



REALTOR® UPDATE

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August's Brown-Bag Luncheon

Ashby Village comes to the B.A.R.

Guest Speakers:

Shirley Habberfeld - Chair of the Ashby Village Board of Directors

Pat Sussman - Ashby Village Board of Directors

WHEN:

Wednesday, August 26, 2009

TIME:

Networking - 12:00PM, Presentation - 12:15 to 1:30PM

WHERE:

1553 MLK Jr. Way, Berkeley

Snacks for this event will be provided by Leslie Bandle with Wells Fargo Home Mortgage

Attendees are encouraged to bring a brown-bag lunch; coffee and water will be available.

To reserve your space please contact the B.A.R. office at 510.848.4288

Ashby Village comes to BAR Membership Luncheon August 26, 2009

Seniors have very few options when they can no longer live independently. They can move to a retirement community, hire someone to care for them or move in with their families. The first two options can cost up to \$10,000 per month and most seniors do not want to live with their kids. A group of Berkeley residents have been working to establish a program that will enable seniors to stay in their own homes as they age. It is called Ashby Village and is modeled on Beacon Hill Village, a similar program in Boston.

Ashby Village is a community based non-profit organization serving senior residents of Berkeley and Rockridge. It is a membership program which will provide the services and programs necessary to make aging in place a viable cost-effective option. Members of Ashby Village will be able to remain in their own homes and to be independent and comfortable rather than move to retirement communities.

Ashby Village will begin in January 2010. Members of their Board of Directors have been having Sunday afternoon house parties for the past several months to tell Berkeley and Rockridge residents about the program. They will be coming to the BAR Membership Luncheon on August 26 to tell us about their program.

Ashby Village is a cutting-edge approach to caring for seniors as they age. If you work with senior clients, have senior family members or friends, or are thinking about what you are going to do as you get older, do not miss this program.

For more information about Ashby Village, go to
<http://www.ashbyvillage.org>

or to learn more about resources for seniors in the East Bay visit
<http://www.eastbaysmartsenior.com/>.



RECESSION – PAIN OR OPPORTUNITY?

With Paula Pagano

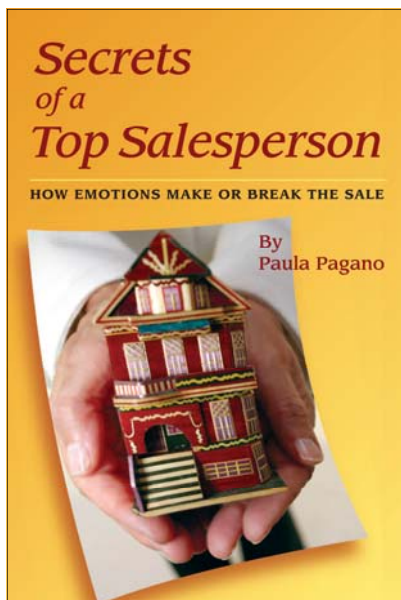
Learn the 3 Top Secrets to increase your business while others are in sleep 'recess' mode by:

- **Differentiating Yourself from Your Competition**
Who are you?
- **Minimizing Limitations**
What's not working for you?
- **Managing Your Emotions**
How do you remain confident, optimistic and balanced in this economy?

WHEN: Wednesday, September 2, 2009

TIME: 10:00AM - 11:30AM

WHERE: 1553 MLK Jr. Way, Berkeley



Thirty years ago, Paula Pagano, new to San Francisco from Laguna Beach, surprised everyone by becoming a top real estate agent in a tough residential market during a recession with 17% interest rates. Since then, Paula Pagano has remained a Top Producer and elected by her peers to serve on both the San Francisco Association of Realtors and the San Francisco Apartment House Association Board of Directors.

A trained Business Coach with CTI, Paula formed her own sales training company in 2003 called ClientConnect and recently wrote "Secrets of a Top Salesperson – How Emotions Make or Break the Sale", which has become a best seller on Amazon.

To reserve your space please contact the B.A.R. office at 510.848.4288

Marketing Yourself

With Kitty Cole

"The Traditional, The Internet and the Intangible"



Kitty Cole, a veteran business coach, trainer and former top producer with Mason McDuffie, will be speaking on Wednesday, September 9th at noon. She will cover some of the key points to success in today's market including many of the ideas that she has shared with her coaching clients.

WHEN: Wednesday, September 9, 2009

TIME: 12:00PM - 1:00PM

WHERE: 1553 MLK Jr. Way, Berkeley

To reserve your space please contact the
B.A.R. office at 510.848.4288.

Marketing Yourself on the Web

How to Maximize Your Full Potential on the Internet



Presenter : Amos White, CEO

What you'll Learn:

- Increase your internet leads and website hits.
- Increase your Search Engine Ranking.
- Get organized in scheduling your online strategies.
- Understanding the different Social Media outlets vs Online Marketing
- How to Maximize your Business Potential on the Internet.
- Learn business strategies using Twitter and Facebook.

**Wednesday, September 16, 2009
10AM - 12Noon
1553 MLK Jr. Way, Berkeley**

To reserve your space please contact the B.A.R. office at 510.848.4288

COMPUTER & PARAGON TRAINING AT THE B.A.R.

FREE for MLS Members!!

For reservations, contact EBRD at 925.906.5200 or visit them online at

www.ebrdi.com

Thursday, August 27, 2009

Paragon Essentials

9am - 1pm

Listing Load

1pm-4pm

Thursday, September 10, 2009

Paragon Essentials

9am - 1pm

PC for Real Estate Professionals

1pm-4pm

Now Available!

Gently Used
Supra iBoxes at
the B.A.R.

Limited Supply!



SALE

\$59 + tax

\$54 + tax for 5 or more

Call the BAR Office for details
510.848.4288



B.A.R. Community Funds Raffle

Enter for you chance to win an iPod Touch!

All proceeds benefit the
Workforce Housing and Homeless Fund
& the Youth Arts and Education Fund

ENTER TO WIN!

PURCHASE YOUR TICKETS TODAY!

1 for \$2.00

3 for \$5.00

OR buy a cookbook for \$15.00 and
receive 3 tickets!

REALTOR® UPDATE
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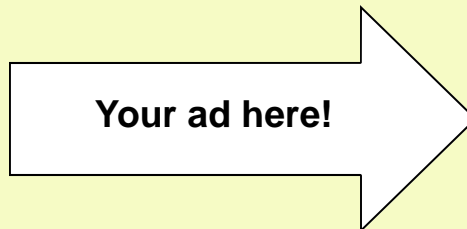
The Berkeley Association of REALTORS® is dedicated to serving its members by providing programs and services to enhance their ability to conduct business with integrity and competence, assuring a high level of professional conduct which benefits the community, and encouraging the preservation of real property rights.

BE SEEN!

By 600+ REALTORS® & Affiliates

Place your ads in the weekly At a Glance and/or the B.A.R. Newsletter

At a Glance - \$30
Full page newsletter - \$50



For more information contact Lea Mathewson with the B.A.R. office at 510.848.4288.

REALTOR Safety Tips

Tip #9

Don't walk ahead of a prospect.

When showing a home, always have your prospect walk in front of you. Don't lead them, but rather, direct them from a position slightly behind them. You can gesture for them to go ahead of you and say, for example, "The master suite is in the back of the house."

Tip #10

Check cell phone signal.

When you're showing commercial property, thick walls and/or remote locations may interfere with mobile phone reception. Be sure your phone is serviceable in the area in which you are showing the property.



AUGUST CALENDAR



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
03	04	05 Rescheduled July's Brown-Bag Monthly Luncheon 12:00PM Community Funds Committee Meeting 12:00PM	06 Tour Day	07
10	11 MLS Committee Meeting 3:00PM	12 Education & Professional Dev. Committee Meeting 1:00PM Green Council Meeting 3:00PM	13 Tour Day Paragon Training	14
17	18	19 Board of Directors Meeting 12:00PM	20 Tour Day	21
24	25	26 August's Brown- Bag Monthly Luncheon 12:00PM	27 Tour Day Paragon Training	28
30	31	REALTORS Resource for Seniors Council Meeting 3:00PM		