

New Member Handbook

Welcome To LCAR



LEBANON COUNTY
Association
of Realtors®

989 Quentin Road, Suite 2
Lebanon, PA 17042
(717) 272-6126
www.wearelcar.com

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Proudly Serving our community for 85+ years

Meet Your Elected Officials & Directors



**Stephanie Vega, President
Re/Max Cornerstone
2-Year Term (expires 2026)**

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**Stephanie Butler, President - Elect
Suburban Realty
2-Year Term (expires 2026)**

.....



**Thomas Bechtold, Treasurer
RE/Max Pinnacle
2-Year Term (expires 2026)**

.....



**Lizbeth Suarez, Secretary
Iron Valley Real Estae
1-Year Term (expires 2026)**

.....



**Amanda Krall, Past President
Iron Valley Real Estate
2-Year Term (expires 2026)**

Meet Your Elected Officials & Directors



**Jerry Gostomski, Director
RE/Max Pinnacle
2-Year Term (expires 2026)**

.....



**Jean Taylor, Director
Berkshire Hathaway Homesale
3-Year Term (expires 2026)**

.....



**Michelle Kleinfelter, Director
Iron Valley Real Estate
2-Year Term (expires 2027)**

.....



**Mike Wozniski, Director
Berkshire Hathaway Homesale
2-Year Term (expires 2027)**

.....



**Nick Stickler, Member at Large
Coldwell Banker Realty
1-Year Term (expires 2026)**

.....



**Jackie Miller, Member at Large
Berkshire Hathaway Homesale
1-Year Term (expires 2026)**



Vision Mission

LCAR Mission Statement

To provide a valuable member experience through advocacy[®], education and collaboration.

LCAR Vision Statement

To be the trusted resource for our members. [®]

PAR Mission Statement

The mission of the Pennsylvania Association of REALTORS is to protect private property rights, facilitate a consistent and reliable marketplace and promote the professional, ethical and profitable practice of real estate.

Develop Your Personal Mission Statement

Having a mission statement is important because it can act as a decision - making guide to decipher how you spend your time, how you interact with others and how you do your job. Generally, having a mission with which to guide your career can help you achieve both short and long-term goals.



1. Write down what's most important to you.

a. Consider what or who you most value and how your life is connected to those people or things.

2. Articulate your most important goals.

a. Ask yourself what the "best" version of your life looks like, including your relationships, achievements and career.

3. Talk to your peers.

a. Consider how you want people to describe you. Write down a few words that you want to come to someone's mind when they think of you.

4. Identify the legacy you want to leave.

a. Who do you want to support with your unique skills and abilities and how?



Ethics

Professional Standards

The Heart of Our Profession



The NAR Code of Ethics lies at the heart of being a REALTOR[®]. Since its adoption in 1913, the Code has promoted time honored principles that are generally defined as:

- LOYALTY to our clients.
- FIDUCIARY duty to our clients.
- COOPERATION with our competitors.
- TRUTHFULNESS in statements and advertising.
- NON-INTERFERENCE in exclusive relationships that other REALTORS have with their clients.

- REALTOR[®] members who violate the Code of Ethics can be subject to sanctions by their Local Association through procedures established by the National Association of REALTORS[®].
- If you believe another REALTOR[®] has violated the Code of Ethics or the law, there are various ways you can attempt to resolve the complaint.
- **To report a potential violation of the Code of Ethics involving a member of the Pennsylvania Association of REALTORS[®], contact PAR at 1-800-555-3390.**
- PAR is responsible for enforcing the Code of Ethics for 30 local boards/associations as part of the Statewide Professional Standards Cooperative.
- **Remember!** Potential legal violations are handled by the State Real Estate Commission, not the Local Association.

LCAR Committees



Education

Meets 1st Wednesday of Month at 9:30AM

Responsible for conducting the new member orientation classes, educational programs, continuing education courses and administering the Realtor continuing education scholarship.

Chair:

Stephanie Butler, propertybutler4u@gmail.com



Programs and PR

Meets 3rd Thursday of Month at 1:00PM

Coordinates the monthly luncheon meetings of the Association and arranges speakers and programs. Promotes the Realtor image, association projects and community relationships. Administers the High School Scholarship essays and awards.

Chair:

Jean Taylor, jtaylor@homesale.com



Communications

Meets Quarterly

Responsible for engaging membership through various communication avenues (website, email, social media, etc.). Responsible for maintaining the integrity of communication to the membership.

Chair:

Amanda Krall, amanda@amandakrall.com

“ALONE WE CAN
DO SO LITTLE.
TOGETHER WE
CAN DO SO MUCH.”

HELEN KELLER

LCAR Committees



Habitat Benefit Auction

Meets 3rd Monday of the month at 1:00PM

Fundraising specifically for Lebanon/Lancaster Habitat for Humanity through a benefit auction with live and silent auctions along with raffle items and events, dinner and entertainment.

Co-Chairs:

Stephanie Vega, stephanie@vegahomesgroup.com

Lori Kahl, lpkahl23@gmail.com



Legislative/RPAC

Meets about 6 times a year depending on election cycles Educates members as to the importance of local and national politics, monitors the activities of elected and appointed officials regarding issues affecting real estate, supports legislative candidates, and provides an information system for the membership and the public. Moderated by Chuck Liedike (cliedike@parealtors.org).

Chair:

Wanda Bechtold, wbechtold@msn.com



Professional Standards

Conducts all arbitration and ethics hearings in accordance with the policies and procedures of the National Association of REALTORS. Annual training is required.

“THE BEST WAY
TO FIND
YOURSELF IS TO
LOSE YOURSELF
IN THE SERVICE
OF OTHERS.”

M. GANDHI



Member Benefits

Professional Development

- Free quarterly membership luncheons and Wisdom Wednesdays covering important topics.
- Educational classes held at our office so you can get your CE without having to travel.
- LCAR Facebook page for networking, updates and industry news.
- Bright MLS trainings online and in-person.
- Designation Programs through the State and National Associations.
- Annual REALTOR Scholarships
- NAR Triple Play Convention in Atlantic City
- PAR's Business Meetings in Harrisburg
- Access to PAR's Legal Hotline
- Local New Member Orientation
- PAR Monthly Webinars

Legislative

- Local municipal government monitoring
- Screening of candidates for PAC money
- RPAC fundraising
- Coordination of State & National Issues

Communications

- Monthly LCAR Newsletter highlighting local events, current real estate trends and national updates
- Our website - www.wearelcar.com
- PAR's website - www.parealtors.org
- PAR's Daily Real Estate Blog - JustListed
- NAR's website - www.nar.realtor

Professional Standards

- Code of Ethics & Procedures for enforcement
- Professional Standards Arbitration
- Dispute Resolution System for buyers and sellers
- REALTOR Professional Trademark
- Standard Forms from PAR

Community Service

- Charity Auction for Habitat for Humanity
- High School Scholarship Program
- United Way Day of Caring
- REALTOR Ring Day for the Salvation Army
- Serving the noon meal at LCCM



Office Information

Association Executive

Jen Graaf
exec@wearelcar.com
(717) 272-6126

Office Hours

Monday - Friday, 8:00AM - 4:30PM

Beginner's Checklist



You just got your real estate license...now what?



Mark your Calendar

Reserve LCAR luncheon dates and special Association events. Be present - network with your association members! Be sure to read the monthly newsletter and weekly Facebook updates to find out about upcoming events.

Mandatory Continuing Education

Discuss continuing education requirements and deadline dates with your broker. Requirements and mandatory classes/training can change with each renewal cycle. You can attend classes in person or online. It is HIGHLY RECOMMENDED that you keep your completion transcripts. LCAR does not track CE.



Reach out to your Sphere of Influence

Tell everyone you know that you are now a REALTOR[®]. Call, send letters, emails, get the word out!

Set up Social Media Business Pages

This is a fantastic way to brand yourself and your business. Just make sure you know the rules!



Consider Shadowing an Agent in your Office

You can learn so much by watching seasoned agents work. Ask to tag along on a listing appointment or showings. Watch, Learn and Hustle!

Open House

If you have no listings of your own, ask a seasoned agent in your office if you can host an open house on one of their listings. It's a great way to build confidence and experience.



Marketing Plan

Being prepared is very important. Now is a great time to put together a marketing plan. Have a presentation ready to share with Sellers, whether its digital or in paper form. Be ready when you get a call to pitch the listing presentation.



Dues Renewal Timeline

Dues Invoices Emailed

by October 15th

Due Date for Payment

January 1st

\$50 Late Fee Assessed

January 2nd

\$50 Late Fee Assessed

February 1st

\$50 Late Fee Assessed

March 1st

Broker Billed for Unpaid Dues & Late Fees

March 2nd

Membership Suspended For Non-Payment

March 31st

*(Access revoked to
PAR Standard Forms and NAR)*

Account Reinstated

*(after paying \$100
reactivation fee, late fees
and dues)*

How to Pay

- **Online:** www.nar.realtor
- **Mail:** 989 Quentin Road, Suite 2
Lebanon, PA 17042
- **Phone:** (717) 272- 6126 (Credit Card)

Total Dues **\$665**

Breakdown of that amount:

| | |
|----------------------|-------|
| LCAR - Local | \$250 |
| PAR - State | \$198 |
| NAR - National | \$156 |
| Consumer Ad Campaign | \$45 |

Voluntary Contributions:

| | |
|------|------|
| RPAC | \$25 |
| PREF | \$1 |





About Our Trademark

REALTOR[®] is not just a word, it's a registered trademark that belongs to the National Association of REALTORS[®] (NAR).

Only members of the National Association of REALTORS[®] can call themselves REALTORS[®] and as members they subscribe to the Association's strict *Code of Ethics*.

There are many areas of real estate that use the REALTOR[®] logo and there are specific ways in which you can use the term. Please take some time and explore the NAR website for specific examples and instructions at www.nar.realtor in the logo section. You can download the logo and make sure you are using it correctly on social media and all types of advertising. Be proud of this logo, it's an accomplishment and an honor to belong to NAR.

Education Opportunities

The National Association of REALTORS[®] and its affiliated institutes, Societies and Councils provide a wide range of programs and services that help members increase their skills, proficiency and knowledge. Designations and certifications acknowledging expertise in various real estate sectors are awarded by NAR and each affiliated group upon completion of required courses.



Accredited Buyer's Representative/ABR



NAR's GREEN Designation



Seniors Real Estate Specialist/SRES



NAR's ePRO Designation



Military Relocation Professional/MRP



Pathways to Professionalism

While the Code of Ethics and Standards of Practice of the National Association of REALTORS[®] establishes objective, enforceable ethical standards governing the professional conduct of REALTORS[®], it does not address issues of courtesy or etiquette. Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS[®] on a voluntary basis. This list is not all-inclusive, and may be supplemented by local custom and practice.

Respect for the Public

1. Follow the "Golden Rule". Do unto others as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment for a showing.
5. When entering a property, ensure that unexpected situations, such as pets are handled properly.
6. Never criticize a property in the presence of the occupant.
7. Present a professional appearance.
8. If occupants are home during showings, ask permission before using the bathroom.
9. Encourage clients of other brokers to direct questions to their agent or representative.
10. Communicate clearly; ensure specialized language and real estate terminology is understood.
11. Be aware and respect cultural differences.
12. Promise only what you can deliver - and keep your promises.
13. Do not tell people what you think, tell them what you know.

Respect for the Property

1. When showing a property, be responsible for your clients/customers and keep the group together.
2. Make reasonable and timely accommodations to provide access to listed properties.
3. Never allow unaccompanied access to the property without permission.
4. Enter the property only with permission even if you have the lockbox key or combination.
5. Leave the property as you found it (lights, heating, cooling). If you think something is amiss (vandalism) contact the listing broker immediately.
6. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use the bathing facilities or bring pets. When instructed or appropriate, remove footwear when entering the property.
7. Obtain permission before photographing, videographing or streaming the interiors or exteriors of properties or allowing others to do so.

Respect Peers

1. Respond to other real estate professionals' communications promptly and courteously.
2. Contact the listing broker if there appears to be a discrepancy in the listing information.
3. Do not prospect at other Realtor's open houses or similar events.
4. Secure property and lockbox and/or return keys promptly.

Real Estate is a reputation Business.

*What you do today may affect
your business for years to come!*

Mediation The Winning Solution

Even Realtors who are committed to high standards of conduct occasionally have honest business disputes with other professionals, clients or customers, There is an ongoing need for efficient and economical mechanisms to resolve such disputes. Arbitration is valuable but mediation is simpler and easier.

1. WHAT IS MEDIATION

“The act or process of mediating; intervention between conflicting parties to promote reconciliation, settlement or compromise”.

Arbitration and mediation are valuable in resolving business disputes.

Both mediation and arbitration are private and neutral/with expertise.

Mediation is an attractive alternative to arbitration.

2. WHY USE MEDIATION

- Low or no cost
- Little delay
- Win/Win Outcome
- Collaborative
- Maximum range of solutions
- Improves relationships

3. VOLUNTARY/ PRIVATE PROCESS

- Parties decide to enter the mediation process.
- Parties can leave the process at any time.
- Parties have control over the outcome.

4. NEUTRAL MEDIATOR

- Mediates only matters in which he/she remains impartial.
- Discloses conflicts of interest
- Facilitates and assists with negotiations - controls the process, not the substance.
- Honors the concept of self-determination, respect and civility.
- Helps parties understand the alternatives to settling.

5. CONFIDENTIAL

- Neither the mediator nor parties disclose the communications or conduct of the mediation unless all parties agree.
- Ethical violations discovered as a result of participation in the mediation are not reported.
- Settlements discussed in mediation are not admissible in arbitration.
- A mediator cannot be a witness in arbitration or court.
- Information gathered and exchanged may be used in arbitration only the extent that it was obtained independantly from the mediation process.

6. WHY IT WORKS

- Most disputes are successfully resolved.
- High speed.
- Low or no cost.
- Flexible
- Maintains/Improves relationships.
- Improves poor communication and clarifies misunderstandings because parties can come together and talk..
- Discovers/addresses the true interests of parties.
- Moves beyond difficult views of law and fact.
- Allows creative solutions beyond win/lose
- Solution is just as binding and enforceable as arbitration.

Mediation is purely voluntary. No one has to use it, but it can save time and money and can be easier and more amicable for resolving business disputes than arbitration.

Mediation The Winning Solution

7. PROCESS OVERVIEW

PRE-MEDIATION PREPARATION

- Ten days prior to the session, parties receive a letter explaining the mediation process and logistical issues.
- Parties agree to mediate.
- Mediator is selected/appointed by random rotation, mutual request or objection to a proposed mediator.
- Arrangements are made via letter or telephone:
 - Pre-mediation concerns are addressed.
 - Date and time typically scheduled at the convenience of the parties within 30 days following the Grievance Committee's determination.
- Witness and/or attorneys may attend, but this is not necessary because the process is non-adversarial; does not evoke findings of fact.
- Information is exchanged
 - Parties need not prepare exhibits or extensive documentation. If documentation will clarify an issue it may be used, but parties are reminded that mediation is not a fact-finding conference.

8. MEDIATION CONFERENCE

MEDIATOR'S OPENING STATEMENT

- Explain process/rules/goals, including voluntariness, neutrality and confidentiality.

PARTIES' INITIAL STATEMENTS/QUESTIONS

- Understanding perspectives
- Venting

IDENTIFICATION OF ISSUES

CREATE AN AGENDA

CROSS-TALK

- Parties respond to each other and explain and explore information, needs and feelings.

CAUCUS (PRIVATE MEETING)

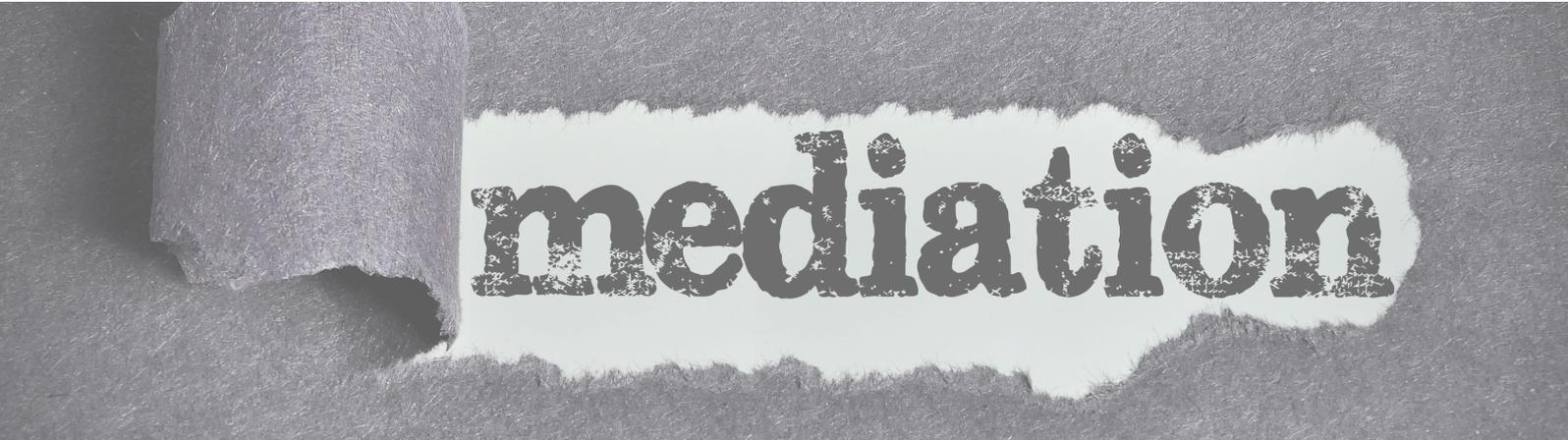
- Mediator may meet privately with the parties to clarify needs and explore options for resolution and proposals.

BUILDING AN AGREEMENT

- With the mediator's assistance, parties explore and refine workable solutions.

CONCLUSION

- Agreement is reached/signed before leaving mediation, or all agree that no further progress can be made, in which case parties are free to pursue arbitration.



mediation

Mediation is purely voluntary. No one has to use it, but it can save time and money and can be easier and more amicable for resolving business disputes than arbitration.

ADVERTISING COMPLIANCE

A REVIEW OF REAL ESTATE ADVERTISING GUIDELINES

The State Real Estate Commission sets advertising rules for consumer protection.

In general, any public communication made to promote your product, service or brand can be considered an advertisement. It does not matter whether that communication is made in print or on social media - if it promotes you as a real estate licensee, then it is advertising.

Three basic questions should be answered in any advertisement:

- Who are you?
- Who is your boss?
- Is this ad dishonest/misleading?

General Guidelines

- You must use the name that is on your license.
- You can register a nickname, but it must be a variation of your first name.
- Cannot be false, misleading or deceptive.
- The brokerage name must be included and must be in equal size to the agent's name.
- The broker's main office phone number must always be included, even if you do not use your personal phone number in the advertisement. The broker's phone number must be the same size as the agent's phone number.
- Don't try to look like a broker if you're not a broker! For example, any agent advertising that uses like "realty", "real estate", "group" or "associates" may be flagged as potentially misleading since those are words that usually designate brokerages.
- Avoid using "Powered by <Brokerage Name>" or "Brokered By < Brokerage Name>" in advertising. It's misleading.

SOCIAL MEDIA

- The requirement to advertise yourself using the name on your license and have the broker's name and phone number included applies no matter where you are advertising.
- Even though the One-Click Rule does not apply in PA, every online profile should have complete broker information.



- Do not make an appointment for a showing and then use your time at the property to record a video or do a livestream for your online followers instead of showing the property to a current client. There are certain considerations to "sharing" social media contact in real estate that should be considered:
 - Both RELRA and SREC prohibit advertising a listing that does not belong to you without having the permission of the listing broker or property owner.
 - Just because you can advertise any listing on your IDX page does not mean you can advertise it anywhere. The IDX advertising policy from NAR limits IDX advertising to a "website" under the control of the agent and/or broker where they can make sure all the advertising meets MLS rules.
 - Without permission to re-advertise the listing, you could be violating the law/regulations/Code of Ethics if you take information about another agent's listing and do your own advertising around it.
 - When you do get permission to share that social media post, is it clear to consumers that you are not the listing agent? Does the post even give credit to them? Always make sure that what you are sharing is not misrepresenting the actual status of the listing.

TEAMS

- The SREC seems to flag teams more frequently than individual agents.
- The team must be named after a licensee on the team (using the name on their license or approved nickname).
- Unlicensed individuals should not appear in advertising as members of the team.

Contests & Raffles

A contest or raffle could be a perfectly acceptable method of advertising your business, but it is not as simple as handing out raffle tickets. There are several details that must be contained in the advertisement for the raffle and records that you need to keep as the contest holder. Also, depending on how you set up the contest, it might end up being considered illegal gambling under PA's Small Games of Chance law.

The attorneys on PAR's Legal Hotline are not going to approve an advertisement for you so be cautious when planning a contest or raffle and consult with your Broker.



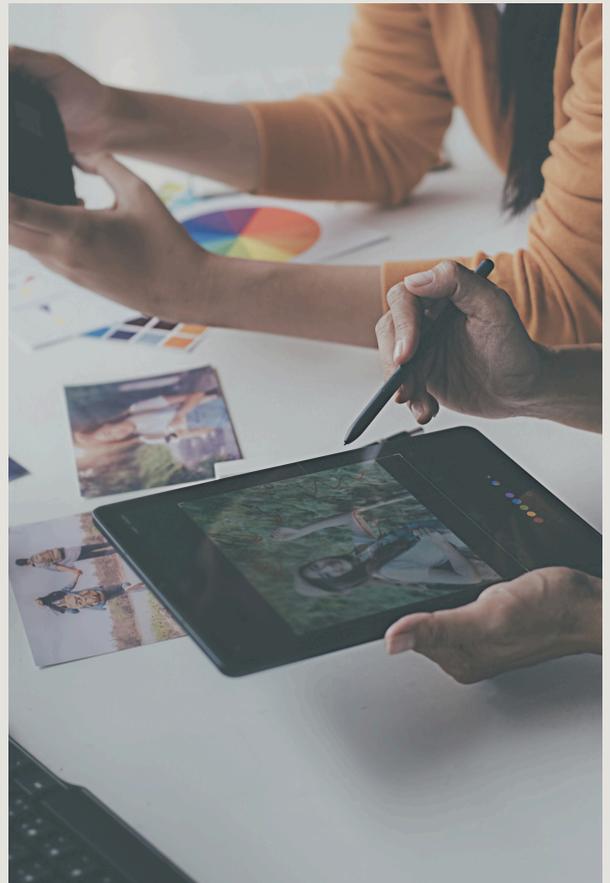
Fair Housing

The Fair Housing Institute maintains a list of words and phrases that you should avoid when creating your advertisements. Also, don't speak in code - describe the house, not the person you envision living there.

In Conclusion

Brokers should have a plan for reviewing agent advertising. Agents should listen to their brokers. These rules are not optional or decisions that can be left to independent contractors to figure out on their own. Regulatory compliance is mandatory, and brokers will bear the brunt of agent non-compliance since they have ultimate supervisory responsibilities. Brokers who actively monitor advertising but have something slip through on occasion will be far better positioned than those who don't even really try.

Neither PAR, LCAR nor the Legal Hotline has the authority to call an offending broker and make them stop. If you want to curb potentially illegal or unethical behavior, PAR encourages members to reach out to the individuals who are doing it or ask your broker/manager to do so. Sometimes just educating people on the rules is enough. Then if it still goes on, the next step may be to consider pursuing a proper complaint to ensure that the behavior is addressed.



Sources:

- Advertising Errors/Hank Lerner/LCAR Wisdom Wednesday/May 2024
- Sharing Is Not Caring/Desiree Brougher/PAR Blog Post/March 2024
- Back to Basics: Advertising/Desiree Brougher/PAR Blog Post/July 2023
- Advertising Compliance is Real/Hank Lerner/PAR Blog Post/October 2022