



MAY 2017

# REview



## COMING UP

### NEW MEMBER ORIENTATION

May 2; 8:30 am - 4:00 pm  
May 3; 8:30 am - 4:00 pm  
May 4; 8:30 am - 12:30 pm  
OABR Education Center

### FACE THE REALTORS®: GREG LEMON

May 4; 2:00 pm  
OABR Education Center

### WCR BUSINESS LUNCHEON: How to Avoid Being a Target

May 11; 11:15 am - 1:00 pm  
Champions Run

### REALTOR® LEGISLATIVE CONFERENCE & TRADE SHOW

May 15 - 20  
Washington D.C.

### KNOWLEDGE IS POWER: MULTI-OFFER MANIA!

May 18; 10:00 am - 11:30 am  
OABR Education Center

### OABR BOARD OF DIRECTORS MEETING

May 24; 10:00 am - 11:00 am  
OABR Boardroom

## It's Like a Commercial MLS, Only Different!



That's an easy way to describe the all-new, commercial information exchange, or CIE, that launched on May 1.

Midlands Regional CIE ([www.MRCIE.org](http://www.MRCIE.org)) is a new joint venture between the Lincoln MLS and the Omaha Area MLS, filling a niche for commercial brokers across the region; in Nebraska, and adjoining states. Both the Lincoln and Omaha-Area residential MLSes have been around since the mid-1950s, and the newly expanded commercial service seemed like a natural extension to better serve the marketplace.

Midlands Regional CIE provides an affordable, but powerful, listing system that is designed to eliminate the fragmentation of the commercial real estate market. Unlike an MLS, individual commercial practitioners can join regardless of their REALTOR® status; with or without other licensees in their firm.

The system is affordable -- \$75 per month per licensee; only \$50 per month for REALTOR® members.

Even better, those that subscribe today, pay no fees through October 31, provided they commit to an additional six months at the regular rate. With the promotion, the sooner you subscribe, the more free-access time you take advantage of, and the sooner you take advantage of the system's robust features.

*Continued on page 2*

Continued from page 1

Like the MLS, this new commercial system allows brokers to own and control their listing data. But unlike an MLS, Midlands Regional CIE does not contain offers of compensation. Commercial practitioners using the system will continue to compensate based on individual arrangements made with each other.

## NATIONAL NETWORK

In addition, being part of the Lincoln–Omaha–Council Bluffs region, Midlands Regional CIE connects as part of a larger, national network. According to Derick Lewin, an Associate Broker at PJ Morgan Real Estate, “this is even more exciting, being able to automatically provide access to 40-plus markets, like San Antonio, New Orleans, Tampa Bay, and more.”

“Midlands Regional CIE will positively impact the region, resulting in more exposure for commercial properties in the Omaha–Lincoln region, locally reaching large numbers of agents not currently participating in other national platforms due primarily to cost,” said Lewin.

Unlike other commercial listing services, this one is affordable. Given time, Midlands Regional CIE could provide a permanent solution to the ever-rising costs of LoopNet and CoStar, but it needs participation from brokers and agents alike for that to occur. Lewin added, stating, “If Midlands Regional is adopted and utilized by many agents and brokerages quickly, the sooner it will become a viable alternative.”

## INTRODUCING CATYLIST

Midlands Regional CIE operates on the Catylist platform, which was built from the ground-up for commercial real estate 15 years ago. This updated, proven and tested system receives rave reviews from commercial brokers around the nation, giving the Board of Directors a certain amount of confidence as to the effectiveness of the system.

Catylist President and CEO, Ron Marten is a CCIM designee himself, with a vision of market-regions tied into a national database. MRCIE will not only encompass Lincoln and Omaha, but will also serve greater Nebraska and contiguous states, to provide an affordable solution to the market-fragmentation currently facing the industry.

The Catylist system is very intuitive, making it easy for agents and customers to find your listings. It also provides mapping, GIS data-layers, statistical reports, and demographic reports. To top it off, the Catylist system has a sleek, easy-to-use design adaptable for smartphones and tablets.

The REALTOR® organization sees benefit in uniting commercial practitioners and other segments of the industry for long-term relevance and public policy issues. Working together all real estate professionals have much to gain.

For more information go to: [www.MRCIE.org](http://www.MRCIE.org).



### 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.



### CONNECT NATIONALLY

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



### 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.



### OWN AND CONTROL YOUR OWN DATA

Your property data is valuable. With Midlands Regional CIE, you own the data and you control it.





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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

### Happy May Day, Everyone!

Springtime is in full force, along with an incredibly busy real estate market as well! Clearly our local monthly statistics continue to show us there is an ongoing lack of inventory this year which is driving prices upward.

Lawrence Yun, National Association of Realtors chief economist, says a top complaint REALTORS® have been hearing from clients is a notable imbalance between what they can afford and what is listed for sale. "Home prices have ascended far past wage growth in much of the country in recent years because not enough homeowners are selling and homebuilders have not boosted production enough to meet rising demand," he said. It appears this will be an ongoing issue for the remainder of 2017.

Most of the homes being listed today are experiencing dozens of showings on the first day with multiple offers being submitted within a matter of just hours. This is making it a difficult marketplace for buyers. This is also a very stressful time for REALTORS® as they scramble to try to find a home for their clients.

Unfortunately, we cannot control the market, but we can continue to improve our sales skills and learn innovative ways to increase your customer's satisfaction. For inspiration, I'm sharing a very informative book published earlier this year; *Ninja Selling; Subtle Skills, Big Results*. The book is a great resource that shows readers how to become more effective in their sales career. View the website at [www.NinjaSelling.com](http://www.NinjaSelling.com)

A quick highlight of the material:

#### Four unique principles of Ninja Selling

1. Personal Mastery: When you get better, your business gets better.
2. Stop Selling! Start creating value.
3. Business Strategy: Focus on people who know you.
4. Connect & Communicate: It's all about them, not about you.

Later this month the REALTORS® Legislative Meetings & Trade Expo is scheduled for May 15-20, 2017 in Washington D.C. This event is where NAR members can take an active role to advance the real estate industry, public policy and the association. REALTORS® from all over the nation come to Washington, D.C. for special issues forums, committee meetings, legislative activities and the large industry trade show. Please consider attending this informative event.

Visit [www.NAR.realtor/Legislative](http://www.NAR.realtor/Legislative) for meeting details and a full schedule or visit [facebook.com/NARLegislative](https://facebook.com/NARLegislative) to get event updates.

Cheers to a great month of May!

Monica



**Monica Lang**  
President

PS- Please be sure to text the word 'REALTOR' to 30644 to receive important REALTOR® Calls for Action!



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## Great Plains REALTORS® Multiple Listing Service 2018 Board of Directors Request for Participant Volunteers

The Great Plains REALTORS® Multiple Listing Service Nominating Committee seeks a Category 3\* member to serve on the 2018 MLS Board of Directors, filling the 3-year director positions indicated below.

The 2018 elective year begins September 1, 2017.

Eligible Category 3\* members should contact Denise Mecseji, MLS Manager, at [Denise@OmahaREALTORS.com](mailto:Denise@OmahaREALTORS.com) or 402-619-5554 before May 9, 2017.

### **2017 MLS Board of Directors** (Category\*)

#### **Elected Directors**

Director 2018 (1)	<b>Herb Freeman</b> , NP Dodge Real Estate
Director 2018 (3)	<b>Shawn Maloy</b> , Maloy Real Estate
Director 2019 (1)	<b>Henry Kammandel Jr.</b> , CBSHOME Real Estate
Director 2019 (2)	<b>Gregg Mitchell</b> , Mitchell & Associates
Director 2019 (3)	<b>Monica Lang</b> , Celebrity Homes
Director 2020 (1)	<b>Andy Alloway</b> , Nebraska Realty
Director 2020 (1)	<b>Vince Leisey</b> , BHHS Ambassador Real Estate
Director 2020 (3)	_____
<b><u>Ex-officio Director</u></b>	OABR President 2018 <b>Mark Leaders</b> , CBSHOME Real Estate

*\*MLS Directors are elected according to the bylaws:*

*Category 1 firms are defined as those member-firms with 8 percent or more of the total subscribers.*

*Category 2 firms have as their principal business the appraisal of real estate.*

*Category 3 firms are those member-firms not included in Category 1 or Category 2.*

## OABR Director Spotlight



**Susan Clark, 2017 OABR Director**

PJ Morgan Real Estate

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

**A:** 10+ years



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

**A:** Get involved! The more you know about this great industry the more you will love it!

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

**A:** Do it! I have grown so much professionally by being in leadership roles with OABR and WCR. It pushes you outside your comfort zone to really grow and learn.

**Q: What is the greatest benefit of joining OABR?**

**A:** Resources! I can always find someone willing to help me with ANY and ALL questions I have. That is priceless!

**Q: What is your favorite OABR event?**

**A:** Coat Drive! It's a huge help to the families and children that receive them each year.

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

**A:** Some people told me I was crazy to get into real estate in 2006, right before the market became extremely difficult. We went from over 6,000 active listings to now less than 2,000 in the time I have been selling. Talk about an adventure! It has allowed me to really learn how to sell in any market. So I don't worry about what the future is, I stay focused on what it is now and I am always preparing for the next six months so I am ready, no matter what the market is. Each of us has the opportunity to make this career what we want it to be. How exciting is that?!

**Q: What motivates you to succeed in the industry?**

**A:** To provide every person with the service they need and deserve. Home buying and selling can be stressful and I work hard to make it as enjoyable as possible!

**Q: What is something we don't know about you?**

**A:** : I love to sing! I even did a few solo parts in my younger years. You probably won't see that happen again any time soon, but if you are in the car with you me, you may get your own personal performance.

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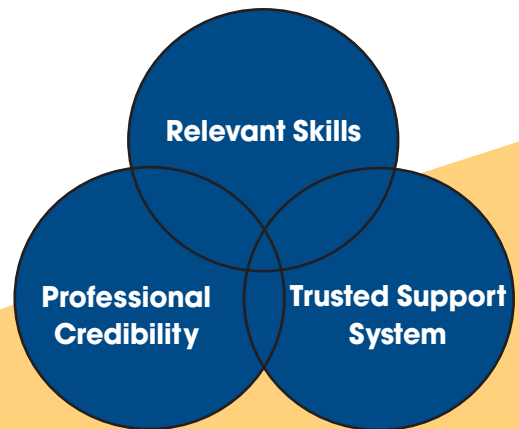
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### What is a Home Warranty?

Kayla Shafer, Home Warranty of America

Gain peace of mind when purchasing a house, with a home warranty plan. When your appliances break or major systems fail, you'll be protected from costly home repairs.

### What's the Difference between a Home Warranty and Home Insurance?

Home warranties are designed to protect your home's appliances and systems from breakdowns caused by normal wear and tear. Homeowners insurance pays for damages and loss caused by covered perils like fire and weather damage, but it won't help you if your washing machine simply breaks down.



**Kayla Shafer**

### What does a Home Warranty Cover?

A home warranty will cover your home's crucial systems and appliances, as long as they are in working order when the contract is entered into with the warranty company. Make sure you have reviewed your contract and coverage before you need it.

#### Make sure you're clear on:

- What is covered by the warranty, and what is not.
- Any cap limits on coverage
- Any deductibles or trade call fees

### What is the Trade Call Fee for?

This is a small fee the homeowner pays to have the service provider come to the home to diagnose a problem. This fee covers the visit and the amount is clearly stated on every contract.

### Will Every Home Appliance Breakdown be Covered?

Not all breakdowns are covered. Your contract spells out, section by section, what is covered in each plan and option and what is not. You should reach out to your local rep with questions. Home appliance coverage depends upon the plan you pick, some plans are very basic and others more comprehensive. You usually get what you pay for.

Home warranties can be ordered for new construction, residential resale, duplex/triplex, condos/town homes/mobile homes: 1-4 year increments. Buying multi-year usually results in a discount.

#### **Kayla Shafer**

Omaha/Lincoln Account Executive  
Home Warranty of America  
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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 APRIL 2017 MEETING ATTENDANCE:

Erin Trescott (President) – Busey Home Mortgage  
Lisa Powell (President-Elect) – Farmers Ins/Powell Ins

Brenda Stuart (Treasurer) – ServiceOne Inc  
Bonnstetter, Lori – 2-10 Home Buyers Warranty  
Bybee, Jeff – CKB Custom Creations/Fireplace  
Castillo, Trisha – SAC Federal Credit Union  
Churchill, Shannon – ServiceOne Inc  
Connor, Tracy – City-Wide Termite & Pest Control  
Cunningham, Kayla – JH Willy  
Davis, Brett – Core Bank Mortgage  
Dein, Theresa – First American Mortgage Co  
Dobrovolny, Joe – Equitable Bank  
Doeschot, Melanie – Ambassador Title Services  
Dritley, Amy – Peoples Mortgage Company  
Eggenberg, Jan – SureHome Inspection Co  
Ferris, Jay – Veridian Credit Union  
Goodman, Jen – American National Bank  
Jameson, Jonathan – Busey Home Mortgage  
McGee, Mark – American National Bank  
Molina, Jen – My Insurance LLC  
Owen, Sue – TitleCore National  
Paul, Chris – PuroClean Restoration Service  
Paulson, Paula – First National Bank  
Rasmussen, Brent – Mortgage Specialists LLC  
Saum, John – SAC Federal Credit Union  
Shafer, Kayla – Home Warranty of America  
Sladek, Mary – My Insurance LLC  
Smythe, Jody – Retirement Funding Solutions  
Sullivan, Mike – City-Wide Termite & Pest Control  
Thiel, Matt – DRI Title & Escrow  
Walker, Wendy – SAC Federal Credit Union  
Wetig, David – American National Bank  
Young, Robin – Charter Title & Escrow

### UPCOMING MEETINGS:

Tuesday, May 23 - 9:00 a.m.  
Tuesday, June 20 - 9:00 a.m.  
Tuesday, July 18 - 9:00 a.m.

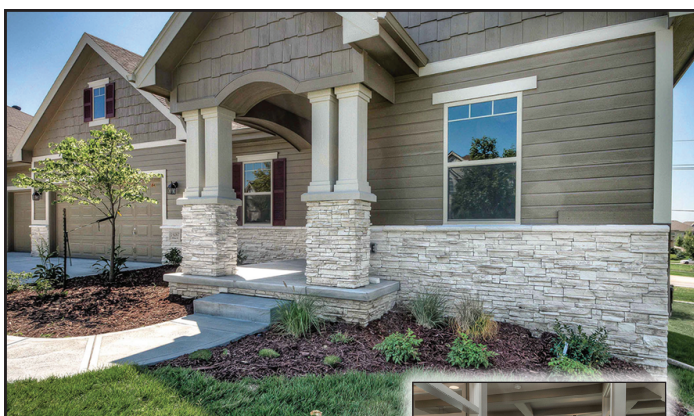
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Summer Franco - First National Bank  
Jan Eggenberg - SUREHOME  
Bridget Vacha - Home Standards Inspection Services  
Mindy Curington - Peoples Mortgage Company  
Kayla Shafer - Home Warranty of America



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Kaufman, Carol  
Kaup, Timothy  
Kays, Brian  
Kean, Nancy  
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Kehrli, Nancy  
Keith, Katherine  
Kelly, Sean  
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Kukulis, Devin  
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Lowndes, Brandon  
Lowndes, Robert  
Lubash, Terry  
Ludwig, Stephanie  
Lundstrom, Eric  
Lyon, Kristin

## CONTRIBUTION GOAL

**\$110,000** **\$92,584**  
by 12/9/17 as of 4/24/17

To report inaccuracies, contact  
Donna@OmahaREALTORS.com or 402-619-5551.



Nicola, Tammy  
Nielsen, Janette  
Nietfeldt, Rodney  
Nieto, David  
Niewohner, Lonny  
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Nolan, William  
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## Title 299, Chapter 7

The Attorney General and Governor have reviewed and approved the amendments to Title 299, Chapters 1, 2 and 7, further clarifying advertising requirements for real estate teams and affiliated licensees. The new regulations also establish continuing education requirements for team members, team leaders, and brokers who supervise teams.



Of the 12 hours of CE required in Section 81-885.51 of the Nebraska Real Estate License Act, (a) six hours in each two-year period shall be taken in CE activities which are derived from material covering ethical decision-making or federal or state laws, rules,

or regulations dealing with or pertaining to real estate or real estate transactions, and which are approved and designated by the Commission as meeting this six-hour requirement, (b) three hours shall be required in each two year period in a property management course or courses approved and designated by the Commission as meeting

this requirement for all licensees who provide property management services during such two year period, or who supervise a licensee or licensees who provide property management services during such two year period, and (c) three hours shall be required in courses on teams or team leadership which are approved and so designated by the Commission for all team members, team leaders, and designated brokers who supervise teams within 180 days after being designated a team member or team leader, or in the case of a designated broker within 180 days of the creation of any team under the broker's supervision. CE taken on or after January 1, 2017 may be used to meet the requirements of section (c) of this section.

The 180 days starts ticking from July 1, however any approved class taken after January 1 of this year will count. As of 4-1-17 the NREC only had one class approved for team instruction, but are hoping for others soon.

For more information visit:  
[www.nrec.ne.gov/legal/Amendtitle299effjuly2017.html](http://www.nrec.ne.gov/legal/Amendtitle299effjuly2017.html)

## Managing Home Inspection Results

By Steve Vacha  
ASHI Certified Home Inspector

Much like a house builder, a real estate agent is as good as his or her essential contacts and referrals. Prepping a buyer to focus on the safety and major concerns of a home inspection is time well spent by the agent and home inspector. This will help the buyer to stay focused on the most critical issues which could need addressing before the purchase.

Many buyers ask for references from their agent – and they can be a great resource for the client during this potentially stressful time.

Case in point would be foundation concerns. There are minor concerns all the way to major concerns with almost any foundation. An inspector can often shed some light to the severity of the concern. Old water stains, or minimal moisture at some areas of the basement can be caused by improper drainage at the exterior. An example of a major concern

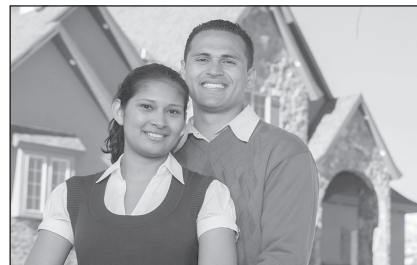
would be large horizontal and stair step cracks, that might point to settlement of the footings.

If the foundation concern warrants, bringing in a building engineer or experienced contractor to further evaluate the foundation is key.

Recently I learned of a case where “Company A” inspected a significant foundation concern and estimated repairs over \$14,000. Their estimate included removing a deck and installing lots of waterproofing procedures to the foundation. Later that day “Company B” arrived and their estimate was only \$3500, and included much less equipment and not removing the deck. Both companies covered their work with warranties.

“Company A” scared the buyer so much they dropped the house. There is no reason to add equipment to a house if it is not needed to solve a problem.

Another option is to have an engineer



inspect the home and complete a plan for repair, which can then be estimated by foundation contractors. There is no incentive for a third party like this to exaggerate a concern.

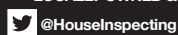
Establishing a relationship with good, trusted contractors, is a two-way street. These contractors will work hard to earn and keep your trust. Clients often have no idea who to call and it's best practice to offer multiple options, noting which you prefer.

Clients will value and appreciate your recommendations and experience ...and that's frosting on the cake for a new home buyer!



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Steve Vacha  
President



## Throwback Thursday Membership Luncheon

Over 100 REALTORS® and Affiliates gathered at the DC Centre on Thursday, April 27 for a fun, new twist on an old OABR tradition.

The first-ever Throwback Thursday Membership Luncheon took members back to the days when OABR used to host monthly membership luncheons featuring special guest speakers.

This year we welcomed guest speaker David Brown of the Omaha Chamber who discussed Omaha's past, present, and future. Members enjoyed soup, salad, and sandwiches, visited OABR committee booths, learned what their membership has to offer, and a lucky few won prizes!



## Discrimination Happens.

Retaliation

Education

Marital Status

Mental Illness

Race

Name

Wealth

Sexual Orientation

Parental Status

Social Status

Criminal Records

Gender Identity

Dress Code

Sex

Speech

Creed

Pregnancy

National Origin

Health

Age

Career Status

Income

Homelessness

Religion

Disability

Physical Features

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# Face the REALTORS®

## Greg Lemon

Nebraska Real Estate Commission Director

### New rules impacting YOU directly!

Greg Lemon discusses license law changes relating to advertising rules for teams, brokers, and all licensees, changes to record keeping requirements, and a reminder about the rules against “going behind the listing.”



**Thursday, May 4**

2:00 pm Sharp

*Please arrive a few minutes  
prior to 2:00 pm*

**OABR Education Center**

11830 Nicholas St.  
Omaha, NE 68154

**Please RSVP to:**

Donna@OmahaREALTORS.com

or 402-619-5551

*Seating is limited*

## 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](http://www.fairomaha.cityofomaha.org)**

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**S**omerset invites you to experience a convenient, pleasant, friendly neighborhood **your way!**

Build the home of **your dreams** on one of many available Somerset lots. Use the builder of **your choice**. Some of Omaha's finest builders have built homes in this family-friendly neighborhood.

These builders include Charleston Homes, Home Enterprises, Legacy Homes, Rogers Homes and Star Homes. **You can choose any builder you wish**, build whatever style home meets your wishes and start enjoying the inviting Somerset neighborhood.

Somerset has a beautiful neighborhood park. It is situated in northwest Omaha close to Lake Cunningham, 90<sup>th</sup> & Blair High Road shopping and Interstate 680.

**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 78<sup>th</sup> Street to Sheffield Street.



Get in on the action. **It's your call.** Make it today to

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## MEMBERSHIP

See the full membership report at:  
www.omaharealtors.com/membership-report



OABR	Mar 2017	Mar 2016
Designated REALTORS®	196	197
REALTOR®	2381	2285
REALTOR® Emeritus	49	40
<b>TOTAL</b>	<b>2636</b>	<b>2534</b>
Institute Affiliate	65	61
Affiliate	397	402
<b>TOTAL</b>	<b>3382</b>	<b>3271</b>

	Mar 2017	YTD
New REALTOR® Members	44	117
Reinstated REALTOR® Members	10	27
Resignations	15	69

GPRMLS	Mar 2017	Mar 2016
Participants (OABR)	187	190
Participants (MLS only)	64	67
Subscribers (OABR)	2388	2285
Subscribers (MLS only)	213	197
<b>TOTAL</b>	<b>2884</b>	<b>2770</b>

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# MULTI-OFFER MANIA! [9999T]

Learn successful methods for agents to guide  
buyers and sellers through multiple offers.

## Panel Speakers

**Scott Vogt** – President & CEO (attorney), CBSHOME Real Estate

**Susan Clark** – VP Residential Sales, P.J. Morgan Real Estate

**Tim Reeder** – REALTOR®, Better Homes & Gardens Real Estate

**Darcy Coolidge** – REALTOR®, Nebraska Realty

**Thursday, May 18, 2017**

10:00 - 11:00 a.m.

**OABR Education Center**

11830 Nicholas Street

Omaha, NE 68154

This FREE session will provide you with one hour of Broker Approved Training.  
For Broker Approved Credit, talk with your broker.

*Coffee and cookies will be provided.*

Register online at **[www.ims.oabr.com](http://www.ims.oabr.com)** or send your reservations to one of the following:

**OABR**

11830 Nicholas St.  
Omaha, NE 68154

**Fax:** 402-619-5559

**Email:** [Donna@OmahaREALTORS.com](mailto:Donna@OmahaREALTORS.com)

-----  
Name \_\_\_\_\_ License # \_\_\_\_\_

Company \_\_\_\_\_ License Type \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Staff Spotlight



### Porscha Smith, *Business Support Manager*

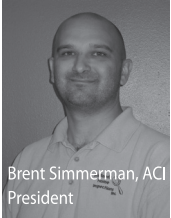
Porscha began working for the Omaha Area Board of REALTORS® at the end of September 2016 after helping with the Supra KeyBox Exchange at the DC Centre. Porscha's temporary position quickly grew into a full-time position as the need for more help came about after Lisa Welch left in February to pursue her new endeavors in South Dakota.



Porscha grew up in Omaha, but has also lived in Georgia, Indiana, Mexico, and Korea. In her free time she enjoys reading, going to the zoo, volunteering, and yoga. She also loves playing the role of "Mom" to her two little boys, Cayden (7) and Na'Zier (1).

We are glad to have Porscha as part of our team at the Omaha Area Board of REALTORS®.

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President

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## Homesnap Pro mobile app for Paragon is coming to Great Plains Regional MLS

Great Plains Regional MLS has partnered with Homesnap to provide you with the #1-rated real estate app for agents, Homesnap Pro, which gives you access to all of your MLS info on the go, at no extra cost to you! There are an unlimited amount of tools in this app that will help you run your business from your phone, stay connected with your clients, and build your business with Homesnap. GPRMLS is launching the Homesnap Pro app on May 16.

## Build your business with Homesnap

### Your listings are always protected in Homesnap

- No matter how consumers find your listing, they will see you on them
- All leads go straight to you in real time

### Hook new leads instantly with unlimited *Rapid CMAs*

- Create and send a robust, professional CMA with just a few taps on your phone

### How am I connected?

- See how you are connected to an agent through your deal history and co-worker relationships

### Earn exposure in Homesnap for your expertise and activity

- Every home you snap with Homesnap is automatically added to your online profile
- All inquiries are sent directly to you

### Stay safe at showings

- Set a Safety Timer to automatically notify your emergency contacts if time expires
- In case of distress, send a text alert to your emergency contacts in one tap



## KEEP AN EYE OUT!

### Members will receive an email from Homesnap on Tuesday, May 16 with instructions on how to download and start using Homesnap Pro. Here are the steps you'll need to take:

1. Open the email from Homesnap and click "Confirm Account" to register for Homesnap Pro

2. After registering, download the app on your smartphone: [www.homesnap.com/get](http://www.homesnap.com/get)

2. After registering, download the app on your smartphone: [www.homesnap.com/get](http://www.homesnap.com/get)

## Run your business from your phone

### The best way to access real-time MLS data on the go

- Snap any home to find out all about it
- Search by address, zip code, map, MLS ID, and more
- Connects to your existing MLS account, always signed in
- Includes agent-only info, like commission splits and showing instructions

### Instant info on any home, not just listings

- Basic facts, value, last sale date and price
- Listings, price changes, contracts, sales and off-markets
- Unified property history combines all past listings for every home
- Accurate lot boundaries
- Similar active listings and recent sales comps

### Analysis of every agent's activity and deal history

- Number of sales, location, list vs. buy, average price and type of home
- Portfolio of each agent's recent deals for the past 2 years (listings and buyers)
- Analysis of each agent's price reductions, days on market and close rate

### Simple, integrated messaging and communications

- Call, email or message any agent with a single tap
- Automatically track the agents you view and work with the most
- Complete directory of every office and every agent
- One-tap access to the listing agent, right from any listing
- In-app integration with showing platforms to request showings

## Stay connected with your clients

### Branded version of Homesnap for your clients and contacts

- You're the only agent your contacts ever see in Homesnap
- Automatically track every home your clients snap, favorite or discuss
- Recommend homes to any client with a single tap

### Engage your entire sphere, not just active buyers

- Connect with anyone, from the curious to the serious buyer
- Homesnap is fun and addictive for anyone with even a passing interest in homes

visit [homesnap.com/pro](http://homesnap.com/pro)

### Available automatic email marketing to your entire sphere

- Every email includes your name, picture and an invitation to "ask a question"
- Weekly email shows new local listings, contracts and sales, customized for each client
- Every client who engages with you becomes "yours" in Homesnap



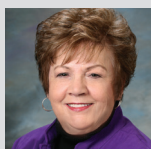


# CELEBRITY HOMES

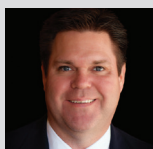
Homes • Villas • Townhomes



Kaleen Anson



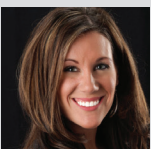
Ileana Carlson



Bill Casey



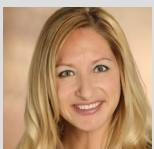
Mike Connell



Ericka Heidvogel



Don Igo



Monica Lang



David Lee



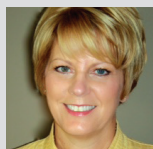
Luke Lofgren



Mike McGlynn



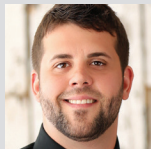
Sherri Montgomery



Jane Ploughman



Leslie Petersen



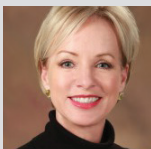
Kurt Pfeffer



Gary Price



Scott Rosenthal



Tammy Smart



Shawn McGuire  
Sales Manager



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Becky Miralles  
Becky Tindall  
Brenda Sedivy  
Brian Kays  
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Rick Dunn  
Rosemary Nicolson  
Rusty Hike  
Ryan Basye  
Sarah maier

## 2017 Platinum Club Members

Joe Vampola (3)  
Ben Smail (2)  
Doyle Olis (2)  
Jasmin Jonsson (2)  
Kelly Gitt (2)  
Matt Beers (2)  
Michael Sodoro (2)  
Milt Schneider (2)  
Teri Carlson (2)  
Tony Terp (2)

Sarah Waller  
Shannon Zimmerman  
Shari Morris  
Shawn Maloy  
Shelley Grudle  
Sherry Dixon  
Stephen Riso  
Susan Clark  
Tammie Rheiner  
Tammy English  
Tammy Gaskin  
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## Code of Ethics: Article 16; Standards 1 - 7

REALTORS® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with clients. (Amended 1/04)

- **Standard of Practice 16-1**

Article 16 is not intended to prohibit aggressive or innovative business practices which are otherwise ethical and does not prohibit disagreements with other REALTORS® involving commission, fees, compensation or other forms of payment or expenses. (Adopted 1/93, Amended 1/95)

- **Standard of Practice 16-2**

Article 16 does not preclude REALTORS® from making general announcements to prospects describing their services and the terms of their availability even though some recipients may have entered into agency agreements or other exclusive relationships with another REALTOR®. A general telephone canvass, general mailing or distribution addressed to all prospects in a given geographical area or in a given profession, business, club, or organization, or other classification or group is deemed "general" for purposes of this standard. (Amended 1/04)

Article 16 is intended to recognize as unethical two basic types of solicitations:

First, telephone or personal solicitations of property owners who have been identified by a real estate sign, multiple listing compilation, or other information service as having exclusively listed their property with another REALTOR®, and

Second, mail or other forms of written solicitations of prospects whose properties are exclusively listed with another REALTOR® when such solicitations are not part of a general mailing but are directed specifically to property owners identified through compilations of current listings, "for sale" or "for rent" signs, or other sources of information required by Article 3 and Multiple Listing Service rules to be made available to other REALTORS® under offers of subagency or cooperation. (Amended 1/04)

- **Standard of Practice 16-3**

Article 16 does not preclude REALTORS® from contacting the client of another broker for the purpose of offering to provide, or entering into a contract to provide, a different type of real estate service unrelated to the type of service currently being provided (e.g., property management as opposed to brokerage) or from offering the same type of service for property not subject to other brokers' exclusive agreements. However, information received through a

Multiple Listing Service or any other offer of cooperation may not be used to target clients of other REALTORS® to whom such offers to provide services may be made. (Amended 1/04)

- **Standard of Practice 16-4**

REALTORS® shall not solicit a listing which is currently listed exclusively with another broker. However, if the listing broker, when asked by the REALTOR®, refuses to disclose the expiration date and nature of such listing; i.e., an exclusive right to sell, an exclusive agency, open listing, or other form of contractual agreement between the listing broker and the client, the REALTOR® may contact the owner to secure such information and may discuss the terms upon which the REALTOR® might take a future listing or, alternatively, may take a listing to become effective upon expiration of any existing exclusive listing. (Amended 1/94)

- **Standard of Practice 16-5**

REALTORS® shall not solicit buyer/tenant agreements from buyers/tenants who are subject to exclusive buyer/tenant agreements. However, if asked by a REALTOR®, the broker refuses to disclose the expiration date of the exclusive buyer/tenant agreement, the REALTOR® may contact the buyer/tenant to secure such information and may discuss the terms upon which the REALTOR® might enter into a future buyer/tenant agreement or, alternatively, may enter into a buyer/tenant agreement to become effective upon the expiration of any existing exclusive buyer/tenant agreement. (Adopted 1/94, Amended 1/98)

- **Standard of Practice 16-6**

When REALTORS® are contacted by the client of another REALTOR® regarding the creation of an exclusive relationship to provide the same type of service, and REALTORS® have not directly or indirectly initiated such discussions, they may discuss the terms upon which they might enter into a future agreement or, alternatively, may enter into an agreement which becomes effective upon expiration of any existing exclusive agreement. (Amended 1/98)

- **Standard of Practice 16-7**

The fact that a prospect has retained a REALTOR® as an exclusive representative or exclusive broker in one or more past transactions does not preclude other REALTORS® from seeking such prospect's future business. (Amended 1/04)

# OABR GOLF Outing

*Hosted by the  
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## SAVE THE DATE!

**Monday,  
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Shotgun Start  
10:00 am

**Oak Hills Country Club**  
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*Goody bags!*

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### *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!**

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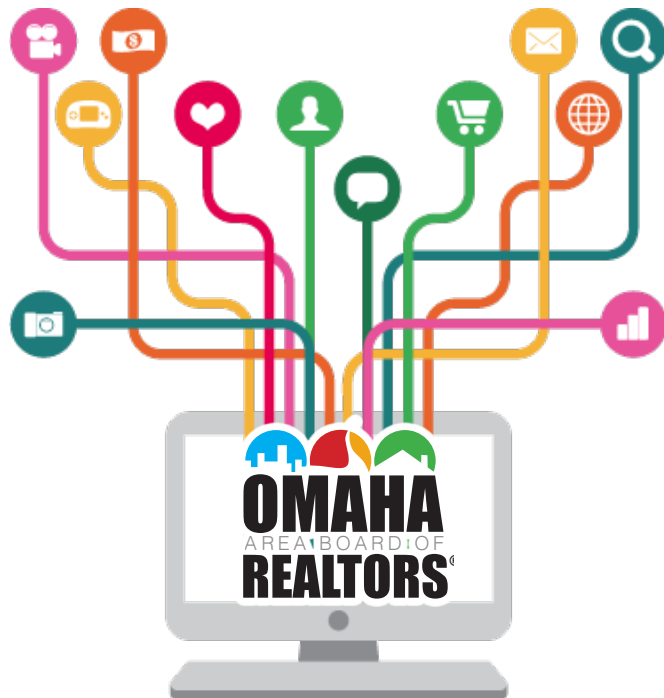


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NAR's e-PRO® Certification Program teaches you to use **cutting-edge technologies** and **digital initiatives** to link up with today's savvy real estate consumer.



### e-PRO® Certification - Day 1\* Course #9999T

**Thursday, June 22 9:00 am - 4:00 pm**

**OABR Education Center**

11830 Nicholas St | Omaha, NE

**\$145 members/\$165 non-members**

*Lunch Included!*

**Register Early & SAVE!**

\$120 if registered by Monday, May 15  
Non-members \$140

### 6 Hours of Broker Approved Training

\*To earn NAR's e-PRO® Certification after completing this course you must be a member in good standing of the National Association of REALTORS® and complete e-PRO®: Day 2 – offered exclusively online for an additional fee.

### Speaker: **Terry Watson**



Terry Watson is the “AHA guy”, who makes people, companies and organizations large and small aware of the conscious and unconscious ways they sabotage their businesses and their

lives. Terry provides ridiculously effective and easily implementable strategies. In short, Terry gives you the tools you need to get out of your own way while making you laugh till you snort in the process.

Register online at **ims.oabr.com**. Type in your ID and password, click on “Education Calendar,” then on the specific event. *Payments must be made at time of reservation. 24 hours notice for refunds.*

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or Donna@OmahaREALTORS.com

#### **Mailing Address:**

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



## The 10-Second Rule

One of the most common reasons that people find themselves in dangerous situations is that they weren't paying attention. Take a few precious seconds during the course of your day to assess your surroundings.

### **Take 2 seconds** when you arrive at your destination.

- Is there any questionable activity in the area?
- Are you parked in a well-lit, visible location?
- Can you be blocked in the driveway by a prospect's vehicle?

### **Take 2 seconds** after you step out of your car.

- Are there suspicious people around?
- Do you know exactly where you're going?

### **Take 2 seconds** as you walk towards your destination.

- Are people coming and going or is the area unusually quiet?
- Do you observe any obstacles or hiding places in the parking lot or along the street?
- Is anyone loitering in the area?

### **Take 2 seconds** at the door.

- Do you have an uneasy feeling as you're walking in?
- Is someone following you in?

### **Take 2 seconds** as soon as you enter your destination.

- Does anything seem out of place?
- Is anyone present who shouldn't be there or who isn't expected?

### **Safety in Just 10 Seconds**

It takes just 10 seconds to scope out your surroundings and spot and avoid danger. Make this "ten-second scan" a habit in your everyday work as a real estate professional. Then share it with someone else.

Source: "What You Can Do About Safety," REALTOR® Magazine

**REALTOR® Safety Reminder:** If you ever feel you are in immediate danger, call 911.

Agents should NEVER meet unknown customers alone.  
*Work together, stay safe!*

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[bybeecustom@gmail.com](mailto:bybeecustom@gmail.com)

**402-541-7001**





## Personals



**CONGRATULATIONS** to the following agents on receiving the **MRP designation**:

Don Buehler, NP Dodge Real Estate  
 Virgil Butcher, Coldwell Banker REA  
 Michael Conley, Coldwell Banker REA  
 Darcie Coolidge, Nebraska Realty  
 Lisa Green, RE/MAX Results  
 Eileen Kelly, CBSHOME Real Estate  
 Mindy Kidney, RE/MAX Results  
 Cynthia Kinzey, RE/MAX Professionals  
 Camilla Knapp, Nebraska Home Sales  
 Andrea Lane, BHHS Ambassador Real Estate  
 Devon Leesley, Nebraska Realty  
 Anna Lemieux, RE/MAX Results  
 Mary Melichar, NP Dodge Real Estate  
 Loretta McNally, RE/MAX Platinum  
 Milton Schneider, Nebraska Realty  
 Dixie TenEyck, RE/MAX Results  
 Julie Thurston, Better Homes and Gardens R.E.  
 Carolina Williams, Nebraska Realty Sarpy County

**CONGRATULATIONS** to **Julie Hergert** of CBSHOME Real Estate on receiving the SRES designation.

**CONGRATULATIONS** to **Jay Mitchell** of BHHS Ambassador Real Estate on receiving the SRES designation.

**CONGRATULATIONS** to **Cheryl Gerace** of Nebraska Realty on receiving the GRI designation.

**CONGRATULATIONS** to **Megan Bengtson** of Nebraska Realty and Aaron Hochstein of Highrock Design Build Remodel on the birth of their daughter, Emma Lynnlee, born April 12.

**CONGRATULATIONS** to **Jon and Bridget Vacha** of Home Standards Inspections Services on the birth of their daughter, Gloria Rose, born April 9.

**CONDOLENCES** to **Mary Byrnes** of Lincoln Federal Savings Bank on the recent loss of her sister.

**CONDOLENCES** to **Don Igo** of Celebrity Homes on the recent loss of his father.

**CONDOLENCES** to **Perry Dawes** of BHHS Ambassador Real Estate on the recent loss of his mother.

**CONDOLENCES** to **Peggy Richter-Way and her husband Randy Way** of Richter Real Estate on the recent loss of her mother/his mother-in-law.

**CONDOLENCES** to **Cher Stenger** of Radon Pros on the recent loss of her grandmother.

**CONDOLENCES** to **Todd and Brenda Young** of BHHS Ambassador Real Estate and their daughter, **Kristina Philbin** of Keller Williams Greater Omaha on the recent loss of his father/her father-in-law/her grandfather.

**Monica LANG**

"Your Celebrity Connection"

**402.689.3315**

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

[MLang@CelebrityHomesOmaha.com](mailto:MLang@CelebrityHomesOmaha.com)

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- **Moore Appraisal Ed., LLC**  
www.mooreeducation.com  
402-770-8605
- **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 Vojchekhoske)  
www.mrrealestatece.com  
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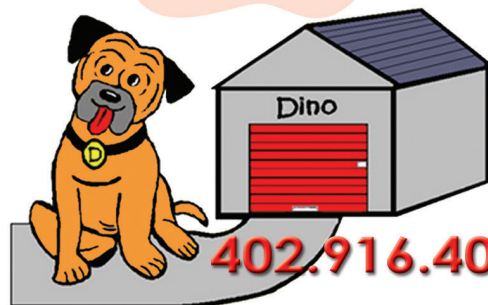
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## MOBAupdate

### MOBA Keeps it Rolling in May...

On the heels of the successful Omaha Home Show and Remodel Omaha Tour events, MOBA continues the momentum showcasing home builders in the **Spring Parade of Homes, April 22 - 23 and April 27 - 30**. Homebuyers are out shopping and this year's Parade features homes in all price ranges throughout the Omaha metro area. Look for more information in the Omaha World Herald and at [www.MOBA.com](http://www.MOBA.com)

Also, in May, MOBA will hold its annual **Golf Outing at Tiburon Golf Course**. If you need more information, go to [www.MOBA.com](http://www.MOBA.com).

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

April 25, 2017 MOBA Luncheon at Anthony's

May 03, 2017 Professional Women's Committee

May 11, 2017 Associates Council Meeting

May 24, 2017 **MOBA Golf Outing**

May 30, 2017 MOBA Luncheon at Anthony's

Details on these events and more....

visit [www.MOBA.com](http://www.MOBA.com)

**Need to Renew your MOBA membership?**

**You can now pay online...**

**just click on "Join MOBA"**

# Code of Ethics Training Course

#0985R

The National Association of REALTORS® requires completion of ethics training by all members every two years. The next deadline is December 31, 2018.

**\$25 - All Proceeds Support RPAC**

Non-members will be charged \$50



Investments are not deductible for federal income tax purposes. Investments to RPAC are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may invest more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount invested or decision not to invest. You may refuse to invest without reprisal. 85% of each investment is used by your state RPAC to support state and local political candidates; 15% is sent to National RPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116.



**Friday, June 9, 2017**

8:30 am - 12:00 pm

**OABR Education Center**

11830 Nicholas Street  
Omaha, NE 68154

**Please note: This course is also good for 3 hours of Continuing Education.**

Snacks and refreshments will be provided.

Register online at [www.ims.oabr.com](http://www.ims.oabr.com) or send your reservations to one of the following:

**OABR**

11830 Nicholas St.  
Omaha, NE 68154

**Email: [Debbie@OmahaREALTORS.com](mailto:Debbie@OmahaREALTORS.com)**

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