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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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## 124th OABR Inaugural

September ushered in the 2009-2010 Omaha Area Board of REALTORS® Leadership term of the new OABR President Shawn Maloy. The 124th Inaugural of the OABR and MLS Officers and Directors was held at Scottish Rite Masonic Center located at 202 South 20th Street in Omaha NE on Thursday, September 24, 2009.



**OFFICERS OF THE OABR**

President - Shawn Maloy  
 President-Elect - Vince Leisey  
 Secretary/Treasurer - Lisa Ritter  
 Chief Executive Officer - James M. Patton

**DIRECTORS**

2010  
 Valorie Johnson  
 Eileen Schultz  
 2011  
 John Bredemeyer  
 David Matney  
 2012  
 Mark Leaders  
 Sharon Rich  
 Mark Wehner

**EX-OFFICIO**

Mark Boyer  
 Joe Gehrki  
 Sara Kelley  
 Lisa Ritter

**STANDING COMMITTEES**

Governmental Affairs - Kathy Miller  
 Safety Committee - Sam Mandolfo

**TASK FORCES**

Bylaws - OABR Staff  
 Equal Opportunity-Cultural Diversity - Bobbi Schoettle  
 Forms - Tom Sternberg  
 Nominating - Vince Leisey  
 Public Relations - OABR Staff  
 RPAC Task Force - JoAnn Grennan, Jackie Inman  
 IMF Task Force - Vince Leisey

**QUARTERLY FORUMS**

Education - Sharon Rich  
 Member Services - Mark Leaders  
 Economic Development - Joe Gehrki

**AFFILIATE COUNCIL OFFICERS**

President - Sara Kelley  
 Vice President - Regi Powell

**MLS OFFICERS**

Chairman - Mark Boyer  
 Vice Chairman - John Bredemeyer  
 Secretary/Treasurer - Andy Alloway  
 Chief Executive Officer - James M. Patton

**DIRECTORS**

2010  
 Mark Boyer, John D. Bredemeyer, Henry Kammandel, Jr.  
 2011  
 Andy Alloway, Valerie Keeton, Vince Leisey  
 2012  
 Herb Freeman, Gary Stoneburg

Ex-Officio  
 Shawn Maloy

Editor: Jim Patton  
 Managing Editor: Donna Shipley  
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 Board of REALTORS® Print Shop

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



# PERSONALS

## THE NEWS

**HAPPY BIRTHDAY WISHES** to OABR Press Room Foreman Todd Taylor and OABR Press Operator Wayne King who will celebrate their birthdays in November.

**CONDOLENCES** to Marven Vacil of CBSHOME Real Estate who recently lost her husband Gene.

**CONDOLENCES** to Deb Cizek, Scott Millard and Brett Clure of Prudential Ambassador Real Estate on the passing of their father/grandfather, OABR Member Ken Millard.

## 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 November 19-20, 2009 at the Platte Room at the Hampton Inn (Lincoln Airport) located in Lincoln, Nebraska.

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# NEW MEMBER ORIENTATION (COFFEE BREAK SPONSORS)

Thanks to the October 2009 Sponsors

PK Kopun – Metro 1st Mortgage  
Alan Stoltenberg – SAC Federal Credit Union  
Sara Kelley – TierOne Bank

Thanks to the November 2009 Sponsors

John Eggenberg – SureHome Inspection Co  
Jody Smythe – Wells Fargo Home Mortgage  
Regi Powell – Farmers Insurance/Powell Insurance  
Brenda Stuart – ServiceOne Inc  
Ruth Smith – Norm's Door Service

# ORIENTATION

The upcoming New Member  
Orientation is scheduled for  
Tuesday, December 1, 2009 from  
8:30 a.m. to 4:00 p.m., Wednesday,  
December 2, 2009 from 8:30 a.m.  
to 4:00 p.m. and Thursday,  
December 3, 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  
Omaha Area Board of REALTORS®.

## First State Bank Your Mortgage Resource

*First State Bank is a local full service bank and mortgage company, offering all types of financing such as Conventional, FHA, VA, NIFA, and USDA.*

*We also offer lot loans, new construction loans, and builder financing.*



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### INVESTMENT PROPERTY LOANS

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La Vista, NE 68128

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Omaha, NE 68144

# www.DennisRitter.com





# 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 – Sara Kelley – TierOne Bank

Vice-President – Regi Powell –  
Farmers Insurance/Powell Insurance

Treasurer – Brenda Stuart – ServiceOne Inc

Kent Burkholder – The House Professor

Cherie Casey – The Home Buyers Protection Co

Debbie Kalina – Radon Protection Tech LLC

PK Kopun – Metro 1st Mortgage

Scott Moore – Rels Title

Jim Murphy – Bank of the West

Tori Ross – Ross Designs LLC

Ruth Smith – Norm's Door Service

Jody Smythe – Wells Fargo Home Mortgage

Alan Stoltenberg – SAC Federal Credit Union

Matt Thiel – DRI Title & Escrow

The New Affiliate Council web address is  
[www.oabracouncil.com](http://www.oabracouncil.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 membership search function on the OABR home page, [OABR.com](http://OABR.com), or in the OABR roster. If it has changed please email the correct information to [dpeterson@oabr.com](mailto: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.

## Paragon and Windows 7 Compatibility

Microsoft™ recently announced the final release date of October 22nd, 2009 for the new Windows 7 Operating System. LPS Real Estate Group (LPRREG) is pleased to announce that quality assurance testing has been completed and the Paragon Online MLS system is Windows 7 Compatible.

If you encounter any issues related to Paragon and Windows 7, please contact support at 877-MLS-HELP (877-657-4357).

## Post Office Will Carry Your Bag

Because of airlines' lost-luggage problems, some people are shipping a suitcase before they leave.

For a bag weighing 50 pounds going from Denver to Chicago, some airlines would charge \$100 to \$125. Using Priority Mail, the Postal Service would charge \$45.20 for two-to-three day delivery.

A 40-pound bag going from New York to Los Angeles costs about \$144. The two-day delivery cost is only \$75.

• • •

Treat all disasters as if they were trivialities but never treat a triviality as if it were a disaster.

— *Quentin Crisp*

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[www.camisaathoff.com](http://www.camisaathoff.com)



**The greatest compliment you can give is a referral.**



# 124th OABR Inaugural

Gary Stoneburg of RE/MAX Advantage presided as Master of Ceremonies of the evening's festivities. 2005 NRA President Henry Kammandel Jr officiated the installation ceremonies. Cathy Blackman served as the invocator. The 6:30 pm installation was preceded by hors d'oeuvres and cocktails at 5:00 pm.



Gary Stoneburg  
Master of Ceremonies



2009 Outstanding Service to OABR  
Kathy Miller  
presented by 2007 Outstanding  
Service to OABR recipient  
Joe Gehrki



2009 Outstanding Service to NRA  
Carolyn Kesick



2008 Affiliate of the Year  
Jim Murphy  
accepting for 2009 Affiliate of the Year  
Debbie Kalina



2009 REALTOR® of the Year  
Monica Humpal



2009-2010 OABR President  
Shawn Maloy

## Notice to Omaha Area Board of REALTORS® Members

Under the long-established policy of this association, the Nebraska REALTORS® Association and the NATIONAL ASSOCIATION OF REALTORS®.

1. The broker's compensation for services rendered in respect to any listing is solely a matter of negotiation between the broker and his or her client, and is not fixed, controlled, recommended, or maintained by any persons not a party to the listing agreement.
2. The compensation paid by a listing broker to a cooperating broker in respect to any listing is established by the listing broker and is not fixed, controlled, recommended, or maintained by any persons other than the listing broker.

## New Light Bulbs Save Energy, Are Pleasing

Electric lighting accounts for 19 percent of the world's electricity use, producing almost as much greenhouse gas as half the cars on the planet. New light bulbs can help.

\* CFLs: Compact fluorescent lamps use a third as much energy as incandescents. New styles contain much less mercury and have a pleasing light.

\* New incandescents: Philips new Halogena line uses 30 percent less energy than traditional incandescents, enough to meet government standards that take effect in 2012.

\* LEDs: The leading companies are fighting to release traditional-bulb-shaped LEDs (light emitting diodes) that last five to 10 times as long as CFLs, contain no mercury and use much less energy. They use 6 watts to match the output of a 60-watt incandescent.

Lennin Lighting's Pharox bulb costs \$50 online right now, but the price will come down in the future.

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- ➔ We offer a 24-hour turn-around on all real estate termite inspections.
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*14 months for \$70.00*
- ➔ We will under bid any written termite estimate for treatment by 10%-30% and include a ten-year warranty.

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Fax: 457-5072

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*The company you want inspecting your home*



## Are Hybrid Digital Cameras In Your Future?

So you've had your point-and-shoot digital camera for a year or two but want to do things it was not designed to do. You might covet a professional single lens reflex (SLR) but can't afford a price tag upwards of \$500.

In that case, the "hybrid" may be just the thing. Hybrids fall into an area between small point and shoot digitals and professional SLRs. They have higher sensitivities (ISO ratings), longer zoom lenses and are able to shoot at higher speeds to capture action, whether it be an auto race or the antics of a toddler.

Manufacturers include Nikon, Canon, FujiFilm, Sony, Pentax, Samsung and Kodak. Depending on stores' weekly pricing, they may range from \$200 to \$500. They are distinguished by features like large-diameter zoom lenses ranging from 10X to 24X and larger LCD screens, some of which swivel for easy viewing of tough camera angles.

Nearly all have some form of face detection to set the camera for the best possible focal length and exposure.

While all are equipped with flash units, some have hot shoes for external flash, enabling bounce lighting. Burst modes, which allow for rapid sequences of single frames, are at higher rates in hybrids than in point-and-shoot digitals.

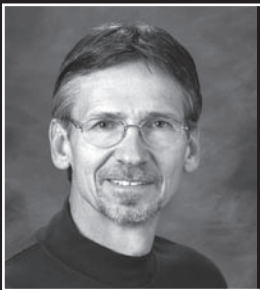
All have video recording capabilities. Some are able to record high definition at a true 1080p. Some are powered by alkaline or nickel metal hydride AA batteries and others with lithium ion power cells.

Those equipped with Super CCD cells (the camera's light sensors) are more costly to manufacture but offer a greater surface area to absorb more light.

Hybrids are much larger than point-and-shoot cameras and will not slip easily into the pocket or purse. However, if you have a need for speed or more professional-looking photos, you might want to weigh in on their features and benefits.

Comparisons can be made online by going to manufacturers' web sites or those offered by leading electronic and photographic store chains.

### HOME Standards INSPECTION SERVICES



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President



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Cell (402) 660-9988

steve@hsinspections.com

www.HomeInspectorOmaha.com

## Closing is Essential!

Clear, concise home inspections are critical

### Home Standards emphasizes:

- **Positive attributes** about a home.
- Inspection findings are conveyed in a neutral, **non threatening manner.**
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- Concerns documented with **photos** and summarized logically.

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# Use the Paragon Help Button on the Paragon Home Page for:

**Support  
Menu**

**Schedule for numerous  
Free Recorded Webinars!**

The screenshot shows the Paragon Home Page with a dark blue header. The Paragon logo is on the left, and a 'Contact Us' link is on the right. Below the header is a navigation bar with links: Home, Get Support Here, Webinar Registration, Recorded Webinars, and Paragon Desktop. Below this is a secondary navigation bar with buttons: Training Videos, Quick Start Guides, Help Files, and Did You Know?. The main content area features a large banner with the text 'One Source. Powerful Solutions.' and 'The RIGHT Tools for Your Business'. Below the banner is the 'Paragon Help System' section, which includes a paragraph about training tools and a button to launch the help files. To the right of the banner is a sidebar titled 'Online Training Videos' with a list of topics. At the bottom, there is a table with three columns of links.

**Paragon Help System**  
Looking for help with your system?

Paragon comes equipped with many new training tools that will help you answer any question you may have. From building CMA presentations to running a simple search Paragon Help Files has you covered.

Within the help system, you will also find video links that will allow you to review even more information. Click on the button above to launch the Paragon help files.

**Online Training Videos**

- new!** E-Mail Listings
- new!** Things you should know
- System Requirements
- System Checker
- Homepage Overview
- Navigation Bar
- Alerts & Messages
- Quick Search
- Calendar
- Market Monitor
- Quick Action Links
- Search Screen
- Basic Search
- Customize
- Saving and Loading
- Hotsheet
- Spreadsheet
- Print +
- Other Views
- Basic Input
- Shortcuts
- Add/Maintain Pictures
- Search
- Validate Map
- Associated Documents

<b>• GETTING STARTED</b> <ul style="list-style-type: none"> <li>• System Checker</li> <li>• Home Page Overview</li> <li>• MLS Docs</li> <li>• New Member Orientation Packet</li> </ul> <b>• LISTING DISTRIBUTION</b> <ul style="list-style-type: none"> <li>• Email / Print Listings</li> </ul> <b>• CONTACT MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Adding a Contact</li> <li>• View Contacts and Prospects</li> <li>• Add Listings to Favorites</li> <li>• Assigning a Search to a Prospect</li> <li>• Auto Email Notification</li> <li>• Print Mailing Labels</li> <li>• Reverse Prospecting</li> </ul>	<b>• PROPERTY SEARCH</b> <ul style="list-style-type: none"> <li>• Basic Search</li> <li>• Customizing Search</li> <li>• Saving Searches</li> <li>• Map Search</li> <li>• Hotsheet Search</li> <li>• Firm Inventory Search</li> <li>• Property History Search</li> </ul> <b>• INPUT MAINTENANCE</b> <ul style="list-style-type: none"> <li>• Input a New Listing</li> <li>• Maintain a Listing</li> <li>• Add or Rearrange Listing Photos</li> <li>• Map or Geocode Your Listing</li> <li>• Copy clone</li> <li>• Associated Docs</li> <li>• Tour / Open House</li> <li>• Listing Hit Counts</li> </ul> <b>• IDX SMART FRAMING</b> <ul style="list-style-type: none"> <li>• IDX Guide</li> </ul>	<b>• VIEWS &amp; REPORTS</b> <ul style="list-style-type: none"> <li>• Favorite Views</li> <li>• Spreadsheet Views</li> <li>• Detail Views</li> <li>• CMA Views</li> <li>• Associated Docs</li> <li>• Map View / Driving Directions</li> <li>• Excel View</li> <li>• Property History Report</li> <li>• Listing Photo Gallery</li> <li>• 1004MC Report</li> </ul> <b>• PREFERENCES</b> <ul style="list-style-type: none"> <li>• User Preferences</li> <li>• Voice / Text Alerts</li> </ul> <b>• CMA</b> <ul style="list-style-type: none"> <li>• Add a Subject Property &amp; Client</li> <li>• Search for Comps &amp; Add to CMA</li> <li>• Add Adjustments</li> <li>• CMA Page Layout</li> <li>• CMA Presentation Setup</li> </ul>
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# Supra Education Corner

## Supra Education Corner

Brought to you by the Omaha Area Board of REALTORS® and Lisa Welch your Supra Systems Coordinator



## SupraWEB Coming Soon!

### GE Security Supra is upgrading their KIMweb website.

It's dramatically easier to use. GE Security Supra is also giving it a new name: SupraWEB!

#### Easier than ever;

- Email customized showing reports to your clients.
- Set up and receive showing alerts.
- Easily assign a LockBox in just a few clicks.

HOME LISTINGS REPORTS SETTINGS			
<b>QUICK LINKS</b> Update Code Authorization Code Change PIN Market Area Agent WebPAY Add Keybox Assign Listing			
<b>Showings Dashboard</b> Welcome to SupraWEB! This dashboard view contains the s specified. Change the date range to show more or less infor Dashboard. Dashboard Date Range: 6/1/2009 to 8/19/2009 Change Showing Count: 24 Feedback Count: 4 Feedback Remin			
DateTime	ListingID	Address	
7/17/2009 5:59am	23097576	4001, Fairview industrial drive sa OR 98837	
7/17/2009 5:57am	23097576	500, Main Street salem OR 988	
7/17/2009 5:56am	23097576	699, Center street mollala WA 98	

#### Stay Tuned

If you would like to preview some of the changes, check out [www.ekeyprofessional.com/supraweb.html](http://www.ekeyprofessional.com/supraweb.html)

## Studies Show Mobile Phone Hazards

# Only 2 Percent Of People Are Able To Safely Multitask While Driving

Texting and dialing create more danger on the road than any cellphone-related activity. The National Highway Traffic Safety Administration, however, says using the cellphone at all is a serious safety hazard on the road.

The Senate is considering a bill that would require all states to ban texting while driving; 17 states and the District of Columbia have already passed a ban. Seven states have outlawed driver use of hand-held communication devices altogether. (A 2008 nationwide survey showed that only 63 percent of phone users say they would obey such laws.)

There is no way to know how many accidents are cellphone-related but David Strayer, a professor at the University of Utah, estimates that only 2 percent of drivers can safely multitask while driv-

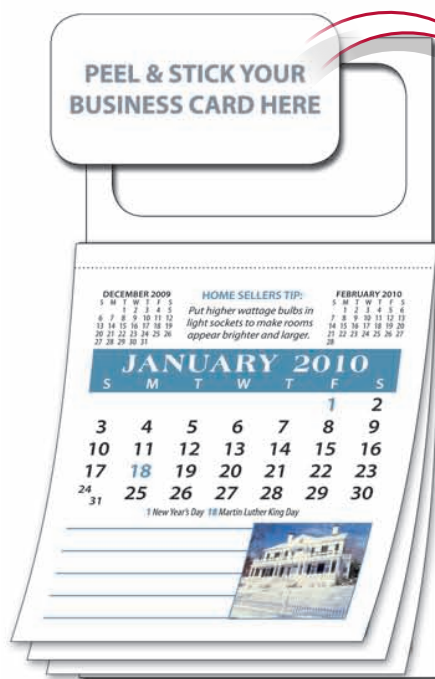
ing. They are the same people who would make good fighter pilots.

In his studies, people who were legally drunk had fewer crashes when they were sober and talking on a phone.

Some authorities believe that hands-free technology makes mobile phones safer. But talking to someone on the phone is different from talking to a passenger. The passenger helps the driver observe dangers on the road. Often in Strayer's studies, the passenger stopped or started talking according to roadway conditions.

At Johns Hopkins University, scientists have discovered that when people direct their attention to sound, the visual capacity of their brain decreases.

# MAGNETIC BUSINESS CARD REAL ESTATE CALENDARS



**4301**

January 2010 Start  
Available to ship: 6/01/09 - 2/14/10



USE PUNCH-OUT MAGNET TO CREATE YOUR PERSONAL BUSINESS CARD MAGNET - SEE STEPS BELOW.



**A**  
January Cover



**B**  
January Cover



**C**  
January Cover



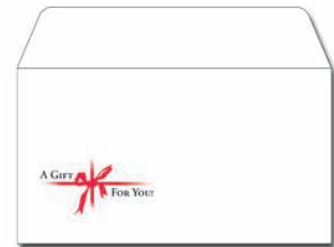
**H**  
January Cover



**M**  
January Cover



**P**  
Patriotic Cover



Includes Pre-Printed #7 Envelopes  
(6 3/4" X 3 3/4")

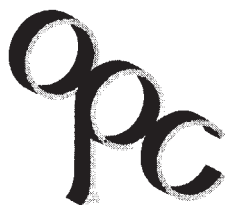
100	300	500	1M	2,500	5M	10M	25M	50M
.58	.35	.35	.35	.35	.35	.35	.35	.35

c

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Real Estate Signs   Political Signs  
Directionals   Commercial Signs  
Banners   3 D Lettering  
Free Delivery in Metro Area



## Equal Opportunity-Cultural Diversity Task Force At Work For You!!!!

The Equal Opportunity/ Cultural Diversity Task Force will update you here, on progress underway as our Ethnic Minority Outreach Scholarship recipients advance on their paths to licensure. The OABR budget covers three full scholarships a year, while REALTOR® and Affiliate contributions enable us to offer more deserving people of ethnic diversity the fabulous opportunity to enter our trade and bring their special gifts to the Omaha Area real estate community. We now offer partial scholarships to qualifying recipients who have already begun their studies and need our help to complete licensing requirements.

Task Force leaders and Mentors will show you the prudent use we're making of your dollars. Scholarship recipients will use the venue to say, "Thank you" to the OABR membership, for the trust being placed in them.

Georgina Nunez was a Business Law and Human Resources Attorney in her home country

of Colombia. She and her husband had moved to Venezuela for a time, before joining their children in Omaha six years ago. She is currently a bilingual trainer in the

Micro Business program at the Juan Diego Center in South Omaha, and is studying for the Real Estate Exam. Her goals, when she becomes a REALTOR®, are to educate and inform the Hispanic Community about what is needed to purchase a home. She recommends continuing to communicate information about the OABR Diversity Scholarship Program in the community, because it is not well known.



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**Carol Hamilton**

New Home Consultant

**402-813-2044**

[chamilton@celebrityhomesomaha.com](mailto:chamilton@celebrityhomesomaha.com)

**CELEBRITY  
HOMES**

Homes ★ Villas ★ Townhomes



**Yes! It's All Included!**

# How To Select Candidates And Interview Them for An Important Position

You might be ready to hire your first employee, a right-hand "man," or an important addition to your business. You may not be sure exactly which role the new person will fill, but you know you need help.

Decide first if you are looking for someone to take on some of your responsibilities or for someone to whom you can delegate tasks.

If you want to delegate, carry a clip board around for a day or two and list everything you do. This will help you create a job description.

The Service Corps of Retired Executives (SCORE) has another idea: Consider whether you could use someone with skills you don't have. What skills are you weak in that might make your business grow?

In your job ad, give a clear outline of duties. Play up the opportunity to influence the direction of the business, advise consultants quoted in Money.

For the interviews, SCORE recommends:

- \* Provide candidates with a company profile in advance so they can relate their experience to your company.

- \* Prepare a list of questions. Use open-ended questions like "Tell us about a challenge you overcame in your work life."

- \* Allow a full hour between interviews. Create a relaxed environment and spend 30 to 45 minutes with each candidate. Use the rest of the hour to write down your thoughts of the person immediately after the interview.

- \* Ask each person the same questions so you can compare their answers.

- \* Be careful not to dominate the discussion. You should talk only 20 percent of the time and encourage the candidate to speak 80 percent of the time. The more they talk, the better picture you will have of them.

- \* When looking at candidates' employment histories, be wary of someone who moved around a lot, particularly for more money.

• • •

Football combines the two worst elements of American life: violence and committee meetings.

— George F. Will

## CELEBRITY HOMES

Homes • Villas • Townhomes eSMART

### ERICKA HEIDVOGEL

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# Unscramble Words!!!

## Win A \$50 Gift Certificate

From the following letters, unscramble the word. The OABR Member whose name will be drawn for all correct guesses will win a \$50 Gift Certificate to the OABR Print Shop. Fax your answers to Donna at the OABR, 493-7189 or mail to 11830 Nicholas St, Omaha, NE 68154. All correct guesses must be submitted to the OABR Office no later than November 15, 2009. Winner and answers will be in December 2009 Focus. Good luck!!!!

1. MPPIUKN \_\_\_\_\_

2. AEIMEMNCT \_\_\_\_\_

3. PAPLE \_\_\_\_\_

4. ADRUSCT \_\_\_\_\_

5. AECNP \_\_\_\_\_

6. RYAWBESRRT \_\_\_\_\_

7. WSEET PAOTOT \_\_\_\_\_

8. ANBAAN EREMC \_\_\_\_\_

9. RCBEYKLABR \_\_\_\_\_

10. YHRERC \_\_\_\_\_

11. FEEFOABN \_\_\_\_\_

12. BOKU \_\_\_\_\_

13. SKAEEECCEH \_\_\_\_\_

14. YKE EMLI \_\_\_\_\_

15. YOOSLHF \_\_\_\_\_

16. MLONE IERGEMUN \_\_\_\_\_

17. RRBUHAB \_\_\_\_\_

18. EEBYRLBRU \_\_\_\_\_

19. ACLHOTOCE CAERM \_\_\_\_\_

20. BNRYSYOEBER \_\_\_\_\_

THEME \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_



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951.5000 or  
709.1244**





# October Unscramble Words!!!

## Robin Wilder from DEEB Realty

### 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. MEDETER DEMETER

2. AOLOPL APOLLO

3. HSPOSTHIEA HEPHAISTOS

4. IRMIAEPTTH AMPHITRITE

5. SPPEEROHEN PERSEPHONE

6. EEBH HEBE

7. ASER ARES

8. NTAEHA ATHENA

9. RHAE HERA

10. SHEAD HADES

11. SPOEUMRH MORPHEUS

12. ALAST ATLAS

13. RAHETDPOI APHRODITE

14. THSEAI HESTIA

15. TMEASIR ARTEMIS

16. SREO EROS

17. SUZE ZEUS

18. POOINDES POSEIDON

19. RUASNU URANUS

20. SDNISUOY DIONYSUS

THEME GREEK GODS AND GODDESSES

## Thank You...

*Thank you for allowing me the  
honor of being named the*

**OABR**  
**Outstanding Affiliate**  
**2008-2009**

*I truly appreciate your kind gesture.*

*Sincerely,  
Debbie Kalina*

*Radon Protection  
Technologies, LLC*

## WCR PROGRAM LUNCHEON MARKET CONDITIONS!

### R. Gregg Mitchell, SRA

Gregg served initially as a real estate agent, receiving his appraisal license in 1978. President of Mitchell & Associates for more than 20 years, Gregg has personally conducted and supervised valuations of more than 30,000 homes in the Omaha metropolitan area. Gregg received his Residential Membership (RM) in 1987 and his Senior Residential Appraiser certification in 1990. He is a member of the National Association of REALTORS®, the Nebraska REALTORS® Association & the Omaha Area Board of REALTORS®. He currently serves on the Nebraska Real Property Appraiser Board.

Please join us to hear Gregg Mitchell discuss the current market conditions in the Omaha area.

**November 12, 2009**

**11:45 a.m.**

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

**Georgetowne Club**

**2440 S. 141st Circle**

**Lunch - \$13.00**

**See You There!**



# Even Now, It's Possible To Build Customer Loyalty

Reluctant consumers, and companies who are buying less, may have small business owners scratching their heads about what to do next.

Here's an idea: Take excellent care of the customers you have now. When economic conditions become more favorable, they will buy more from you than they do now. At the same time, getting into the habit of treating customers outstandingly will be a plus as new accounts come to you.

Customer loyalty has taken a different form than in times past. Newly loyal customers need to like more than your name and your products. There's an old name for what they want: customer service. In its purest form, however, it boils down to what's described as the "customer experience."

In retail, it is particularly important. As a consumer yourself, you know what we're talking about. Have you ever wondered if the item you want is worth the trouble of finding a sales associate to take your money?

Or, do you want to buy a certain thing and can't find it. The department is deserted and so is the one next to it. In these cases, you won't have the customer experience because you won't become one. You'll give up and walk out.

There are larger stakes involved when the customer experience involves selling to another company. The individual sale is larger and the transaction requires more than sending a bill to a distant buyer.

Superb customer service brings enormous benefits to an organization. Assisted by technology that immediately brings up information about the customer's products and needs, an employee should be able to focus on the sale or solution to a problem without handing it off to someone else.

• • •

Always make a total effort, even when the odds are against you.

— Arnold Palmer



## The Metro Real Estate Networking Group Invites All Real Estate Agents To Lunch!

**When:** Wednesday, November 18, 2009

**Time:** 11:30 am - 1 pm

**Where:** Arbor Hall, 14040 Arbor Street

**Cost:** \$12.00 (\$2 discount by 11/11/09)

**Network, eat lunch and hear Steve Hudson!**

**How will lead safety affect your customer?**

**Reservations:** 402-917-2362





## MOBACalendar

NOVEMBER  
2009

Event Information  
Industry Codes  
Bulletin Board  
Advertising &  
Sponsor Opportunities...  
[www.moba.com!](http://www.moba.com!)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 <b>ENDS</b> <b>FALL</b> <b>HOMES</b> Saturday & Sunday Noon - 6:00 pm Weekdays 4:00 - 7:00 pm	2	3 9:30 am Executive Board at MOBA	4 5:30 pm Women's Council Board at MOBA	5	6	7
8	9 11:00 am Membership Committee Meeting at MOBA	10 10:00 am Board of Directors at MOBA	11 11:00 am Green Building Council at MOBA  Veterans Day	12 6:00 / 7:00 pm Dinner Meeting at Champions Run Cadillac Stag	13	14
15	16	17 11:00 am Sales & Marketing Council at MOBA  12:00 pm Associates Council at MOBA	18	19 11:30 am Remodelers Council at MOBA	20	21
22 RSVP by phone to upcoming MOBA events 333-2000, ext. 100	23	24	25  Thanksgiving	26 MOBA Office Closed	27 MOBA Office Closed	28
29	30	<b>Do Business with a Member!</b> Participate in this great membership opportunity and download an application today at <a href="http://www.moba.com!">www.moba.com!</a>				



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**OMAHA AREA BOARD  
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OABR Member Services Forum of the  
**Omaha Area Board of REALTORS®**  
**Night with the UNO Mavericks Hockey Team**

**Saturday, January 23, 2010**

Omaha Mavericks vs. Northern Michigan Wild Cats  
 Game Time at Qwest Center 7:05 pm  
 Dinner at the Old Mattress Factory 5:30 pm

**\$15.00** per person (includes game and dinner)

Dinner will be in the party room at the Old Mattress Factory located at  
 501 N. 13th Street with a Smoked Brisket Sandwich Buffet.  
 This includes Smoked Brisket, served with BBQ Beans and Chips.

The ticket gets you into the Qwest Center with a reserved seat!!!!

***Don't forget to buy your raffle ticket!!!!***

Enter to win a signed UNO Hockey Stick!!! Each raffle ticket is \$1.00 and all  
 proceeds will go to the Omaha Food Bank. You may buy your raffle ticket at the  
 OABR Office or from an OABR Member Services Forum Member!!!

**Limited Number Tickets Available**

**Payment must be received with order**

Individual Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 Quantity of Tickets Ordered: \_\_\_\_\_ x \$15.00 each = \_\_\_\_\_ Total \_\_\_\_\_  
 Visa / Master Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
 Discover / American Express \_\_\_\_\_

Please make checks payable to the Omaha Area Board of REALTORS®.  
Ticket orders must be turned in by Friday, January 4, 2010.  
Please call Donna Shipley at 493-2995 Ext. 307 with any questions.

**Mailing Address:**  
 Omaha Area Board of REALTORS®  
 Donna Shipley  
 11380 Nicholas St.  
 Omaha, NE 68154

# CONTINUING EDUCATION

Date	Title	Course #	Credit Hours	Time
<b>Nebraska Realtors Association (800) 777-5231 <a href="http://www.nebraskarealestateeducation.com">www.nebraskarealestateeducation.com</a></b>				
<b>Randall School of Real Estate: Call (402) 333-3004 <a href="http://www.info@randallschool.com">www.info@randallschool.com</a></b>				
Nov 3	Lead, Asbestos, Mold: Get the Facts	C2640R	3	8:30 a.m. - 11:45 a.m.
Nov 3	New Construction Sales	0601	3	1:00 p.m. - 4:15 p.m.
Nov 11	Understanding New Construction	C0120	3	8:30 a.m. - 11:45 a.m.
Nov 11	Mortgages & the Foreclosure Process	0621	3	1:00 p.m. - 4:15 p.m.
Nov 12	Property Acquisition & the Need for Environmental Site Assessments	C2213R	3	8:30 a.m. - 11:45 a.m.
Nov 12	Qualifying the Buyer	0039	3	1:00 p.m. - 4:15 p.m.
Nov 17	Radon & Real Estate	C0023R	3	8:30 a.m. - 11:45 a.m.
Nov 17	Trust Accounts	0319R	3	1:00 p.m. - 4:15 p.m.
Nov 18	Do's & Don'ts of Anti-Trust & RESPA	0616	3	8:30 a.m. - 11:45 a.m.
Nov 18	Valuing Small Businesses	C0216	3	1:00 p.m. - 4:15 p.m.
Nov 23	Mortgages & the Foreclosure Process	0621	3	8:30 a.m. - 11:45 a.m.
Nov 23	Residential Landlord/Tenant Act	0068R	3	1:00 p.m. - 4:15 p.m.
Nov 24	Power Open Houses	0672	3	8:30 a.m. - 11:45 a.m.
Nov 24	Managing Single Family Residences for the Investor	0665	3	1:00 p.m. - 4:15 p.m.

## Correspondence Courses

Agency in Nebraska	0366TR	3
Diversity and Doing Business	0415T	3
Environmental Issues in Your Real Estate Practice	0425TR	3
Ethics & Real Estate	0497TR	3
Fair Housing	0282TR	3
Introduction to Commercial Real Estate Sales	0481T	3
Leasing & Managing Apartments	0069T	3
Property Management and Managing Risk	0029T	3
Questions & Answers: A License Law & Agency Overview	0604TR	3
Real Estate Finance Today	0337T	3
Red Flags - Property Inspection Guide	0280T	3
Risk Management	0349TR	3
Write It Right! Listing and Purchase Agreements	0411T	3

## R. F. Morrissey & Associates: Call 933-9033.

Call for school catalog. All classes subject to a minimum of eight and maximum of 25 students.

## Metropolitan Community College: Call 457-5231

REEsults Coaching™ Mark T. Wehner: Call 676-0101 [mark.wehner@reesultscoaching.com](mailto:mark.wehner@reesultscoaching.com)  
[www.REEsultsCoaching.com/ce](http://www.REEsultsCoaching.com/ce)

Online Courses Available

University of Nebraska at Omaha: Call 554-2800 for next semester's schedules.

Academy of Commercial Real Estate: Call Steve Cary 548-1874

Larabee School of Real Estate: Please Call 402-436-3308 or 800-755-1108 for more information

Online	Code of Ethics	0497R	Internet
Online	Environmental Hazards	0314R	Internet
Online	Fair Housing	0282R	Internet
Online	Life and Annuity Concepts	PL6047	Internet
Online	Life and Health Basics Training Package	PL6051	Internet
Online	Pricing and Financing Property	0187	Internet
Online	Property Casualty Basics License Training Package	PL6050	Internet
Online	Real Estate Finance	0042	Internet



# Upcoming Events

## November 2009

- 3, 4, 5 OABR Orientation 8:30am-4:30pm
- 4 Affiliate Bowling/Toys for Tots
- 11 Holiday, OABR Office Closed
- 11-16 NAR Annual Meetings in San Diego, CA
- 19 Pat O'Malley on Taxes 10:00am-11:30am
- 26-27 Holiday, OABR Office Closed

## December 2009

- 1, 2, 3 OABR Orientation 8:30am-4:30pm
- 24-25 Holiday, OABR Office Closed
- 31 Holiday, OABR Office Closed

*Mark your  
calendar for  
January 23, 2010 for  
another fun-filled  
family event!!!!*

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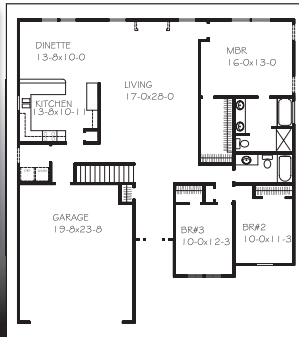
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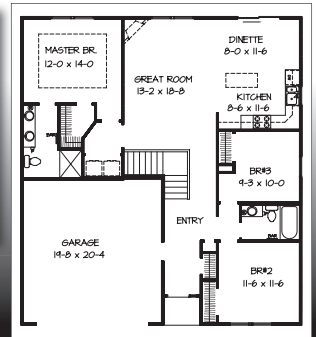
Base Price \$176,000 - Portal Ridge



### Georgia

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Base Price \$149,000 - Saddlebrook



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# NEW MEMBERS, CORRECTIONS & CHANGES!

## NEW MEMBERS

Butler, William – 5300/CENTURY 21 Century Real Estate  
 Christenson, Charles – 770/NP Dodge I LLC  
 Cook, Count – 4300/Prudential Ambassador Real Estate  
 Headley, Charles – 6400/Hurt Property Management  
 Hegarty, Erin – 530/CENTURY 21 Century Real Estate  
 Kempenar, Jason – 21/CBSHOME Real Estate  
 Krueger, Jayme – 100374/CBSHOME Real Estate  
 Lasiter, Janice – 7900/DEEB Realty  
 Livingston-Hubbell, Lori – 711/CBSHOME Real Estate  
 Ring, Lyle – 711/CBSHOME Real Estate  
 Rooks, Michael – 100752/Keller Williams Greater Omaha  
 Sawyer, Jessica – 7900/DEEB Realty  
 Swanson, Shawn – 21/CBSHOME Real Estate  
 Wilder, Robin – 7900/DEEB Realty  
 Wolf, Frederique – 777/NP Dodge I LLC

## NEW AFFILIATE MEMBERS

Dinslage, Barb – 100845/Servpro of Southwest Omaha  
 Fahey, Brian – 100233/Missouri River Title

## NEW MEMBER CANDIDATES

Anzalone, Antonio – 7900/DEEB Realty  
 Berg, Rebecca – 100752/Keller Williams Greater Omaha  
 Brehm, Melissa – 100729/Premier One Real Estate LLC  
 Brock, Raymond – 20/CBSHOME Real Estate  
 Collmann, Ronald – 779/NP Dodge IV LLC  
 Crawford, Rebecca – 7900/DEEB Realty  
 Dennison, John – 20/CBSHOME Real Estate  
 DeNoyer, Blake – 777/NP Dodge I LLC  
 Dobey, James – 710/CBSHOME Real Estate  
 Houlton, Amy – 21/CBSHOME Real Estate  
 Hovermale, Jessica – 777/NP Dodge I LLC  
 Lanphier, Robert – 6620/PJ Morgan Real Estate  
 Loftus, Rebecca – 100374/CBSHOME Real Estate  
 Orsi, Steven – 21/CBSHOME Real Estate  
 Saint, Travis – 100786/Don Peterson & Associates

Sanders, Adam – 5110/Real Estate Associates Inc  
 Sempeck, Christine – 771/NP Dodge III LLC  
 Szymanski, Darryl – 100658/RE/MAX Professionals  
 Thomas, Phillip – 779/NP Dodge IV LLC  
 Tracy, Linda – 20/CBSHOME Real Estate  
 Williams, Robert – 7900/DEEB Realty  
 Yechout, Jill – 21/CBSHOME Real Estate

## NEW AFFILIATE CANDIDATES

Fitzgerald, Rodney – 100848/Atlas Pest Control  
 Hove, Scott – 100846/US Bank Home Mortgage  
 Spielman, Katherine – 100574/Thrasher Basement Systems Inc  
 Wilken, Daryl – 5980/National Property Inspections

## MEMBER TRANSFERS

Acker, Karen From 5000/Celebrity Homes Inc To 20/CBSHOME Real Estate  
 Allgire, Lori From 100752/Keller Williams Greater Omaha To 7900/DEEB Realty  
 Anderson, Craig From 711/CBSHOME Real Estate To 23/CBSHOME Real Estate  
 Anderson, Jill From 711/CBSHOME Real Estate To 23/CBSHOME Real Estate  
 Ash, Deborah From 771/NP Dodge III LLC To 7900/DEEB Realty  
 Buschelman, Alvid From 23/CBSHOME Real Estate To 5000/Celebrity Homes Inc  
 Cohoe, Jennifer From 4300/Prudential Ambassador Real Estate To 777/NP Dodge I LLC  
 Cronin, Marisa From 7902/DEEB Realty To 7900/DEEB Realty  
 Frohm, Scott From 100752/Keller Williams Greater Omaha To 100732/Keller Williams Greater Omaha  
 Larsen, Steve From 100752/Keller Williams Greater Omaha To 100732/Keller Williams Greater Omaha  
 McNally, Loretta From 7902/DEEB Realty To 7900/DEEB Realty  
 Mustard, Kimberly From 5000/Celebrity Homes Inc To 7900/DEEB Realty  
 Powell, Debra From 711/CBSHOME Real Estate To 772/NP Dodge II LLC  
 Powell, Ryan From 711/CBSHOME Real Estate To 772/NP Dodge II LLC  
 Prinz, Lauren From 803/NP Dodge VI LLC To 100417/Solution Realty Inc

Prouse, Shawn From 100752/Keller Williams Greater Omaha To 4300/Prudential Ambassador Real Estate  
 Rensch, Michael From 777/NP Dodge I LLC To 770/NP Dodge V LLC  
 Robar, Dawn From 5000/Celebrity Homes Inc To 100752/Keller Williams Greater Omaha  
 Smith, Crystal From 802/NP Dodge X LLC To 4303/Prudential Ambassador Real Estate  
 Tichauer, Fred From 100752/Keller Williams Greater Omaha To 4300/Prudential Ambassador Real Estate  
 Wendt, Michelle From 10056/Krambeck & Associates To 100163/Wendt Appraisal Services Inc

## MEMBER REINSTATES

Birkel, Melissa – 5000/Celebrity Homes Inc  
 Farfalla, Matthew – 7900/DEEB Realty  
 Klug, Brett – 7900/DEEB Realty  
 Overton, Ranae – 5110/Real Estate Associates Inc

## NEW COMPANY

#100163/Wendt Appraisal Services Inc –  
 32606 Hwy 1, Murdock, NE, 68407  
 OABR/MLS Phone: 680-2227  
 Fax: 800-913-9623  
 Designated Realtor: Michelle Wendt

## NEW BRANCH OFFICE

#100732/Keller Williams Greater Omaha –  
 13924 Gold Cir Ste 102, Omaha, NE, 68144  
 OABR/MLS Phone: 934-8611  
 Fax: 934-8325 Manager: John Vangelder

## 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)  
 #4304/Prudential Ambassador Real Estate –  
 Phone: 443-6994 Fax: 443-1023  
 #100678/Schrader Inspections – 9361  
 Hillside Plz, Omaha, NE, 68114

## CHANGE OF MANAGER

#711/CBSHOME Real Estate – Monica Humpal (Formerly Debra Powell)





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# CALENDAR OF EVENTS FOR NOVEMBER 2009

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