

***Bill Swanson and Doug Dohse with RPAC
Present***

2017 Legislative Goals & 2016 Review



****See Page 4 for more about RPAC!**

Thursday, February 16th, 2017

***Champions Run
13800 Eagle Run Drive***

**11:15-11:45 am—Networking
11:45 am-1:00pm—Lunch & Program**

We encourage attendees to please PRE-REGISTER by:

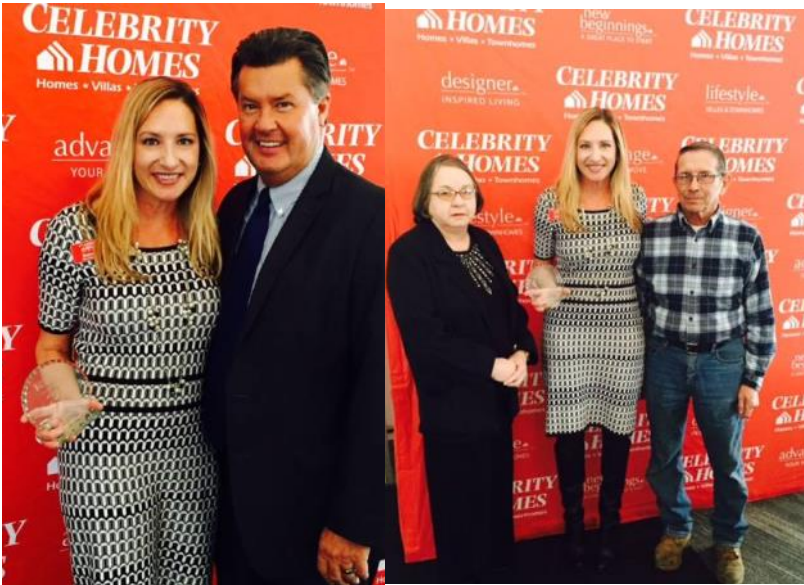
- **EMAIL** Ashley Smith at livengood@burrowstracts.com
- **ONLINE** at www.wcromaha.com (Buy Now)
- **FACEBOOK** (Click "Join" for the WCR Omaha Business Luncheon)

Our Amazing Leaders and Award Winners!!!

Congratulations to our 2016 Realtor of the Year!!



Monica Lang
Celebrity Homes



The mission of the Women's Council of REALTORS®

We are a network of successful REALTORS®
empowering women to exercise their potential as
entrepreneurs and industry leaders.

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2017 President's View



What a fabulous turn out for the first WCR Resource Business Luncheon! Thank you all for attending and helping get the new year off to a great start.

We were able to take care of a little unfinished business from last year and during the luncheon, Angie Podoll presented **Monica Lang with the 2016 REALTOR or the Year.** Truly fun to see how surprised she was. Congratulations Monica, well deserved!

Marty Barnhart with Omaha Municipal Land Bank was our speaker. So incredible to hear how the Land Bank is helping better our community and the residents. It is wonderful knowing that they work with other organizations such as Rebuilding Together, our featured Community Service organization for January.

Our next Business Luncheon will be February 16th. The always informative Bill Swanson and Doug Dohse will bring us the latest info on how your RPAC dollars have made a difference. Last year WCR helped kick off a very successful campaign for RPAC, with pledges of \$10,461 from you, our amazing members! Let's do it again!

Hope to see you on February 16!

Darla Bengtson

2017 WCR President

Nebraska Realty

Darla Bengtson

2017 WCR President

Nebraska Realty

Why invest in → **RPAC?**



RPAC *supports candidates who support* **REAL ESTATE**

REALTORS® POLITICAL ACTION COMMITTEE

From **City Hall**,
to the **State Capital**
to the **U.S. Congress...**

ELECTED OFFICIALS ARE **MAKING DECISIONS**.
THESE DECISIONS HAVE A



HUGE IMPACT

on the **BOTTOM LINE**
of REALTORS® & their customers.

Through the support of **OMAHA AREA REALTORS® LIKE YOU**, RPAC represents **YOUR INTERESTS**.

VOTE. ACT. INVEST.

Register and Vote!

*Respond to every
Call for Action!*

Invest in RPAC every year!

WHEN YOU **INVEST IN RPAC**, YOU HELP

PROTECT
& DEFEND
**YOUR
BUSINESS**



PRESERVE THE
DREAM OF
**HOME
OWNERSHIP**



PROMOTE
REALTORS® AS
**COMMUNITY
LEADERS**



Upcoming Schedule

February

February 9th- WCR Board Meeting @ OABR (9am-10am) - Open to all WCR Members

February 16th - WCR Business Resource Meeting @ Champions (11:15am-1:00pm)

March

March 9th - WCR "Eat Drink & Lip Sync" Night

No March Business Resource Meeting

March 16th - WCR Board Meeting @ OABR (9am-10am) - Open to all WCR Members

April

April 10-12 - Nebraska Real Estate Convention, Embassy Suites, La Vista, NE

April 13th - WCR Business Resource Meeting @ Champions (11:15am-1:00pm)

April 20th - WCR Board Meeting @ OABR (9am-10am) - Open to all WCR Members

****Check out wcrpomaha.com to find dates for
Luncheons, WCR Board Meetings, WCR/NAR
Conventions and Special Events.**

Your Neighborhood Mortgage Experts



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Membership Drive

It's that time of year: renewals and new members welcome! Get your name in the drawing for renewing or joining **BEFORE March 1st!**

What's the prize? *Drum roll.....* a **\$250 Amazon Gift Card!!!** (Yes!!!)
Two cards will be awarded: one for new members and one for renewals!
(*May the odds be ever in your favor!*)



HOW DO YOU RENEW OR JOIN?

Via ONLINE/CARD: (Occurs instantly)

REALTORS:

Visit www.wcr.org, and click JOIN NOW! The rest is history. :)



STRATEGIC PARTNERS:**

Visit www.wcromaha.com, and click MEMBERSHIP. Along the left side of the page, you will find the Strategic Partner Application. As you register, you will be asked to specify if you are a 1. *Company Sponsored Individual* or an 2. *Individual*. **What does that mean?** A Company Sponsored Individual stays with the company, no matter the person. The Individual membership follows the person, no matter the company. Make sense? If not, I'm just an email away — angel@nebraskarealty.com.

Via PAPER/CHECK: (Depending on receipt, may take up to a 5-7 days to fully process.)

REALTORS:

Complete the Membership Application in the Newsletter, and either mail or deliver to the Omaha Area Board of REALTORS.

STRATEGIC PARTNERS:**

Complete the Membership Application in the Newsletter, and either mail or deliver to the Omaha Area Board of REALTORS.

****It is important to note the NEW Strategic Partners must have a new REALTOR® member join with them. Don't let that hinder you, just make sure you make me aware so our membership ratios remain in tact!**

Of course, I am here to help! I look forward to serving alongside you!

We are Women's Council of REALTORS®

Angel N. Starks, Nebraska Realty
402.553.5744 | Angel@NebraskaRealty.com
Membership@wcromaha.com

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REALTOR Membership Application



2017 Omaha WCR REALTOR®

Membership Application

New / Renewal (circle one)

DATE: _____

NAME: _____ OFFICE: _____

OFFICE ADDRESS: _____

CITY/STATE/ZIP: _____

HOME ADDRESS: _____

CITY/STATE/ZIP: _____

MOBILE PHONE #: _____ OFFICE PHONE #: _____

Please send my information to: OFFICE / HOME (circle one)

Email: _____

Local Chapter you are joining: Omaha

Board of Realtors in which you hold membership: Omaha Area Board of Realtors

Recruited by: _____

REALTOR DUES:

National Dues: \$126

State Dues: 0

Local Dues: \$24

Total: \$150

PAYMENT METHOD:

Check for \$ _____ (payable to WCR)

Credit Card \$ _____

Credit Card Type: VISA /MC/ AMEX

CC #: _____

Back of Card CSC 3 Digit Code: _____

Expiration Date: _____

Billing Zip Code: _____

Signature _____

Please send completed application with payment to:

2017 VP of Membership

C/O OABR-Angel Starks

11830 Nicholas St

Omaha, NE 68154

Contact info: Angel@NebraskaRealty.com or 402-553-5744

Affiliate Membership Application



2017 Strategic Partner Application

DATE: _____

NAME: _____ OFFICE: _____

OFFICE ADDRESS: _____

CITY / STATE/ ZIP:: _____

HOME ADDRESS: _____

CITY / STATE/ ZIP:: _____

MOBILE PHONE #: _____ OFFICE PHONE#: _____

Please send my information & renewals to: OFFICE / HOME (circle one)

Email: _____

Local Chapter you are joining: _____ OMAHA

Recruited by: _____

Joining with New REALTOR® Member: _____

STRATEGIC PARTNER ANNUAL DUES \$ 150

PAYMENT METHOD:

Check for \$ _____ (payable to WCR)

ALL NEW STRATEGIC PARTNERS MUST JOIN WITH A NEW REALTOR® MEMBER

Please send completed application with payment to:

2017 WCR VP of Membership

C/O OABR-Angel Starks

11830 Nicholas St

Omaha, NE 68154

Contact Info: Angel@NebraskaRealty.com or 402-553-5744



Are you a Secret Agent?

Did you know that Facebook and LinkedIn are 2 of the most searched online engines next to Google and Bing? What does that mean for you? It means that in today's social society, if people cannot find you on LinkedIn or Facebook you do not exist. I could go on for days about optimizing your profiles, but today let's just start and make sure you have the basics down.



1. Make sure your profiles are public. Check your privacy settings. This does not mean all your posts have to be public, but make sure the ones regarding your business are. On each post you make you can use the drop down arrow and change if it's public or not. (Note, if you're posting stuff you don't want your clients to see...should you really be posting it?)
2. List your contact information as public. Allow people to be able to reach out and contact you if they want. This includes your phone number, websites and email. Go into your About section and hover over each section, make changes to be public.
3. Have a CURRENT profile picture...of YOU! Not the dog, not your new car, not your logo. Clients want to see what you look like and want to verify they are contacting the right person.

I hope these tips help increase your online exposure this year!

For more tips visit
www.networkingwizblog.com

Amy Dritley, Marketing Coordinator
Peoples Mortgage Company



Our team provides exceptional customer service to our borrowers and Agents via constant communication and in-house processing. Our marketing is unmatched including a local Marketing Coordinator to work as your partner to grow your business. Contact Amy to get introduced to one of our amazing Loan Originators.

Amy Dritley

Marketing Coordinator

402.650.8631

amyd@peoplesmortgage.com





Brenda Stuart
Home Warranty Manager

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Office: 402-597-2169
bstuart@ServiceOne.com

9335 "J" Street
Omaha, NE 68127



www.serviceone.com

February Spotlight Sponsor

Why Choose an ASHI Inspector?



The ASHI Experience

Only an American Society of Home Inspectors (ASHI) inspector can provide your customers with a professional, personalized inspection that combines more than 30 years of the highest technical standards, adherence to a strict code of ethics and the very best in customer service and education. We call this "The ASHI Experience".



Jon Vacha

Greater Omaha ASHI Chapter
President

When you choose ASHI, you'll be working with professional home inspectors who have passed the most rigorous technical examinations in effect today, including inspectors who are required to perform more than 250 professional inspections before they're even allowed to call themselves "certified". No other professional society can match the credentials of an ASHI inspector.

Locally, we have the Greater Omaha ASHI Chapter that is supported by National ASHI. 20 members from Omaha, Lincoln and surrounding areas meet once a month. We invite a guest speaker to attend and enlighten us with expertise in their professional trade. Recent guests include an insurance specialist, plumber, electrician, Energy Specialist from OPPD, and an arborist. Home Standards is proud to be involved in chapter leadership with Jon Vacha serving as president 2015-2018 and Tim Krof as vice president 2017-2018. Steve Vacha served as president 2011-2012.



ABOUT ASHI

In 1976, a group of visionary home inspectors with the common goal of building consumer awareness and enhancing the professionalism of their field established the American Society of Home Inspectors. This nonprofit professional association for home inspectors made its first order of business to establish and advocate high standards of practice and a strict code of ethics for the member community.

ASHI is the most respected professional association for home inspectors in North America. Through ASHI's continued efforts, ASHI's Standards of Practice—covering all of a home's major systems—are now part of many pieces of state legislation and are recognized by consumers as the authoritative standard for professional home inspection.



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Getting to know you, getting to know all about you...

Name Please?

Jon Vacha

Why do you love being a member of WCR?

WCR provides an opportunity to network with amazing women (and some men) in the local real estate industry.

Who got you involved in WCR?

Steve Vacha

What is favorite WCR Activity?

Eat, Drink & Lipsync

Where do you want to travel to in the next 2 years?

I'd like to go to Canada. I've heard they have many interesting, historic cities.

What is a goal of yours that you want to accomplish this year?

To strengthen my business relationships with the people I already know and start new relationships.

What is one local thing that you have wanted to do?

Check out the "Street of Dreams"- I like to look at the cool, new million dollar houses!

What do you think the future of real estate looks like?

Bright! (Especially locally) Omaha is such a great place to live. More and more people are finding that out!

What is the best business tip you have been given?

Follow the golden rule- especially in a referral-based industry. Everything comes back around!

What do you want to tell your fans?

You two should meet, I think you'd get along.

What is the highlight of your life?

Meeting my wife, Bridget.

What do you think the secret to life is?

Do what makes you happy!



Thank you for taking the time to let us get to know you Jon! And thank you for being active in WCR!



**INSPECTION
SERVICES**

We Want to Hear From You! Yes-YOU!!



Did you know WCR has a Hospitality Committee?

Carmen Bunde is at your service if you know of any happenings pertaining to our WCR friends, be it joyful, serious, sad, encouraging, etc. Please contact Carmen at cbunde@pjmorgan.com and she will serve as the voice of WCR to acknowledge anything that should be with cards, flowers, etc... whatever seems appropriate. If possible, share the address of the person or persons being acknowledged. She looks forward to hearing from you!

Why bring your buyers to Celebrity Homes agent, **Katie Lieffers**?

*"Katie was awesome to work with!
Excellent at explaining everything and what
to expect"*

*"Katie was very friendly,
organized and professional"*

*"Katie was wonderful! She kept us updated on
progress and was very helpful!"*

*"Katie made the process
very easy for us."*

*"Katie is the best! Such a professional,
but fun, realtor. We will recommend her to
family and friends!"*



**I sell ALL
locations!**

Katie Lieffers
402-813-2551



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Addressing the Unmet Need for Omaha's Hungry

Our February charity is Saving Grace Perishable Food Rescue. This non-profit is a grass roots perishable food rescue and delivery agency that picks up perishable food donations in refrigerated trucks from local restaurants, caterers, cafeterias, grocery stores, delis and food distributors. Saving Grace will not warehouse food, but deliver it the same day, free of charge, to non-profit agencies that serve families in need such as food pantries, missions, after school programs, day cares, senior centers and churches. They have the right organization, the right partners and they serve the right people.



DID YOU KNOW:

- 1 in 5 children under the age of 18 years old goes to bed hungry every night in the Greater Omaha area, they don't know where their next meal is coming from.
- 1 in 6 adults in Nebraska reported not having enough money to buy food.
- Food comprises 17% of Nebraska's municipal waste stream; making it the third largest contributor to landfill waste in the state **and first in Omaha.**
- While food waste can be recovered, it's expensive and requires vehicles that are exclusively utilized for food waste collection.
- Efforts to reduce food waste happen in our homes and community and can be healthy, economical, and environmentally friendly.
- A family of four wastes nearly \$600 a year throwing out food
- Of all lower income children living in Nebraska, over 44% aged 2-5 are either over weight or obese; over 47% of those aged 10-17 are either overweight or obese. Regular access to healthy, nutritious meals can make a difference for these children.
- The presence of "food deserts" within low income and rural areas make it difficult for those without personal transportation to access the wide variety of affordable, nutritious foods.
- In Nebraska, only 38% of those eligible for free/reduced lunch are eating school breakfast and only 10.6% are utilizing the USDA summer meals program.

Please stop by their table at the February luncheon to get more information and how to help or visit www.savinggracefoodrescue.org to learn more.

Brenda Stuart, WCR Community Chair
ServiceOne Home Warranty

**Please consider giving at our
February luncheon!**

EAT, DRINK



LIP SYNC

Cheer on your REALTOR® peers as they perform LIVE!

Thursday, March 9

Happy Hour: 5:30 pm - 6:30 pm

Dinner & Lip Sync Competition: 6:30 pm - 8:00 pm

Live Auction & Awards: 8:00 pm - 9:00 pm

Scott Conference Center

6450 Pine St

Omaha, NE 68106

Join us for a sit-down dinner in your best business-fancy attire!

Don't miss your chance to participate!!

- ★ 6 Lip Sync Teams already signed up-only room for 2 more!
- ★ Judges have been determined and are NOT from any Realtor or Affiliate office!
- ★ We have room for: 1 more \$500 Sponsor and 2 more \$150 Sponsors!
- ★ 15 tables are accounted for!

Remember raffle items & donations for the auction are welcomed! Ask anyone you know... they may have a secret up their sleeve for a great prize. If you would like to donate but don't want to find something to raffle...We will shop for you! ☺

**Questions? Contact Lori Bonnstetter at lbonnstetter@2-10.com or
Bridget Vacha at bridget@hsinspections.com**

2017 Strategic Partners



DOUBLE DIAMOND



INSPECTION
SERVICES



First National Bank



GOLD



A Note From The Douglas County Assessor's Office

HOMESTEAD EXEMPTION—REALTORS BE AWARE

Consider this: Alice is a 68-year-old widow who owns and lives in her own home. For the last several years, she has been getting a full property-tax exemption on her home because she is in the Homestead-Exemption program. As you may be aware, the homestead program allows up to a 100 percent exemption from property taxes on the principal residence of eligible participants.

Alice is still active, but keeping up the house has gotten to be too much for her. She decided to downsize and bought a townhome for a little less than the value of her current home and moved in during June. Fast forward to December of the same year. Alice receives a property-tax bill for her new home. This is because, although she applied for and was granted a homestead exemption on her prior residence, she did not apply to transfer her homestead exemption to her newly-purchased townhome. This resulted in her loss of a homestead exemption for the year because she neither lived in her previous home long enough to qualify during the year, nor did she apply to transfer the homestead exemption to her new home. Alice did not know she needed to transfer her exemption and, in fact, her real estate agent told her that she “would get a letter” from the Nebraska Department of Revenue about her property taxes and homestead exemption for her new home. The result for Alice, who is single, over 65, with an annual net income that would qualify her for 100% homestead exemption, is sad: A property-tax bill that she had not anticipated.

Here's the scoop—Homestead Exemptions can be transferred! To qualify for homestead exemption, the person seeking it must own and occupy his or her residence (or mobile home) from January 1 through August 15 each year. If not owned and occupied during that time, the homestead exemption, by state law, will be disallowed for the entire year. There is an annual requirement that the owner file an application for the homestead exemption, along with an income statement, on or before June 30. However, the homestead exemption is transferable if certain conditions are met. If the owner acquires and occupies a new homestead prior to August 15, he or she must file, in addition to the annual application and income statement for the original homestead, an Application for Transfer (Form 458T) with the assessor's office in the county in which the new homestead is located, on or before August 15.

SO, HERE IS THE SOLUTION FOR PEOPLE LIKE ALICE. To transfer a homestead exemption to a newly - purchased home, several things need to happen. First, Alice must have filed a homestead exemption application (and income statement) for the first house with her assessor's office. She can file that application between February 1 and June 30. Second, if the new townhome was purchased and occupied prior to August 15, Alice needs to file an Application for Transfer (Form 458T) with the assessor's office on or before August 15. If Alice had completed those filings, she would have received the homestead exemption on the new home. Her old home, however, no longer receives a property-tax exemption and is taxable.

For many participants, the Homestead-Exemption program is very important. The realtor who understands the rules regarding homestead transfer can do clients like Alice a great service by helping them through this process. You can find the homestead exemption forms at www.dcassessor.org. Click on the box for “Homestead Exemption”.

If you have any questions about the homestead program, please feel free to contact the Douglas County Assessor/Register of Deeds office, (402) 444-7060; choose Option 2 for homestead exemption.

The Year Was... 2005

Each month in 2017 we will be catching up with our past presidents through our The Year Was...segment. Don't miss out on getting to know your WCR family!



Name: Mary Kay Ernst
Year WCR President: 2005

1. **When did you become a member of the Women's Council of REALTORS®?**
Who got you involved? 1998-no one in particular, just (friendly) pressure from lots of ladies that I knew well.
2. **What was the most memorable moment as President of WCR?**
Receiving national award 2 different times for membership retention and recruitment.
3. **What do you love most about WCR?**
How they professionally represent women; how it 'stretched' me into ways that I would n ever have experienced.
4. **What charity is the nearest and dearest to your heart and why?**
Open Door Mission.
5. **Do you have a bucket list? What would you like to cross off that list or what goal would you like to achieve in 2017?**
It was to buy a new car. But I couldn't wait-I bought one at the end of November!
6. **What advice did you or would you give the next Omaha WCR President?**
To savor those special moments and to enjoy/have fun with the overall experience.

Thank you Mary Kay for your time as President and good luck to you!

Hope to see you cruisin' around town soon!

Monica
LANG

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