



A Note from Our Officers...



Michelle Deal
President

Our National Women's Council of Realtors Midyear Legislative Meetings were held in Washington DC May 12th-14th, 2016. Although the convention is always full of so much valuable information and fabulous Networking from across the country, this meeting was especially meaningful to me.

It was my distinct honor as your 2016 President, to be able to represent our local Cape Coral Chapter, in one of the Midyear Legislative Sessions- Local Chapter Best Practices! The Cape Coral Chapter was chosen as one of five in the nation to be on this panel. The session was focused on chapter membership development, with particular emphasis on retention of first year members. I shared with the audience what our chapter, and our "team" had done to achieve both high numbers in recruiting and also retention of our members. I was given the opportunity to explain in my presentation and the Q & A that followed, Recruiting and Retention is a Chapter effort. It is not only the 1st reply to an inquiry but the reaching out to our members whether at our Networking events or Business Resource Meeting to answer questions, make members feel welcome, included and appreciated.

We have a wonderful and special chapter, I was so proud to be able to represent and share at a National Convention just how great we are!

Michelle Deal
2016 Cape Coral President

I LOVE the Washington DC convention, always so many great people from WCR chapters all over the country. To witness our chapter receiving an award of third place in the country for retention in the Mega category was fantastic!

Reflecting on the workshops, my favorite was the one with Brian Copeland. His topic was "The Art of Digitally Hugging your Clients" His power point presentation was powerful and he intertwined his personal life with the topic. The room was in tears at the end. Now I have great new marketing ideas about the different generations and how to appeal to each one. He will be in Orlando for the August Florida Association of Realtors and WCR meetings. Look for his session.



Pogo Gorwood
President Elect

Denise Aquila shared some good system techniques. She does NO marketing and is successful by simply working her sphere of influence. Her message was how to make clients for life. Laura Leyser is Canadian and spoke about branding and positioning yourself in the marketplace. We were given value proposition scripts to help increase sales.

The national and regional meetings are energizing and infuse new ideas to continue to grow and improve. I encourage everyone to attend.



Sandra Huber

On May 11th, 2016, I boarded the plane to attend my first REALTOR® Legislative Meetings and Trade Expo in Washington, D.C. My schedule was packed with Women's Council of Realtors (WCR) educational sessions and classes to learn the newest trends and technology.

I completed my Performance Management Network (PMN) designation in Washington, D.C. with a class "Networking and Referrals: Building Business and Profit" taught by Marki Lemons. She provided tools to incorporate networking in our social media efforts. Marki suggested apps to use in networking and referral procedures to make our day-to-day business easier. Putting my newfound skills to work, on my way back during my layover in Chicago I scanned the business cards of all the new connections I made into my new favorite app

The WCR reception I attended provided opportunities to meet WCR members from all over the US. I met a realtor from North Carolina looking for a realtor in Cape Coral for a friend considering selling his homes here. Just as a side note – the following link gets you to the WCR referral form. Store it on your phone so you always have it handy in case you run into another Realtor while on the road that wants to refer someone to you.
<http://www.wcr.org/media/ebcda620-8910-4af1-b620-e088bed75e4areferralform2015.pdf>

The best way to experience the power of knowledge and to keep up with the trends is to attend meetings and conferences. Two are nearby in Orlando. Mark your calendars:
Florida REALTORS® Annual Convention and Tradeshow, August 24 - 28, 2016, Orlando
National Association of Realtors® Convention and Tradeshow, November 2 - 6, 2016, Orlando

For the 10 percent of startups that survive, according to Forbes, there is what's called second-stage entrepreneurship. But what, exactly, defines second-stage entrepreneurship and how do businesses know when they've reached it?

[Read More](#)



Alex Evers
Treasurer



Bonnie
Sonnenberg
Secretary

Besides my role as Secretary on the Cape Coral WCR board, I have been a volunteer and board member of Cape Coral Caring Center and want to encourage WCR members to volunteer and donate to this generous food pantry.

Over 70,000 people in our community have been helped by the Cape Coral Caring Center since it was created in 1990 by Cape Coral Ministerial Association. The purpose is to assist families during temporary financial crisis. Many of these families were living normal lives, like you and me, until some misfortune occurred. We have to look to the community for support through cash donations, food donations, and volunteers. The Cape Coral Caring Center assists families needing food items, paying electric bills (when funds are available) and referrals to other agencies. To receive assistance, clients need proof of Cape Coral residency.

You can help by donating money or food. The Caring Center is located at 4645 SE 15th Ave, Cape Coral FL 33904. Food donations are accepted Monday thru Friday, 9 am to noon. Drop off at the back door. Please ring the doorbell. For large deliveries or pickups, please call 239-945-1927. Check out the website to see what items are needed. <http://www.capecoralcaringcenter.org/how-you-can-help.html>

With your help we can serve the less fortunate for many years to come.

Realtor Spotlight

Margie Birch says, "How blessed we are to live and work in paradise and be able to help other people realize this dream!" She joined Women's Council of Realtors (WCR) in 2014, serves as co-chair of Ways and Means Committee, and a member of the Marketing Committee. "It's been a great experience meeting the local leaders in the industry including realtor and affiliate members of WCR. I've built a great team of professionals that are always available to help with a problem or question. I attended my first two conventions last year, and plan to go to many more. They are all a great learning experience - and we have a little fun too!"



Almost a Florida native, her family moved to Florida from Long Island, New York, when she was a young child. She grew up in Miami Beach and lived and worked in the Fort Lauderdale area until moving to Cape Coral in 1999 with her husband John. They love the relaxed lifestyle, especially the beach, boating, fishing, golf, and truly taking advantage of all Southwest Florida has to offer.

Margie became a Realtor in 2010, worked for Miloff Aubuchon Realty Group for the past 4 years, and recently made a move to RE/MAX Realty Team. She says, "I am very excited to move to the next phase of my career, and RE/MAX can help me do that. The broker and agents there are very knowledgeable and helpful to each other." Margie's favorite part of real estate is meeting all the clients over the years and helping them realize their dream of living in 'paradise'.

Janette Dickinson - Best Title Solutions
Jonathan Lescisin - VanDyk Mortgage
Janice Wescott - Cross Country Mortgage

Local Strategic Partners

Donna Bohl - Imortgage
Sami Gravedoni - Frank & Sons Moving & Storage
Bettie Krebs - Alex Evers, CPA
Angela Petrick - American Title Insurance Co
Dee Sheffield - Guys and Dolls Skincare
Dale Wesp - Wesp Landscaping & Maintenance LLC
Marilyn Previor- JEHM Wealth & Retirement

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