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REALTOR®

FOCUS

OMAHA AREA
BOARD OF REALTORS®
(402) 493-2995
WWW.OABR.COM

11830 NICHOLAS STREET
OMAHA, NEBRASKA 68154

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2009-2010 OABR DUES INFORMATION

Dues billing will be July 16, 2009. Dues for 2009-2010 will be \$490.00. There are no dues increases by the Omaha Area Board of REALTORS® but the Nebraska REALTORS® Association raised their dues \$15.00. There is no increase in the National Association of REALTORS® dues or the National Association of REALTORS® Public Relations Assessment.

The breakdown is:

2009-2010 Omaha Area Board of REALTORS® Dues	\$165.00
2009-2010 Nebraska REALTORS® Association Dues	\$210.00
2009-2010 National Association of REALTORS® Dues	\$ 80.00
National Association of REALTORS® P.R. Assessment	\$ 35.00
Dues Total:	\$490.00

Dues must be paid by August 17, 2009 and are delinquent after that date.

Hats off to the OABR and MLS Staff and Officers and Directors for another successful year of keeping expenses down. They work very hard to keep quality services for a reasonable price and they focus on fiscal responsibility.

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 (402) 493-7189 fax

Office Hours:

Mon., Tues., Thur., Fri. 8am- 4:45pm
 Wednesday 9am- 4:45pm



PERSONALS

THE NEWS

CONGRATULATIONS to Brenda Stuart of ServiceOne on the birth of her grandson Cale Edward Hotz on 6/4/09, weighing in at 8 lb, 8 oz.

CONGRATULATIONS to Lisa Jackson of SAC Federal Credit Union on her marriage to Robert on June 27, 2009.

CONDOLENCES to Brenda Stuart of ServiceOne and her family on the recent death of her father.

CONDOLENCES to Susan Geschwender of Randall School of Real Estate on the recent death of her sister.

SEND US YOUR NEWS!

Fax (402) 493-7189, Email dshipley@oabr.com,

Phone: (402) 493-2995 x 307

or Snail Mail to 11830 Nicholas St., Omaha, NE 68154.

We want to share in your professional and personal accomplishments, but we don't know if you don't tell us!

The Nebraska Real Estate Commission meeting will be held on July 9-10, 2009 at the Atrium Second Floor Conference Room located in Lincoln Nebraska, and on August 13-14, 2009 at the Staybridge Room at the Staybridge Suites located in Lincoln, Nebraska.

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Ruth Smith – Norm's Door Service
Cherie Casey – The Home Buyers Protection Co
Chip Monahan – Asset Strategies
PK Kopun – Metro 1st Mortgage
Alan Stoltenberg – SAC Federal Credit Union

ORIENTATION

The upcoming New Member
Orientation is scheduled for
Tuesday, August 4, 2009 from
8:30 a.m. to 4:00 p.m., Wednesday,
August 5, 2009 from 8:30 a.m.
to 4:00 p.m. and Thursday,
August 6, 2009 from
8:30 a.m. to 12:00 p.m.

The OABR Bylaws require that
every new member attend
an Orientation Program upon
application for membership in the
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(\$99+)

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Mark Leaders

David Matney

Roger Morrissey

James Patton

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</

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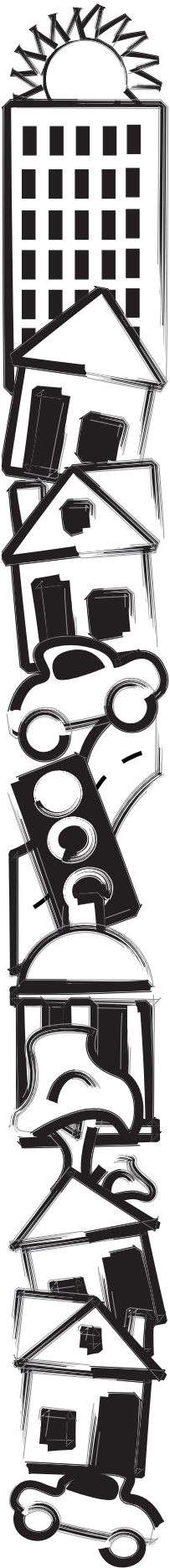
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AFFILIATE ADVOCATE

Submitted By: **Tori Ross**
Ross Designs, LLC



Home Staging

Home Staging is an effective marketing tool employed by many successful real estate agents. Today's market can be tough on sellers and their agents so it makes sense to take advantage of every tool available to help ensure home selling success.

Home Staging services work for Owner Occupied and Vacant homes, both new and existing. With an Owner Occupied home, Staging strategies often involve pre-packing selected décor items, re-arranging furnishings and artwork and sometimes involves more significant tasks such as repainting, replacing light fixtures, or flooring. No cost solutions are most commonly recommended and are the easiest strategies to employ.

A Vacant Home Staging strategy involves short term rental of furniture and accessories for key areas. Empty rooms usually feel smaller than appropriately furnished rooms – the key word in the sentence is "appropriate". The more time a buyer spends in a home for sale, the more likely they are to make an offer, so it makes sense to give buyers a comfortable place to sit like a living room set. Most people are surprised to learn that short term rental rates are lower than they expect and they are always less than a price reduction or an extra mortgage payment.

In just the last six weeks, two of the homes that I Staged sold in one day and several in a matter of a week to ten days! Selling success stories come about often when a home is Staged and especially when combined with an appropriate listing price and a hard working real estate agent.

For residential real estate, I also offer rental of an Industrial Strength Ionizer which eliminates all odors in a home once the source of the odor has been removed. Often times repairing a water leak, no longer smoking in a house, or removing pets isn't enough to completely clear the air, so to speak. Sometimes cleaning or replacing carpets and removing furnishings isn't enough either. The Ionizer will kill the bacteria on all surfaces in a few hours

Continued on Page 7

Not just any home will do...

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WHAT IS... THE AFFILIATE COUNCIL?

The role of the Affiliate Council of the Omaha Area Board of REALTORS® is to promote business relationships and services to REALTOR® members, actively solicit Affiliate membership in the OABR and promote ethical business practices of Affiliate Members.

President – Alan Stoltenberg –
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Vice President – Sara Kelley – TierOne Bank

Treasurer – Brenda Stuart – ServiceOne Inc

Cherie Casey – The Home Buyers Protection Co

Debbie Kalina – Radon Protection Tech LLC

PK Kopun – Metro 1st Mortgage

Kristi Lyons – TierOne Bank

Chip Monahan – Asset Strategies

Scott Moore – Rels Title

Jim Murphy – Bank of The West

Tori Ross – Ross Designs LLC

Ruth Smith – Norm's Door Service

Matt Thiel – DRI Title & Escrow

The New Affiliate Council web address is
www.oabrafaffiliates.com.

OABR/MLS Email to OABR/MLS Members

The OABR/MLS will periodically send informational e-mails to members. Please check your email address in the OABR roster. If it has changed please email the correct information to dpeterson@oabr.com. The emails will show the from line as OABR/MLS Emails. It will have a subject line as eFlash from the OABR/MLS.

Continued from Page 6

and unless the source of the odor is reintroduced to the house, the odor is eradicated.

Lastly, Color Consultations are often needed when selling or simply re-designing a home. I have often been hired to select paint colors or flooring types for one room or for entire homes. Making the right color choice at the beginning of a project can be crucial for cost and time effectiveness. Often times, an hour of design time is all that's necessary to get a project started in the right direction.

One of the best pieces of advice I can offer my clients and colleagues is this: Just because you own it (i.e. bought it, borrowed it, inherited it, etc) does not mean you have to use it. So many times people try to coordinate a room around that one item they have because they think they have to use it. Not every item will work in every home. Personal taste, color preferences and required uses of rooms change over time and it's sometimes necessary to temporarily store an area rug, bed set, sofa, large artwork, etc until the right space for it resurfaces. And, there is always a way to repurpose an item if it has sentimental value and **MUST** be incorporated into the design – even area rugs can be reshaped and re-trimmed by a professional.

I incorporated Ross Designs in 2004 and began actively Staging homes in 2005. I am proud to work with approximately 150-200 home owners per year and am a member of the OABR Affiliates and WCR.

Contact information for Ross Designs is:

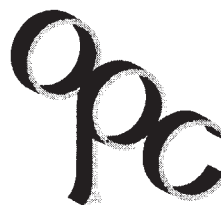
Phone: 402.490.3244

Email: torilynnross@ross-designs.com

Website: www.ross-designs.com for more information and photos

Blog: www.activerain.com/torilynnross

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June Unscramble Words!!!

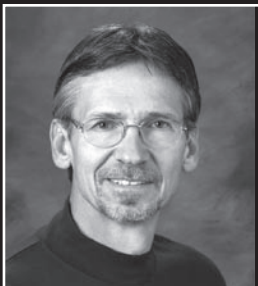
Jan Hill from Prudential Ambassador Real Estate Won A \$50 Gift Certificate to the OABR Print Shop

From the following letters, many OABR Members unscrambled the letters provided. Here are the answers!

1. LPAME UNTWAL MAPLE WALNUT
2. GDUFE IPLEPR FUDGE RIPPLE
3. LAVNLIA VANILLA
4. WERYTBRASR STRAWBERRY
5. EIKSCOO DNA RECMA COOKIES AND CREAM
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A few cautions, however, are in order. To avoid food poisoning, have very clean hands when you are making the potato salad. Be sure to keep that and other cold foods in a cooler until you are ready to eat.

If you are taking hot foods, make sure they are hot at the start and kept hot until you eat them. If they stand out and become less-than hot for a couple of hours, throw them away.

• • •

Yesterday is not ours to recover, but tomorrow is ours to win or to lose.

— Lyndon B. Johnson



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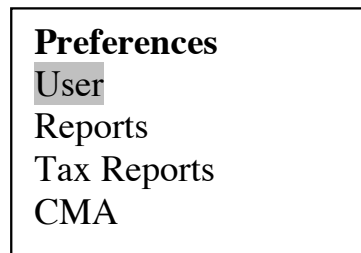
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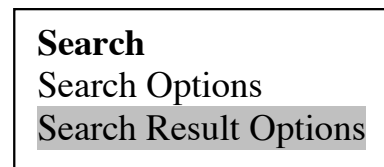
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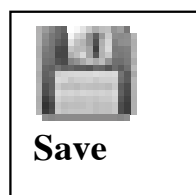


4. Click on Search Result Options



5. Click on the drop down and select # you would like to show.

6. Click on Save



Fireworks Safety Tips

* Use fireworks on a hard surface that is flat and level so they will stay upright. The surface should be in a clear, open area away from buildings, vehicles and shrubbery.

* Don't stand over the fireworks when lighting. Use a big butane lighter so you can keep as far away from them as possible. Get away quickly when they are lit.

* Light one at a time. If it doesn't light, don't try to relight it. Let it stand for five minutes, then immerse it in water.

* Keep water close by, whether it's a hose or a bucket of water. Having a fire extinguisher handy is a good idea. One person should be designated as the fireman whose only job is to be ready with the water.

* Be careful in windy conditions. Light in a location where the prevailing wind blows away from spectators.

* Never smoke when handling fireworks. Always be careful so you don't drop a lit firecracker.

* Children should not be allowed to handle, play with, or light fireworks.

* Stay alert. Don't drink while lighting fireworks.



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Heather believes through coaching, people can alter their results by tapping into their potential and implementing more creative and more effective ways of saving time and making money, allowing them to do more of what they want.

She is an internationally certified coach, has a master's degree in business administration, and is a member of the International Coach Federation.



July 9, 2009

11:45 a.m.

(Doors open at 11:15 a.m. for networking)

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3. AEHTCEH LYVEAL _____
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9. TSKHOFOOC _____
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15. ELLITT ULARITASA _____
16. ONWE SAE IOLN AVILLNOPI _____
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Redeem by August 31, 2009. See Agent For Full Details.

Get Them On Board for New Technology

Your employees are no different from those of other companies when it comes to doing their jobs in a different way.

In the corporate strategy department at Villanova University's business school, they say people get aggravated at being force-fed new ways to do their jobs. When possible, some will even find ways to work around new technology and not use it at all.

Advisors quoted in INC. magazine recommend these steps when new software is necessary.

* Get the potential users involved. Hold weekly meetings where they can discuss the need for new software, what it should do and how it should work.

* A group of employees can research various software programs. After running free demos, they will have a better understanding of what is available and how it will be used.

When it is time to buy, the group could make the decision. There will be no problem with buying into the concept because they chose the software.

* Don't skimp on training. The more training employees have, the greater the chances are that the project will be a success.

At Prevoyance Group, a Fort Hill, S.C., consulting firm, they recommend rolling out new technology over a period of months. At first, employees continue to use existing systems to solve unforeseen problems.

Everyone doesn't learn the same way. Some prefer sit-down learning sessions. Others want to learn by themselves. Give extra training to key people who can answer peers' questions so they don't have to go to IT each time.

• • •

Where liberty dwells, there is my country.

— Benjamin Franklin

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Good Customer Service Is More Important Today

Customers are returning to the stores, say retail analysts. That's good news. Retail associates and customer service people can take advantage of it.

The process of building customer loyalty has always been based on the relationship between the buyer of goods and the seller. A pleasant attitude, especially in difficult times, is the first thing customers deserve.

Though they are shopping more often now, some customers still could be, well, a little grumpy

due to what they perceive as higher costs of living and uncertain employment prospects.

These are just the kinds of people who will be pleased by an extra effort on your part to help them find what they are looking for. Never discount the good will you can generate by having someone take a heavy package to their car, although that is not generally a service you provide.

Processing returns efficiently is part of good service. With few exceptions, customers don't like to bring anything back to the store. When their return is politely handled, it creates confidence in the store. That feeling of confidence can lead to loyalty.

• • •

May the sun in his course visit no land more free, more happy, more lovely, than this, our own country!

— Daniel Webster

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Did someone say, “A hole in one!”

On June 3, 2009 the OABR Member Services Forum sponsored the 3rd Annual Hawaiian Putt Putt Tournament. The tournament was a success for The Food Bank, along with the food donations \$95.00 in cash was collected. The Food Bank can pass out \$14 in food for every \$1 donated.



There were 16 Affiliate and Realtor® companies participating in the event. They each sponsored a green and selected the competition of their choice. Everything from ‘A hole in one,’ ‘Best Dressed Hawaiian Team’ to ‘Bubble Gum Blowing Contest.’

After the Putt Putt Tournament the teams were invited to Prestige Lounge for prizes, hors d’oeuvres, and refreshments.

Participants enjoyed the event and fun with the festivities. This event is particularly fun for the non-golfer. A chance for them to shine at the green.

There was an appearance by Casey from the Omaha Royals promoting the Realtor® and Affiliate Appreciation Night.



A special ‘Thank You’ to the following sponsors for their participation in this fund raiser for The Food Bank.

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Upcoming Events

July 2009

- 3 Holiday, OABR Office Closed •
- 7, 8, 9 OABR Orientation 8:30am-4:30pm •
- 16 Building Your On-Line Presence – Overview to Social Networking 10:00am-11:30am •
- •

August 2009

- 4, 5, 6 OABR Orientation 8:30am-4:30pm •
- 12 OABR Election and Picnic 11:00am-1:00pm in OABR Parking Lot •
- 27 Building Your On-Line Presence – Facebook Fundamentals 10:00am-11:30am •
- •



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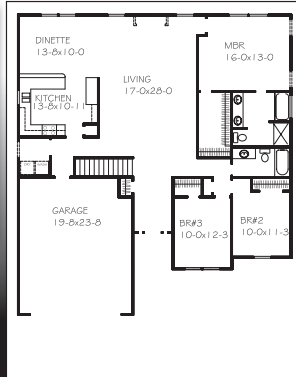
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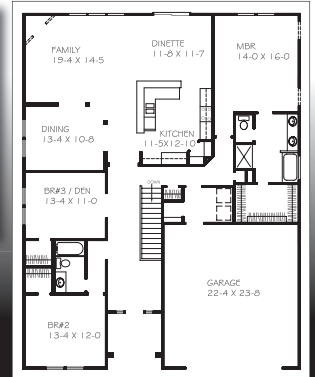
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 Krause, Korinne – 777/NP Dodge I LLC
 Ladenburger, Joshua – 24/CBSHOME Real Estate
 Lange, Richard – 21/CBSHOME Real Estate
 Maas, Carla – 710/CBSHOME Real Estate
 Olsen, Bridget – 530/CENTURY 21 Century Real Estate
 Paladino, Luke – 8170/Landmark Management Group Inc
 Shindel, Penny – 779/NP Dodge IV LLC
 Starmer, Heather – 6620/PJ Morgan Real Estate
 Walker, Jean – 4300/Prudential Ambassador Real Estate

NEW AFFILIATE MEMBERS

Morris, John – 100827/New Stream TV
 Stafford, Jerri – 100579/ L & J's Home Inspections Inc

NEW MEMBER CANDIDATES

Acker, Karen – 770/NP Dodge V LLC
 Baker, Elizabeth – 6211/RE/MAX Real Estate Group
 Barnard, Joanna – 711/CBSHOME Real Estate
 Burnett, Janneice – 7900/DEEB Realty
 Carlile, Teresa – 22/CBSHOME Real Estate
 Coates, Joshua – 4300/Prudential Ambassador Real Estate
 Douglas, Jill – 4300/Prudential Ambassador Real Estate
 Esch, James – 21/CBSHOME Real Estate
 Gaver, Lary – 711/CBSHOME Real Estate
 Hayes, Murray – 7900/DEEB Realty
 Horton, Kallana – 803/NP Dodge VI LLC
 Luhrs, William – 4300/Prudential Ambassador Real Estate
 Matney, Kimberly – 5820/RE/MAX Advantage
 Rowe, Christian – 7900/DEEB Realty
 Story, Fonda – 711/CBSHOME Real Estate
 Taylor, Vickie – 770/NP Dodge V LLC
 Tkaczuk, Amber – 7900/DEEB Realty
 Willard, Tracey – 100786/Don Peterson & Associates

NEW AFFILIATE CANDIDATES

Current, Chuck – 100555/American National Bank/Peoples National Bank

MEMBER TRANSFERS

Beck, Sandra From 770/NP Dodge V LLC To 4300/Prudential Ambassador Real Estate

Brown, Belva From 803/NP Dodge VI LLC To 777/NP Dodge I LLC
 Colburn, Stephen From 24/CBSHOME Real Estate To 4300/Prudential Ambassador Real Estate
 Cunard, Shelly From 801/NP Dodge II LLC To 772/NP Dodge II LLC
 Dickey, Jennifer From 4301/Prudential Ambassador Real Estate To 4304/Prudential Ambassador Real Estate
 Flott-Puls, Lynnette From 803/NP Dodge VI LLC To 779/NP Dodge IV LLC
 Freeman, Herbert From 777/NP Dodge I LLC To 100832/NP Dodge VII LLC
 Griffis, Linda From 801/NP Dodge II LLC To 772/NP Dodge II LLC
 Hageman, Laura From 4301/Prudential Ambassador Real Estate To 4304/Prudential Ambassador Real Estate
 Harper, Jeffrey From 5000/Celebrity Homes Inc To 100374/CBSHOME Real Estate
 Heavican, Kristina From 21/CBSHOME Real Estate To 4300/Prudential Ambassador Real Estate
 Hill, Janine From 710/CBSHOME Real Estate To 4300/Prudential Ambassador Real Estate
 Hollinger, Jared From 4304/Prudential Ambassador Real Estate To 6860/Rainbow Realty
 Imbrock, Lara From 5000/Celebrity Homes Inc To 4300/Prudential Ambassador Real Estate
 Kempener, Jon From 5000/Celebrity Homes Inc To 23/CBSHOME Real Estate
 Knobbe, Marcy From 777/NP Dodge I LLC To 100832/NP Dodge VII LLC
 Lepert, Mari From 770/NP Dodge V LLC To 100528/Charleston Homes Realty
 Meyer, Kevin From 100815/Maverick Realty To 4300/Prudential Ambassador Real Estate
 O'Shea, Mark From 4301/Prudential Ambassador Real Estate To 4304/Prudential Ambassador Real Estate
 Ruwe, Michelle From 4301/Prudential Ambassador Real Estate To 4304/Prudential Ambassador Real Estate
 Sindelar, Ronald From 4304/Prudential Ambassador Real Estate To 6860/Rainbow Realty
 Slobotski, Walter From 777/NP Dodge I LLC To 100832/NP Dodge VII LLC
 Smallwood, Charles From 801/NP Dodge II LLC To 772/NP Dodge II LLC
 Torczon, Mark From 714/CBSHOME Real Estate To 21/CBSHOME Real Estate

Triplett, David From 4301/Prudential Ambassador Real Estate To 4304/Prudential Ambassador Real Estate
 Wells, Lisa From 7900/DEEB Realty To 5110/Real Estate Associates Inc
 Wells, Terry From 7900/DEEB Realty To 5110/Real Estate Associates Inc
 Worner, Garrett From 4301/Prudential Ambassador Real Estate To 4304/Prudential Ambassador Real Estate

MEMBER REINSTATES

Andreasen, Karen – 7900/DEEB Realty
 Ash, Deborah – 100371/Home Buyers Marketing II Inc
 Hugelmann, Jamie – 7900/DEEB Realty
 Matson, Tracy – 5110/Real Estate Associates Inc
 Pearce Andrews, Sarah – 7900/DEEB Realty
 Smith, Linda – 5000/Celebrity Homes Inc
 Woodworth, Ronald – 770/NP Dodge V LLC

NEW BRANCH OFFICE

#100832/NP Dodge VII LLC Builder Services – 17809 Pacific St, Omaha, NE, 68130
 Phone: 951-5000 Fax: 951-5006
 Designated Realtor: Herbert Freeman

COMPANY ADDRESS AND PHONE NUMBER UPDATES

(If your firm address and/or telephone number changes, fax the information to 493-7189 to ensure our records are accurate)

#100481/Century 21 Legacy Real Estate - Phone: 884-5354 Fax: 884-5354
 #100371/Home Buyers Marketing II Inc – 11550 I St Ste 200, Omaha, NE, 6813 Phone: 968-4742
 #100737/Mark Five Properties - Phone: 208-9102 Fax: 932-6275
 #100814/Prestige Painting & Finishing – 13410 Giles Rd Box 2, Omaha, NE, 68138

COMPANY NAME CHANGE

#8170/Landmark Group (Formerly Landmark Management Group Inc)

CHANGE OF DESIGNATED REALTOR

#100371/Home Buyers Marketing II Inc – Deborah Ash (Formerly Thomas Radachi)



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Omaha, Nebraska 68154

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CALENDAR OF EVENTS FOR JULY 2009

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 WCR Executive Comm. 8:30-10:00 am at OABR Ed Comm. 10:00-11:00 am at OABR	3 HOLIDAY Office Closed Toastmasters 7:15-8:30 am at OABR	4 INDEPENDENCE DAY
5	6	7 Affiliates 9:00 am-1:30 pm at OABR New Member Orientation 8:30 am-4:00 pm at OABR	8 Member Services 10:00-11:00 am at OABR New Member Orientation 8:30 am-4:00 pm at OABR	9 New Member Orientation 8:30 am-12:00 pm at OABR	10 Toastmasters 7:15-8:30 am at OABR	11
12	13	14 Equal Opportunity 11:00 am-12:00 pm at OABR	15	16 KIP Seminar 8:00 am-12:00 pm at OABR	17 Toastmasters 7:15-8:30 am at OABR	18
19	20 OABR Executive Comm. 9:00-10:00 am at OABR	21 MLS Executive Comm. 10:15-11:15 am at OABR	22	23	24 Toastmasters 7:15-8:30 am at OABR	25
26	27 IREM 8:00 am - 5:00 pm at OABR	28 IREM 8:30-10:00 am at OABR MLS Directors 10:15-11:15 am at OABR IREM 8:00 am - 5:00 pm at OABR	29 OABR Directors 9:00-10:00 am at OABR IREM 8:00 am - 5:00 pm at OABR	30 IREM 8:00 am - 5:00 pm at OABR	31 Toastmasters 7:15-8:30 am at OABR IREM 8:00 am - 5:00 pm at OABR	