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REALTOR PROFILE



'Hurricane Ida'

BY IRIS JUNE VINEGAR, CORRESPONDENT

Ida Terbet made a huge impression on Jerry Rossi when she began her career 20 years ago at Howard Perry and Walston Realtors. Rossi, an international real estate coach and writer, said he was so taken with the Triangle Realtor's "effervescence" that he dubbed her Hurricane Ida.

"She is a force to reckon with — something works for her and, boom, she keeps at it," explained Rossi, who lives in Raleigh.

Tommy Kessler agrees. "She's so quick; she flies from one thing to the other before you even know she's there." Over the years, the former Wake County deputy sheriff has listed seven homes with Terbet who sold every one of them herself. One day, after he was injured in a car wreck and confined to his home, Kessler commissioned the Realtor to sell his house immediately and then find him another. "Two days later she sold it and I didn't have to leave the house," he recalls. "Ida even brought the banker to me." Terbet told me she was happy to help. "I know buying or selling a home can be a stressful time for my clients so I try to take the stress out of a transaction any way I can."

Terbet's compassion, energy, perseverance and market savvy are obviously some of the reasons for the 60-year-old Keller Williams agent's incredible rapport with clients and her phenomenal sales record. Last year, for in-

stance, her team sold 280 homes for a total of over \$93 million. And that team currently ranks number one with Keller Williams in Raleigh and the Carolinas — sixth internationally.

The prodigious Realtor probably would have succeeded in any region of the country, but fortunately fate brought her to Raleigh.

A Yonkers, New York, native who grew up in Florida, Ida was a divorced mother living in California in 1977 when she met American Airlines pilot Bob Terbet on a blind date. They married seven weeks later and never looked back. "You have to feel the chemistry when you meet someone," Bob Terbet shared. "Ida was very good looking and it was love at first sight." The feeling was definitely mutual, Ida insists. "When people see us together they don't know that Bob is the wind under my wings; the past 30 years have been one long honeymoon." Bob, who has four children from a previous marriage, adopted Ida's two-year-old daughter Colleen and the following year Michael Terbet was born.

The family relocated to Raleigh in 1986, after American announced plans to build its RDU hub. "We moved here because we wanted a lifestyle change," Ida explains, adding that Raleigh is a great place to bring up children.

That same year she obtained her real estate license and started work at Howard Perry

and Walston. Selling was not a new experience for Ida, a former marketing student who had sold cosmetics and clothing as a stay-at-home mom in California.

In the Triangle, many of her first customers were airline pilots. Bob had designed a brochure captioned "Thinking of Moving to RDU?" and distributed stacks of them in pilot lounges on his routes, including RDU. "I sold 60 homes to relocating American Airlines pilots in the same situation as I was," she recalls. That year she received HPW's Rookie of the Year award and the Terbets gave their first party — in a house with no furniture.

In 1988, Ida joined Re/Max First City (now Re/Max United) and amassed a plethora of home sales over the next 18 years. For six consecutive years her team ranked number one with Re/Max International in Raleigh and the Carolinas and number three internationally. The first real estate agent to be inducted into Triangle Business Journal's Top 25 Women in Business, Ida also received Re/Max's highest award, The Circle of Legends, as well as numerous other honors.

But how does a Realtor sustain that record in a slow market? "We are definitely selling homes," Ida notes, "but you have to price the house on the basis of what the market is asking." Today, Ida's market analyses (comps)

SEE IDA, PAGE 4R

AGENT OF THE WEEK



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NEWSMAKERS



Bissette Mascho

Prudential Carolinas Realty has announced **John Bissette** has joined the **Jim Allen Group** at the North Raleigh office.

Justin Mascho has joined the team at the Glenwood office.



Pearce Perry

Angela Pearce has joined the **Jim Allen Group** in North Raleigh as New Homes Listing Director. **George Perry** has joined the **Jim Allen Group** in North Raleigh as a weekend

broker. **Jill Randolph** has joined the team at the North Raleigh office. **Ken Werner** has joined the team at the North Raleigh office.

Coldwell Banker Howard Perry and Walston Crabtree office has announced its 2007 Quality Service Certification Award (QSC) Recipients. The 2007 QSC Award Recipients are:
QSC Gold: Kimberly Conroy
QSC Platinum: Connie Batten, Richard Callahan, Carolyn Lynch, Sally McCormick, Joyce Mitchell, Jennifer Proulx, Linda Sholar, Frances Valentine, Liz Warren, Judy Wheeler.

With questions about real estate advertising, please call (919) 829-4600.

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SMART MOVES

When couples disagree on whether to sell a home

UNIVERSAL PRESS SYNDICATE

In neighborhoods throughout the nation, couples are quarreling over a key housing question: Should they sell their home now or hold out in hopes of a higher price later?

This dispute is putting a strain on many relationships, says Mark Nash, a real estate broker and author of "1001 Tips for Buying and Selling a Home."

Nash tells about a Chicago couple in their late 30s who will soon move to the San Francisco area, where the husband will begin a new job. Ever since the job offer came several months ago, the couple has argued about whether to sell their city condo or to keep it until prices rebound in their neighborhood.

The decision they're facing is a tough one. The city neighborhood where they've been living — inside the Chicago Loop — is normally a strong market. But new



Ellen **JAMES MARTIN**

So the husband agreed to put the condo on the market for the price they'd paid. But the unit proved impossible to sell at so high a price. After more than 10 weeks with no serious offers, they canceled their

condo construction in the area has created an excess of available units at a time when prospective buyers are scarce. These factors, along with the reality that they bought the property just two years ago, mean their odds are poor for breaking even on a sale anytime soon.

"In this case, the wife couldn't bear the thought of losing money on a condo they bought so recently," Nash recalls.

listing and decided to rent out the place.

Here are several pointers for couples trying to resolve an impasse in their housing plans:

■ Review your options with several agents active in your area.

Peter West, a veteran of 24 years in real estate sales, urges couples locked in disagreement about selling to call in three agents for their opinions on the current market value of their property.

"Ask the agents to crunch a lot of numbers for you. You might be pleasantly surprised by what you discover," says West, who leads training seminars focused on real estate sales.

Although property values have slipped in a number of neighborhoods, a minority of U.S. communities still remain strong sellers' markets, West points out. Your home could be worth more than you think if you

live in a community with restaurants, movie theaters or mass transit just a short walk away.

Even in areas where buyers still have the upper hand, your property could command a premium price if it's set in a waterfront location, has a great view or has exquisite landscaping, West says.

If the numbers provided by the agents you consult indicate that your home has lost value, you're still going to need more information to evaluate your options. Ask them to estimate how much you could expect to get per month if your home is rented. Also, find out the going rate to hire a professional management company to oversee the rental, should you need one.

Couples who dig into recent data on home sales and rental rates are more likely to reach agreement than

SEE SMART, PAGE 4R

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CONTINUED FROM 1R

only go back 60 to 90 days instead of six months. "Readjusting a price is nothing to feel negative about," she assures sellers. But she stresses that now is a really good time to buy if you plan to move to a larger home, because you can get the best price. During the past 60 days, Ida's team sold 60 homes, which compares favorably with her sales volume before the market slowed.

That's a fantastic accomplishment, but when you ask Ida about her greatest achievement she names her family — "My husband and children are my best friends and they always come first." Actually, the Terbets have six children, 13 grandchildren and six great-grandchildren. Although most live in different parts of the country, they always come together during the holidays.

These days, Bob goes into the office when he's needed; otherwise he's out flying a plane. But the couple's youngest children, Colleen, 32, and Michael, 29, are partners in Ida's real estate business.

Bob vividly remembers his introduction 30 years ago to Colleen. "She ex-

tended her hand and smiled at me." With a business degree from UNC-Wilmington and six years' experience as a BB&T manager, Colleen uses her acquired skills to sell homes. "I was happy to learn I was not a sit-behind-the-desk person; real estate is one of those jobs that never gets boring," she explains, adding that her banking experience was especially useful in the transition. "The fact that I am able to talk finances and explain things so that clients feel comfortable is very valuable to me."

Michael's background also came in handy. The former college basketball coach has a bachelors degree from UNC-Charlotte and a masters in sports administration from Ouachita Baptist University. "Coaching is a competitive occupation," he explains, pointing out it's much like real estate. "There are so many agents out there that you have to stay on top of the game. My goal is building relationships and trust."

Although Ida's two children are included in her fourteen-member team (five administrators, eight buyers' agents and a marketing specialist) she considers all of them family. "They know how important they are to me and that without them we can't have the success that

we do," she said. In fact, when she went over to Keller Williams in 2006, her entire Re/Max team went along. They told her they didn't care what agency she was with as long as they could be with her.

Ida had given considerable thought to the change. After all, she had an 18-year tenure with Re/Max and forged close relationships. But it was an offer she couldn't refuse.

"I joined for financial reasons and then found it was much more," Ida said, explaining that the company offers incentives for her entire team, including tools for career advancement. "At Keller Williams you truly feel connected."

The company is happy to have her, according to Keller Williams CEO Mark Willis. "We are privileged to be in business with Ida," he said. "Her passion, business savvy and entrepreneurial spirit have made her an icon in our industry as well as a role model with Keller Williams. Ida is an innovator and a forward thinker and that is what has led her to continued success in her business. We are so happy that Ida hangs her license with Keller Williams and we are honored to call her family."

Fine, but we still like "Hurricane Ida".
E-mail irisjune11@aol.com.

a larger house and you're also moving from one bargain-priced neighborhood to another," Nash says.

Given their plans to rent out the Chicago condo, Nash thinks the couple could lose more than \$20,000 if they hold the rental unit for the five years or so he believes it will take their local condo market to rebound. That's because he believes the rent that their unit can fetch will fall short of their mortgage payments for several years to come.

"Renting out your home is not necessarily a break-even proposition, particularly if a lot of other people in the neighborhood have the same idea and the supply of rental units swells," Nash says.

■ Set aside dedicated time to discuss housing plans with your partner.

Obviously, decisions about real estate are among the most significant financial moves that couples make. And differing views are especially hard to reconcile if, like many couples, they're absorbed in their careers and child-rearing activities.

Rather than trying to wedge these conversations into their busy schedules, Nash suggests that couples struggling to find answers set aside a dedicated time for a comprehensive discussion of their plans.

"You might have to take the kids to their grandparents' house and pull away to a hotel for the weekend. But if that's what it takes to come to an amicable resolution, your time and money will be well spent," he says.

To contact Ellen James Martin, e-mail her at ellen-jamesmartin@gmail.com.

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SMART

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are those who debate their housing choices solely on the basis of personal opinions, West says.

"You've got to remember that whether and when to sell a house is a financial decision, not an emotional one. That's why the numbers are so important," he says.

■ Discuss your differences with a financial adviser.

Sometimes couples emerge from discussions with real estate agents still at odds on whether to sell now or wait until later. In such cases, Nash says a trusted accountant or financial adviser may be able to help them reach resolution by giving objective advice.

One way to find a financial planner who works on an hourly basis is to go through the Garrett Planning Network (www.garrettplanningnetwork.com).

■ Look at the whole picture of your housing transition.

Had the couple from Chicago put their house up for sale at its current market value and succeeded in selling at that price — which Nash believes they could have — he says they likely would have taken a loss of about \$20,000 on the deal.

As it worked out, the couple was able to obtain a much larger discount on the house they bought in the San Francisco area than what they would have sacrificed on the sale of their condo in Chicago.

"The math works in your favor if you're trading up to