



**MISSION STATEMENT:** We are a network of successful Realtors empowering women to exercise their potential as entrepreneurs and industry leaders.

You can download the new WCR logo at [www.wcr.org](http://www.wcr.org)



## Ebby Halliday, First Recipient of the Business Woman of the Year Award

Ebby Halliday, founder of Ebby Halliday Realtors, was named "Business Woman of the Year" at the TAR/WCR Spring Meeting in Austin in February.

Ebby is one of the founding members of the Dallas Chapter of WCR and the Texas WCR Chapter. She was President of the Dallas Chapter in 1954 and 1955. She was National WCR President in 1957. As WCR National President, "Ebby" gave the following message to WCR members:

"Women's Council was the forum that catapulted me onto the national scene. Today, there are lots more opportunities to learn and to participate. But the sheer numbers of people in the industry makes it more difficult to find a forum for women. So today, as was true yesterday, the grass roots possibilities offered by

the Council let women develop and become Leaders, a chance they might not find elsewhere. It's the basis of self-confidence and knowledge. Furthermore, one of the emerging challenges women face is handling their dual roles. It takes a great deal of prioritizing to become successful and council members can support each other by sharing their experiences."

Ebby Halliday is recognized for her continuing involvement in the real estate community on the local, state, and national levels, as well as her constant support of charities in our community and beyond. Ebby's agents are known for their professionalism, knowledge, and real estate community involvement.

The Dallas Chapter of WCR instituted a "Business

Woman of the Year" award in 2002. Ebby Halliday, of course, was our first winner. Now, we call the award the "Ebby Halliday Leadership and Service Award." Our 2006 recipient was another prominent real estate professional, Virginia Cook. "Ebby" was with us to hand out the award and serenade Virginia on her ukulele. The Dallas Chapter of WCR is proud to have Ebby Halliday as a continuing supporter of WCR in general and our chapter in particular.

*This article submitted by Dana Cottingame, LCP, Dallas Chapter*

*Have you informed your chapter of the new Business Woman of the Year Award?*

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## Member of the Year Awards

The Realtor Member of the Year and Affiliate Member of the Year for 2006 were honored at the awards luncheon held during the Winter Meeting in Austin.

**Florence Terrell CRS, GRI,PMN**, was joined by her colleagues, friends and family as she was named Member of the Year. She is currently with Florence Terrell Realty Services in San Antonio. She has served WCR in a number of capacities, including State President in 2003, and

Regional Vice President in 2005. Florence has also been the Director of the San Antonio Board of Realtors from 1998 – 2000.

**Ronda Husselman** was named Affiliate Member of the Year. Ronda has served as Chair of the Membership Committee, where she led the state to exceed their goal for membership in 2006. This year Ronda is serving as the State Advertising committee chair.

Both of these women exemplify the dedication and professionalism that Women's Council of Realtors members strive for. To see more about these members, visit the state website



## Build Your Referral Business Now

Dr. Ivan Misner, Founder of BNI, recently released an exciting new book "Truth or Delusion? Busting Networking's Biggest Myths."

Here's what he found to be one of the most widely held "truths" about referrals:

If you provide good customer service, people will refer business to you. Truth or delusion?

This one's a delusion. Many of us think that good customer service is the number-one way to

cultivate referrals. But it's not!

People expect good customer service. If you want to get referrals, you must actively cultivate your referral sources and not rely on good customer service alone.

As women, we sometimes feel that we shouldn't ask for what we want.

Cast aside that delusion today, and follow these tips for turning contacts into referral sources:

1. Communicate clearly what constitutes a great referral for you.

2. Be proactive in identifying referral resources.

3. Ask for your referral!

These steps, combined with great customer service, will help you build your business by referral.

**Shelli Howlett**  
Executive Director  
BNI-DFW, Austin, San Antonio and Central Texas



"You should think of your business cards as mini signs or ads and strive to hand out 10 per day. At that rate you should finish a box in three months. If you're not reordering cards at least 4 times per year, you're not doing enough networking."

- State President,  
Linda Sheinall

## TREC Report on Sales Disclosure

**Regarding property appraisals:** it looks like the Legislature may be requiring the mandatory disclosure of sales prices of real estate so that property owners are more equitably charged. Many commercial properties and multi-family units are undervalued at this point in time. A study by officials with the Texas Association of Appraisal Districts found that appraisers in urban areas tend to undervalue

commercial property by an average of 40% and residential property by 15%. "The Texas Property Tax Code requires appraisal districts to value property at 100 percent of market value, yet does not give the districts the most fundamental tool with which to accomplish this task," the report said, citing the lack of disclosure on property sales. "The central appraisal district staff is left to guess

at the value of sold property as well as unsold parcels." **TAR is objecting to this proposal.** Rep. Mike Villarreal, D-San Antonio, has already filed legislation that would require full disclosure for all real estate sales within 10 days of the date the property deed is recorded within the county. *Article taken from a report submitted by Elizabeth Leal, TREC Commissioner*

## Keep Informed

Want to know what's going on with issues that affect your business? [Read a summary of bills supported by the Texas Association of](#)

[REALTORS®](#) and where they currently stand in the Legislature. In addition to the summary document,

you can review the association's full [list of priorities for the 80th Texas Legislature](#).

## Chapter Events Across Texas

### April

**3 – PMN Class Business of Your Business**, Sandra Hunt, instructor. Montgomery County Chapter, Houston 1960 Chapter, Lake Houston, Bay Area, Houston, Fort Bend, Greater West Houston Chapters.

**4 – PMN class Effective Negotiating Skills** – Dallas and SWDallas

**20 – Flashback to the 50's**, Dallas Metro East

**24 – 17<sup>th</sup> Annual Golf Tournament** – Houston 1960 Chapter

**21 – Blues and BBQ Casino Night** – Houston 1960 Chapter

For more details on these events, links to the local Chapter websites are available on our state website. If your chapter has an event or class that you would like to promote, please email [Sylvia@sylviaSeabolt.com](mailto:Sylvia@sylviaSeabolt.com) We are especially in need of promoting your PMN classes to the general membership.

### May

**1 – Fashion Show and Networking Gala**- Austin Chapter

### June

**7 – Annual Affiliate Appreciation Bowling Night** – Hill Country Chapter



## Time for the Mid-Year Meeting In Washington D.C.



If you have not registered for the midyear meeting in Washington DC May 17 – 20, now is the time to go online to [www.wcr.org](http://www.wcr.org) and finalize your plans. It is imperative to make your hotel arrangements as soon as possible, as the WCR hotel almost always fills up within days of registration opening. If you are in chapter leadership, or know of someone in your chapter who may want to

move into a leadership role in the future, the midyear meeting should be a priority.

For those chapters who have not been able to include other members of their chapter in their travel budget, there are **ten scholarships** available from regional of **\$500 each** to help offset your chapter travel costs to the Regional meeting or Mid-Year . You can email Carol Reynolds at [creynolds@elp.rr.com](mailto:creynolds@elp.rr.com) for applications.

One highlight of the midyear meeting is the presentation of the chapter awards. Many of you will be receiving recognition for gold and silver levels based

on the points earned from your Business Plan from 2006. Encourage your 2006 Governing board members to attend and enjoy recognition for a job well done in 2006!

## News from New Orleans



Those in attendance at the National meeting in November 2006 in New Orleans, Louisiana had the privilege of watching Texas' own **Becky Hill** as she heads up the National Line to **National Recording Secretary**. Becky is a long time member of

the Houston 1960 chapter and is still active there despite her busy schedule.

Many of our members gave up their free time or came an extra day to spend 8 hours working on flood damaged areas of the city with Habitat for Humanity.



## Upcoming Events

**May 17th - 20th** - WCR/NAR Midyear Meeting - Washington D.C.

**June 15 - 17** - Region IX Meeting in Austin, TX - [Registration Form](#)

**August 4th - 5th** - Leadership Academy - (Presidents-elect) - Chicago

**September 7th - 11th** - WCR/TAR Fall Meeting - Galveston

**October 11th - 14th** -

Membership Orientation - San Antonio - [Reservation Form](#)

**November 12th - 17th** - WCR/NAR National Conference & Expo - Las Vegas

## Book of the Month

In our next issue, we would like to add a section highlighting **your top 10 books** that have assisted you in some area of your profession.

Many of the top real estate

and business coaches suggest that the successful people make reading and gaining knowledge a priority.

We would like to see what books you recommend to

your colleagues in the real estate community. Please send us the title, author and a brief description of why this book was helpful along with your name and chapter .



*State leadership suggests that your chapter governing board examine your business plan at least quarterly. Many chapters have assigned the task of maintaining the business plan to the President Elect as a means of preparing them for their coming term.*

## Chapter Photos Needed

Many of you post photos on your local chapter websites. Our state website also has photos from state, regional and national events posted for your viewing. Thanks to [Connie Parsons](#), owner of Lasting Impressions Home Management, we are also able to enjoy photos from our major events at

[www.wcrtexas.shutterfly.com](http://www.wcrtexas.shutterfly.com)

Connie is a very active member of several chapters. She is currently serving as Secretary of the Houston Chapter and on the governing board of the Houston 1960 Chapter and the Greater West Houston Chapter. Connie is in

attendance at all of our state, regional and national meetings, camera in hand. Please email your local chapter photos of special events to Connie at [clpars@aol.com](mailto:clpars@aol.com) and she will try to include them on the shutterfly website for all of us to enjoy.

## Articles Needed

Our state newsletter is a way to communicate chapter news of interest and offer information pertinent to the real estate community. If

you have an article that you feel would be valuable to the general membership, please email it to Shannon or myself by the deadline dates below. Also, if you

know of someone in your chapter who has received special recognition professionally, please let us know for our Member Spotlight.

### STATE NEWSLETTER PUBLICATION DATES

**APRIL, JULY, OCTOBER, DECEMBER**

**DEADLINE FOR ARTICLE SUBMISSION MARCH 15, JUNE 15, SEPT 15, DEC 15**

**NEWSLETTER CHAIR: DEBORAH SPANGLER**

[DEBORAHSPANGLER@REMAX.NET](mailto:DEBORAHSPANGLER@REMAX.NET)

**VICE CHAIR: SHANNON HARRIS** [SHANNON@SHANNONHARRIS.COM](mailto:SHANNON@SHANNONHARRIS.COM)

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