

# the LONG and the short of it



MAY/JUNE 2010



## A Letter FROM OUR CEO

### EMAIL UPDATE

Well by now we've learned there is life after the tax credit expiration! After a booming first quarter, I know many of you are pleased to find that there is plenty of consumer traffic remaining post-tax credit.

The 500 of you who were in attendance at the April 23 Company Meeting and Education event may recall some telling stats I shared from a recent agent survey we conducted designed to measure the impact the government's home buyer tax credit may or may not have had on your market:

- Almost half of you said 10 percent or less of your buyers were going to take advantage of the tax credit.
- Nearly 60 percent of you said buyer activity will stay the same within your marketplace after the tax credit expiration on April 30th.

I recently attended a Realty Alliance meeting where two other companies shared a similar survey of their agents. Their results reflected that between seven and eight percent of their first quarter buyers were going to take advantage of the tax credit. These numbers are in line with our own survey and lead me to firmly believe there is still a strong market for us to keep tapping into out there.

Remember there are still a number of incentives driving buyers and sellers into the marketplace, even without the bonus of a tax credit. We're still seeing the same historically low interest rates (that are destined to go up) and attractive pricing. With your focus on delivering an honest dialogue with your buyers and sellers, we're sure to see an exciting summer for Arizona real estate!

Best regards,

Rosey Koberlein, CEO  
Long Realty Companies

Last year we transitioned our Long Realty email over to a Microsoft Exchange platform. In an effort to help you best use the capabilities of this system, we are happy to announce that we have completed an upgrade **which increases your Long Realty email box size from 200MB to 500MB**, more than doubling the capacity of your email box.

On the Long Realty email system, **emails are only kept on the server for 6 months** – this is in place to help ensure that server space is available for more recent emails and not used as an archiving vehicle, which is best done on your personal PC. Therefore it is important you archive your emails off the server before 6 months passes, if you wish to keep a copy of them. If you need additional help please contact our tech support team at (520) 918.8800 or email [Support@LongRealtySupport.com](mailto:Support@LongRealtySupport.com).

### IN THIS ISSUE...

- [Life After the Tax Credit](#)
- [Protect your PC with Anti-Virus Software](#)
- [HOA Update](#)
- [FLEX Update](#)



# Trends & Professional DEVELOPMENT

## Long Realty University Offers Great Ways to Build Your Business!

To attend a class, please register with LongNET and click on "Long Realty University," link, unless otherwise noted.

**Home Office: 900 E. River Road, Roy Long Training Center**

**May 26:** Advanced Flex Training w/Chris Patterson; 10 – 11:30 a.m.

**May 26:** Customize Your Long Realty Website w/ John Crist and Annie Barmore; 1 – 4 p.m.

**May 27:** Disclosure In An Internet World (3 hrs Disclosure) w/Theresa Barnabei & Len Elder; 1:30 – 4:30 p.m.; \$25 fee - see LRU site for complete class details

**TAR Flex MLS Classes: 2445 N. Tucson Blvd.**

**May - June:** Register online at [www.tucsonrealtors.org](http://www.tucsonrealtors.org).

## Long Realty University On Demand



How does it feel to say goodbye to the tax credit? You'll feel just fine after watching the new training video from David Knox! Log onto LongNet to access the latest training videos from Long Realty University on Demand.

"Life After the Tax Credit" explores how to recover from an artificial stimulus.



## IN MEMORIAM



Long-time Tucson real estate icon **Barbara Rice** passed away April 26 after a long battle with Parkinson's disease. Barbara was described as a "class act" by former manager Peter Ware. Memorial contributions may be made to UA Foundation/Parkinson's Research, P.O. Box #245018, Tucson, AZ 85724.



## Look Who's JOINED US

### EXPERIENCED AGENTS

We are pleased to announce the following experienced real estate professionals who have joined the company during the months of March & April:



**Edie Anderson**  
Dove Mountain



**Leslie Gallaher**  
Sahuarita



**Brenda Jahner**  
Sierra Vista



**Carole Levi**  
Foothills



**Ann Laurie Moore**  
Tanque Verde



**Bill Moore**  
Tanque Verde



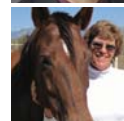
**Edward Moore**  
Tanque Verde



**Teresa Robison**  
Central



**Jay Rutledge**  
Foothills



**Nancy Swinford**  
Dove Mountain



**Frances Bailey**  
Long Realty Thunderbird



**Debi Huss**  
Long Realty Thunderbird

FRANCHISE OFFICES

## SPOTLIGHT ON

### Branch Ideas That Go A Long Way!

The River/Campbell office unveiled their 2010 Office Goal Board at their branch recognition event in February – “Tucsonopoly” – a game board with different subdivisions around town on the board. Each day, O.A. Holly Robnett prints out a dollar bill with the agent’s picture on it to represent the closed unit they had that day. She then glues on houses and hotels to represent the number of closed units for the week. Hotels are equal to 10 units and houses are equal to one unit. Holly also keeps watch of the “Banker’s Box” – a box containing the agent’s names. By the time the office reaches their goal, they will have 752 (if not more!) names in the box. Let’s hope they keep passing *Go!*



## Core SERVICES



### Core Services’ Closing Guarantee

Did you know Long Mortgage and Long Title are the only companies to offer a home closing guarantee, designed to ensure your client with an on-time closing? Be sure to have your client sign the guarantee disclosure and assist us by collecting all documentation within 48 hours of an accepted contract. A 30-day escrow period is required. Questions? Contact your favorite Mortgage Consultant.



### AHS Warranties Helping your Buyers and Sellers



The aggregate total of American Home Shield home warranty claims paid to Long Realty clients from January to April 2010 was \$86,694. These numbers show just how important AHS warranty’s are to our buyers and sellers:

Casas Adobes	\$8,212	Sierra Vista	\$5,312
Central	\$11,642	River/Campbell	\$11,046
Foothills	\$17,922	Sahuarita	\$1,343
Green Valley	\$2,981	Houghton/SE	\$4,031
Oro Valley	\$7,760	Dove Mountain	\$2,746
Tanque Verde	\$13,282	Catalina	\$417



### Legal

## BUZZZ

By: Jerome King, Designated Broker

### Tax Credit - Short Sale Collision!

These Short Sales keep buzzing around like angry flies. Check out [Jerome’s Broker Buzz Blog](#) for an example of a situation that seems to be happening with increasing frequency, and learn how you can prevent it.

### Update: Hoa’s Must Allow Open House Signs Now

HOA rules and real estate signage are back in the news! Visit [Jerome’s Broker Buzz Blog](#) for the latest update.



## Congrats PRAISES & PRACTICES



**Susan Cassidy, ABR**  
Tanque Verde Complex  
New EcoBroker and  
SRES designations



**Stacy Parrish-Clark,**  
**ABR, SFR**  
River/Campbell  
New GREEN designation



**Stacy Sump,**  
**GRI**  
Foothills  
New Associate Broker

### TAR/AAR Election Results Just In

Congratulations to **Steve Redmond**, GRI, from the Foothills office for his election to the TAR Board of Directors for 2011. Also congrats to **Michael Mulvena**, ABR, ABRM, CRB, CRS, GRI, SRES, e-PRO, GREEN, designated broker of the Long Realty affiliate Northwest Tucson Property Rentals, for his election to TAR's board for 2011. Moving on up to become the 2011 TAR president is currently, president-elect, **Jill Knox**, from our Tanque Verde Complex.

Taking on responsibilities at the state level, **Glenda Grow**, CRS, GRI, PMN, SRES, e-PRO, from Dove Mountain, and **Jonna Sotelo Douglas**, GREEN, from River/Campbell, who were elected to the Board of Directors for the Arizona Association of REALTORS.



*Steve Redmond*



*Michael Mulvena*



*Jill Knox*



*Glenda Grow*



*Jonna Sotelo  
Douglas*

We appreciate these fine agents stepping up to become leaders in our real estate industry!



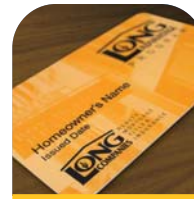
## MARK YOUR CALENDAR

### HOLIDAY WEEKEND – May 31

Due to the Memorial Day holiday, commission checks delivered to the Home Office on Friday, May 28, will be processed and sent to the branches on Tuesday, June 1.

### HOLIDAY WEEKEND – July 4

The Home Office will be closed on Monday, July 5, to celebrate Independence Day. Commission checks delivered to the Home Office on Friday, July 2, will be processed and delivered to the branch offices on Tuesday, July 6.



## Partner NEWS



### Please Welcome Our Newest Partner

**Desert Garage Doors** is a local, family-owned and operated business for over 15 years and has become the first choice for Southern Arizona's garage door needs. They take pride in their prompt and courteous garage door service! Specializing in the repair and installation of garage doors and openers, Desert Garage Doors is a member of the International Door Association. For more information, or to set an appointment, please contact Brian or Matt at (520) 648.1395.

### Partner Praise

The **Oro Valley** office has been holding its weekly office meeting at Pusch Ridge Christian Church for the last six years. Thanks to an idea from Terry Enright and Don Cox, we decided we would step up to the plate and have the church carpeting cleaned in time for Easter weekend.

We contacted **Americare**, a Long Advantage Partner. John Khamsehazadeh of Americare not only jumped at the chance to help the church, he also discounted his normal fee by about 75 percent and got the job done in time for the church's Easter Service.

We strongly recommend Americare (579-9072) to all Long Agents and their clients, friends and relatives. His work is amazing and he is prompt and very pleasant to work with.

**Bob Semple**  
*Oro Valley Branch Manager*





## Tool TIPZ

### Software, Software, Software.

By: Ron Witty, Director of Network Services

There are many free anti-virus applications available for your PC. Before you go downloading and installing these free programs, you need to ask yourself the following question: Do you already have virus protection software? If you do, is it working and keeping your computer safe? Do you have a firewall or internet security package and is it working? If you answered 'yes' to these questions, there is really no need to install another program. Assuming you have no product, here are some free downloads for you to check out:

- [www.avast.com](http://www.avast.com) By clicking on 'products,' you can download their free Antivirus software. This product is very solid and offers excellent virus protection. It has been keeping me and many of my geek friends protected for years.
- [www.malwarebytes.org](http://www.malwarebytes.org) By clicking the big blue 'download now' button, you can download this free software package that scans your system for spyware, adware and other programs. We in IT use this program a lot, it finds, fixes and removes lots of items.
- [www.comodo.com](http://www.comodo.com) With most computers, if you have Microsoft Windows on it, and your windows firewall turned on, you're OK. However, if you want to step that up a notch, go to this site and download and install their free firewall.

Good computer habits include not opening questionable attachments people send you, not going to strange websites and seriously questioning anything that pops up and wants to install software on your computer. When in doubt, call your favorite techy-type to ask if it is legit, or e-mail us at [Support@LongRealtySupport.com](mailto:Support@LongRealtySupport.com).



## Letters, WE GET LETTERS!

Check them out on [Long Connects](#).

**Do you have good news, product reviews or tips to share?**

Share your success stories, testimonials, or tips with other agents on [Long Connects](#)!

## FEEDBACK

### WHAT AGENTS ARE SAYING!

What if you could automatically market to web leads and send follow-up emails to your sphere at no additional cost? Well, now you can with Long Realty's eContacts program! This vibrant contact management platform integrates your Long Realty agent website and helps you convert more leads all while saving you time, money and helping you get more business! Since its launch in mid-February, Long Realty agents have signed-in over 3,200 times!

### Here's a sample of what agents are saying about eContacts:



"I just received a call from a young woman I haven't heard from in over a month! I met her at an open house back in early March. I

took her to see a few properties, called her to follow up, but did not receive a return call. Thinking she was probably gone forever and I had nothing to lose; I added her to my eContacts anyway. Today, she calls me and is coming in to the office tomorrow to start looking for a home. She did follow my suggestion and is already pre-qualified! If I had not added her to my eContacts, I would have lost her to the next agent she met!"

- Patricia Sterling, *Tanque Verde*



"I knew eContacts was going to be a valuable tool but I didn't expect such immediate results. One couple I hadn't spoken to

since last summer contacted me after receiving a recipe card. To make a long story short, we found a house, the contract was accepted before April 30th (they qualified for the tax credit) and we will close escrow the end of May."

- Pat Fox, *Tanque Verde*



**Tip:** When sending out an Action Plan or Quick Mail, be sure you add yourself to the list of recipients.



# Tucson MLS's FLEX MLS UPDATE

On May 3rd, the Tucson MLS launched the new FlexMLS system. Quite a number of items have been fixed or adjusted since launch. There are still issues being worked on and the MLS Technology Committee and Staff continue to make tweaks based on your feedback. Long Realty continues to assist wherever we can in getting issues identified and resolved with FlexMLS.

Here are a few tips for you regarding FlexMLS:

- Currently, both CAPA and Contingent Listings are appearing in the CMA under Pending. This is a result related to how Cumulative Days on Market (CDOM) is calculated. There may be some changes to this in the future. Watch for more details.
- When using Quick Search, you probably want to avoid using Status Date. When you enter a Status Date, it currently affects ALL statuses you are searching, including actives. This means if you use Status Date, you will only get actives that were listed during the date range you entered.
- You'll notice that most Status dates prefill with a Maximum Date that is 10 years in the future. This is done on purpose so that if you save your search, it will continue to retrieve newer properties in the future. We recommend you don't adjust your Maximum dates unless you specifically have a Maximum date you need to save for a previous date.
- When searching by Township Range Section, your best bet is to use Quick Search for now. The search fields give you more flexibility when searching TRS than you will find in the Full Search. MLS hopes to upgrade the TRS options in Full Search as soon as possible.
- Using Quick Search and can't find Subdivision? Near the top of the Quick Search you will find a box that says Address, MLS#... This is a Smart Location Search box. You can type the Subdivision name in there.

MLS is continuing to offer classes as they have availability. Remember, you can also find access to the [FlexMLS Training Videos](#) on LongNet, within LRU On Demand.

As a reminder, you can contact FlexMLS for technical support at 1-888-525-4747 or support@flexmls.com. If you have feedback on suggested changes or bugs, please send them to techsupport@tucsonrealtors.org.



## AZ LUXURY PROPERTIES



### Long Realty's New Luxury Website

One goal of our 2010 marketing plan was to help you generate more Internet-sourced business. There are many initiatives we are taking to accomplish this objective: some are for the general market and some for niche segments – such as luxury. For instance, in Tucson alone, Long Realty agents have captured 66% of the luxury market share this year and we have a growing share in other market areas. Having a strong web presence in the luxury market will help to maintain and grow your business and can better serve the needs of luxury buyers and sellers, thus we are pleased to announce the recent launch of a new luxury-focused website, [www.AZLuxuryProperty.com](http://www.AZLuxuryProperty.com), designed for listings priced at \$800,000 and above.



The Foothills management team chose to cheer their office through the Flex MLS conversion. Says Branch Manager Laura Mance: "If you can't beat it... smile!"



The Central office demonstrates how they mastered Tucson's new Flex system: With flexing, of course!



# Congrats PRAISES & PRACTICES

**SFR /Short Sale Specialties** The National Association of REALTORS® is supporting training courses around the country, focused on preparing real estate professionals to deal with Short Sales and foreclosed properties (REO's). Many Long Realty agents are taking advantage of local continuing education courses and achieving the prestigious designation of Short Sale and Foreclosure Resource (SFR). Congratulations to the following LRC agents who recently completed such training and may now wear the SFR designation after their name:



**Beth Harrell**  
Casas Adobes



**Michelle & Ralph Hartley**  
Casas Adobes



**Paula Koperski**  
Casas Adobes



**Pat Rogers, CSSPE**  
Casas Adobes



**Doug Seemann**  
Casas Adobes



**Joe Sweeney**  
Casas Adobes



**Casey Yanez**  
Casas Adobes



**Claudia Espinosa**  
Central



**Gladys Kenney**  
Central



**Zorana Knapp**  
Central



**Linda Butler**  
Dove Mountain



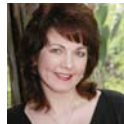
**Brian Edkins**  
Dove Mountain



**Ericka Finch**  
Dove Mountain



**Shirley Lee**  
Dove Mountain



**Mary Soto**  
Dove Mountain



**Lorraine Steckler**  
Dove Mountain



**Jim Franciose**  
Foothills



**Deborah McCray**  
Foothills



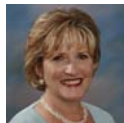
**Kim Brewis**  
Green Valley



**Connie Cobb**  
Green Valley



**Sandra Crane**  
Green Valley



**Joette Schenck**  
Green Valley



**Patrick Sedillo**  
Green Valley



**Robin Stirn**  
Green Valley



**Gary Vavrosky**  
Green Valley



**Carol Spears Bernard**  
Houghton/SE



**Holly Butler**  
Houghton/SE



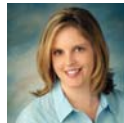
**Terri Gervais**  
Houghton/SE



**Rob & Catherine Hallberg**  
Houghton/SE



**Gail Hart**  
Houghton/SE



**Jill Pilling**  
Houghton/SE



**Ken Ryan**  
Houghton/SE



**Nancy Velasco**  
Houghton/SE



**Kris Burnell**  
Oro Valley



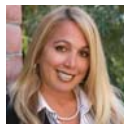
**Sonya Dougherty**  
Oro Valley



**Tom Lois**  
Oro Valley



**Clint Nelson**  
Oro Valley



**Cathy Smith**  
Oro Valley



**Susan Deflorian**  
River/Campbell



**Vicki Palmer**  
River/Campbell



**Stacy Parrish-Clark**  
River/Campbell



**David Winter**  
River/Campbell



**Dick Powell**  
Sahuarita



**Pat Fox**  
Tanque Verde



**Mary Alice Frei**  
Tanque Verde



**Darla Johnson**  
Tanque Verde



**Dawn McKinley**  
Long Realty  
Thunderbird



**Scott Sulich**  
Long Realty  
Partners



**Anne Gibson**  
Long Realty  
Sonoita



**Jean Miller**  
Long Realty  
Sonoita





# MARCH/APRIL 2010 EMPLOYEE SPOTLIGHT



## Linda D. Rhodes

Started With The Company: June 6, 1975  
Current Position: Regional Office Administrator  
Central Office

### WHY SHE'S A STAR!

Linda Rhodes – the go-to person for so many. Linda, who is one of our Regional Office Administrators, began her career as our courier for Long Realty in June 1975. In June 1994, Linda was promoted to Office Administrator for our Central office and in August 2004, was promoted to her current position.

Linda possesses the knowledge and skills that take years to acquire. She has a very calming demeanor, in what is sometimes a very demanding position. Dedicated to the quality of her work, Linda's main priority is her clients and her constant focus is to help resolve issues as efficiently as possible.

Linda's co-workers, agents and management enjoy working with her because of her positive attitude, ethics, diligence, resourcefulness and her great sense of humor! Talk to anyone and they will tell you that when you speak with Linda you have the privilege of speaking with an extremely knowledgeable, caring and professional individual. Thank you, Linda, for being part of Long Realty's team!!



## Pamela J. Trowbridge

Started With The Company: January 17, 1995  
Current Position: Regional Office Administrator  
Tanque Verde Office

### WHY SHE'S A STAR!

Pam Trowbridge began her career with Long Realty in January 1995 as the Office Administrator at the Tanque Verde Office. She was promoted to Regional Office Administrator in August 2004. We quickly learned that Pam was not ordinary in her ability to learn the job – but rather extraordinary. She quickly became known as a professional who got things done quickly, and with enviable accuracy!

Pam cares deeply about the successes of Long Realty's endeavors and has at different times taken on a variety of roles and has excelled at each and every one of them. Never one to complain about her workload, Pam always takes on more than is expected. She is a key ingredient to Tanque Verde reaching their goals month in and month out and is the consummate professional and a great teammate. Her dedication to her job and to Long Realty as a whole is a true testament to the kind of person she is. Pam, thank you for all you do every day!!



## LONG AFFILIATES FRANCHISE NEWS

### Long Realty Tubac to Market Dorn Homes Sanctuary Development



Dave Grounds

**Dave Grounds**, President and CEO of Dorn Homes, a privately-held home builder and developer serving Tucson, Green Valley, Tubac, and Rio Rico, has announced Long Realty Tubac is now representing and marketing the company's Sanctuary Community at the Tubac Golf Resort.

"I'm really excited to have the opportunity to partner with such a professional company," said Grounds. "Dorn Homes has known and worked with most of these real estate professionals for a number of years and we have watched Long Realty Tubac grow to become one of the leading real estate offices in Santa Cruz County. We are proud to be associated with this high-energy, ambitious company."

"We couldn't be more excited," agreed **Steve Marino**, Designated Broker and co-owner of Long Realty's Tubac and Rio Rico/Nogales franchises. "Dave Grounds has spent the last 20 years building an excellent, very reputable organization and we're very proud to represent them. We love the product. I live in a Dorn-built home. My partner lives in a Dorn-built home. They build and support their homes to a very high standard."

The Sanctuary at the Tubac Golf Resort is the number one selling new home community in Tubac. The community provides its residents the unique lifestyle of living within a world class, historic resort that boasts fabulous golf, swimming, fitness, hiking, two restaurants, a spa, and charming galleries.

The Sanctuary homes feature Green Design and Construction, dramatic Southwestern architecture, authentic beams and stone detail, with finishes that are upgrades in any other new home community.

The neighborhood will ultimately include 106 homes and is completely surrounded by the lush fairways of the golf course.

### Congratulations



to **Jean Miller**, owner of the Long Realty

Sonoita and Patagonia offices. Jean has been appointed to the Santa Cruz County Board of Adjustments by a unanimous vote of the three County Supervisors. A portion of Jean's new job will be to hear variance requests, most of which are in the west side of the county, including Tubac, Rio Rico and Nogales.





## Long Realty CARES FOUNDATION



### 2010 Pledge to Primavera Foundation

Since 1982, the Primavera Foundation has been working in our community to address poverty and homelessness and build a future in which all people are assured basic human rights, a livable income, and safe, affordable housing. In support of these efforts, Long Realty Cares Foundation has made a monthly pledge for 2010 to Primavera.

The foundation will continue to support the many different local organizations our Contributors submit grant requests for. We are also looking forward to raising the walls on another home with Habitat for Humanity on Building Freedom Day this fall.



## Long Realty RELOCATION

### Grant Recipients for March/April 2010

Long Cares Foundation is proud to share the following list of outstanding organizations that have received grants during **March and April**:

- Sierra Vista Regional Health Center
- Make Way For Books
- Therapeutic Riding of Tucson
- Arizona Blind & Deaf Children's Foundation
- Jim Himelic Foundation
- Interfaith Community Services
- SaddleBrooke Community Outreach
- Tu Nidito Children & Family Services
- Top Dog
- Primavera Foundation

We appreciate the efforts of the Long Cares Contributors who submitted and sponsored these requests! To become a Contributor or learn more about sponsoring a grant request, contact **Michelle Salvagio** 520-918-3757.

*Thank you for your commitment  
to our community!*

**Susan Barry**

President of the Board  
Long Realty Cares Foundation  
[www.LongRealtyCares.com](http://www.LongRealtyCares.com)

### Talk About the Smarter Way...

*By: Don Booth, Director of Business Initiatives*

The call came in and the specifics about the referral were elaborated. The client wanted a very nice home at a very good price, but was not sure if she would decide on Tucson or another location in North Carolina. The placement of this client was going to require considerable professional patience and placement with an agent who could not only sell a home, but would also need to be able to sell the wonder of Tucson. As it turns out, the perfect professional was chosen for this task: Karen Ashurst.

Karen met with the client during her initial trip to Tucson, showing her several houses while striving to 'introduce' her to Tucson. Tucson is a very special place, and Karen brought its uniqueness to her client's attention. Mind you, she was still committed to finding out about the South. So, the client bade Karen goodbye, thanked her for all her considerable efforts, and flew away. The question always enters one's mind at a time like this: Will I ever see her again?

During the next 12 months, Karen stayed in touch and was able to inspire great confidence in her client; however the client was simply not quite set on Tucson.

Karen was told that in order to make her decision, the client would need to feel really comfortable with the ambiance of Tucson; discovering the quality and character of living here – which is tough to discern in brief visits. Luckily Karen understood where the client was coming from. The commitment to return for another "look-see" was made and arrangements for travel put in place.

The client arrived to a weekend of lifestyle immersion. Karen had enlisted many of her friends to assist her continuing this fabulous introduction to Tucson. They all gathered for a healthy hike in Sabino Canyon, shopping, dining, all timed to sunrises and sunsets. The client had discovered much about the beauty of Tucson, and made many new friends. Suddenly, North Carolina was no longer on the radar and she soon chose her dwelling place.

Thanks, Karen, for exemplifying the value we bring to our clients lives!

### Grow Your Business with Leading RE and Win \$100!

Place an outgoing referral now through June 4 and be entered to win a \$100 AMEX gift card with Leading RE's "Get the Word Out Referral Contest." To participate, submit an '[Outgoing Referral form](#)' on LongNet. Questions? Contact your RHL Coordinator **Dana McAlister** at (520) 918.2437.



the **smarter** way to sell **real estate.**

**save time**

**save money**

**get more business**



# Giving Back & Getting Involved IN OUR COMMUNITY

## Race for the Cure!

The Casas Adobes office recently participated in the Susan G. Komen Race for the Cure walk that was held on April 11 at Reid Park. Though Team Casas Adobes had set a modest goal to recruit 15 team members and raise \$1,000 in donations, they had over 20 members join their team and well exceeded their original \$1,000 goal. Once again, the Casas Adobes office showed their continuing commitment to community spirit and support. Great team work!



## Longing for Love

Last month, agents from the Oro Valley office partnered with the Humane Society of Southern Arizona in a joint effort to raise awareness and promote adoption and foster care for Tucson's homeless pet population. The "Longing for Love" event raised almost \$300 for the Humane Society, and many visitors donated food and bedding. One puppy even found his "forever home" at the event! If your office is interested in keeping Southern Arizona's tails wagging, contact Ali Vinci at [AliV@LongRealty.com](mailto:AliV@LongRealty.com) for more information.



## Adopt a Roadway

The Foothills office recently gathered to clean up Tucson's historic Hacienda del Sol Road. The office adopted the road several years ago and conducts regular clean up missions. Way to keep it clean!

*Above: Puppies romp outside the Oro Valley office while waiting to meet their new foster parents. Top right: A Humane Society foster mom decided to adopt this adorable little guy during the event!*

*Right: Agents from the Foothills office prepare to keep Hacienda del Sol Road clean. Pictured: Dick and Kay Wroldsen, Marina Mayhew, Tom Ebenhack, David Henry, Mike Scaramella, Tom Campbell, Tea Honkanen, Verna Van Loan, Wocky Redsar, Lindsay Russell, and Pamela Platel.*

