

May 2019



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REALTOR® Insight

RPAC Is 50!



The REALTOR® Party works hand-in-hand with the REALTORS® Political Action Committee (RPAC); however, RPAC is a voluntary program and provides the “hard” dollars the association uses to make direct contributions to national, state and local candidates. This partnership is what makes us a force to be reckoned with at the local, state and national levels... Sign up today to receive text messages to participate in “Calls to Action” today!



Meet Your Directors

Monica Camarata *Bole Real Estate—Sandusky Co.*

Monica is serving her first term on the FAOR Board of Directors. She is a REALTOR with the Sandusky Co. Bole Real Estate office. Monica began her Real Estate career in 1994 and has been a consistent Ohio REALTORS Presidents Sales Club Award recipient since 2005.

Monica was born in Sandusky and now resides in Clyde, OH with her Daughter, Alison who is a Junior at Clyde High School. Monica's son Drake is in the United States Marine Corp stationed in Hawaii with his wife Kennedy and their dog Remi. Monica says “if she weren't working now she would be sitting in a Tiki Bar

with a cocktail in hand, on the north shore in Hawaii eating shrimp from a food truck while watching her son and daughter-in-law snorkel”. I am sure this has been a well thought out plan from our “Parrot head” REALTOR! Yes, Monica is a true Jimmy Buffet “Parrot head” and would fit right in on the beach.

With her busy work schedule she finds time to work out at Hartman Fitness in Bellevue and hang out with her daughter and friends. When Monica needs to destress you may find her enjoying a great restaurant with a water view, live music and Margaritas!

Monica once thought she



wanted to be an Airline Stewardess and travel the world, but instead she found herself touring homes. Her next personal goal is to make life more enjoyable by looking for her retirement/investment home in a warmer climate.

Monica says the benefits of membership in FAR is “the support and knowledge shared by fellow REALTORS when issues arise or you need to troubleshoot.

Schedule of Events:

May

- 5/8 Golf Outing Committee Meeting, 11 am, Board Office
- 5/10 Member Services Committee Meeting, 10 am, Board Office
- 5/13 Mid-Year Legislative Meetings & Expo, Washington DC
- 5/15 Getting started with RPR Webinar, 10am, Board Office
- 5/22 **New Member Orientation**, Board Office, 1–4pm
- 5/23 FAOR Board of Directors Meeting, Board Office, 9:30 am
- 5/27 Memorial Day, Board office Closed
- 5/29 Beginner Dot Loop Training, 9am–12pm / Advanced Dot Loop Training, 1–3pm, Board Office

Weight Watchers

Meets at the Board Office on
Fridays at 9:30 a.m.

Interested in joining or need a
meeting place?

Contact:

Lynn.M.Gotsis@weightwatchers.com

Up Coming Events

June

5 & 6	ABR Designation Class, Board Office, 9:00am– 4:00pm
12	MLS Broker Committee Meeting, Board Office, 9:30 am
13-14	AE Seminar, Glenmoor Country Club, Canton, OH
20	FAOR Board of Directors Meeting, Anjulina's, Fremont, 9:30 am
20	General Membership Meeting, Anjulina's, Fremont, 11:30 am

July

4	Independence Day—Board Office Closed
10	CE, Put-In-Bay Resort & Conference Center, 10:30 am
11	CE, Put-In-Bay Resort & Conference Center, 10:30 am
15–17	Leadership Summit/WCR Conference, Columbus



Mark your Calendars!

CE at

Put-in-Bay Resort & Conference Center

July 10th & 11th

More Information to Come!

START PUTTING YOUR TEAM TOGETHER!

BOB STRAYER MEMORIAL CLASSIC

AUGUST 6TH

More information to Follow!



RPAC Cruise

August 21st

More information to come!

Firelands Association of REALTORS®
GENERAL MEMBERSHIP
MEETING

Anjulina's Banquet Hall

2270 Hayes Ave

Fremont, OH 43420



Thursday, June 20, 2019

More Information to come!

Please have reservations in by June 11, 2019

Call the Board Office (419) 625-5787 or email Connie@faor.com

7 Dangerous Practices You Think Are Safe

These seemingly innocent ways of operating can actually make you more vulnerable to thieves and other criminals who look at you as a target. Oct. 1, 2017

Every time I talk about REALTOR® Safety, I remind real estate professionals that the Department of Labor considers real estate sales and leasing a “hazardous” occupation. Although there are many common and obvious dangers in real estate, there are also scenarios you may not consider risky that are in reality. Here are seven such situations to keep in mind. As a real estate safety instructor for more than 20 years, you can also visit my website to [request a checklist to protect yourself](#) from many of these dangers.

1. Leaving your belongings unattended at an open house—or even in the office. You’re going to be distracted while helping potential buyers at an open house, which provides the perfect window of opportunity for thieves. While you may think walking away from your laptop, tablet, purse, or briefcase for even just a moment is innocent enough, these items can too easily disappear—particularly when you have heavy foot traffic. Carry electronics that are easy to hold onto as you show open house visitors around, and keep your bags out of sight—in a trunk or in a drawer.

Your own real estate office, where agents often leave valuable electronics at their desks, can also be an attraction for criminals and crimes of opportunity. You may trust your fellow agents—but what about all the other people who come into your office off the street? In July, brokerages in Arkansas and North Carolina [were broken into and robbed](#). Also in Arkansas, a group of about 10 thieves unlocked windows and found other property vulnerabilities at an open house so they could later re-enter. “I actually always carry my purse around the office,” says Barbara Wonderly, a sales associate with Keller Williams Preferred Realty in Raleigh, N.C. “I never know who is going to be in the office—clients, service providers, vendors, or contractors. I would rather be on the safe side.”

2. Relying on your cell phone in case of emergency while showing rural properties. Cell service is often shoddy or nonexistent in sparsely populated, secluded areas. You can’t automatically expect to be able to call for help or use safety apps on your smartphone when you’re out in these areas. Remember that your phone’s GPS won’t work well, so bring printed maps with you when you’re in a rural setting. Also, consider bringing electronic cell boosters to increase signal strength, and have a check-in buddy who knows the address where you are and can arrange to send law enforcement if you fail to check in at a predetermined time.

3. Only working the “good” part of town. If you sell primarily in upscale neighborhoods with high-income residents, you can be lulled into a false sense of security. You may think your chances of dealing with crime in a tony part of town are slim to none. That’s actually entirely untrue. Criminals often target upscale areas because of the potential payday in high-value items. While it may be true that some neighborhoods are safer than others, you should never let your guard down. Two high-profile murder cases in the last few years involved real estate agents in high-end communities. In 2011, Ashley Okland, an agent in Des Moines, Iowa, was [killed in a model townhome](#). And in 2014, Arkansas agent Beverly Carter was kidnapped and killed; her assailants later said they targeted her because she was a “rich broker” known for working in pricier markets. (Read about how Carter’s son, [Carl Carter Jr., has made REALTOR® Safety his mission](#) since his mother’s death.)

4. Using shared technology carelessly. Wonderly warns that sharing office computers, for example, can put your clients’ information at risk if you forget to log out. “I use the office computers, and often, the agent who previously used it forgets to log out,” she explains. “All of their personal and business information is there for anyone to see. So I always log them out [if they haven’t done it themselves].” Think about the incidents mentioned above involving break-ins at real estate offices. If you haven’t logged out of your computers and other devices you may leave at your desk, those thieves will have access to your clients’ highly sensitive information.

5. Thinking daytime showings are safer than nighttime showings. Lane Gamble, an agent in Charlotte, N.C., was [robbed at gunpoint in broad daylight](#) in March as he sat outside of a listing. In fact, most crimes against real estate professionals occur during daytime hours, including the murders mentioned earlier. Many practitioners believe nighttime showings require more safety precautions, such as alerting a friend or loved one of their whereabouts, carrying a safety tool or weapon, and planning an escape route in case of emergency. The truth is these measures should be taken at all times, day or night. The daytime can be more opportune for criminals to attack because they know you’re probably less guarded at that time.

6. Dismissing suspicious incidents that don’t result in an attack. In August, two REALTOR® associations in Massachusetts [issued safety alerts to their members](#) after several agents reported having strange run-ins with the same prospective buyer. Even if someone behaving suspiciously doesn’t harm you, it’s possible that they are testing their

method before launching an attack. Reporting suspicious incidents can help organizations take action to prevent further—and possibly more dangerous—episodes with other real estate professionals. Don’t ignore uncomfortable situations in the field; report them to your association leaders.

7. Not having emergency roadside equipment. You spend much of your day in the car, but do you have the tools you need in case your vehicle breaks down? Many agents fail to carry basic items such as jumper cables, a tire air compressor, or a tire jack. Roadside emergency assistance is highly recommended. You’re known as a person who is always on the go in your community, and criminals know it’s easy to take advantage of someone who is in a hurry and in distress. Make sure you have the proper equipment when you’re in a bind out in the field so you don’t find yourself in a vulnerable situation, having to rely on the help of complete strangers.



Tracey Hawkins, a.k.a. “Tracey, the Safety Lady,” is founder and CEO of [Safety and Security Source](#). She is a former real estate agent who, for more than 24 years, has been a national speaker, educator and real estate safety expert. She has created the country’s only real estate safety designation, the [Consumer Safety and Security Specialist](#) (CSSS) program, as well as the Broker, Manager, and Owner Certification Workshop with an Office Safety Policy Handbook.

Designation Class coming!

ABR



Accredited Buyers Representative

Who is it for?

The Accredited Buyer's Representative (ABR®) designation is for real estate buyer agents who focus on working directly with buyer-clients at every stage of the home-buying process

**Presented by Knowledge Sponge
With Alec Hagerty**

Mark your Calendars for

June 5th & 6th

For this 2 day Designation Course

More information coming soon!

Special Early Bird Pricing

**** Paid in full by April 30th—\$149.00****

Regular Price \$199.00

Registration to be paid in advance—non-refundable



*Join us for an
RPR Webinar
session and learn
the ins and outs
of Real Property
Resource (RPR)*

Date:

Wednesday, May 15th

Time: 10 AM

Location:

Board Office

New RPR Videos Help Agents Learn At Their Own Pace

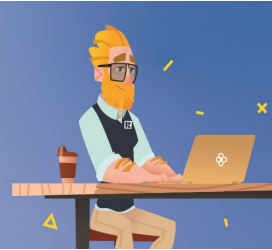
REALTORS® want to get more listings and be more successful, it's as simple as that. Your brokerage can show them how to achieve these goals by utilizing RPR, the nation's largest property database, built for REALTORS®. We've made it easier than ever to educate and empower your agents with a new series of video tutorials and supporting materials.

Introducing RPR's [new video learning series](#) – a self-paced introductory course designed with a sales meeting in mind. Lead your agents through quick tutorials on the RPR system, a tool that will make them better, faster, and more efficient REALTORS®.

The series includes 7 courses, each lasting 10 minutes or less with a printer friendly handout to accompany the lesson. Sales meetings are a great opportunity for your agents to learn about new tools and techniques to help deliver a unique, competitive advantage.

- 1 Introduction to RPR** Start with an overview of all the

LEARN AT YOUR
OWN PACE WITH
NEW RPR VIDEOS



capabilities and uses RPR offers, including a detailed “how-to” on signing up and creating an account.

- 2 On Your First Visit** Dig in and experience firsthand all that RPR has to offer. See tips and tutorials on how to navigate the RPR homepage, search on RPR and create branded reports.
- 3 Reports** Take a quick look at the 9 different Residential report types available. Then learn how to create, customize and share each type of report.
- 4 Pricing a Property** Learn how to use RPR to accurately price a home, including accessing the Realtor Valuation Model or RVM®, refining the value of a property and choosing comps to create a CMA.

- 5 Mobile** Watch an overview of how to utilize the RPR app to create reports, on-the-go CMAs, and search properties nearby.

- 6 Maps** Become proficient in working with one of RPR's most powerful tools – RPR maps. Uncover market trends, set walk and drive distance parameters, search by schools, points of interest (POIs), heat maps, and more.

- 7 Neighborhoods & Schools** Drill down to stats and characteristics in the Neighborhood section of RPR and then discover all the up-to-date research on school ratings and test scores in the area.

The new video learning series makes it easy for Broker/Owners to help their agents learn about RPR. [Get started here.](#)

Click here to visit RPR



realtor.com®

Stand out from the crowd and claim your profile!

<https://marketing2.realtor.com/realtor-profile.php> follow the link to stand out!

Coaching Corner: From Problems to Possibility

April 12, 2019

Over the many years I have been coaching, I have come to see a pattern of how the coaching process works. Most of the time, clients come to me initially with a problem, or something that they want to improve in their life. That becomes our primary focus -- and then, there comes a point where the client experiences some relief and often feels their coaching experience has met their expectations.

At this point, there is a shift and if the client remains open, they can experience the wide world of what is possible for them -- this is where I find the true magic and fun of coaching. We enter the realm of expansive thinking and living! We begin to explore their deepest desires and how to reach them. We look at any obstacles that may be showing up and how to move through them.

Now, I want to make this more applicable to you. There are always things that come up for us that we would not prefer to be there -- this is life. The tricky part is how much time, energy and thought we put into these "problems." Are you putting all of your attention there? Are you having countless conversations about what is happening, calling just the right person

to get the response you want? Doing these things can keep you stuck in the problem and you may find it hard to move on. I know, there are some big issues that life presents to us -- losing someone close to us, for instance. These big life items fall into a different category, and although these are experiences that come up in coaching, these are not our focus for today's blog.

The type of problem I am talking about here are the ones that create irritation for you. It may be within your personal world or your work world. When this happens, rather than move your entire being into the problem, consider asking yourself "hmm, I wonder what I can learn from this experience," or "I wonder why this is showing up for me now," as suggestions. Get curious and do not lock yourself into the blame game. When you can consistently move yourself into this place, your problems will minimize, and you will find yourself less impacted by them.

As you find yourself without countless problems to deal with, you may experience a new space in your life. This is when I would

love to see you consider the idea of what is possible. What does life look like if you are living from your biggest self? What can happen if you bring your individual "super powers" into your world? We all have these super powers -- it's what we easily and naturally do very well AND enjoy doing! Often, we can get into the rut of doing what we think we should or have to do, and go numb to the bigger part of ourselves.

This week, pay attention to where your attention is going -- are you focused on problems...or are you ready to explore the unknown possibilities awaiting you? Happy seeking!

This content is copyright 2019 Ohio REALTORS. Read more at: <https://www.ohiorealtors.org/blog/1094/coaching-corner-from-problems-to-possibility/>



Marilou Butcher Roth is the owner of The MBR Group, a coaching and training company working primarily with REALTORS who have a desire to work and live from a more inspired place. She is also the Broker/Owner of Group REALTORS in Cincinnati.

Marilou is a member of the Ohio REALTORS Board of Directors and past chairman of the organization's Communications Committee. Feel free to contact Marilou to see if coaching is right for you: Marilou@mbr-group.com

Existing-Home Sales: March 2019

Total existing-home sales fell 4.9% from February to a seasonally adjusted annual rate of 5.21M in March. Sales as a whole are down 5.4% from a year ago (5.51M in March 2018).

National Homes:

Sales slid to 5.21M (from 5.48M in Feb*)



Price: \$259,400

Single-Family Homes:

Sales slipped to 4.67M (from 4.91M in Feb*)



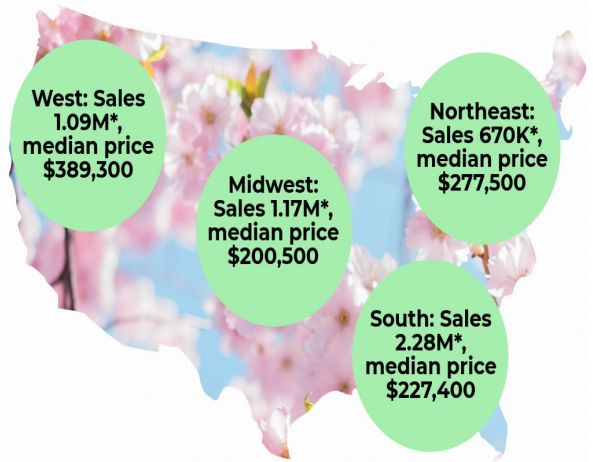
Price: \$261,100

Condos and Co-ops:

Sales dropped to 540K (from 570K in Feb*)



Price: \$244,400



EHS FACTS:



- ① First-time buyers were responsible for 33% of sales in March, up from last month (32%), and up from a year ago (30%). NAR's 2018 Profile of Home Buyers and Sellers – released in late 2018 – revealed that the annual share of first-time buyers was 33%.
- ② All-cash sales accounted for 21% of transactions in March, down from 23% in February and slightly up from a year ago (20%).
- ③ Properties remained on the market for an average of 36 days in March, down from 44 days in February and up from 30 days a year ago. 47% of homes sold in March were on the market for less than a month.

*Seasonally adjusted figures. For more on how EHS is calculated, go to: nar.realtor/research-and-statistics/housing-statistics/existing-home-sales

About EHS:

Each month, the Research team of the National Association of REALTORS® receives data on existing-home sales (single-family, condos and co-ops) from local associations/boards and multiple listing services (MLS) nationwide. NAR captures 30-40% of all existing-home sale transactions with its monthly survey. The data provide the total number of closed existing-home sales in each association/board/MLS and also total sales within a wide range of price categories.



Inventory:

- Total housing inventory at the end of March increased to 1.68M, up from 1.63M existing homes available for sale in February, and represents an increase from 1.64 million a year ago.
- Unsold inventory is at a 3.9-month supply at the current sales pace, up from 3.6 months in February and up from 3.6 months in March 2018.



NATIONAL
ASSOCIATION of
REALTORS®

Huron County Septic Meetings

On Tuesday, April 23rd Huron County held 3 meetings to explain and discuss the NEW Huron County Septic Regulations. We had a great turn out of REALTORS, Lenders, Inspectors and Appraisers. We had 35 at the 9am meeting, 38 at the

1pm meeting and 15 at the 5pm meeting.

Eric Cherry went over the process of getting the [Operation and Maintenance Permit](#) and all of the forms to obtain the permit as well. These forms can be printed from the [Huron Co.](#)

[Public Health website.](#)

Follow the links to get more information and print the form your Client may need.

More information contact:

Eric Cherry
(567) 244-3240



REALTOR® Insight to Advertise Affiliates

Once again the newsletter will be offering advertising space to our Affiliates. We have put great thought into a value driven space to showcase your business.

On the following pages (12–15) you will see our examples and sizes of space available. We can “link” your website for an additional \$15 charge.

If you have questions or are ready to advertise in the newsletter please call Leslie @ 419-625-5787 or email Leslie@faor.com



Ohio
CCIM Chapter



FOUNDATION

Download Application

Applications are now being accepted for the
John J. Frank, Jr., CCIM Named Endowed Scholarship

The scholarship covers up to \$1,000 in course cost for any CCIM core course sponsored by the CCIM (Certified Commercial Investment Member) Ohio Chapter.

Course must be completed in the year that the scholarship was issued. Scholarship recipient will be reimbursed upon successful completion of the course.

For the June 10-13, 2019 CI-102 Class in Columbus,

applications are due May 24, 2019.

The John J. Frank, Jr. CCIM Scholarship honors John J. Frank, Jr. CCIM as a past president of the Ohio CCIM Chapter and the CCIM Institute. The scholarship was created in 2014 by the Ohio CCIM Chapter with matching funds provided by the CCIM Foundation. Named endowed scholarships honor those who have shown great dedication, commitment, outstanding achievement and service to the commercial real estate industry.

NEWS

Multiple Listing Service
MLS

What's new!
What to look for!

Our Monthly Newsletter is sent by **email only**.

This change has allowed us to reach more people for less money. We are looking for sponsorships to mail Newsletters quarterly to the Brokers and Affiliate members.

If you are not receiving your emailed copy or for Brokers and Affiliates that would like to receive a copy by mail every month please contact Leslie at the Board Office (419) 625-5787 or Email: Leslie@faor.com

The Newsletter is now on FAOR.Com!

On the "Member Side" under Members then Newsletters

Coming Soon - Coming Soon is now live. Forms are available on our FAOR.COM site. Log into the Member side, Click on Forms, then click on MLS Forms.

Held Status - If a listing cannot be shown for any reason, the listing must be in a **Held** status. "For Sale" Sign **cannot** be in yard.

Kick Out Clause on Listing - These listings must be in a "Contingent" status....Not Active

Marketing Remarks—for remarks/information on the home/property only. You cannot have "Call John Doe to schedule your showing today or Call to see this listing today"

Monthly Broker Open - **FREE first** Tuesday of each

month. This is for open houses held on the first Tuesday - Please send information regarding the listing & time by the Friday before. Brokers Opens for any other time will cost \$21.50 per ad.

ShowingTime - For assistance please call 1.800.379.0057 or email support@showingtime.com

Multiple Areas - If you want to put a listing in more than one area, there is a \$25 charge per area. For listings entered more than once: when sold...you only sell out one of the listings and withdraw the others.

The Board of Directors recently approved the recommendation of the MLS Com-

mittee to modify the Primary Photo rule as follows:

***New* Primary Photo**

In order to maintain consistency in the Service, primary photo as established is the front view of the property. Any photo set as the primary photo for the property that is not the front view of the property will be removed. In the event of a home having two front views (i.e. water front home) the listing agent may choose which of the two views to use as primary. If the alternate view is used as the primary, the photo of the front view of the property must be set in the second position. (Amended 2/18)

If you have any questions, please feel free to contact the MLS office at 419.625.3802

Welcome New Members!

New REALTORS®:

Marie Paula Lukac

Mike Myers Realty—Norwalk

New Office:

New MLS Office:

New MLS Salespersons:

New Affiliate:

The REALTOR® Insight is the official publication of the Firelands Association of REALTORS®, 2710 Campbell Street, Sandusky, OH 44870.

The Firelands Association serves five counties: Erie, Huron, Ottawa, Sandusky and Seneca.

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OBJECTIVE

FAR's REALTOR® Insight is published by and for the education information and benefit of its members and devoted to news of the real estate industry and other related and allied interest.

Advertisements of general interest are accepted, but in no way should be construed as an endorsement by the Firelands Association of REALTORS®. FAR makes every effort to ensure the accuracy of the information published but assumes no responsibility for damages due to errors or omissions.

All copies for publication should be sent to the Editor by the 20th of each month, rates available upon request.

All copies submitted are subject to editing at the Editors discretion.

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We are required to maintain an active email address for each FAR member who uses our MLS system. This email address is updated in the National REALTOR database (NRDS) and also for our email blasts with important information that goes out periodically.

If you have changed your email address, have not received email from us in some time or just want to double check it, please contact the Board Office at 419-625.5787 or email your current e-mail address to connie@faor.com.



Newsletters are now being emailed. If you are not receiving the newsletter please contact Leslie@FAOR.com and I will update my list.

Thank You!



Firelands
Association of
Realtors

2710 Campbell Street, Sandusky, NY 14870
Tel (419) 625-5787 • Fax (419) 625-5782
FirelandsMLS.com • FAX 625-5782

Example

Contact Info:

Advertise here.

Link to business

website \$15.00

For this space:

\$ 25

Logo &
Contact Information
Only

**Ads will run for 2
months—**

\$ 50

For this space

Logo & Contact information only

Ads will run for 2 months—

Firelands
Association of
Realtors

2710 Campbell Street Sandusky, OH 44870
Tel (419) 625-5787 • Fax (419) 625-3442
FirelandsMLS.com • FAOR.com

Example

Advertise Here!

Link to business

website \$15.00





Advertise here.

*Basic add as shown
and priced...*

*Additional
features:*

*Link to business
website— \$ 15*

\$ 75

For this space

**Logo, Contact information & 2 lines of
additional information**

Ads will run for 2 months—



Example

Leslie Bixby

419.625.5787

Leslie@FAOR.com

“Where REALTORS® come to meet!”

Look for up coming CE Classes and Events!

\$ 100



For this space: Logo, Contact info, and 4X5 additional Information text box....

This text area can be filled with any information you would like for your business to draw attention, to have a special offer or pass along information....that is up to you!

Ads will run for 2 months—

*The full page add
can be designed to
your requests for
an additional
charge of \$25.00
Link to business
website \$15.00*





FIRELANDS ASSOCIATION OF
REALTORS

2710 Campbell Street
Sandusky, Ohio 44870

Phone: 419-625-5787
Fax: 419-625-3442
Website: FAOR.com



**Board Office
Closed
May 27th**

