

**Broker
Sales Meeting
Packets**



Add Sizzle and education to your sales meetings!

Internet

Prepared by

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800-532-1515 or 515-453-1064

Salespersons Quiz -- Internet

Q # 1 = The system which provides information within a system is called the

1. Internet
2. Intranet
3. Interweb
4. Intraweb

Q # 2 = Iowarealtors.com ...

1. Has Iowa property ads on the internet submitted from realtors® statewide
2. Has property ad links to local boards which submit their own ads to the internet
3. Is the domain name for IAR staff members e-mails
4. All the above

Q # 3 = Realtor.com has over

1. 1.2 million advertisements for homes that are for sale
2. 500,000 advertisements for homes that are for sale
3. 1.3 billion advertisements for homes that are for sale
4. is only accessible by Realtor® members who homes are for sale

Q # 4 = The Iowa Real Estate Commission home page is

1. www.IREC.com
2. www.Iowagovt.com
3. www.Rogerhansen.com
4. www.State.ia.us/proflic

Q # 5 = Each IAR member and member firm has a free resume page containing their name, company name, address and phone number on

1. www.MeIowa.com
2. www.ia.living.net
3. www.realtor.in.iowa.com
4. www.RealEstate”R”Us.com

Q # 6 = You may enhance your IAR Resume page by

1. Linking to your existing home page (for only \$10.00 per year)
2. Linking to your own e-mail address (free of charge)
3. Submitting a photograph or company logo (one time charge of only \$1.00)
4. All of the above

Q # 7 = If you “own and control” your own web page the site must contain:

1. The states in which the licensee holds a real estate broker or salesperson license
2. The city and state in which the licensee’s office is located
3. The name of the firm with whom the licensee is affiliated as registered with the commission
4. The licensee’s name
5. All the above

Q # 8 = If you wish to e-mail Gail Flagel, President of the Iowa Association e-mail to

1. Gail&Duane@newton.com
2. IARPresident.org
3. OfficersIAR.org
4. gail_flagel@firstrealtybhg.com

Q # 9 = If I want to check out the Realtor® site which highlights farmland I can go to

1. www.centralstatesland.com
2. http://ia.living.net
3. www.RLIland.com
4. www.loopnet.com
5. any of the above

Q # 10 = You may further market a communicate your Web presence with Agent Simple/Office Simple which offers

1. Your own custom property descriptions with a total a 6 photos of the property possible.
2. Allows you to record a personal message which will sound when someone clicks your homepage
3. Quarterly newsletters with the latest marketing tips, and product information.
4. Guaranteed sales with more money rolling in than a lottery winning
5. All of the above, except 4

ANSWERS

Q #1 = The system which provides information within a system is called the

1. Internet
2. Intranet
3. Interweb
4. Intraweb

Answer = 2

By definition the Latin term Inter – means “between” “among” “in the midst of” something, and is generally used to signify connection between Internet sites. Intra is the Latin word meaning “within”. Web is collectively referred to all sites, which can be connected to one another.

Q #2 = Iowarealtors.com ...

1. Has Iowa property ads on the internet submitted from realtors® statewide
2. Has property ad links to local boards which submit their own ads to the internet
3. Is the domain name for IAR staff members e-mails
4. All the above

Answer = 4

The term “iowarealtors” will soon be THE primary name to remember to be able to view all property ads which the Iowa Association uploads, and the connection to those local boards of Realtors® who also wish to display their ads at this location. The IAR ads will concurrently be placed upon Realtor.com.

Q # 3 = Realtor.com has over

1. 1.2 million advertisements for homes that are for sale
2. 500,000 advertisements for homes that are for sale
3. 1.3 billion advertisements for homes that are for sale
4. is only accessible by Realtor® members whose homes are for sale

Answer = 1

So far Realtor.com has by far and away beat the competition in terms of number of homes available to view on the Internet. The site has two basic sides, a consumer side accessible to everyone, allowing viewing of homes, information on buying and selling, finding a REALTOR®, mortgage information and other general property information to assist consumers. The other side is exclusively for REALTOR® Members and contains information produced by the National Association of Realtors®.

Q # 4 = The Iowa Real Estate Commission home page is

1. www.IREC.com
2. www.Iowagovt.com
3. www.Rogerhansen.com
4. www.State.ia.us/proflific

Answer = 4

There are more cumbersome ways to get to the homepage for the Professional Licensing Divisions (proflific), but this is the most convenient. Once at the professional licensing page simply click on the Real Estate icon. Be sure to scroll all through the real estate section as many useful items are at the bottom of the site.

Q # 5 = Each IAR member and member firm has a free resume page containing their name, company name, address and phone number on

1. www.MeIowa.com
2. www.ia.living.net
3. www.realtor.in.iowa.com
4. www.RealEstate'R'Us.com

Answer = 2

The Iowa living network was the first site formed by the IAR to get members a presence on the Web. Individual Realtors® can upgrade their site --- see Q # 6.

Q # 6 = You may enhance your IAR Resume page by

1. Linking to your existing home page (for only \$10.00 per year)
2. Linking to your own e-mail address (free of charge)
3. Submitting a photograph or company logo (one time charge of only \$1.00)
4. All of the above

Answer = 4

All these features are currently available. In addition you may enhance your web information and provide more information about yourself and your services through the new Agent Simple and Office Simple see Q # 10.

Q #7 = If you “own and control” your own web page the site must contain:

1. The states in which the licensee holds a real estate broker or salesperson license
2. The city and state in which the licensee’s office is located
3. The name of the firm with whom the licensee is affiliated as registered with the commission
4. The licensee’s name
5. All the above

Answer = 5

All the above are new administrative regulations which have taken effect in February 1999. Each licensee’s web page must contain this information. Also similar rules are applicable for a firm or when you conduct business activities using e-mail. See the Real Estate Commissions web site under new rules (1998) to review these new guidelines.

Q # 8 = If you wish to e-mail Gail Flagel, President of the Iowa Association e-mail to

1. Gail&Duane@newton.com
2. IARPresident.org
3. OfficersIAR.org
4. gail_flagel@firstrealtybhg.com

Answer = 4

Also the other officers in the association e-mail are

President - Elect Dan Berry	PARBERR@juno.com
Vice President First Named Lana Baldus	lanacrs@skogman.com
Treasurer R. Scott Case	SCASE91527@aol.com
Immediate Past President Dick Koestner	dick@marketvalue.com

State Association Staff e-mail

Executive Vice President L. Martin Lee	IARmarty@iowarealtors.com
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Legal Counsel Paul McLaughlin	IARpaul@iowarealtors.com
Membership/bookkeeper Jane Ward	IARjane@iowarealtors.com

Q # 9 = If I want to check out the Realtor® site which highlights farmland I can go to

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2. <http://ia.living.net>
3. www.RLIland.com
4. www.loopnet.com
5. any of the above

Answer = 5

From this Web site you can locate farm, acreage, ranch, development and commercial property for sale by Central States Land Realtors®. Realtors® who have joined the Realtors® Land Institute from all the states surrounding Iowa, plus North Dakota, have entered properties for sale. The properties are classified into many differing categories so prospective buyers may narrow their search. Take a look at what's available, and think about joining RLI and placing your land advertisements there. Talk to Sharon at 1-800-532-1515.

Q # 10 = You may further market and communicate your Web presence with Agent Simple/Office Simple which offers ...

1. Your own custom property descriptions with a total a 6 photos of the property possible.
2. Allows you to record a personal message which will sound when someone clicks your homepage
3. Quarterly newsletters with the latest marketing tips, and product information.
4. Guaranteed sales with more money rolling in than a lottery winning
5. All of the above, except 4

Answer = 5

Both Agent Simple and Office Simple are available upgrades for an extra charge through Realtor.com. These offer significant marketing flexibility and promotion of your business which you and the consumer may appreciate.