

# **COMING UP**

# **MLS USERS GROUP**

February 5; 10:00 am Quarry Oaks

# **COE TRAINING COURSE**

February 7; 8:30 am - 12:00 pm OABR Education Center

# **RPAC FUNDRAISING TASKFORCE**

February 10; 2:30 pm OABR Boardroom

### AFFILIATES COUNCIL

February 18; 9:00 am
OABR Education Center

# **EVENTS**

# OABR CHILI COOK-OFF

February 19; 11:00 am OABR Education Center

# REcharge! 2020

February 25; 8:00 am - 4:30 pm Ramada Plaza by Wyndham

# REz*ekange!*

Last month, the Swanepoel Power 200, featuring the 200 "most powerful and influential" people in residential real estate, was released to the public. This annual list, published by T3 Sixty, is considered "the definitive ranking of the leaders and executives in the residential real estate brokerage industry".

**Stefan Swanepoel** is Chairman and CEO of T3 Sixty, Editor-in-Chief of the SP200, and speaking at REcharge! 2020 here in Omaha!

Swanepoel is a captivating, energetic speaker with the ability to translate complex issues into easy to understand messages. OABR is proud to have him leading two keynote sessions, as well as moderating Broker and Top Producer panels.

Other powerful speakers are coming to REcharge! 2020. Choose your favorite sessions to energize your day, or follow one of the four tracks:

- MLS Productivity Your Business
- Social Media ◆ Hot-Topic Panel Discussions

Plug-in to the most energized REALTOR® event of the year!

Tickets are still available at REcharge2020.com

See page 4

# New Listing Submission – MLS Fines Adopted

In November 2019, the National Association of REALTORS® adopted the mandatory "Clear Cooperation Policy" requiring that all residential listings be input into the MLS within one business day of the listing being publicly marketed. The Great Plains Regional MLS Board of Directors subsequently adopted this policy as the GPRMLS Listing Submission Policy 1.17(I)(A) - 1.17(I)(A)(1)(a):

### A. Listing Submission:

All Residential listings including new construction must be entered into the MLS within 2 days of the listing date unless marketed. 2/19

1. Within 1 day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS Participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public. (NAR Policy Statement 8.0 11/19)

Continued on page 5



# OABR DIRECTORY

# **FEBRUARY 2020**

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# **Read the REview online!**

OmahaREALTORS.com/review-newsletter

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# A MESSAGE FROM THE PRESIDENT

Susan Clark, 2020 President



# 2020 has started off with a bang!

The Nebraska REALTORS® Association Political Action Days were held in Lincoln during the last week of January. Each year, a Saturday bill review session kicks off the event, and with all Nebraska REALTORS® being invited to attend the session, either in person or by video webinar, the attendance and discussion is healthy. If you were not aware, all legislative bills introduced are reviewed by the Nebraska REALTORS® Association to determine their potential impact on real estate ownership and the industry. The bill review session determines, subject to Board approval, whether the REALTORS® will support or oppose a particular bill. Many other bills are given a neutral stance, but are monitored for their potential impact as they are often amended by committee changing the potential impact on your business. In addition, there is leadership training, a Governmental Affairs Committee, a Board of Directors meeting, and a REALTOR® Party Senator's Reception. Political Action Days wrap up on Wednesday, with a morning at the State Capitol Building, and a luncheon at the Governor's Residence. I hope you will consider learning more about this event and you will join us next year!

If you have interest in Politics and real estate, you don't need to wait to get involved. Registration opens February 12, for the National Association of REALTORS® Legislative Meetings in May. Look online at NAR.Realtor for more information.

**REcharge!** is **February 25!** We have been busy planning bigger events and REcharge! is just that! Keynote speaker **Stefan Swanepoel** will moderate special, "big room" Broker and Top Producer panels at the day-long event. Swanepoel is a leading visionary on real estate trends. Learn about the latest in technology: i-buyers, big data, image recognition, smart devices and more! He is known for his extensive study of the residential real estate industry, authoring bestseller books and has been ranked #1 in 4 different categories on Amazon. Worth the price of admission, alone!

Later in the day, get motivated by **University of Nebraska Women's Volleyball Coach John Cook!** Cook guided the Huskers to four national championships (2000, 2006, 2015, 2017), two national runner-up finishes (2005, 2018), three other national semifinal appearances (2001, 2008, 2016). During the day, there are 16 **Power Station breakout sessions** divided into four tracks: MLS Productivity, Your Business, Social Media, and HotTopic Panel Discussions by some local stars! February 25, 8:00am - 4:30p. This powerful event is filling up, so don't wait!

**Regional MLS Expanding!** This month we welcomed the Tri-County MLS into our regional effort. The addition of Gage, Saline, and Jefferson counties in Nebraska means you will begin to see more listings in places like Beatrice, Crete, Wilbur, and Fairbury. They are excited about the expanded services available to them! We are all excited to be expanding the regional market area too!

Speaking of expanding, we have a new standing committee on **REALTOR® Safety!** Real estate is a dangerous profession – believe it or not! We want to keep the conversation going on member Safety, so we will keep expanding the reach of information and do what we can to help ensure each and every REALTOR® is safe! Check out https://OmahaRealtors.com/RealtorSafety where we added a three-minute video explaining what your friends and customers should expect from today's real estate professional.

**Annual Chili Cook-Off!** Last but not least, it is chili time! Choose from 25 different flavors on Wednesday, February 19, at the board office! This annual event is a great social event, and it supports the local Food bank. No one ever left hungry!

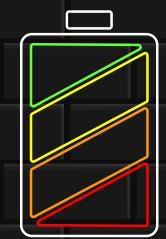
Note: There's still lots of time for you to get involved. I invite you to consider attending just one committee meeting to learn more. What is your passion? We have several for you to consider! Education, Governmental Affairs, Safety, Diversity, Social Events, MLS Users Group, or try the Young Professionals Network or Women's Council. Maybe 2020 will be the year you make the decision to volunteer at your board?

Susan Clark, 2020 OABR President

# Pelange!

tues 8AM 25 4PM

\$70 early bird tickets



ramada plaza | 3 hrs CAT 9999t

# MLS Training Track

- · What's New in Paragon?
- Unlocking MarketStats
- · REALTORS Property Resource
- · Make CRS Data do the work

# Social Media Track

- · LinkedIn for REALTORS
- · Be an Instagram Expert
- · Mistakes we all make with showings
- · Your social media calendar

# Your Business Track

- REALTOR taxes
- · Path to financial freedom
- · They don't teach this in RE School
- ·10 things to be a top agent

### Panel Track

- · More than one way to be on a team
- Time saving tools & services
- · Is it time to hire an assistant?
- · Omaha's Rising Stars



Stefan Swanepoel
Real Estate Visionary



Jodi Carpenter
Real Estate Coach



John Cook
UNL Volleyball Coach

Recharge 2020.com

# MLS CLEAR COOPERATION POLICY

Continued from page 1

a. Office Exclusive listings where the listing is kept solely at the listing Firm and not marketed to any individual outside the listing Firm are not, for the purposes of Rule 1.17 (I)(A)(1), considered to be public marketing, and are not, therefore, required to be submitted to the MLS.

If the listing is marketed to any individual outside the listing Firm the listing broker must submit the listing to the MLS for cooperation with other MLS Participants within one day.

In addition to the new Listing Submission policy, the Great Plains Regional MLS Board of Directors have also adopted an updated fine structure for violations of the Listing Submission Policy as GPRMLS Rule 1.17(I)(A)(2) with an enforcement date of March 1, 2020.

The Fine Policy is as follows:

### 1st offense:

**\$100,** plus a fine of \$100 for each additional day once notified by the MLS.

### 2nd offense:

**\$500**, plus a fine of \$100 for each additional day once notified by the MLS.

### 3rd offense:

**\$1,000**, plus a fine of \$100 for each additional day once notified by the MLS.

### 4th offense:

Fine to be determined by the GPRMLS Board of Directors up to the maximum allowable by the MLS, currently \$15,000.

Please note that "Coming Soon" listings are still permitted with the new Listing Submission Policy; however, they must be input in the MLS within one day of public marketing. The GPRMLS system includes a "No-Show" status that can be used for "Coming Soon" listings until they are available for showings. There is currently no time limit on how long a listing can be in the "No-Show" status.

In the "No-Show" status listings can be fully marketed, however they will not syndicate to any third party or broker sites, will only be displayed to other MLS agents logged into the MLS system, and will not accumulate Days-On-Market until the listing broker determines the listing is available for showings and modifies the listing to the New/Active status.

For questions regarding this new policy please reach out to the GPRMLS Staff.

# GREAT PLAINS REGIONAL MLS EXPANDING WITH TRI-COUNTY MLS!

The Tri-County Board of REALTORS® includes approximately 80 MLS users with a service area consisting of Gage, Saline and Jefferson counties in Nebraska. This means you will start to see listings in places like Beatrice, Fairbury, Crete and Wilbur in the Great Plains Regional MLS.

The process of transitioning the Tri-County Board of REALTORS® MLS, into the Great Plains Regional MLS (GPRMLS) officially began in August, last year. Shortly after that, some additional fields were added to the Residential, Land and Multi-Family classes in the GPRMLS regional system as we prepared to migrate their MLS listing data.

In early January, Tri-County Board of REALTORS® MLS listings began appearing in the regional system and on January 23, Tri-County Board MLS users received preliminary access to the GPRMLS. Since that time, Tri-County has been running both systems in parallel, and beginning on February 10, the Tri-County operation will be fully integrated into the regional system.

We are excited to welcome the Tri-County Board of REALTORS® MLS users to GPRMLS!



# AN INDUSTRY'S REAL COMMITMENT TO REALTOR® SAFETY

BY LEE HUNTER, ORIGINALLY FEATURED ON NAR.REALTOR



The year was 2011, and Ashley Oakland was a pretty 27-year-old REALTOR® in Des Moines, Iowa. She had been an agent for Century 21 since 2010 and was working inside a Des Moines model townhouse on Friday, April 8. A home builder employee heard a commotion inside the townhouse Ashley was showing to a potential buyer. The employee rushed to the scene and found Ashley on the floor, having been shot twice by her assailant. Ashley's killer has never been found.

In a more widely known case, 50-year-old Beverly Carter was showing a home to a man and a woman in Little Rock, Arkansas on Thursday, September 25, 2014. Beverly's story also ends tragically as she was kidnapped and eventually murdered by the couple. She was targeted because she was perceived as being "a rich broker who worked alone."

While Beverly's killers were brought to justice, the incident serves as a reminder that real estate agents face unique safety issues while performing their jobs. Meeting potential buyers, some of them unfamiliar, presents an inherent potential for danger. The real estate industry has taken steps to help emphasize safety and educate agents on ways they can create a work environment that's less threatening.

The National Association of REALTORS® (NAR) has been on the forefront of promoting safety in the real

# **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!

omaharealtors.com/realtorsafety

estate industry. NAR developed a comprehensive Safety Resource Kit that provides access to webinars, apps, articles and videos that help educate REALTORS® on ways they can create a safer work environment. NAR also offers the Safety Matters: Safe Business = Smart Business course, free of charge, to state and local REALTOR® associations. The course offers keys to safety awareness and demonstrates how to avoid or respond to dangerous situations.

NAR's safety offerings also include the 56 Safety Tips for REALTORS®. This comprehensive listing provides short and memorable tips to follow to help ensure a safe and secure environment for REALTORS® and their associates. Tips range from concepts as simple as taking a self-defense course, to planning at least two "escape routes" in a home in anticipation of danger during showings or open houses.

There's no doubt that real estate agents face unique safety issues while performing their duties. The real estate industry has made significant and admirable strides to make sure that every member of the real estate industry enjoys a safer environment and is better prepared when faced with danger.



This new video, published by NAR's REALTOR® Safety Program, highlights safety protocols that all REALTORS® should implement into their daily routine and follow with every client, every day, every time. Watch the video on the OABR Safety page and be sure to share it with your fellow REALTORS®. www.omaharealtors.com/realtorsafety



### DESIGNATIONS & CERTIFICATIONS

# AHWD(At Home With Diversity) Certification

Linda Moy with Nebraska Realty

# SFR (Short Sales and Foreclosure Resources) Designation

Scott Bergmann of Realty ONE Group

# PERSONALS

**Congratulations** to **Megan Bengtson** of Nebraska Realty on the recent birth of her daughter, Cameran Rae, born January 7.

**Condolences** to **Brenda Hamre** of The Hamre Group on the recent loss of her mother.

**Condolences** to **Trac Burkhardt** of Better Homes and Gardens Real Estate on the recent loss of her father.

**Condolences** to **Gregg Mitchell** of Mitchell & Associates on the recent loss of his father.

**Condolences** to friends and family of **Darwin Boyd** of Homes by Design, who recently passed away.

# MEMBERSHIP REPORT

See the full membership report at:
OmahaREALTORS.com/membership-report

DECEMBERACTIVITY New REALTOR® Members Reinstated REALTOR® Members Resignations	MO 50 2 35	<b>YTD</b> 493 56 447
MEMBERSHIP (As of Decemberr 1)	2019	2018
Designated REALTORS®	194	200
REALTOR®	2690	2527
REALTOR® Emeritus	69	67
TOTAL REALTORS®	2953	2794
Institute Affiliate	67	67
Affiliate	184	229
TOTAL AFFILIATES	251	296

# ORIENTATION SPONSORS

**PK Kopun,** Centris Federal Credfit Union **Mary Slade,** My Insurance LLC **Samantha Hamrick,** Northwest Bank

# Women's Council "RPAC BREAKFAST OF CHAMPIONS"



2.20.2020 | 9:00 am - 11:00 am | Champions Run

Do you know what state and local issues might be effecting your career and your clients? Come enjoy breakfast, hear the Doug and Bill show, get educated on upcoming issues, and invest in your career. Did we mention there will be bacon?!

Members - \$25.00 | Visitors \$40.00 | Register at www.wcromaha.com

# **NEW MEMBER ORIENTATION**

New Member Orientation is a REALTOR® requirement and must be completed within the first 60 days of membership by new members, enabling them to discover member benefits and learn how membership works.

The goal is to help new agents grow their business. The New Member Orientation program includes an online course on the REALTORS® Code of Ethics and Fair Housing.

In addition, the in-house program also covers core topics such as anti-trust, contracts/forms, finance, MLS rules and policies, and MLS system training.

\*Orientation is typically held on the first consecutive Tuesday and Wednesday of every month. Please note the updated dates for the April Orientation.



# **Upcoming Orientation Dates:**

March 3, 4 March 31, April 1\* May 5, 6

**Tuesdays:** 8:30 am – 4:00 pm **Wednesdays:** 8:30 am – 12:30 pm



# **SAVE THE DATE**

NEBRASKA REALTORS® ASSOCIATION 103rd Annual Convention & Exhibition

April 6-8, 2020 La Vista Conference Center

- CE & CAT Opportunities
- Committee Meetings
- REALTOR®-of-the-Year
- YPN Networking Social
- President's Hospitality
- Exhibition & Reception

**More info at NebraskaREALTORS.com** 

# Congratulations!

Looking ahead to 2021, the Omaha Area Board of REALTORS® will be well-represented as part the Nebraska REALTORS® Association leadership team.

A special thank you and congratulations to the entire contingency of OABR volunteers: Andy Alloway, 2021 President; Doug Dohse, 2021 Treasurer; Henry Kammandel, Jr., Lisa Ritter, and Megan Bengtson Serving as National Directors; Susan Clark, Herb Freeman, Mark Leaders, Vince Leisey, Deda Myhre, and Jessica Sawyer serving as State Directors.

These volunteers play an important role for you.

Thank You!

# **Marketing Strategy** Lead Generation #9999T





The Marketing Strategy & Lead Generation course takes a deep dive into how using proven networking, branding, and marketing strategies can build your real estate business.

After completion of this course you will be able to:

- Clearly communicate services and value based on the buyer's needs and expectations
- Employ a creative and memorable marketing approach to generate leads
- Use social media and technology to effectively track and communicate with leads
- Successfully covert leads into loyal clients

# Register for this course today!

Visit www.ims.oabr.com

This course qualifies as an elective course for the Accredited Buyer's Representative (ABR®) designation offered by the Real Estate Buyer's Agent Council (REBAC). For information on earning the ABR® designation go to www.REBAC.net

# Take the course!

March 9, 2020 9:00 am - 4:00 pm

**OABR Education Center** 11830 Nicholas St Omaha, NE 68154

**Taught by Melanie McLane** 

Earn 6 Hours of **Commission Approved Training** 

**Cost: \$75** 





# AFFILIATE SPOTLIGHT

# **CONQUERING NEW CONSTRUCTION**

BY WENDY WALKER, COBALT CREDIT UNION

Any experienced REALTOR® will say selling a new construction project is way different from selling an existing one. With a shortage of resale inventory becoming problematic in more and more areas, new construction is looking stronger than ever. Here is what REALTORS® need to know about selling new construction projects.

# Selling new construction is an entirely different process and buyers need you.

The process for selling new construction is distinct from a resale transaction. There are extra steps that are unique to this type of sale. REALTORS® need to know exactly why buyers need them. The best way to prepare is to tap into your sphere of builder experts to understand the local market and process. Take a construction or home building CE class through your broker or the board. I met with Nick Boyer and Kristina Young Philbin of the Boyer Young Real Estate Group at NP Dodge, and they have a philosophy that will save you time if you lack the experience. First and foremost, you have to keep positivity in the transaction and before you start find as much valuable information about local builders. Hint most of that information is not in MLS, like builder price points and who is available to build in certain developments.

# The builder's contract requires close analysis.

Next thing is the builder contract. Ask the builder rep ahead of time for their contract. You should review it well before you meet with your client and clarify any questions. REALTORS® also need to ask the builder about all the inclusions, financing options, and incentives that can be offered to secure the deal. They also need to know which features are in the basic home and which are the upgrades. How will the earnest deposit be handled, do they accept contingencies, what will happen with change orders, what warranties are offered and other factors to lead the potential buyer into an informed decision. Pay attention to the deadlines and terms that buyers should be aware of. Don't forget about your company disclosures. Bring those to your initial meetings with the contractor.

# Financing can be tricky for new construction projects.

Financing can be tricky for new construction deals compared to resale transactions. First, who will carry the construction loan, builder or buyer? Then dealing with an unfinished home that can take months before its ready poses another significant risk. If a buyer barely qualifies to purchase a home at the time of the contract, then they may not be able to buy it when mortgage rates increase or an unexpected expense comes up. Mortgage lenders usually cannot lock in an interest rate for more than 90 days in advance. While some lenders have created long term lock programs they are not all the same and the buyer should do their homework. At Cobalt Credit Union we offer the TrueBlue Lock Program and members can lock in their loan rate up to 12 months for a .5% upfront, non-refundable, commitment fee, that will be credited back towards loan costs at closing. It comes with a free float down if market rates have dropped below the locked price. No added cost or need to worry about watching interest rates, just enjoy having your new home built.

# **REALTORS**® should not back down from the challenge.

Since selling a new construction project is different from the typical resale transaction, REALTORS® may be afraid of stepping into this new territory. However, they should take on this challenge as it can be satisfying and fulfilling. Not only do REALTORS® find buyers their dream home, but it can also provide them with additional inventory in times of low resale home transactions. As long as REALTORS® exercise due diligence in researching builders and visiting model homes, selling new construction properties can be rewarding.



WENDY WALKER

402-514-4967

wendy.walker@cobaltcu.com





# THANK YOU! #200sales2019

Stephanie Andersen Berkshire Hathaway Jessica Bellus Mike Bjork Diane Briggs Jennifer Bruhn Ashley Cerveny AJ Chedel **Dave Coover** Danielle Denhoed Roxanne Doolev Deb Ellis Dan Fehrman Deanna George Deb Gustafson Michelle Gustafson John Hansen **Dustin Hill** Carrie Johnson Kerri Kelly Cindy Kinzey Andy Kueny Bridgett Martinez Ben Matheny Hope McClurkin Stacey McCune Chelsea Mollak Mary Mueller (2) Tammy Nicola Tammy Nun Megan Owens

Jeff Petersen Berkshire Hathaway Laura Putnam Berkshire Hathaway Cindy Robarge Berkshire Hathaway Brandon Robben Berkshire Hathaway Steve Scherich Berkshire Hathaway Durnae Schuetz Berkshire Hathaway Marie Schroeder (2) Berkshire Hathaway Bachel Skradski Berkshire Hathaway Steve Stuart Berkshire Hathaway Amanda Sway Berkshire Hathaway Sheri Tyler Berkshire Hathaway Angela Vance Berkshire Hathaway AJ Watson (2) Berkshire Hathaway Katie Weinert Berkshire Hathaway Kellie White Berkshire Hathaway Helga Withem Richard Begley Berkshire Hathaway Berkshire Hathaway Heather Chanev Berkshire Hathaway Neil Galas Berkshire Hathaway Brittney Lattayne Berkshire Hathaway Riley Lebbert Berkshire Hathaway Tracy Maldonado Berkshire Hathaway Jeff Perdue Berkshire Hathaway Ryan Renner Berkshire Hathaway Ben Smail Berkshire Hathaway Matt Tennant Berkshire Hathaway Andrew Ulrich Berkshire Hathaway

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Annette Rvan

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Finding The Perfect Match



Steve Vacha

Looking for a significant other can be compared to looking for a house to buy. In some cases a person may have expectations that are just too high or simply unreasonable. They might end up searching for most of

their life or most of their real estate agent's life. Some people may spend little time searching and settle for whatever presents itself as a viable option.

Some buyers searching for a house may be wanting a more mature match with character and an interesting personality. Some want a newer, younger house with no visual imperfections. We all know it's rare to find a person or house free of flaws. I'd like to think most people find a happy middle ground and end up loving most of the match they choose while understanding some areas may require some tender loving care or a new furnace.

A home inspector lets his clients know all about the current condition of that special house they are in love with and ready to commit to. Home inspectors don't want to be in the business of breaking hearts, but sometimes it's better for a buyer to know difficult, unhappy things before they decide to commit for the long term.

Usually during a home inspection, I am reaffirming that the bond between buyer and home will be a strong and beneficial one. Being part of what is for most people a momentous, exciting time is one thing that makes home inspecting a rewarding profession.

I believe 2020 will be a strong year in real estate with Home Standards helping people and houses falling in love in record numbers.





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  - Bathroom remodels
- Bath additions
  - Disposals
- Faucet & tub repair
- Excavation services
  - Pipe repair
- Washer & dryer connections
- Frozen and broken pipe repair
- Water & sewer line replacements
  - Shower pan replacements

Addendum Estimates Done for Free - We also Offer Contractor Rate Pricing

# **SUPRA TIP!**

### Why is it important to pair keybox to listing?

Showing notifications are sent to a Listing Agent whether the keybox is assigned to the listing or not. However, when a keybox is assigned to the listing, the Data at The Door feature within the eKEY app will show the details of the listing, rather than just the box.

Agent Smith accessed keybox serial #33221133

VS.

Agent Smith accessed 1234 Elm Street







# CELERRITY Homes ★ Villas ★ Townhomes





































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Sales Manager



When touring homes with your buyers, remember, to earn a referral from Celebrity Homes, you must be present on their first visit to Celebrity Homes. So...

STFP #1 Stop by any new Celebrity Home model location

> STEP #2 Introduce your buyer to a Celebrity Home Representative

STFP #3 Complete simple registration form with your buyers

STEP #4

Relax! You have registered your buyer with Omaha's leading new home builder!

Customer / Referral MUST PHYSICALLY be introduced to Celebrity Home Representative.

Scanned / Fax'd / Emailed / Mailed / Realtor Pre-Signed Registration will not be honored.

**New Homes Ready Now!** 

**Best New** Home Value









**NEW HOMES READY NOW!** 

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3.28.20 RALSTON ARENA

\$13 TICKETS

STAY TUNED FOR MORE INFO!



RPAC?

Ask us!

**Bill Swanson** 

402-679-6566

Bill.Swanson@BHHSamb.com

**Doug Dohse** 

402-598-0420

Doug.Dohse@BHHSamb.com



Sign up for REALTOR® Party Mobile Alerts

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# **GO-ASHI Greater Omaha Chapter American Society of Home Inspectors**

The Mission of ASHI is to set and promote standards for property inspections and to provide the educational programs needed to achieve excellence in the profession. The members of GO-ASHI promote this mission through continued education provided at our monthly meetings.



### **Current Membership**

Jon Vacha ACI (President) - Home Standards Inspection Services Tim Krof ACI (Vice President) - Home Standards Inspection Services Steve Marten ACI (Treasurer) - Homespec Property Inspections Mike Frerichs ACI (Secretary) - Home Buyers Protection Co Ahlvers, Chad ACI - Cornerstone Property Inspections Byrd, Mark ACI - Accurate Building Inspection Carney, Dominic - Home Buyers Protection Co Crnkovich, Rick ACI - Heritage Home Services, Inc. Duckett, Steve - Midwest Inspection & Testing, LLC Eggenburg, John, ACI Surehome Inspection Services Fisher, Jessie - Home Standards Inspection Services Gaskin, Paul, ACI - Gaskin Property Inpections Pachunka, Paul - Home Standards Inspection Services Petersen, Bret ACI - Home Buyers Protection Co Ruel, Forrest - Home Standards Inspection Services Simmerman, Brent ACI - Midlands Home Inspections, Inc. Vacha, Steve ACI - Home Standards Inspection Services Les Wallace - Advanced Building Inspections

Check out our website! www.ASHlomaha.com \*ACI denotes ASHI Certified Inspector



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# Women's Council of REALTORS®

# We Are

- We are a network of successful REALTORS®, advancing women as business leaders in the industry and the communities we serve.
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# NATIONAL ASSOCIATION OF REALTORS®

# **LOOK FOR THE 'R'**

NEW ADS LAUNCH ON MONDAY, FEBRUARY 3



hen it comes to buying or selling property, consumers know they want the best. The best price, the best property, the best location, the best process. What many don't know is that they also have the right to the best real estate professional.

To help consumers understand why working with a REALTOR® is the best choice for this life-changing transaction, we had to go way back to 1913.

That's when the National Association of REALTORS® began to set their members apart by adopting a Code of Ethics that still guides the business decisions of all 1.3 million REALTOR® today. The REALTOR® Code of Ethics isn't just words on a page, but is a pledge of honesty, integrity, professionalism and community service. Partnering with a REALTOR® delivers the peace of mind that can only come from working with a real person. A real advocate. A real, trusted professional who is committed to their clients' futures and neighborhoods just as much as they are.

Can you get that peace of mind from an app? We didn't think so.

It's this code that helped inspire the "That's Who We R®" campaign, which aims to demonstrate the value of a REALTOR,® distinguish REALTORS® from the rest and deliver the REALTOR® difference. For REALTORS,® "That's Who We R®" functions as a rallying cry, instilling pride in their everyday actions and all the ways they go above and beyond to improve the lives of their clients, consumers and their communities.

For consumers, "That's Who We R" educates them on the REALTOR® difference and becomes an inherent call to action to work with a REALTOR® who abides by the Code of Ethics, practices advocacy and is backed by the nation's largest professional trade association.

We're members of the National Association of REALTORS.® That's Who We R.

As the communications environment becomes ever more cluttered, NAR's Consumer Advertising Campaign ensures that the REALTOR® brand remains front-and-center with consumers through a comprehensive, REALTOR® REview

multichannel strategy to reach consumers and REALTORS® wherever they are—including online platforms such as YouTube, Facebook and Instagram; digital channels like Hulu, Amazon, and Roku; and traditional channels like television, radio, and print.

The new campaign is driven by three primary goals:

Demonstrate the value of a REALTOR® to consumers

Distinguish REALTORS® from other real estate agents, and listing apps

Deliver members a sense of pride in being a REALTOR®

With an integrated strategy aimed at both consumers and NAR's 1.3 million members, this campaign shines a light on the incredible value and service REALTORS® provide to their clients, while adhering to the REALTOR® Code of Ethics. It also shows that REALTORS® are a powerful, positive force in the communities where they live and work as volunteers and advocates for property ownership.

This campaign rallies consumers to "Look for the R" for reliable guidance on their path to property ownership. New ads launch on Monday, February 3.

REALTORS®
ABIDE
BY A CODE
OF ETHICS,
AGENTS
DON'T.



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