



**REALTORS® Land Institute: Education and Professionalism**

Virginia Chapter Web Site:  
[www.VirginiaRLI.com](http://www.VirginiaRLI.com)



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**From the President**

The Virginia Chapter of the REALTOR® Land Institute (“RLI”) wants You and Your participation to:

- Recognize Land Brokerage as a specialty in real estate, and those who achieve the ALC designation have earned an education in land brokerage;
- Build the BRAND NAME of RLI – REALTOR® Land Institute and the ALC Designation; only by working together can we educate the general public and fellow REALTORS® to know and respect this organization and the designation;
- PROVIDE QUALITY EDUCATION - in a changing real estate market, it is education that will separate the successful from the rest of the REALTORS® ;
- BUILD PROFESSIONALISM – working together, we must Build the Brand of the Land Professional, the RLI and ALC names. Working with competitors can be difficult, but the general public benefits when Professionalism can be Recognized and Maintained.
- COMPETE - we can all compete with each other, but the greatest loss of business is to those REALTORS® who do not have the knowledge or expertise in land brokerage; which hurts the general public and then each of us; again, we can compete but come together to build the Brand and Professionalism.

Alexander Long, IV, ALC, CCIM  
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# A Great Set of Tools

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Soils are critically important. Data as to the capability and geotechnical properties of soil profiles are important to a wide range of uses: agriculture, urban or suburban development, subdividing land, or recreation. The type of soils and the properties of each unique soil profile have an impact upon land use and hence land value (at least to some degree).



“Web Soil Survey (WSS) provides soil data and information produced by the National Cooperative Soil Survey. It is operated by the USDA Natural Resources Conservation Service (NRCS) and provides access to the largest natural resource information system in the world. NRCS has soil maps and data available online for more than 95 percent of the nation’s counties and anticipates having 100 percent in the near future. The site is updated and maintained online as the single authoritative source of soil survey information”

The quote above and the photo at left are from the web site, as listed below:

<http://websoilsurvey.nrcs.usda.gov/app/>

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The web site, above, is the portal from which information, as noted at left, can be obtained. The Natural Resource Conservation Service of USDA provides this valuable set of tools. It is an excellent web site. Knowledge of these tools should be required for anyone who professes to be a land broker.

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- Soils
- Data
- Aerials
- Education
- Training
- Measurement
- Tools

## WEB SOILS is more than soils

### Education & Training

GIS and the ESRI catalog and other tools for the geo-spatial analysis are available including distance learning via your computer.

Some courses are free others require payment to outside vendors.

### Imagery— Aerials

Aerials are available from the Web Soils site. It is possible to zoom in and out of a site. Each geography will differ in terms of the age of the aerials.

### Measurement

Use the aerial imagery to locate roads, fence lines or creeks. Then apply the AOI, Area Of Interest tool to draw a polygon. More than providing the template upon which to build soils data, the tool also provides the area— i. e. how many acres are in the site.

## Ticks and other Nasty Critters

It is that time of the year, when ticks and other nasty critters are teaming the woods and grasslands. There are number of types of ticks; the blacklegged or deer tick (*Ixodes scapularis*) can be found in Virginia. Life cycle of the tick includes larva, nymph, and adult stages. “Seed ticks” are very small ticks are those at the nymph or larva stage and present the greatest challenge due to their size.



“Ticks do not jump or fall from trees. They rarely climb more than three feet from the ground on vegetation. We find them on our heads because they have climbed us looking for a suitable location to settle in. (Center for Disease Control and Prevention), as quoted from the book cited below.

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### OUTWITTING TICKS Hauser, Susan Carol. 2001. Globe Pequot Press

*Only 1.2% of tick bite cases result in Lyme disease*

#### Clothing

Wear light colored clothing—it is easier to see the ticks and then pick them off.

Put the bottom of your pants tucked into boots laced up tightly and/or into your socks.

Wear a hat; even though ticks are not supposed to climb, it is easy to stumble and fall in cut-over areas in heavy brush.

Orvis is an old outfitter and a great source for Buzz Off or Insect Shield clothing that has been treated to ward off bugs. They also have the type of upland hunting pants that you can walk thru briars and not get cut up too bad. [www.Orvis.com](http://www.Orvis.com)

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## Make Money with Brownfield Sites—



***Brownfields Wanted:*** If you have abandoned or under used commercial or industrial properties with real or perceived contamination (excluding petroleum) with potential for re-development or reuse, you may be eligible for the Brownfields Land Renewal assistance. The Virginia Brownfields Assessment Program provides the Site Screening as a free service to localities with qualifying sites.

**Kevin Greene**  
**Office of Remediation Programs**  
**Department of Environmental Quality**  
**P.O. Box 1105**  
**Richmond, VA 23218**

# A Great Set of Tools

## Land 101 Introduction Land Brokerage

In this introduction to the specialty, students learn the basics of land brokerage, such as: the various types of land; the land brokerage process; the importance of the 1031 tax-deferred exchange and how to use it; how to determine market value; what property rights and restrictions are involved; subdivisions and assemblage. The environmental and regulatory issues that land brokers must know and be ready to deal with are also stressed. \*This course is required to attain the ALC designation.



Sept. 18-19 City of Suffolk Workforce Development Ctr.

October 1-2 Harrisonburg Area Association of REALTORS®  
—Glenn Parks, ALC

November 13-14 Fredericksburg Area Association of REALTORS® —Ned Massie, ALC



**Land Development** October 9-10 Northern Virginia Association of REALTORS® Herndon Campus— Ned Massie, ALC

In this course, students learn how to analyze, subdivide and market tracts of land to determine: maximum allowable density, optimum configuration, and the market demand for sites and subdivided lots, with and without in-place infrastructure. Other aspects are also addressed, such as: how to obtain entitlement, permitting and financing. Students will also learn how to create marketing and promotional plans.

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## VA RLI General Membership Meeting—Sept. 11, 2008

*More than A Meeting*

There will be a general membership meeting of the VA RLI chapter on September 11, 2008 at VAR Headquarters;

12:00 to 1:00—lunch; 1:15—business meeting and vote

Phone: 804-264-5033 to RSVP

*Lunch*

Election of the 2009 Officers and directors will also take place at this meeting.

*Vote*

The VA RLI chapter is your chapter. Make plans to attend and participate.

*Network*

Jeff Huff, President; Rudy Garcia, Vice President, Bill Thorne, Secretary/Treasurer; Other Nominations accepted from the floor.

## REALTORS® Land Institute Lineup of Events at the NAR Convention & EXPO

November 4 – 10, 2008

Orlando

RLI Headquarters:

Rosen Plaza Hotel

Make your hotel reservations and receive discounted Early Bird registration fees at [www.REALTOR.org/convention.nsf](http://www.REALTOR.org/convention.nsf).

You may register for only one day or the entire Convention & Expo, which includes more than 200 education sessions.

(The programs listed here are recommended programs for

RLI members. Check the entire schedule online at [www.REALTOR.org/convention.nsf/](http://www.REALTOR.org/convention.nsf/))

**FULL Conference**  
Registration includes admittance to all of the NAR sessions and events and unlimited visits to the Trade Expo from November 7 - November 10, with a few specially marked exceptions. Nearly all of these activities will take place at the Orange County Convention Center.

**ONE Day Conference**  
Registration limits your

attendance at sessions and events to the day indicated, with a few specially marked exceptions. It also gives you unlimited access to the Trade Expo all 4 days.

**When registering for the NAR Convention, please select RLI as your Primary Affiliation so that RLI receives a portion of your registration fee. Ticketed events will be available for purchase online August 5.**

### President's Inaugural

*ALC Keith Morris will*

*be inducted as 2009*

*National President at the*

*Boots, Black Tie & Camo*

*Inaugural on Friday,*

*November 7. The event*

*will celebrate Keith's*

*leadership and his home*

*state of Tennessee. We*

*are extremely pleased*

*and honored that the*

*Tennessee, Wyoming,*

*Florida, and Colorado*

*Chapters of RLI are*

*participating as sponsors*

*of this Inaugural*

*event. Of course, all RLI*

*chapters are invited to*

*participate as*

*sponsors. Contact me at*

*gbowman@REALTORS.*

*org for further*

*information.*

## A few items of note about the RLI Convention Schedule

### Land University Courses

The Florida RLI Chapter and GTAR are sponsoring two Land University courses. Site Selection and 1031 Exchanges will be given November 4 - 5. Note that this Site Selection course will be **Bill Eshenbaugh's**

**last class.** A reception on Thursday, November 6, sponsored by the **Florida RLI Chapter**, will honor Bill for his dedication and commitment to excellence as an RLI instructor.



## Brand new events for RLI Convention

### Brand New Events

New events have been added to the traditional lineup: An **ALC Designee Networking Reception** on Wednesday, November 5, and a new **Young Land Leaders Network** launching on Thursday, Nov. 6. Plus, we are adding an **Instructor Forum** and a **Chapter Presidents Forum** (both on November 6) to provide an opportunity for instructors and chapter leadership

to share ideas and best practices. **2008 National President Michael Landreth** will present his "Year in Review" at the RLI Membership Luncheon, where we will formally introduce all of the **new ALCs of 2008.**



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## Virginia Chapter REALTORS® Land Institute

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The REALTORS® Land Institute (RLI) is a business network that serves the need of its members who sell, lease, manage, and develop land for all uses. Membership benefits include: Networking, Newsletters, Marketing Sessions, Land University Courses and other Education Offerings, Interest Lobbying and much more!

To be a member of RLI you must also be a member of the National Association of REALTORS®, of which RLI is an affiliate institute, as well as a member of a local REALTOR® association. If you are not a REALTOR®, you may join NAR through RLI as an Institute Affiliate Member for an additional annual payment of \$75. National and State Chapter dues are required and may be paid through the national website at [www.RLILand.com](http://www.RLILand.com).

### **NO CHAPTER DUES**

You are a member of the Virginia Chapter of RLI, if you have paid your national dues and are a resident of Virginia.

Please participate to make your chapter succeed in building a recognizable brand— professionalism.

*We're on the web!*

[www.virginiarli.com](http://www.virginiarli.com)