Omaha Area Board of REALTORS®

www.OmahaREALTORS.com

February 2013

UPCOMING EVENTS

New Member Orientation

Tue, Feb 5 from 8:30 a.m. - 4:00 p.m. Wed, Feb 6 from 8:30 a.m. - 4:00 p.m. Thu, Feb 7 from 8:30 a.m. - 1:00 p.m.

Affiliate Council

Tue, Feb 5 from 9:00 a.m. - 1:30 p.m.

WCR - MasterMind

Tue, Feb 5 from 2:00 p.m. - 3:00 p.m.

RPAC

Wed, Feb 6 from 8:30 a.m. - 9:30 a.m.

MLS Users Group

Wed, Feb 6 at 10:00 a.m

IDX Task Force

Wed, Feb 6 from 11:00 a.m. - 12:00 p.m.

Education Forum

Thu, Feb 7 at 10:00 a.m.

NE Governor - Dave Heineman

Mon, Feb 11 from 11:00 a.m. - 11:30 a.m.

Chili Cook-off

Tue, Feb 12 from 11:00 a.m. - 1:00 p.m.

WCR - MasterMind

Tue, Feb 12 from 2:00 p.m. - 3:00 p.m.

Social Events Forum - Special Meeting

Wed, Feb 13 at 9:00 a.m.

Social Events Forum

Wed, Feb 13 at 10:00 a.m.

WCR - Business Resource Luncheon - Speaker Darci Person w/Astound Solutions, "Simple Steps to Smart and Effective Social Media."

Thu, Feb 14 from 11:15 a.m. - 1:00 p.m. at Champions Run

YPN Advisory Board

Thu, Feb 14 at 3:00 p.m.

Diversity Committee

Tue, Feb 19 at 11:00 a.m.

WCR - MasterMind

Tue, Feb 19 from 2:00 p.m. - 3:00 p.m.

Governmental Affairs Committee

Wed, Feb 20 at 11:00 a.m.

WCR Executive Meeting

Thu, Feb 21 from 8:30 a.m. - 10:00 a.m.

Knowledge is Power - Title Commitment

Thu, Feb 21 from 10:00 a.m. - 11:30 a.m.

Nebraska Real Estate Commission Meeting

Thu, Feb 21 at 8:30 a.m. at Staybridge Suites, Lincoln, NE Fri, Feb 22 at 8:30 a.m. at Staybridge Suites, Lincoln, NE

GPRMLS Executive Committee

Mon, Feb 25 at 4:00 p.m.

GPRMLS Board of Directors

Tue, Feb 26 at 10:15 a.m.

David Knox Entertains

Last month, more than 230 members attended the David Knox seminar on 13 ways to Jumpstart your 2013. The event was provided FREE by the Omaha Area Board of REALTORS®.

David Knox has been in the real estate industry more than 40 years, and shared a wealth of information in a fun-filled three-hour session. Our market is changing, and David shared great insights about getting your business off on the right foot.

1) Schedule a vacation. We all know you suddenly get busy just about when you are ready to leave town. So plan a vacation and your business will increase. Keep in mind that it cannot be tentative, it has to be planned; with flights and hotels already booked, in order to be effective.

2) Think about your production in terms of the amount of money you want to earn for the year ... now **double** it. How does that make you feel? Do

you say, "Yeah, right" or do you say "Yes!" Take that number and divide



David Knox

by 11. Now, program your mind with an affirmation, "I am excited to be earning _____ each month!" Use the present tense, "I am," so your mind accepts the affirmation as fact.

3) The telephone is still the most powerful tool we have in our business.

Continued on Page 3

Grandma's House

Close your eyes and think back... Well, finish this article, THEN close your eyes and think back.. think back to the



memories of going to Grandma's (or Grandpa's) house.

When asking several agents about those childhood memories, nearly all were cherished as a wonderful place to visit. It was a place where you saw your cousins, where you played with toys you didn't have at home, and even kept in a special toy

box. A place where you stayed up late and ate snacks you weren't supposed to...

In these pages there have been many references to the financial benefits of home ownership, and those benefits are certainly numerous and critically important to the financial stability of our city, state, and nation. But for a brief moment, let's think about something even more important, the social and emotional benefits of owning a home. There have been countless studies about the benefits of having a solid foundation of residence. In homes that are owned, marriages last longer, life expectancy is longer, kids got better grades in school, kids stay longer in

Continued on Page 13



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



It is hard to believe that we are already into the month of February! Last month the OABR brought in David Knox to share some techniques and strategies to help our businesses get off on the right foot. Wow! What a great event, with more than 230 in attendance. I would like to thank everyone who was able to attend, and I would also like to thank Donna Shipley for all of the work she did behind the scenes to make it a great success! Stay tuned for another event coming up soon.

One of the items I would like to stress is the importance of ideas from members of our association. Our success really depends on you and your suggestions to help us better serve you.



David Matney 2013 President

I would like to ask you a few simple questions.

- What could the Board do to help you grow your business?
- What service(s) could we provide as a board to help you sell more and make you more effective?
- Is there anything we are currently doing that we need to STOP doing?

I have asked many agents these questions and I have gotten some great ideas. However, I know more ideas are out there amongst our membership. For example, maybe there needs to be slight change made to Paragon? Even small changes over time have a positive cumulative effect. This month I am asking for your help to make our association even stronger.

Now let's make February a POWERFUL month!

Thank you, David Matney

Special Events

- Nebraska Governor, Dave Heineman Monday, Feb 11, 11:00 a.m.
- Chili Cook-off
 Tuesday, Feb 12, 11:00 a.m. 1:00 p.m.
- WCR Business Resource Luncheon Speaker Darci Person w/Astound Solutions, "Simple Steps to Smart and Effective Social Media." Thursday, Feb 14, 11:15 a.m. - 1:00 p.m. at Champions Run
- Knowledge is Power Title Commitment Thursday, Feb 21, 10:00 a.m. - 11:30 a.m.

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You have to use it. Be honest; tell the person this is a business call. Agents often ask, "Do you know anyone who is planning to move?" Instead ask, "Of all the people you know, who would be the NEXT to move?" This is an open-ended question that will cause them to think instead of giving you a reflex "no." If they give you a name, ask them "May I contact them?"

4) Keep score. Have a daily contact log. Have an "Hour of Power" where you dedicate an hour a day strictly to prospecting for business. You cannot control the outcome; you can only control your behavior. You want a listing, but you have no control of that. However, you do have control of your daily goal of contacting 20 people a day.



David Knox and David Matney before the seminar.

- 5) Open Houses: Are you asking the right questions? David shared the THREE most important questions to ask a potential buyer prospect.
 - 1) How soon do you need to be settled?
 - 2) How long have you been looking?
 - 3) If you found a home today that met your needs, what would you do?
- 6) Objections: Remember the acronym P.A.I.D.

For example, a prospect asks you to cut your commission.

Pause: Before you say anything, simply pause.

Acknowledge: "Mr. and Mrs. Seller, I understand you would like me to cut my commission, and I am glad you asked that."

Isolate: "Mr. and Mrs. Seller, other than the commission, is there any other reason you would not hire me tonight?"



REALTOR® FOCUS

Discover: "Mr. and Mrs. Seller, if I could show you tonight how I could **NET** you more money, would you list with me tonight?"

These were just a few of the highlights from the seminar. Now, it is time to you to put what you have learned into ACTION!

- David Matney

• I appreciated being able to learn from David Knox. Of all the presenters I have experienced, he seems to have the most relevant content given in the most enjoyable way. He gives practical material that can be easily applied to make us better agents.

- John Peterson

• David conveys a clear, concise message and combines it with humor. He brings not only his years of experience in Real Estate to the table, but also his ability to keep the audience engaged.

— Gertrude Ahlstrom



David Matney, Dennis Thomas and Terry Kempf. Dennis won the Averate C Notebook donated by Terry.

• Thank you Omaha Area Board of REALTORS® for providing us with the David Knox, 13 Ways to Kickoff Your '13. I loved this course. Whether you are a new agent or a seasoned professional, it's important to attend classes that relate to our current market conditions. Outdated techniques don't work in our ever changing real estate market. To remain competitive and provide clients with the best possible service, agents have to be willing to "refresh their ideas" with classes such as this. I've attended many of his seminars and always learn something new each time.

- Julie Fredrickson



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Call Joel Webber 402-493-2580

Thank You to our Volunteers

The Omaha Area Board of REALTORS® would like to take this opportunity to say "Thank You" to all OABR Members for volunteering their time and knowledge for serving on a local, state or national committee for 2013.

NATIONAL ASSOCIATION OF REALTORS®

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Land Use Property Rights and Environment Committee Henry Kammandel Jr

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State and Local Issues Policy Committee

Mike Riedmann

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Lisa Ritter
Gary Stoneburg
Joe Valenti



Rod Faubion Monica Humpal

Robert Wiebusch



Deda Myhre and Ericka Heidvogel carry clothes out from OABR's Winter Coat and Clothing Drive.



NRA Board Presidents/Presidents-Elect Council

David Matney Deda Myhre

NRA Convention Committee

Mark Brown
Jill Karloff
Carolyn Kesick
Melissa Muths
Kay Ruckle
Donna Stephens
Tony Tyrrell
Terrie Wohlers



Denise Wylie & Angela Brant smiling.

NRA Equal Opportunity Cultural Diversity Committee

Michele Torrence

NRA Federal Political Coordinators

Joe Gehrki

Henry Kammandel Jr

NRA Governmental Affairs Committee

Katie Adams Jerry Ahlvers Andy Alloway Ellie Bane Diane Battiato



Bill Swanson and Megan Jaspers at a YPN Event.

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Continued from Page 4

Bill Black Mark Bresley Barbara Echtenkamp Tom Friehe Joe Gehrki John Hansen Mark Hart Jacki Inman Harold Johnson Henry Kammandel Vincent Leisey Shawn Maloy Kathy Miller Debbie Mitchell Deda Myhre Jim O'Neal Kris Pierce Mike Riedmann



Laura Longo showing her hula moves at Putt Putt Tournament

NRA License Law Committee

Katie Adams Andy Alloway Denice Coenen Megan Jaspers Henry Kammandel Jr Vincent Leisey Jim Morrison Deda Myhre Sharon Rich

Doug Steinkruger

Vaughn Wiebusch



David Matney and Henry Kammandel present Brian Barks, Director of Development of the Food Bank with a donation

NRA Nominating Committee

Katie Adams Andy Alloway Joe Gehrki Henry Kammandel Jr

NRA Participation Task Force

Joe Gehrki Lisa Ritter Doug Steinkruger Donna Stephens Robert Wiebusch



Joe Gehrki hamming it up for RPAC.

NRA Pathways to Professionalism Committee

Monica Humpal Jill Karloff Julie May Tony Tyrrell

NRA REALTOR® Champions (Senator Contact Team)

Mark Bresley
Joe Gehrki
Jacki Inman
Kathy Miller
Kris Pierce
Mike Riedmann
REALTOR® FOCUS

NRA Regional Grievance Committee

Dave Maloy Tim Reeder Bill Swanson

NRA Regional Professional Standards Committee

Andy Alloway Ellie Bane Eileen Schultz

NRA Regulatory Interview Subcommittee

Diane Battiato Doug Steinkruger

Nebraska RPAC Trustees

Joe Gehrki Kathy Miller

HOME OWNERSHIP MATTERS

NRA Professional Standards Review Committee

Ellie Bane
Bill Black
Jim Cobb
Barbara Echtenkamp
Donald Evans
Todd Gould
Suzi Mack-Modlin
Gary Stoneburg
Tony Tyrrell



NRA Strategic Planning Committee

Katie Adams Mark Leaders Mike Riedmann Lisa Ritter Bill Swanson Robert Wiebusch Will De Rosear, a home mortgage consultant and renovation specialist, speaking with PK Kopun, Sue Bayliss, Kerri Kelly, Jill Sass and Norm Wordekempter.

OMAHA AREA BOARD OF REALTORS®

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Wendy Walker



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Lisa Ritter, Vince Leisey and Ann Pedersen, Director of Public Relations Lovgren Marketing Group.

OABR Diversity Committee

Franchell Abdalla Trudy Ahlstrom Linda Bolden

Mark Wehner

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Submitted By: Pat Casey Home Buyers Protection Company



Is Your Home Inspector Licensed?

As home inspection has become a common step in the home buying and selling process, the need for some type of standardization and regulation may be needed. To date, over half of the states have some type of home inspector regulation. No State licensing or regulation is available for home inspectors in Nebraska or Iowa. Legislation has been introduced in both States in previous years, but none have been enacted to date.

In lieu of licensing, one of the best credentials for our profession is to be 'certified' by the American Society of Home Inspectors* (ASHI). ASHI is one of the largest national organizations of home inspectors, and they have established a meaningful set of guidelines to become certified. To obtain the ASHI Certified Inspector (ACI) designation, the inspector must:

- Pass the National Home Inspector Examination®
- Perform a minimum of 250 fee-paid inspections that meet or exceed ASHI Standards of Practice
- Have 50 inspection reports verified that they comply with minimum ASHI standards
- Maintain a minimum of 20 continuing education credits annually
- Agree to perform inspections according to the ASHI Standards of Practice and Code of Ethics

Qualified home inspectors are essential to real estate transactions to accurately inform buyers and sellers of the



condition of their properties. To find a list of local ASHI inspectors go to www.ashiomaha.com or www.ashi.com.

Patrick and Cherie Casey are owners of the Home Buyers Protection Company. Their company was founded in 1980 and was the first inspection company in this market. Mr. Casey is a co-founder of the Greater Omaha ASHI chapter. He has served on several local and national committees and boards, and he was the national President of ASHI in 1997. Mr. Casey and his team continue to set the standards for home inspections.

If we can be of assistance to you, please call our office at 402-334-7926 or contact us at www.hbponline.com.

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AFFILIATES

a council of the Omaha Area Board of REALTORS®

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.

AFFILIATE MEMBERS ATTENDING THE JANUARY 2013 MEETING:

Wendy Walker (President) – Nebraska Title Company Mary Sladek (President-Elect) – My Insurance LLC Brenda Stuart (Treasurer) – ServiceOne Inc Lori Bonnstetter – 2-10 Home Buyers Warranty Lisa Marie Bullerman – Staging Design by Lisa Marie Cherie Casey - The Home Buyer Protection Co Lisa Conover – Rearranged for Change Liz Cooley - Rearranged for Change Jim Holmes - Focus Printing Debbie Kalina - Radon Pros LLC PK Kopun – Centris Federal Credit Union Laura Longo – Centris Federal Credit Union Andrea Maleki – Andrea Maleki State Farm Insurance Marty McGuire - Farm Bureau Financial Services Chip Monahan - Monahan Financial Inc Kayci Parker - Metro 1st Mortgage Regi Powell – Farmers Insurance/Powell Insurance Brent Rasmussen – Mortgage Specialists LLC Iulie Sherman – United Distributors Inc Ruth Smith - Norm's Door Service Tom Sutko – AmeriSpec Home Inspection Serv Matt Thiel - DRI Title & Escrow Stacy Thorne - Franklin American Mortgage Co Heidi Weeks - Centris Federal Credit Union Connie Windhost - Two Men and A Truck Dawn Zaller - FPF Wholesale

www.OABRaffiliates.com.

UPCOMING MEETINGS:

- Tuesday, February 5, 9:00 a.m.
- Tuesday, March 5, 9:00 a.m.
- Tuesday, April 2, 9:00 a.m.

All Affiliate members are welcome to attend.

Continued from Page 5
Jenn Haeg
Gwen Lavender
Jackie McCabe
David Matney
Deda Myhre
Cheryl Olsberg
Mary Sindelar
Angel Starks
Carole Souza
Cameron Thomas
Kathy Thomas

Michele Torrence

OABR Education Forum

Crystal Archer Bryan Fraser Susan Geschwender Terry Kempf Predrag Kopun Jeri League Bobbi Leibowitz David Matney Marilyn Mentzer Trudy Meyer Ben Proctor Sharon Rich Paul Roth Eileen Schultz Kathy Welch Robert Wiebusch

OABR Governmental Affairs

Jerry Ahlvers Jill Anderson Ellie Bane Diane Battiato Mike Blackmon Angela Brandt Mark Bresley Judy Burford Brian Carlin Deb Carlson Doug Donaldson Barbara Echtenkamp Bryan Fraser Julie Fredrickson Ioe Gehrki Jo Ann Grennan Don Groesser Rusty Hike Jacki Inman Harold Johnson Henry Kammandel Jr Julie Lauritsen Mark Leaders Kelly Lewis



TJ and Mamie Jackson ringing for REALTOR® Ring Day.

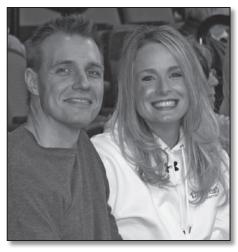


Shawn Maloy presenting Sharon Rich with OABR REALTOR® of the Year award.



Doug Dohse and Brenda Stuart at the Putt Putt Tournament.

Kathy Miller Deda Myhre James O'Neal Megan Owens Walt Peffer Kris Pierce Susan Rauth Mike Riedmann Lisa Ritter Kay Ruckle Becky Sandiland John Seigel Alan Strong Bill Swanson Paul Vojchehoske Vaughn Wiebusch Scott Yahnke



Andy and Jen Alloway enjoying hockey event.

OABR Issues Mobilization Fund

Judy Burford
Joe Gehrki
David Matney
Kathy Miller
Deda Myhre
Lisa Ritter
Bill Swanson
Paul Vojchehoske
Mark Wehner

OABR Nominating Committee

Cathy Blackman Mark Bresley Megan Jaspers David Maloy David Matney Deda Myhre Mike Riedmann



Aaron Horn teaching a KIP Class sponsored by the Education Forum.

OABR Social Events Forum

Anthony Anzalone Lori Bonnstetter **Brook Bower** Lisa Bullerman Kellie Christensen Susan Clark Terri Dennhardt Doug Dohse Janet Dragon Luke Ediger Rich Edwards Christine Gibson Ericka Heidvogel Rusty Hike Jennifer Huss Jacki Inman Mamie Jackson Coquette Jensen Debbie Kalina Lisa Kenison



Robert Wiebusch instructs Terrie Wohlers and Mary Jo Landen at a Paragon CMA class.

Continued on Page 9
REALTOR® FOCUS

Pat Lichter

David Matney

Kelly Mikeliunas



Your YPN members at work for you, with Roger Morrissey, guest speaker. Andrea Nicholson, John Dennison, Lindsey Krenk, Megan Jaspers, Jessica Sawyer and Nick Boyer.

Lindsey Krenk
Monica Lang
Mark Leaders
Laura Longo
Deb Martin
Summer Martin
Deda Myhre
Brenda Stuart
Bill Swanson
Dixie TenEyck
Shari Ann Thomas
Marlyn Wilke

YPN Advisory Board

Nick Boyer John Dennison Megan Jaspers Lindsey Krenk Justin Lorimer Kara McGowan Andrea Nicholson Jessica Sawyer Chapin Sellin-Kurtz Melissa Turner Robert Wiebusch



Mark Leaders, a proud owner of a signed Omaha Lancer hockey stick.

OABR Affiliates, a Council of Omaha Area Board of REALTORS®

Lori Bonnstetter Lisa Bullerman Cherie Casey Lisa Conover Liz Cooley Janet Dragon Jim Holmes Jon Jacobi Debbie Kalina PK Kopun Laura Longo Andrea Maleki Deb Martin John Ponec Regi Powell Brent Rasmussen REALTOR® FOCUS



A group of people waiting to go on their airboat ride.

Julie Sherman
Mary Sladek
Ruth Smith
Jody Smythe
Brenda Stuart
Tom Sutko
Matt Thiel
Stacy Thorne
Jon Vacha
Wendy Walker
Heidi Weeks
Connie Windhost
Dawn Zaller



Joe Gehrki, Dennis & Lisa Ritter take time to socialize.

GREAT PLAINS REALTORS MULTIPLE LISTING SERVICE INC

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Rich Edwards helping with OABR's Winter Coat and Clothing Drive.

Time to get Active? Join the fun!

Contact Donna Shipley at DShipley@OABR.com or 402-619-5551.

YPN: Busy December

"The great thing in this life is not so much where we are, but in what direction we are moving." — O.W. Holme. I find this a very fitting quote for our OABR Young Professionals Network. As an organization, we are working hard to impact our industry in a positive way, create meaningful and long lasting relationships, and challenging trends and technology to make this the best industry possible.

This year is off to a running start. The YPN is excited to host our first annual Bingo night! Please mark your calendars for February 28th. We will be hosting this event at Gator O'Malley's, 12143 West Center Road. There will be a \$10 entry fee and that includes unlimited bingo from 6-8. Flyers with additional information and how to register will be sent out. There will also be drink specials and appetizers for you to enjoy. The YPN will donate all the proceeds to Project Wee Care so we can continue to sponsor families in need during the holiday season. This will be a fun night for REALTORS® and Affiliates of any age to enjoy together.

As the YPN continues to make plans for 2013, some additional events to watch for will be our Lucky Bucket Tour and another fun and interactive lunch and learn. As the OABR YPN works to continues to strengthen our mission through nurturing the positive relationship between the real estate industry and the public and offering education and networking opportunities to all of our

members, please continue to follow us on Facebook at facebook.com/ OABRYPN and watch for emails from YPN@OABR.com to find out how to sign up for this event and learn about future ones. We can't wait to see you all on February 21st at Bingo night and other upcoming events.



Megan Jaspers, Chair





MOBAupdate

Metro Omaha Builders Association

The Metro Omaha Builders Association is Poised to Make an Impact in 2013!

A newly elected Board of Directors, more calendar events, fresh ideas and more ways to keep MOBA members at the top of their businesses... With four brand new directors on the MOBA Board and direction from the focus group, change is top priority. Members will have more opportunities for publicity. More advertising, more events, even the monthly members meetings have been changed to luncheons to better accommodate busy schedules. There is still time to take advantage of MOBA's consumer events. Look for the upcoming Omaha Home Show (www.OmahaHomeShow.com) and Remodel Omaha Tour at the end of March. Sign up up for a booth or enter a remodeling project. Call MOBA at 402-333-2000 or teresa@moba.com for more information.

The calendar at www.MOBA.com is constantly being updated, so check www.MOBA.com for the latest information. If you haven't seen the numbers for MOBA.com, the website is well on its way to become a valuable resource for new homebuyers. Whether it's to find a builder, remodeler or home service, people are also searching the list of open houses. to find the home of their dreams. Is your home listed? You might want to check it out for yourself and be where buyers are looking...

February

MOBA calendar

- **12** MOBA Board of Directors Meeting Noon MOBA Conference Room
- 26 MOBA Monthly Luncheon at Anthony's 11:30am to 1:00pm Guest speaker will be David Brown of the Omaha Chamber of Commerce RSVP to teresa@moba.com by Friday, Feb 22.

March

21-24 Omaha Home Show... Sign up for your booth space NOW! OmahaHomeShow.com

23-24 Remodel Omaha Tour...

Call Kent 402-493-5621 to Enter your project.

visit the calendar on the NEW www.MOBA.com for more and current info.

Need to Renew your MOBA membership?
You can now pay online...
just click on "Join MOBA"



Prizes will be awarded for the best "Secret" Chili!



Judging (and tasting) Will be on:
Tuesday, February 12, 2013 from 11:00-1:00 p.m. in the
Omaha Area Board of REALTORS® Education Center

CHILI COOKING CONTEST RULES OF COMPETITION

- 1. Any office (or combination of offices) may enter, including REALTOR $^{\circ}$, Affiliates and Institute Affiliates.
- 2. Chili must be prepared ahead of time and brought hot to the OABR.
- 3. A double batch of chili must be prepared to provide samples to everyone attending (over 200 people attend each year)
- 4. Winners will be based on ballot vote by celebrity judges. There will be prizes to the winning participating chefs.
- 5. Judging will be at 11:00 a.m. and the decision will be final.
- 6. The OABR will provide serving cups, spoons and napkins for each person. Pop will also be available.

If you or someone in your office would like to participate as a chef in the cookoff, please contact:

Donna at the OABR
Office, 402-619-5551 or
DShipley@OABR.com,
by February 7, 2013.





































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Continued from Page 1

school, and dozens of other social and emotional benefits to having that solid foundation of home ownership.

There is one thing very clear that we, as an industry, have to be very mindful of... that it is our charge to not only help those who want to buy and sell their homes, but help to protect the very fabric of owning those homes. We must do what we can to keep those who have the ability to pass laws that could harm our industry to remember their own trips to 'Grandma's house' and make sure that our children, and many generations to come, have that same chance to foster those memories of their own. As important as last year was in raising awareness for the positive impact of what our dollars invested in RPAC are doing, this year is even more critical.

This year we have new lawmakers in both the house and senate that need to understand that doing harm to the financial benefits, or further hampering the ability to qualify for a home loan is of the utmost importance for the financial healing of our nation. We have important local elections to consider. Let's make sure we do our part to keep the memories of 'Grandma's house' alive and well for decades to come...



Omaha Elections

The Omaha Area Board of REALTORS® Governmental Affairs Candidate Recruitment Subcommittee met on Wednesday, January 23, to interview candidates for the upcoming city elections.

The Mayor and all seven City Council seats are up for election. The primary election is Tuesday, April 2. The top two candidates will advance in each race. The general election will be held on Tuesday, May 14.

Five Mayoral candidates and six City Council candidates discussed their campaigns and answered questions presented by the subcommittee. The interviews help determine the most REALTOR*-friendly candidates when it comes to industry issues, and who should be considered for Nebraska RPAC funding.

If you live in Omaha, please vote in both elections. If you are not registered at your current address, or if you want to vote early contact the Douglas County Election Commission: www.VoteDouglasCounty.com.

If you are interested in becoming involved in the OABR governmental affairs process, please contact Joni at 402-619-5556 or JoniC@OABR.com.



Next Event

Affiliate Golf Outing

June 17, 2013 — Champions Run (more information to follow)

Membership Report

DECEMBER 2012

NEW REALTORS®

Arrasmith, Chris – CBSHOME Real Estate – 147th Hosler, Adam – DVG Realty

Fehringer, Sarah – DEEB Realty – 117th

Ketcham, Aimee – Prudential Ambassador Real Estate – California #101

Lewin, Derick – PJ Morgan Real Estate

Myers, Christopher – NP Dodge Real Estate Sales Inc – 129th Dodge

Novacek, Patricia – NP Dodge Real Estate Sales Inc – Pierce

Novak, Katherine – Keller Williams Greater Omaha – Giles #2

Shour, Christine – Prudential Ambassador Real Estate – California #101

Skarperud, Jennifer – NP Dodge Real Estate Sales Inc – Pierce

Triplett, David – Prudential Ambassador Real Estate – California #101

NEW AFFILIATES

Getsfred, Angie – AmeriSpec Home Inspection Serv Good, Don – Thrasher Basement Systems Inc

REALTOR® CANDIDATES

Gorsuch, Brian – Weichert Realtors River Cities O'Connor, Joseph – Prudential Ambassador Real Estate – California #101

AFFILIATE CANDIDATES

Dejong, Jeff – Amoura Productions Jeffrey, Kristi – First National Bank of Omaha McGuire, Marty – Farm Bureau Financial Services

MEMBER TRANSFERS

Arnett, Susan from CBSHOME Real Estate – Lakeside to NP Dodge Real Estate Sales Inc – Pierce

Edwards, Richard from CBSHOME Real Estate – Lakeside to Prudential Ambassador Real Estate – California #101

Hendrix Schied, Jennifer from NP Dodge Real Estate Sales Inc – Lakeside to Prudential Ambassador Real Estate – California #201 Hogan, Lenice from CBSHOME Real Estate – 121st Pacific to DEEB Realty – 117th

Hult, Alison from Keller Williams Greater Omaha – California to NP Dodge Real Estate Sales Inc – Pierce

Kleeman, Rita from Zachland Real Estate Inc to Keller Williams Greater Omaha – California

Knight, Diana from Real Estate Associates Inc to Weichert Realtors River Cities

LeVier, Colleen from Nextage ASHAR Realty to Red Barn Realty LLC

Martinez, Hector from NP Dodge Real Estate Sales Inc –
129th Dodge to NP Dodge Real Estate Sales Inc – Lakeside

Pflaum, Kathryn from CBSHOME Real Estate to Prudential Ambassador Real Estate – California #101

Ramsey, Mark from SureMove Realty to Prudential Ambassador Real Estate – California #101

Venteicher, Jeff from SureMove Realty to Prudential Ambassador Real Estate – California #101

Woodle, Heather from Access Realty to Keller Williams Greater Omaha – LaVista

Woodle, Sandra from Access Realty to Keller Williams Greater Omaha - LaVista

REACTIVATED MEMBERS

Fagin, Abigail – Legacy Homes Omaha LLC McCart, Kevin – Prudential Ambassador Real Estate – California #101 Sabaliauskas, Timothy – Red Barn Realty LLC Wedemeyer, David – Robert Thompson Real Estate

RESIGNATIONS

Adams, Gregory - SureMove Realty

Andrews, Jessica - CBSHOME Real Estate - 121st Pacific

Ayres, Brianna – CBSHOME Real Estate – 121st Pacific

Bergl
nd, Allen – NP Dodge Real Estate Sales Inc
 – 35 Dodge

Blomendahl, Leon – Blomendahl Appraisals

Brown, Bradly - NP Dodge Real Estate Sales Inc - Pierce

Chapman, Carol – Keller Williams Greater Omaha – LaVista

Cone, Sandra – Don Peterson & Associates Real Estate – 23rd

Dahlin, Sheri – Prudential Ambassador Real Estate – California #101

Durlin, Susan - Keller Williams Greater Omaha - LaVista

Fritt, Maureen – Amoura Productions

Geer, Terrie – All Towns Real Estate LLC

Humlicek, Lisa – DEEB Realty – 117th

Jones, Carol - NP Dodge Real Estate Sales Inc - Lakeside

McCauley, Kathryn – Real Estate Associates Inc

McConkey, Charles – NP Dodge Real Estate Sales Inc – Co Bluffs

McCune, Susan – Prudential Ambassador Real Estate – California #101

McKay, Deborah – CBSHOME Real Estate – Lakeside

Marco, Jimmie – Real Estate Associates Inc

Mavropoulas, Dimitrios – DVG Realty LLC

Melichar, Larry - CBSHOME Real Estate - California

Miller, Christopher – CampusTown LLC

Pearce, Nicholas – NP Dodge Real Estate Sales Inc – Pierce

Powell, Ryan – NP Dodge Real Estate Sales Inc – Co Bluffs Rasmussen, Pamela – NP Dodge Real Estate Sales Inc – 129th Dodge

Roth, Bartley – CBSHOME Real Estate – 147th

Ruma, Matthew - DEEB Realty - 117th

Savery, Mindy – NP Dodge Real Estate Sales Inc – Pierce

Schaff, Darla – CBSHOME Real Estate – Lakeside

Torres-Lopez, Karla – Vision Casa Real Estate PC

Towns, Joseph – All Towns Real Estate LLC

Vrtiska, Dawn – RE/MAX Real Estate Group – Giles

Wolf, Dawn – DEEB Realty – 117th

Zabawa, Carlene – American National Bank

NEW REALTOR® COMPANIES

Movoto Inc – 1730 S El Camino Real Ste 500, San Maleo, CA, 94402

MLS Secondary Only Phone: 650-241-0910

Designated Realtor Mark Barrett

Timothy J Wurth Broker – 11825 Hickory Rd, Omaha, NE, 68144

OABR/MLS Phone: 402-397-7890 Designated Realtor: Timothy Wurth

COMPANY ADDRESS AND PHONE UPDATE

(Notify the Board office for all directory changes fax to 619-5559)

Solution Realty Inc - 971 S 95th St, Omaha, NE, 68114

MEMBERSHIP STATISTICS

OABR

	Dec 2012	Dec 2011
Designated REALTOR®	210	217
Des. REALTOR® Secondary	0	1
REALTOR®	1870	1879
REALTOR®-Secondary	1	1
TOTAL	2081	2098
Institute Affiliate	72	66
Affiliate	217	194
Other	5	6
TOTAL	2375	2364
	Dec 2012	YTD
New REALTOR® Members	5	231
Reinstated REALTOR® Members	5	91
Resignations	35	320

GPRMLS

	Dec 2012	Dec 2011
Participants (Primary)	196	207
Participants (Secondary)	55	57
Subscribers (Primary)	1848	1847
Subscribers (Secondary)	168	181
Exempt	31	29
TOTAL	2298	2321

COMPANY NAME CHANGE

NP Dodge Real Estate Sales Inc - All Offices

CHANGE OF DESIGNATED REALTOR®

NP Dodge Real Estate Sales Inc – All Offices – Mike Riedmann

CHANGE OF MANAGER

CBSHOME Real Estate – Twin Creek – Bryan Fraser (Formerly Rusty Hike)

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

MARCH ORIENTATION

- Tuesday, March 5, 8:30 a.m. to 4:00 p.m.
- Wednesday, March 6, 8:30 a.m. to 4:00 p.m.
- Thursday, March 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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Heidi Stodola, Marketing Manager,
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(I-80 and 60th)

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WCR TRIVIA NIGHT

DATE: March 7th, 2013 \$20 per person \$160 table (8)

Doors will open @ 5:30p.m. DecorateTable and bring your Own food items for Dinner/snack~ Trivia starts at 7p.m. promptly

Contact:

Lori Bonnstetter 402-536-0234 Ibonnstetter@2-10.com

or

Sue Mohr

Phone: 402-980-7219

Send Contracts to:

Email: smohr@sacfcu.com

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Omaha, NE 68135

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Senator Mike Johanns

Senator Mike Johanns (R-NE) spoke to a group of REALTORS® at the Omaha Area Board of REALTORS® on Friday, January 25. Senator Johanns talked about the Fiscal Cliff, and how the "deal" that was negotiated in Congress is not perfect. He compared political negotiations to real estate deals, and how they aren't perfect, but a compromise between two parties. The Senator discussed consequences of the Fiscal Cliff, which includes a five-year extension of the child care and education credits; the phase out of the PEP-Pease, which is a Personal Exemption Phase Out (introduced by Senator Pease) that will phase out

certain deductions over the next few years.

Senator Johanns said the U.S. has a spending problem. five programs comprise 82 percent of spending: Medicare, Medicaid, Defense, Social Security and interest on the debt.





He said we are a generous nation but have overpromised what we can produce. The economy is improving, but the nation will not get out of debt overnight.

According to Senator Johanns, REALTORS® should watch FHA loan regulations, financing rules including down payments, tax reform, and the deductibility of jumbo loans.

He also answered questions from the group.

The Truth About Mold

By Jon Vacha

Home Standards Inspection Services

Mold plays an important part in our ecosystem by breaking down and recycling material in nature. Mold can become troublesome when it is allowed to grow inside our homes. It is important to know where to look for mold so a problem can be identified. Then, having the ability to clean up the mold and stop it from continuing to grow or return is ideal. There are thousands of types of mold, but one of the most common we find during inspections is called Cladosporium. This black pepper-looking mold can cause severe reactions to those of us with allergies, asthma, or more sensitive immune systems.

Mold needs moisture to grow. During

home inspections mold is found near leaky pipes or places where water from the exterior is allowed to penetrate the house. In attics with insufficient venting, high humidity can allow mold to grow on the underside of the sheathing of the roof. Although mold in this location shouldn't pose a risk to our health, it can cause damage to the integrity of the roof if allowed to grow and decompose the sheathing.

When mold is found, the moisture intrusion needs to be stopped. Ventilation can be improved in an attic. A leaking roof can be patched. A leaky pipe can be fixed. But, the most common problem we find is also the most simple to solve. By improving the grade around the house it ensures that water is draining away from the house instead of

towards the foundation. If water is not against the foundation then it can't find its way inside through basement walls. Also make sure the gutters and extensions are installed and working properly.

If mold is not identified visually it can often be suspected by its odor. A room or basement that gives off an earthy or musty smell can be an indicator that one should be suspicious of mold present. If mold is identified or suspected in a home, a mold test can be administered. An air sample is taken in the interior near the area of suspected mold and then a control sample is taken outside. Then, both samples are shipped to a lab for analysis. The results provide the clarity of knowing what type of mold is present and can give direction on how to move forward.

Meet Our Newest Inspector



INSPECTION

Jon has been with the company for the last five years helping us as the accountant and managing office needs. He decided last summer to come on full time with Home Standards.

Jon and Tim Krof both have

SERVICES

accounting degrees. This attention to detail learned in school and the practical knowledge they both learned while working in the construction industry are great foundations for successful home inspectors.

Jon has been part of construction crews from a very young age and worked his way through school on construction crews. After college he worked as an accountant in a property management company for four years. Jon is a member of the American Society of Home Inspectors and has had many hours of ASHI training these last 6 months. Most importantly, Jon has shadowed and inspected

with Steve and Tim for the last 6 months, learning the Home Standards Procedures.

Steve Vacha

President

Phone (402) **392-2020**

www.**HomeInspectorOmaha**.com

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RSVP to Donna at 402-619-5551 or DShipley@OABR.com.

If you would like Broker Approved Credit for this, talk with your broker today!

Thursday, February 21 10:00 a.m. - 11:30 a.m.



Governor Heineman to Speak at OABR

Governor Dave Heineman will be at the OABR on Monday, February 11 at 11:00 a.m. to talk to REALTORS*. He will be speaking in the Education Center on issues of importance. Please join us for this event — everyone is welcome! Questions? Contact Joni at 402-619-5566 or JoniC@OABR.com.

Personals

CONDOLENCES to Dixie TenEyck and Lindsey Krenk of RE/MAX Results on the loss of their mother-in-law/grandmother.

CONDOLENCES to Sue Arnett of NP Dodge Company on the recent loss of her husband Gary "Ken", formerly an OABR Member.

SEND US YOUR NEWS!

Fax: 402-619-5559 Email: DShipley@OABR.com Phone: 402-619-5551 Mail: 11830 Nicholas St., Omaha, NE 68154.





Canned Food Drive

Food collected will be donated to the Food Bank for the Heartland

February 12, 2013

11 a.m. to 1 p.m.

OABR Office 11830 Nicholas St. • Omaha, NE

Real Estate Offices that want to participate should contact Debbie Kalina at 402-639-1100 or Debbie@OmahaRadon.com to arrange for a barrel to be delivered to their office (by the Food Bank for the Heartland) for the collection.

The barrels will be dropped off at offices ahead of time (2 weeks or so) for the collection of canned goods. The food bank will then pick up the barrels and weigh them. People can also bring food to the Chili Cook-Off to donate, if they so choose.

Prizes

Real Estate Offices will be competing for prizes for the most food donated by office (by weight) per capita.

Sponsored by:



in conjunction with the OABR Social Events Forum Annual Chili Cook-Off

www.OABRaffiliates.com

Important Tidbits on RPAC

- The National Association of REALTORS® is the leading advocate for housing issues.
- NAR's REALTOR® Political Action Committee (RPAC) is a grassroots-based organization that backs congressional candidates who have strong records of supporting homeownership and private property rights.
- NAR members participate in the political process to ensure that the REALTOR® point-of-view on homeownership and private property rights is heard at all levels of government.
- RPAC supports candidates of any party who understand and champion real estate issues. It is the most bipartisan PAC in the country. Political expenditures are divided nearly evenly among Republicans and Democrats based on their positions and voting records on real estate issues.
- Candidates are selected based on feedback from REALTORS[®] in the representative states who know the candidates best.
 NAR encourages REALTORS[®] to get involved in their local and state associations and that decision-making process.
- NAR does not back political parties or movements within those parties, and does not get involved in presidential politics.
- NAR encourages REALTORS® to invest in their industry's future through RPAC; more than one in four REALTORS® contributed to RPAC last year.
- RPAC's record of success demonstrates that REALTORS°
 are among the most politically active and engaged citizens in
 the country.
- One hundred percent of RPAC contributions are used to elect pro-REALTOR® candidates. Seventy percent of the funds remain in the states in which the contributions are collected to be used in state and local elections, and the remaining 30 percent of contributions are forwarded to the national RPAC to fund key U.S. House and Senate races.
- RPAC distributed a record \$4.5 million in direct contributions to federal candidates in the 2010 election cycle, making it the number one trade association political action committee in the nation.
- NAR spent roughly \$14.5 million during the 2009-2010 election. This was the most ever spent by the association.
- RPAC supported 451 candidates for the U.S. House of Representatives and Senate during the 2009-2010 cycle. Of these candidates, 406 won their races, giving RPAC a 90 percent winning record. In the House, 376 of the 417 RPAC-supported candidates won their seats. In the Senate, 30 of the 34 RPAC-supported candidates were elected.
- During the 2009-2010 cycle, RPAC gave 53 percent of its direct contributions (RPAC and President's Circle contributions combined) in support of Democrats and 47 percent to Republicans. This makes RPAC the most bipartisan major PAC in the country and a testament to our "REALTOR" Party" political strategy.

- In 2011, 288,518 of NAR's 1 million members contributed to RPAC. In addition, 41 out of 50 state REALTOR* associations as well as the territorial associations of the District of Columbia, Guam, and the U.S. Virgin Islands reached their RPAC fundraising goal.
- The REALTOR® Action Center gives all REALTORS® who have a current, valid e-mail address or access to the Internet a fast and easy way to contact their members of Congress to present NAR's legislative positions. In responding to NAR Calls for Action, REALTORS® send letters to members of Congress on issues that matter to them and their clients with the click of a mouse. In 2011, NAR issued four calls for action to members and averaged a response rate of 12 percent.

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An 'Authorization' code is used when installing the eKEY app on an authorized Smartphone; i.e. a BlackBerry, Android OS or iPhone. This code is good for up to 48 hours from the time it is generated and can only be used *one* time.

There are two ways to get an Authorization code... call Supra at 402-619-5566 from 7am – 9pm CST or you can log into SupraWEB 24/7 and obtain an authorization code code.

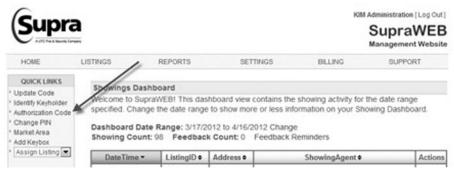
Log onto SupraWEB

- 1. Go to; www.Supra.OmahaREALTORS.com
- 2. Enter your User ID and Password and click Login
- 3. If you do not already have an account set up with SupraWEB you can click on 'Register' under 'New User Registration.'

- 4. If you are a New User you will need your key serial number and four digit pin number to finish this process.
 - You can find your key serial number in your eKEY app, tap on the app scroll left to right to access the second page in the app. Tap on the 'About' button and your key serial number will be listed there. Your four digit pin number is the same number you use to retrieve the house keys from a LockBox.
- 5. If you already have an account with SupraWEB and do not remember your USER ID, you will need to call *Technical* Support 402-619-5566 (Hours: 7am-9pm seven days a week) to obtain your User ID and you will then be able to reset your password.

Generate an Authorization Code

On the left side of the screen under Quick Links click on Authorization Code





ASK THE HOME INSPECTOR!

By Patrick Casey, PresidentThe 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: We never go into our attic and are wondering if we should have it inspected. What do you look for when you inspect an attic?

Answer: The attic is an important part of a home, and many homeowners seldom enter it. It contains the roof framing, insulation, some plumbing and some electrical wiring. During a home inspection, the attic is always entered if possible. Problems are frequently found, and the most common ones are:

• Inadequate attic ventilation which can cause damage to the insulation, damage to the roof framing, and mold. Frequently the vents that provide air circulation to the attic are blocked by insulation, and sometimes there are not enough vents installed when the home is constructed.

- Roof leaks
- Damage to the roof framing due to improper installation or improper modifications
- Damaged plumbing piping due to age or modifications
- Electrical safety hazards caused by improper modifications or age
- Animals in the attic

The attic is frequently overlooked because homeowners commonly have no reason to enter it. It is wise to have your attic inspected every couple of years to make sure no problems are occurring.

tion,

Home Buyers

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- Nebraska REALTORS® Association www.NebraskaREALTORS.com 402-323-6500
- Randall School of Real Estate www.RandallSchool.com 402-333-3004
- Real Estate Resource Institute (Paul Vojchehoske) www.mrrealestatece.com 402-660-0395
- REEsults Coaching (Mark T. Wehner) www.REEsultsCoaching.com 402-676-0101
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Know the Code

• Standard of Practice 16-9

REALTORS®, prior to entering into a representation agreement, have an affirmative obligation to make reasonable efforts to determine whether the prospect is subject to a current, valid exclusive agreement to provide the same type of real estate service. (Amended 1/04)

Standard of Practice 16-10

REALTORS®, acting as buyer or tenant representatives or brokers, shall disclose that relationship to the seller/landlord's representative or broker at first contact and shall provide written confirmation of that disclosure to the seller/landlord's representative or broker not later than execution of a purchase agreement or lease. (Amended 1/04)

• Standard of Practice 16-11

On unlisted property, REALTORS® acting as buyer/tenant representatives or brokers shall disclose that relationship to the seller/landlord at first contact for that buyer/tenant and shall provide written confirmation of such disclosure to the seller/landlord not later than execution of any purchase or lease agreement. (Amended 1/04)

REALTORS® shall make any request for anticipated compensation from the seller/ landlord at first contact. (Amended 1/98)

Standard of Practice 16-12

REALTORS®, acting as representatives or brokers of sellers/landlords or as subagents of listing brokers, shall disclose that relationship to buyers/tenants as soon as practicable and shall provide written confirmation of such disclosure to buyers/tenants not later than execution of any purchase or lease agreement. (Amended 1/04)

Standard of Practice 16-13

All dealings concerning property exclusively listed, or with buyer/tenants who are subject to an exclusive agreement shall be carried on with the client's representative or broker, and not with the client, except with the consent of the client's representative or broker or except where such dealings are initiated by the client.

Before providing substantive services (such as writing a purchase offer or presenting a CMA) to prospects, REALTORS® shall ask prospects whether they are a party to any exclusive representation agreement. REALTORS® shall not knowingly provide substantive services concerning a prospective transaction to prospects who are parties to exclusive representation agreements, except with the

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consent of the prospects' exclusive representatives or at the direction of prospects. (Adopted 1/93, Amended 1/04)

• Standard of Practice 16-14

REALTORS® are free to enter into contractual relationships or to negotiate with sellers/ landlords, buyers/tenants or others who are not subject to an exclusive agreement but shall not knowingly obligate them to pay more than one commission except with their informed consent. (Amended 1/98)

• Standard of Practice 16-15

In cooperative transactions REALTORS® shall compensate cooperating REALTORS® (principal brokers) and shall not compensate nor offer to compensate, directly or indirectly, any of the sales licensees employed by or affiliated with other REALTORS® without the prior express knowledge and consent of the cooperating broker.

• Standard of Practice 16-16

REALTORS*, acting as subagents or buyer/tenant representatives or brokers, shall not use the terms of an offer to purchase/lease to attempt to modify the listing broker's offer of compensation to subagents or buyer/tenant representatives or brokers nor make the submission of an executed offer to purchase/lease contingent on the listing broker's agreement to modify the offer of compensation. (Amended 1/04)

• Standard of Practice 16-17

REALTORS*, acting as subagents or as buyer/tenant representatives or brokers, shall not attempt to extend a listing broker's offer of cooperation and/or compensation to other brokers without the consent of the listing broker. (Amended 1/04)

• Standard of Practice 16-18

REALTORS* shall not use information obtained from listing brokers through offers to cooperate made through multiple listing services or through other offers of cooperation to refer listing brokers' clients to other brokers or to create buyer/tenant relationships with listing brokers' clients, unless such use is authorized by listing brokers. (Amended 1/02)

• Standard of Practice 16-19

Signs giving notice of property for sale, rent, lease, or exchange shall not be placed on property without consent of the seller/landlord. (Amended 1/93)

• Standard of Practice 16-20

REALTORS®, prior to or after their relationship with their current firm is terminated, shall not induce clients of their current firm to cancel exclusive contractual agreements between the client and that firm. This does not preclude REALTORS® (principals) from establishing agreements with their associated licensees governing assignability of exclusive agreements. (Adopted 1/98, Amended 1/10)

To download the Code of Ethics and Standards of Practice, go to: www.OABRdocs.com/code2013.pdf

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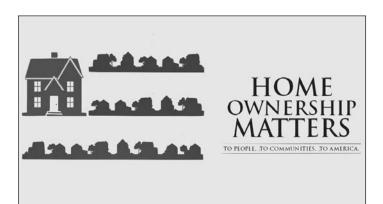




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WCR Program Luncheon

Making Technology Convenient in 2013

Speaker: Darci Person Owner of Astound Solutions

> February 14, 2013 11:45 a.m.

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

Champions Run 13800 Eagle Run Drive Lunch - \$15.00 See You There!



Real Estate Searches Up 253%

Real estate-related searches on Google.com have grown 253 percent over the past four years, according to a joint study from the National Association of REALTORS® and Google.

"Increasingly, online technologies are driving offline behaviors, and home buying is no exception," said Google Head of Real Estate Patrick Grandinetti. "With 90 percent of home buyers searching online during their home buying process, the real estate industry is smart to target these people where they look for and consume information — for example through paid search, relevant websites, video environments, and mobile applications."

The Digital House Hunt: Consumer and Market Trends in Real Estate leverages NAR's custom research and Google's proprietary and third-party research. Google's research focused on consumers who had completed an online "conversion"— taking the next step of contacting an agent or requesting additional information from a real estate company's website.

The study uncovered these trends in buyers who search for homes online:

- In the beginning of their search, buyers rely on search engines, moving toward maps in the middle of the process, and engaging mobile applications most toward the end of their search.
- First-time buyers frequently searched terms such as "FHA loan," "FHA," "home grants," "home loan," and "home buyer



assistance." Last year, more than four out of 10 first-time buyers purchased their homes with a Federal Housing Administrationinsured mortgage.

 The five states with the highest number of online queries from people presumed to be first-time buyers were Delaware,

Louisiana, Mississippi, South Dakota, and Wyoming.

- Queries related to retirement homes were highest in Nebraska, North Carolina, Oregon, Virginia, and Washington.
- For vacation home searches, the top five states were Florida, Ohio, Oregon, South Carolina, and South Dakota.
- Searches on numbers of bedrooms/bathrooms, square footage, garages, HVAC systems, and swimming pools accounted for 70 percent of all searched features on REALTOR.com.
- Of those who used a mobile device in their home search,
 48 percent did so to get directions to homes for sale, and
 45 percent used the device to request more information about home features or real estate services.

According to NAR's most recent Profile of Home Buyers and Sellers, multiple listing service websites and REALTOR.com were the top two websites used in online home searches. NAR reports that search activity on REALTOR.com has increased 31 percent nationwide between March and October 2012.

"These results parallel the trends shown in NAR's economic research reports," said NAR President Gary Thomas, broker-owner of Evergreen Realty in Villa Park, Calif. "As home sales and prices continue to trend up, more people are regaining confidence to invest in their future through home ownership."

Source: National Association of REALTORS®

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