

REVIEW

Omaha Area Board of REALTORS®



A MESSAGE FROM THE PRESIDENT

A YEAR IN REVIEW

It is hard to believe that the final days of my Presidency are drawing to a close. Serving as your 2025 President has been a true honor. It's been an amazing journey with many memorable experiences. The 2024 NAR Conference in Boston, the 2024 Turkey Bowl, REALTOR® Ring Day, our RECHARGE conference- which had some amazing speakers, the yearly Affiliate Golf, NAR's Legislative Meetings, are just some of the highlights. Plus, monthly President's talk during new member orientation, where I get to meet those entering our industry next, lots of favorites as President and this is one of the highlights.

This summer we did a cereal drive for Heartland Hope Mission, and we collected massive amounts of cereal boxes for the charity. Since children don't receive meals from school during the summer months, kids from low-income households face food insecurity. I'm proud of the way that our members stepped up to answer the call. Some committees even got a little bit competitive. Coughs, Nicole Riddle, coughs.

On **August 21**, we will celebrate the installation of our 2026 OABR President, Brad Fricke. Brad Fricke is a great leader who is passionate about professional development and as long as I have served with him, he always has a question to make us think a little deeper on the topic at hand. Each year the installation ushers in a new year for the Board of Directors. I've worked alongside some truly great people at OABR on committees, as we planned events and top-notch classes. If you are not interacting with your peers in this capacity, you are missing out. I treasure the relationships I have built while serving on the Board of Directors and as a committee member at OABR.

Speaking of professional development, our yearly OABR Membership Breakfast will be on **August 7**, at the Alamo from 9 a.m. to 11 a.m. It will feature a "Pathway to Homeownership Panel: Opportunities for First Time Homeowners and Clients with Funding Challenges," where industry professionals will share their expertise. It is one-hour commission approved training and it's free to attend. Register online at omaharealtors.com.

The Nebraska REALTOR® Association's Fall Meetings is right around the corner, **September 8-10** at the Cornhusker Marriott Hotel. There's always interesting forums and committee meetings that make the trek to Lincoln worthwhile.

Mark **October 8th** on the calendar for the annual OABR Chili Cook-off. It's sure to draw in a crowd and there are typically some fun celebrity judges in the mix. It's free to attend and it helps raise money for the Foodbank for the Heartland.

The real estate community always comes together to help those in need because we have heart. Or in the wise words of Winston Churchill, "We make a living by what we get, but we make a life by what we give."

I'm excited to see what the upcoming year holds with new board leadership and all the new memories that we will continue to create. Best of luck to you all and look forward to seeing you in person in our community soon.

May you always walk in the sunshine, my friend!

Jessica Sawyer,
2025 OABR President



REVIEW

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THURS
04
SEPT

AT HOME WITH DIVERSITY (AHWD)

CULTIVATING MULTICULTURAL RELATIONSHIPS
IS GOOD FOR BUSINESS (#0415)

📍 OABR EDUCATION CENTER

🕒 9:00 AM - 4:00 PM

Learn More: omaharealtors.com/multicultural_relationships

THURS
18
SEPT

TALK SAFETY TO ME INSIDE THE RESPONSE TEAM



📍 OABR EDUCATION CENTER

🕒 11:00 AM - 1:00 PM

Learn More: omaharealtors.com/talk_safety_to_me

THUR
25
SEPT

BLOCKCHAIN TECHNOLOGY

& CRYPTOCURRENCIES IN REAL ESTATE (#1417)

📍 OABR EDUCATION CENTER

🕒 9:00 AM - 12:00 PM

Register at omaharealtors.com/blockchain

SENIOR REAL ESTATE SPECIALISTS SERVING A GROWING MARKET SEGMENT

Written by **Melissa McElroy**

Over one-third of the U.S. population is over 50 years old. With a surging population of aging Americans experiencing lifestyle transitions, many will need an experienced REALTOR® to guide them through their next real estate transaction. Becoming a Senior Real Estate Specialist (SRES) can not only bolster your wealth of knowledge but also your actual wealth as you master the art of serving maturing clients.

According to Instructor Justin Evers, who recently taught the two-part Senior Real Estate Specialist course, it's important to be able to identify critical life stages and transitions that drive housing decisions. Understanding the changing needs of different generations enables you to serve them better. One example is an empty nester wanting to downsize to a smaller, more manageable home. It is important to be mindful of different housing options available.

Gen X, the "New Sandwich Generation," are increasingly caring for elder parents in their homes while still caring for kids. Children are remaining financially dependent on their parents well into adulthood. Elderly parents are living longer. Multi-generational families are becoming more common with soaring housing costs.

When counseling senior clients, being educated about reverse mortgages, as well as any loan scams, helps you better advise your clients. Gaining knowledge about Capital Gains Tax, Medicare, Medicaid, Social Security, pensions, and IRAs will allow you to better navigate financial transactions so you are complying with federal laws and the Housing for Older Persons Act (HOPA).

One noticeable trend emerging with 21st-century retirement: people aren't actually retiring. They often "bounce back" to the job market after "retiring" or simply scale back work.

There are three phases of retirement, driven by health, energy level, and lifestyle choices:

GO-GO YEARS characterized by good health and high energy levels, which provide the freedom to pursue hobbies, attend social events, and travel.

SLOW-GO YEARS life slows down when health issues increase and there are more medical expenses, less energy, which leads to engaging in fewer activities.

NO-GO YEARS when significant health or mobility challenges require more care, the focus often shifts to comfort, relaxation, and routine activities.

When helping clients determine their options, Evers said it was important to have family involved and understand what support is available. It is essential to consider confidentiality issues, since a relative might make first contact. Is the homeowner aware of the conversation? Does the family member have the legal authority? Verify ownership and identity.

CONSERVATOR appointed to manage property.
Guardian: appointed for the protection of the person or an estate.

EXECUTOR personal representative identified in a will who carries out a will's instructions.

ADMINISTRATOR court-appointed estate executor.

Some clients might opt to "age in place," which might require adding safety features to an existing home, such as grab bars or ramps. An elderly client might need additional assistive services. Other safety

and security measures include: video surveillance, like doorbell video, virtual keys, smart lights, and additional, updated smoke and carbon monoxide alarms.

A client might decide to sell the property below market value, to expedite the sell, or to sell to a relative. It is critically important to document when this occurs and note that the client was advised that the property was sold for under market value. It helps to protect the agent in the event that a client's relative accuses them of not providing adequate information.

Researching senior-oriented communities, developments, and housing options in your market area will help you better communicate all options to your clients. Some seniors might age in place in their current home, or in an Accessory Dwelling Unit (ADU) or an Elder Cottage Housing Opportunity (ECHO). An ADU is added to an existing lot. An ECHO is a modular home that can be relocated and rented to another family.

PROGRAM OF ALL-INCLUSIVE CARE FOR THE ELDERLY (PACE) provides a variety of services and care. Elder Care includes meals, respite care, emergency response, personal care, caregiver support, housekeeping, adult day care, and transportation.

SENIOR APARTMENTS are another option, which provides freedom from maintenance, while allowing the client to gain access to a home's equity to travel or move closer to family.

COHOUSING is where there are common facilities, a sense of community, and decisions are made by consensus.

CONGREGATE LIVING is a form of Independent Living with 24/7 supervision, featuring private apartments that include housekeeping, laundry, transportation, and meals served in a common dining room, but without onsite medical care.

SKILLED NURSING FACILITIES Elder care, PACE, shared housing, ECHO, ADU, Board and care, residential care, senior day care, respite care.

RECOGNIZING ELDER ABUSE and neglect is essential when serving seniors, since two million elderly people are victims of abuse. Trust your instincts and report to the appropriate authorities. All states have a reporting agency.

MEDICAID ESTATE RECOVERY States are required to recover payments made to Medicaid beneficiaries, which could include an estate recovery lien on the property of the deceased. The state files a claim in probate court. Heirs are not required to use their own funds to repay the debt owed to the state; they may want to pay off the lien on their home.

When discussing the client's needs, a financial assessment is a key component of the process. Borrowers must demonstrate their financial stability and credit history to determine their ability to pay property taxes, insurance, and other property-related obligations, as well as maintain the property.



PROFESSIONAL DEVELOPMENT

HOME EQUITY CONVERSION MORTGAGE. HECM

ELIGIBILITY All borrowers must be at least age 62; own the home or have paid down a considerable amount; and not be delinquent on any federal debt. Eligible properties include single-family homes, FHA-approved condos and co-ops, some manufactured homes, and two to four-unit homes with one owner-occupied unit.

TYPES OF HECMS INCLUDE

- **HECM for Refinance** *increases cash flow*
- **HECM for Purchase** *provides a lump sum for a purchase*
- **HECM Line of Credit** *Draws funds from equity as needed*

REVERSE MORTGAGES amortize negatively. A Reverse Mortgage can supplement social security, pensions, or

public assistance; postpone drawing social security; provide additional income; stop mortgage payments; prevent foreclosure.

BORROWER'S OBLIGATIONS

- Live in and maintain the home
- Pay taxes, insurance, and repairs

EVENTS THAT TRIGGER REPAYMENT

- Move to another home as a principal residence
- Permanent absence (12 months or more)
- Specified maturity date
- Death of the last surviving homeowner

A burgeoning senior market presents a prime business opportunity. Earning the SRES designation is an excellent way to differentiate yourself from the competition.

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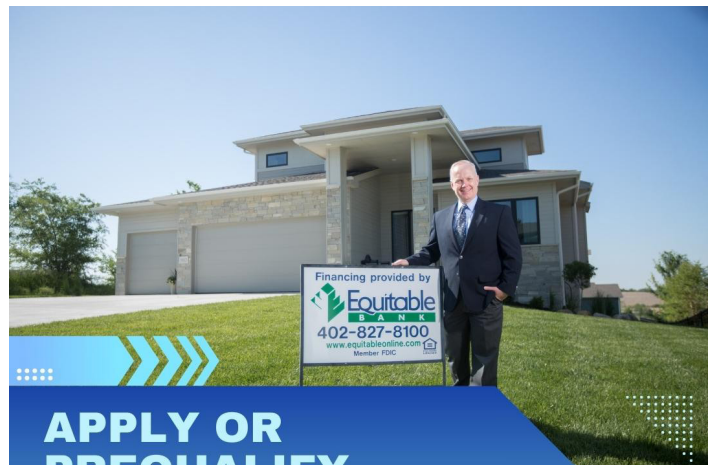
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PRESIDENT-ELECT

BRAD FRICKE

**INVITES YOU TO ATTEND THE
140TH INSTALLATION & AWARDS**

Help us welcome our new leadership team and celebrate our award recipients! This year's event is at a great new location on the lake, and the dress code is casual. There will be great food and, of course, fantastic company!



**AUG
21**

5PM - 8PM
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REALTOR® HEROES DELIVER HOPE & FROSTED FLAKES

Written by **Melissa McElroy**

It was a time-sensitive mission of critical importance, one that would set a chain of events into motion. Top agents from across the city joined forces to answer the call, like the Avengers challenging Thanos. The Thanos in this saga was childhood hunger. The Avengers were REALTORS® and Affiliates who stepped up to collect boxes of cereal for OABR's "Bowls of Hope" food drive for the Heartland Hope Mission.

Heartland Hope Mission is a non-profit organization that helps families in need. Children from low-income households face food disparities during the summer months when they're not receiving meals at school—the cereal drive aimed to slay childhood

hunger. Large barrels in designated offices across the Omaha metro started to overflow with breakfast food items.

Leaders in the real estate community used their persuasive power to inspire even more people to embrace the mission and donate additional items for the drive. Professional Development Committee Chair Nicole Riddle threw down the gauntlet when she challenged all the other OABR committee chairs to a friendly competition to see which committee could collect the most cereal boxes.

She said, "What started as a friendly cereal showdown soon turned into an all-out breakfast brawl—complete with sky-high stacks, cereal box villages, and some truly overconfident smack talk (or snack talk)."

"The Riddler" loudly proclaimed she would win the competition and sent out emails razzing her competition from other committees. One message in particular was just a picture of her surrounded by a mountain of cereal boxes, sporting cool shades, with her feet casually propped up on yet more boxes of cereal.



“Sure, some of us got a little Snap, Crackle, and Cocky, but in the end, every granola bar, pancake mix, and box of cereal added up to something far more meaningful than bragging rights,” Riddle said humbly, adding, “And while some may claim victory, the real winners were the families who will wake up to full bellies and full hearts thanks to all of you.”

Riddle said the focus of the cereal drive was feeding hungry kids. “Here’s the real headline: we filled the pantry at Heartland Hope Mission with a mountain of breakfast magic. Families in need won big—and that’s better than any trophy. Thank you to all the dedicated REALTORS® and Affiliates. I am honored to be part of such an amazing group.”

OABR Social Events Committee Chair Mandi Lackas said, “I’m incredibly proud to be part of an organization like the Omaha Area Board of REALTORS®, where coming together for the greater good is part of our culture. Our recent effort to support Heartland Hope Mission was a powerful reminder of what we can achieve when we unite around a common cause. Committees challenged each other in a fun, friendly competition—and no one backed down! Pushing the envelope with cereal villages and high-rise creations battling for the most breakfast food items collected. The result was an outpouring of generosity that raised awareness and collected a huge amount of breakfast foods for families in need. Our impact reached far beyond the real estate world, and I’m truly honored to be a part of it.”

REALTOR® and OABR Director Mike “The Grainfather” McGlynn was inspired to step up for the cereal drive, so he reached out to Kellogg’s, which donated two pallets of cereal, 540 boxes in all.

“Growing up in Chicago, I first experienced what it meant to face uncertainty. As a child, my family relied on local pantries to get through difficult times. Unfortunately, it felt normal to accept handouts from neighbors, clergy, and the government. I even learned how to cook and prepare my own meals from reading

cookbooks from the library. Those experiences shaped who I am. They instilled a deep understanding of how much a simple act of kindness can mean to a struggling family. The compassion we received in our toughest times planted a seed in me; one day, I would return that grace,” he said.

McGlynn added, “My experience taught me that needing help is never a sign of weakness. The human experience is vast, and understanding empathy will foster a realization that life can shift in unexpected ways. And we all have moments when we need a helping hand. Whether it’s a job loss, medical emergency expense, or any unexpected crisis, I’ve seen





how Heartland Hope Mission uplifts people with dignity and compassion. Being on both sides of that table has shaped how I view service. Not just a charity, but as a community, connection, and shared strength, we as REALTORS® can change lives.”

The Omaha Area Board of REALTORS® Foundation President, Denise Poppen, said, “The OABR Foundation supported Heartland Hope Mission because their work directly impacts the well-being and stability of families in our community—something we deeply value as real estate professionals.”

Poppen said, “By providing food, clothing, and resources to help families achieve self-sufficiency, Heartland Hope Mission helps create stronger, more

secure households. Supporting their mission aligns with our commitment to building thriving communities, one family at a time. It’s a small way we can make a big difference in fighting hunger and supporting the mission’s efforts to care for our community.”

♦ **THE BREAKFAST DRIVE WAS A MASSIVE SUCCESS: 1,445 BOXES OF CEREAL AND BREAKFAST ITEMS, PLUS \$200 IN CASH. THE FOOD ITEMS WEIGHED IN AT 1,879 POUNDS! BRAVO TO EVERYONE WHO CONTRIBUTED. YOU MADE A REAL DIFFERENCE TO KIDS IN NEED.** ♦

Heartland Hope Mission provides so many essential resources in addition to a food pantry, providing everything from disaster relief to job training and referrals, to collecting diapers, clothing, and small appliances for working poor families. Website: heartlandhopemission.org.

The OABR Foundation is a 501(c)(3) charitable organization; 100 percent of donations go directly toward critical needs for shelter during local disasters and emergencies, the REALTOR® Relief Foundation, and the Nebraska Home Buyer’s Assistance Foundation. It also provides educational scholarships for students working toward a career in real estate and newer members who are pursuing a REALTOR® Designation or Certification, the Metro Community College’s Construction and Building Science program, the Nebraska Builders of the Future High School construction trades program, and financial support for local charitable organizations in the greater Omaha community.

For more information, visit omaharealtors.com/foundation

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(#1596)

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1:00 PM - 4:00 PM

INSTRUCTED BY: TRISTA CURZYDLO

REGISTER NOW! omaharealtors.com/CE_DAY

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.



LEGISLATIVE CHALLENGE

NEBRASKA PROPERTY TAX RELIEF

Written by **Melissa McElroy**

Meaningful property tax relief is like the mythical Sasquatch. It continually seems to evade those who seek it.

After the Nebraska property tax bill, LB34, passed in a special session in 2024 at Governor Pillen's urging, the bill fell short of the desired target on property tax relief.

Earlier, in January 2023, Senator Erdman introduced the EPIC Option Consumption Tax Act initiative. The initial proposal aimed to replace all property taxes, income taxes, and corporate taxes with a consumption tax; however, the initiative fell short of the required signatures needed to place the issue on the ballot.

There were concerns about how relying on taxes on goods and services could impact the economy. Erdman, who was term-limited in January, recently pushed for EPIC Option 2.0. They would have needed to gather the required number of valid signatures for it to appear on the November 2026 ballot.

Additional bills were introduced in the 2025 legislative session that strived to provide more substantial property tax relief. Senator Tom Brandt introduced LB169 and LB170 to eliminate sales tax exemptions for approximately 20 currently exempt goods and services, with the aim of providing property tax relief; however, neither bill passed during the session.

Senator Tony Sorrentino has heard his fair share of complaints about soaring property taxes and shared his insights about tax bills that rely on consumption taxes. He said he would remain opposed to EPIC 2.0 if it were the same or similar to the original EPIC Option tax.

Sorrentino was a guest speaker at the June meeting of the Governmental Affairs Committee. Sorrentino said, "I feel the EPIC tax is, at its heart, a consumption tax, and will damage certain important industries, such as real estate sales."

He said, "While the sale of an existing structure is exempt, brokerage fees paid to agents who

represent buyers and sellers may be subject to the tax. New construction sales would be taxed as well.”

Like many opponents of the EPIC tax, he said, “I do not believe the 7.5 percent EPIC tax rate is nearly sufficient. I think the true rate would have to be multiples of that number.”

Since approximately 57 percent of property taxes are allocated to fund schools, concerns have arisen about how property tax cuts could affect schools.

“I very much appreciate those willing to propose options to the current statutes, as I do not believe we have an effective way to fund K-12 education,” Sorrentino said.

He added, “I am not a fan of voter initiatives. As we have seen, a law cannot be adequately explained within the 100-word limit on a ballot. Whenever a voter is promised a tax cut or a pay raise, it will get overwhelming support, until they see the results of their poorly explained choice. Then the legislature is left to deal with the unintended consequences of their decision.”

He said there would be quite a few elected officials working on property tax legislation through the Summer and Fall. Perhaps they will be able to pin down the elusive beast of property tax relief.

TAX TERMS NEBRASKALEGISLATURE.GOV

Assessment or Tax Roll Assessment rolls are lists of taxable property compiled by an assessor. Most rolls come out at the tax assessment level. For example, a county tax assessment roll can include all taxable tracts of land in the county in addition to other taxable property in the jurisdiction.

Exemptions Excludes certain property from tax altogether. For example, nonprofits that fulfill certain requirements are granted tax-exempt status by the Internal Revenue Service (IRS), preventing them from having to pay property tax as provided in 77-202(1)(d). Income Approach - A valuation method used to estimate the value of a property or business by considering the income it can generate.

Mill Levy A mill levy (or tax rate) determines the property tax when it is multiplied by the property's assessed valuation. The mill levy has traditionally been expressed in “mills.” A mill is equal to \$1 for each \$1,000 in assessed property value (derived from the Latin word “mil,” meaning 1,000).

Nebraska stopped using this term in the 1960s, switching to “levy” or “rate”; however, you will occasionally hear the term “mill” referring to levy or rate.

Valuation The valuation of real property is determined according to professionally accepted mass appraisal techniques, including but not limited to the following: (1) comparing sales of properties with known or recognized values, taking into account location, zoning, and current functional use (also known as the sales comparison approach); (2) the income approach; and (3) the cost approach.

All real property is assessed at or near 100 percent of actual value, except for agricultural and horticultural land, which receives special valuation under Nebraska law and is assessed at 75 percent of its value. Personal property is assessed at 100 percent of the net book value as determined by the statutory method.

WHY I SERVE ON THE OABR DIVERSITY COMMITTEE

Written by **Melissa McElroy**

The Diversity Committee oversees the OABR Ethnic Minority Outreach Scholarship Program, which aims to encourage local minority populations to pursue careers in real estate. The committee also promotes diversity and inclusion in the association's governance structure and leadership.

Committee volunteers shared thoughts on their involvement with the Diversity Committee and the impact it has had on both them and the community.

When I first began my real estate journey over six and a half years ago, I never imagined how much this career would impact my life. As an immigrant from Romania who is now a proud American, the support I received in those early days made all the difference—and one of



the most meaningful parts of that support was a scholarship I received from the OABR Diversity Committee.

That scholarship wasn't just financial help—it was a message that I

belonged in this industry. Today, I'm honored to

serve on the very committee that helped me start. My goal is to pay it forward by mentoring and supporting new and aspiring REALTORS®, especially those from underrepresented communities who may not see a clear path into this profession.

Real estate has opened so many doors for me—not just professionally, but personally—and I want others to know that they can succeed here too. Being part of this committee allows me to actively work toward a more inclusive, empowered future in real estate. I'm committed to doing my part to make sure everyone has a seat at the table—and a chance to build a meaningful career in this industry.

LAVINIA HARRIS



The best part of being on the committee has been being able to help soon-to-be agents that I otherwise wouldn't have met. The scholarship ensures that, regardless of financial

position, we can continue to add REALTORS® to our community from all walks of life.

MATT EDWARDS

The reason I joined the Diversity Committee was to be a voice for others who may not have found theirs yet. Our City of Omaha has many talented and caring folks throughout, and it was important to me to bring them to the table.

I remember when I first became a REALTOR®, the financial piece to join OABR was a

tad challenging for me, and although I had passed the Real Estate test, I needed to wait a few months in order to actually practice real estate.

I was blessed with a nonprofit that believed in me and gave me a loan to cover my dues and some miscellaneous real estate expenses. I promised to pay it forward by joining the Diversity Committee.

Over the years, I've had the honor to serve with so many wonderful, caring REALTORS®, and I am truly grateful to have had this experience.



I've observed talented scholarship recipients make a difference in their communities. The opportunity for homeownership should be offered to all. It helps create generational wealth.

By empowering ambassadors to all communities it reinforces that opportunity.

To have served on the Diversity Committee has given me more than what I gave. Pay it forward! You won't regret it!

TRUDIE AHLSTROM



A few years after joining the Diversity Committee, I was asked by the members to become the new chairperson. I could not have been more thankful to the group for having faith in me to step

into such a role. The collaboration of all the members set the tone for our years together to fulfill the role of granting a dream come true and provide scholarships for those who clearly deserved the opportunity. The joy and success that we witnessed from our candidates in making our industry better was so fulfilling. Under Ervin's leadership, those same goals and dedication continue.

In my opinion, albeit biased, it is a committee to be celebrated, and we are thankful for its existence from the Board.

MARY SINDELAR



I joined the committee because I believe representation matters in the real estate industry.



The scholarship program opens doors for individuals who might not have the financial means to become REALTORS®, creating opportunities for a more diverse and inclusive profession. Being a part of the

committee has been very rewarding to me, as I've witnessed many recipients build successful careers and positively impact their communities. The scholarship's impact extends beyond the individual—it reaches families and communities, helping more people succeed.

ERVIN YOMANS

THE TRENCHES

Written by **Melissa McElroy**

Being a REALTOR® is like being a stunt double. You're put in precarious situations that require the ability to take direction, but still think on your feet, while you dodge danger, to produce optimal results for the star of the show: your client.

SCRAPPY SQUATTERS

REALTOR® Jen Pagel has seen her fair share of unusual things over the years while working in the trenches of real estate, but the story that stands out to her the most is the one involving squatters.

The property in question was a bank-owned foreclosure. The former owner was a very stubborn woman still residing inside the property who refused to leave. She was served with an eviction notice. It didn't even faze her. This wasn't her first rodeo. She had many evictions on her record.

Even worse, she wasn't alone in the home. Other squatters were residing there. They would all need to be forcibly removed. The eviction process was a drawn-out one, lasting several months.

Jen showed up at the house on eviction day, unsure of how things would unfold. The Sheriff was already on scene when she arrived, ready to remove the squatters. She wasn't prepared for the horrors that awaited her inside.

It was a hoarder's nest. Throngs of random stuff were everywhere. The pungent smell of feces punctuated the air. There was no working plumbing inside. The toilet was overflowing. The squatters stripped all the copper from the walls. One wall was missing entirely. The Sheriff said he suspected the

house was a drug den as they were boarding up the windows and changing the locks.

Days later, someone broke into the property again and stole the air conditioning unit. They came back and were in the middle of stealing the microwave when the police showed up and hauled them off to jail.

All's well that ends well. The property ended up being sold, and over the asking price.

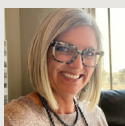
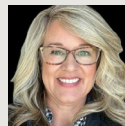
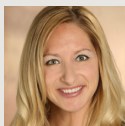
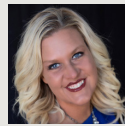
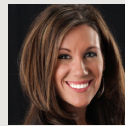
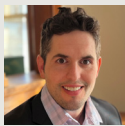
HEADBANGER

Deda Myhre is someone of high stature, not only because she is held in high regard by her peers for her competence and intelligence. At nearly six feet tall, over six feet in heels, the statuesque REALTOR® commands a room when she enters.

She remembers showing a home to a couple. They reached the attic of the house, where the primary suite was located; it had lower ceilings. Deda was so engrossed in her showing that she forgot to mind her head while walking through the doorway. She ended up smacking her forehead on the top of the door frame, which resulted in a big, nasty lump.

Like a true pro, she finished the showing, massive welt on her head and all. Being able to navigate the dangers in the field really does require having a good head on one's shoulders!

Sometimes working in this industry can be a real headache. Sometimes literally. Being able to keep your wits about you in the face of the unknown will help you survive the trenches every day.



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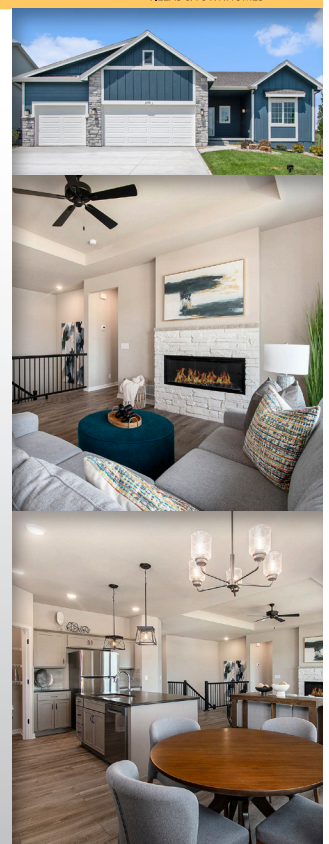
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WCR BUSINESS DEVELOPMENT SERIES: SYSTEMS

Written by **Melissa McElroy**

International real estate coach, entrepreneur, and powerhouse speaker Logan Boyce showcased his real estate coaching prowess at the second installment of WCR's three-part, Business Development Series lunch and learn. The Montreal-based real estate professional and Owner/Founder of Montreal's Elite Real Estate Group explored how to implement, streamline, and measure business systems to produce maximum and measurable results.

Learning how to run a business requires vision, the right people, accurate data, and strong processes, starting with executing "level 10 meetings," where a team actively participates; it helps take the pulse of the group and keeps goals on track.

The most important part of business is who is running it, which is why assembling the best people is essential when building a team, according to the expert. There's important questions you should ask yourself when hiring. Do their core values match your core values? Do they have the capacity to do the job and the passion? It's also essential to have accountability, know who is accountable to whom, and be accountable to only one person.

His approach resonated with REALTOR® Cali Rethwisch. They met three years ago when she attended a kWELITE event. She said, "It was one of those rooms where you knew something special is going to happen, but you're not quite sure what. I wasn't necessarily looking for a coach or a big shift in

my business at the time. I thought I had a solid thing going."

They didn't immediately jump into business together.

"Our first conversations were more about mindset, vision, and leadership than sales or scripts. But even in those short exchanges, it was clear Logan thought differently. He saw potential before I fully believed in it myself," Rethwisch said.

She explained, "A few months passed. I kept thinking about the conversations we had. I realized I needed someone who wasn't just going to cheer me on, but someone who would challenge me to think bigger and push past my comfort zone. I hired Logan as my real estate coach."

"One of the first things he said to me was, 'You're ready to lead something of your own.' It was scary. I had built my business within a certain system, a certain identity. But with Logan's guidance, I made the bold decision to step away from what was familiar and start my own team," she said.

That decision changed everything.

She added, "Fast forward to today: our team has



grown to over 10 agents and we closed \$60 million in volume in our first year. That leap was sparked by one conversation, then a few more. I finally had a coach who believed in more for me than I had yet dreamed. That built the foundation we're thriving on now."

"Meeting Logan wasn't just lucky timing. It was



Photo Credits: facebook.com/wcromaha

a defining moment that helped shape the future of my business and leadership," she said.

Her real estate mentor shared some pearls of wisdom at the WCR event:

A schedule was a living organism. He suggested starting with the big pieces of the schedule. To streamline processes, you closely examine the current systems and decide: keep, kill, or combine.

He advised writing down three things you want to accomplish in the next 90 days and starting with the biggest thing that will have the most impact. He also suggested having an overarching vision of goals. What is the 10-year plan, 3-year plan, and 1-year plan?

In a business of creating opportunities, core processes can streamline you and AI is an incredibly effective tool in implementing and tracking processes. Boyce said it was important to look at the numbers every week to track success and tweak your process as needed.

Differences Between Residential & Commercial Property Inspections

What Sets Commercial Inspections Apart?

Commercial property inspections differ significantly from residential ones and require specialized expertise. Inspectors must understand complex systems, regulations, and structural requirements.

Capital Expenses & Maintenance Planning

Buyers need details about HVAC systems, water heaters, and roofing components to budget for future expenses. Commercial properties often require advanced assessments to determine potential repair or replacement costs.

Safety & Compliance Standards

Commercial buildings must meet stricter safety codes. Features like emergency exit lighting, smoke detectors, exit signs, and fire ex-

tinguishers should be serviced annually. Electrical systems over 400 amps should be inspected by licensed electricians, who use specialized safety equipment.

Roofing & Structural Concerns

Flat roofs, such as EPDM or rolled asphalt, are common in commercial properties. Inspections focus on drainage issues, structural support, and signs of material wear or deterioration. Addressing these issues early can prevent costly repairs.

Plumbing & ADA Compliance

In Omaha, PEX plumbing is prohibited in commercial properties. Inspections also evaluate compliance with the Americans with Disabilities Act (ADA), including marked parking spaces, foam protection on pipes, and grab bars in restrooms.

Parking Lot & Exterior Checks

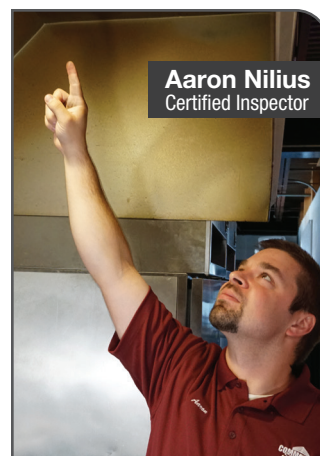
Parking lot striping, curb stops, and signage are assessed for visibility and wear. Gas meters in areas prone to vehicle impact should have protective concrete bollards.

HVAC Systems

Package HVAC units are common in commercial buildings. These combined heating and cooling systems are installed outdoors, eliminating the need for metal flues. Inspectors assess the age, efficiency, and condition of these units.

Commercial Kitchens & Grease Management

Cooking appliances in commercial kitchens, such as ovens, gas cooktops, and fryers, often require fire suppression systems and exhaust hoods. Fire suppression uses chemical agents to control flames. Grease traps are inspected to prevent drain blockages, as regular cleaning is essential.



Why It Matters

Understanding these differences helps buyers and agents evaluate inspector qualifications and make informed decisions. To learn more about the commercial property inspection process or its impact on buying and selling commercial properties, contact us today!

MEMBERSHIP REPORT

June Activity	MO	YTD
New REALTOR® Members	29	136
Resignations	13	152
Membership (As of July 1)	2025	2024
Designated REALTORS®	191	212
REALTOR®	3039	3123
REALTOR® Emeritus	105	94
TOTAL REALTORS®	3335	3429
Institute Affiliate	82	76
Affiliate Members	143	149
Key-Only Affiliates	126	135

Full membership report at OmahaREALTORS.com/membership-report

DESIGNATIONS

Accredited Buyer Representative® (ABR®)

- Mischelle Nelson, BHHS Ambassador R.E

Seniors Real Estate Specialist® (SRES®)

- Brooke Ayoub, RE/MAX Results
- Darla Bengtson, Better Homes & Gardens R.E
- Evellen Buettner, Black Tie Realty
- Heather Chaney, Better Homes & Gardens R.E
- Dustin Fife, BHHS Ambassador R.E
- Marissa Freyermuth, Nebraska Realty
- Travis Jelken, BHHS Ambassador R.E
- Judith Kramer, BHHS Ambassador R.E
- Thomas Lammel, Nebraska Realty
- Andrea Lane, BHHS Ambassador R.E
- Kadin Lane, BHHS Ambassador R.E
- Gloria Lemons, NP Dodge RE Sales
- Henry McCallum, Prime Home Realty
- Sarina McNeel, Better Homes & Gardens R.E
- Trudy Meyer, Better Homes & Gardens R.E
- Caitlyn Muhlbauer, Nebraska Realty
- Carole Nelson, BHHS Ambassador R.E

DESIGNATIONS (CONTINUED)

Seniors Real Estate Specialist® (SRES®)

- Colleen Newton, Better Homes & Gardens R.E
- Jeanne Patrick, NP Dodge RE Sales
- Leslie Randall, Better Homes & Gardens R.E
- Nicole Riddle, NP Dodge RE Sales
- Duane Safarik, NAI NP Dodge
- Clayton Sanchez, Keller Williams Greater Omaha
- Chapin Sellin-Kurtz, Toast Real Estate
- Mary Senff, Nebraska Realty
- Stacey Watson, Nebraska Realty
- Jennifer Weikel, Nebraska Realty
- Marlene Wyman, BHHS Ambassador R.E

CERTIFICATIONS

Military Relocation Professional (MRP)

- Clayton Sanchez, Keller Williams Greater Omaha

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SUMMER VIBES

The scorching hot days of summer seem to go on for eternity. It's hard to believe that it's August already. Kids will be returning to school. People will be settling back into a routine. And the dog days of summer wind down. The days grow a little shorter as we creep towards fall.

It's always a great time to attend a WCR event. Women's Council of REALTORS® - Omaha is always looking to add value to our membership, which is why we hosted a three-part, Business Powerhouse series. These educational lunch and learn meetings were designed to help our members learn and grow.

On June 26, the theme was about mastering business strategies. Logan Boyce, Team Leader of Montreal's Elite Real Estate Group and Director of Coaching for Elite Real Estate Systems gave an informative presentation on how to clarify and execute your vision and eliminate obstacles holding your business back.

Join Us for a Legendary Afternoon with Coach John Cook! He's built champions, inspired a state, and made history in front of 92,000 fans. Now, Coach John Cook is bringing his powerful message — "Dream Big, Dream Like a Champion" — to the WCR Luncheon for a rare and unforgettable experience. Thursday, August 21, 2025 at Round the Bend Steakhouse. Hosted by WCR Omaha and WCR Platte River, with special thanks to our event sponsor, My Insurance – Mary Sladek Agency. Register today at wcromaha.com.

We represented WCR at "On Tap for Success: Drafting Your Committee Spot," a committee fair for OABR held in June. We encouraged attendees to consider getting involved in our amazing organization. There are so many incredible ways to show up for our industry, network, and grow your business.

The annual WCR Golf Tournament will be September 16 at Tiburon Golf Course. We are hoping having it in early fall will be better than the middle of the blistering hot summer. Our charity partner is 50 Mile March, an incredible organization that helps veterans.

The WCR National Conference in Houston, Texas is around the corner: November 12-16. If you've never been to a national convention, I highly recommend attending one. People from across the country attend and with good reason. There's so many amazing speakers and committee meetings. It's definitely worth the trip.

As we inch closer to cooler weather and football season, I hope you get a chance to enjoy the sunshine and fresh air in between working extra hours. Just like farmers toiling in fields, ready to enjoy the fruits of their labor, we work extra hard during the summer to hopefully enjoy the fruits of our labor. Succeeding isn't about luck, it's about showing up and doing the work.

May your fall be filled with abundance and success!

TRAC BURKHARDT

2025 President

Women's Council of REALTORS® - Omaha

REALTORS® Make the Market

Omaha Area Residential Snapshot

JUNE 30	2025	2024	%
NUMBER ON MARKET	2,475	2,218	+11.6% ▲
NUMBER UNDER CONTRACT (MONTHS)	1,111	1,142	-2.7% ▼
NUMBER OF SALES CLOSED (YEAR TO DATE)	1,280	1,183	+8.2% ▲
EXISTING SALE PRICE (MEDIAN YEAR TO DATE)	\$315,000	\$307,000	+2.6% ▲
NEW SALES PRICE (MEDIAN YEAR TO DATE)	\$417,196	\$423,807	-1.6% ▼

AFFILIATES Add Value!



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KNOW THE ^{updated} CODE OF ETHICS

Written by **Melissa McElroy**

REALTORS® are held to some of the highest ethical standards of any profession. The National Association of REALTORS® (NAR) Code of Ethics defines the standards that distinguish REALTORS® from other real estate licensees.

Those standards were recently updated, notably Article 10, which prohibits REALTORS® from denying equal professional services and equal employment opportunities based on protected characteristics, and it also prohibits the use of harassing speech, hate speech, epithets, or slurs. In Nebraska, the State Association manages the professional standards process on a regional basis. REALTORS® serve on Grievance and Professional Standards committees. Nationally, protected classes include race, color, religion, sex, disability, familial status, national origin, sexual orientation, and gender identity.

There has been growing uncertainty since 2020 about how to interpret and implement Article 10. It is essential that the language and intent are clear and can be enforced fairly and consistently to provide equal treatment and equal opportunity to housing for consumers, as well as uphold the reputation of over one million REALTORS®.

The NAR Professional Standards Committee recommended changes to the Standards of Practice, which were ratified by both the NAR Executive Committee and Board of Directors.

The new language creates a more specific definition of harassment and focuses on the application of the Code of Ethics when REALTORS® are acting in a professional capacity. Clarifying the

language reduces risk to state and local associations and their volunteer leadership who administer and enforce Article 10.

REALTOR® Matt Meister, from Kearney, NE, is a member of The Interpretations and Advisory Board, part of NAR's Professional Standards Committee. He provided valuable insight into the recent changes. When considering the updates, they carefully balance the need to uphold high ethical standards while not infringing on people's First Amendment rights- not an easy feat.

The bottom line is this: REALTORS® need to follow the code when serving in the role of a REALTOR®, but this obligation extends beyond the confines of their office or at a showing. Whenever someone is identified as a REALTOR®, they must



Matt Meister

follow the NAR's Code of Ethics. This also applies to social media posts where someone is recognized as a REALTOR®.

Meister said the definition of harassment was clarified as "doing things that have the intent, or the effect, of creating a hostile environment." "The effect of" is an important distinction. You are still responsible for your actions, even if you didn't intend to create a hostile environment, as long as someone felt it created a hostile environment.

He said the Professional Standards Committee approached discipline with an educational tactic initially. Anyone accused of a violation receives a letter notifying them, explaining what the infraction entailed and how to rectify it. Additional ethics violations will be met with harsher responses.

Meister said that despite some people's perceptions, the Code of Ethics has some teeth. It's best to always uphold the Code. Failure to do so could ultimately come back to bite you.

REVIEW

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DATE	OPPONENT	LOCATION
Aug. 31	SOUTH ALABAMA	Lincoln, NE
Sep. 7	at Colorado	Boulder, CO
Sep. 14	NORTHERN ILLINOIS	Lincoln, NE
Sep. 21	at Illinois	Champaign, IL
Sep. 28	OHIO STATE	Lincoln, NE
Oct. 5	NORTHWESTERN	Lincoln, NE
Oct. 12	at Minnesota	Minneapolis, MN
Oct. 26	INDIANA	Lincoln, NE
Nov. 2	at Purdue	West Lafayette, IN
Nov. 16	WISCONSIN	Lincoln, NE
Nov. 23	at Maryland	College Park, MD
Nov. 29	IOWA	Lincoln, NE

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