

REVIEW

Omaha Area Board of REALTORS®



MAY

TUE

05

NEW REALTOR® ORIENTATION

9:00AM - 12:30PM

Kickstart your real estate journey at our New REALTOR® Orientation, where you'll gain the tools, knowledge, and connections to build a successful career from day one!

THU

07

2026 RPAC PHOTO DAY

8:30AM - 3:30PM

Join us and get your headshot taken in a naturally lit office-like setting! You may register as a single or a double group.

THU

07

RPAC CE DAY

9:00AM - 4:00PM

Featuring two sessions: "Go Forth and Sin No More: The Code of Ethics" and "How's That Working Out for You? Hot Legal Issues in Real Estate," focused on ethics, compliance, and today's legal landscape. Instructed by Trista Curzydlo.

WED

13

YPN EMPOWER HOURS

12:30PM - 2:00PM

History of Article 10 of the REALTOR® Code of Ethics - Fair Housing Through the Years



SCAN TO VIEW
THE OABR
CALENDAR

A MESSAGE FROM THE PRESIDENT

WHY SHOULD A CONSUMER CHOOSE YOU AS THEIR REALTOR®? WHAT TRULY MAKES YOU DIFFERENT?

If your first answer was honest, trustworthy, and experienced — that's a great start. But many other agents would say the same thing. What often separates you is something harder to copy: your voice, personality, and the way you connect with people.

As I write this, I'm on a flight home after spending the last several days at industry conferences with top educators and association leaders. One topic stood above the rest: AI. It's what agents want to learn about, attend classes on, and use every day — and for good reason. AI can be one of the best new tools our business has seen.

But it can also create a problem when agents rely on it so heavily that their emails, texts, and marketing no longer sound like them. We've all received one and immediately thought, "AI wrote that." Now ask yourself: if your communication doesn't sound like you, what happens when the client meets you in person?

One speaker shared examples of emails he had sent. His AI-written emails had a lower response rate than the less-polished emails written in his natural voice. That says a lot. I'm not telling you not to use AI. I use it every day. Use it to save time, organize ideas, and become more efficient — just don't let it replace what makes you valuable.

BRAD FRICKE,
2026 OABR President



REVIEW

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WED
20
MAY



📍 OABR EDUCATION CENTER

🕒 10:00 AM

Register at omaharealtors.com/may-2026-face-the-realtors

MON
08
JUN



📍 THE RELEVANT CENTER

🕒 9:00 AM - 4:00 PM

Register at omaharealtors.com/recharge

WED
10
JUNE



📍 OABR PARKING LOT

🕒 8:30 AM - 11:00 AM

Register at omaharealtors.com/breakfastfooddrive

2026 RECHARGE

REIMAGINED: PART TWO

Written by **Melissa McElroy**

REcharge 2026 resurged at the Relevant Center in Elkhorn on April 9th with a second installment of the reimagined, three-part series. Real estate aficionado and motivational speaker Leigh Brown electrified attendees looking to rev up their real estate game with not one but two sessions.

The powerhouse real estate pro captivated attendees with her Southern charm and bold, straight-talking communication style, commanding the room with the confidence she has earned from years of thriving in the trenches of real estate.

The morning session, *The 7 Deadly Sins Of Sales*, delved into the most common mistakes made in real estate and low-cost solutions to problems, as well as advice on how to supercharge your real estate business.

“Real estate moves and changes all the time,” she said to an engrossed audience. In addition to being a REALTOR®, she is the broker and owner of One Community Real Estate® in North Carolina. Since she continues to work in the ever-evolving field of real estate, she truly understands what agents deal with day-to-day.

“Social media is full of bad ideas,” Brown said matter-of-factly. While it is a useful tool, it is wise to get real estate advice from trusted, vetted sources.



According to her, one common misconception about REALTORS® is that they don't do anything. REALTORS® must have a good grasp of their value and how to communicate it to their clients. When you're valuable, people don't balk at how much you make.

Being a real estate expert is part of your value, which is why she suggests that you read real estate news. Continue to hone your craft. Discover how to use strategies like “stacking,” where you stack grants to lower the cost of the home for a

first-time homebuyer, which has the bonus of wiping out PMI insurance.

Brown asked attendees to consider the impression they make when meeting someone for the first time. How do other people encounter you? Do you give a good first impression? She also said people need to embrace professional dress because it elevates their image.

When you are helping a client, it is better to solve problems now rather than later. If there is an issue with a property, knowing the right industry professionals will help you better serve clients and solidify your status as an expert.

One of the biggest sins agents commit is abandoning the client after a deal is done. Too often, a busy REALTOR® moves on to the next deal and loses track of past clients. This results in so much business lost. Having a solid customer relationship management (CRM) will help keep you organized. If you are newer in the business, you might mistakenly think you don't need one, that you'll remember every person and every sale. As the transactions stack up and clients accumulate, it will get harder to keep track of all the moving parts.

Developing a follow-up process will set you apart. Bad habits equal missed opportunities. Recapture excellence with a customer-first mentality. A well-cultivated Rolodex is extremely valuable, but only if you have worked to maintain relationships with those in it.

Picking up for an unknown number could be the first step in earning a new client. That individual may have called half a dozen other agents who didn't answer the call. Having strong listening skills will help you better understand what the client needs. Most people do not actually listen. They wait to speak. When someone calls you, ask what prompted them to reach out. Understanding your target audience will help you craft a more effective marketing strategy.

The average consumer calls six REALTORS® before one answers, which is why you should

always answer. She said that even if you need to tell them you are busy and will call them back in a bit, it is better than letting the call go to voicemail. In her words, "That person on the phone called you. Give them the respect due."

Brown keeps an intake sheet for each prospective client, jotting down essential information. It helps her provide the same service to each client and uphold Fair Housing laws. What you do for one, you do for all. She advised being curious about people and asking lots of follow-up questions. Go three questions deep and take notes.

To avoid living paycheck to paycheck, being disciplined about setting money aside in different categories will help keep your income on track. Brown has separate accounts for each pile. Understanding the return-on-investment (ROI) will help you track business expenses. She recommended visiting financialwellness.realtor for more tips and tools on managing your income.

Just as you don't want to squander money, you need to be mindful of the most important and irreplaceable resource: time. Time management skills are key. Your time is valuable. It is wise to set perimeters on appointments. She said if you have a showing, tell them you have another appointment right after the showing to set a time limit. You can always adjust as needed.

The things that make you money are listing appointments, buyer consultations, and negotiations. Managing your calendar is critically important. "Look at a calendar as a pathway to a better future," she said. You may need to hire help to free up your time that could be better spent elsewhere. She hired someone to do outbound calls. She also has a two-minute rule. If something can be handled in two minutes, do it now.

She explained how many people have inverted priorities. REALTORS® have some of the highest divorce and obesity rates because they are so busy that they put themselves last. She has set a limit on her schedule, making herself available 7 AM to

7 PM, Monday through Friday, and only on the weekend by appointment. “Don’t cave on your principles.”



RECAP

EGO OVER SUBSTANCE | Consumers care about the substance you bring to the table, not how great you tell them you are. Put the consumer first. Tell them how you can help them. Lean into substance.

CALL RELUCTANCE | This goes along with Ego Over Substance. Having a real conversation on the phone can’t be replaced by email and text. Answering the incoming calls promptly will set you apart.

ABANDONMENT | Don’t drop a client like a hot potato after the sale is done and the commission check is cashed. Check in every so often. Reach out to them. See if any questions have come up that you can answer.

Cherry-picking: Properties at lower price points need to be sold. Treat people with the respect they deserve. Treat all price points well.

FISH OR CUT BAIT | Know when it is time to fire (or don’t take) a poison client. Don’t let people run you.

NOT ASKING ENOUGH QUESTIONS | Asking the right questions helps you better serve the consumer. Go three questions deep or more.

NO FLUFF AND PUFF | Present photos and descriptions in a flattering- but accurate- light. Telling the truth is the most powerful tool in your arsenal.

INVERTED PRIORITIES | Agents fail to treat themselves as individuals who are entitled to time away from the business to attend to their personal, family, and community needs.

FEARLESS AGENT: HOW TO BECOME A FEARLESS REAL ESTATE PRO

RECHARGE revelers were presented with another opportunity to fully charge their business in an afternoon session with the “No B.S. REALTOR®” Leigh Brown.

She said that consumers need a good mediator more than a bulldog negotiator. Agents are in the business of helping people buy and sell houses. “Good people want to work with good people,” she said. Everyone with a license should have the same access to listings, which levels the playing field and provides a free and fair marketplace.

Understanding the history of the Multiple Listings Service (MLS) and the important role it plays in real estate will make you a better agent. Without an MLS, buyers and sellers would get hurt. According to Brown, our MLS system is the envy of the world.

“I’m on fire for real estate,” she said definitively. “I’m on fire for homeownership.” Having a fire in your belly for an industry and the cornerstone of the American Dream shines through in every aspect of your business.

“The money finds you when you’re doing things the right way,” she explained. Real estate has real-life consequences that impact future generations. When children live in their own homes, it creates stability and better educational outcomes. Health outcomes improve. It is why she

has such passion for her craft, because it changes lives.

Brown has traveled to nearly every state in the country and to many countries around the world. She realized something. The U.S. has tools that set it apart from other countries, such as the MLS and 30-year mortgages. “You gotta be willing to fight for real estate,” she said. “You gotta fight for the tools.” The tools can make or break an industry.

Fighting for the industry is why she is such a huge advocate for RPAC. Because it protects private property rights and the real estate industry. She recommended that you tap into the endless vault of information about the industry.

There are three kinds of REALTORS®, according to the seasoned real estate vet. First up are the top producers; they’re the ones at the top of the sales board at the office, with an aggressive mindset and exceptional market knowledge.

Second, there are the education-focused REALTORS® who love people and educating them. These people probably get too involved with clients, catering to their needs while hiding the amount of work involved—the public needs to know what you do for them.

Lastly, there are the triangle REALTORS® who live in spreadsheets and can’t be fazed. Nothing rattles these number nerds.

Having a complete vendor list will help you

fully assist the client. Asking prospective clients for information can help you better assess their needs and learn what they know. Fish for information—work on being more likable. When faced with decisions, consider the best information, and understand that everyone’s story is different.

“When you do the things nobody else will do, you get the results nobody else will get.” It means going above and beyond. According to Brown, houses are not just houses. They contain stories, like living, breathing history.

Cultivate your social media landscape. Study your competitors and colleagues. You might learn from them. Force yourself to make one improvement a day. If you place just one phone call a day, it amounts to a substantial increase in clients. Small changes in your daily habits amount to massive results in your business.

Developing a business model that fits your individual needs is essential. What works for you likely won’t work for everyone. Fine-tuning a system that keeps you organized will help keep your business and sanity intact.

Leigh Brown provided proven strategies to help real estate professionals navigate challenges with confidence by using expert methods to communicate their value in any market. Having a fearless mindset leads to real results!

TIF FUNDS INCENTIVIZE AFFORDABLE HOUSING OPTIONS

Written by **Melissa McElroy**

The Omaha City Council passed a resolution in March asking the planning department to create a plan by September that would require or incentivize developers seeking tax increment financing (TIF) to include affordable housing in their projects.

Omaha Councilmember Don Rowe voiced concerns about making affordable housing a requirement, rather than an incentive. If the resolution does not require projects to include affordable housing, he said, it opens the door to a range of ideas for economic development and job growth.

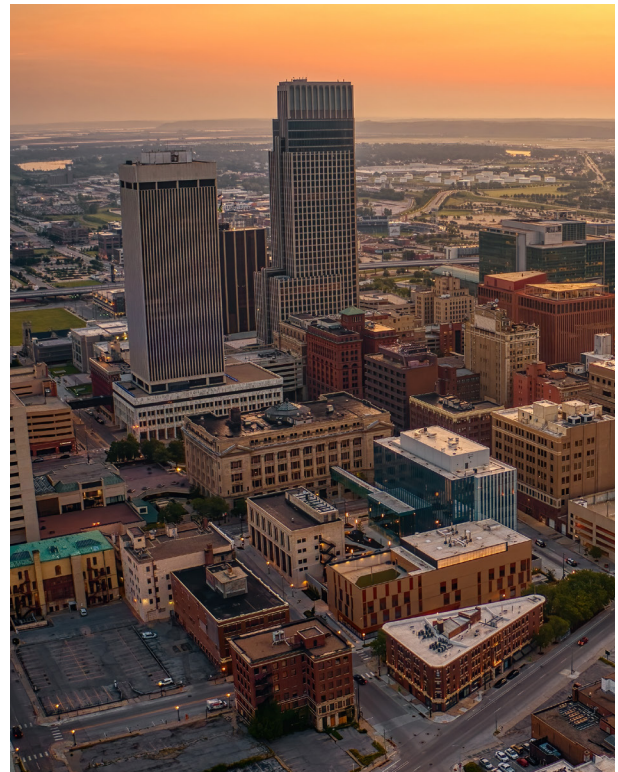
The councilmember, who serves on Mayor John Ewing's affordable housing task force, believes that other incentives will be imperative. The task force presents ideas to the Omaha Planning Department. Mayor Ewing will review the task force's input while considering what is included in the plan.

Rowe said that the city is in the middle of updating building codes, which will directly impact affordability. Revising zoning laws will also be a critically important update. Changing zoning laws to allow smaller lots will increase density, helping offset land costs. If the current law requires a single-family house to have two off-street parking spots, it increases the lot

cost. "Let the market dictate how many parking spaces there should be," he said.

While the city is overhauling codes and streamlining regulations, Rowe said building, energy, and plumbing codes will soon be reviewed, which can significantly increase the cost of new housing.

He added that the Omaha City Council is constrained by state law. TIF project approval requires specific criteria. In Nebraska, TIF is the only economic incentive tool available to developers. Absent TIF, many commercial development projects in the Omaha metro over the years would not be possible. These projects delay increased tax revenue from the project, but spur economic development and other property tax revenue in the meantime.



Rowe has been a long-time supporter of homeownership. “It is a generational wealth generator,” he explained. He is also in favor of Urban Core development because it encourages higher housing density, walkability, and a sense of community.

Amanda Brewer, CEO of Habitat for Humanity in Omaha, spoke in support of the resolution and is an active user of TIF. She also serves on the Mayor’s task force for affordable housing. The Blue Stem Prairie project, which is now constructing affordable single-family homes on the former Wintergreen Apartments site, demolished in 2006, would not have been possible without the use of TIF.

She thinks that there are more

opportunities to use TIF towards affordable housing. Already, 12 percent of TIF projects are used for affordable housing. A development fund for affordable housing is another option to incentivize more TIF use.

Jake Hoppe, CEO of Hoppe Development, develops both affordable and market-rate housing. He described TIF as a critical tool that benefits the public. He said it makes sense to use TIF to fund affordable housing projects.

There is a consensus that Omaha needs more low-cost housing. Rowe wants Omaha to create effective incentives to spur more housing without creating barriers to revitalization and economic growth.



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ALL OABR MEMBERS ARE ENCOURAGED TO
ATTEND YPN EVENTS!**

Find the next YPN Committee meeting on the OABR calendar!

nVISION THE FUTURE OF REAL ESTATE

Written by **Melissa McElroy**

The La Vista Convention Center buzzed with excitement April 13-15, as REALTORS® from across the Great Plains trekked to the Nebraska REALTORS® Association's nVision, formerly known as the Nebraska REALTORS® Association Annual Convention & Expo. The event marks the 109th annual NRA Convention.

The theme of the event, A Story Worth Telling, attracted real estate professionals from across the state who welcomed the chance to share their stories, experiences, and accomplishments and explore educational and networking opportunities that elevated their real estate expertise.

2025 NRA President Kim Zwiener helped kick off the three-day extravaganza at the General Session, which featured keynote speaker Nebraska Congressman Mike Flood, who discussed affordable housing, different bills, and the NFIP. He said, "We need to build houses that working people can afford."

Flood touched on the U.S. Department of Housing and Urban Development (HUD) HOME Investment Partnerships Program, and the Community Development Block Grant (CDBG) Program, a program that provides annual grants to states, cities, and counties to develop viable

urban communities by providing decent housing and by expanding economic opportunities for low- and moderate-income individuals.

He talked about The One Big Beautiful Bill, signed in July 2025, which significantly expands the Low-Income Housing Tax Credit (LIHTC) program, aiming to build 1.2 million affordable rental homes between 2026 and 2035. Key changes include a permanent 25 percent test for private activity bond financing and increased nine percent credit allocations.

Flood discussed the bipartisan 21st Century ROAD to Housing Act, which originated in the House and was later sent to the Senate. It will likely be a vastly different bill after many revisions. It is paramount for Congress to work across the aisle to address the affordable housing shortage.

The 21st Century ROAD to Housing Act seeks to eliminate unnecessary regulations, such as the mandatory permanent steel chassis requirement for manufactured homes, and to allow them to be placed on standard foundations. Removing the 1974 requirement for a permanent, non-removable steel chassis would result in cost savings for builders, who could reuse the transportation chassis across multiple units rather than leaving a costly steel frame under every home.

He said that whether it is a red state or a blue state, affordable housing remains a critically important and complex topic. "Hard problems have complex solutions," Congressman Flood said.

Flood, Chairman of the Subcommittee on Housing and Insurance, believes major reforms are needed to the federal housing program, which is why he introduced The Home Reform

Act of 2025, which sought to cut red tape and strengthen public-private partnerships to incentivize the development of affordable housing across the nation.

Updates to the National Flood Insurance Program were necessary to better assess risk, according to the Congressman. He also said that prediction markets “gaming the system” in the insurance industry were now facing litigation.



VISION HIGHLIGHTS

The newly rebranded annual NRA convention boasted a plethora of governance meetings, forums, and continuing education courses. Courses ran the gamut from Rookie Training/ GRI 101 to Leveraging AI to Blockchain Technology & Cryptocurrencies in Real Estate. OABR President Brad Fricke taught a course titled, The Disclosure Conversation: Navigating Risk, Knowledge, & Judgment.

One highlight of the opening day General Session was keynote speaker Aaron Davis, a former Husker football player, professional

speaker, and attitude expert. In his speech, he said, “Every two seconds someone leaves this world.” It was a sobering reminder to make every second count. Achieving greatness begins with the right mindset.

The Governmental Affairs Forum provided information about bills that will impact property owners and the housing industry across the region. Lee Porter, 2026 NAR Region 8 Representative, was a guest speaker.

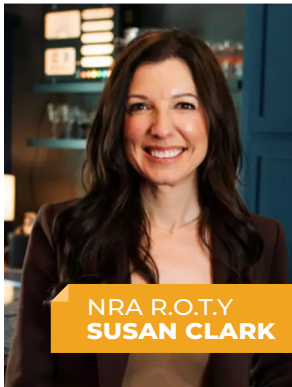
Lincoln-based attorney and lobbyist Korby Gilbertson provided the latest legislative updates. Fighting against professional services being taxed and document stamp increases continues to be an ongoing priority for the industry. Placing a service tax on REALTORS® would radically worsen the affordable housing crisis. Document stamp increases would price even more prospective homebuyers out of the market.

State Senator Dover supports a proposal to move the funding for the state's Affordable Housing Trust fund from the Nebraska Department of Economic Development to the Nebraska Investment Finance Authority. NIFA would process applications and delegate money for affordable housing initiatives.

Senator Hallstrom introduced LB1067, a bill to change provisions relating to the Affordable Housing Trust Fund, the rate and disbursement of the documentary stamp tax, the Rural Workforce Housing Investment Fund, and the Middle-Income Workforce Housing Investment Fund.

Senator Brandt introduced LB1010 to provide for the eminent domain of electrical energy storage property, storage of electric energy under the Electric Cooperative Corporation Act.

Nebraska lawmakers are grappling with a significant budget deficit. The deficit grew to \$646 million in March before a combination of spending cuts and revenue-generating bills was passed, leaving a \$72 million deficit.



NRA R.O.T.Y.
SUSAN CLARK

The Nebraska Real Estate Commission is cracking down on REALTOR® violations related to social media advertising. Visit

nrec.nebraska.gov for additional information. Congratulations to **Susan Clark** for receiving the 2025 NRA Omaha Region REALTOR® of the Year!



Former Husker Football Player
AARON DAVIS

2025 REGIONAL REALTOR® OF THE YEAR

- CINDA MUNOZ** | Western Region
- KAREN PETERSEN** | Eastern Region
- MATT MEISTER** | Central Region
- SUSAN CLARK** | Omaha Region
- MATT KIRKLAND** | Lincoln Region

2025 NEBRASKA REALTOR® PRO RECIPIENTS

- | | |
|-------------------------|---------------------------|
| TRACY BABCOCK | ARLA MEYER FOWLER |
| DARLA BENGTON | CINDA MUNOZ |
| LEIGHUN BRABEC | DEDA MYHRE |
| APRIL BUFFUM | PAT OHMBERGER |
| CHARLES CHADWICK | JOANN PERLINGER |
| SUSAN CLARK | KOBY RICKERTSEN |
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| AMY GEWECKE | LEA ANN STEPHENSON |
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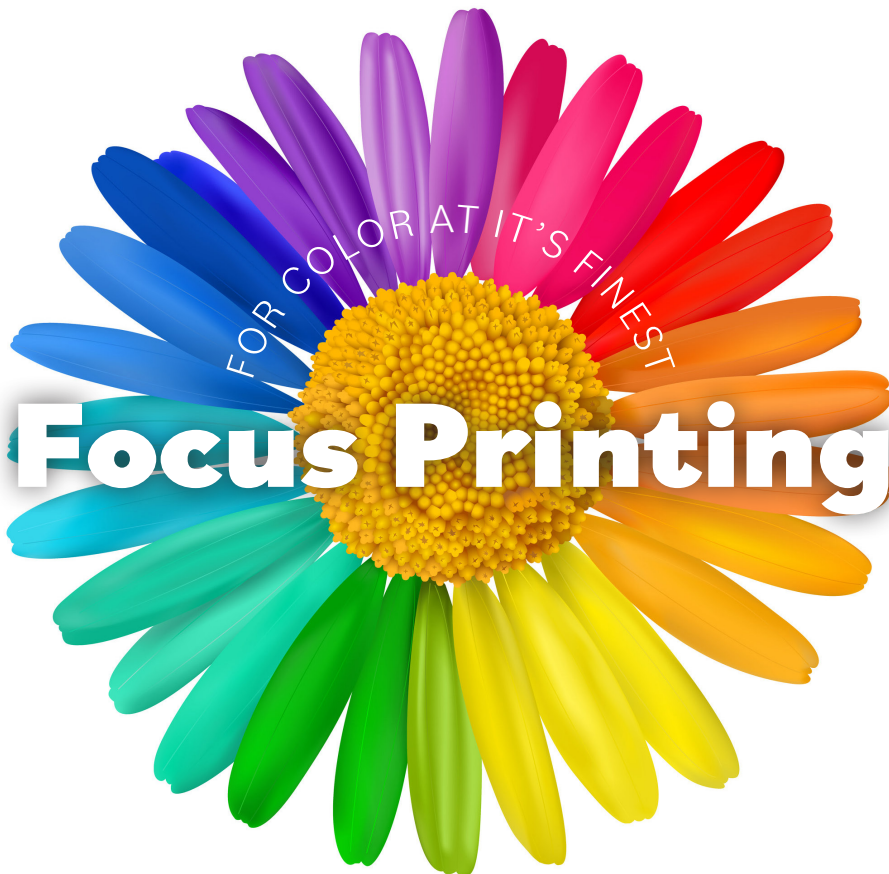
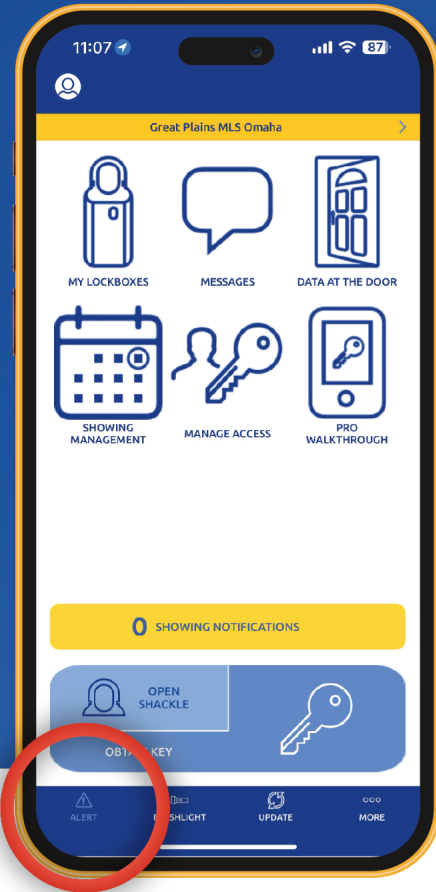
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- A link to a map of the keys locations is included in a text or email

NOTE: Agent Alert feature must be enabled by the organization. Location services must be enabled for the eKEY to include location information.

QUESTIONS? Contact Aimee Jensen at (402) 619-5553



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SPRING INTO ACTION

Every Spring, there is a sense of renewal. The days grow longer. Vibrant pops of green enliven once dull yards as everything starts to bloom again, especially the market.

Be sure to carve out a little time to check out the amazing WCR events coming up that will renew your zest for your career, like our annual Music Trivia Spring Event that we just had in April. Everyone had a blast! People were decked out in fun costumes, mixed and mingled with colleagues, and jammed out to amazing tunes. No wonder it's our most popular event of the year!

Now is the perfect time to spring into action by adding to your knowledge base. We have a VA Panel on May 21st from 11 to 1 at Champions Run that is sure to provide you with the necessary knowledge to serve your clients better. The VA panel will have a very experienced VA REALTOR®, VA Lender, and a VA Appraiser. Get the latest scoop on VA loans. Discover what those VA appraisers are looking for, and how to speak to our buyers and sellers about working with VA Buyer and Sellers.

Keeping our members informed is one of our top priorities. We are in the process of overhauling our website. We would love to add a tech-savvy person to our volunteer team to help with the website on a day-to-day basis. If you or someone you know is a tech wiz, someone who is a master at Canva, social media, Google Docs, and Excel, we would love to welcome you to our fun-loving team!

Also, be sure to follow our Facebook page and make sure you're getting our emails, so you won't miss any great events coming up. We would hate for you to miss out on great opportunities because an email accidentally went to your spam folder. We are finalizing a comprehensive directory that will be so valuable to members.

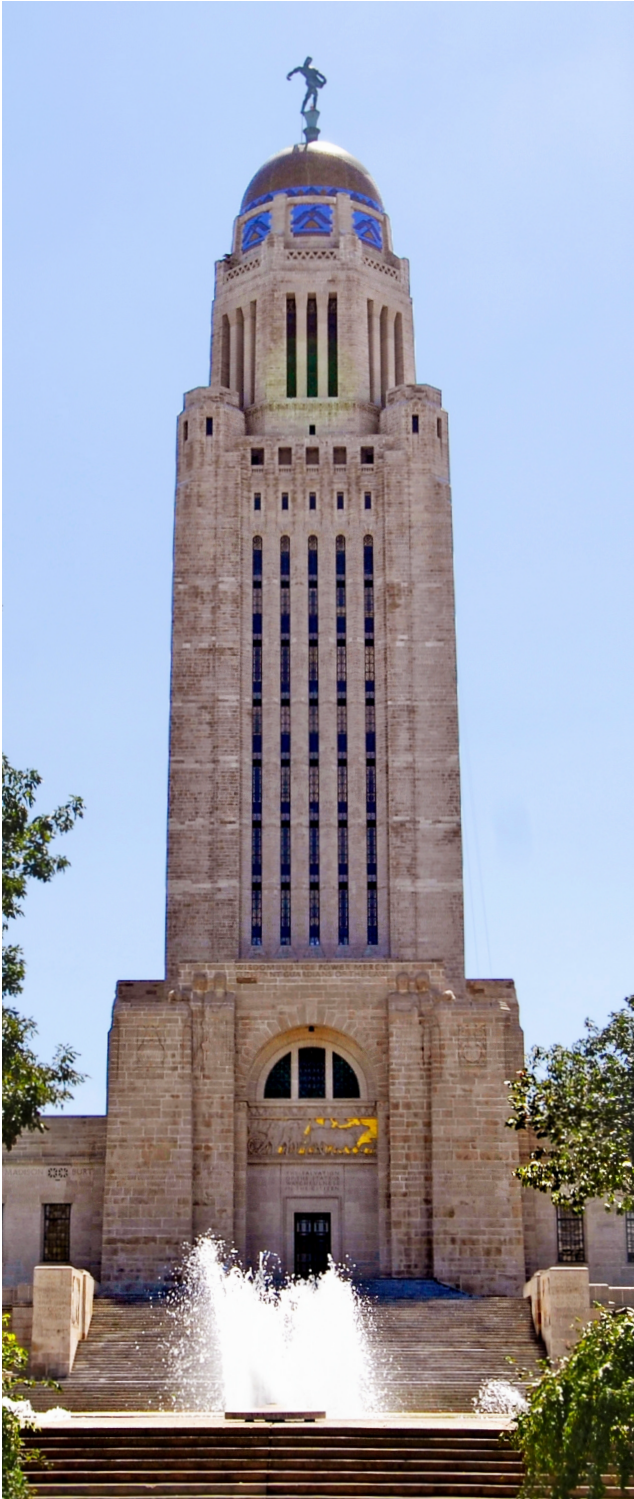
I really wanted to give a shout-out to our sponsors who make our organization possible. We have an incredible community of real estate professionals who make a real difference. There are so many people who not only support WCR but also make it possible to complete a real estate transaction: everyone from title companies to insurance folks to mortgage specialists. We couldn't do what we do without you!

We really appreciate the support from the Omaha Area Board of REALTORS®, which not only sponsors events but also provides the leadership and support for WCR. It's no surprise that many WCR Presidents go on to become OABR Presidents, proving WCR is where leadership grows.

With so many great things to look forward to, it's sure to be an amazing season. We're excited for all that's ahead and can't wait to see you at our next event. Wishing you a fun and successful season!

ANGIE THIEL
2026 President
Women's Council of REALTORS®





NEW LAW: GROW THE GOOD LIFE ACT

Written by **Melissa McElroy**

“Nebraska... the good life,” the official state motto plastered across road signs along I-80, acts as a beacon welcoming visitors to our state. Yet Nebraska, a state that boasts a rich agricultural heritage, top-tier school systems, career opportunities, and a reasonable cost of living, has struggled to retain top talent.

Nebraska’s old slogan, “Nebraska: Honestly, it’s not for everyone,” appears to reflect the sentiment of college graduates fleeing the state. The persistent “brain drain” has resulted in the net loss of thousands of college-educated residents leaving the state in search of better career opportunities, particularly impacting Omaha and Lincoln since 2019.

Reversing this trend has become a top business objective. Heath Mellow, President and CEO of the Greater Omaha Chamber of Commerce, supported the passage of LB1165, the Grow the Good Life Act, which became law in April.

Mello believed it was the key to developing a headquarters retention and recruitment strategy. The new law was created to fortify Nebraska’s existing economic tools by enhancing performance-based incentives under the Imagine Nebraska Act, passed in 2021.

The Greater Omaha Chamber issued a press release explaining how the new law would enhance wage and investment credits within existing tiers of

the ImagiNE Nebraska Act by adding a one-percent bonus credit for jobs filled by new Nebraska residents.

It would also create a relocation and recruitment grant program through the Department of Labor that could serve as a critical retention tool tied to mergers and acquisitions. The bill would expand allowable uses of an existing economic development fund to support capital improvements at qualified headquarters operations.

Mello considered it a top priority to make Nebraska more competitive in a fiercely competitive national job market. Attracting and keeping skilled workers is essential for Nebraska's economic future.

He said, "Programs like these have consistently helped grow Nebraska's tax base and delivered real returns to our taxpayers."

Companies would be required to meet strict criteria before receiving any incentives. "Right now, Nebraska has a rare chance to bring in more high-paying, primary jobs than we have seen in decades. LB1165 is the tool we need to seize this moment: helping us grow our state, strengthen our economy, and create new opportunities for future generations."

Nebraska State Legislator Brad von Gillern, Chair of the Revenue Committee, explained in a recent Grow Omaha podcast that the new law is an expansion of the ImagiNE Act, a program that offers incentives to businesses for meeting performance criteria. He said that the incentive program has very strict definitions.

"It's absolutely a pay-for-performance model. If the applicant does X, the state will reimburse income or sales tax credits worth Y, and the reason I love it is that the return on investment is

phenomenal. It's a 10- and 20-times return on what the state offers for incentives versus what the applicant has to do for a performance requirement," he said.

The program would benefit both new and existing businesses. It adds additional incentives for rural and urban manufacturing. "There are some provisions that are unique to a company that we might want to retain their headquarters here in the state of Nebraska." It requires that you have at least 3,000 existing jobs and that you create 500 new jobs, paying an average of \$100,000 per job.

Under the existing ImagiNE Act, childcare must be provided on-site; a daycare center must be located at your facility. The new law also expands provisions for childcare costs, allowing employers to provide funds for childcare at any location the employee chooses.

Keeping large employers, such as Union Pacific, in Nebraska is critically important to the economic ecosystem, which is why there has been a push to offer competitive incentives.

Von Gillern said, "It is absolutely ridiculous to believe that the Governor of Georgia, who is a very aggressive economic development -- that's very big on his priority list-- it's very naïve to believe that he has not been to Omaha and brought the state's checkbook with him, and said we want you in Atlanta."

"We need to do everything we can to retain them. They're a great corporate citizen. They hire great people. They pay well. If we were trying to go out and recruit a company from another state to come here, they would be in the top 10, but they're already here. So, let's do what it takes to keep them," he said.

2026 RPAC MAJOR INVESTORS

\$10,000+

PLATINUM R



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\$5,000+

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TERRY WATSON

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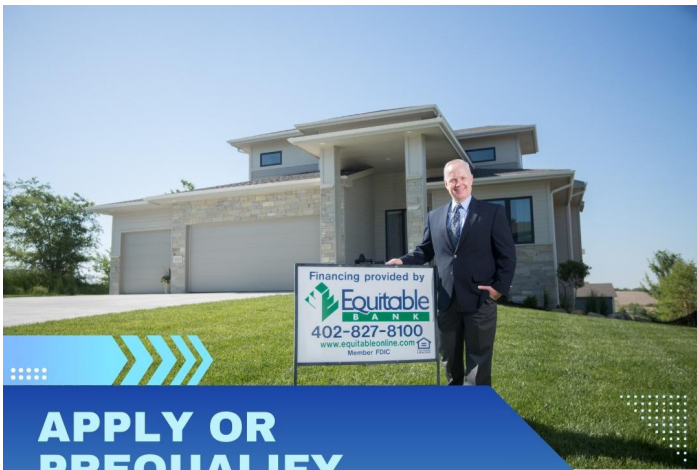
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MEMBERSHIP REPORT

March Activity	MO	YTD
New REALTOR® Members	21	106
Resignations	11	82
Membership (As of April 1)	2026	2025
Designated REALTORS®	187	192
REALTOR®	3051	2985
REALTOR® Emeritus	104	93
TOTAL REALTORS®	3342	3270
Institute Affiliate	86	79
Affiliate Members	154	132
Key-Only Affiliates	145	119

Full membership report at OmahaREALTORS.com/membership-report

DESIGNATIONS

Graduate, REALTOR® Institute (GRI)

- Molly Amick, Nebraska Realty
- Janelle Tierney, Nebraska Realty
- Stephen Moore, Nebraska Realty
- Sarah Guy, Nebraska Realty
- Ashley Nicole Fowler, NP Dodge Real Estate

Seniors Real Estate Specialist® (SRES®)

- Sharmae Anderson, EXP Realty
- Skylar Lybarger, Better Homes and Gardens R.E
- Dawn Marie Brayton, BHHS Ambassador. RE
- Robin Philips, NP Dodge RE Sales Inc

CERTIFICATIONS

Military Relocation Professional (MRP)

- Brian Heitman, BHHS Ambassador R.E
- Melissa Gerdes, BHHS Ambassador R.E

PERSONALS

Our Condolences

- To Chrissy Cameron, Nebraska Realty, on the passing of her father
- To the family and friends of Laurie Nice, Long-Time REALTOR®, who recently passed away

PLUMBING TODAY HVAC PRO TIPS

SPRING WARNING

THE HIDDEN PIPE DANGER

1. The First Warm Day: You Hook Up Your Hose **BUT INSIDE, THE WINTER'S DAMAGE IS HIDING**

Hooking up your hose? Enjoying the day?

Frozen Spigot (Freezing damage)

Frozen Spigot (Freezing damage)

2. The Winter Damage Is Hiding: Hidden water froze and cracked the internal pipe behind the wall.

3. Danger! Everything Outside Looks Fine:

Everything looks fine outside.

Inside: Person with a flashlight looks for leaks

THE HIDDEN FLOOD

Water Rows behind the wall / Into the basement

- ✗ MOLD
- ✗ WATER DAMAGE
- ✗ FLOODING

4. The Hidden Flood: Water is diverted both outside and behind your drywall, leading to extensive structural damage and mold growth before it's even detected. ⚠️

1. The First Warm Day: You Hook Up Your Hose

WHAT YOU SHOULD DO
(and what your friend should do)

Person Inside:

- ✓ Go to the basement/utility area where the spigot exits house
- ✓ Listen carefully for running water or splashing.
- ✓ Inspect with a flashlight for leaks near the wall.
- ✓ Communicate with person outside. ⚠️ Warning

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SCAN ME

REALTORS® Make the Market

Omaha Area Residential Snapshot

MARCH 31	2025	2026	%
NUMBER ON MARKET	2,022	2,101	+3.9% ▲
NUMBER UNDER CONTRACT (MONTH)	1,231	1,235	+0.3% ▲
NUMBER OF SALES CLOSED (MARCH)	2,371	2,424	+2.2% ▲
EXISTING SALE PRICE (MEDIAN MARCH)	\$285,000	\$299,000	+4.9% ▲
NEW SALES PRICE (MEDIAN MARCH)	\$411,911	\$424,995	+3.2% ▲

AFFILIATES Add Value!



Home Standards Expands to offer New Termite Inspection Service

Termite expert Michael Ludvigsen joins Home Standards to lead expansion.

Pictured: Jon Vacha (Vice President), Ludvigsen, Steve Vacha (President)

Termites are real, they cause real damage, and they're one of the hardest issues to spot during the home-buying process. In many cases, termite activity and the damage it leaves behind can stay hidden inside walls, crawl spaces, and framing for years. By the time signs are visible, repairs can be expensive, and the conversation gets a lot harder for everyone involved.

That's why having an experienced termite inspector matters. Michael has lived in Omaha for years and brings

over 10 years of termite inspection experience to Home Standards, along with a strong background in client service and clear communication. His job is simple: help buyers, sellers, and agents understand what's happening, what it means, and what the next step should be.

Termite inspections add another layer of confidence during due diligence, protect a buyer's investment, and help avoid surprises after closing.

Convenience!

Our job is to make the inspection process as

convenient as possible - and with us now offering it, the agent doesn't need to call two different companies!

Home Standards is already known for thorough, reliable inspections and a smooth process that agents trust. Adding termite inspections is one more way we're expanding that same high standard of service, giving you a stronger toolkit for protecting your clients and supporting a clean, informed transaction.

To schedule a termite inspection call 402-392-2020 or visit HomeStandards.com



Sewer Scoping

We also now offer the service of scheduling a sewer scope inspection. One call to us and we will do the rest and get a plumber scheduled to make sure your client can avoid an expensive surprise post close.



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IN THE TRENCHES

Written by **Melissa McElroy**

Working in the trenches of real estate can rattle even the most formidable real estate agent. As world-renowned real estate superstar Leigh Brown once said, “If you haven’t ever thought about turning in your real estate license, are you even really a REALTOR®?”

Many moons ago, during the Great Recession, Leigh went to check out a bank-owned, foreclosed property that a bank had hired her to sell. It was an acreage, way off the main road, with a single-wide in the middle of nowhere.

She couldn’t get inside the home from the front of the house, so she ventured to the side, where she found a grow house, complete with fluorescent lights. There was a garage behind the trailer. Inside the garage, there was an IV bag hanging from the ceiling, where the former owner was concocting homemade pharmaceuticals. The trailer had a two-story addition added onto it and an above-ground pool. On top of that, the property was in a flood plain right next to a river.

When she was leaving, she was confronted by a man standing in the driveway with a shotgun pointed at her head.

“Is there a problem?” she asked. She was trying to be calm and collected as adrenaline pumped through her veins.

“You’re on private property,” the gunman snapped. “You’re trespassing.”

He was the next-door neighbor who owned the driveway, the only access point to the property.

She asked for his contact information and said she would discuss the matter with the bank and then contact him. He finally lowered his weapon. She was able to get his contact info, and he eventually let her leave. The whole exchange left her badly shaken.

She had to call the bank to let them know there was an access issue. She then called him and asked him what it would take to get access to the property. He demanded \$50,000. She shared that information with the bank. They agreed to pay that amount for a written easement. He signed the legally binding document.

The next time she went to the property, there were concrete barriers up, blocking the driveway.

She called the gun-toting gentleman and asked him to move the barriers. They had an easement. He was violating the law.

He flatly refused to move the barriers. “Do something about it,” he said.

So, Leigh called the Sheriff, who made the man move the barriers.

The property eventually sold, and Leigh survived the whole ordeal with a tale to tell.

Every day is an adventure working in real estate. With a little grit and determination, you will not merely survive but thrive in the trenches of real estate.

REVIEW

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TERRY WATSON

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