



January 8, 2016

Issue no. 2



[For help with new ListTrac button](#) | [Fill in your 2016 calendar with these dates](#)

Top 3 Things YOU Need to Know This Week!

1. cnyREALTOR.com is getting a facelift!

The new and improved cnyREALTOR.com website will be more sleek and modern looking and it will be more user friendly. It will be FULLY responsive to any device you view it on and it will have a unique search capability that will help not only agents, but consumers find the homes they really want to see in a much faster way! On top of all that we have a new logo! Look for all these new and improved changes coming soon!

2. ListTrac Button Now Available on SSO Dashboard

You may have noticed a new button on your SSO Dashboard, ListTrac. CNYIS partnered with ListTrac to provide our membership with a new tool that allows you to see how your listings are performing online. By clicking this new button, it will take you to the dashboard for ListTrac. From here, you'll have three options:

* **Dashboard** shows you the summary performance for your active and under contract listings, including the listings where you are the co-list agent.

* **My Listings** gives you the property-specific URL for each of your on-market listings, a listing-specific text message number, and a QR code creator that can be used for marketing purposes.

* **Listing Stats** lets you see metrics on individual listings.

To learn more on how to use ListTrac, [click here](#).

3. Do you want your company featured on cnyREALTOR.com's "REALTOR Builders" page?

The goal of this page is to provide brokers an affordable advertising vehicle to highlight their builders and to show the benefit of a builder having REALTOR representation. With the new cnyREALTOR.com site there will be huge marketing push which will bring more traffic than ever to our site. Make sure your builders are represented in 2016 by filling out [this form](#) and emailing it to Laura at Mech@cnyrealtor.com.

IMPORTANT DATES

2016 Installation Event

Jan. 15th

6:00-9:30 p.m., OnCenter

[Event details](#)

[Register Now](#)

New York State Commercial
Association of REALTORS
Syracuse Chapter

Welcome Reception & Toast

January 20th

3-4:30 pm, GSAR

[Event details](#)

All Committee Meeting

Jan. 28th

Chairs & Co-Chairs - 2:00 p.m.

Committee members - 3:00 p.m.

Save these dates for 2016

Raising the Bar #1- March 3rd

Raising the Bar #2 -April 7th

Community Day - May 6th

Lobby Day - May 24th

Member Mixer at Borio's -June 2nd

[GSAR Calendar](#)

QUICK LINKS

[2015 Membership Directory](#)

[Education Schedule](#)

[CNY Housing Stats](#)

[Important Support Numbers](#)

[Member Benefits](#)

[Member Profile](#)

[NAR](#)

[NYSAR](#)

[Pay Your Dues](#)

[Register for Education](#)

[Register for an Event](#)

NEW MEMBERS

Joann Jones

Hunt Real Estate ERA

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315-488-2926

Rebecca Rose

Kirnan Real Estate

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Dawn Francis

Coldwell Banker Prime Properties

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Erica Jones

TJMG Properties LLC

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Valerie Ferguson

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Deborah Cavanagh

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315-682-7197

Lawrence Garuccio

Coldwell Banker All Bridge

gooch472000@yahoo.com

315-689-3926

Member
Highlights

Dave Hanlon, GSAR President for 2016, has been nationally recognized as a top inspirational drummer. If you have not heard him perform you can listen to him on YouTube. We suggest the [Peter Gunn episode](#). Dave is currently in competition to receive the top award in his music field and he NEEDS YOUR VOTE. Please help Dave out by voting for him today (you can vote daily!) Go to [Studiojams.com](#) and click on 2014 awards - it will change to 2015. Click on a name in each category and fill out the info at the bottom. No worries, you will not be contacted by anyone. Then click - SUBMIT. It's just that easy! Thank you in advance and Best of Luck to you, Dave!!



Become a Member today

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Here are some tips you can share with your Seller

HOME IMPROVEMENTS THAT ADD VALUE

REALTORS® know that in addition to improving your home's appeal when you sell, certain remodeling projects can add value. According to *Remodeling* magazine's 2014 Cost vs. Value Report, these remodeling projects will get you the most bang for your buck.

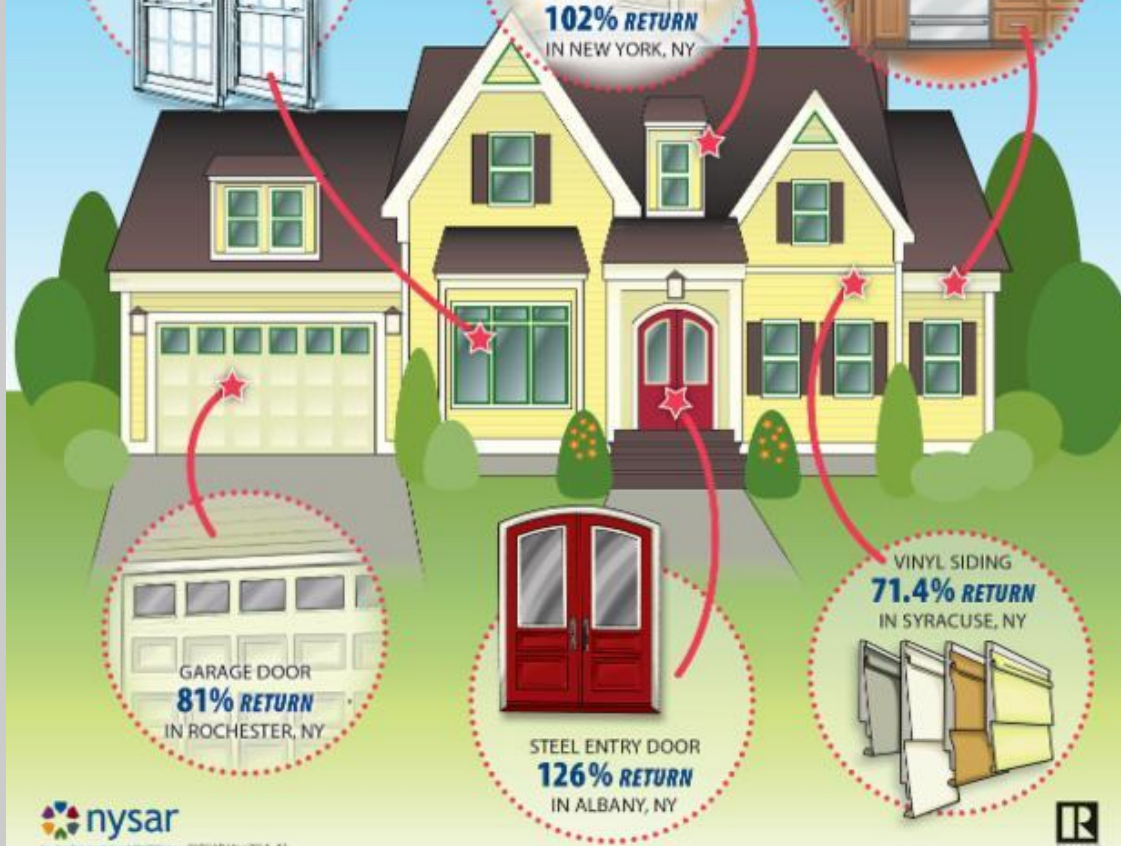
VINYL WINDOWS
76.2% RETURN
IN BUFFALO, NY



BATHROOM REMODEL
102% RETURN
IN NEW YORK, NY



MINOR
KITCHEN REMODEL
64.1% RETURN
IN POUGHKEEPSIE, NY




GARAGE DOOR
81% RETURN
IN ROCHESTER, NY



STEEL ENTRY DOOR
126% RETURN
IN ALBANY, NY

VINYL SIDING
71.4% RETURN
IN SYRACUSE, NY



 **nysar**

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 **REALTOR**

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