

Omaha Area Board of REALTORS®

www.OmahaREALTORS.com

August 2015

BBQ at the Beach

Thank you to all who attended the 4th Annual BBQ at the Beach event on Thursday, July 23 at Bryson's Airboat Tours in Fremont. With over 200 OABR members and guests in attendance, we were able to raise over \$4,190 for RPAC.

From airboat rides to swimming, live music, and more, there was fun to be had by all ages. Members and their guests enjoyed a delicious BBQ meal catered by Texas Road House and live music provided by the Swampboy Blues Band, who continue to be a hit year after year.

We would like to thank those who sponsored and planned BBQ at the Beach for making this great event possible and everyone who attended for supporting RPAC and giving us our best turnout yet! We hope to see you there again next year!

More Photos on Page 8



OABR Annual Picnic

Wednesday, August 12; 11:00 am - 1:00 pm OABR Office

OABR Golf Outing hosted by the Affiliates Council

Monday, August 24; Shotgun start @ 10:00 am Oak Hills Country Club

130th Inaugural

Tuesday, August 25; 5:30 pm - Hor D'oeuvres 7:00 pm - Installation of Officers & Directors Champions Run

Face the REALTORS®: Mayor Jean Stothert

Thursday, August 27; 9:30 am - 10:00 am OABR Education Center





Omaha Area Board of REALTORS⁴ 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.



Message from the OABR President

Your "Caretaker" is moving on...

This is my last Presidential message to you as the 129th President of the Omaha Area Board of REALTORS[®]. There are a few things I'd like to share with you that have forever changed my views on so many things "real estate." From relationships to experiences, it has been both verifying and revealing!

First, a special thanks to my wife, Therese, for her incredible support over the last year. Without her, I would not have been able to lead this organization, maintain a career, and build a



Mark Wehner 2015 President

new business. It's always amazing how much the little things mean, especially when you look back!

Second, a heartfelt thanks to Doug Rotthaus and our entire OABR administrative staff. Without their efforts and energies I would have not been able to survive this year of meetings and organizational obligations. You all have made my presidency an enjoyable and memorable part of my life!

Third, I have gained a greater appreciation for our entire REALTOR® Association. Watching our local OABR and MLS officers, directors and volunteers dedicate their time and efforts to the unsung benefits they continually provided to our OABR/MLS membership has been extremely rewarding. Our state Association's contribution to the greater good of Nebraska REALTOR®, and our National Association's commitment to homeownership has made me proud to wear the REALTOR® logo! The collective and collaborated roles played by each will always benefit those that choose to take advantage of our REALTOR® associations at any level.

Lastly, I have learned that we CAN work together if we choose. No matter the company or ancillary affiliation, we should strive to always act as complimenting professionals, not enemies. I can only hope that I will be viewed as having risen above the politics and egos. My goal was to have a positive influence on everyone and everything real estate during my tenure. After all, the OABR President is merely a caretaker. There have been 128 OABR Presidents before me, and there will be hundreds more after me.

To my predecessors, I respect and thank you. To those that will follow, take good care of what will be put in your charge. Protect it, improve it, grow it, and pass it along to future generations in better shape than it was when it was entrusted to you.

Please accept my respectful and sincere goodbye...

Mark

September Events

- Knowledge is Power Thursday, September 17; 10:00 am - 11:00 am; OABR Education Center
- Putt Putt Golf Tournament
 Wednesday, September 23; 2:00 pm; Pacific Springs Golf Course

Omaha Area Board of REALTORS®

Come join the Hawaiian Luau!

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C

Wednesday, August 12, 2015 11:00 am - 1:00 pm

Omaha Area Board of REALTORS®

11830 Nicholas St Omaha, NE 68154

Free lunch provided! BBQ meal, drinks, and more!

Please park in the old Bag 'N Save parking lot. Ollie The Trolley will be providing shuttle service.

Hula hoop & limbo contests every 30 minutes! Winners will receive a \$25 gift card! Bring your REALTOR® friends to compete!

REGISTER TO WIN 1 of 30 \$50 gift cards from Affiliate Council sponsors!

SocialEvents

REALTOR® FOCUS

WARR

OMAHA AREA BOARD OF REALTORS®

130th Annual Inaugural



REALTOR

Join us for the 130th Annual Inaugral, ushering in Andy Alloway as your new 2016 Omaha Area Board of REALTORS® President as well as the 2016 OABR Officers and Directors.

Paul Vojchehoske of Nebraska Realty will preside as the Master of Ceremonies for the evening festivities. 2008 OABR President Henry Kammandel will officiate the installation ceremonies.



Andy Alloway 2016 President

All OABR members and their guests are welcome to attend. The installation will be preceded with hors d'oeuvres and networking. Dress business casual.

Tuesday, August 25

5:30 pm - Social Hour & Hor D'oeuvres 7:00 pm - Installation of Officers & Directors

> **Champions Run** 13800 Eagle Run Drive

> > \$18 / Person

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Make checks payable to the Omaha Area Board of REALTORS® Ticket orders are due by Friday, August 14, 2015 Questions? Contact Donna Shipley at 402-619-5551 or Donna@OmahaREALTORS.com

Mailing Address: Omaha Area Board of REALTORS® 11830 Nicholas St. Omaha, NE 68154

Omaha Area **Board of REALTORS®**

2015 BOARD OF DIRECTORS

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President-Elect Monica Lang

Secretary/Treasurer Mark Leaders

2016 Directors Nancy Bierman Lindsey Krenk

2017 Directors Megan Bengtson Doug Dohse

2018 Directors Susan Clark Herb Freeman **Bill Swanson**

Ex-Officio Directors Crystal Archer Henry Kammandel Matt Rasmussen Mark Wehner

Chief Executive Officer **Doug Rotthaus**



Officers and Directors

2016 President-Elect: Monica Lang

Monica Lang has been a REALTOR® since 1995. She has worked for Celebrity Homes for the past 18 years. Monica has personally sold over 1,000 Celebrity Homes. She was Celebrity Home's top producing agent in 2002, 2003 & 2007 - 2014. Monica has been an active member of the Women's Council of REALTORS® for nearly 2 decades. She was awarded WCR's service award in 2011 and is also a past WCR Education Chair, past VP of Membership and past Community Service Chair. Since 1998, Monica has received the National Sales & Marketing Million Dollar Circle Awards. She has earned her CSP (Certified New Home Salesperson) & the CRS designation (Certified Residential Specialist) Monica has also received the REALTOR® Mark of Excellence Award 2012-2014. Monica is an active member of the OABR Social Events Committee & the Governmental Affairs Committee. Outside of real estate she is a Level 1 Sommelier (trained wine professional). She enjoys frequent trips with her husband Mark to their condo in Napa Valley, California to enjoy wine country.

2016 Secretary-Treasurer: Mark Leaders

Mark Leaders has been an active member of the Omaha Area Board of REALTORS® since 1982. He is a manager for CBSHOME Real Estate. Mark holds the e-PRO and CRS designations. He was Nebraska CRS of the Year for 2012 and earned the Outstanding Service Award from OABR in 2010. He currently serves on the Nebraska REALTORS® Association Board of Directors and the OABR Board of Directors. He is also on the Social Events and Governmental Affairs Committees. Mark is married to Heidi and has two boys, Nick and David.

2018 Director: Susan Clark

Susan Clark was named Vice President of Residential Sales at P.J. Morgan Real Estate in 2014, where she is responsible for all operational aspects of the department and leads agent recruitment and mentorship. She is a REALTOR® in both Nebraska and Iowa, and holds the Certified Residential Specialist (CRS) designation. Susan currently serves on the Multiple Listing Service (MLS) Board of Directors and is the Social Events Committee Director for the Omaha Area Board of REALTORS®. She is also a past President of the Women's Council of REALTORS® Omaha Chapter. Susan has received numerous accolades for her excellence in real estate, including the local Women's Council of REALTORS®, REALTOR® of the Year and Entrepreneur of the Year awards. The Nebraska REALTORS® Association has recognized her with the Mark of Excellence award three times. Before joining P.J. Morgan Real Estate, Susan spent seven years at Deeb Realty, where she was awarded their Outstanding Service Award.

2018 Director: Herb Freeman

Herb Freeman is Chief Operating Officer and Director of Builder Services for NP Dodge Real Estate Sales, Inc., and has been in the real estate business since 1972. Herb is active with the Omaha Area Board of REALTORS®, the Great Plains Multiple Listing Service and the Nebraska REALTORS[®] Association where he will be the 2016 Treasurer. Herb has an MBA from UNL. He is the Second District Broker Member on the Nebraska Real Estate Commission and a Director of the Nebraska Investment Finance Authority representing the public at large. He is also a principal member of The Realty Alliance, a member of the Congress for the New Urbanism and an officer and director of the National Town Builders Association.

2018 Director Bill Swanson

Bill Swanson entered the Real Estate business in 1986 after switching majors at UNO to Real Estate and Land Use Economics, starting his career at the CBS Real Estate office at 50th and Grover. Bill has served on several committees and boards since then including the Government Affairs Committee, Candidate Review Board, Social Events Committee, and the MLS Users Group. Bill has been the chairperson of the Nebraska REALTORS® Association's Strategic Planning Committee and is a current Statewide Grievance Committee member. Bill has been the RPAC OABR Fundraising Co-Chair since 2012. Bill was the recipient of the 2011 Outstanding Service Award for OABR and the 2013 Outstanding Service Award for the Nebraska REALTORS® Association. Aside from Real Estate, Bill enjoys golf league, billiard league, and midnight movies.



Affiliate Spotlight

AmeriSpec - Tom Sutko

Mold is nothing new, but the technology for testing it is

Let's talk about MOLD!

According to the EPA, all molds have the potential to cause health issues.

Some issues may include headaches, breathing difficulties, skin irritation, allergic reactions and aggravation of asthma symptoms. Beyond health concerns, did you know mold can also cause structural damage to homes and businesses if not detected and remedied? Having mold can result in significant, unexpected repairs and ultimately lower property valuations.

Where and how it grows:

Mold will grow where conditions allow. Mold needs two things to grow: a food source and moisture. Interior food sources can be anything from dry wall & insulation to carpet or mattresses. Moisture can come from many sources: high humidity levels, leaky appliance hoses or roofs, improperly maintained air conditioners, landscape and drainage problems, etc. Combine both of those elements and VOILA, you have mold.

Mold during a Real Estate Transaction:

When it comes to buying and selling property, mold can be a "deal killer" no one wants to be faced with. However, if there was previous water damage to a property or you notice the musty aroma mold typically emanates, it's not uncommon to have an air quality test performed (If mold is visible, a swab test may be sufficient). Traditional airborne Mold and air quality assessment results can take up to 2- 4 days for review. Often times during a real estate transaction this waiting period can be grave. With the advancement of technology, there's now a way to detect elevated, indoor airborne mold levels and provide those results instantly. Today, we can deliver scientifically accurate, room-by-room results utilizing cutting-edge optical detection. This technology can change the way mold and air quality assessment testing has been done and provides you results without delay.

One form of this new technology:

InstaScope is one of the mold / air quality assessment systems which can calculate the airborne mold levels instantly. This technology offers a room by room analysis and the detection of airborne mold levels as well as biological particulate matter, real time. Instant results mean less time questioning the property's air quality and if needed, allow more time to assess potential costs associated with remedying it.

How it works:

This device uses optical detection and identification technology which was originally developed for detecting biological aerosols for the Government. It detects and identifies particles one at a time, much like a microscope, then applies advanced algorithms and analysis to the results. A certified indoor environmentalist will provide a comprehensive, assessment of the results and notes for any visible mold observed.

Instantly having results for mold / air quality assessments will allow you to address concerns quickly. Whether there's no action needed, a thorough cleaning of the surface or professional remediation of the mold source. Answers can be immediate.

As our industry continues to evolve, technology like this can potentially simplify the airborne mold testing process and eliminate the stress and time spent waiting for results.

It could allow us all to "breathe a little easier" and who wouldn't want that?

- Tom Sutko, AmeriSpec Inspection Services



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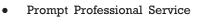
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AFFILIATES a council of the Omaha Area Board of REALTORS®

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.

AFFILIATE MEMBERS ATTENDING THE JULY 2015 MEETING:

Lori Bonnstetter (President) – 2-10 Home Buyers Warranty Brenda Stuart (Treasurer) – ServiceOne Inc Erin Trescott (Secretary) - Pulaski Bank Home Lending Michael Anderson – Veterans United Bret Andrews – American Home & Energy Consultants Karen Brink – Bliss Promotions Mary Byrnes - Guild Mortgage Cherie Casey – The Home Buyers Protection Company Kayla Cunningham – JH Willy Niki Cox – Eagle Mortgage Theresa Dein – Franklin American Mortgage Company June Eads - Amerispec Home Inspection Services Jan Eggenberg – SureHome Inspection Company Amanda Filippi – Flip Marketing Monica Gartner - First American Title Ins Company Mary Gorup - Integrity Termite Debbie Kalina - Radon Pros LLC PK Kopun – Centris Federal Credit Union Laura Longo - Centris Federal Credit Union Deb Martin – Great Western Bank Josh Nieman - Illuminate Financial Group Lisa Powell - Farmers Insurance Powell Insurance Brent Rasmussen – Mortgage Specialists LLC Mary Sladek – My Insurance LLC Ruth Smith - Norm's Door Service Jody Smythe - Security 1 Lending Meg Tentinger – US Bank Home Mortgage Matt Thiel - DRI Title & Escrow

UPCOMING MEETINGS:

- Monday, August 3, 9:00 a.m.
- Monday, September 14, 9:00 a.m.
- Monday, October 5, 9:00 am

All Affiliate members are welcome to attend. Visit us online: www.oabraffiliates.com

UPCOMING EVENT:

OABR Golf Outing Hosted by the Affiliates Council

Monday, August 24, 2015 Shotgun start: 10:00 am Oak Hills Country Club

See Page 17 for more details.

BBQ @ the Beach



















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Join us for **REALTOR® DAY** Wednesday, August 12th 11 a.m. - 2 p.m.

Lunch compliments of



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Please present your Business Card at the Gate for Admission. Real Estate Agents and Brokers ONLY. No family members or clients.

Join the 2015 RPAC Challenge!

Langford, Rachel

Maloney, Margaret

Riedmann, Coleen

50 CLUB (\$50+)

Lube, Elizabeth

Petersen, Leslie

Savery, Mindy

Storovich, Sara

Taylor, Vickie

Agosta, Logan Ahlvers, Raquel

Alai, Nancy

Alberts, Marla

Allen, Kathryn

Amick, Molly

Amos, Steven

Alexander, Chervl

Alloway, Jennifer

Amoura, Jo Anne

Amoura, Medhet

Andersen, Linda

Andersen, Cheri

Anderson, Jeanne

Meyer, Trudy

Birnstihl, Jason

Blinn, Ellen

Blume, Dirk

Bloom, Sharor

Bock, Andrew

Boe, Nancy

Bober, Christopher

Boothe, Jonathan

Boothe, Samara

Bowne, Connie

Boyd, Clinton

Boyles, Jo Brant, Angela

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Brown, Austin

Brown, Justin

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Chen, Huhai

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\$1 - A - DAY CLUB (\$365) Lang, Monica

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CONTRIBUTION GOAL \$90,000 12-31-15

> \$65,700 7-13-15

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A Call for Energy Efficiency

By Steve Vacha Home Standards Inspection Services

Energy. Where would we be without it? We only have to remember how out of sorts we get when there is a short power outage at our homes.

The cost of energy is going up. We pay more and more to heat or cool our homes and keep the lights on. The cost to the environment rises as we use the limited natural resources to create energy. Our world needs new ways to utilize our energy in the most efficient way possible. If you have kids with an aptitude for science and engineering, encourage them. We need break-throughs.

Until then we must become more energy efficient. We have come a long way in the last 25 years. Think of the big boats that we used to

all drive. The homes we live in today are much more energy efficient than they were a generation ago. We can live in 3-4000 sq ft homes today and have similar energy usage as the much smaller 50 year old homes which have 2-3 inches of attic



insulation and drafty windows.

Houses are built much tighter with better material and more insulation. Lighting systems and kitchen appliances are becoming more efficient every year.

Another big change is our heating and cooling equipment. We measure our furnace output in BTUs. One BTU is based on the energy one wooden match creates. In many 1500 sq ft homes it used to take 75,000 to 100,000 match sticks burning at once to heat them properly. Today that same home with upgraded insulation, windows and doors can be heated with 44,000 to 50,000 match sticks.

Our cooling systems have stopped using Freon gas, which when leaked destroys our ozone layer in the atmosphere, (more cost to the environment). Our AC units are rated by a SEER (Seasonal Energy Efficiency Ratio) rating. The higher the SEER rating, the greater the efficiency. A 25-year-old A/C is probably around SEER-6. In 2006 the federal government mandated that all new central air conditioning equipment be at least SEER-13 There is equipment now available rated as high as SEER-23.

www.HomeInspectorOmaha.com President

PeHouseInspecting 402-392-2020 f

One of the issues home owners face when they need a new AC unit is they find the A-coil in the furnace is not compatible with a new AC. This usually means a new furnace has to be purchased as well.

chase the unit, but the savings over the years easily compensate the higher cost. For some homeowners they will find space is an issue. According to manufacturers' specifications and estimates from industry professionals, qualifying replacements for units smaller than 55 gallons will grow 2 to 8 inches in height and

Energy savings are a lot like investments. When we invest the profit does not seem to be much at first, but as the years go by the investments grow and profit accumulates. Energy savings will add up for our

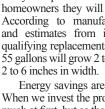
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pocketbook and our environment



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Another big user of energy in our homes is our hot water heater. Again, new regulations are calling for more efficiency. This means a larger investment to pur-



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Membership Report: June 2015



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Kielian, Karen From CBSHOME Real Estate – Papillion To Keller Williams Greater Omaha – California

Knight, Diana From NP Dodge Real Estate Sales Inc – 129 Dodge To Heyen Real Estate

- Lee, Richard From Celebrity Homes Inc To Real Estate Associates Inc McFarland, Gary From BHHS Ambassador Real Estate – California #101
- To Nebraska Realty 117 Maudlin, William From BHHS Ambassador Real Estate – California #101 To Nebraska Realty - 117

- Morris, Kimberly From BHHS Ambassador Real Estate California #101 To Scott Real Estate
- Paulin, Cary From NP Dodge Real Estate Sales Inc 204 Dodge To Sandi Downing Real Estate LLC
- Pedersen, Kay From Gitt Real Estate PC To NP Dodge Real Estate Sales Inc - 204 Dodge
- Schraeder, Lisa From NP Dodge Real Estate Sales Inc 204 Dodge To Celebrity Homes Inc
- Scott, Tyrone From BHHS Ambassador Real Estate California #101 To Scott Real Estate
- Tabor, Mark From CBSHOME Real Estate Papillion To Keller Williams Greater Omaha - California
- Tentinger, Meg From Bank of Nebraska Mtg Center To US Bank Home Mortgage
- Tiller, Rachel From NP Dodge Real Estate Sales Inc 129 Dodge To Keller Williams Greater Omaha - California

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NEW REALTOR® BRANCH OFFICE

CBSHOME Real Estate - 1143 S Highway 30, Blair, NE, 68008 Phone: 402-426-9222 Manager: Mark Leaders CBSHOME Real Estate - 6303 Center St #103, Omaha, NE. 68106 Phone: 402-964-4600 Manager: Trudy Meyer Nebraska Realty - 102 S 4th St, Elmwood, NE, 68937

NEW REALTOR® COMPANY

Appraisal Solutions LLC - 15129 Marseille Ave, Bellevue, NE, 68123 OABR/MLS Phone: 402-686-0584 Designated Realtor: Janelle DellwoReal

- Home Services and Solutions Inc 1225 W Washington St #300, Tempe, AZ, 85281 MLS Only Phone: 480-586-3136 Designated Realtor: James Samsing
- Scott Real Estate 19651 Mason St, Elkhorn, NE, 68022 OABR/MLS Phone: 402-281-7581 Designated Realtor: Tyrone Scott

COMPANY NAME CHANGE

KERR Consulting – (formerly Abacus Consulting)

ADDRESS / PHONE UPDATES

Farmers Insurance Powell Insurance - 11322 Davenport St, Omaha, NE, 68154

Guild Mortgage Company - 12307 W Center Rd, Omaha, NE, 68144 Phone: 402-690-7223

Liberty Core Real Estate - 14301 FNB Pkwy Ste 100, Omaha, NE. 68154 Veterans United Home Loans - 11507 S 42nd St Ste 107, Bellevue, NE,

AUGUST ORIENTATION

- Tuesday, August 4
- 8:30 am 4:00 pm Wednesday, August 5 8:30 am - 4:00 pm
- 8:30 am 12:30 pm Thursday, August 6

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MEMBERSHIP STATISTICS

OABR

	June 2015	June 2014
Designated REALTOR®	198	209
Des. REALTOR [®] Secondary	1	1
REALTOR [®]	2200	2078
REALTOR [®] -Secondary	5	5
TOTAL	2404	2293
IUIAL	2404	2295
Institute Affiliate	50	50
Institute Affiliate	59	59
Affiliate	360	316
Other	5	5
TOTAL	3119	2950
	June 2015	YTD
New REALTOR [®] Members	45	216
Reinstated REALTOR® Members	7	47
Resignations	14	95
GPRMLS		
	June 2015	June 2014

	June 2015	June 2014
Participants (Primary)	190	197
Participants (Secondary)	63	63
Subscribers (Primary)	2196	2070
Subscribers (Secondary)	188	174
Exempt	33	35
TOTAL	2670	2539



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Player 2				Mailing Address:
Player 3				Omaha Area Board of REALTORS®
Player 4				11830 Nicholas St. Omaha, NE 68154

Know the Code

Code of Ethics: Article 12

REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. (Amended 1/08)

Standard of Practice 12-1

REALTORS® may use the term "free" and similar terms in their advertising and in other representations provided that all terms governing availability of the offered product or service are clearly disclosed at the same time. (Amended 1/97)

Standard of Practice 12-2

REALTORS® may represent their services as "free" or without cost even if they expect to receive compensation from a source other than their client provided that the potential for the REALTOR® to obtain a benefit from a third party is clearly disclosed at the same time. (Amended 1/97)

Standard of Practice 12-3

The offering of premiums, prizes, merchandise discounts or other inducements to list, sell, purchase, or lease is not, in itself, unethical even if receipt of the benefit is contingent on listing, selling, purchasing, or leasing through the REALTOR® making the offer. However, REALTORS® must exercise care and candor in any such advertising or other public or private representations so that any party interested in receiving or otherwise benefiting from the REALTOR®'s offer will have clear, thorough, advance understanding of all the terms and conditions of the offer. The offering of any inducements to do business is subject to the limitations and restrictions of state law and the ethical obligations established by any applicable Standard of Practice. (Amended 1/95)

Standard of Practice 12-4

REALTORS® shall not offer for sale/lease or advertise property without authority. When acting as listing brokers or as subagents, REALTORS® shall not quote a price different from that agreed upon with the seller/landlord. (Amended 1/93)

Standard of Practice 12-5

REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property in any medium (e.g., electronically, print, radio, television, etc.) without disclosing the name of that REALTOR®'s firm in a reasonable and readily apparent manner. This Standard



of Practice acknowledges that disclosing the name of the firm may not be practical in electronic displays of limited information (e.g. "thumbnails", text messages, "tweets", etc.). Such displays are exempt from the disclosure requirement established in the Standard of Practice, but only when linked to a display that includes all required disclosures. (Adopted 11/86, Amended 1/11)

Standard of Practice 12-6

REALTORS®, when advertising unlisted real property for sale/lease in which they have an ownership interest, shall disclose their status as both owners/landlords and as REALTORS® or real estate licensees. (Amended 1/93)

Standard of Practice 12-7

Only REALTORS® who participated in the transaction as the listing broker or cooperating broker (selling broker) may claim to have "sold" the property. Prior to closing, a cooperating broker may post a "sold" sign only with the consent of the listing broker. (Amended 1/96)

Standard of Practice 12-8

The obligation to present a true picture in representations to the public includes information presented, provided, or displayed on REALTORS®' websites. REALTORS® shall use reasonable efforts to ensure that information on their websites is current. When it becomes apparent that information on a REALTOR®'s website is no longer current or accurate, REALTORS® shall promptly take corrective action. (Adopted 1/07)

Standard of Practice 12-9

REALTOR® firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner. Websites of REALTORS® and nonmember licensees affiliated with a REALTOR® firm shall disclose the firm's name and that REALTOR®'s or nonmember licensee's state(s) of licensure in a reasonable and readily apparent manner. (Adopted 1/07)

Standard of Practice 12-10

REALTORS®' obligation to present a true picture in their advertising and representations to the public includes Internet content posted, and the URLs and domain names they use, and prohibits REALTORS® from: engaging in deceptive or unauthorized framing of real estate brokerage websites; manipulating (e.g., presenting content developed by others) listing and other content in any way that produces a deceptive or misleading result; deceptively using metatags, keywords or other devices/ methods to direct, drive, or divert Internet traffic; or presenting content developed by others without either attribution or without permission, or to otherwise mislead consumers. (Adopted 1/07, Amended 1/13)

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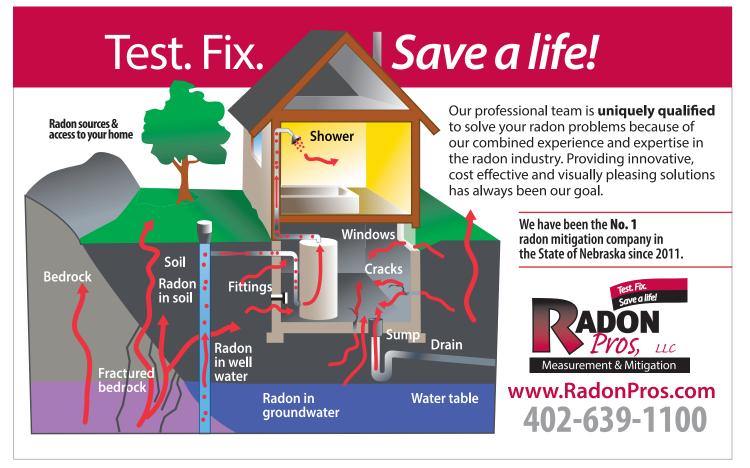


Mayor Jean Stothert to speak to Omaha Area Board of REALTORS[®]



Thursday, August 27 9:30 am - 10:00 am

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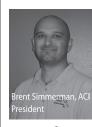
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Personals

CONDOLENCES to **Michael Blackmon** of BHHS Ambassador Real Estate on the recent loss of his sister.

CONDOLENCES to **Karen Zoerb** of NP Dodge Real Estate on the recent loss of her husband.

SEND US YOUR NEWS!

Donna Shipley Donna@OmahaREALTORS.com 402.619.5551

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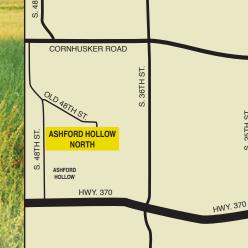
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Maintaining Your Air Conditioner

By maintaining your air conditioner, the system will be able to run more efficiently and it can last longer. The following are maintenance tips a homeowner can do themselves:

There are two main components to your system; the exterior component (condensing unit), and the interior component (A-coil and plenum). For the exterior component, first check the fins on the sides of the unit to see if they are clean. The unit is air cooled, and when it is running, air is pulled in through the fins and blows out the top. If the fins are blocked with dirt, grass clippings or cotton from cottonwood trees, turn the system off and gently hose off the fins with a garden hose to clean them. Next, check to see that the larger refrigerant pipe is insulated. There are two refrigerant pipes connected to the unit that run into the house. Usually these are copper pipes. The larger one should be wrapped with insulation. If the insulation is worn or missing, replace it.

The interior component is located directly on the top of the furnace. It is usually encased with ductwork and not visible. There will be a drain hose connected to it that usually drains into the floor drain. When the air conditioner runs, water will drain from the hose. Check to see that the hose is not kinked or clogged, and clean or replace it if needed. Next, check the air filter regularly and always clean or replace it when it is dirty.

Finally, have the system serviced every spring to provide optimum performance.

CASHI)



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