

NEFAR

NEWS

NORTHEAST FLORIDA ASSOCIATION OF REALTORS

MAY 2009



- ▲ RPAC Realtors Roundup - It's Auction Time!
- ▲ NEFAR Launches Ad Campaign
- ▲ Home Buyers Expo Set For July 18
- ▲ Realtors Get The Right Tools, Right Now

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Realtor Spotlight

William Vasana, GRI, MBA

William Vasana's many talents span across multicultural boundaries. Originally from Bangkok, Thailand, he studies several foreign languages and - as a child - he won numerous awards for his watercolors and paintings in Southeast Asia. In addition to martial arts training, he also participates in ballroom dancing every Friday and is a gourmet cook.

Vasana even has connections to royalty. His great grandfather migrated to Thailand from China during the reign of King Rama IV and his maternal family served as royal courtiers under King Rama IV, Rama V and Rama VI.

His parents - firm believers in education - encouraged his lifelong pursuit of learning. "They sacrificed to ensure their children have the best education money can afford. They told us that learning is a never-ending process and it's never too late to learn about anything," said Vasana, who grew up aspiring to be like his parents - successful entrepreneurs. His father manufactures menswear and fashion accessories and his mother is a real estate broker and landlord who owns apartment buildings.

After completing his bachelor of business administration (BBA) degree in marketing from Assumption University in Bangkok, he moved to the United States, where he graduated from the University of Tampa in Florida with dual master of business administration (MBA) degrees in marketing and finance.

Before beginning his real estate career, Vasana - currently an agent with Watson Realty Corporation's Southside Boulevard office - served as director of marketing, IT (Internet technology) and e-commerce for Fortune 100 Companies, including Time Warner and Comcast. As a result, he has extensive experience in cable television, radio, Internet marketing, book and software publishing and consulting in South Florida. Frequently moving around, his career took him from Tampa to Clearwater to West Palm Beach to Boca Raton to Boynton Beach to Lake Worth.

Vasana moved to Jacksonville in 2002 after his spouse moved here to pursue a career in academia. The couple worked in separate cities for six months before he relocated to be with his wife, Susan - a native of Shanghai, China. She is currently a profes-

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sor of electrical engineering at the University of North Florida. The couple have two daughters, Danica and Anna.

At first working as a stay-at-home dad, Vasana began investing in real estate upon relocating to Jacksonville and got his real estate license in 2003. He has been with Watson since that time and credits his marketing and technology background with influencing his success in the industry. Vasana's peers took notice of his talents and he was selected as NEFAR's 2004 Newcomer of the Year.

His reasons for getting in the business are simple. "I find it rewarding to be in a position to help people reach their goals, whether they want to own their first home or advance their financial standing by purchasing a second home or other rental property," he said.

An early interest in Chinese classical literature led to his two-decade study of feng shui, the ancient Chinese art of living in harmony with one's environment. "I continue to work as a real estate professional, as well as carrying out feng shui consultations for a range of high-profile professional

clients," said Vasana. "I also offer feng shui advice to homebuyers and sellers as far as how to best work within their surroundings to maximize positive energy, improved health and happiness."

Outside of his professional interests, Vasana also enjoys traveling, reading, meditation, music, photography and computers. He is currently studying Mandarin Chinese. "It's a very complex language, especially the writing part. A person needs to know at least 1,000 Chinese characters to be able to read proficiently," he says. "It will take me at least two more years to be able to learn it. My youngest daughter, Anna, and I go to class together each Sunday at UNF."

Vasana and his family usually take a couple of months out of the summer to vacation to China and Thailand to visit family. When he's on extended trips, he also tries to make time for volunteer work.

"Last year when we were in Asia, I helped out with the Myanmar cyclone relief and Sichuan earthquake relief through the Thai Red Cross. I am proud to mention that

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New Applications

7 Star Realty Inc.

Johnson II, Louzonteno
Wilburth, John S.

Access E* Realty Inc.

Linnear, Brondrick M.

Action Realty Group

Powers, Rachele Lee

Alsop Properties Inc.

Braren, Lauren

Century 21 Atkins Realty

Thomas, Kathryn K.

Davidson Realty, Inc.

Weddle, Nancy Carlene

Dwellings A Real Estate Company LLC

Watt LLC, William T.

Exit 1 Stop Realty

Khatibi, Mason

Exit Real Estate Gallery

Brashier, Deborah Warren

First American Title

Reed, Judy

Florida Realty Web Inc.

Selander, Robert H.

Flynn Appraisal & Inspection LLC

Flynn, Timothy J.

INI Realty Investments Inc.

Braun, Tiffany Nicole

Marsh Landing Realty Inc.

Hutchings, Kimberly M.

Monarch Realty Associates Inc.

Thrift, Sabrina Lyn

Nautilus Realty

Parker, Linda M.

Playa Realty & Management LLC

Viering, Lindsay

Pristine Properties

International Inc.

Jara, Stephen Joseph

Prudential Network Realty

Chacon, Denise Michelle

Hartman, Dorothy Z.

Realty Executives

The Elite Group

Johnson, Irene M.

Sessions Realty Inc.

Himmelberg, Alex M.

Kincaid, Catherine Lorene

Signature Realty &

Management Inc.

Woodbury, Virginia Short

Vanguard Realty Inc GMAC

Ayotte, Jr., William Lee

Watson Commercial Realty, Inc.

Byrd, William R.

Watson Realty Corp.

Hescock, Merle F.

Homeyer, Bruce A.

Lundy, Tara M.

McCarthy, Thomas Robert

William Towels Dettor, Broker

Dettor, III, William Towles

FEATURES

Realtor Spotlight

William Vasana

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the local Chinese community here in Jacksonville helped raise more than \$100,000 last May for China earthquake relief," he says.

Although Vasana doesn't volunteer for the recognition, his peers once again honored him and applauded his generous nature by naming him one of NEFAR's 2006 Humanitarians of the Year for his volunteer work in South Thailand in the wake of the 2004 tsunami. Working in the hardest-hit areas, he counseled traumatized children and helped displaced families with temporary shelters, food, medical supplies, clothing, equipment and financial aid.

Vasana also donated personal time and resources to assist local organizations with helping find foster care for children affected by the tsunami, along with helping find permanent homes for them through adoptions.

While he is flattered by the recognition, the humble Vasana prefers to shine the spotlight in another direction. "I am most proud of my family and what they have accomplished," he says. ▲

NEWS

Scoop

▲ **Kimberley S. Sandberg** of RE/MAX Unlimited in Ponte Vedra Beach has earned the Accredited Buyer Representative (ABR) designation.

▲ **Diana McKee** of RE/MAX Specialists in Jacksonville Beach has earned the Graduate, Realtor Institute (GRI) designation.

▲ **NEFAR's Southwest Council** has several upcoming events. On April 30, the Council will meet at Eagle Landing Golf Club for a Networking Mixer from 5 p.m. - to 8

p.m. There is no cost but RSVPs are appreciated. Door prizes and a 50/50 raffle are on tap. On May 7, the Council's Spring Golf Tournament is at Eagle Landing Golf Club. \$50 per player includes breakfast, greens fees, golf cart, contests, and heavy hors d'oeuvres after the tournament. Registration is limited to the first 120 paid players. Contact Mary E.H. Wood at (904) 541-0104 for information on sponsoring a golf hole or contest. A Networking Mixer will take place on June 18 from 5 p.m. - 8 p.m. at The River House in Orange Park. There is no charge and RSVPs are not required. Bring your business cards and network.

▲ **Robert Fleischmann** of SunTrust Mortgage has been recognized as the top customer satisfaction loan officer company-wide

in 2008, from among all SunTrust Mortgage loan officers. Fleischmann earned his Service Quality award, which was determined by customer feedback in surveys mailed after closing. Fleischmann has earned this award for six of the previous seven years.

▲ **Laurette Martin** and **Beverly Morse**, both of Davidson Realty, were recently recognized for Internet marketing distinction from Realtor.com. The two women were awarded the Real Estate Online Marketing Award of Excellence, which recognizes agents who consistently provide great marketing services on behalf of their customers. ▲