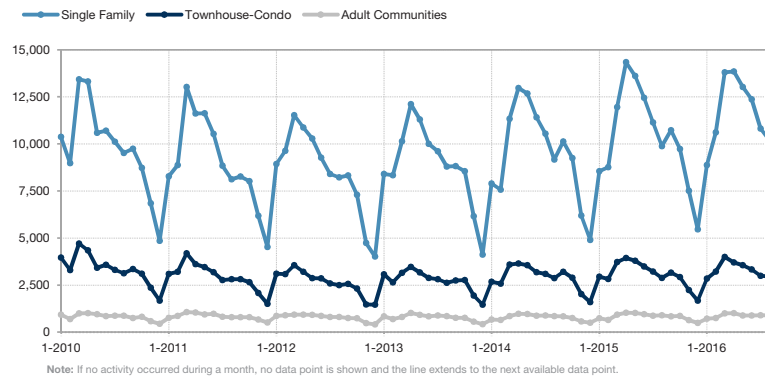
August



Year to Date



Historical New Listings by Month



	Single Family	Townhouse-Condo	Adult Communities
September 2015	10,721	3,162	836
October 2015	9,736	2,929	856
November 2015	7,516	2,240	635
December 2015	5,461	1,675	489
January 2016	8,880	2,844	718
February 2016	10,608	3,214	754
March 2016	13,801	3,996	998
April 2016	13,847	3,699	1,010
May 2016	13,027	3,560	886
June 2016	12,374	3,329	884
July 2016	10,811	2,993	892
August 2016	10,177	2,963	891
12-Month Avg.	10,580	3,050	821

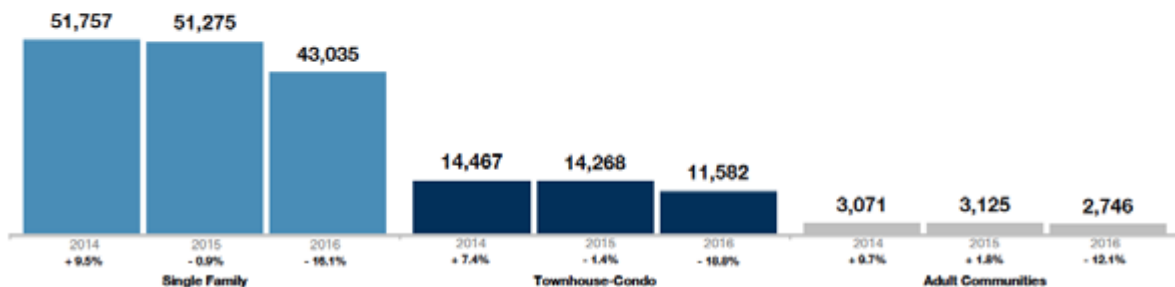
Data as of September 20, 2016. All data from the multiple listing services in the state of New Jersey. The margin of error for numbers reported at the statewide level is +/- 4% at the 95% confidence level. Provided by the New Jersey Association of REALTORS®. Report © 2016 ShowingTime 10K | 5

Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.

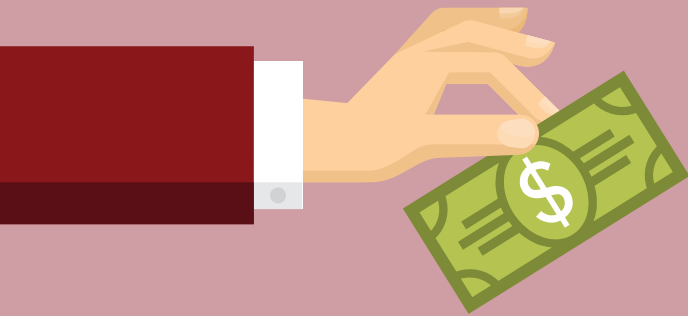


August



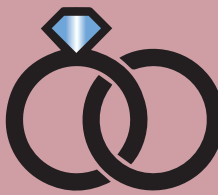
*throughout New Jersey

BUYERS

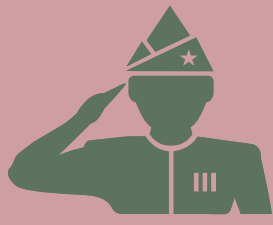


40%
1st
Time Buyers

45 Years Old
Typical Buyer
\$101,600
Median Household Income

 **61%**
married couples

29% reported primary reason for purchasing a home was the desire to own a home of their own


18% Veterans
2% Active-Duty service members

SELLERS



59 Years Old
Typical Seller
\$133,500
Median Household Income

Most
commonly cited reason for selling

Typical seller sold after **13** years in the home



was that the house was too Small



52% only contacted **1** agent before finding the one they worked with



BUYERS & SELLERS PROFILE

You know your clients: the first-time homebuyers, the couple that is selling their second home, the empty-nesters ready to downsize, and all the others. But beyond your own anecdotal evidence, what are the trends forming around the state with home buyers and sellers? This is critical information that can help inform future decisions on how to market and present your business.

Demographics continue to shift as the share of first-time home buyers dropped further from last year's report to 32 percent of the market. This is second only to the lowest share reported in 1987 of 30 percent. Last year's report had a share of first-time buyers of 33 percent. First-time home buyers are traditionally more likely to be single and typically have lower incomes. As the share of repeat buyers continues to rise, there are more married couples with higher incomes of home buyers purchasing homes. Married couples have double the buying power of single home buyers in the market and may be better able to meet the price increases of this housing market.

Increased prices are also impacting sellers. Historically, tenure in home has been six to seven years, but now sits at 13 years. Sellers may now have the equity and buyer demand to sell their home after stalling or delaying their home sale.

Buyers need the help of a real estate professional to help them find the right home for them, negotiate terms of sale, and help with price negotiations. Sellers, as well, turn to professionals to help market their home to potential buyers, sell within a specific timeframe, and price their home competitively. For-sale-by-owner sales have dropped to the lowest level recorded in this data set at eight percent of sales, while the use of the agent to sell the home stays at historic highs. Likewise, the buyer use of the agent is at historic highs as buyers purchasing directly from a previous owner or through a builder falls. ■

New Jersey Law Journal

Newly Revised Annual Edition!

Print + eBook: \$220.00

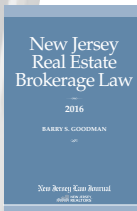
eBook Only: \$200.00

For attorneys who defend or file lawsuits against real estate licensees:

- All substantive laws governing the rights and obligations of real estate licensees
- Procedures and ethics provisions in Real Estate Commission proceedings
- Licensing regulations, including setting up offices and branches

For attorneys who handle real estate transactions:

- What real estate licensees should and should not do
- What to do with commission disputes during a transaction



NJAR members please call
800-756-8993 for your 25% discount



KEY ONE INC.

#1 In Mobile Homes.



JOE ESOLA

The Best
IN MOBILE HOME
Finance & Insurance

"We'll help you sell easier and faster."

Call For Your Realtor Package Today!

"Serving Manufactured Housing since 1997."



(800) 253-8018

WWW.KEYONEINC.COM

Joe Esola

A NEW WAY TO SHARE

If you had the opportunity to read *New Jersey Realtor*® on your computer, phone, or tablet recently, you've seen the digital upgrade the magazine went through this summer. Instead of clunky, unresponsive design and content, we've transitioned to using Issuu, which allows readers to easily access the magazine on any device.

ACCESS & SHARING

The digital version of the magazine can be accessed directly through Issuu at issuu.com, by clicking the link we send out with each new edition, or on the

magazine landing page on our website (njrealtor.com/membership/new-jersey-realtor-magazine). On Issuu, you can create an account and follow our magazine, which will update you every time a new edition is uploaded.


If you're particularly interested in an article, you can "clip" that page (or more) and share it directly from Issuu to your Facebook or Twitter followers or email the link. We know how valuable content is for social sites and we encourage you to share all of our articles in these three simple steps:

1



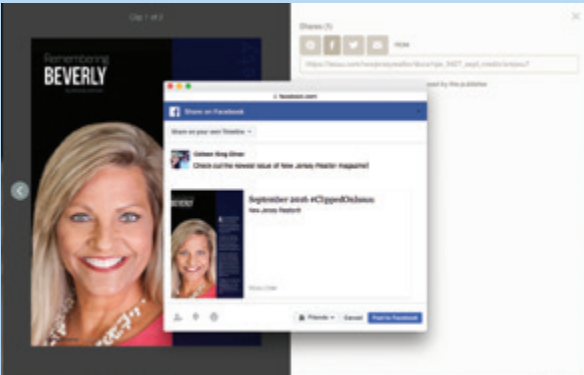
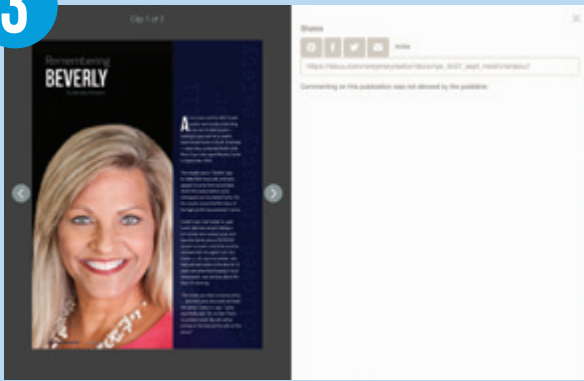
Once on the page you would like to share or save, click the red and white plus sign in the upper right hand corner.

2



Next, a box will appear. You can drag and reshape the box to fit over the part (or whole) of the page you want. Once selected, click "Clip It" on the bottom right.

3



Then you will be prompted to choose where to share the page — Pinterest, Facebook, Twitter, email and more. There's even a shareable link to promote.

All issues of *New Jersey Realtor*® are there for you, as well as an endless supply of other magazines from around the world. Don't stop at *New Jersey Realtor*®, there are thousands of publications located on Issuu for your enjoyment! ■

JOIN THE MOVEMENT

TO HIGHER COMMISSION SPLITS!!!

At Elite Realtors we offer the Highest Commission Splits in the state of New Jersey, with **NO FEES** of any kind!!!

90% to Active Agents

80% to Referral Agents

- Over \$400 Million Dollars of Real Estate sold
- Members of 6 MLS's
- Over 200 Agents*
- On site technology support
- Optimal internet exposure and support
- Greater autonomy for REALTORS®



Contact Dan & Fern Yanofski, Broker Owners

Email: info@EliteRNJ.com

www.EliteRealtorsOfNewJersey.com

Cell: 973-518-3635 | Office: 973-994-9009

160 South Livingston Avenue, Suite 208-209
Livingston, NJ 07039

**Includes active and referral agents*

LET'S TALK RISK

In late September, the New Jersey Realtors® Equal Opportunity and Cultural Diversity Committee hosted “Let’s Talk Risk,” which consisted of a networking session in the morning, followed by three exciting classes. The event kicked off with a networking breakfast to meet representatives from our partner associations: the Asian Real Estate Association of American, the National Association of Gay and Lesbian Real Estate Professionals, the National Association of Hispanic Real Estate Professionals, and the National Association of Real Estate Brokers.

Later, attendees were able to earn continuing education credits through a three-part class. First, New Jersey Real Estate Commission Executive Director Robert Kinniebrew gave an in-depth review of the laws and regulations of the Real Estate Commission. Then, NJ Realtors®

First Vice-President, Christian Schlueter, a former police officer, taught members tips and tricks on how to stay safe on the job. He discussed techniques to assess potential risks and develop safety protocols for client meetings, open houses, online interactions, and more. Finally, New Jersey Realtors® General Counsel Barry Goodman presented “Ethics in Advertising,” which helped members identify relevant advertising topics as they pertain to the specific Articles and Standards of Practice cited in the Code of Ethics, New Jersey Real Estate Regulations, and Housing Discrimination Laws.

This interactive program was hosted at NJ Realtors® headquarters in Trenton where members were able to network, learn, and ask questions in an intimate class setting. ■





BOARD / ASSOCIATION NEWS

RealSource Realtors®

Give Back to Students in Need

For 16 years the RealSource Association of Realtors® Community Service Committee has gathered every August to fill new backpacks with school supplies for local children in need to help them start the new school year with the necessary tools for success. This year, RealSource donated over 200 backpacks to organizations helping children in the surrounding communities.

“Giving back to the communities we work in is very important to us,” said RealSource Association of Realtors® Community Service Committee Chair Jeanine Soderlund. “With education being one of the most important tools a child can receive for their future, it’s important that these students are going back to school with the supplies they need in order to succeed in the

classroom. It’s also vital to their self-esteem that they go back to school looking and feeling more like their fellow classmates and less like a child in need.”

The backpacks were distributed through Social Services of Ridgewood, Center for Food Action in Mahwah, and Community Association with a Ministry to People Youth Development Program in Paterson. All backpacks were purchased by RealSource and supplies were donated by RealSource members.



MARKETPLACE

 **Commercial Mortgage Associates**
COMMERCIAL REAL ESTATE FINANCING

Looking for a Commercial Mortgage?

MULTI FAMILY • MIXED USE • OFFICE • RETAIL • INDUSTRIAL • SPECIAL PURPOSE

PROVIDING COMMERCIAL MORTGAGES FOR REALTORS THROUGHOUT NEW JERSEY SINCE 1989

OFFERING A VARIETY OF PROGRAMS TO FIT EACH CLIENTS NEEDS

CALL DIRECT! 973.316.5500

COMMERCIALMORTGAGENJ.COM | INFO@COMMERCIALMORTGAGENJ.COM

 **North Central Jersey School of Business, LLC**

- Offering Salesperson's & Broker's Licensing, Exam Prep, Continuing Education Courses
- Classroom or onsite at broker's offices
- Competitive rates and various payment plans

Gary Large, School Director
(973) 425-0110
WWW.NCJSB.NET

Wholly owned subsidiary of the North Central Jersey Association of REALTORS®

IT'S THAT TIME OF YEAR

RE/MAX of NJ Agents see the value in giving back to the communities in which they service. Our Associates do their philanthropic duties all year round but especially during the holiday season. From canned food drives to sponsoring charity events, RMNJ Agents find any way to give back to those in need while still managing to remain leaders in the industry. Finding the balance between providing for themselves and for others, is what being a RE/MAX of NJ Sales Associate is all about.



WHY RE/MAX?

FREEDOM TO GROW. FREEDOM WITH RE/MAX.

www.remax-nj.com/careers