



UPCOMING EVENTS

YPN Advisory Board

Thu, Mar 10 at 3:00 pm

YPN at Billy Frogs West

Thu, Mar 10 at 4:00 - 6:00 pm

Governmental Affairs Committee

Wed, Mar 16 at 12:00 pm

Nebraska Real Estate Commission Meeting

Thu, Mar 17 at 9:00 am, Lincoln, NE

Fri, Mar 18 at 9:00 am, Lincoln, NE

Knowledge Is Power Seminar -

How You Can Thrive in Today's Market

Thu, Mar 24 at 10:00 am - 12:00 pm

GPRMLS Executive Committee

Tue, Mar 29 at 9:30 am

GPRMLS Board of Directors

Tue, Mar 29 at 10:15 am

OABR Executive Committee

Wed, Mar 30 at 9:30 am

OABR Board of Directors

Wed, Mar 30 at 10:15 am

New Member Orientation

Tue, Apr 5 at 8:30 am - 4:00 pm

Wed, Apr 6 at 8:30 am - 4:00 pm

Thu, Apr 7 at 9:00 am - 12:00 pm

Affiliate Council

Tue, Apr 5 at 9:00 am

MLS Users Group

Wed, Apr 6 at 10:00 am

Education Forum

Thu, Apr 7 at 10:00 am

NRA Convention - Lincoln

Mon, Apr 11

Tue, Apr 12

Wed, Apr 13

Equal Opportunity Task Force

Tue, Apr 12 at 11:00 am

YPN Advisory Board

Thu, Apr 14 at 3:00 pm

Social Events Forum

Wed, Apr 20 at 10:00 am

Governmental Affairs Committee

Wed, Apr 20 at 12:00 pm

WCR Board Meeting

Thu, Apr 21 at 9:00 am

Omaha's Sizzle: The Economy

As 2011 starts to take shape, all eyes are on the housing market. Will 2011 be the year real estate rebounds? Did the housing market "hit bottom" in 2010?

That's the overwhelming consensus of local REALTORS® when over 75 percent of the 450 members responding to our survey stated that the local real estate market had either bottomed out or was already getting better during 2010. In fact, additional public opinion research shows that potential home buyers in the Omaha area understand that 2011 is great time to buy real estate – and they understand the reasons why: attractive prices, wide selection and low interest rates.

Where consumers struggle is with their confidence in the economy and the home buying process. Daily there are examples of a struggling national economy and the woes of the foreclosure market becoming headlines for the evening news.

Research confirms this lack of economic confidence and indicates that REALTORS® need to focus on educating the public that Omaha's economy is on a positive path for job growth, and that REALTORS® have the market knowledge and expertise to guide consumers through a complex transaction that may have more challenges than the last time they bought and sold their home. The message about the economy is a serious message that Omaha area REALTORS® need to deliver. The public needs confidence in the local economy and they need to understand how their REALTOR® will guide them through a successful real estate transaction.

LOW-RISK HOUSING MARKET, AFFORDABLE CITY

If you've been watching closely you realize there is positive news about Omaha's economy with Omaha recently receiving national recognition from a number of

notable sources. In fact, the Greater Omaha Chamber of Commerce has a long list of accolades posted on their website that were bestowed upon Omaha over the last year. Two recent rankings should be of particular interest to potential home buyers in the Omaha area:

- SmartMoney.com recently ranked Omaha as **number one** in terms of the city that offers the least amount of risk to local homebuyers. SmartMoney cited the fact that Omaha's growth and available land has buffered the area from ballooning real estate prices – and the subsequent "bust" that many

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INSIDE

- From the President
- Spicy Success
- MLS Data Field Changes
- REALTOR® Quiz: Negotiation
- A Ton of Food



The Food Bank for the Heartland is smiling too! Find out why on page 5.



Omaha Area Board of REALTORS®
 11830 Nicholas Street
 Omaha, NE 68154
 402-619-5555 tel
 402-619-5559 fax
www.OABR.com

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The Omaha Area Board of REALTORS® is pledged to the achievement of equal housing opportunity throughout the community. The Board encourages and supports a marketplace in which there are no barriers to obtaining housing because of race, color, national origin, religion, sex, handicap, or familial status.



Message from the OABR President

Dear Friends,

I hope you are off to a productive year, and as I said before, I believe we have a lot to look forward to in 2011. Internally this month, our organization begins to focus on the importance of RPAC – the REALTORS® Political Action Committee. The purpose of RPAC is clear: to raise and invest money to elect pro-REALTOR® candidates – regardless of political party – who understand and support REALTOR® interests. RPAC money comes from voluntary contributions made by REALTOR® and Affiliate members like you. RPAC does not spend members' dues dollars, but rather the money received by RPAC is given freely by REALTORS® that recognize the importance of campaign fundraising in our political process. RPAC does not buy votes directly, but it enables the REALTOR® organization to support candidates that support the issues that are important to REALTORS® – like the home loan interest deduction that is so essential to the real estate industry. In fact RPAC protects the business interests and activities of REALTORS® and has been fundamental at the federal level educating congress with important issues ranging from consumer protection and housing opportunities to commercial and credit finance markets. The first-time homebuyer tax credit was in large part extended in 2010 due to the RPAC efforts of the National Association of REALTORS®.

Currently 30 percent of all RPAC funds are expended at the national level; 70 percent stays within the State of Nebraska. As we meet our local fundraising goals (see page 10) larger amounts are available for key local races. Your 2011 contribution to RPAC helps to continue to make the REALTORS® one of the strongest groups in Washington D.C. in Nebraska, and across the Omaha area. I encourage you to invest in RPAC by expanding your 2011 donation and asking your fellow REALTORS® to do the same.

I wish you the best of luck as we go through 2011 together.

Vince Leisey
 2011 President



Vince Leisey
 2011 President

Special Events

- **YPN at Billy Frogs West**
 Thu, Mar 10 at 4:00 pm
- **Knowledge Is Power Seminar -
 How You Can Thrive in Today's Market**
 Thu, Mar 24 at 10:00 am - 12:00 pm
- **NRA Convention - Lincoln**
 Mon, Apr 11 - Wed, Apr 13

Another Spicy Success!



The Member Services Forum held their 14th Annual Chili Cook-Off at the OABR on February 16, 2011. 200+ OABR members attended to taste the large variety of chilies. Chili, cheese, crackers and other fixings were available to add to your chili. Plus, local celebrity judges awarded the best three chilies.

CONGRATULATIONS TO OUR WINNERS...

1st Place was awarded to **Travis Sindt** of Don Peterson & Associates. Travis received a \$100 gift certificate to FOCUS Printing. 2nd Place was awarded to **Terry Stork** of CBSHOME Real Estate. Terry received a \$60 gift certificate to FOCUS Printing. 3rd Place was awarded to **Steve Vacha** of Home Standards Home Inspection. Steve received a \$40 gift certificate to FOCUS Printing.

A special "Thank You" to the following who helped make this event a huge success!

OABR SOCIAL EVENTS FORUM MEMBERS

Mark Leaders, Chairman
Matt Rasmussen, Vice Chairman
Tiffany Andersen
Anthony Anzalone
Joanne Cawley
Susan Clark
Doug Dohse
Janet Dragon
Luke Edigar
Rich Edwards
Justin Gomez
Rusty Hike
Jennifer Huss
Debbie Kalina
Jeff Kalina
Lisa Kension
Lindsey Krenk
Shawn Maloy
Deda Myhre
Brenda Stuart
Bill Swanson
Dixie TenEyck
Troy Trumm



REALTOR® FOCUS

JUDGES

Tim Bivens – Food Bank
Keith Jones – ex NU Football player
Chris Bober – ex UNO/NFL football player
Steve Warren – ex NU/NFL football player
Jerry Murtaugh – ex NU football player
Jake Ellenberger – UFC Fighter
Jason Brilz – UFC Fighter
Carol Wang – KMTV
Rusty Lord – WOWT
Andy Kendeigh – KETV
Tom Becka – KFAB



SPONSORS

Brenda Stuart – ServiceOne Inc
Brent Simmerman – Midlands Home Inspection
Cherie & Pat Casey – Home Buyers Home Inspection
Frank & Joanne Cawley – Brickkicker Inspection Services
Mary Sladek – Farmers Insurance
Chad Ahlvers – Cornerstone Home Inspection
Sara Kelley – Great Western Bank
Carlene Zabawa – American National Bank
Steve Vacha – Home Standards Home Inspection
Brent Rasmussen – Mortgage Specialist
Alan Stoltenberg – SAC Federal Credit Union
Kate Spielman – Thrasher Basement Systems
Janet Dragon – Heartland Reva Team



Matt Thiel – DRI Title
Deb Martin – Northwest Bank
Lori Bonnstetter – AmeriSpec Home Inspection

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Debbie Kalina – Radon Protection Technologies
Dawn Zaller – Team USA Mortgage
Nancy Spidle – Mold Solutions
Tracy Connor – City-Wide Pest
Wendy Walker – Omaha Title & Escrow
Scott Moore – Rels Title
Laura Longo – Centris Federal Credit Union
Ruth Smith – Norms Door Services
Craig Larabee – Larbee School of Real Estate
Alliance Real Estate
Prudential Ambassador Real Estate
CBSHOME Real Estate
N P Dodge Company
DEEB Realty
OABR Affiliate Council



CHEFS

Brenda Stuart – ServiceOne Inc
Frank Cawley – Brickkicker Inspection Services
Steve Vacha – Home Standards Home Inspection
Matt Thiel – DRI Title
Tracy Connor – City Wide Pest Control
Mary Sladek – Farmer Insurance
Melissa Eckstrom – Metro 1st Mortgage
Laura Longo – Centris Federal Credit Union
Dawn Zaller – Team USA Mortgage
Wendy Walker – Omaha Title & Escrow
Jody Smythe – Met Life
Deb Martin – Met Life
Lori Bonnstetter – AmericSpec Home Inspection
Rich Edwards – CBSHOME Real Estate
Jay Hipwell – Home Buyers Home Inspection
Ken Muckey – CBSHOME Real Estate
Terry Stork – CBSHOME Real Estate
Chad Ahlvers – Cornerstone Home Inspections
Nancy Bierman – N P Dodge Company
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Cassandra Petersen – Keller Williams Greater Omaha
Janelle Rigget – Omaha National Title
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OABR Members Support Food Bank for the Heartland

This year, once again, OABR members came together to help feed hungry people in the Omaha area. 13 offices of REALTORS® and Affiliates donated more than 2,400 pounds of food for the Food Bank for the Heartland.

The Food Bank for the Heartland is a nonprofit organization that serves more than 300 food pantries, emergency shelters, after-school programs, senior housing sites and rehabilitation centers in our area. They are the largest food bank in Nebraska and Iowa, encompassing 93 counties in the two-state region. In 2010 the Food Bank for the Heartland distributed over seven million meals to local nonprofit agencies that made sure they got to those in our community who need a helping hand.



*Winner Mary Sladek,
Farmers Insurance Group*

OABR member offices had the opportunity to help support the Food Bank for the Heartland by participating in the 2011 OABR Food Drive and filling barrels with food donations. The Food Bank for the Heartland provided collection barrels to

participating offices between January 27th and February 11th. The top contributing offices were recognized on February 18th at the Annual Chili Cook-off, held at the OABR offices.

In an effort to level the playing field between smaller offices, and mega offices, awards were given to the offices that contributed the most food, per capita.

Mary Sladek's Farmers Insurance Agency, took home top honors and a traveling trophy for the most food collected per capita. They also collected the most food overall, by collecting a total of 495 pounds of food, for an average of 165 pounds per capita. Way to go Mary & crew!

The following offices were recognized for their superior efforts in collecting food for the Food Bank:



*2nd Place David Matney,
Alliance Real Estate LLC*



*3rd Place Brenda Stuart,
ServiceOne Inc.*

Office	Total Pounds Collected	# of People in Office	Pounds of Food Collected per Capita
Mary Sladek, Farmers Insurance	495	3	165
Alliance Realty	304	20	15.2
NP Dodge IX – Oak	316	22	14.4
Service One, Inc.	473	72	6.6
NP Dodge VI – 120 & Pacific	232	65	3.6
NP Dodge I – 178th & Pacific	190	80	2.4

The following offices also participated and contributed together over 400 additional pounds of food.

CBSHOME Real Estate – Bellevue

CBSHOME Real Estate - California

CBSHOME Real Estate – 147th

CBSHOME Real Estate – 121st & Pacific

CENTURY21 Hansen (now CBSHOME Twin Creek)

NP Dodge III - Lakeside

Thank you to everyone that participated in this worthwhile event!

By Debbie Kalina, Social Events Forum member.



*Winner Mary Sladek, Farmers Insurance Group
Food Collected at Office*



AFFILIATE
COUNCIL

Submitted By: Matt Thiel
DRI Title & Escrow



Title &
Escrow

New Ruling for Survey Coverage

One of the hottest topics out right now for title insurers is a new ruling for survey coverage, mostly on commercial orders, but having the title companies do the legwork for some of the information.

Basically the requirement is for Title Company to provide Setback and other Restrictive information regarding the buildings as well as Zoning information to be provided. Zoning letters in Douglas County typically run around \$35 dollars and would need to be passed on to the client for all purposes. Typically the restrictions would be shown in a CC&R type document, if available or on the zoning ordinance itself, but would need to be compared by the insurer to determine any encroachments. No longer will the surveyors point out an encroachment unless it is a visual or physical encroachment.

The surveyor need not address zoning and the title company need not provide any related information unless the client elects so. Such an election would typically be driven by the lender's wish that the title company provide a 3.0 or 3.1 zoning endorsement. Most commercial deals will include the request for these endorsements.

When a 3.1 zoning endorsement is requested, title companies determine the applicable requirements outlined in the zoning ordinance (setback, height, floor space area) and apply those requirements to the facts shown on the survey.

The survey will show the actual measured dimensions from the building(s) to the boundary lines, the height, and the ground level square footage of the building and

the area of the property. With that information the title company determines compliance with the ordinance.

The essence of Table A Item 6 is that IF a zoning endorsement is requested (which is typically the only reason this item would be requested in the first place), the title company will provide a copy of the information that it relies on to make its determination to the surveyor.

For questions, or more details about his topic, please call or send an e-mail to me. I can send additional publications and answer any questions you may have.

Matt Thiel – 677-6660 - mthiel@drititle.com

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Know the Code of Ethics

The services which REALTORS® provide to their clients and customers shall conform to the standards of practice and competence which are reasonably expected in the specific real estate disciplines in which they engage; specifically, residential real estate brokerage, real property management, commercial and industrial real estate brokerage, land brokerage, real estate appraisal, real estate counseling, real estate syndication, real estate auction, and international real estate.

REALTORS® shall not undertake to provide specialized professional services concerning a type of property or service that is outside their field of competence unless they engage the assistance of one who is competent on such types of property or service, or unless the facts are fully disclosed to the client. Any persons engaged to provide such assistance shall be so identified to the client and their contribution to the assignment should be set forth. (Amended 1/10)

Standard of Practice 11-1

When REALTORS® prepare opinions of real property value or price, other than in pursuit of a listing or to assist a potential purchaser in formulating a purchase offer, such opinions shall include the following unless the party requesting the opinion requires a specific type of report or different data set:

1. identification of the subject property
2. date prepared
3. defined value or price
4. limiting conditions, including statements of purpose(s) and intended user(s)
5. any present or contemplated interest, including the possibility of representing the seller/landlord or buyers/tenants
6. basis for the opinion, including applicable market data
7. if the opinion is not an appraisal, a statement to that effect (Amended 1/10)

To download the Code of Ethics and Standards of Practice, go to <http://www.realtor.org/mempolweb.nsf/pages/printable2011Code>

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AFFILIATES... A Council of the Omaha Area Board of REALTORS®

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.

THERE WAS NO AFFILIATE MEETING IN FEBRUARY 2011.

www.OABRAffiliates.com.

UPCOMING MEETINGS:

- Tuesday, Mar. 1, 9:00 a.m.
- Tuesday, Apr. 5, 9:00 a.m.

All Affiliate members are welcome to attend.



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*Thank you fellow Realtors® who have
introduced their customers to us in 2011*

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Becky Gallagher	Jim Thibodeau (2)	Mary Rensch
Becky Johnson	Joann Wellsandt (2)	Michelle Stricklin
Bill Swanson	Joe Gehrki	Mickey Martin
Brian Pfeifer	Joe Temme	Mike Story
Brian Trude	John Lytle	Mindy Dalrymple
Brian Wilson	Josh Bundren	Mitch Scott
Carla Maas	Judy Walker	Pat Hoke
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Deda Myhre	Kari Witt	Shawn Dolphens
Dick Mikuls	Karla Dubisar	Shawn Murray
Donna Stephens	Kathryn Rauch (2)	Shellie Klemke
Doyle Ollis	Kelly Gitt	Staci Mueller
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Frank Tabor	Kurt Chase	Sue Kuhl
Fred Alexander	Lance Cole	Sue Offner
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George Vint	Leslie Rutter	Susan Vaccaro
Hector Martinez	Linda Ciochon-Lichter	Tammy Nicola (2)
Hedy Ahlvers	Linda Hayton	Tanya Foral
Helga Withem	Lisa Sleddens	Tish Selk
Janell Stoneburg	Liz Kelly	Tracy Frans
Jeff Allen	Lori Martens	Vicki Taylor
Jeff Cohn	Maria Polinsky	Woody Woodworth
Jessica Sawyer	Mary Egger	

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Believe in RPAC



Prior to becoming actively involved in the REALTOR® organization some 30 years ago, I never had the stomach for politics and never really took the time to closely follow it. What political opinions I had as a young person didn't always mesh with that of the REALTOR® organization, but I figured those more experienced REALTORS® involved in the organization's process had good reasons for their decisions. For several years I would make my "fair share" contribution then I would pretty much ignore the governmental involvement of the REALTORS®. Ignorance is bliss, right?

When I became involved as a REALTOR® volunteer at the local level, I quickly came to the realization that the real estate industry, and private property rights as a whole are core to our system of government and REALTOR® involvement at the local RPAC level really does make a difference. In fact, if you study the process and look at the effort put forth on your behalf as a real estate professional, and for the advantage of all property owners, you will have to admit that the REALTOR® organization works hard for your cause.

IT'S YOUR CAUSE

In recent years the process has improved and the REALTOR® organization as a whole is becoming more effective in utilizing REALTOR® resources in the governmental and political process

regardless of the political party in power. Nationally, the protection of the mortgage interest deduction tops the list. In Nebraska, over twenty legislative bills are being supported or opposed in 2011 with your best interest at heart. Locally, issues that impact economic expansion and job growth are of critical importance.

At the national, state and local level, the benefit of RPAC helping to elect pro-REALTOR® candidates is immeasurable. RPAC does not buy votes, but it does buy access for the advantage of all REALTORS®. Supporting candidates that support REALTOR® issues is critical whether you actively participate in the political process, or not. That's where you come in.

In 2011, the Omaha Area Board of REALTORS® will raise a total of \$54,775 to meet our state-obligation and goal of \$25 for each member. Meeting our state goal means the Omaha Area Board of REALTORS® will greatly enhance its political clout in the state, and will increase the level of state support that we desire.

Our goal requires an increase in total donations by about one-third over last year. This year, please consider increasing your donation: If you've never given, consider a \$25 "fair share" contribution to help the effort. If you have contributed in the past at a particular level, consider stepping-up this year to help move the Omaha Area Board of REALTORS® to a new level of involvement. There's a level that's right for everyone – you might even win an iPad!

Finally, do not look at this as giving to a political cause; rather consider this as giving to *your* cause. Real estate is very important to us, and now it's time to give back to your industry.

*Doug Rotthaus, CEO
Omaha Area Board of REALTORS®*

YES! I want to make sure the REALTOR® voice is heard at the local, state and national level.



Here is my investment:

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- ☐ Crystal "R" Club \$2,500 (\$6.85 a day)
- ☐ Sterling "R" Club \$1,000 (\$2.75 a day)
- ☐ Governor's Club \$500 (\$1.36 a day)
- ☐ \$1-A-Day Club \$365 (\$1.00 a day)
- ☐ Capitol Club \$250 (\$.68 a day)
- ☐ Senator's Club \$150 (\$.41 a day)
- ☐ 99 Club \$99 (\$.27 a day)
- ☐ Fair Share \$25 (\$.07 a day)
- ☐ Contributor \$ _____

Payment Option:

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- ☐ Bill Me

Omaha Area Board of REALTORS®

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Signature: _____ Print Name: _____

Contributions are not deductible for Federal tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without affecting your membership rights. 70% of each contribution is used by your State PAC to support state and local political candidates. The remaining 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a.



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Dobson, Thomas
Doey, Mark
Donaldson, Douglas
Dorner, Mark
Dougherty, Theresa
Douglas, Jill
Douglas, William
Downing, Sandi
Downing, Suzanne
Dreesen, Megan
Dubisar, Karla
Duda, Walter
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Earl, Bradley
Earl, Gregory
Eckel, Gregory
Edmondson, Vickie
Egan, David
Egger, Mary
Elliott, Gregory
Elliott, Jason
Elliott, Teresa
Ellis, Debra
Eriksen, Josh
Ernst, Mary
Erwin, Sandra
Evans, David
Evans, Marilyn
Evans, Rose
Fagin, Abigail
Fahey, Brian
Fairfield, Deanne
Falcone, Shawn
Faubion, Ernest
Faulkner, David
Faulkner, Janice
Favara, Ronald
Fawcett, Sheryl
Feurt, Catherine
Fickenschier, Ingrid
Fike, Joann
Finkel, Joel
Finkel, Lois
Fisher, Brad
Fisher, Michaela
Fleming, David
Flynn, Kathleen
Fonda, Janice
Forehead, Cynthia
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Friche, Thomas
Fries, Emilee
Fries, Karen

Frost, Jean
Fuller, Donald
Fuxa, Jacquelyn
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Gallagher, James
Gallagher, Rebecca
Gammel, Carol
Gammell, Charlotte
Garrean, Kathleen
Gatson, Pernel
Gell, John
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Gibson, Ryan
Gish, Rosalia
Godbersen, Dean
Goodwin, Rockland
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Gregor, Patricia
Greguska, John
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Griffin, Betty
Grimes, Allen
Grimes, Kathryn
Grimshaw, Dawn
Grove, Kyle
Hajek, Kevin
Hall, Darcy
Hammon, John
Hancock, Audrey
Hanke, Matthew
Hankins, Crystal
Hanna, Kenneth
Hansen Mallette, Lori

Hansen, Elizabeth
Hansen, Jacquelyn
Hansen, John
Harkert, Dale
Harr, Susan
Harris, Robert
Hascall, Karen
Hays, David
Hayton, Donald
Hayton, Linda
Headley, Charles
Heidvogel, Ericka
Helligso, Thomas
Hemmer, Carol
Henninger-Moss, Tasha
Henson, Sue
Herbolsheimer, Chad
Hermesen, Kevin
Hike, Leo
Hinrichs, Mark
Hix, Christopher
Hogan, Justin
Hollendieck, Russ
Hollinger, Jared
Hollingsworth, Lindsay
Hopkins, Debra
Hopkins, Mark
Horgan, Julie
Horn, Aaron
Hosking, Todd
Houfek, Cheryl
Houlihan, Anne
Hove, Scott
Howell, Michael
Hubbell, Bill
Hughes, David A

CRYSTAL "R" CLUB (\$2,500+)

Leisey, Vince

STERLING "R" CLUB (\$1,000+)

GOVERNOR'S CLUB (\$500+)

Alloway, Andy
Alloway, Jennifer
Dodge, Nate
Dodge, NP Sandy
Riedmann, Mike
Stuart, Brenda

DOLLAR A DAY (\$365)

Grennan, JoAnn

CAPITOL CLUB (\$250+)

Humpal, Monica
Matney, David
Ritter, Lisa
Rotthaus, Doug

SENATOR'S CLUB (\$150+)

Inman, Jacki
Leaders, Mark

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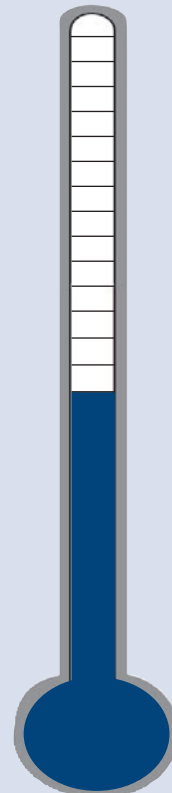
Adams, Katie
Bane, Barbara
Burford, Judy
Coenen, Denice
Hart, Mark
Rich, Sharon
Schultz, Eileen
Soucie, Vicki
Valenti, Joe
Wehner, Mark

CONTRIBUTION GOAL

\$54,775
8-31-11

\$27,779

9-1-10



Hughes, David M	Lasher, Debbie	Mikuls, Richard	Piatt-Wee, Lori	Smith, Charlotte	Von Gillern, Mary
Hult, Alison	Lasiter, Janice	Miles, John	Plebanek, Stanley	Smith, Dennis	Von Tersch, Margaret
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Kunsemiller, Patricia	McPadden, Sandra	Perry, Joel	Seigel, W John	Vieregger, Edward	Zych, Brian
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Lampman, Renee	Meisinger, Kirk	Peterson, Wallace	Shea, Richard	Vint, Amanda	
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Lapke, Robert	Mick, Josh	Philbin, Kristina	Sleddens, Lisa	Vocelka, James	
LaPorte, Barbara	Mickeliunas, Kelli	Phillips, Beverly	Smith, Andy	Vogtman, David	

Continued from Page 1

fast-growth, sun-belt cities experienced. Citing UNO real estate Professor Steve Schultz the article highlights Omaha's extremely stable housing prices and an unemployment rate that remains under five percent. Something SmartMoney points out does not exist anywhere else.

- Forbes Magazine started with the 50 largest U.S. Metropolitan Statistical Areas (MSAs) then looked at the affordability of each, taking into account the median home price, salaries, unemployment rate and cost of living factors such as transportation, insurance, utilities, food and so on. In the end, Omaha ranked **number one**, citing Moody's prediction of a 1.6 percent growth in jobs in 2011 and a "thriving" local economy. Forbes also noted Tara-Nicholle Nelson, consumer educator for Trulia.com who noted that Omaha home prices were steady through the recession and never experienced the inflation of the "bubble era." In her words, "Omaha is steady as she goes."

MOVING FORWARD

Presenting positive observations about the local economy and educating consumers about the successful real estate transaction should yield positive results during 2011. The MLS Board of Directors is currently reviewing a spring marketing campaign designed to help inform potential home buyers and sellers about the great opportunities that exist throughout the Omaha area. Watch for more details soon.

Knowledge is Power

The OABR Education Forum sponsored a KIP Session titled Computer 101 on Thursday, February 17. Over 40 members attended and commented on the many tips they learned. Computer 101 included instruction on Windows components, file management, computer maintenance and cloud computing.

The next scheduled KIP Session is "How You Can Thrive in Today's Market" on March 24 at 10:00 am at the OABR office. A star panel will include Ralph Marasco, Lisa Ritter, Karen Jennings, Deb Hopkins, Susan Hancock and Adam Briley.



ASK THE HOME INSPECTOR!

By Patrick Casey, President
The Home Buyers Protection Company

Home & Building Inspections • Radon & Mold Testing



The following article is intended to provide pertinent home and building inspection information to the readers. Your input is welcome by emailing your questions to pat@hbponline.com.

Question: Last month we experienced water leaking into our bedroom and suspect ice damming. How do we correct ice damming?

Answer: Ice damming is almost always caused by inadequate or improper attic ventilation. An equal amount of ventilation is needed both at the roof and roof overhang to allow air to flow through the attic and keep the roof at an even temperature at all locations. If the attic does not have adequate ventilation, the roof will be warmer at the upper portion (above the heated house) and cooler at the lower portion (the roof overhang).

Ice damming occurs when the snow at the upper portion of the roof melts and re-freezes at the overhang. Ice build-up occurs, and the ice works its way under the shingles. When it melts, it causes leaks. There are several different types and styles of vents available for different styles of roofs, so be sure to research which type is best for you.

If your attic is not adequately insulated, consider installing additional insulation. This will reduce heat loss in the attic during the winter and also helps prevent ice damming.

Go to our website at www.hbponline.com for more information about attic ventilation, see our specials and order an inspection online.



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One winner will receive an iPad with
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Contribution dates: January 1, 2011 – August 1, 2011

Drawing to be held at the OABR Picnic on August 10, 2011

Political contributions are not tax deductible as charitable contributions for federal and state income tax purposes.

- ☐ **\$25 per entry ticket** (Fair Share)
- ☐ **2 tickets for \$50**
- ☐ **5 tickets for \$100** (99 Club)
- ☐ **8 tickets for \$150** (Senator's Club)
- ☐ **14 tickets for \$250** (Capitol Club)
- ☐ **20 tickets for \$365** (\$1-A-Day Club)
- ☐ **30 tickets for \$500** (Governor's Club)
- ☐ **65 tickets for \$1000** (Sterling "R" Club)

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Contributions are not deductible for Federal tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without affecting your membership rights. 70% of each contribution is used by your state PAC to support state and local political candidates. The remaining 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a.

Learn more at www.RealtorActionCenter.com/RPAC

Membership Report

FEBRUARY, 2011

NEW REALTORS®

Altstadt, Martin – CBSHOME Real Estate – 147th
Barrera, Oscar – CBSHOME Real Estate – Davenport
Camenzind, Mary Beth – NP Dodge III LLC - Lakeside
Chiles III, Jo-el – CBSHOME Real Estate – 147th
Farnsworth, Adrienne – Property Land Management LLC
Richardson, Charles – CENTURY 21 Century Real Estate

NEW AFFILIATES

Cawley, Joanne – Brickkicker Inspection Service
Phillips, BevVan – Home Access Solutions Inc

REALTOR® CANDIDATES

Briggs, Sharon – Tim Tobin Real Estate
Christian Sr, Carl – NP Dodge VI LLC – 120th Pacific
Grover, Jeffrey – Prudential Ambassador Real Estate – California #101
Heine, Shane – CBSHOME Real Estate – Lakeside
Hunter, Kelly – Farnam Realty Advisors LLC
Hutson, Sandra – Prudential Ambassador Real Estate – Wahoo
Jones, Jill – NP Dodge IX LLC – Oak
Kenny, Sierra – NP Dodge VI LLC – 120th Pacific
Kraft, Erika – NP Dodge VI LLC – 120th Pacific
Marco, Jimmie – Real Estate Assocaites Inc
O'Bryan, Donald – CBSHOME Real Estate – Bellevue
Schulze, Kyle – NP Dodge I LLC – Pierce
Shepherd, Harold – Real Estate Associates Inc
Troupe, David – NP Dodge V LLC – 129th Dodge
Vocelka, Susan – DEEB Realty – 117th

AFFILIATE CANDIDATES

McGee, Mark – American National Bank

MEMBER TRANSFERS

Acuff, James From RE/MAX Advantage To RE/MAX Professionals
Cheuvront, Daniel From DEEB Realty – 117th To DEEB Realty – Bellevue
Christensen, Kellie From DEEB Realty – 117th To Prudential Ambassador Real Estate – California #101
Cobb, James From CBSHOME Real Estate – Davenport To Real Estate Associates Inc
Daugherty, Lynn From NP Dodge I LLC – Pierce To NP Dodge IV LLC – Papillion
Davis, Patricia From RE/MAX Advantage To RE/MAX The Producers
Echter, Lyn From Prudential Ambassador Real Estate – California #101 To CBSHOME Real Estate – 121st Pacific
Evans, Raymond From Keller Williams Greater Omaha – Giles To CBSHOME Real Estate – Davenport
Evans, Susan From Keller Williams Greater Omaha – Giles To

CBSHOME Real Estate – Davenport
Getsfred, Angela From DEEB Realty – 117th To Prudential Ambassador Real Estate – California #101
Graves, Eugene From Charleston Homes Realty LLC To GDR Commercial Corp
Griffey-Cobb, Lorrie From CBSHOME Real Estate – Davenport To Real Estate Associates Inc
Johnson, John From RE/MAX Real Estate Group – Giles To DEEB Realty – 117th
Johnson, Valorie From RE/MAX Advantage To RE/MAX Professionals
Jones, Holly From Keller Williams Greater Omaha – Giles To CBSHOME Real Estate – Davenport
Katelman, Lynn From Prudential Ambassador Real Estate – California #101 To CBSHOME Real Estate – Davenport
Kempkes, Allen From WHY USA Geschwender Real Estate To NP Dodge IV LLC – Papillion
Kopp, Mark From DEEB Realty – 117th To Prudential Ambassador Real Estate – California #101
Leather, Shannon From Keller Williams Greater Omaha – W Center To Keller Williams Greater Omaha – Giles #2
McGowan, Kara From McGowan Real Estate To Keller Williams Greater Omaha – W Center
McGowan, Scott From McGowan Real Estate To Keller Williams Greater Omaha – W Center
Mentzer, Marilyn From NP Dodge IC LLC – Papillion To DEEB Realty – 117th
Morrissey, Steven From Keller Williams Greater Omaha – Giles To Alliance Real Estate LLC
Mutzenberger, Judith From Keller Williams Greater Omaha – W Center To Keller Williams Greater Omaha – Giles #2
Sortino, Jodene From Heartland Properties Inc To United Country Loess Hills Realty & Auction
Sterling, Susan From NP Dodge I LLC – Pierce To NP Dodge III LLC – Lakeside
Stone, Daysha From Landmark Group To NP Dodge V LLC – 129th Dodge
Stoneburg, Gary From RE/MAX Advantage To RE/MAX The Producers
Stoneburg, Janell From RE/MAX Advantage To RE/MAX The Producers
Strong, Alan From Keller Williams Greater Omaha – W Center To Keller Williams Greater Omaha – Giles #2
Walkenhorst, Dawn From Keller Williams Greater Omaha – Giles To CBSHOME Real Estate – Davenport
Walker, Haley From McGowan Real Estate To Keller Williams Greater Omaha – W Center
Watson, Adam From Prudential Ambassador Real Estate – California #101 To Prudential Ambassador Real Estate – California #201
Widholm, Amy From McGowan Real Estate To Keller Williams Greater Omaha – W Center
Wiebusch, Vaughn From NP Dodge V LLC – 129th Dodge To NP Dodge VI LLC – 120th Pacific
Wrinkle, Anny From McGowan Real Estate To Keller Williams Greater Omaha – W Center

REACTIVATED MEMBERS

Brennan, Terry – DEEB Realty – 117th
Hellman, Jennifer – Prudential Ambassador Real Estate – California #101
Kliment, Janice – NP Dodge III LLC – Lakeside
Knudsen, Ashley – Keller Williams Premier One
Ley, Robert – NP Dodge V LLC – 129th Dodge
Lile, Harold – DEEB Realty – 117th
Lincoln, David – DEEB Realty – 117th
Morrissey, Steven – Keller Williams Greater Omaha – Giles
Price, Marty – NP Dodge IV LLC – Papillion
Schumacher, Traci – NP Dodge V LLC – 129th Dodge
Torczon, Mark – CBSHOME Real Estate – Lakeside

RESIGNATIONS

Allen, Gloria – Alliance Real Estate LLC
 Anderson, Allura – Heartland Properties Inc
 Ash, Deborah – DEEB Realty – 117th
 Becerra, Breann – CBSHOME Real Estate – Bellevue
 Black, Shelley – NP Dodge III LLC – Lakeside
 Bolden, Linda – Alliance Real Estate LLC
 Christensen, Christian – Bluestone Real Estate Services
 Christensen, Debra – Bluestone Real Estate Services
 Cramer, Anna – NP Dodge VI LLC – 120th Pacific
 Eddie, Brett – Prudential Ambassador Real Estate – California #101
 Haggerty, Cecily – CBSHOME Real Estate – 120th Pacific
 Hartzell, Cindy – Celebrity Homes Inc
 Johnson, Melissa – Prairie Home Appraisals
 Kingsley, Roger – Don Peterson & Associates R E – Fremont
 Konyek, Debbie – CENTURY 21 Hansen Realty – Bellevue
 Krauer, Peggy – Don Peterson & Associates R E – Fremont
 Krum, William – RE/MAX Advantage
 Long, Dale – CBSHOME Real Estate – Bellevue
 Lunz, Misty – Don Peterson & Associates R E – Fremont
 McCune, Stacey – Prudential Ambassador Real Estate – California #101
 Madi, Kamal – NP Dodge III LLC – Lakeside
 Madi, Rhonda – NP Dodge III LLC – Lakeside
 Manley, Sharon – Peterson Bros Realty Inc
 Mulberty, Michelle – First State Realty
 Oliver, Catharine – NP Dodge VI LLC – 120th Pacific
 Prinz, William – Don Peterson & Associates R E – Fremont
 Richey, Sharon – Don Peterson & Associates R E – Fremont
 Rump, Blane – Don Peterson & Associates R E – Fremont
 Smith, David – RE/MAX Professionals
 Sullivan, Charles – CBSHOME Real Estate – Davenport
 Welsh, Shane – DEEB Realty – 117th
 Whitney, Justin – NP Dodge VI LLC – 120th Pacific

NEW BRANCH OFFICE

#100732/Keller Williams Greater Omaha – 9719 Giles Rd Ste 2, LaVista, NE,
 68128 Phone: 537-5809 Fax: 596-2811

COMPANY ADDRESS AND PHONE UPDATES

(Notify the Board office for all directory changes fax to 619-5559)
 Affordable Pest Control – 4225 N 84th St, Omaha, NE, 68134
 Homespec Property Inspections – 705 S 130th St, Omaha, NE, 68154
 Idea Realty Inc – PO Box 540132, Omaha, NE, 68154
 Keller Williams Premier One – 2155 East 23rd Ave, Fremont, NE, 68025
 Prestige Title & Escrow – 11506 Nicholas St #101, Omaha, NE, 68154

COMPANY NAME CHANGE

Charleston Homes Realty LLC – (Formerly Charleston Homes Realty)
 CBSHOME Twin Creek – (Formerly CENTURY21 Hansen)

CHANGE OF DESIGNATED REALTOR

Charleston Homes Realty LLC – Wayne Plowman (Formerly Eugene Graves)
 RE/MAX Professionals – Judith Smith (Formerly David Smith)

*Changed your home address or e-mail address?
 E-mail the change to DPeterson@OABR.com.*

APRIL ORIENTATION

- Tuesday, April 5, 8:30 a.m. to 4:00 p.m.
- Wednesday, April 6, 8:30 a.m. to 4:00 p.m.
- Thursday, April 7, 9:00 a.m. to 12:00 p.m.

Every new member attends an Orientation Program upon application for membership.

Thank you to all of the New Member Orientation coffee break sponsors...

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 Ruth Smith – Norm's Door Service
 Jim Murphy – Bank of the West
 Laura Bambino – Great Western Bank
 Scott Moore – Rels Title

MEMBERSHIP STATISTICS

OABR

	Jan 2011	Jan 2010
Designated REALTOR®	217	218
Des. REALTOR® Secondary	2	4
REALTOR®	1962	2026
REALTOR®-Secondary	1	0
TOTAL	2182	2248

Institute Affiliate	73	67
Affiliate	184	186
Other	5	1
TOTAL	2446	2504

	Jan 2011	YTD
New REALTOR® Members	16	16
Reinstated REALTOR® Members	12	12
Resignations	32	32

GPRMLS

	Jan 2011	Jan 2010
Participants (Primary)	208	205
Participants (Secondary)	61	58
Subscribers (Primary)	1934	2000
Subscribers (Secondary)	176	171
Exempt	30	28
TOTAL	2409	2462

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Personals

CONDOLENCES to Doug Dohse of Prudential Ambassador Real Estate on the recent loss of his father.

CONDOLENCES to Ralph Phillips with OnTrac Delivery Services on the recent loss of his mother.



Thank you all very much for allowing me to participate in the judging of the OABR Chili cook off, the entries were delicious and very difficult to judge. The support that we at the Food Bank for the Heartland have received through the years from OABR has been phenomenal and look forward to each year. Please let me know if there is anything we can do to help in any way, or provide information.

Timothy Bivens
Food Bank for the Heartland

SEND US YOUR NEWS!

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June 20th at Champions Run

Watch for further details.

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Susan Ann Koenig, J.D.:
Author, Executive Coach and Attorney
Co-Author with Dr. Stephen Covey

March 10, 2011

11:45 a.m.

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

Champions Run

13800 Eagle Run Drive

Lunch - \$13.00 (advance payment on PayPal)

\$14.00 (pay at the door)

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MLS Users Group Update

Hello fellow MLS Users! We hope you are enjoying the new Paragon 5 system! Our MLS User Group had the privilege of beta testing the new system over the last several months. The best part about Paragon 5 is it is Safari and Firefox friendly – this should be great news for all the Mac Users out there. Although it is not technically iPad supported, I have found that I can do 95% of the functions from the iPad. I would strongly encourage you to go to Paragon 5 as a first choice and fall back on Paragon 4 if you get stuck or are in a rush... that is the best way to use it under the least amount of stress. Please don't wait until Paragon 4 goes away or it could become a frustrating situation. Paragon 5 is not too much different and should be easy to navigate around once you take a deep breath and start pushing buttons!

Our group has been working monthly on the Residential input forms. You will see these changes to the form appear twice a year, with the next update in April. I think you'll really like the changes made to the property subtype and style fields that the MLS Board of Directors recently approved (See pg. 19).

Our next meeting is March 2 at 10am in the OABR conference room. These meetings are open to all MLS subscribers if you would like to join us.

Gina Ogle
MLS Users Group Chair

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MLS Data Field Changes

In order to provide better search capabilities and reduce the number of improperly classified residential listings, the MLS Users Group recently recommended the following changes that were reviewed and approved by the MLS Board of Directors. These changes to the 'Property Subtype,' 'Condo/Townhouse' and 'Style' fields will become effective April 4, 2011:

PROPERTY SUBTYPE:

- All residential listings will now be categorized as 'Detached Housing' or 'Attached Housing.'
- 'Mobile home,' 'Apartment' and 'Villa' will no longer be available options.

CONDO/TOWNHOUSE:

- This yes-no field will become 'Condo/Townhouse/Villa.'

STYLE:

- 'Condo' will become 'Condo/apartment unit.'
- 'Apartment' will no longer be an option. The listings currently with that classification will be mapped to 'Condo/apartment unit.'

- 'Hi-rise' will no longer be an option. The listings currently with that classification will be mapped to 'Condo/apartment unit.'
- 'Other' will be added as an option.
- 'Earth sheltered,' 'Dome' and 'A-frame' will no longer be available options. The listings currently with those classifications will be mapped to 'Other'
- 'Uncategorized' will be added as a temporary value.
- 'Townhouse' and 'Villa' will no longer be an option.*

* Listing agents will be notified to select a new option. All listings classified as 'Townhouse' or 'Villa' on April 4 will be mapped to 'Uncategorized.' Any subsequent changes or maintenance made to an 'Uncategorized' listing will require that a valid 'Style' option be selected before changes can be saved.

OTHER CHANGES:

- An additional virtual tour field will be added labeled 'Video Link.'
- 'Elevator' and 'Whirlpool' will be added as Interior Features.

Young Professionals Network

The Omaha Area Board of REALTORS® Young Professionals Network (YPN) got together during the month of February at the Architectural Offices, located at 46th and Dodge to learn more about LEED (Leadership in Energy and Environmental Design). The YPN Group was graciously hosted by Nicole Malone and Joe Saniuk for a very informative presentation and tour of their LEED Certified office. Afterwards, the YPN hit the Dundee Dell for further networking and conversation about LEED design.

YPN will be hosting a monthly gathering at Billy Frogs West (8724 W Dodge Rd) on the second Thursday of every month from 4:00 – 6:00 p.m. All OABR members under 40, or just young at heart,

are welcome to attend. Look for this and other events on our facebook page at www.facebook.com/OABRYPN.

The mission of the YPN is to take an active role in policy and advocacy issues; be informed about the latest industry news and trends & technology; to network and learn from one another by attending events, participate in online communication, and seeking out mentoring opportunities; and to become an active and visible group within our community by setting a high level of REALTOR® professionalism and volunteering for causes that we feel passionate about.



Omaha, NE Chapter of the OABR

YPN

REALTOR® Magazine
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Professionals
Network

www.REALTOR.org/ypn

Jobs and Home Ownership

In advance of the release of President Obama's Fiscal Year 2012 budget and in light of the Administration's call for reforms to the secondary mortgage market, the NATIONAL ASSOCIATION OF REALTORS® placed the ad "Jobs and Home Ownership. You Can't Have One Without the Other" in the Sunday Feb. 13, 2011 edition of The Washington Post, reminding consumers and lawmakers about the critical connection between housing and jobs.

The ad reads:

Good jobs enable people to achieve the American dream of home ownership. And every time a house is built, bought, or sold, jobs are created — lots of them — right here at home.

- Home sales in this country generate more than 2.5 million private-sector jobs in an average year. For every two homes sold, a job is created.
- Each home sale touches 80 different occupations.
- Every home purchased pumps up to \$60,000 into the economy over time for furniture, home improvements, and related items.
- Housing accounts for more than 15% of the Gross Domestic Product, making it a key driver in our national economy.
- Housing has led this country out of six of the last eight recessions.

America needs jobs. Housing creates jobs. That's one of the many reasons home ownership matters to people, to communities, to America.

Strong federal government support of home ownership equals strong support for American jobs. We urge the Obama Administration and the U.S. Congress — as they debate the new federal budget and reform proposals for the nation's mortgage finance system — to continue federal support for home ownership.

Jobs and Home Ownership. You can't have one without the other.

Inbox False: 3.8% Real Estate Sales Tax

Right next to the email from the Prime Minister trying to get his family's money out of some small country, is the email warning you about the 3.8% sales tax on real estate sales that was contained in the Health Care Bill passed by congress last year. Don't believe everything in your inbox.

There is no 3.8 percent sales tax on real estate transactions.

What is true is that there is a complicated section of the health-care act passed by congress that imposes a 3.8 percent "high earners" Medicare Tax on "excessive" investment income (which may or may not derive from the sale of real estate). In short, this tax is aimed at the highest earning, five percent of all taxpayers, who also make a profit exceeding the allowable gain exclusions (\$250,000/\$500,000). It will impact very few individuals, but as always, if you or your customers need guidance on tax matters seek the advice of a qualified tax professional.

Tips–N–Tricks for your ActiveKEY



Resetting your aKey (ActiveKEY)

If you're having trouble with your aKey, the very first thing you should try is resetting the aKey. Take a paperclip and turn the aKey over, in the lower right hand corner of the aKey there is a pinhole. Hold the paperclip in for a count of 10. Generally, this will correct the problem. If you continue to have trouble you can contact Supra Technical Support at 402-619-5552.



iBox timed access

Timed access allows you to customize the hours you allow others to open the iBox. With the aKey you can change the timed access hours to reflect either 24 hour access or 6am-10pm seven days a week. If you have an eKey you can customize the hours in three categories; Monday-Friday, Saturday or Sunday.



Change timed access with your aKey

On your aKey press the On/Off button
Scroll down to Set iBox Timed Access,
press Enter
Press 1 to activate 6am – 10pm
Press 2 to activate 24 hour access
Enter the shackle code and press Enter
Point the aKey at the iBox lens,
SUCCESSFUL will appear on the display

WCR Trivia Night

If you have never attended WCR's Trivia Night we hope you will plan to do so this year.

It is an incredibly fun event. It will be held on Thursday, April 7, 2011

at Erin Court, 4714 North 120th Street, Omaha, NE 68164 -

Doors open at 6:00 p.m. and games begin at 7:00. Watch for more information.

In the mean time consider supporting WCR and promoting your company in the following ways:

\$100.00 to sponsor Drink Tickets

\$50.00 to Sponsor Wild Card

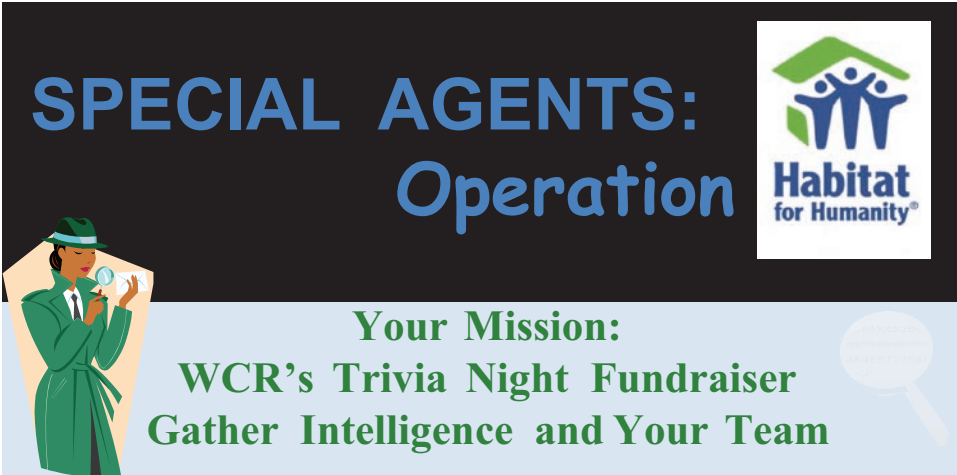
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Sponsors will get recognition at event with announcements, along with mention of sponsorship inside each teams packet.

Drink Sponsors will have company names posted at bars.

Contact Laura Ousley at (402) 697-9004 or email her at laura@maximcr.com.

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WCR's Trivia Night Fundraiser
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Date: Thursday, April 7, 2011



Time: Doors open 5:30p, Event starts @ 7p



Place: Erin Court – 4714 N 120th Street



Space Limited to 30 Tables – 8 to a Team



Cost: \$20.00 per person / \$160 per table



Who: Anyone (not limited to WCR members)

Teams' Secret Assignment:

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to enhance our
quest for Raffle Prizes &
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REALTOR® Quiz: Negotiation



To succeed in real estate, you must master the art of negotiation. Your ability to handle emotional clients, present solid counteroffers, and overcome objections will set you apart from your competitors. Take this NAR quiz to see how your negotiating skills measure up.

1. The best way to handle an emotional client during a negotiation is to:

- ☐ Get out of the way and let the emotions run their course
- ☐ Use the emotional outburst as a negotiating tool to get the other side to make a concession
- ☐ Forcefully tell the seller to get control
- ☐ Speak calmly to the client and nod in agreement until the client regains control

2. According to psychologist Abraham Maslow's Hierarchy of Needs, the highest need of individuals is:

- ☐ Security
- ☐ Affiliation
- ☐ Self-actualization
- ☐ Esteem

3. In presenting a counteroffer to buyers, you should:

- ☐ Tell them that this is as low as the sellers will go
- ☐ Focus on points of agreement between the parties
- ☐ Create urgency by reminding buyers that other people may be viewing the house
- ☐ All of the above

4. If a negotiation seems to be hitting an impasse, you could:

- ☐ Reiterate areas of agreement
- ☐ Break the area of disagreement into components and get agreement on one part at a time
- ☐ Remind the parties what they have to lose if the deal is not consummated
- ☐ All of the above

5. The best way to overcome buyers' objection is to:

- ☐ Clarify the true source of the objection by asking "why"
- ☐ Just ignore the objection and keep talking

- ☐ Overwhelm them with statistics to prove to them they are wrong
- ☐ Agree with their concerns

6. When presenting an offer, you should:

- ☐ Summarize the main points to the sellers over the phone first so they have longer to think about it
- ☐ Summarize the main points of the offer — price and down payment — before presenting every part of the offer
- ☐ Focus only on the gross sale price the sellers will receive
- ☐ Avoid considering any negatives about the offer before the presentation

7. The best way to handle multiple offers is to:

- ☐ Hold all offers for a week in the hopes of getting a better price
- ☐ Make counteroffers to all buyers and tell them that whoever responds fastest can buy the house
- ☐ Consider offers in the order that they were received and registered with the broker
- ☐ Keep all the buyers guessing so they won't withdraw their offers

8. When presenting a counteroffer to buyers, you should:

- ☐ Begin by telling buyers that this is the sellers' final offer
- ☐ Hint to buyers that the sellers might accept a lower price than that in the counteroffer



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- ☐ Focus on the points of agreement between the initial offer and the counteroffer
- ☐ Call the buyers to let them know what the counteroffer is

ANSWERS

1. The best way to handle an emotional client during a negotiation is to:

Correct Answer: Speak calmly to the client and nod in agreement until the client regains control

While emotions play a big part in buying and selling a home, always try to keep emotions under control and the tone of the negotiation professional.

2. According to psychologist Abraham Maslow's Hierarchy of Needs, the highest need of individuals is:

Correct Answer: Self-actualization

Understanding motivation is the key to a successful negotiation. Customers are motivated by a range of physical and psychological needs. Salespeople who understand these needs can help their clients through the decision-making process before the negotiation gets underway. Self-actualization, or the need to reach their greatest potential, is Maslow's highest need. In real estate terms, this need can be satisfied by living close to cultural and recreational facilities and by owning a home that reflects their economic and social values.

3. In presenting a counteroffer to buyers, you should:

Correct Answer: Is Correct: Focus on points of agreement between the parties

Pointing out areas in which the two offers agree will make buyers feel less defensive about receiving a counteroffer and help

them focus on the limited number of terms that may require a concession from them.

4. If a negotiation seems to be hitting an impasse, you could:

Correct Answer: All of the above

All of the answer choices — reiterating areas of agreement, breaking large areas of disagreement into smaller components, and reminding parties of what could be lost if an agreement isn't reached — are good ways to get the negotiation moving in a positive direction again.

5. The best way to overcome buyers' objection is to:

Correct Answer: Clarify the true source of the objection by asking "why"

In many cases, the actual causes of an objection may not be what the client initially talks about. Asking "why" and probing deeper into the objection may help you uncover the true objection so that it can be countered.

6. When presenting an offer, you should:

Correct Answer: Summarize the main points of the offer — price and down payment — before presenting every part of the offer

Summarizing the main points of the offer first will help focus the sellers' attention on the most important matters and help overcome any resistance to less important terms, such as ownership of fixtures.

7. The best way to handle multiple offers is to:

Correct Answer: Is Correct: Consider offers in the order that they were received and registered with the broker

Considering offers in the order received assures that the sellers will not inadvertently accept more than one offer and ensures fairness to all parties.

8. When presenting a counteroffer to buyers, you should:

Correct Answer: Focus on the points of agreement between the initial offer and the counteroffer

Focusing on points of agreement will probably make the buyers more receptive to the counteroffer changes suggested by the sellers.



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Metro Omaha Builders Association Elects New Board of Directors

Thursday, February 10, 2011 was a busy day full of excitement. MOBA members had a chance to cast their vote for a New Board of Directors. The new Board was announced after the voting was completed at the 2nd General Membership Meeting of the year.

2011 MOBA Board of Directors Executive Committee:

President - Ted Ramm, Ramm Construction, Vice President - Eric Lakeman, L & L Custom Builders, Secretary/Treasurer - Dan Wellendorf, Builders' Supply

Builders: 3 Year Term - Pat Knobbe, Advance Design & Construction, Dennis Van Moorlegghem, Regency Homes. **2 Year Term** - Jerry Standerford, Sherwood Homes, Jerry Torczon, Birchwood Homes. **1 Year Term** - Ted Grace, Ted Grace Homes, Kent Therkelsen, KRT Construction

Associates: 3 Year Term - Karen Fries, Metropolitan Utilities District. **2 Year Term** - Tom Hegarty, Factory Direct Appliance. **1 Year Term** - Don Rowe, Schollman Hardware

This year's election was very close and every vote made a difference. Thank you to all those who voted (it was a great turn out) and congratulations to the new 2011 MOBA Board of Directors.

We are here to help. If you have any questions about MOBA, its membership or events, please contact JJ Morris at the MOBA office 402-333-2000 xt 100 or email jjmorris@moba.com.

MOBAcalendar

March

- 02 NSHBA Legislative Banquet at The Lodge at Wilderness Ridge Lincoln, NE, 5:30pm
- 08 Board of Directors Meeting at MOBA, 10:00am
- 10 General Membership Monthly Meeting at MOBA Office Building Lower Level 6:00pm
- 16 WC Membership Meeting at Oak Hills CC 11:30am
- March 31-April 3 **Omaha Home Show**

April

- 12 Board of Directors Meeting at MOBA, 10:00am
- 14 General Membership Monthly Meeting at MOBA Office Building Lower Level 6:00pm
- April 16 & 17 **Remodel Omaha Tour**



"Hi Steve – Just wanted to thank you for the outstanding effort you give on your work with homebuyers! As both a client of yours and as a mortgage lender, I know you will give 110% effort to uncover the many "secrets" that a house will disclose to only your trained eye. I tell all of my customers there are few fees in the mortgage process you should feel good about paying, and your fee is WELL worth the money spent, and saved! Keep it up!"

Dave A. - Omaha

"My home inspection was very well worth it and am glad I spent the little amount of money to do it. I made me feel good that I was getting the home that I was buying and there weren't any hidden surprises I may not have noticed. Steve sat down with me at the end and went through a nice binder with all the details of the inspection. I would highly recommend Steve to others and appreciate his experience."

Jeff E. - Omaha

"We were absolutely surprised and impressed with the service and level of expertise Steve gives. He spent at least a few hours at the house looking over every corner, taking pictures and jotting down notes. Then he put together a binder with pictures and circles of everything that was an issue and how to fix it, as well as whether or not it was a "real" issue or deal breaker. We have owned our house for about a year now and I know for certain that we have referenced his home inspection reports at least three times when working on different little projects. I won't buy another house without Steve doing the home inspection for me!"

Matt W. - Omaha

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Steve Vacha
President



Word Search! Win A \$50 Gift Certificate

From the following word search, find the words. The OABR Member whose name will be drawn from all correct guesses will win a \$50 Gift Certificate to the OABR Print Shop. Fax your answers to Donna at the OABR, 402-619-5559 or mail to 11830 Nicholas St, Omaha, NE 68154. All correct guesses must be submitted to the OABR Office no later than March 15, 2011. Winner will be in April 2011 Focus. Good luck!

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B	R	M	E	M	K	S	S	B	Y	W	H	T	J	G	E	H	S	M	R
U	G	G	O	O	A	O	G	R	X	T	I	I	V	L	H	S	I	R	I
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February Word Search

winner was Monica Lang from Celebrity Homes

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