

2011 President of Coastal Carolinas Association of REALTORS Acceptance Speech



Left to Right: David Alexander (President of Coastal Carolinas Association of REALTORS), Craig Wilcox (CEO of Harris Wilcox, Inc.), Willard Pengelly (V.P. of Harris Wilcox, Inc.)

By: David Alexander Former Associate of Harris Wilcox, Inc.

Harris Wilcox, Inc. is proud to acknowledge David's success and accomplishments along with celebrating Willard Pengelly's dedication to the Real Estate industry, an active Realtor at Harris Wilcox, Inc. who recently celebrated his 90th birthday. Please take a moment to read this wonderful acceptance speech written by David Alexander, President of Coastal Carolinas Association of REALTORS.

So What do we plan to do in 2011?

We plan to continue to respond to our members needs and concerns. We plan to keep up with change and ensure our association remains a leader in the industry. We plan to encourage new ideas, embrace new technology, and ways of doing business. And we plan to do what is right and live by our mission statement.

I want to tell you of my experience when I started my Real Estate profession. I was a very lucky rookie.

April 1st, 1978. It's been easy to remember that date because it's April Fools day. That's when I started my career just west of Rochester, NY at a small family owned Real Estate and Auction Company **Harris Wilcox, Inc.**

That's when I started to learn about and know my mentor, **Willard Pengelly**. Willard was in his late 50's. He was the only Realtor in the company and I was hired to replace him when he retired.

Willard became a 2nd father to me. He taught me the business. No class room training. Get in the car, go out and do it. I had the good fortune to work with Willard for 18 years. 18 years learning from a hard working, very ethical, innovative REALTOR.

Willard taught me how to get the job done. He is a very intelligent person and used many phrases and quotes while conducting his business.

One was “**Man is made to wear out, not rush out.**” He believed in what he said. Today Willard is in his late 80’s and still selling.

He also liked to say “**If you have to go to the wood shed, the quicker you go and get it over with, the better off you’ll be.**” Boy, is that statement true today. I’m sure there are many sellers today that wish they had gone to the woodshed earlier.

But his most important quote that I want to share with you, one that Willard used that made a big impression on my career is, “**I don’t sell Real Estate, I solve people’s problems.**” Let me repeat that. “**I don’t sell Real Estate, I solve people’s problems.**”

32 years ago we ran into problems in conducting our business, however I don’t think they begin to compare with the way we do business today.

Back then we didn’t have Fannie May or Freddie Mac. We didn’t have home inspectors or short sales. Shoot we didn’t even have agency, faxes and the internet. But, Willard’s quote was true then and it’s true even more true today.

So I challenge every one of you to learn to become a better problem solver. Take another class on short sales or foreclosures. Maybe a class on negotiating. Study something you don’t know enough about.

Those of us that become better problem solvers, will be tomorrow’s successful Realtors and at the same time be doing our part to improve the professionalism of our industry.

I’m going to ask you to remember just one thing I’ve said today. That is “**become a better problem solver**”. You’ll be rewarded for doing it.

As most of you know, I’m an active broker working everyday in the trenches. I understand your concerns. I promise to be responsive to your needs and be the voice for the members of the Coastal Carolina Association of Realtors.

Thank you for the Honor you have given me by selecting me to be your President for 2011.

And a special Thank you to all my rebel friends for letting a damn yankee be your leader.

Let’s all work hard during 2011, make a good living and at the same time, let’s also have some fun.

Thank you.

