

Good Neighbor Panel Discussion
November 5, 2017, 11:00-noon
McCormick Place West Room W179 A

Good Neighbors Share How Volunteer Work Can Boost Business

Successful companies today build social responsibility into their foundational values. It's good for the community and good for business. Past Good Neighbor Award winners—REALTORS recognized by NAR for making an extraordinary impact through volunteer work--explain why you should think beyond giving a portion of your commission to charity. Learn how to integrate volunteer work into your business plan, and become known as the REALTOR® who gives back.

Tips:

- When volunteer work is sincere, results are win-win.
- Find something you are truly passionate about and focus your efforts.
- Establishing a reputation for giving back will enhance your credibility with clients and colleagues.
- Use caution when promoting your good works because patting yourself on the back can be a turn-off.
- When you do something that is important to you, you will find the time.
- Encouraging people to get involved in the community is a great way to make connections.

Moderator:

Ron Phipps, ABR®, CIPS, CRS, ePRO®, GREEN, GRI, AHWD
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2001 Good Neighbor Ron Phipps, a REALTOR® for more than 35 years, is principal broker of Phipps Realty Inc. Phipps served as NAR president in 2011 and has been a national director since 2000. Phipps' achievements include NAR's and Habitat International's joint venture to build 54 homes in the Gulf region for Katrina victims. He was selected as a Good Neighbor for his volunteer work with the **Tomorrow Fund** and is a popular speaker.

Panelists:

Kristina Rhodes

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2013 Good Neighbor Kristina Rhodes is a dedicated volunteer and visionary with Make-A-Wish, an organization that grants wishes to children with life-threatening medical conditions to enrich their lives with hope, strength and joy. Rhodes is credited with spearheading the Make-A-Wish mission in an area of the country where it wasn't well known, and since then, helping make wishes come true for 100 children. She engaged local supporters and corporate sponsors to raise more than \$1 million dollars. She also launched the first regional council in the area, which has become a model for the Make-A-Wish organization to use throughout the country. Rhodes has been a broker for 18 years.

Kristina says: "Service is part of our day to day life as REALTORS®. I don't think you can be a successful broker without a heart for serving others. My volunteer work with Make-A-Wish is not just something I do-- after 17 years it's part of who I am. As REALTORS®, we have a unique opportunity to make a significant impact in our communities. For me, my work with Make-A-Wish and my real estate business have created a network for helping people achieve their dreams, whether it's the dream of home ownership or the life changing experience of a wish. The residual benefits of each network on the other pays dividends in many different areas of my business and life."

LeRoy Bendickson

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2011 Good Neighbor LeRoy Bendickson has been a REALTOR® for more than 25 years and for 23 of those years, he has led bike teams to raise money for the National Multiple Sclerosis Society, Minnesota Chapter. In 2017, his "Real Estate Riders" team of 250 riders rode the two-day, 150-mile ride and raised \$170,000. Bendickson recruits riders from across the state, coordinates their training, obtains sponsors, organizes lodging and transportation and provides a hospitality tent with food and entertainment after the race. Since he began, his teams have raised nearly \$2 million.

LeRoy says: "To run any charitable effort, you will need help. Become a manager and don't try to do it all yourself. Bring in others who have a passion like you do. Let them do it their way even though it is different than your way. Communication is the most important element in any relationship. Be sure that new recruits know what to expect and they will come back again and again because nothing was a surprise."

Cindy Barrett

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2016 Good Neighbor Cindy Barrett and her husband, John, cofounded Christmas in Action in 1996 to help low-income people in their community fix problems in their homes that were causing health and safety issues, such as leaky roofs, electrical hazards, and rotting floors. Since then, she has inspired thousands of volunteers to complete free repairs on more than 900 homes. Cindy has been a real estate broker for 9 years.

Cindy says: "Long before I was a REALTOR® I was passionate about loving my neighbor. Jesus said that the second greatest commandment was to love our neighbor, and Christmas In Action gives me and many others the opportunity to do just that! When you live at or below the poverty level, you don't have money to make home repairs...it's hard enough to pay for food, utilities and medicine. I love that my passion to help people stay in their homes is a wonderful complement to my passion for helping people find their homes through being a REALTOR®! I also love to share with my clients opportunities to give back to our community through Christmas in Action. It's a great way to connect to the community!"

The 2017 Good Neighbor Awards are sponsored by realtor.com and Wells Fargo Home Mortgage. Find articles and videos about these Good Neighbor Award winners at nar.realtor/gna.



Do you know a Good Neighbor? Nomination deadline is May 4, 2018.