

What makes an agent a specialist

One of the things that some real estate agents do to differentiate themselves in the marketplace is to take on the moniker of “specialist.”

The National Association of Realtors (NAR) has sponsored or recognized many certifications over the years that require specific educational standards in a particular specialty. Some designations can only be achieved after performing a certain number of sales in a specific market segment.

There are widely varying degrees of difficulty to achieve a specialist designation in different areas. One of the more rigorous programs involves becoming a Certified Residential Specialist (CRS). To complete this program there are four different paths from which to choose.

Each path requires a minimum number of classroom education hours combined with exceeding a threshold for a certain number of transactions or dollar sales volume.

Lots of other designations abound including categories for luxury homes, resort properties, etc. Here is a quote from



Don Kanare & Sabrina Belleci
Special to the Tribune

the Institute for Luxury Home Marketing which sponsors the certification for a Certified Luxury Home Marketing Specialist:

“The Certified Luxury Home Marketing Specialist™ (CLHMS) designation assures affluent buyers and sellers that real estate professionals have the knowledge, experience, and unique skills to meet their needs. Members of The Institute who hold the CLHMS designation have documented performance in the top 10 percent of their residential markets and have successfully demonstrated their expertise in the luxury home and estate market.”

Some agents will call themselves a specialist in a particular

Weekly real estate update

	Houses	Condos	PUDs
For Sale	82	33	13
Under \$1 million	16	24	9
Median Price For Sale	\$1,995,000	\$640,000	\$699,000
YTD Sales 2019	14	22	5
YTD Sales 2018	19	20	8
New Listings	2		
In Escrow	4		
Closed Escrow	6		
Range in Escrow	\$289,000 - \$2,350,000		

These statistics are based on information from the Incline Village Board of Realtors or its Multiple Listing Service as of Feb. 24.

area without having achieved any certification that falls under the NAR umbrella. This is where things get sticky.

If an agent has sold a lot of properties in a particular condo complex or subdivision they will sometimes call themselves a specialist in that area and rightfully so. They likely have acquired a significant amount of market knowledge specific to that niche and can guide buyers and sellers satisfactorily in that area.

However, as the market gets more competitive we are seeing agents promoting themselves as specialists in one area or another without having the requisite knowledge, expertise or sales

experience. In a high-end resort market such as Incline Village we have a lot of luxury homes. So, some agents will call themselves a “luxury property specialist” when they may have never sold a property that falls into the luxury category.

You can’t call yourself a “golf course specialist” when you have never sold a property adjacent to a golf course. Yet we have seen agents putting these specialist titles on their business cards and marketing materials in an effort to enhance their image and hustle up business.

Buyers and sellers are often attracted to doing business with someone who portrays themselves

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as a specialist in the market segment where they plan to conduct business.

While this is great if you have someone with the qualifications and expertise representing you, it can be a nightmare if you find yourself in a transaction with someone who is using the specialist moniker without possessing the requisite skills and knowledge base.

Don Kanare is the founder and Sabrina Belleci is the owner and broker of RE/MAX North Lake in Incline Village. You can follow their blog at www.INSIDEINCLINE.COM.

Why do house painters wear white?

Metro Creative

The sight of professional painters decked out in white overalls is a familiar one to many people. Perhaps you’ve pondered just why painters wear white? The reasons behind painters’ sartorial choices is not easily verifiable, but it’s fun to explore nonetheless.

The actual name for a painting professionals wardrobe is “painter’s whites.”

White canvas or denim pants, white T-shirt, overalls, and a white cap are often worn by painters. The idea of wearing white may date back to the 1700s, when there were not a variety of house colors available. As a result, white was the primary choice of paint at this time. If white paint were to be dripped on a white uniform, it wouldn’t be readily noticed before laundering.

Painters also used to mix 50 pounds of “white lead

powder” with a can of paint paste to make about two gallons of paint. The mixing process produced large amounts of white dust. To hide the dust, the painters wore white.

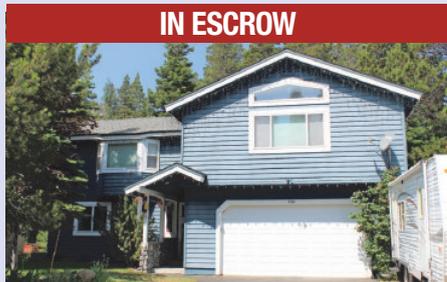
There are some practical reasons for painters to wear white. White clothing tends to be cooler when working outdoors or in sunny locations. Should painter’s whites become dirty, they’re easily bleachable without the color fading.

Painters often find that their business logo stands out sharply against the white of a uniform, which can be another practical reason to don some white overalls.

Today, because there are many other paint hues available, painter’s whites may not be so pristine. But those variously shaded specks and splatters may be indicative of a seasoned professional who has put in many hours on the job.

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REDUCED to \$410,000; 3 Bdrms, 2 baths, heated double garage, STEPS to Meadow & River & Tahoe Keys Beach & Harbor rights.



REDUCED to \$499,500. 3 Bdrms, 3 Baths, Family Rm. w/its OWN ENTRANCE & yard, double garage.

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- Near Meadow; Ready to build lot in town; includes Allocation & most fees paid \$150,000



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