



## President's Letter



**Sandra Fernandez**, CRS,GRI,PMN,TRC,AHWD,CIPS,SFR, CDPE,CRB,BPOR,SRS,ART,MRP

The winds of change will push you to a new level if you just spread your wings. We aren't in the Real Estate business to be average, we want to pursue excellence. This is why we are CRB. Every day I hear someone say that they are "waiting for the good times to return". Just what does that mean?? For most of the REALTORS who express that philosophy, it means just sitting, complaining and waiting for something to happen. Well, something actually is happening every day and if we aren't part of the happening we will get lost and will never be able to return to the work we love. Sounds harsh?? It is, but it's real truth that we have to face. Don't let it happen to you, become a CRB.

A bright light radiates from your national CRB, who spends countless hours in the decision making process in order to bring members the tools and education to keep them top in the profession. I will also like to thank our sponsors whose contributions ensure that all our events and educational programs with the Florida CRB chapter to be a success. Their contributions are invaluable, and if anyone is interested in sponsorship you may contact me, Sandra Fernandez at [sandra@fernandezhomes.com](mailto:sandra@fernandezhomes.com) or ((305) 342-2960.

The success of any organization depends on the combined efforts of their leaders and with this being said, I would like to thank my 2015 Board of Directors, Andre Boutte, President-Elect, Vicky Santa, Secretary, Honorah Giumenta, Treasurer and Elizabeth Ruvo, Immediate Past-President.

## MID-WINTER CRB BREAKFAST

## CRB Washington DC Meetings.



## CRB Meeting in action

The CRB meetings are where decisions are made that effect all our membership. Most of the meetings are open to the CRB designees and will give opportunities to see where you might want to serve.



## Our Florida Leadership

Between meetings is an excellent opportunity to gather for networking. In this photo is Vicky Santana, Sandra Fernandez, Michael Bindman, and Marcie Roggow.



## Presentation Panel

Sandra Fernandez presents our CRB display at the Washington DC meetings.

## Gold Sponsors



## Silver Sponsors



The Arrow Exterminators Family of Companies  
[arrowexterminators.com](http://arrowexterminators.com)

## Event Sponsors



## Leadership 2015 Officers:



**President:**

**Sandra Fernandez, CRB, CRS**

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**Secretary:**

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**Past President:**

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**2015 Convention & Trade Expo**

**August 19 – 23, 2015**

**Rosen Shingle Creek – Orlando, FL**

Host & Sponsor



## Know someone that would like to earn their CRB?

### Requirements for CRB Designation

This overview was created to provide a synopsis of the Program Requirements. All Candidates are subject to the full CRB DESIGNATION PROGRAM REQUIREMENTS. A copy will be provided upon acceptance of Candidate application. If you would like to review a copy immediately call **800.621.8738**.

### Core Requirements

- Submit Candidate Application accompanied by required documentation (if applicable), application fee, and required dues.
- Obtain Membership in the NATIONAL ASSOCIATION OF REALTORS® as a REALTOR® or REALTOR® associate.
- Obtain at least two consecutive years of management experience prior to designation (may be obtained while a Candidate) and submit a management resume outlining this experience.
- Earn twelve (12) credits within four years of application

### Management Experience

Management experience is defined as being directly responsible for the management of a real estate business as an owner, broker, active principle, or as having functioned as a supervisor of one or more individuals (including assistants) and/or other real estate business management functions. Others may qualify, please contact the Member Services Department with any questions.

### Management Resume

A management resume should be submitted on company letterhead and include the signature of the current Principle Broker (applicant if applicable), a list of all management position(s)/title(s) held (indicate ownership/partnership), number of years spent in position(s), and employment dates in position(s) from month/year to month/year.

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**Don't miss the upcoming – Florida 2015 Convention & Trade Expo**

**AUGUST 19-23, 2015**

**Rosen Shingle Creek Resort**

**Orlando, FL**

### CRB Schedule of Events

**Tuesday, August 18<sup>th</sup>**

8:30 am – 5:00 pm

CRB Course – Wekiwa 2

**Wednesday, August 19<sup>th</sup>**

8:30 am – 5:00 pm

CRB Course – Wekiwa 2

2:30 pm – 4:15 pm

Education Session sponsored by CRS, CRB & WCR – Sebastian I ¾

**Thursday, August 20<sup>th</sup>**

8:00 am – 9:30 am

CRB Breakfast – Cala Bella

1:45 pm – 2:30 pm

CRB Leadership Meeting – Wekiwa 10

2:30 pm – 3:15 pm

CRB General Meeting – Wekiwa 10

3:30 pm – 5:00 pm

Real Estate Brokerage Management Forum – Wekiwa 10

Sponsored by CRB Chapter

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# Florida REALTORS 2015 Convention & Trade Expo

**MAKE MORE MONEY.** More than 30  
education sessions in six learning tracks —  
technology, trends, productivity, broker, personal  
growth or CE— classes that boost your business!

## CELEBRATION<sup>15</sup> Florida Realtors® Convention & Trade Expo

**REGISTER TODAY**  
[floridarealtors.org/convention](http://floridarealtors.org/convention)

Join the Florida CRB Chapter at the Convention! Meet, mingle, learn, and share ideas. Not a member of the Florida CRB chapter yet? Now is the perfect time to join. Click on the JOIN tab in the navigation bar and become a chapter member today!



**MEETING DATES:**  
AUGUST 19-23  
**TRADE EXPO:**  
AUGUST 20-21  
Rosen Shingle Creek, Orlando



## Why Earn your CRB Designation?

The CRB Council has been enhancing the productivity and profitability of managers, owners and brokers since 1968. The Council provides the tools you need to reinforce your professional development and sharpen your competitive edge.

### Education with an Edge

Stay ahead of the competition...learn new trends and business strategies to improve individual and company performance...receive practical and proven tools and ideas.

Our educational offerings are all new and completely redesigned to deliver the knowledge and resources you need to create opportunities to excel. After taking our courses, you will be better positioned to develop and streamline operating practices, market and position your company, and better understand how to keep brokerage costs in check. You can attend CRB courses in locations across the country throughout the year. [Classroom-based programs](#) provide a rich setting for the sharing of important professional knowledge and networking. Many long-term business connections are forged during these programs. Many CRB courses are also offered online through our [e-Learning Center](#).

## 2 Courses/2 Days – 1 Price – REGISTER NOW!

### Two great courses for 1 price: \$249 for non-Florida CRB

### Chapter members, \$199 for Florida CRB Chapter members.

If you are a member of the Florida CRB Chapter you can take both the Power Negotiator's Playbook Course and the Technology Class for the low cost of \$199 for BOTH!! – – – Not a member of the Florida CRB Chapter? Then the cost for both classes is \$249. There is NO BETTER TIME to join the Florida CRB Chapter than right now! Membership is only \$35 and as a member you can take both these classes for the member price of \$199. Let's see . . . \$35 plus \$199 = \$234. You can save \$15 on both courses by joining the Florida CRB Chapter today. Click here to become a member now!

### DAY 1:

#### The Power Negotiator's Playbook – 1 day course

DATE: Tuesday, August 18, 2015

TIME: 8:30 a.m. – 5:00 p.m.

LOCATION: Rosen Shingle Creek – Wekiwa 2  
9939 Universal Boulevard, Orlando, FL 32819

This new 1-day Course is an interactive experience to help negotiators elevate their game! This course examines all types of negotiation formats and methods so that today's negotiators can play the game to win. A full spectrum of tips, tools, techniques and advantages will be provided so that negotiators can provide effective results for their client. This 1-day course is worth 2 CRB Credits, and is also recognized as both an ABR and SRS elective course!

### DAY 2:

#### Communicating with Today's Tech Savvy Consumer- 1 day course

DATE: Tuesday, August 19, 2015

TIME: 8:30 a.m. – 5:00 p.m.

LOCATION: Rosen Shingle Creek – Wekiwa 2  
9939 Universal Boulevard, Orlando, FL 32819

A NEW Technology class is also being offered on Wednesday, August 19th.

**This class is NOW APPROVED for 7 Hrs CE!!**

The class features the following topics:

- Tech Self Evaluation
- How Technology Changed the Market
- Today's Consumer Buying Habits
- What Products Consumers Rely On
- Web Information
- Technology purchases you should be considering
- 7 "C's" in Tech Marketing
- Getting Your Message to the market
- Working Mobile—Effectively
- Security Tips
- Top New Apps & more, more, more
- FL credits applied for...

**For more information on this course contact:**

**Nancy Macaluso**

**561-301-2171**

[Nmacaluso@comcast.net](mailto:Nmacaluso@comcast.net)

