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## National chief joins Realtors luncheon

**D**ick Gaylord, president of the National Association of Realtors, swore in Jahan Farhang of Visalia as president of the Tulare County Association of Realtors last week in Visalia. The event took place at the local group's annual Christmas luncheon at the Visalia Convention Center.



**LEWIS  
GRISWOLD**

It's unusual for the national president to attend a local group's Christmas party, but Gaylord once served as president of the California Association of Realtors, so local real estate folks know him, including Bob Ausherman and Lenny Sciacca.

Developer Andy Mangano loaned his airplane to fly Gaylord from Long Beach to Visalia.

In remarks to the audience of 500, Farhang and Gaylord acknowledged that the real estate market is off its peak, but low interest rates, a relatively strong economy and high employment bode well for sales.

"It's no different than it was five years ago," Farhang said. "It's up to you to keep a positive attitude out there and let the consumer know about it." Practical advice: Include two or three "sold" items in advertisements of properties for sale.

Gaylord got a standing ovation as his Tulare County welcome.

Unfortunately, the hot real estate market made "people think real estate is a short-term, high-yield investment. It's not," he said. "Real estate is a solid, long-term investment. Real estate will always be the best way Americans build wealth."

Also sworn in to the board of directors were Carlos Aleman, Jeremy Garcia, Mark Avedian, Gerrie Giotta, Don Graves, Gaylynn Heitzig, Brian Icenhower, Mimi Nevins, Nancy Riggs, Gail Riley, Craig Smith and Barbara Summers.