

REALTOR® Connection

714 S. Scarboro Ave., Lecanto, FL 34461

352-746-7550

www.raccfl.com

Message from the R.A.C.C. President

In Real Estate, it's the Pros Versus the Cons

Every buyer and seller would like to make the best deal possible. The best deal maximizes value and fits within the desired time constraints of all parties. Real Estate transactions are very complex and require the coordination of many players. Small hiccups can derail an otherwise smooth closing. Let's look at some common pitfalls that can happen in a real estate transaction and how a pro can beat the con.

Unqualified buyer: Professional REALTORS® ask buyers to seek financing before home shopping. Sellers may needlessly tie up their home for a buyer who will never qualify for a loan. Conversely, buyers who are ill-prepared financially waste time and money on home inspections and appraisals only to find out that they do not qualify for the amount required.

Unmarketable title: REALTORS® ask property owners questions to discover if a property is ready to be sold. Some properties require clouds to be removed from titles or probate to be completed. Probate can take months to complete,

wasting time and money. A local REALTOR® lessens the possibility of these problems. Nobody wants a 30-90 day delay to clear a title defect.

Overpricing and low offering: Professional local REALTORS® know local values and can advise sellers and buyers of the current market value. Overpricing a home wastes time and ruins the markets first look at a new listing. The first look is a onetime first impression of the home's value and the attitude of the seller. Likewise, buyers who lowball a home's value risk disrespecting the seller. Sellers have refused to sell to a buyer who submitted a disrespectful offer even after raising the offer price on subsequent offers. Lowballing hurts the buyers bargaining position. In both cases, you only get one chance at a first impression.

Missing contractual deadlines: Modern real estate contracts are complicated and detailed to protect all parties.

Local professional REALTORS® use impartial fair contracts. Napkin contracts are as good as a taxi ride to the courthouse. The penalties for missing a contractual deadline can be severe. Navigating the many dates and required duties is far easier with a professional REALTOR® who has been trained on the contract and closing procedures.

Hidden defects: By law, any defect that affects value must be disclosed. REALTORS® document in writing any defects disclosed by the seller. This assures a buyer that the home seller is not hiding or simply forgetting to disclose a costly or dangerous defect like a sinkhole or black mold. A local professional REALTOR® has toured many homes and knows the questions to ask.

All the above issues can happen to two honest parties that just do not know the law and lack the knowledge to effectively avoid the pitfalls. There is

another category of risk that can be avoided by utilizing a local professional REALTOR®.

Con artists: Con artists prey upon the unknowledgeable. Real estate con artists avoid REALTORS® because a REALTOR® brings the light of truth, honesty and full disclosure to the transaction. REALTORS® protect home owners from thieves that pose as buyers to case a home for valuables. REALTORS® protect buyers from sellers that hide and conceal dangerous and costly defects. REALTORS® protect all parties from costly law suits by ensuring everyone is in full agreement and that all agreements are in writing. Written contracts prevent forgetful people from making mistakes and keep slippery con artists from twisting words.

When the choice is between the professional REALTOR® or the risk of a con, the smart person knows to hire a professional REALTOR® to safeguard the transaction!

CJ Dixon, 2018 President, REALTORS® Association of Citrus County



CJ Dixon

R.A.C.C. Business Partner Spotlight for August



August spotlight is on Debbie Johnston, Mortgage Loan Originator with Patriot Lending Services in Central Florida.

Debbie started her career in the Real Estate/Mortgage Industry as a REALTOR® in the South. After earning her Broker's License in New England and specializing in Corporate Relocation, she realized that her passion was on the financing side of the business. She decided to follow her heart and relocated to join the mortgage division of the most successful Mortgage Bank in the Greater New Orleans area. It has been almost 20 years since she made that decision and worked to establish herself as a skilled mortgage loan originator.

Today, Debbie is an MLO with Patriot Lending Services in Citrus County working to help people realize their dream of owning a home. "Customers First" is her motto and she strives to

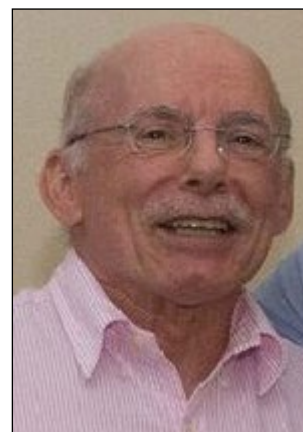
always match her clients with the best mortgage product to meet their needs. She is experienced in all types of loans including FHA, USDA, VA, Conventional as well as being a Certified Reverse Mortgage Specialist. She is always available to listen and help anyone who needs assistance with the path to homeownership.

Patriot Lending, established in 1994, offers an extensive loan product line and Florida Bond Programs. Loans are underwritten in-house simplifying the process for everyone. Please stop by their office located next to the Board of REALTORS® at 707 S Adolf Point, Lecanto, FL 34461 or contact Debbie at 352-601-1511, email: djohnston@patriotlending.com for more information or to make an appointment for a free consultation. Congratulations and we thank you for sponsoring and attending R.A.C.C. events.



Debbie Johnston

Florida REALTORS® Honor Society



Florida REALTORS® established an Honor Society to recognize active members in their state association and local associations for participation at the local and national levels of the REALTOR® organization; for activity in the National Association of REALTORS® Institutes, Societies and Councils; for designations earned, educational activities, and political involvement. Local associations submit an application based on points achieved for different activities for members meeting the level of distinction. The REALTORS® Association of Citrus County recognized four members who qualified for the Honor Society at the July 12 General Membership Meeting; the awards were presented by 2018 R.A.C.C. President CJ Dixon. Pictured above, from L to R: Ruth Edwards (RACC President-Elect, Only Way Realty Citrus), Michael Barth (Coldwell Banker Investors Realty), Linda Cridland (RACC AE, Past President-Cridland Real Estate) and, at left, Robert Tessler Jr. (R.A.C.C. Past President, Coldwell Banker Investors Realty).

REALTORS® Association of Citrus County Presents the

25th Annual R.A.C.C. Golf Tournament

Monday, Sept. 24 — 10:30 a.m. Shotgun Start, Citrus Hills Golf & Country Club

Benefiting: *Jessie's Place, Humanitarians of Florida, Inc., Citrus Cancer AID Foundation*

UPCOMING 2018 EVENTS/CLASSES

All events will be held at REALTORS® Association of Citrus County 714 S Scarboro Ave. Lecanto, FL 34464, unless noted otherwise. All events/classes are limited to Licensed Agents &/or Business Partners unless marked Public. For a complete listing, visit www.raccfl.com.

- Sept. 4 — New Member Orientation Day 1
- Sept. 12 — New Member Orientation Day 2
- Sept. 13 — REBar Camp 9-11 a.m.
- Sept. 13 — Annual Member Meeting Luncheon 11:30 a.m.
- Sept. 17 — Safety Class (2Hr. CE)
- Sept. 17 — Negotiating Skills for Today's Real Estate Professional (4 Hr. CE)
- Sept. 18 — Code Ethic (3 Hr. CE NAR requirement)
- Sept. 19-20 — YPN Summit Jacksonville (Next Wave) (Members)
- Sept. 24 — The 25th Annual Golf Tournament for Charities (Citrus Hills — Public Invited)
- Oct. 10 — Professionalism Success: Transaction by Transaction
- Oct. 11 — Contracts Class (4Hr. CE)

Sponsorship Opportunities

Corporate Sponsor...\$600

- Name appreciation on Tee Sign
- Sponsor Board Listing
- Four Tournament Entries
- Recognition in 2019 Brochure (logo)
- Complimentary Lunch & Drinks Day of Event

Platinum Sponsor \$300

- Name appreciation on Tee Sign
- Sponsor Board Listing
- Complimentary Lunch & Drinks Day of Event

Beverage Cart (4).....\$500

Food Sponsor (4).....\$300

Tee Sponsor \$100

Closest to the Pin..... \$100

Longest Drive\$100

Putting Green \$100

Driving Range \$100

Company Name _____
Address _____
City/Zip _____
Email _____
Phone _____
Payment _____
Signature _____

Tournament Highlights:

4-Person Best Ball Scramble

9:45 AM Registration At

Citrus Hills Golf Country Club

509 E. Hartford St.

Hernando, FL 34442

352-746-4425

\$70 Fee includes lunch, golf cart, green

fees, refreshments on the course,

Door Prizes, Cash Awards,

Multiple Drawings, 50/50 Raffle,

Mulligan Tickets

PRIZES FOR:

Longest Drive

Longest Putt

Men's Closest to the Pin

Ladies Closest to the Pin

Awards will be presented right

after play.

Interested in promoting your business,

provide a Goodie Bag item

(must provide 150 of each item: examples

of items- Golf balls, Tees, Sunblock, Ball

Markers, pens, pads). Items need to be

dropped off at RACC before 9/17/18

No private coolers allowed on

course.

2018 Tournament Player Sign-Up

CART #1 Sign-Up

Name _____

Address _____

City/Zip _____

Email _____

Handicap _____ Phone _____

Payment Enclosed _____

CART #1 Sign-Up

Name _____

Address _____

City/Zip _____

Email _____

Handicap _____ Phone _____

Payment Enclosed _____

CART #2 Sign-Up

Name _____

Address _____

City/Zip _____

Email _____

Handicap _____ Phone _____

Payment Enclosed _____

CART #2 Sign-Up

Name _____

Address _____

City/Zip _____

Email _____

Handicap _____ Phone _____

Payment Enclosed _____