



REview



COMING UP

NEW MEMBER ORIENTATION

July 11; 8:30 am - 4:00 pm
July 12; 8:30 am - 4:00 pm
OABR Education Center

YPN ADVISORY BOARD

July 13; 2:00 pm - 3:00 pm
OABR Boardroom

OABR BASEBALL NIGHT

July 14; Dinner 6:00 pm,
Game 7:00 pm; Werner Park

AFFILIATES COUNCIL

July 18; 9:00 am - 10:00 am
OABR Education Center

GOVERNMENTAL AFFAIRS

July 19; 10:00 am - 11:00 am
OABR Boardroom

MRP DESIGNATION COURSE

July 25; 8:00 am - 12:00 pm
July 26; 8:00 am - 12:00 pm
OABR Education Center

GRILLIN' & CHILLIN' AT THE BEACH

July 27; 5:00 pm - 9:00 pm
Bryson's Airboat Tours in Fremont

Great Plains Regional MLS Integrates Two New Power-Tools

Homesnap Pro and CRS Data make Paragon the top system for agents

Last month, we announced the integration of **Homesnap Pro**, the top-rated mobile app for agents; the response has been phenomenal! Agents are discovering real-time mobile access for the MLS system, new communication tools, and an entirely new mobile connection with customers. If you have not yet downloaded the app, do it today! More information is available at www.Homesnap.com/University.



Beginning in August, Paragon MLS will also feature a tight integration with **CRS Data**, greatly expanding MLS user access to public records information. Paragon MLS will now feature fresh, updated data in an easy-to-use tool with a number of advantages.

First, notice the detailed property information and impressive mapping tools. With **CRS Data**, Paragon MLS will now feature a total of 12 counties (nine in Nebraska, three in Iowa). Additional counties will also be added as the MLS regional footprint grows.

CRS Data is the most current, accurate data in the industry which is clearly-formatted with intuitive, web-based navigation. Look at recent sales (both MLS and FSBO) and find the best comps fast; access GIS tax maps (quickly measure lots and identify boundaries). Impress your clients with detailed property summaries and histories. Add information about neighborhoods, subdivisions, schools, and even flood conditions. **CRS Data** will also help you prospect! Use maps, specific zip codes or subdivisions, streets, or even a geographical radius. You can export information, or print mailing labels or letters directly from the system.

Continued on Page 11

OMAHA
STORM CHASERS



SocialEvents
Omaha Area Board of REALTORS®

OMAHA AREA BOARD OF REALTORS®
BASEBALL NIGHT

FRIDAY, JULY 14
WERNER PARK

DINNER 6 - 7:30 PM
GAME 7:05 PM

\$15

\$1 RAFFLE TICKETS
TO THROW FIRST PITCH
ALL RAFFLE PROCEEDS
BENEFIT REBUILDING
TOGETHER OMAHA

OMAHA
STORM
CHASERS

VS

NASH -
VILLE
SOUNDS

FIREWORKS TO FOLLOW!



Register online at ims.oabr.com. Type in your ID and password, click on "Event by date," then on the specific event.

Name _____ Company _____
Street Address _____ City _____ Zip _____
Phone _____ Email _____
Quantity of Tickets Ordered _____ x \$15.00 each = _____ Total _____
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 place ticket orders by Friday, July 7.
Questions? Contact Donna@OmahaREALTORS.com or 402-619-5551.

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



Omaha Area Board of REALTORS®
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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 4th of July to you all!



Monica Lang
President

Cheers to a spectacular month of summer fun with friends and family. I hope you all will take a little time away and enjoy the sunshine. Host a BBQ, relax by a pool, take a vacation, go golfing, go camping, dine alfresco, sip wine on a patio, just take a little time for you!

Just over a month ago I attended the National Association of REALTORS® Housing Opportunities Committee Meeting in Washington D.C. I was shocked to learn more than 600,000 Americans are homeless on any given night in this country. The National Coalition for Homeless Veterans estimates that on any given night 271,000 veterans are homeless in the United States. Studies indicate that 40 percent of homeless men have served in the armed forces. Approximately 20,000 people are homeless in Nebraska every night with approximately 2,000 homeless people in Omaha every night. The average age of a homeless person is only nine years old!

I find these numbers a bit disturbing. As your OABR President, I think we as REALTORS® can make a difference in solving this problem. We can help these people, right here in our own local communities.

Please take a moment to view this powerful short film at www.MakeThemVisible.com. It's only 3.5 minutes and it may change how you see the homeless. This video was originally produced as a social experiment, geared at revealing how we, as a society, see our homeless neighbors.

There are so many simple ways we can all help.

Here are a few ideas to consider:

Collect urgent needs items for a local shelter. These items include toilet paper, socks, underwear and t-shirts.

Collect food donations. Cereal, boxed meals, canned fruits and vegetables, boxed potatoes, canned meat, pasta, pasta sauce, peanut butter, snack crackers, soup, macaroni and cheese, etc.

Volunteer. Serve meals at a local shelter or host a drive at your office to collect needed items.

My challenge to all of you is to just do a little something. Every small effort helps. Each one of you can have an impact! I would love to hear about what you and your colleagues do to contribute to our community this month. Let's make a difference, Omaha REALTORS®!

Cheers to a sensational summer!

Monica



Search Commercial Property for Sale or Lease in Lincoln, Omaha, Council Bluffs

Enter Location, Property Type or Keyword

Q Search

FOR COMMERCIAL BROKERS ONLY!

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**When you agree to six additional months service at the regular rate.*



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.



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OWN AND CONTROL YOUR DATA

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**CREATING A
CONNECTED
MARKETPLACE**



Catylist

DISCOVER MORE AT [MRCIE.ORG](#)

New Advertising Regulations Effective July 1



All Real Estate Licensees are Affected!

On July 1, amendments to Nebraska License Law take effect that change advertising and education requirements. All agents will want to pay close attention to their broker's prominence in all forms of advertising. In addition, real estate teams working within a brokerage firm have a host of new rules requiring continuing education, advertising and disclosure.

To read more, go to www.NREC.ne.gov.



The following advertising regulations will take effect July 1:

BROKER PROMINENCE (WEBPAGE OR FLYER)

For Sale: 1015 Elm St. Smallville, NE



Call Suzy Sells at 315-222-4444 at Sellsalot Realty for more

Lovely 5 Bedroom 3 bath, updated kitchen. Picture yourself living the life in this lovely cartoon home in the fictional town of Smallville. (etc.)

DO: Broker Name is prominent and easily identifiable

For Sale: 1015 Elm St. Smallville, NE



Lovely 5 Bedroom 3 bath, updated kitchen. Picture yourself living the life in this lovely cartoon home in the fictional town of Smallville. All Appliances stay, Call Suzy Sells at 315-222-4444 for more information

Offered by Sellsalot Realty

DON'T: Broker name is smaller than affiliated licensee name and not easily identifiable

LICENSEE OR TEAM NAME ADJACENT TO BROKER NAME (BUSINESS CARDS)

DO: Broker name adjacent to and same or greater size than affiliated licensee name. (Below)

Aaron Acres Barns R US Brokers



12th and Main Street, Milo, NE 68555
402 111-2222

DON'T: Team name is not adjacent to broker name, not on the same side of the card. (Below)

Aaron Acres 402-111-2222



Farm and Ag Specialist

(Front)

LICENSEE OR TEAM NAME ADJACENT TO BROKER NAME (YARD SIGNS)

THE EQUITY GROUP
BIGO REALTY
COMPANY, BROKERS

For Sale: 2525 Elm Street
402 123 4567
Call our Agents Today!!


DO: Broker adjacent to and as large or larger than team name

THE EQUITY GROUP

For Sale: 2525 Elm Street
402 123 4567
Call our Agents Today!!
Bigo Realty Company, Brokers

DON'T: Broker name smaller than and not adjacent to team name

Barns R US Brokers



12th and Main Street
Milo, NE 68555

(Back)



MARKETING TO THE GENERATIONS!

Population size of 76.6 millions,
surpassing even Baby Boomers.

Millennials are misunderstood, in large part, because they aren't approaching adulthood the same way that previous generations have.

- The milestones of adulthood (getting a job, buying a home, getting married, having kids) just aren't as feasible for many Millennials given the ramifications of the recession.
- Millennials grew up in an expanding world of choice and options for just about everything they ever needed or wanted. Because of this, they view life very differently. They don't see just one path available to them—they see limitless possibilities to make their life their own. - forbes.com-4/16/14!

Marketing to Millennials

- Solve their problem with no fuss & quick.
- Give them a reason to engage.
- Create an "experience" addictive to their lives and is entertaining.
- Create campaigns focusing on value
- Keep them informed - they don't want to "miss out".
- Target your message more about what you stand for then the facts about the product. - Staywellconnectedtothisgeneration through social media - They consider themselves their own medium having "insider" status (They are never far from a post/selfie/or a "like").



Summer Franco

Loan Officer

NMLS #992463

Office: 402-763-9359

summer.franco@benchmark.us

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Omaha, NE 68118

<https://summerfranco.benchmark.us>



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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 JUNE 2017 MEETING ATTENDANCE:

Erin Trescott (President) – Busey Home Mortgage
Laura Longo (Secretary) – Centris Federal Credit Union
Castillo, Tricia – SAC Federal Credit Union
Connor, Tracy – City-Wide Termite & Pest Control
Cooper, Ray – Roof Tech
Cunningham, Kayla – JH Willy
Curington, Mindy – Peoples Mortgage Company
Dein, Theresa – First American Mortgage Co
Dobrovoly, Joe – Equitable Bank
Dritley, Amy – Peoples Mortgage Company
Eggenberg, Jan – SureHome Inspection Co
Franco Summer – Benchmark Mortgage
Goodman, Jen – American National Bank
Kopun, PK – Centris Federal Credit Union
Kumm, Alex – Charter Title & Escrow
McDaniel, Alex – Charter Title & Escrow
McGee, Mark – American National Bank
Paulson, Paula – First National Bank
Saum, John – SAC Federal Credit Union
Shafer, Kayla – Home Warranty of America
Smythe, Jody – Retirement Funding Solutions
Sullivan, Mike – City-Wide Termite & Pest Control
Walker, Wendy – SAC Federal Credit Union

UPCOMING MEETINGS:

Tuesday, July 18 - 9:00 a.m.
Tuesday, August 15 - 9:00 a.m.
Tuesday, September 19 - 9:00 a.m.

SAVE THE DATE!

2017 Turkey Bowl & Toys for Tots

Wednesday, November 1 @ The MARK
Check-in: 11:00 am; Bowling: 12:00 pm
\$25/Person; \$20 Spectator Tickets
Start gathering your teams of 8!
Registration opens September 1

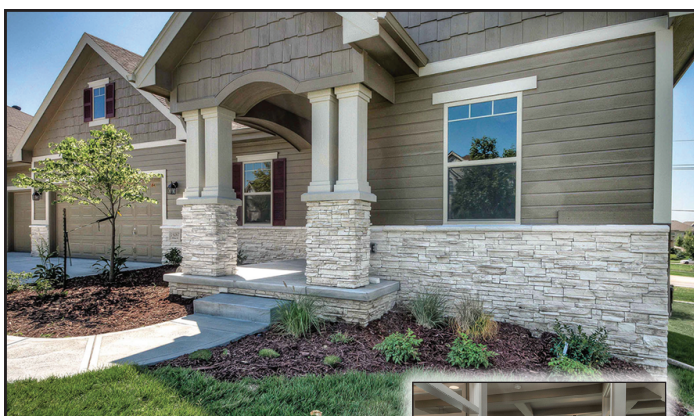
JULY ORIENTATION SPONSORS

Amy Dritley - Peoples Mortgage Company
Erin Trescott - Busey Home Mortgage
Brenda Stuart - ServiceOne
Bridget Vacha - Home Standards Inspection Services



Ericka Heidvogel
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(402) 917-4888
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Ritter, Lisa
Ritter, Dennis
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Vogt, J. Scott
Wehner, Mark

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Dohse, Doug
Gibson, Ryan
Lehan, Carol
Lichter, Patrick
Swanson, Bill
\$1 - A - DAY
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Chiles, Jo-el
Irish, Sheila
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McGuire, Shawn
Neilan, Perre
Sawyer, Jessica
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CONTRIBUTION GOAL

\$110,000 **\$105,473**
by 12/9/17 as of 6/22/17

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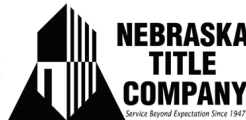
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About the Instructor

As well as being the Broker / Sales Manager of Celebrity Homes in Omaha, NE, Shawn has been an instructor for the National Association of Home Builders (NAHB) for over 15 years. He is also an approved instructor for the state of Nebraska.



Shawn McGuire
GRI, CRS, MCSP, CAPS
Broker/Sales Mgr.

Email Registration to: **YourFriend@CelebrityHomesOmaha.com**

In addition to CRS Data, Paragon is also adding two additional features on August 1: Field Operators & Date Range filters and a Collaboration Center Client Search functionality.

Field Operators & Date Range Filters

Field Operators for display on Lookup Fields and Freeform Fields will be enabled on August 1, which will give users the ability to filter specific criteria (i.e. Subdivisions, etc.) when executing a search. The following will display:

- Lookup Fields Contain: Equals and Not Equal To
- Free Form Fields Contain: Not Equal To, Contains, Contains All, Starts With, Not Starting With, and Does Not Contain

New date range filters will also be available for configuration for date fields. When configured, this functionality will be active on all system date fields.

- 24, 18, 12, 6 Months Back
- 90, 60, 30, 7 Days Back
- Last Month, Last Year, This Month, This Year, Year-to-Date, Next 7 Days, Next 30 Days

Collaboration Center Client Search Functionality



Agents will be able to allow their clients to create their own searches in the Collaboration Center. The agent will first need to go to the Collaboration Center Preferences to enable the search function. Each client can then be configured to allow the client to search. An agent will be able to decide whether or not they would like to enable this functionality, as well as having the ability to turn it on for particular contacts.

For more details on each of these enhancements, visit: OmahaREALTORS.com/mls-info.





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The Value of MLS



Making the Market Work

The MLS is a community of real estate professionals that work together to make real estate transactions happen, using shared information and rules to which they all agree.

Working in real estate is rewarding, but also demanding. You will worry about deals, clients, deadlines and an abundance of details. The MLS exists so you don't have to worry about a few really important things. In many ways, the MLS makes the real estate market work.

The Value of the MLS

The MLS system delivers confidence, connection, and community.

Confidence

The MLS safeguards market information so you can do your job confidently. You can count on the data within the MLS being reliable and timely; you can count on the rules guiding participation, cooperation, and compensation being enforced.

Connections

The MLS creates connections between professionals with properties to sell and those with clients who may buy them.

Community

The MLS is a dynamic community of professionals who work together on agreed upon terms. The magic of the MLS lies in competitors working together to create an efficient marketplace.

Buyers and Sellers

Consumers benefit from the MLS. When you explain this to them, it enhances your value. Sellers who list with you, an MLS member, know their home will be placed in front of nearly every real estate professional currently working with active buyers.

This is more powerful than any marketing or advertising. Buyers working with you, an MLS member, know they will always have access to the most current and reliable picture of available properties and have assurances that agents representing sellers will work with you.

Did you know?

The very idea of a Multiple Listing Service is unknown outside the North America. Competitors working together to sell homes is something we take for granted here. In the rest of the world, real estate professionals deal with uncertainty, incomplete information and little to no enforcement of rules. Our MLS is a precious thing. It makes the market work!

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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:**

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Face the REALTORS®

Governor Pete Ricketts

Nebraska Governor Pete Ricketts spoke at the OABR Office on June 21, sharing his ideas about promoting housing, lowering property taxes, and growing the economy. Governor Ricketts has served since 2015 and recently announced that he will seek a second term.



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MEMBERSHIP

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



OABR	May 2017	May 2016
Designated REALTORS®	197	196
REALTOR®	2430	2325
REALTOR® Emeritus	51	50
TOTAL	2689	2583

Institute Affiliate	64	62
Affiliate	408	410
TOTAL	3449	3336

	May 2017	YTD
New REALTOR® Members	40	193
Reinstated REALTOR® Members	6	41
Resignations	14	97

GPRMLS	May 2017	May 2016
Participants (OABR)	191	188
Participants (MLS only)	64	66
Subscribers (OABR)	2437	2335
Subscribers (MLS only)	217	208
TOTAL	2944	2827

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Annual Membership

OABR Dues: 12 years with no increase!

Dues statements for the 2018 fiscal year are now being mailed. Member dues must be paid by August 15, 2017 or a 10% late payment fee will be assessed.

Payments can be made online at OmahaREALTORS.com by using your MLS login ID and password. Specific instructions are located on the back side of the dues statement. REALTOR® dues are collected for all three levels of the REALTOR® organization.

2018 Dues Breakdown:

2018 Local: OABR Dues \$165

2018 State: NRA Dues \$230

2018 Nat'l NAR Dues \$155

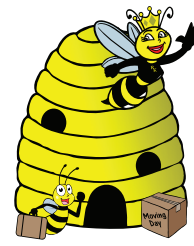
2018 DUES TOTAL \$550

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REGINA KOTCHIN

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What's all the "BUZZ" about?

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Air Condition with Energy Savings

By Tim Krof

ASHI-Certified Home Inspector

It's that time of year again, summer is here and along with it comes the heat!! As the days grow longer and hotter, air conditioners run longer and use more power. This additional usage puts a strain on our electrical power grid throughout the city. Air conditioners/heat pumps use a tremendous amount of electricity, and if they are running continuously all day long, this can put our public power system at risk of temporary failure.

Power outages can cause a lot of temporary problems for users and require repairs from the utility company which can

result in higher rates. For this reason, our local power company (OPPD) has instituted their "Cool Smart" program.

You may have noticed a small box mounted near an A/C with the OPPD logo. This is the control box for the "Cool Smart" program that helps regulate A/C usage during peak usage hours. The program is optional, and offers discounts for initial enrollment and yearly continued participation. When enrolled, OPPD can control your A/C unit to turn on and off at intervals for 15 minutes, usually during peak usage times between 3 and 7 pm.

Program participants may notice a 1-3 degree temperature rise inside the home during this time. This program does not activate for more than 12 days a year or during weekends and holidays. Also, customers can 'opt-out' up to 2 days of power management for special occasions, with a 24 hr notice.

For Regular A/C Maintenance:

1. Keep fins cleaned at the exterior unit. Cottonwood fibers and dust love to clog the space between fins and reduce the amount



of air being pulled through the unit. This inefficiency requires the unit to run longer and use more energy. Clean with a light spray of the hose if the unit is not too clogged. If the fins are totally plugged, it is better to run water through the fins from the inside out which requires the top to be removed.

2. Most A/C's sit on a plastic pad that should be kept level. Often an A/C will settle with the fill dirt near the house.

3. Keep refrigerant lines well insulated.

A little A/C maintenance along with participation in programs such as "Cool Smart" can create valuable energy savings.

New Inspector

We are excited to welcome Forrest Ruel to the Home Standards team. Forrest has an extensive commercial building background and has experience inspecting in Lincoln where he will continue to help grow Home Standards' reputation for our unmatched level of service and expertise.



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Tim Krof
Inspector





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3. Complete the one-day MRP certification course
4. Complete two one-hour webinars
5. Submit certification application and one-time fee of \$195

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The Military Relocation Professional Certification Course educates REALTORS® about working with Active/Veteran U.S. service members and their families. MRP professionals help find housing solutions and take full advantage of available benefits and support involved in military moves and personnel. This includes information on working with VA Loans. **For more information visit www.MilitaryRelocationPro.org.**

Register online at www.ims.oabr.com or send registration forms to Donna@OmahaREALTORS.com.

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*Hosted by the
Affiliates Council*

\$100 / Player

OABR members only
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Cash Bar

Reception & Appetizers

\$25 / Person
in the Oak Hills Clubhouse

Only 36 teams available!

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**Monday,
August 21, 2017**

Registration | 9:15 - 9:45 am

Shotgun Start @10:00 am

Oak Hills Country Club

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**All mulligan sales will go to YES
(Youth Emergency Services)**



Full payment & registration must be submitted in order to secure your spot.

CC # _____ Exp Date _____ / _____

Billing Name: _____ Company _____

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of OABR Members _____ x \$100/player = _____

of Reception & Appetizers Only _____ x \$25/person = _____

Card Type: Visa Master Card Discover American Express

Team Players:

Player 1 _____

Player 2 _____

Player 3 _____

Player 4 _____

Please register by August 10 to

Debbie@OmahaREALTORS.com
or 402-619-5553

Make checks payable to:

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OABR Director Spotlight



Bill Swanson, 2017 OABR Director

CBSHOME Real Estate

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



A: Four Score and seven... Oh wait, wrong notes. Since the 80's, back when music was cool!

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

A: Soak up knowledge, go to every seminar and workshop you can. Find a mentor. Read at least one book a month that

can help you in your business or personal life. Try hard not to get attached to the outcome; what I mean by that is to do the best job you can do and at the end of the day if things don't turn out well, don't beat yourself up about it, learn from it and move on. Embrace technology but don't forget you still must see, talk, and converse with your clients. And start a journal or diary; you are embarking on a wonderful journey and you will have epic experiences and fantastic stories both heartwarming and humorous. You will love looking back on them someday.

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

A: I would absolutely recommend getting involved. Start by finding a committee or task force that you may like to join. Go to a few meetings, whether you start at YPN, Social Events, Governmental Affairs, or any number of fantastic groups that you can learn from and contribute to. I have learned so much about our industry and my fellow agents just by getting involved. It's also good for your business. When you are presenting an offer to an agent who has met you, worked with you on a committee, or spent time in a social setting getting to know you, you aren't just a 'name on the other end of an email' and that may be the reason why your offer gets picked over the others

Q: What is your favorite OABR event?

A: Grillin' and Chillin' at the beach. It's such a fun atmosphere. Live music playing, great food, beach games, airboat rides, drawings, and a lot of catching up with old friends and new. And it's for a great cause.

Q: What motivates you to succeed in the industry?

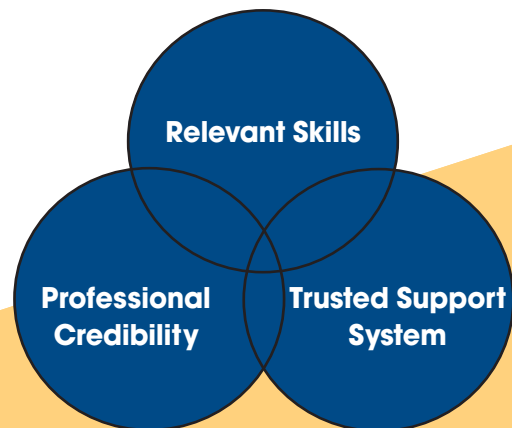
A: I love what I do. Helping people find a place to call their own, their home. No matter what price a house is, your clients are trusting you with most likely their most valuable possession and biggest financial and life decision currently in their life. I also love mentoring

new agents. It warms my heart watching the unbridled enthusiasm of an agent starting a career where 'anything is possible'.

Q: What is something most people don't know about you?

A: In my teens, I was told I could never learn to juggle and ride a unicycle at the same, so I did. Oh, and I am part of an improv comedy team that performs once or twice a month, but without juggling...

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Phone _____ Email _____

of REALTOR® or Affiliate Tickets (\$15) _____ # of Guest Tickets (\$15) _____ Total \$ _____

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Questions? Contact Donna Shipley at 402-619-5551
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Affiliate Check Presentations



Erin Trescott (Affiliates Council President) and Laura Longo (Secretary) presented checks on behalf of the Affiliates Council to various OABR committees.



Kaylane Wickert and Kyle Schulze accept on behalf of YPN.



Bill Swanson accepts on behalf of RPAC and Social Events.



Crystal Archer accepts on behalf of WCR.



Crystal Archer and PK Kopun accept on behalf of the Education Committee.

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Personals



CONGRATULATIONS to **Larain Thomsen** of Keller Williams on receiving the SRES designation.

CONGRATULATIONS to **Don Buehler** of NP Dodge Real Estate on receiving the CRS designation.

CONGRATULATIONS to **Michael Jones** of Nebraska Realty on receiving the MRP designation.

CONGRATULATIONS to **Annali Leach** of Better Homes and Gardens Real Estate on receiving the SRS designation.

CONGRATULATIONS to **Mark Renner** of BHHS Ambassador Real Estate on receiving the SRES designation.

CONGRATULATIONS to **Doug Rotthaus**, CEO of the Omaha Area Board of REALTORS® on receiving the Rho Epsilon 2017 Honoree of the Year Award from the UNO Real Estate Department.

CONGRATULATIONS to **Gary and JaNell Stoneburg** of GBS Homes who recently celebrated their 50th wedding anniversary.

CONDOLENCES to **Sharon Marvin** of NP Dodge on the recent loss of her husband.

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- July 11, 2017 MOBA BOD Meeting
- July 13, 2017 MOBA's Annual Family & Friends Night Out at Werner Park
- July 15-16 & 20-23, 2017 **MOBA Summer Parade of Homes**

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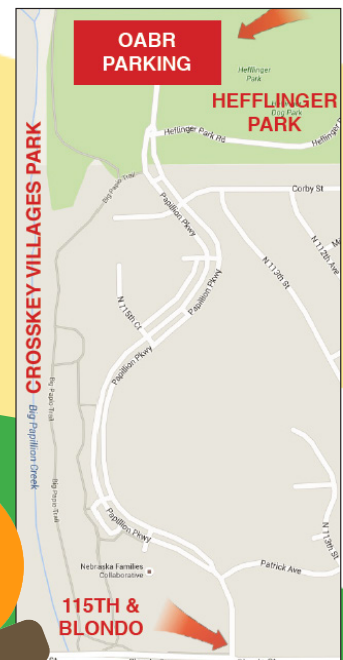
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11:00 am - 1:00 pm

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