

BOUNDARY LINES

A Louisiana Real Estate Commission Monthly Newsletter

A NEW LEAD:
Meet the 2012 elected officers for the
Louisiana Real Estate Commission

FIRST REPORT:
Update after implementation of
new Cite & Fine system

RENEWAL SEASON:
The renewal window is open, but it
won't be open much longer

CHAIRMAN'S CORNER

The Thanksgiving season gives us all time to reflect on the blessings of family, friends, and our relative prosperity. As the 2011 Chairman of LREC, I offer a special thanks to my fellow Commission members for their hard work and support in helping move your LREC forward in our mission to protect the public interest and provide a level playing field for the Louisiana real estate industry.

In January 2011, the Commission adopted a strategic plan focused on some very specific and worthwhile objectives including:

- Improving the quality and delivery of education,
- Upgrading the use of technology
- Improving communication with our stakeholders
- Implementing organizational efficiencies
- Reducing costs
- Establishing a fair and solid LREC financial plan going forward
- Overhaul and implementation of new LREC rules
- Development of Advertising Guidelines

The Committee meetings and regular LREC meetings that your Commissioners attended represent just the formal and visible contributions of their time and expertise. We are all thankful for the many phone calls, emails, and stakeholder requests handled by your Commissioners, while they too are trying to make their living in real estate.

All Commissioners welcome your suggestions, complaints, and criticisms in fulfilling the LREC mission. Next time you contact your Commissioner about a concern you have, why not join me in also extending a heartfelt "Thank You" for their efforts!

In next month's "Chairman's Corner", a summary of where we stand in meeting our 2011 objectives will be offered for your critique. In the meantime, don't forget to complete any outstanding continuing education and renew your license online!

Thanks to all and Happy Thanksgiving.

Sincerely,

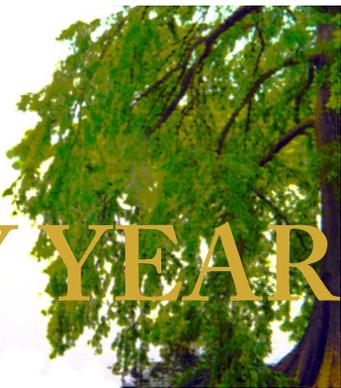
Frank A. Trapani



Chairman Trapani is an Associate Broker with Latter & Blum, Inc.



DECEMBER 31: IT HAPPENS EVERY YEAR



That special time of year is upon us once again. Customarily, it is a busy time of year, but somehow, amidst the hustle and bustle that it brings, the turkey always gets baked, the presents always get wrapped, and the calendar is marked less we forget the scheduled festivities for the approaching New Year. It is the end of the year holiday routine that we have conditioned ourselves to remember time after time. No one has to remind us that the tiny ghosts and goblins of Halloween are the precursor to the holiday season. We instinctively know that Thanksgiving will soon be here and Christmas is just around the corner. We don't have to be reminded; we just know. It is as perennial as the rain. But, here, in the real estate world, there is one more factor in this equation that, too, bears remembering. Have I renewed my real estate license?

All licenses expire on December 31 of each year. It is the law... The same law that has been in effect for decades, yet for reasons unknown the number of licensees who forget to renew is astounding. As a professional in the industry, maintaining a current real estate license should hold a priority spot in the life events we choose to remember. Practicing without a license is against the law, and it may bring penalties and fines that could have easily been avoided with a simple click of the computer or the price of a stamp.

Remember, in a few short weeks, if you haven't renewed your license, and you find yourself humming the tune to Auld Lang Sine, it will be a painful reminder that time is up! Make license renewal an annual priority. Don't delay! Renew today!

Keep in Mind

A salesperson's renewal license cannot be issued prior to the renewal of the sponsoring broker's license.

It is the responsibility of the licensee to ensure that his/her license has been renewed, regardless of whether it has been submitted to the sponsoring broker for that purpose.

It is the responsibility of the sponsoring broker to ensure that the agents he/she employs have obtained a license and continue to maintain it through annual renewal.

The status of all real estate licenses can be viewed via the Licensee Search provided on our website at www.lrec.state.la.us.

MAKE YOUR EMAIL YOUR FRIEND

Did you know we're renewing? Did you hear about Cite & Fine? Do you know if your advertisements are in compliance with the LREC rules and regulations? If you can answer yes to these questions, you probably use your LREC email. If your answer is no to one or more of these questions, you may want to check your email. LREC provides each licensee with an email

address when he or she is licensed. This is where we send information about rule changes, updates and newsletters. Please check to ensure your LREC email is forwarded to your primary email if you do not regularly check your LREC email. We are not going to spam you. We just want to keep you in the know.

How to Set Up Auto Forward:

1. Go to Commission website at www.lrec.state.la.us
2. Look for the *My LREC* button
3. Click on the *My LREC Email* to view correspondence from the Commission
4. Enter your assigned user id and password and click *Login*.
5. Look for *Options* on the left side of your screen.
6. Scroll down to *Auto Forward* and click
7. You will be prompted to enter the email address to which your LREC email will be forwarded. Remember to click *Save!*

Your 2012 Elected Commission Officers



CHAIRMAN
Timothy Flavin

Commissioner Flavin is a broker and co-owner of Flavin Realty, Inc. in Lake Charles, Louisiana. He has been licensed since 1995.



VICE CHAIRMAN
Patrick T. Caffery, Jr.

Commissioner Caffery is the broker and owner of Caffery Real Estate, Inc. He has been licensed since 1978.



SECRETARY
Paul Burns

Commissioner Burns is a Broker of Burns & Co., Inc. He has been licensed since 1987.



Cite & Fine: First Report

By: Marsha Stafford

The enforcement procedure known as “Cite & Fine” has been implemented by the investigative staff. Initial violation notices for miscellaneous advertising violations have now been issued. A licensee who fails to comply with the rules on advertising will be fined \$75 for the first infraction. A second infraction will result in a \$150 fine. All subsequent advertising violations will require the agent and sponsoring broker to appear before the Commission. To avoid being cited and fined for avoidable violations, take a quick look at the following.

Checklist for compliance:

- All advertising must include the broker's name and telephone number in a manner that is conspicuous, discernible, and easily identifiable by the public. If a salesperson or an associate broker's name appears on the advertisement, both the first (or registered nickname) and last name must appear.
- Internet advertising must include all required information on each page of the website and must include the city and state of the broker's office or branch

office. If emails are used to promote property or the licensee's services, all required information must be on the first or last page of the email. (LREC suggest that the information be included in the signature.)

- If a team name is represented, each member of the team must be licensed and the advertisement must include the first and last name of each licensed team member. Team names cannot be construed as that of a company name.

- If a firm is affiliated with a franchise organization, all advertisements must disclose to the public that the firm is independently owned and operated. This disclosure must be on each page of a website and on the first or last page of an email.

Although all advertising must be under the “direct supervision and approval” of the sponsoring broker, licensees are responsible for complying with our rules and regulations. The salesperson or associate broker will be charged if their advertisement fails to comply. Each person on a team will receive a separate citation if the team's advertisement is in violation of the rules.

RENEWAL QUESTION?

the answer is probably online

The annual renewal season typically begins at full force in November and continues strong until the first few weeks of January. During this time, the Education and Licensing Department, with the assistance of staff members from various divisions, makes every effort to return phone calls and to answer email and other written correspondence within 24 hours of receipt.

Meeting the needs of an entire database at one time, however, can take its toll on the desired response time. As such, it is good to know that most inquiries can be answered by licensees, registrants, and certificate holders themselves, without having to contact the LREC. All it takes to stay on top of things is a bit of organization and use of the available resources.

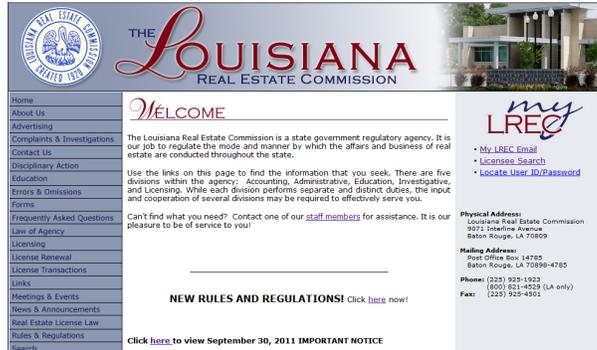


Everything about obtaining and maintaining a license, certificate, or registration can be found on the agency website at www.lrec.state.la.us. Pre-license, post-license, continuing education, law and rules, forms; you name it, and it is there for your use. Logic, reasoning, and maybe a tad of good old common sense and patience are all it takes to find the information that you need. The website will provide you with your user identity and password for online renewal, and it will even let you know when your renewal application has been processed.

It is the responsibility of the licensee, registrant and certificate holder to maintain copies of all course completion certificates. Much like tax records, expense records, budget records, etc., a file for LREC correspondence, documents, and records should be maintained in your home or office files. Everything that has transpired over the course of a particular year will then be at your fingertips should the LREC inquire or if something is

needed for renewal purposes. Education providers are required to report attendance at all course offerings. As such, chances are that we already have your hours on file. In this instance, the old adage “don’t call us, we’ll call you” holds true. Unless you are contacted by the LREC, there is no need to inquire about your hours or to send in education records. The only precaution that we might give is to ensure that your files contain proof that you have met the requirements for renewal prior to affixing your signature to your renewal application.

The LREC recognizes that, in some instances, a transaction cannot be completed without staff assistance, and we encourage you to contact us. It is instances where you can help yourself, through resources that we have provided, that we ask you to do so. In the meantime, we will be processing renewal applications and helping to complete transactions where our personal assistance is needed.



COMMISSIONERS & CONTRIBUTORS

Bobby Jindal
Governor

Judy Songy (LaPlace)
Commissioner

Frank Trapani (New Orleans)
Chairman

James Gosslee (Shreveport)
Commissioner

Timothy J. Flavin (Lake Charles)
Vice Chairman

Archie Carraway (Oak Grove)
Commissioner

Pat Caffery (New Iberia)
Secretary

Paul Burns (Baton Rouge)
Commissioner

Mike Bono (Lake Charles)
Commissioner

Marsha Stafford
Contributor

Rod Noles (Alexandria)
Commissioner

Cynthia Stafford (Gonzales)
Commissioner

Lester Patin
Editor

Sterling Joe Ory (New Orleans)
Commissioner

Bruce Unangst
Executive Director

Arlene Edwards
Legal Counsel