



CELEBRATING 100 YEARS...



Harley Rouda, Sr.
CBR President 1969

My motto: "I may not always be right, but I am never in doubt."

I started HER, REALTORS® in 1955. By 1967, HER was the number one residential real estate company in Columbus and we have never lost that position. We were, and still are, very successful.



Taken at the Board's 1991 Forecast Night, Rouda was serving as NAR President and took the time to address his hometown crowd. He showed the capacity audience an article about Columbus that appeared in Phoenix, Arizona's daily newspaper and said the central Ohio economy is a bright spot in the nation.

At that time, CBR didn't have any real estate education courses. I told CBR we needed education and as a result, I was asked to plan and teach real estate courses, which I did for four years.

Realvillities is one of my fondest memories. I wrote, produced and emceed this comedy presentation. Many old timers still remember seeing John Pace, Bill McCorkle and Cecil Neff, dressed as hippies, dancing on stage while singing "Winchester Cathedral" with gusto.

And who can forget seeing four of the best looking (and appropriately costumed) CBR "Playboy Bunnies" with the first saying, "I've been assigned to the Chicago Club." The second followed by proudly saying, "I've been assigned to the Los Angeles Club," and the third said, "I'm going to the New York Club." At that moment, Jeri Zang - dressed quite frumpy - walked in and said, "I didn't know they had a Playboy Club in Poland!"

The incomparable Margie Coyle's role was the "cue-card cutie" and she was "exciting" as the photo included in this article reveals. The Board photographer felt it was necessary to take photos several times ... and who could blame him?

The house sold out every time and many talented REALTORS® made the show a great evening!

During my career, I chaired almost every CBR committee and the MLS



Three prominent Columbus REALTORS® gather in 1991: Jack Myers, who served as CBR President in '91, Myrna Kobre, Past CBR President who was serving as OAR President in '91 and Rouda, who was NAR President.

Committee for two years, which had never been done before. I was the only CBR President that went through four chairs, instead of five.

In 1991 Habitat for Humanity chose Columbus as its honored city and I was named National Honorary Chairman of Habitat for Humanity that year. Former President Jimmy Cart came to Columbus to celebrate our being named the honored city and I proudly walked with him down Broad Street to celebrate the event, giving him a brief glimpse of our great city.

In addition to my time as CBR President, I would be remiss to not mention my experiences as NAR President. In the 100 years of the Columbus Board of REALTORS®, we have been fortunate enough to have two National Association of REALTORS®

Presidents – John W. Galbreath in 1944, and myself in 1991.

In 1989, I became a candidate for NAR's First Vice President at the national convention in San Francisco. For the first-time in recent history, we had a contested race. My opponent happened to be a commercial REALTOR® and I was, and still am, a residential REALTOR®. Because he was commercial, he probably didn't go to as many real estate meetings as I did, which gave me a slight advantage.

Prior to the election, I called John W. Galbreath and asked his permission to use the phrase he always used after concluding a speech. He said, "Absolutely, but make sure you win!" His phrase was, "I may not always be right, but I am never in doubt." Since then, I have used those words quite often in my career.



Rouda and his wife Marlese after being handed the gavel at the 1968 President's Ball.

The campaign and election was very competitive. When the 395 votes were counted ... and counted again, I had won by three votes! With the help of NAR staff members, I attended 98 committee meetings to thank them for their dedication and service to our industry and the REALTOR® organization.

There have been three CBR REALTOR® members elected to the central Ohio Business Hall of Fame. John W.

Galbreath was one of the original inductees. I was honored in 1992 and Bob Weiler was honored several years ago.

I am slowly coming to the end of my career, so I felt quite honored to be installed as the sixth person in the Hall of Fame of the NAR Certified Residential Brokers Association (CRB) last year.

I am very thankful that we have had great leaders as CEOs that have contributed to our being one of the best real estate boards in the country. Keep up the good work for the next 100 years!



Margie (Fisher Coyle) Holzer at the 1969 Realvillities talent show.



Picture of Rouda while serving as master of ceremonies during the 1967 Realvillities variety show held at the Neil House.



Rouda with Columbus Mayor Maynard E. Sensenbrenner, and Board Executive Vice President Larry Chambers celebrating the mayor's proclamation of REALTOR® Week, May 18-24, 1969.



At the 1969 President's Ball, the incoming officers for 1970 gather: Twink Starr, Jim Owen, Brad Salt, John Hill, Gene Jaques and Rouda.