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ARA OPEN POSITIONS

The current term of President and Secretary of ARA will end in March 2010.

We are asking for anyone that might be interested in running for one of those positions contact Jason

Vargas by February 29th at

jason.vargas@bellmann.com

You must be a member of the Arizona Relocation Alliance to serve on the Board of Directors. If you are interested in serving on the Board, or assisting with technology, marketing, or education please email Jason with your area of interest.

Competitive Advantages Online

Competitive advantage is a very famous concept of business strategy and management that refers to the situation where a company is able to generate returns above the industry average. Returns can be measured in terms of shareholder value, profits, revenues, and so on.



If we apply the concept of competitive advantage to online marketing, blogging, or articles writing one could argue that a certain post has a competitive advantage if it is able to receive more attention than other posts on the same website. But where does competitive advantage come from? In the business world it emerges from a firm's ability to differentiate itself or to produce goods and services with reduced costs. What about posting online or blogging? Here are some tips to help you post or blog your companies message and gain a competitive advantage:

Unique or Fast Information

Many blogs have a competitive advantage because they provide unique information and very quickly. Many times the information is exclusive which leads other bloggers to reference their post. Try to provide new information in your posts.

Quality Content

The ability to produce quality content does not happen quickly. It takes time to put consistent, original, and quality content up. Take your time and ensure your post includes accurate facts. Check things like grammar and spelling to make sure you are taken seriously.

Resources

Resources can affect the popularity of a blog. Do you reference other pieces of information in your posts? If you are referring to an agency, why not link to the agency? If you are referring to a particular topic, why not link to a site that goes into depth about the particular topic. This allows your reader to learn from your posts and creates a following.

Brand and Reputation

Brand and reputation play a big role on your advantage and activities - posting online is no exception. People are more likely to believe what is on reputable sites. Be sure that where you are posting is viewed as reputable in your market. In addition put consistency and brand format in your posts to ensure your following recognizes your posts.

Online posting is the newest faze, but bad posting can just take your time and exhaust your resources. Take the time to provide a post that is effective to readers and provides your company with a competitive advantage. Posting in any other way is just a waste.

Forecast 2010 - Global Property Experts weigh in on 2010

A recent article by International Property Journal asked some of the industry leaders: What will be the big news in international property in 2010?

Dagmar Sands, former FIABCI-USA president, broker, Real Estate International, Inc.

"My 2010 Prediction is that more banks will be closed in 2010 resulting in lot more properties foreclosing and driving our pricing down even more. My German clients told me they are waiting for the dollar to even go down to 2-1 ratio and then they will be purchasing."

Lucy Russell, managing director, Quintessentially Estates, London

"1.) Change of buyers: Some international countries being more impacted by recession, i.e. Western countries. Stronger from Eastern and China.
2.) If U.K. emerges from the recovery and GBP strengthens then foreign investment may drop.
3.) I think Dubai will continue to need financial support and capture headlines.
4.) The Caribbean will see an improvement with islands like St. Lucia seeing high sales.
5.) Brazil is expected to see an increase in international buyers with the growth in the property market."

Debbie Maue, NAR liaison to Costa Rica, broker associate, Jameson Real Estate, Chicago

"I think we will see a slow comeback, but not until the fourth quarter. The first year from U.S. markets is going to be hectic and chaotic as the lending laws continue to change, and buyers scramble to take advantage of the tax credits and REO/short sale opportunities. As those markets get absorbed and the resale market in general "shifts back into place" a bit, those sellers looking to retire will now have the funds. Most of the investment in second homes will be for retirees as their funds had been locked up in their primary residences. As well as, there are great deals to be made in the second home market and investors will be taking advantage."

Eugenia C. Foxworth, Foxworth Realty, New York

"I believe that there will be risks takers who will continue to invest, but for one-third the cost. Given what I am experiencing with my European investors and customers (residential, resort & multi-use properties), which is the majority of my business, 2010 is not going to be the year for speculative dealings and financial risks. Of course, there will be some successful stories but it will be a disaster for the sellers. Hotels, resorts and commercial spaces are being offered but there are no takers. I believe that 2010 will be a very dramatic time in international real estate. Monte Carlo is feeling it now!"

Martin Dell, director, Kyero.com, Spain

"The differing pace of economic recovery between nations will create opportunities for buyers and sellers.

In Europe, the stronger German, French and Dutch economies will enable buyers from those nations to seek and aggressively negotiate property deals in the slower-to-recover European countries--Portugal, Italy, Ireland, Greece and Spain. Even though there is no currency exchange advantage for these buyers, the Euro will buy a lot more property in these PIIGS countries in 2010 compared to 2009. If the U.S. economy continues to improve and the U.S. dollar increases in strength against the Euro, we could also see opportunistic U.S. buyers sniffing out deals in those slower to recover countries.

This buyer activity is already happening at the top end of the market in the U.K. where foreign buyers are taking advantage of the devalued pound, a slow moving property market (tipped to get slower in 2010) and a stalled economy. Expect more of the same for the U.K. and the phenomenon to extend to more countries in 2010."

The possibility of more banks closing in 2010 is still lurking. However, each expert predicts a slow and unsteady rebound for 2010 with buyers aggressively coming back to negotiate deals.

Source: *Luxury Real Estate.com*



Top Financial Tips for 2010

The new year is here and many people made New Years Resolutions. Here are some financials tips to help those concerned with their bottom dollar:

Get Paid What Your Worth & Spend Less Than you Earn
Know what your job is worth in the marketplace and get it. More importantly only spend what you earn - don't dig a hole for yourself.

Stick to a Budget
How can you know where your money is if you don't budget? How can you plan ahead?

Pay off Credit Card Debt
This is the number one obstacle to getting ahead. Budget, plan, and work hard at paying debt down.

Contribute to a Retirement Plan
If you have a 401K - contribute to it. If you don't have one - get one!

Have a Savings Plan
Set aside money before you start paying your bills. 5 to 10% may not be noticeable, but can be a hefty savings over time.

Review Your Insurance Coverage
Too many people are paying too much and have the wrong plan for their needs. Evaluate your plans and change if necessary!

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