



APRIL 2017

REview



COMING UP

NEW MEMBER ORIENTATION

April 4; 8:30 am - 4:00 pm
April 5; 8:30 am - 4:00 pm
April 6; 8:30 am - 12:30 pm
OABR Education Center

PRE-BAR CAMP

April 20; 5:00 pm - 7:00 pm
The Casual Pint

PARAGON MLS PROSPECTING FEATURING CLIENT CONNECT 2

April 20; 10:00 am - 12:00 pm
OR 1:30 pm - 3:30 pm
OABR Education Center

REBARCAMP

April 21; 8:30 am - 3:30 pm
Regency Lodge

OABR DIRECTORS MEETING

April 26; 10:00 am - 11:00 am
OABR Boardroom

THROWBACK MEMBERSHIP LUNCHEON WITH DAVID BROWN

April 27; 11:00 am - 1:00 pm
DC Centre

MLS System Changes Effective April 12

The Great Plains Regional MLS Board of Directors has approved the following changes to the Residential property type which will take effect on **Wednesday, April 12, 2017**:

1. Existing Fields that will now be 'Required'

- 'Directions to Property'
- 'Master Bedroom Level'
- 'Features'
 - Cooling
 - Exterior Features
 - Fence
 - Garage Type
 - Showing Instructions

Beginning on April 12th, previously entered listings will need to be populated with those required fields before the listing will be able to be updated. It is recommended that between now and April 12th listings should be populated with that information to minimize the impact of the transition.

2. Removal of 'Existing Mortgage Type' field.

New input forms will be available at the Board Office and online at the beginning of April.



Please contact Denise Mecseji at
Denise@OmahaREALTORS.com
or 402-619-5554 with questions.

MIDLANDS REGIONAL CIE *creating a connected marketplace!*

Midlands Regional CIE is connecting individual commercial brokers in the Lincoln-Omaha region on an efficient, cost effective platform uniquely designed for commercial real estate. Participating brokers share property data and eliminate fragmentation in the region utilizing the Catylist online network. Big and small companies alike can take advantage of resulting efficiencies and focus more resources serving clients.



LAUNCHING MAY 1, 2017



INDIVIDUAL MEMBERSHIP

Joining Midlands Regional CIE allows you to join with individual membership, meaning your entire company does not need to join.



CUTTING EDGE PLATFORM

Commercial brokers acting now can become charter subscribers in the area's first regional property database built exclusively for commercial real estate.



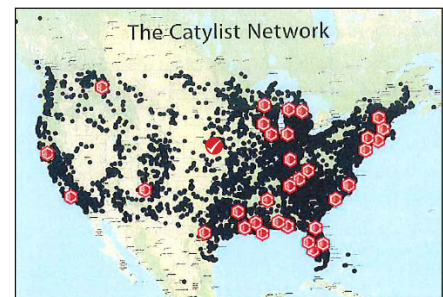
ELIMINATE COMMERCIAL FRAGMENTATION

Midlands Regional CIE consolidates commercial property data into an efficient regional search, allowing brokers to effectively increase the speed and reach of marketing efforts.



CONNECT NATIONALLY

Participants in the Midlands Regional CIE become connected with a growing national network that includes 40 markets already utilizing the Catylist system.



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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.

REALTOR® Review

Message from the OABR President

Happy Spring!

Happy Spring everyone! The first quarter of the year has passed and now is a great time to see what kind of progress you've made so far on your goals for 2017 and tweak and adjust them as needed. For new ideas and motivation, I hope you will join us for the upcoming Nebraska REALTORS® Convention on Monday, April 10 through Wednesday, April 12, at the Embassy Suites, La Vista, NE. Please take advantage of the National level continuing education opportunities, committee meetings, innovative business products and services at the exhibition and many networking and social functions.

For a little inspiration this month, I want to share five of my favorite motivational quotes.



Monica Lang
President

.....

"We are what we repeatedly do. Excellence, therefore, is not an act but a habit."
- Aristotle

"Being defeated is only a temporary condition. Giving up is what makes it permanent."
- Marilyn vos Savant

"Success seems to be connected with action. Successful people keep moving. They make mistakes but don't quit."
- Conrad Hilton

"The best way to predict the future is to create it."
- Unknown

"There are two primary choices in life: To accept conditions as they exist, or accept the responsibility for changing them."
- Dr. Denis Waitley

.....

Will 2017 be your best year yet, both professionally and personally? That's all up to you! It starts with your mindset and attitude, and then carries through in your work ethic and actions. Now is a great time to reevaluate your choices so far. Entrepreneurship is an adventure, and like any great story, it has peaks and valleys. You can mold and create the life you want to live. At the end of the day, your life is up to you. You can choose to accept the things you don't like, or you can choose to take action. It's all up to you!

Cheers to a successful Spring selling season!

Monica



Omaha Area Board of REALTORS®

2018 Board of Directors Officer and Director Application

The Omaha Area Board of REALTORS® Nominating Task Force seeks REALTOR® volunteers to serve on the 2018 Board of Directors, filling the open positions indicated below.

The officers of the Board include the offices of President, President-Elect and Secretary/Treasurer. These offices are elected for one-year terms except the President-Elect automatically becomes President at the end of the term. Each of the seven elected directors serves a three-year term, with staggered start dates.

Current bylaws require all Officer Candidates to have previously served as an OABR Director for at least two years. All officer candidates must be from different companies.

Current bylaws require all Elected Director Candidates to have been an OABR member for at least four years. No more than two of the elected directors shall be from the same company.

The elective years for all terms of office coincide with OABR's fiscal year, September 1 through August 31.

Interested REALTOR® members should submit the application located at www.OABRdocs.com/DirectorApplication.pdf prior to May 1, 2017

2018 OABR Board of Directors

| | | |
|---------------------------------|--------------------------|---|
| <u>Officers*</u> | President | Mark Leaders , CBSHOME Real Estate |
| | President-Elect | _____ |
| | Secretary-Treasurer | _____ |
| <u>Elected Directors</u> | Director 2018 | Susan Clark , PJ Morgan Real Estate |
| | Director 2018 | Herb Freeman , N P Dodge Company |
| | Director 2018 | Bill Swanson , CBSHOME Real Estate |
| | Director 2019 | Nancy Bierman, N P Dodge Company |
| | Director 2019 | Lindsey Krenk, RE/MAX Results |
| | Director 2020 | _____ |
| | Director 2020 | _____ |
| <u>Other Directors</u> | Immediate Past President | Monica Lang , Celebrity Homes |
| | GPRMLS Chair | Andy Alloway , Nebraska Realty** |
| | Affiliate Council Chair | Lisa Powell , Farmers Insurance/Powell Insurance** |

*Traditionally the Secretary/Treasurer has advanced to the President-Elect position but is subject to the Nominating and Election process. Doug Dohse currently serves as the 2017 Secretary/Treasurer.

**Currently serve as 2017 Vice-Chair. Subject to confirmation.

OABR Director Spotlight



Nancy Bierman, 2017 OABR Director

NP Dodge



Q: How long have you been in the real estate industry and a member of OABR?

A: 19 years

Q: What advice do you have for those new to the industry?

A: Take time to get a plan of action! Set your goal planning, daily activities and

industry involvement and take time for you! Keep your relationships strong in the community.

Q: What advice would you give a young professional considering a leadership role within OABR?

A: Get involved, attend events, and see which committees/events fit your style. OABR brings unity to our industry, everyone working together!

Q: What is the greatest benefit of joining OABR?

A: Being involved with OABR is helpful and fun through networking. It is so valuable with current resources in today's marketplace. With today's high-tech world, face-to-face contact doesn't always happen. It's so much easier to work a transaction with one another (Agents & Affiliates) when you've actually met them.

Q: What is your favorite OABR event?

A: Turkey Bowl! It's always a sold out event that brings all brokerages together in our industry for a fun, light-hearted time. Our Affiliates Council does a great job organizing this, too!

Q: What do you see for the future of real estate?

A: Although technology may change, Real Estate Brokerage is a people-to-people business that throughout all the years and changes, the need for it continues. It's the biggest financial transaction in most people's lives. Real Estate sales are done infrequently and are inherently very complex, with lots of parts, legal details, and are ever-changing.

Q: Anything else you would like to add?

A: As I look back on how quickly time has passed in 20 years, unfortunately one thing has remained the same with the ranking of the public polls: "Communication Issues," and "I didn't hear from my agent." I would love to see these stats change for better in the next 10 years. Let's do this!!!



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Mortgage Specialists

Can you believe that some borrowers don't know that lenders and real estate agents talk about their transactions? In fact, one borrower who spoke out online was very concerned about the prospect of the two parties speaking. This post was of course answered by a slew of real estate professionals insisting that communication is integral to the mortgage process.

When you think about it, communication is the heart of every mortgage transaction and the entire Omaha real estate community. There are so many parties involved in the sale of a home: multiple buyers, sellers, and real estate agents, plus the lender and title company. Without proper communication, it's easy for the ball to get dropped and the closing date pushed back.



Brent Rasmussen

Streamlining Communication

One tool you may find helpful in keeping everyone informed is an automated email system. These systems can be programmed to email participants each time the loan progresses in the process. What's better, is that the emails can be customized, meaning it can generate an email specifically for each participant, ensuring there are no privacy concerns.

However, it may be useful to follow up these automated emails with a personal email, especially to the borrower. Since they will only be a participant in so many mortgages in their lifetime, they tend to have additional questions.

Common Communication Pitfall

One communication pitfall that has plagued the real estate community for years is forgetting to 'reply all' in an email. Forgetting to hit 'reply all' instead of just 'reply' leaves key participants out of the loop. We guarantee that most real estate professionals have had this happen to them.

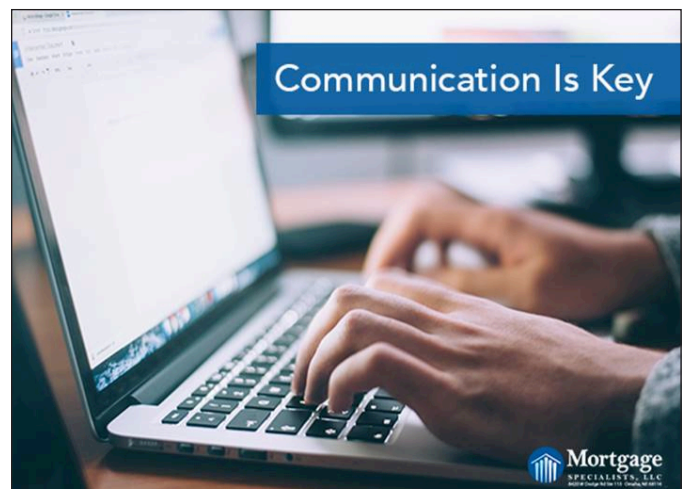
Luckily, there is a way to ensure you never forget to 'reply all' again. In your email settings, there should be a section indicating whether your default reply option is 'reply all' or just 'reply'. By checking 'reply all,' you'll never leave anyone out again.

There is a fine line, however, when it comes to communication in real estate. It's important to make note of everyone in a particular email chain to ensure no private information is shared with the wrong individuals. Really, it comes down to a balance between effective communication and protecting the privacy of your clients.

These are just a couple of methods to help ensure your communication is as effective as possible. We encourage all Omaha real estate professionals to find out which communication methods work best! While it may take you some time to figure out, it will save you time in the long run, especially as the busy season picks up here in the next couple of months.



Brent Rasmussen CMC CRMS
President
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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 MARCH 2017 MEETING ATTENDANCE:

Erin Trescott (President) – Busey Home Mortgage

Lisa Powell (President-Elect) – Farmers Insurance/
Powell Insurance

Laura Longo (Secretary) – Centris Federal Credit Union

Beals, Stephanie – Eagle Mortgage Inc

Berry Jerad – Centris Federal Credit Union

Blake, Jessica – Security National Bank

Bonnstetter, Lori – 2-10 Home Buyers Warranty

Bozak, Lou – Paul Davis Restoration

Brooks, Julie – Charter Title & Escrow

Castillo, Trisha – SAC Federal Credit Union

Churchill, Shannon – ServiceOne Inc

Connor, Tracy – City-Wide Termite & Pest Control

Dein, Theresa – First American Mortgage Co

Doeschot, Melanie – Ambassador Title Services

Dritley, Amy – Peoples Mortgage Company

Eggenberg, Jan – SureHome Inspection Co

Ferris, Jay – Veridian Credit Union

Jameson, Jonathan – Busey Home Mortgage

Kumm, Alex – Charter Title & Escrow

McGee, Mark – American National Bank

Miers, Lisa – Busey Home Mortgage

Molina, Jen – My Insurance LLC

Myers, Chris – Leapin Lizard Locksmiths

Paul, Chris – PuroClean Restoration Service

Rasmussen, Brent – Mortgage Specialists LLC

Saum, John – SAC Federal Credit Union

Shafer, Kayla – Home Warranty of America

Sladek, Mary – My Insurance LLC

Smith, Ruth – Norm's Door Service

Smythe, Jody – Retirement Funding Solutions

Thiel, Matt – DRI Title & Escrow

Vacha, Bridget – Home Standards Inspection Service

UPCOMING MEETINGS:

Tuesday, April 18 - 9:00 a.m.

Tuesday, May 23 - 9:00 a.m.

Tuesday, June 20 - 9:00 a.m.

MARCH ORIENTATION SPONSORS

Lisa Powell - Farmers Insurance/Powell Insurance

Erin Trescott - Busey Home Mortgage

Mary Sladek - MyInsurance

Brent Rasmussen - Mortgage Specialists

Amy Dritley - Peoples Mortgage Company

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To Inspect or Not Inspect a Home

By Steve Vacha



In today's market, some buyers are wondering if they need a home inspection. Even when a buyer purchases a house "as is", there are good reasons to have a home inspection. Below, I will consider several reasons:

1) SAFETY:

I have remodeled, built and inspected homes in our community for over 30 years. I am convinced the practice of inspecting homes when they switch ownership has improved their safety. (Prior to the relatively new practice of home inspections, there were no inspections of properties on a regular basis).

Natural gas leaks in our homes are an obvious safety concern. Four months ago, I inspected a 40-some-year-old house. The

main gas line to the house was under the front stoop – which had a minor leak to the area below. Upon inspection, I noticed the gas line (located in a dark, cold storage area of this home) was so rusted that I advised the seller to contact MUD immediately. I was afraid to touch this line, it was so corroded!

There are also possible electrical issues – including compromised electrical panels, improper wire splices, damaged electrical wire, etc. Again, these issues are not obvious to many home owners. Many inspections find improper electrical issues – some major, some minor (if there is such a thing as a minor safety concern)!

2) INVESTMENT:

Homes are the biggest investment most people will ever make. That is why it is so important for the buyer to know what they are getting themselves in to! Large, expensive repairs – such as roofs and structural issues should be prepared for as much as possible.

Weather-damaged roofs leak, need replacement and are not insurable. As an experienced inspector, I cannot determine the condition of the roof unless I see it up close. Buyers need to know if their roof will

be insurable or they might be putting on a new roof several months after they purchase the home. (Again, there is not an automatic inspection of the roof by the insurance company at the point of sale. Often, insurance companies only inspect a roof weeks or months after the buyer moves into the property to verify its insurability).

Un-recognized structural issues could be another costly addition to the investment of a home. An experienced inspector knows the difference between hair line cracks that are normal and cracks or differential movement that points to possible costly repairs to stabilize the property.

3) MAINTENANCE ISSUES:

A thorough home inspection will include suggestions on how to keep this major investment in good condition while maintaining its value. Several suggestions often made are:

- Keeping parts of the exterior that are starting to age or wear caulked, sealed and painted
- Talking about the importance of directing surface water at foundation and surface concrete
- The importance of maintaining major appliances, furnaces and AC units.



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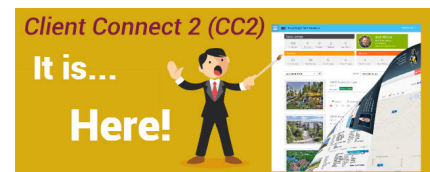
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Lots are non-builder attached and are priced at just \$34,000! Home prices average around \$200,000, making this one of Omaha's more affordable neighborhoods. Take a drive through the neighborhood and see for yourself. From Sorenson Parkway go north approximately 14 blocks on 78th Street to Sheffield Street.



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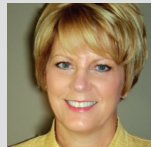
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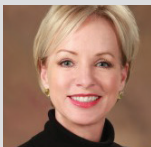
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| OABR | Feb 2017 | Feb 2016 |
|----------------------|-------------|-------------|
| Designated REALTORS® | 198 | 197 |
| REALTOR® | 2347 | 2264 |
| REALTOR® Emeritus | 48 | 41 |
| TOTAL | 2603 | 2514 |
| Institute Affiliate | 68 | 59 |
| Affiliate | 391 | 395 |
| TOTAL | 3345 | 3244 |

| | Feb 2017 | YTD |
|-----------------------------|----------|-----|
| New REALTOR® Members | 36 | 73 |
| Reinstated REALTOR® Members | 10 | 17 |
| Resignations | 14 | 54 |

| GPRMLS | Feb 2017 | Feb 2016 |
|-------------------------|-------------|-------------|
| Participants (OABR) | 189 | 189 |
| Participants (MLS only) | 63 | 69 |
| Subscribers (OABR) | 2357 | 2267 |
| Subscribers (MLS only) | 213 | 200 |
| TOTAL | 2850 | 2755 |

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Diversity Scholarship Winner



Danielle Robinson



The OABR Diversity Committee is working hard to heighten awareness and increase diversity in the real estate profession. They have the privilege to offer an Ethnic Minority Outreach Scholarship to qualified candidates and help mentor them during their classes, exams, and into their OABR membership.

The Committee has a vision of REALTORS® being the leaders in a culturally diverse real estate market. REALTORS® who are able to effectively reach out to all diverse groups in their community are not only positioned for success but can take pride in knowing that they have participated in the expansion of homeownership to all Americans.

The Diversity Committee would like to share with you a past winner who has made a commitment to be successful, Danielle Robinson.

Where did you grow up?

Omaha, Nebraska

What Brokerage do you work for? Are you a member of any other organizations in your community?

I work for Nebraska Realty and am a mentor for Financial Hope Collaboration through Mixed city Resource Group 2017.

What did you do before you became a REALTOR®?

I worked for several years in the financial and insurance industry.

When did you get your real estate license and what inspired you to become a REALTOR®?

I first received my license in 2006. I took a break and came back in 2016. It is important to me to see each family that desires to have their own home, reach their goals of homeownership. It's about more than just owning a home. It includes giving your family a good, stable living environment, a loving home, and a place of peace. I know how I felt when I bought my first home and that has inspired me to share that wonderful feeling with others. Becoming a REALTOR® was a great decision for me and I am thoroughly enjoying it!

What is the most rewarding part of your job as a REALTOR®?

Helping families find the home of their dreams for the price they can afford. I love it when their eyes light up and the smile on their faces seem neverending. My having a part in decision making as important, emotional, and sometimes as difficult as buying their first or their last home they want to retire in, is so very satisfying.

What else would you like us to know about you?

I am enjoying being a REALTOR® and becoming an expert on the subject matter. I also love teaching the Bible to others. The one scripture that stands out to me relating to Real Estate is Hebrews 3:4 where it says, "Of course, every house is constructed by someone, but the one who constructed all things is God."

Questions or Comments? Contact:

Donna Shipley, Programs Director
Equal Opportunity Cultural Diversity Task Force
402-619-5551 or Donna@OmahaREALTORS.com

Congratulations!

WHAT IS AFFIRMATIVELY FURTHERING FAIR HOUSING?

Why should I learn about AFFH?



For More information or to coordinate a community meeting, please contact:
City of Omaha Human Rights and Relations Department at:

(402) 444-5055

www.fairomaha.cityofomaha.org

Discrimination Happens.



Discrimination Happens.

Discrimination Factors:

- Retaliation
- Education
- Marital Status
- Mental Illness
- Race
- Name
- Sexual Orientation
- Parental Status
- Wealth
- Speech
- Sex
- Dress Code
- Gender Identity
- Criminal Records
- Social Status
- Creed
- Pregnancy
- National Origin
- Health
- Age
- Income
- Disability
- Physical Features
- Color
- Political Activity
- Class
- Credit
- Homelessness
- Religion
- Career Status

**CITY OF OMAHA
HUMAN RIGHTS
& RELATIONS
DEPARTMENT**

Don't Ignore It.
fairomaha.cityofomaha.org
402-444-5055

Throwback Thursday

membership luncheon!



date change!

Thursday, April 27, 2017

11:00 am Check-in; 11:30 am Lunch

12:00 pm Guest Speaker, David Brown

DC Centre | 11830 Stonegate Dr

\$15/Person

(Includes Lunch: Soup, Salad, & Sandwiches)

learn what your membership offers you now!

Visit Committee Booths and Win Prizes!

featuring

david brown,

President, Greater Omaha Chamber



A look at Omaha's past, present, and future.

REGISTER AND PAY ONLINE: www.ims.oabr.com

Name _____ Company _____

Phone _____ Email _____

Quantity of Tickets Ordered _____ x \$15.00 each = _____

Credit Card # _____ Expiration Date _____

Card Type (Circle One): Visa Master Card Discover American Express

Make checks payable to the Omaha Area Board of REALTORS®.

Please register by Thursday, April 20, 2017.

Mailing Address:

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



Scholarship Opportunity!

Do you have a family member pursuing a degree in **Business Administration** or **Construction Management**? Are they a student at **UNK, UNL** or **UNO**? Are they a junior or senior in good standing or a post-graduate student in good standing seeking an advanced degree? If so, they are eligible to apply for the **Nebraska REALTORS® Association Past President's Scholarship!**

Past Presidents' Scholarship Qualification Criteria The applicant must be:

- A junior or senior in good standing for the academic year scholarship is received. - or - A post-graduate student in good standing seeking an advanced degree.
- If a junior or senior undergraduate: Enrolled as a full-time student at one of the University of Nebraska campuses.
- Working toward a degree in Business Administration or Construction Management.

Additionally, all finalists are required to attend a personal interview as part of the selection process.

Application must be turned in by May 15, 2017!

Welcome!



Diane Stevens, Member Services Coordinator

New to the Omaha Area Board of REALTORS® staff is Diane Stevens. Diane will be serving as our Member Services Coordinator. Diane graduated from Wichita State University in 2014 with a Bachelor's Degree in Business Marketing.



Diane grew up in Fort Collins, Colorado, but has also lived in Oklahoma and Kansas and now resides in Nebraska.

In her free time Diane enjoys playing piano, playing board games with her husband, and traveling to see her family, including six nephews.

We are very excited to have her join our team here at the Omaha Area Board of REALTORS®. Please join us in welcoming Diane when you see her at the OABR Office.

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Code of Ethics: Articles 12 - 15

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 REALTORS®’s firm in a reasonable and readily apparent manner either in the advertisement or in electronic advertising via a link to a display with all required disclosures. (Adopted 11/86, Amended 1/16)

- **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 non-member licensees affiliated with a REALTOR® firm shall disclose the firm’s name and that REALTOR®’s or non-member 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)

- **Standard of Practice 12-12**

REALTORS® shall not: use URLs or domain names that present less than a true picture, or register URLs or domain names which, if used, would present less than a true picture. (Adopted 1/08)

- **Standard of Practice 12-13**

The obligation to present a true picture in advertising, marketing, and representations allows REALTORS® to use and display only professional designations, certifications, and other credentials to which they are legitimately entitled. (Adopted 1/08)

- **Article 13**

REALTORS® shall not engage in activities that constitute the unauthorized practice of law and shall recommend that legal counsel be obtained when the interest of any party to the transaction requires it. [listen]

- **Article 14**

If charged with unethical practice or asked to present evidence or to cooperate in any other way, in any professional standards proceeding or investigation, REALTORS® shall place all pertinent facts before the proper tribunals of the Member Board or affiliated institute, society, or council in which membership is held and shall take no action to disrupt or obstruct such processes. (Amended 1/99)

- **Standard of Practice 14-1**

REALTORS® shall not be subject to disciplinary proceedings in more than one Board of REALTORS® or affiliated institute, society or council in which they hold membership with respect to alleged violations of the Code of Ethics relating to the same transaction or event. (Amended 1/95)

- **Standard of Practice 14-2**

REALTORS® shall not make any unauthorized disclosure or dissemination of the allegations, findings, or decision developed in connection with an ethics hearing or appeal or in connection with an arbitration hearing or procedural review. (Amended 1/92)

- **Standard of Practice 14-3**

REALTORS® shall not obstruct the Board's investigative or professional standards proceedings by instituting or threatening to institute actions for libel, slander or defamation against any party to a professional standards proceeding or their witnesses based on the filing of an arbitration request, an ethics complaint, or testimony given before any tribunal. (Adopted 11/87, Amended 1/99)

- **Standard of Practice 14-4**

REALTORS® shall not intentionally impede the Board's investigative or disciplinary proceedings by filing multiple ethics complaints based on the same event or transaction. (Adopted 11/88)

Duties to REALTORS®

Article 15

REALTORS® shall not knowingly or recklessly make false or misleading statements about other real estate professionals, their businesses, or their business practices. (Amended 1/12)

- **Standard of Practice 15-1**

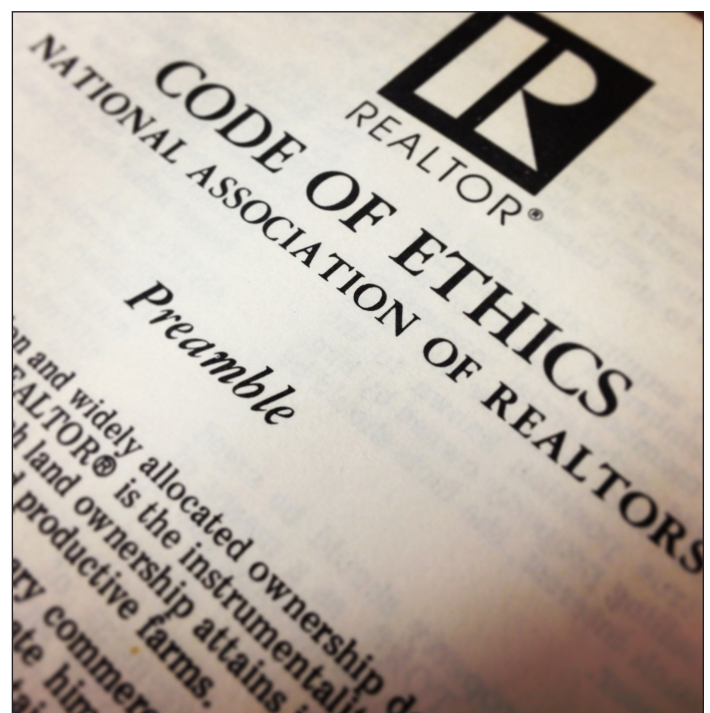
REALTORS® shall not knowingly or recklessly file false or unfounded ethics complaints. (Adopted 1/00)

- **Standard of Practice 15-2**

The obligation to refrain from making false or misleading statements about other real estate professionals, their businesses and their business practices includes the duty to not knowingly or recklessly publish, repeat, retransmit, or republish false or misleading statements made by others. This duty applies whether false or misleading statements are repeated in person, in writing, by technological means (e.g., the Internet), or by any other means. (Adopted 1/07, Amended 1/12)

- **Standard of Practice 15-3**

The obligation to refrain from making false or misleading statements about other real estate professionals, their businesses, and their business practices includes the duty to publish a clarification about or to remove statements made by others on electronic media the REALTOR® controls once the REALTOR® knows the statement is false or misleading. (Adopted 1/10, Amended 1/12)



OABR GOLF *Outing*

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SAVE THE DATE!

Monday,
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Shotgun Start
10:00 am

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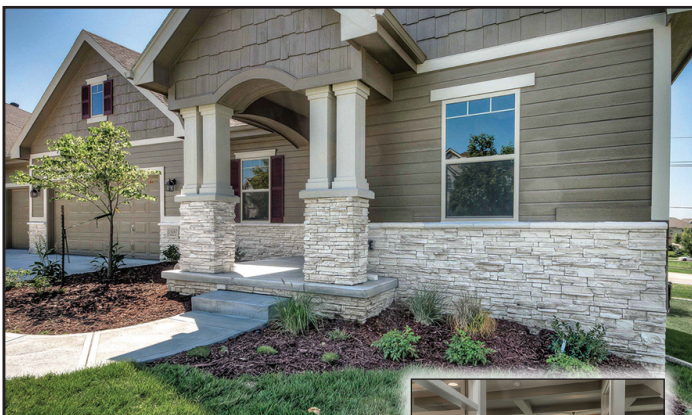


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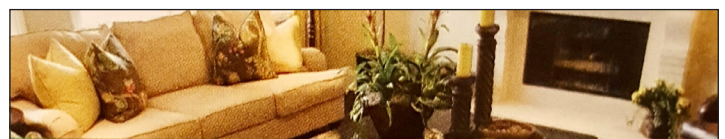
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Personals



CONGRATULATIONS to **PJ Morgan**, CEO of PJ Morgan Real Estate, on being inducted into the 2017 class of Omaha Business Hall of Fame.

CONGRATULATIONS to **John Dennison** of Boulevard Real Estate on receiving the GRI designation.

CONGRATULATIONS to **Cassandra Herfindahl** of RE/MAX Results on receiving the GRI designation.

CONGRATULATIONS to **Carol Kaufman** of NP Dodge Real Estate on receiving the GRI designation.

CONGRATULATIONS to **Elizabeth Lube** of RE/MAX Real Estate Group on receiving the ABR designation.

CONDOLENCES to **Jill Currie** of BHHS Ambassador Real Estate on the recent loss of her mother.

CONDOLENCES to **Ervin Youmans** of Nebraska Realty on the recent loss of his mother.

CONDOLENCES to **Jill Robson** of NP Dodge Real Estate on the recent loss of her father.

CONDOLENCES to **Lynn and Patt Brannen** of NP Dodge Real Estate on the recent loss of her father/his father-in-law.

Send your news to Donna Shipley:
Donna@OmahaREALTORS.com or
402-619-5551.



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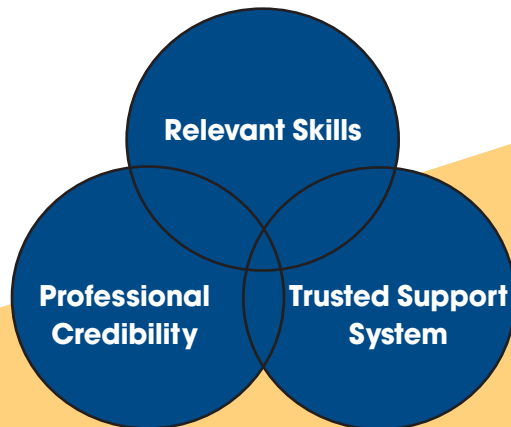
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- **Nebraska REALTORS® Association**
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MOBAupdate

More MOBA, More Home Events...

As the weather tries to become more spring like, homeowners and homebuyers start coming out of their shells looking for a fresh start for the year. There's no better way to do this than finding new ideas at MOBA's **Omaha Home Show**.

This year's event is **April 7th thru 9th** at the Century Link Center. Here you'll find tons of home related ideas and a whole lot more.

The **Spring Parade of Homes** is coming up next, **April 22 - 23 and April 27 - 30**. See homes in every price range. Whether you are a first time buyer or looking to upgrade, there is something for everyone. Look for more information at www.MOBA.com or inside the Omaha World Herald.

The Metro Omaha Builders Association provides a place for companies to work together to provide quality homes and commercial buildings for the Omaha area. Quality construction in attractive and affordable communities is important to us because we are your neighbors. We work, play and serve in your communities. The Metro Omaha Builders Association members are dedicated to preserving integrity and lifestyle through high professional standards and sound business practices.

MOBAcalendar

Metro Omaha Builders Association

OTHER UPCOMING EVENTS

April 07-09, 2017 **MOBA Omaha Home Show**

April 08-09, 2017 **MOBA Remodel Omaha Tour**

April 22-23 & 27-30, 2017 **MOBA Spring Parade of Homes**

April 25, 2017 **MOBA Luncheon** at Anthony's

May 24, 2017 **MOBA Golf Outing**

Details on these events and more....

visit www.MOBA.com

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April 21

Special Guests:

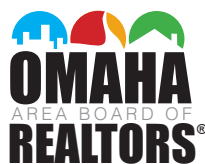
Teresa Boardman
Sean Carpenter
Jeff Chalmers
James Potter Charlet
Krista Clark
Nick Dreher
Brandon Doyle
Tracy Freeman
Rob Hahn
Marci James
Sunny Lake
Joseph Magsaysay
Brandon Martens
Mike Nielsen
Axay Parekh
Tony Schippa
Jay Thompson
Daniel Topolski
Ray Wade
Kiki Wanshura

Friday, April 21; 8:30 am - 3:30 pm
6 hrs of Broker Approved Training
Registration Begins @ 8:00 am

Regency Lodge
909 S 107th Ave
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Breakfast, Lunch & Cocktail Hour Provided!

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8718 Countryside Plz | Omaha, NE



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Registration is **FREE!** Limited seating available.

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