



**NOREIA**

# New Orleans Real Estate Investor Association

## Meeting this MONTH



*Alpha Insurance, LLC*  
*Known for solving flood problems*

**Please welcome Louise Kennedy to our August 19th Meeting. Learn the ins and outs of insurance and what you as an investor need to protect yourself.**

Look inside for more information.....



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**American Legion Hall**  
 2431 Metairie Road  
 Metairie, LA 70001  
 (Between Causeway and Bonabel )  
 (504) 833-2800

**Meeting is August 19, 2010**

❖6:15 p.m. — 6:45 p.m.: Network-  
ing

❖6:45 p.m. — 9:00 p.m.: Meeting

August 2010						
Sun	Mon	Tue	We	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	<b>19</b>	20	21
22	23	24	25	26	27	28
29	30	31				

Look who is speaking at our August Meeting...



*Alpha Insurance, LLC*  
*Known for solving flood problems*

Specialist, New Home Construction and worked with a New Orleans construction company after Hurricane Katrina rebuilding homes in the New Orleans area. With 24 years in real estate sales and brokerage, she knows how to help solve real estate problems. Louise is a licensed insurance Producer with Alpha Insurance since 2002 and working with Lee Orr to teach classes to the real estate industry and create all the marketing material for the company.

See you there!!!



Louise Kennedy is a licensed real estate agent since 1986 in Alabama, Texas and Louisiana. A former RE/MAX Broker/Manager, winning awards in Recruiting and the Broker/Manager of the Year for Louisiana in 2002. Louise has real estate designations with a GRI, and CSP –Certified

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*Success is to be measured not so much by the position that one has reached in life as by the obstacles which he has overcome.*

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Look who is new...

Please welcome the following new members:

Mark Roycroft  
Bruce Lauricella



Opportunity Knocks....

OPPORTUNITY FOR YOU.....

Enjoy meeting people...want to learn more about real estate...what better way is get involved with our membership as a greeter during meetings or work our membership table at break to help assist new members.

**NEEDED: We also have opportunities for you to volunteer to assist our membership director...for more information , please contact Larry Wilkinson.**

## Cruise 2011



### *National REIA Winter Cruise Extravaganza*

**February 6-13, 2011 on Royal Caribbean Cruise Line's *Voyager of the Seas***

**[Registration information now available, HERE!](#)**

Here at National REIA we pride ourselves on being your number one facilitator for advanced networking in the realm of real estate investing. Our annual cruise has connected 5,000+ investors from more than 70 cities over the past twelve years. Each year brings something new. The 2010 cruise was a tremendous success.

Join National REIA in February 2011 for an AMAZING week at sea. This Educational Conference unites real estate investors from all over the country and the world for an unparalleled learning experience.

**If you've never cruised with National REIA or cruised in years past...**  
join us again for the FIRST TIME!

National REIA 2011 Winter Cruise Conference February 2011  
**ALL NEW FROM TOP TO BOTTOM...**

- NEW Cruiseline  
NEW Format  
NEW Education  
NEW Themed Networking  
and NEW Experience

Webster defines NEW: adj (1) : having been seen, used, or known for a short time. <The National REIA Cruise is all NEW to

me.> (2) being other than the former or old < We've cruised for seven years, but this NEW format sounds great! >

**Don't miss this unique and fun opportunity to build your wealth.**

For more information about the 2011 Cruise please contact the National REIA office at (888) 762-7342

**[Registration information now available, HERE!](#)**  
**JOIN US FOR THE BEST NATIONAL REIA CRUISE TO DATE!**





## Membership Benefits

### National REIA 2010 Membership Benefits

Your local association's affiliation with National Real Estate Investors Association is designed to support each member's investment goals and needs. This is an introduction to the outstanding benefits extended through National REIA membership

### Business Building, Education and Association Support

National REIA is dedicated to its members and seeks to develop and implement training seminars, educational platforms, and support mechanisms to ensure all members have access to the best information in the industry. For more information about these benefits, [click here](#).

### Insurance

National Real Estate Insurance Group and other providers have developed unique programs and plans to directly address the needs to Real Estate Investors. As a member of National Real Estate Investors Association you gain access to these unique products and you get FREE quotes from many providers. For additional information about Insurance options, [click here](#).



### Investor Resources

Real Estate investing is a unique business that requires constant marketing, communications, analysis and careful due diligence. To help members remain successful, National REIA has partnered with many investor-specific industry partners to offer discounts and many unique services. [Click here](#) to learn more about these valuable resources.

### Landlord Resources

Tenant screening, check processing, and filling vacant properties can be a serious obstacle for landlords, but with the valuable discounts and products made available to all National REIA Members, you can now spend more time running your business. [Click Here](#) to learn more about these resources for Landlords

### Printing, Publishing & Office Supply

Operating a business takes a lot of time, energy and requires a virtual truck load of office supplies. Shipments can drive you crazy and printing newsletters and marketing materials can drain any budget, but with the strategic partnerships that National REIA has developed, you can now be worry free. [Click here](#) for more information.

### Property Maintenance and & Supply

Rehabbing and maintaining properties can be the most exciting part of the business for some investors, and can be a headache for other, but by utilizing the discount programs offered through National REIA, all members can rest easy knowing they will be saving time and money. Learn more about these invaluable benefits by [clicking here](#)



## Consumer Demand Shifting From Owning A Home To Renting

Published on:

Monday, August 09, 2010

Written by:

Christine Ricciardi

*Recent strength in the US apartment sector reflects a rent not own mindset, despite near record housing affordability. Along with rising sales and improved access to equity financing, occupancy and rent levels are at a 4-year high. However, uncertainty over the impact of job sector performance has Credit Suisse advising caution for apartment investors. See the following article from [HousingWire](#) for more on this.*

The National Multi Housing Council (NMHC) reported results of its latest Quarterly Survey of Apartment Market Conditions Friday, stating the industry is on the rise, improving in all four indices surveyed and setting an index average record for the second quarter in a row. The results show a shift in consumer mentality toward short-term rental agreements and away from long-term mortgage debt.

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Currently one-third of Americans rent their housing, and over 14% live in a rental apartment. The NMHC represents the interests of rental property investors, such as Fannie Mae, Freddie Mac, Stewart Title and Starwood, to name a few.

The Debt Financing Index, which evaluates borrowing conditions, increased substantially to 81 in Q210 from 58 in Q110. NMHC reported that 64% of respondents said conditions for multifamily borrowing were better than last quarter with 3% saying conditions worsened. This is the second-highest debt financing figure in the history of the survey.

*The National Multi-Housing  
council reported results of its latest  
Quarterly Survey of indices*

The Market Tightness Index, which measures changes in occupancy rates and/or rents, rose to 83 in Q210 from 81 in Q110. Fully 69 percent of respondents said markets were tighter (meaning lower vacancies and/or higher rents). This was the sixth straight quarter in which this measure has risen, and is the highest figure since July 2006.

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The Sales Volume Index increased to a record high of 78, up from 72, for the second consecutive record setting index. 61% of respondents indicated higher sales volume, an indication of widespread improvement, the survey said.

The Equity Financing Index, which evaluates the availability of equity financing, also rose to a record setting 73 in the second quarter, up from the previous record from the first quarter of 71. Nearly half—48%—indicated that equity financing was more available; another record. This is the seventh straight quarter of improvement for this index.

NMHC chief economist Mark Obrinsky suggested other economic factors boosted the market for apartments.

“Demand for apartment residences has substantially increased thanks to modest improvements in the jobs market and the continuing decline in homeownership rates,” he said.

However, factors such as the job market and low home mortgage rates are why analysts at Credit Suisse cautioned investors in the apartment market, more specifically apartment real estate investment trusts (REITs).

As HousingWire previously reported, Credit Suisse said job growth and the apartment REIT operating performance are historically closely aligned. Recently that trend has changed, but the firm did not conclude whether the change is sustainable.

The difference between the two metrics may be an anomaly, but if so, August employment numbers will be a critical factor in predicting the future performance of apartment REITs. If the recent trend is not in fact an anomaly, and the relationship between employment and apartment performance no longer holds, that must be taken into consideration when analyzing apartment operating and share price performance, reported Credit Suisse.

Credit Suisse also reported in early July that the current home mortgage rate could divert borrowers from renting. According to a market experiment the firm performed, buying a home is sometimes cheaper than renting.

*This article has been republished from HousingWire. You can also view this article at [HousingWire](#), a mortgage and real estate news site.*

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*“Demand for apartment residences has substantially increased thanks to modest improvements in the jobs market and the continuing decline in homeownership rates,”*

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See what this is all about on the next page.....



## “Tech or Treat” Fall Marketing & Technology Conference

### National REIA’s “Tech or Treat” Marketing and Technology Conference!

#### **New Orleans October 28-30, 2010**

Countless small business owners have transformed their marketing efforts as attendees of the National REIA “Tech or Treat” Fall Marketing & Technology Conference, resulting in monumental growth...

This conference has changes the lives of numerous real estate investing professionals just like you! Take five minutes to read the information below and let us show you how you can learn to make more and work less, almost overnight.

If you truly want more leads, more money, more business, and more time off, then you simply must stop what you are doing and devour the information below!



#### **Halloween in New Orleans**

When it comes down to it, chances are the real reason you haven’t gotten around to working on your marketing is that you simply don’t know where to start. Or don’t have time. Or a combination of the two.

Right?

*Halloween in New Orleans*

You simply haven’t discovered the unconventional marketing methods that are required to earn the type of results you deserve.

You might be skilled enough to have a few strategies working...most of the time. But whether you want to admit it or not, your business would likely stop running if you were to stop pushing from behind the scenes.

You are virtually chained to your marketing, every single minute of every single day. **That’s where we come in.**

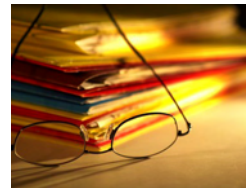
We will show you the secret back door, the unconventional voodoo techniques, that will let you work less and earn more in less time. How is this possible? The beauty of marketing and technology in this day and age is that it lets you leverage your most precious commodity...time. And our speakers have taken businesses just like yours and shown them the way too. No fluff. They’ve been in your shoes.

What you’ll learn at the conference are the strategies that our experts have gathered to build their own successful marketing and technology machines. These are the strategies that always remained cloaked in secrecy... until now!

You’ll discover...

- How to effectively use autoresponders without getting chills up your spine

- The fastest and easiest way to not be frightened of capturing leads and tracking deliver-ability rates
- How to leverage viral video strategies to get on the front page of Google
- Quick solutions for branding and personalizing your business for customers
- **A quick start secret to start building your email list...yesterday**
- **How to create squeeze pages that won't squeeze your wallet**
- How to turbo-charge your social media strategy with expert tips
- 10 simple steps you can take to write your first marketing message
- How to avoid the mistakes most other people make before it costs you money
- Learn how to reward those who help you and how to avoid those who consume your time
- The best strategies for leveraging the power of free and cloud-based tools like Google Docs



Your marketing is your lifeline...set it up correctly to bring you 'treats' and none of the 'tricks'

Take a moment and ask yourself, do you know how to set everything up correctly? And are you ready to get out of your own way so your business can reach its fullest potential? **Most real estate investors don't know how to set things up so that their marketing either is ahead of them or behind them. It's not something most people will figure out on their own, and it takes more than common sense to connect the dots.**

**Relying on common sense with marketing is like walking down a dark alley...not a good idea!** Successful guides can make the process easier. We want to show you the way—the RIGHT way—to set things up.

**Let's take a look at how the "Tech or Treat" Conference is structured:**

First of all, there are large main sessions for all attendees, followed by intensive breakout roundtables where you can pursue a specific track.

**We want you to succeed, and that's why we've done everything under the moon to ensure success during your time here.**

**Here's Just a Sample of What You'll Learn...**

- **...Remove the fear of dealing with squeeze pages, and learn how to use them for: as:**
  - Selling, buying or renting real estate
  - Promoting your REIA events
  - Following up with visitors on websites
  - And more...

**...Put an end to your social media madness. It's striking real estate investors and REIA associations across the country! If you're tired of burning sunlight trying to promote your properties and getting nowhere, than this conference is for you.** Social media can be your friend—you just need to know a few universal concepts that the experts use. Have fun learning along the way, and learn how to tame

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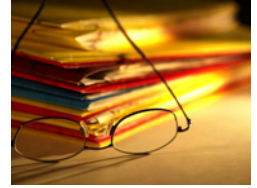
Your marketing is your lifeline...set it up correctly to bring you 'treats' and none of the 'tricks'

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...

- the madness and make social media work for you!
  - **...Revive those "dead" squeeze pages you may have out there. At the conference you are going to learn how to revamp them and make them work for you again! In true Halloween spirit, we'll bring those non-performing pages back to life!**
  - **...Let us show you how to tame the 'affiliate program' monster and make it your friend!**
- Here are a few benefits that you will get when you master this part of the conference.
- Get an army of people who can promote your business
  - Learn how to track them and not lose yourself in frustration over techno-babble
  - Learn how to reward those who help you and how to avoid those who consume your time



**And much more...**

Are your videos getting lost in the endless expanse of internet? Lets us show you how to bring them to life! Viral video marketing is one of the single most powerful ways to get your properties noticed, build your list, or promote your REIA association. Instead of gobbling up your time, learn to leverage video to get your website new visitors. Bring your digital video camera to this session for hands-on learning. We promise not to scare you with any surprises!

**...Find out how to become a recognized expert in your area of expertise. It's easier than you might think! It's not smoke and mirrors. This is a proven way to establish credibility so that when your prospects go looking for a solution, they find you first. Become the go-to 'expert' in your field**

Find out how to create a memorable brand that will stick with your clients

Learn ways to personalize your services to earn top dollar

**...Plug-and-play your way to the top with little known copywriting shortcut secrets. Having the best product or service in the world is great. Being able to tell your prospects about it is better. Being able to tell them in 20 seconds or less...priceless! Be sure to join us as we pull back the curtain on some shockingly simple techniques to walk out the door with your first sales letter, which we'll complete in-class.**

**...Imagine doubling your productivity while freeing up your valuable time. Once you've learned all about marketing and technology, wouldn't it be great to have some help to put it all into action? This session will give you the groundwork to get started. How to decide if outsourcing is right for you**

Ways to get started staffing your virtual team

Handy ideas on how to hire the very best people to meet your needs


**Remember one thing...this list of benefits doesn't even begin to touch all of the information you'll learn at the "Tech or Treat" conference!**

As you can imagine, seats are being limited to facilitate the highly intensive and personalized nature of this conference. Only 50 lucky attendees will get to walk out the door on Halloween, armed and ready to take on any marketing challenge thrown at them. The question is, will you be one of them?

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Others have paid as much as triple for similar conferences with high-paid 'gurus'. We go straight to the source and find experts who are working day in and day out in these arenas, and pass the savings on to you.

And remember one more thing—this sort of training is difficult to find, at any price. Our speakers literally open up their playbooks to you for the full conference, sharing with you many ideas that others keep to themselves. Can you afford to pass up such an opportunity?

Think about it...

What could this mean for you. The biggest barrier to your success is most likely your own belief about what you can accomplish for yourself. We've helped students in the past and this year, we'll help you too. You're no different than they are—you can achieve marketing greatness too!

Of course, we didn't think that was enough. So we decided to make the deal even sweeter and add in a few treats.

Want to make some money from the "Tech or Treat" Conference?

You will have a chance to make some money while at the event! During the event, we will give everyone an affiliate link to sell the video, audio and notes from the conference, along with a suite fantastic bonuses.

To top it off, we will bring in a top internet marketer who will show you how to master the online promotion. He will show you how to get the word out instantly at the event to your members or subscribers—how to promote how great the event is, and to get your list to act and benefit from purchasing the recording. Best of all, you collect a commission! The best way to learn something is by doing it, so we've worked to create a way for you to learn affiliate marketing...live and in person.

**DON'T BE SCARED, BRING YOUR LAPTOP!** We are going to have fun while putting a few dollars in your pocket!

So when and where is the National REIA "Tech or Treat" Fall Marketing & Technology Conference?

**October 28 to 30th, 2010 at:  
Westin New Orleans  
100 Rue Iberville  
New Orleans, LA 70130  
(800) 681-9073**

How about your Halloween costume? Got a good one hidden somewhere? Bring it! The best costume wins a cool prize! Let's have fun while scaring away the demons of technology!

If you've never been to New Orleans during Halloween, you're in for a treat. Life in the Big Easy is always festive, and during this time of year you can take in Halloween parades, costume contests on Bourbon Street, and more.

Are you going to let the witches, goblins and monsters of technology scare you or are you going to join forces with National REIA and overcome your fears once and for all? You owe it to yourself.



[RESERVE YOUR ROOM TODAY](#) - [VENDOR APPLICATION](#)

## LADIES ON THE MOVE



Introducing Ladies on The Move, the newest subgroup of the New Orleans Real Estate Investment Association (NOREIA). And we are exactly that – ladies on the move. Our philosophy lies in learning by doing. We’re not a group of women that around and talk about what we could or should be doing; we’re actually doing it! Our group is spear-headed by NOREIA’s own Betsy Birdsong and its members include a wide variety of experienced, non-experienced real estate investors, and business owners that have two things in common: the drive to learn about RE investing, and of course, the X X Chromosome.

As early as our 1<sup>st</sup> meeting, members were ready to jump in and get started. The idea of learning about investing by starting up an LLC to purchase a piece of real estate to rehab then sell was presented to the group. This idea was a hit and was soon a work in progress. Currently, Ladies on the Move is searching for a “good real estate deal”. We are looking for private investors to help finance our current and future projects.

Although, money is a motivation for our drive to complete these projects, our main reason for forming the ladies only group and our LLC, Ladies On The Move, is to generate a group of intelligent, determined women to foster a learning environment where its members can share their experiences and learn from each others previous mistakes.

We look forward to success and growth for the group and its members. If you are female, and interested in joining the Ladies Only subgroup, please contact Betsy Birdsong at [ladiesonthemove1@gmail.com](mailto:ladiesonthemove1@gmail.com) Sorry guys, you must be a female to join. To find our more information about who we are and what we are doing, find us on facebook: Ladies on The Move NOREIAs ladies group.

## NOREIA VENDOR MEMBERS

### How to Get a **NOREIA** Classified Ad:

Classified Ads are available to Vendor Members only. Vendor membership provides for advertising in this monthly newsletter, promotion on our NOREIA website as a vendor member, ability to promote on our vendor member tables at the monthly General Membership meetings, as well as a chance to speak before our Association members. If you have a real estate related business, you should seriously consider becoming a vendor member. *It’s cheap, and effective.* See the vendor membership section of our website, [www.neworleansreia.com](http://www.neworleansreia.com), to view different levels of participation as a vendor member. All vendor classified ads must be 50 words or less. Classified Ads may not be changed once submitted. All ads expire and are removed at the end of the vendor member



**Be sure to look for *member only* discounts in the following pages.**



The Property Auction Authority

www.civicsource.com

## CivicSource.com

We provide an online forum for political subdivisions and banks to auction delinquent, adjudicated and foreclosed properties.

Our upcoming auctions include:

Tax Authority	Date	# of Properties	Auction Type
New Orleans, LA	September 14th, 15th & 16th	6,793	Tax Title Sale
Jeanerette, LA	September 14th, 15th & 16th	144	Tax Title Sale
Patterson, LA	September 14th, 15th & 16th	148	Tax Title Sale

info@archoninfosys.com | (504) 267-0065



## GULF SOUTH TITLE

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*H&R Block  
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Street  
New Orleans, LA 70115  
Tel: 504-269-2041  
Fax: 504-269-6993  
angcarll@gmail.com*



My hours:  
Feb. 1- April 15  
Tuesday, Wednesday, Thursday,  
4-7 p.m.  
Call for an appointment or fax or drop off your  
information any day  
between 10 a.m. and 4 p.m. I'll call you when your  
taxes are ready.

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[patricia@bayouequity.com](mailto:patricia@bayouequity.com)

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

*Ladies*

**ON THE MOVE**

NOREIA's 1st Women Only Subgroup

Using a learning by  
doing approach

Educating women  
through successful  
real estate  
transactions.

Want to join? Email [betsyb1@gmail.com](mailto:betsyb1@gmail.com)

Your ad could be here, find out how. Contact Larry at [membership@neworleansreia.com](mailto:membership@neworleansreia.com)



All members who bring a guest  
will  
get 10 NOREIA bucks that are  
good on everything NOREIA-  
ish! So get your friends in the

Advertise your  
properties for sale, lease, or rent  
online at no cost to you!  
If you do not have a property but  
would like one, check out what is  
available  
**TODAY!**

**NEWBIE FOCUS GROUP!!**  
***2ND Thursday of each month!***

Come network with new and experienced investors as we talk about the “How To’s” of real estate investing.  
Learn from experts on how to do it right.

**For more information, contact Linda Locascio: [vicepres@neworleansreia.com](mailto:vicepres@neworleansreia.com)**



**Stop**  
wasting your networking time at the meeting and *Renew from home!*  
Visit our website, [www.neworleansreia.com](http://www.neworleansreia.com)

**NOREIA is now accepting annual payment thru Paypal. If you don't have a Paypal account, you can set one up very easily. Paypal is the most popular online payment systems around. It is very safe, and very secure.**  
*Please bring receipt to meeting.*

The New Orleans Real Estate Investors Association, Inc.  
P.O. Box 8064 Metairie, LA 70011 (504) 364-5813  
[www.neworleansreia.com](http://www.neworleansreia.com)

# neworleansreia.com

**Disclaimer:**

This newsletter is distributed with the understanding that the publisher is not rendering legal, accounting, or other professional services. Investment decisions depend upon an individual's facts and circumstances and should be made only after consulting with appropriate, competent professionals. NOREIA does not endorse any advertisers in this publication.

Whatever the motivation, [we welcome and ask for your assistance on the subcommittee and/or board level](#). We are solely an organization of volunteers. Dues are kept at a minimum, due to the men and women who pitch in and help. We hope you will be one of them. Every smallest effort helps! If you would like to serve on any committee, please contact the board member in the area of your choice!



New Orleans Real Estate Investor  
Association  
P. O. Box 8064, Metairie, LA 70011



N.O.R.E.I.A. is an open, evolving organization. We welcome new participation on the board level. Board members are not paid. Their service to the association is pro bono. They can expect to donate approximately ten (10) hours a month to fulfill their respective tasks.

**We're on the web!**

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



Many people who help the association by volunteering for different subcommittees, though, have no aspiration for becoming a board member some day. Many are just looking to give something back and help out. Many are looking to work more closely with the board member in charge of the subcommittee. Others are just looking to earn some NOREIA BUCKS!

**Stop wasting your networking time at the meeting and *Renew from home!***  
Visit our website, [www.neworleansreia.com](http://www.neworleansreia.com)

**NOREIA is now accepting annual payment thru Paypal. If you don't have a Paypal account, you can set one up very easily. Paypal is the most popular online payment systems around. It is very safe, and very secure.**

New Orleans Real Estate Investors Association (NOREIA) is an educational organization that seeks to provide many opportunities to its members and guests. As an individual, it is your responsibility, and NOREIA recommends, that you investigate and verify the validity of these opportunities and consult with a professional such as your Attorney or Accountant before buying any programs and/or investing as it is possible to lose money investing in real estate. NOREIA makes no warranties or guarantees regarding any offerings by members or vendors

Our 2010 Board Members

**President — Robert  
Reed**

[president@neworleansreia.com](mailto:president@neworleansreia.com)

**Vice President — Linda  
Locascio**

**504.909.1299**

[vicepres@neworleansreia.com](mailto:vicepres@neworleansreia.com)

**Secretary — Angela  
Kindermann**

[secretary@neworleansreia.com](mailto:secretary@neworleansreia.com)

**Treasurer — Betsy Bird-  
song**

**504.376.7650**

[treasurer@neworleansreia.com](mailto:treasurer@neworleansreia.com)

**Membership —  
Larry Wilkinson**

**504.451.2568**

[membership@neworleansreia.com](mailto:membership@neworleansreia.com)

**Marketing — Dawn  
Domescik**

[marketing@neworleansreia.com](mailto:marketing@neworleansreia.com)

**Programming/  
Operations —**

**Dennis Stump**

[operations@neworleansreia.com](mailto:operations@neworleansreia.com)

**Technology—Al Do-  
mescik**

**504.319.6541**

[al@anchorbuyshouses.com](mailto:al@anchorbuyshouses.com)

**Legal-David Bird-  
song**

**504-780-9202**

[davidbird@cox.net](mailto:davidbird@cox.net)

