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Summer is ending: Time to get back to making things happen

September 04, 2014 - Northern New England

Vacations are almost done and kids are headed back to school. We at NHCIBOR are also already in full motion. The launch of our new website is moving along, our EDC links program continuing to grow and our political advocacy committee is off and running just to name a few.

Website

We have seen some of the draft homepages and been shown the structure of the new website. The main focus is going to be on communications with our members, with a social media component. One of the areas we see real strength, is the political awareness and using the power of the organization to make this a great state.

EDC Links

NECPE (New England Commercial Property Exchange) is our largest member benefit. The NECPE Board is always looking at what we can do to improve the exposure of your listings. Here is an update from our EDC Link chairperson Brenda Litchfield:

The more eyes the better: While we as realtors use and share the NECPE link and our individual listings widely, the board wants to assist by further increasing the exposure of and traffic thru NECPE. The NECPE board chose this as a key focus for the year. Our objective is to encourage the use of the NECPE link on as many websites as possible, including municipalities, economic development organizations, chambers of commerce, media outlets, and trade organizations. Thanks to John Jackman, Chris Norwood, and Mark Dickey who kicked off this initiative, the NECPE board has been active in soliciting new links.

While many factors drive website traffic, the annual user information shows that NECPE activity is growing:

- * 2011 users - 31,078
- * 2012 users - 36,100
- * 2013 users - 48,502

How we help you: If you are involved in a organization or non-profit that could benefit from the use or synergy of NECPE, there are several easy options to get the NECPE link directly onto a website. Be in touch and we will provide support. Brenda@concordcommercial.biz, or jjackman@jackmanrealty.com

Political Advocacy

The new committee had its first meeting with 16 of our very strong members. Our intention is to not only look out for new political proposals that need to be either supported or stood up against. We intend to be a part of making change that ultimately will benefit our members. The group will continue to meet and progress, so please come join us at any point in time and lend your support. I am very excited about the political advocacy committee, to take a pro-active approach to help is an exciting project.

Remember, to sample of taste of this great organization, you can attend our two statewide marketing sessions held each month. For details go to our website and click on calendar of events:

* 3rd Friday in Portsmouth, N.H.

* 4th Wednesday in Bedford, N.H.

Our 3rd quarterly is scheduled to be held on September 26th and from the things I am hearing it will be also a great meeting, so make sure to block the time to attend.

Lastly, we will be having a training session on October 24th on "Selling Businesses" presented by Don Marshall held at the Keller Williams conference room in Bedford.

All of the details for these and others can be found at www.nhcibor.com under calendar of events.

Thanks for taking the time to talk with me this month. And as always if you would like to see something appear in our message please reach out to me.

Mark Dickey is the 2014 president of the New Hampshire Commercial and Investment Board of Realtors. Mark Dickey, NAI Norwood Group

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