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LIREaltor.com

2013 Long Island Median Home Prices Up ROBUST CLOSED AND CONTRACTED SALES ACTIVITY DRIVEN BY FAVORABLE AFFORDABILITY CONDITIONS

By *Tricia Chirco*
Marketing and Communication Director

The Multiple Listing Service of Long Island, Inc. (MLSLI) released the 2013 year end housing figures for Long Island, which includes Nassau, Suffolk, and Queens, and reported a \$365,000 closed median home price in 2013. The closed median home price represents a 3.7 percent increase over \$352,000 reported for 2012. As indicated in the data table below, Queens, Nassau and Suffolk County reported slightly higher closed median home prices in 2013 compared to 2012.

Sales activity showed very healthy gains. The number of Long Island closed sales in 2013 was 32,547, representing a 19.2 percent increase over 2012. The total number of contracted sales for Long Island exceeded the 35,000 mark, which was a sizeable 21.1 percent gain over 2012 transactions. The substantial gains in activity were due to a number of factors. One of the factors

was that the favorable housing affordability conditions motivated consumers to buy for the first time, or motivated sellers to list and sell and move to the house of their dreams. Second, we also need to recognize that in the latter part of 2012 Long Island was still recovering from the affects of Super Storm Sandy, which slowed down real estate transactions during November and December of that year.

This year's housing market is expected to hold steady according to Lawrence Yun,

NAR's Chief Economist. We are in a healthy and stable market that is expected to continue in 2014. Yun also notes that he expects home prices to continue to trend upward, as low inventory continues to influence pricing. When the winter weather finally breaks, we are hopeful that home owners who were hesitant to sell in recent years, will reassess their situation, get a new CMA, and find themselves in a different position. We could then see increased seller activity and higher inventory levels later this year.

2013 Long Island Housing Data

Category	2013	2012	Change
Long Island Median Home Price	\$365,000	\$352,000	3.7%
<i>Nassau County Closed Median Home Price</i>	\$415,000	\$399,000	4.0%
<i>Suffolk County Closed Median Home Price</i>	\$320,000	\$310,000	3.2%
<i>Queens County Closed Median Home Price</i>	\$368,000	\$360,000	2.2%
Long Island Contracted (Pending) Median Home Price	\$361,000	\$350,000	3.1%
Long Island Closed Sales Activity	32,547	27,295	19.2%
Long Island Contracted Sales Activity	35,078	28,974	21.1%

Social Media Campaign:

Get in Business with Pinterest



By now, most real estate professionals have already successfully incorporated social and digital media into their real estate business, using networks such as Facebook, Twitter and Google.

One site that not enough brokers are taking advantage of is Pinterest. Pinterest can help collect and organize information about homes, neighborhoods and just the business of real estate in general. According to recent data released by Pinterest, there are now over 12 million members and more than 20 percent of all Pinterest users connect to their personal Facebook profiles. Quite impressively, the number of Pinterest referral traffic tops that of YouTube, LinkedIn, and Google+ referral traffic combined.

Study after study shows that today's tech-savvy homebuyer would rather see than be told, that's where the power of Pinterest comes in. Pinterest connects people through shared pictures and information. When one photo is pinned, other users can 'like' the posted pin, comment on it, and/or re-pin to their own board. For example, when you're selling a house in a particular neighborhood, you can open up the Pinterest site to allow others to post photos and comments about their positive experiences in the area. This is a great way to get positive feedback about schools, restaurants, parks and everything the town has going for it. Through the use of visuals, you can showcase your story and your brand.

For more visual inspiration visit LIBOR's Pinterest page at www.pinterest.com/lirealtors.

And be sure to stay connected with LIBOR on Facebook — www.facebook.com/LIRealtor and Twitter — <https://twitter.com/LIRealtors> for all of the up-to-date news and happenings in real estate!



Senate Vote

SENATE PASSES FLOOD INSURANCE BILL, MEASURE NOW MOVES ON TO THE HOUSE OF REPRESENTATIVES



By Government Affairs Department

ON JAN. 30, 2014, the United States Senate voted 67-32 to approve the Homeowner Flood Insurance Affordability Act (S. 1926), sponsored by Senators Menendez (D-NJ) and Isakson (R-GA).

THIS BIPARTISAN LEGISLATION, an NAR member priority, calls for a 4-year timeout on rate increases triggered either by a property's sale or a flood map update for a property with previously grandfathered rates. NAR provided Congress with expert testimony suggesting that many of these increases are excessive and inaccurate. The bill also creates a flood insurance advocate within the Federal Emergency Management Act (FEMA) to investigate home owner complaints of multiple different or excessive rate quotes.

THE SENATE VOTE sends the measure to the House of Representatives, where Reps. Grimm (R-NY) and Waters (D-CA) have already built an impressive list of 181 co-sponsors in favor of the bill; a total that is 30 votes shy of a House majority. NAR will redouble its efforts there to persuade the House leadership to bring a similar bill up for a floor vote at the earliest opportunity.

OPEN HOUSE



LONG ISLAND BOARD OF REALTORS®
Announces 5th Long Island & Queens
OPEN HOUSE WEEKEND
Saturday, April 5 — Sunday, April 6

Be sure to visit www.LIRealtor.com in the upcoming weeks, for information including how to register your office and where to receive promotional items. Don't miss out on the opportunity to get your office, and your listings noticed by the potential buyers in your area.



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CONTRIBUTORS

- Bettie Meinel, President, LIBOR
- Cathy Nolan, Esq., Goldson, Nolan, Connolly, P.C.
- Anthony Atkinson, President, MLSLI
- Randy L. Kaplan, Director Government Affairs
- Liz English, RPAC Chairperson
- Dana Nowick, Product & Services

Long Island Board of REALTORS® is a non-profit organization formed for REALTORS® for the betterment of their communities, their profession, and their livelihood.

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LIBOR’s governing documents, conflict of interest policy and financial statements (including IRS Form 990) are available for inspection during regular business hours upon request by appointment.

President’s Message

By Bettie Meinel, LIBOR President



We are off to a roaring start! All Chapter Officers and Directors have been installed at their respective Divisional meetings and are ready to get to work on your behalf. The boards had their first meetings and are ready to tackle important issues. Committee Chairs have all discussed and scheduled their first meetings with staff. Please be ready to participate by attending and bringing your ideas and expertise.

Our close of 2013 found most agents with a much better year and the indicators are pointing towards another good year. But recent bad weather and a two day drop of over 500 points in the Dow Jones are quick reminders of possible challenges and setbacks. The REALTOR® Magazine indicated that the multiple bids on properties in the Northeast during our recent bad weather have slowed tremendously.

This year the Inman Conference in NYC was all about working with industry partners. Partnering — Treating the many service providers and real estate sites as partners to further develop your access to serious buyers and provide the ultimate exposure for your seller’s property. The last day was all about the Global Market. Again, partnering with agents, local and abroad, to further this area of your business is key to success; whether selling locally or possibly abroad. Top agents across the country shared their business model. And of course social media and agent evaluations continue to be hot issues.

And finally, are you prepared for the MLS switch? Are you using the MLSLI mobile app? Do you have all the tools and apps that are available for you to be totally prepared on the road? The mobile agent has the advantage today as the consumer is ready to do business.



Our close of 2013 found most agents with a much better year and the indicators are pointing towards another good year.



19 | FEBRUARY

- **MLSLI Board of Directors**
9:30 am
LIBOR West Babylon
For more details
email: adminsupport@mlsli.com

20 | FEBRUARY

- **LIBOR Executive Committee**
8:45 am
LIBOR West Babylon
For more details
email: adminsupport@mlsli.com

21 | FEBRUARY

- **Western Queens Chapter Luncheon**
12:00 pm
Riccardo's by the Bridge, Astoria
Future Trends in Real Estate
Speaker: Joseph Mottola, CEO of LIBOR & MLS. Visit:
<http://westernqueens.lirealtor.com>

25 | FEBRUARY

- **LICN Education-Networking Breakfast**
8:00 am
Parade Diner, Woodbury,
LEASE VS. BUY - Presented by:
Edward S. Smith Jr.
Visit: <http://www.licommercialnetwork.org/>

25 | FEBRUARY

- **Nassau South Shore Chapter General Membership & Breakfast Meeting**
9:30 am
Merrick Park Golf Course Building, Merrick
Flood Zones - Flood Insurance: What Must Brokers and Agents Disclose? Visit: <http://nassausouthshore.lirealtor.com>

25 | FEBRUARY

- **Suffolk South Shore Chapter New Agent Cocktail Party**
6:00pm
Farrell's, West Islip
Visit: <http://suffolksouthshore.lirealtor.com>

26 | FEBRUARY

- **Northeast Queens Chapter & CAREA USA Inc. Co-Hosing a Day of Education**
9:00am
Queens Crossing - Mudan Banquet Hall, Flushing
Environmental Issues & Law of Agency. Visit: <http://northeastqueens.lirealtor.com>

27 | FEBRUARY

- **JAMAICA Central Queens Chapter Meeting**
6:00 pm
Roma View, 160-05 Cross Bay Boulevard, Howard Beach
Round Table Cocktail Event
Visit: <http://jamaicacentralqueens.lirealtor.com/newsevents/events-page/>

28 | FEBRUARY

- **Suffolk North Shore Chapter Blood Drive**
2:00 pm
Neighborhood House, East Setauket
Visit: <http://suffolknorthshore.lirealtor.com>

5 | MARCH

- **MLSLI Executive Committee**
9:00 am
LIBOR West Babylon
For more details
email: adminsupport@mlsli.com

13 | MARCH

- **LIBOR Executive Committee**
9:00 am
LIBOR West Babylon
For more details
email: adminsupport@mlsli.com

19 | MARCH

- **LIBOR Board of Directors**
9:30 am
LIBOR West Babylon
For more details
email: adminsupport@mlsli.com

Executive planner at a glance

[HTTP://WWW.LIREALTOR.COM/CHAPTERSANDDIVISIONS/DEFAULT.ASPX](http://www.lirealtor.com/chaptersanddivisions/default.aspx)

Our Sights are Set on Global

We are pleased to provide ongoing information about the growing global buying market. Look for this new section in future issues as we get ready to launch our formal global initiative.

Getting Acquainted With Global



By Lisa Stellato, Business Development Manager

- 1) Do you know the difference between the terms global and international?
- 2) Can you name the top five countries where global buyers are searching from who are looking to purchase a home in Queens, Nassau and Suffolk?
- 3) Do you know what BRIC stands for?
- 4) Can you convert US Dollars into Euros? How about square feet into square meters?
- 5) Did you know that you could increase your income by working with global buyers?
- 6) What is your global strategy for 2014?

IF YOU WERE UNABLE TO ANSWER one or more of these questions, it might be a good time to start monitoring news sources regarding the countries that are of the most interest to you. It also might be a good time to consider attaining the Certified International Property Specialist (CIPS) designation from NAR, which provides the critical education, tools and networking resources for successfully selling to global buyers. With more than 2,500 CIPS designees from over 40 countries, the CIPS network provides access to referral sources that can help you provide a smooth transition for buyers here and abroad. Find details on CIPS at www.realtor.org/global.

WHAT IS THE DEFINITION of global vs. international?

Global is an all-inclusive term for buyers in the US as well as those from other countries, and transactions are conducted worldwide. It also includes first and second generation buyers representing cultural diversity. International is used less often because it typically connotes activity outside the US. Likewise for the usage of foreign.

BRIC NATIONS represent important emerging markets and opportunities for real estate sales. The newly wealthy as well as young millionaires from these countries are looking to invest in properties in our area. The median price of foreign investment in residential property is almost \$100,000 more than what domestic buyers pay, and transactions are frequently paid in cash.¹ What's more is that prospective buyers from two of the BRIC countries — India and China — are also two of the top five countries searching online for property locally.²

WHEN WORKING WITH INTERNATIONAL BUYERS, it is good practice to convert the asking price of the property into the buyer's home currency, for instance US Dollars into Russian Rubles. Also, be mindful that their units of measurement are based on the metric system, not the imperial system that is commonly used in the U.S. Therefore converting acres into hectares and square feet into square meters is essential when communicating the size of a lot, house, room, etc.

CONTINUED ON PAGE 8

2013 LIBOR Chapter
Acknowledgements

& 2014 Installation
Coverage



To see all the photos from the Queens, Suffolk and Nassau Divisional meetings visit www.facebook.com/LIRealtor.

Government News Briefs

NYSAR Discusses Legislative Agenda at Mid Winter Business Meetings

By Government Affairs Department



The local real estate boards and associations from across NY State met the week of February 10-14 to discuss various items on the real estate agenda including the legislative agenda for 2014.

The Top 2 Legislative Bills that LIBOR and NYSAR are supporting are: Mandate Relief

NYSAR joined a coalition of 11 business, local government and education organizations to launch "Let New York Work: A Common Agenda for the Common Good." This initiative was designed to advance significant mandate relief in New York such as making the pension system predictable and affordable, reducing the costs of construction on public/private projects, and reforming the Scaffold Law. To date the coalition has been successful in supporting Tier VI implementation and the takeover of Medicaid growth by the state. NYSAR will continue to work with this coalition this year to advocate for mandate relief for New York's local governments and school districts.

Broker Rebates (A.7979 - Lavine/S.5693 - Zeldin)

NYSAR supported legislation clarifying and codifying the ability of brokers to offer buyers and sellers, landlords and tenants, rebates and other monetary incentives for using their real estate broker services. The legislation amends §442 of the Real Property Law titled "Splitting Commissions," to explicitly state that nothing shall prohibit a broker from offering any part of a fee, commission, or other compensation received by the broker to the seller, buyer, landlord or tenant as an incentive for using the services of that broker. Per the NYS Department of State and the NYS Attorney General, broker rebates/incentives are legal. This legislation simply clarifies the existing statutory language.

The Top 2 Laws LIBOR and NYSAR is opposing are: Source of Income (S.168 - Squadron, S.187 - Squadron/A.5437 - Crespo; S.2716 - Adams)(Part E, Program Bill #9 - Governor Cuomo)

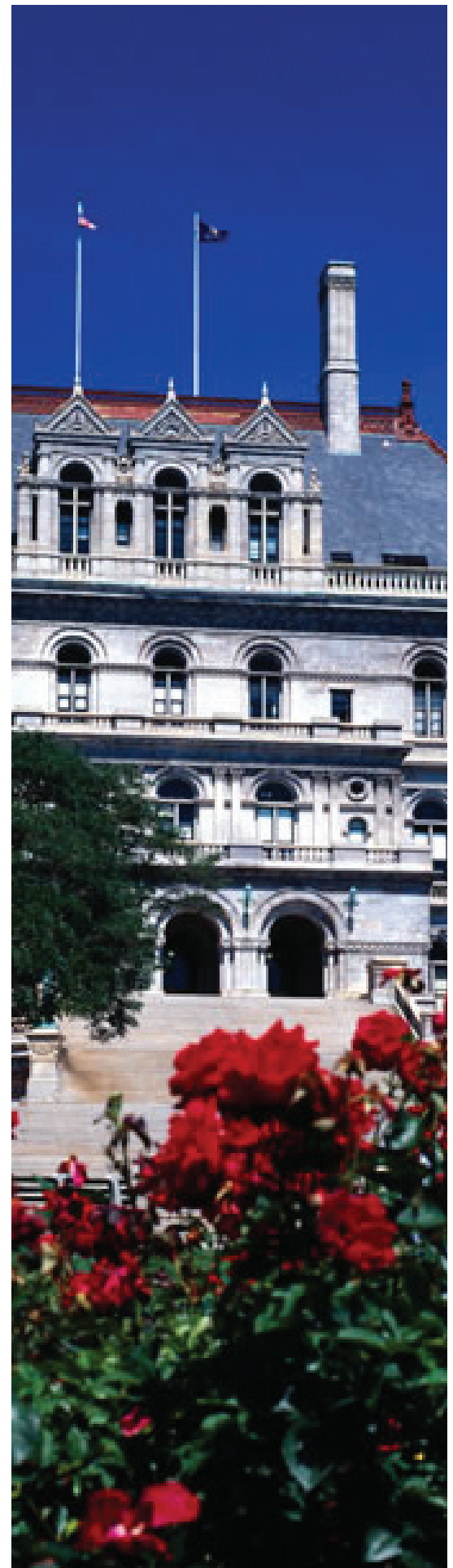
STATUS: Defeated

NYSAR opposed legislation seeking to add "source of income" as a protected class in New York State Human Rights and Executive Law. The sweeping language of these bills would constitute a serious intrusion on the rights of property owners to conduct their own business with prospective purchasers and renters.

Requirement of License Number Disclosure (A.4216 - DenDekker)

Status: Defeated

NYSAR strongly opposed legislation requiring every real estate salesperson and real estate broker involved in or present during a real estate transaction to include his or her license number on every document requiring a signature. This bill is unnecessary, burdensome and will not achieve its desired result.





Q&A

By Liz English, RPAC Chairperson

1. What exactly is RPAC? It is the Realtor's Political Action Committee, the group that, at LIBOR, NYSAR and NAR, raises money to support legislators who are Realtor® friendly.

2. Does my RPAC investment go to both Republicans and Democrats? Yes, and to Libertarians, Independents, etc, as well — any legislator who supports THE REALTOR® PARTY.

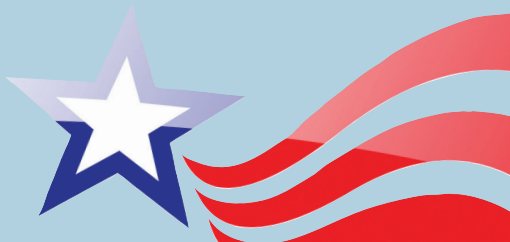
3. What if I do not like that politician's position on a non-Realtor® issue? Any local, county, state or federal legislator who has helped prevent legislation onerous to home ownership from becoming law may receive our financial support. Sorry.

4. Why 'MAY receive our financial support'? Quite honestly, less than 25% of LIBOR's membership makes even the minimum \$25 — less than 7 cents a day!! — investment (\$125 — less than 35 cents a day!! — minimum for brokers) so we do not have enough money to say "thank you" to all those who support our issues.

5. I am not a top producer; why should I give any of my hard earned dollars away? If you are in business, you are in politics. If you make just \$10,000 and invest a mere \$25, that is just .25% of your income. Skip Starbucks or Dunkin for a week or two and you will have that \$25 to help keep yourself in business.

6. UH?? RPAC could also be called Realtor's Protection Against Catastrophe. Would it be catastrophic if we lost the Mortgagee Interest Deduction? Very likely. We have the ears of many members of Congress who are helping us end that conversation in Washington.

7. We do? Absolutely. Our investments get us seats at our legislators' tables because, if we are not AT the table, we risk being on the menu!!



CONTINUED FROM PAGE 5

Our Sights are Set on Global

Getting Acquainted With Global

WE WILL BE CONDUCTING A GLOBAL SURVEY to gather critical feedback from our members' perspective. The findings will be incorporated into our new global business strategy that we will work closely with NAR to develop. A new section on LIRealtor.com dedicated to global will feature news, tools, resources and educational opportunities to help you build a successful global plan.

What does starting your own global business program in 2014 mean for you? More Money!!!!

For more information, contact Lisa Stellato, Business Development Manager, at lstellato@lirealtor.com.

Answers to above questions:

- 1) NAR's definitions as stated in second paragraph above.
- 2) India, Philippines, Canada, China, Ukraine.
- 3) Brazil, Russia, India and China.
- 4) Go to www.xe.com for live currency exchange rates and converter. Go to www.metric-conversions.org for help with measurement conversions.
- 5) Building your network to include selling and referring globally can help you increase your income. Obtaining the CIPS designation can help you achieve this goal. CIPS details at <http://www.realtor.org/designations-and-certifications/cips-designation>.
- 6) Visit www.realtor.org/global for global resources. And be sure to complete the member survey when it reaches your inbox!

Sources:

¹ According to NAR 1/21/14, 62% of foreign investors pay cash.

² Google Analytics report for period 10/1-12/27/13.

By Cathy Nolan

Goldson, Nolan & Connolly, P.C.

General Counsel

Q. What do I tell a tenant who calls and asks if the landlord takes Section 8 when the landlord has told me he does not want any programs?

A. In Suffolk, where Source of Income is not a protected class, you tell the tenant what the landlord has said. In Nassau and NYC, where Source of Income is a protected class, you do not get the question since you did not take the listing!

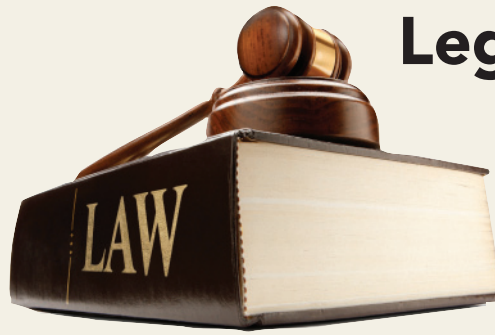
Q. Why do I have to share my commission with a lawyer or non-MLS agent who wants to get paid for either being or bringing the buyer?

A. You do not have to!

Q. What do I do when a buyer refuses to sign the Agency Disclosure Form?

A. You sign the Affirmation stating you gave the buyer the form and he refused to sign it.

Q. What do I do when a buyer wants me to represent him but he refuses to sign a



Legal 'Q & A'

Buyer Agency Agreement with me?

A. You drop the buyer off and go get a listing from a seller who will sign a Listing Agreement!

Q. If I am a broker's agent but I do not like the amount of commission the listing broker is offering, can I negotiate for a higher amount?

A. No, only a buyer broker can negotiate for an additional compensation from the seller out of the transaction.

Q. When do I get the seller or buyer to sign the Agency Disclosure Form?

A. At the first substantive meeting. In other words, as soon as you start talking about real estate and the par-

ty's desire to sell or buy.

Q. Can I flip a short sale?

A. No!

Q. Do I have to disclose information about damage from Sandy if the buyer does not ask?

A. Yes!

Q. If an agent from another office takes a buyer to the same property I have shown the buyer, and then the buyer buys the house, what can the other agent and I do?

A. You can arbitrate at the Board.

Q. Will I win?

A. I never know!



2014 NYSAR Mid-Winter Business Meetings

The 2014 NYSAR Mid-Winter Business Meetings kicked off Sunday, February 9, 2014 at the Desmond Hotel & Conference Center in Albany. On Monday evening, the 2014 NYSAR Leadership Team of President JP Endres, President-elect Mike Smith and Secretary/Treasurer Linda Bonarelli Lugo were inaugurated into office.

During the General Session held on Tuesday, February 11th, NYSAR President JP Endres provided a recap of NYSAR's activities on behalf of its members, and the 2013 RPAC Awards were presented. In addition, NAR President Steve Brown will gave an industry update and speaker Alex Sheen gave the keynote address, "Because I Said I Would."

Pictured, 2013 RPAC Trustees Chair Liz English announcing the RPAC Awards at 2014 Mid Winter Business Meetings in Albany.

MLSLI Info Line

By Anthony Atkinson, MLSLI President



The New Horizon

As the sun set on 2013 the dawn of the New Horizon begins and continue its steady pace to the recovery of the housing market for 2014. For those Realtors® who survived the worst recession in the United State you have much to be thankful for. Speaking to many brokers and agents 2013 was the best year they had in the last 5 year. However, for some 2013 was a very slow start due to the devastating effect of Super Storm Sandy. Despite the different result experience by Realtors in 2013 the outlook and projection for 2014 is extremely positive. I am looking forward to working with you to take on a brighter and bigger New Year.

While we are experiencing some unusual cold weather on Long Island and Queens the temperature in the Residential housing market continued to heat up at a steady pace in terms of activity in both closed and pending sales. Both closed sales and pending sales have shown significant gain in December compared to the same time last year. According to the MLS housing market report the closed sales were up 9.9 percent, pending sales rose 14.3 percent, and median sales price was up less than 1 percent compared to December 2012. Some of our markets remain weak due the impact of Sandy while many other local markets are seeing sales recovery strengthen.

This is particularly encouraging since interest rates have slowly increased throughout the year without appreciable impact on sales. Sellers are receiving the highest percentage of their list price since 2007, which may bring more homes into the market at a time when in-



ventory is lacking, Seller confidence is crucial to refilled inventory bins. Well priced homes are selling at a brisk pace and will be keeping REALTORS very busy this year.

The December market posted 2,772 closed sales, up 9.9 percent from the December 2012 total of 2,523. The median sales price reached \$360,000. Available inventory is 18,678 representing a decline of 13.4 percent over last December of 21,582. This is the first time since 2005 that the residential inventory falls under the 20,000 mark.

MLS is your Partner for Success. The New MLSTECH website demonstrated that very clearly that MLS is your trusted partner with an unwavering commitment to help you grow your business in 2014 and beyond. Whether you are just starting out in your Real Estate career, or you are a seasoned veteran of the trade looking to take your business to the next level, MLSLI offers a complete line of innovative products and services that can help you improve your service and increase your sales. In a market where buyers and sellers need instant information the Stratus MLS Mobile help you to provide excellent service by keeping you connected on the go and provides access to listings, open houses, public records, contacts, favorite listings and searches, your personal listings, MLS/LIBOR News and Help.

This is the New Horizon we all have a chance to find the sunshine to make your business better. Let's keep looking for the light and you will have a fantastic 2014.

FEBRUARY

West Babylon

22♦
NAO

24♦

30 Hr. Remedial
Gap Day 1

25

30 Hr. Remedial
Gap Day 2

26

30 Hr. Remedial
Gap Day 3

27

NOTARY

27♦

MLS Procedure &
Rules: Situations
& Solutions

27

30 Hr. Remedial
Gap Day 4

28

30 Hr. Remedial
Gap Day 5

Jackson Heights

21♦
NAO

24♦

Building a Better
CMA: Applying
the Principles of
Residential Ap-
praising

Woodbury

20♦

Risk Management
Solutions! What
Every Realtor
Should Know

21♦

Understanding
Like-Kind
Exchanges Under
section 1021 of the
Internal Revenue
Code to Benefit
Both Clients &
Customers

26♦

NAO

27♦

Taking the Mystery
Out of Agency:
Properly Repre-
senting Buyers,
Sellers and/or Both

Riverhead

28♦

Single Family
Investment
Properties Buying,
Managing & Selling

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ACCOUNTANTS

ALBRECHT VIGGIANO ZURECK & COMPANY, P.C. • *Thomas Murray* • 631-434-9500

ATTORNEYS

ABRAMS GARFINKEL MARGOLIS BERGSON LLP • *Neil Garfinkel* • 212-201-1170

CHANDRA LAW OFFICES, P.C. • *Arun Chandra* • 718-261-4200

GOLDSON NOLAN & CONNOLLY, P.C. • *Cathleen Nolan* • 631-236-4105

MELISSA KOLLEN RICE, ESQ. • *Melissa Kollen Rice* • 631-543-0770

BUSINESS RESOURCES

M3 MEDIA GROUP • *Kathleen Silvanovich* • 631-353-3350

ROEL RESOURCES LLC • *Ron Roel* • 516-671-7412

HOME HEATING SERVICES

HART PETROLEUM • *Jacqueline Hart* • 631-667-3200

HIRSCH FUELS INC • *Christopher Hirsch* • 631-234-6209

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HOME IMPROVEMENT

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FEDERATED HOME INSPECTIONS • *Richard Merritt* • 800-422-4473

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CHASE BANK • *Jed Moloney* • 631-624-7410

CITIMORTGAGE • *Lawrence Matarasso* • 631-495-3120

CONTINENTAL HOME LOANS • *Mike McHugh* • 631-549-8188 • *Leslie Tao* • 631-549-8188

FAIRWAY INDEPENDENT MORTGAGE CORPORATION • *Steve Probst* • 631-881-5101

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WELLS FARGO HOME MORTGAGE • *Debra Piazza* • 516-520-3620

MOVING COMPANIES

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SPEAKERS / TRAINERS

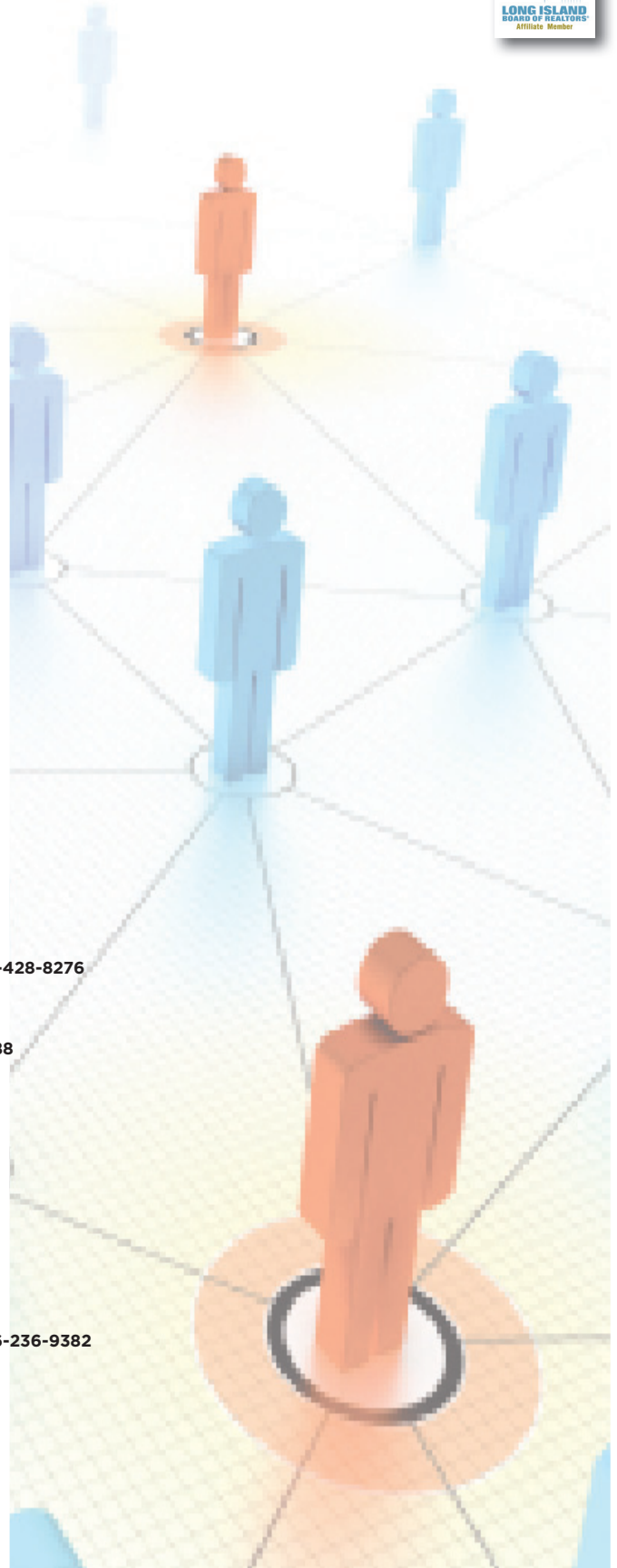
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TITLE SERVICES

AMBASSADOR ABSTRACT LLC • *Don Belcher* • 631-923-2410

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