

September 2019



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# REALTOR Insight

## Meet your Candidates for 2020 Board Member



**Phillip Bolte**  
*Bolte Real Estate  
Broker/Owner*

A fourth-generation Ohio REALTOR, Phillip earned his sales license in 1999 and his broker license in 2007. He is a 2001 graduate of Baldwin Wallace University with a BA in Business Administration. Phillip is past president of FAOR and recipient of the REALTOR of the Year award as well as a member of the MLS and Forms Committees.

Outside of Real Estate Phillip is a member of the Port Clinton Chamber of Commerce Board of Directors, River view Industries Board of Directors, member of the Port Clinton City Planning

Commission and Commodore of the Port Clinton Yacht Club.

In his free time, Phillip enjoys boating, golfing, anything Ohio State, the Browns, The Cavs and spending time with his wife Jennifer and daughter Gianna.



**Linda Armstrong**  
*RE/MAX Quality Realty  
Sandusky*

I'm privileged to have served for the past three years as a director for FAOR and would be honored to be re-elected. After serving on many committees and being involved in the community I'm confident I can be a valuable member to the Board.

Committed to the highest of service I have been selling real estate for 33 years. I have received the following awards: The Ohio REALTORS President's Sales Club Award since 1992, REALTOR of the Year 1996, Business Woman of the Year by Erie Co. Chamber of Commerce 2000, and I was also inducted into the Firelands Association of REALTORS Hall of Fame in 2016.

Most of all I love to help people with their efforts in finding their dream home, or selling their property so they can move into a new era in their lives, I absolutely love selling real estate! I'm grateful to have this career and my goal as a Director is to represent our membership with wisdom, professionalism and experience.



## Candidates Continued:



**Janet Herzog**

*RE/MAX Unlimited Results  
Realty  
Associate Broker*

Janet is an Associate Broker with RE/MAX Unlimited Results Realty in Tiffin. She is currently serving on the Firelands Board of Directors in her third year, representing Seneca County. Running for another term, Janet hopes to serve as Secretary/Treasurer in the 2020 year.

"I love being involved in the Board and networking with agents in other markets and brokerages. Meeting agents face to face always helps transactions run smoother, and I feel communication is enhanced when you are able to work with agents you see regularly."

"Active on the Golf Committee, and Professional Standards Committee, I feel it is so important to be involved in what is going on in our industry community. I hope each

agent will serve on at least one committee during the coming years."

Licensed in mid 2012, Janet has earned the OAR President's Sales Club Award of Achievement from 2013–2017, and earned the Award of Distinction in 2018-2019.

She has been married to Cary Herzog for 28 years, and they have two adult sons, Alex and Derek, two spoiled Morkies...Molly and Shelby, and three grand-dogs, Pip, Oakley and Pepper!



**Steve Mack**

*Berkshire Hathaway Home  
Services—Stadtmiller Realty  
Associate Broker*

Associate Broker at Berkshire Hathaway Home Services Stadtmiller Realty, A Licensed Realtor since 2000, and has earned national designation and certifications including Certified

Residential Specialist, Resort & Second Home Property Specialist, e-PRO, Certified Negotiation Expert and eCertified Marketing Specialist. Elected and served as the FAOR 2016 Secretary/Treasurer, 2017 President Elect, 2018 President and currently serving as Past President. Awarded "REALTOR of the Year" for 2018 by the Firelands Association Board of REALTORS.

I have attended all Ohio REALTORS meetings and conventions since 2016. Attended Legislative conference/meetings in Washington DC in 2017 and 2018. Attended the National Association of REALTORS Convention & Expo in Chicago in 2017 and in Boston in 2018.

My professional experience beyond real estate includes business operations, personnel and human resources, customer service, contracting and high school and junior high swim coach.

When I'm not working you can usually find me on Kelleys Island spending time with my wonderful family, my wife Julie and our children Katelyn and Alex and our golden retriever Rylee.





## Candidates Continued:



**Sara Riesen**  
Bolte Real Estate  
Principal Broker

Sara Riesen is currently serving as our Ohio REALTORS® District 2 Vice President and on the Executive Committee since 2017. She has also served on Ohio REALTORS Communication Committee as Chairperson (2018). She is currently serving as a State Political Coordinator for Bill Reineke.

Sara has served as a Director on our Board for 2 previous Terms and was our Board President in 2016. She has served as our Chairperson of the MLS Broker Committee in 2018,

and currently serving on the RPAC Committee, Professional Standards Committee, Legislative Committee for Seneca County and Finance Committee. Sara has been a licensed Realtor since 2002 and licensed Broker since 2010. She has been married since 2001 and has two boys, Braden and Jace. She's currently battling her way through raising two teenagers and enjoys running, attending any of her kids' baseball games, and is an avid Cleveland Sports fan.

## New... City of Sandusky Rules



**IMPORTANT**

It has come to our attention that the City of Sandusky, Department of Community Development, Division of Code Compliance has begun to require an authorization form to enter Condemned dwellings.

David Freitag, RCE, CEO, Frank Corder, Legislative Chairman and Steve Mack, Past President met with Matt Lasko from the City of Sandusky to discuss the imple-

mentation of this new policy from the City of Sandusky. The agreement at this meeting is the following:

- *If you are a REALTOR and intend on showing a condemned property in the City of Sandusky, you must download the "REALTOR Authorization to Enter Condemned Dwelling" form, fill it out and you must carry a copy of it with you while showing the property.*

- *Failing to do so will result in immediate removal from the dwelling and may result in criminal penalties.*

Once the City of Sandusky has the link available you will be able to download it from there, also it is now available on FAOR.com under "Forms" and on dotloop.

**Form is on Page 5**

## Schedule of Events:

### September

- **9/2 Board Office Closed, Labor Day**
- **9/4 General Membership Meeting, Sandusky Yacht Club, 11:30 am**
- **9/16-18 Ohio REALTORS Annual Convention & Expo, Cincinnati**
- **9/26 Board of Directors meeting, Board Office, 9:30 am**

#### 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

### October

8	Annual Membership Meeting, Bierkeller, Bellevue, 5:30 PM
16	<b>Ethics CE, 9:30 am &amp; Civil Rights CE, 1:00 pm,</b> North Central Educational Service Center, Tiffin
17	FAOR Board of Director Meeting, Board Office, 9:30
17	Brokers Meeting, Board Office, 11:00 am
23	<b>New Member Orientation,</b> Board Office, 1:00 pm
24	MLS Broker Committee Meeting, Board Office, 10:00 am

### November

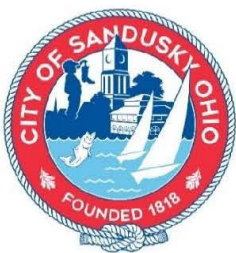
6–11	NAR Annual Conference & Expo, San Francisco, CA
21	FAOR Board of Directors Meeting, Board Office, 9:30 am
27	<b>Board Office Closes Early, 12:00 pm</b>
28–29	<b>Board Office Closed, Happy Thanksgiving</b>
30	2020 FAOR, OR and NAR Dues Payment Deadline

### December

7	Holiday Party, Ironwood Steakhouse, Tiffin, 6:00 PM
12	FAOR Board of Directors Meeting, Rockwell Springs Trout Club, 11:30 am
24–25	<b>Board Office Closed, Merry Christmas</b>
31	<b>Board Office, New Year's Eve</b>
1	<b>Board Office Closed, Happy New Year!</b>







## DEPARTMENT OF COMMUNITY DEVELOPEMENT

*Division of Code Compliance*

240 Columbus Avenue

Sandusky, Ohio 44870

419.627.5913

[www.cityofsandusky.com](http://www.cityofsandusky.com)

### REALTOR AUTHORIZATION FOR ENTERING A CONDEMNED DWELLING

Name of Realtor: \_\_\_\_\_

Realty Company Name: \_\_\_\_\_

Realty Company Address: \_\_\_\_\_

Realty Company Phone No.: \_\_\_\_\_

Ohio Real Estate License #: \_\_\_\_\_

The dwelling located at: \_\_\_\_\_ has been condemned by the City of Sandusky, Department of Community Development, Division of Code Compliance as unfit for human habitation, pursuant to Section 1341.18 of the Codified Ordinances of the City of Sandusky. The above listed realtor is executing their ability to enter the condemned dwelling for the sole purpose of showing the property to potential buyers on the following date and time frame:

Date: \_\_\_\_\_ Between the hours of \_\_\_\_\_ and \_\_\_\_\_.

This form must be carried with the realtor at all times while present at the dwelling and must be filled out in its entirety. Any realtor found to be inside or on the premises of a condemned property without this form filled out in its entirety will be removed from the premises immediately. The realtor shall be responsible for securing the dwelling before leaving the premises.

## Firelands Association of REALTORS® Continuing Education

Wednesday, October 16, 2019  
North Central Ohio Educational Service Center  
928 West Market Street  
Tiffin, OH 44838

*Sally Steining, Instructor*  
*First American Title Company*

**Ethics: There Must Be 50 Ways To Lose Your License** (3 hours of Ethics CE Credit)

**Cost: \$30.00**

Begins at 9:30 AM

Lunch 12:30—1:00 PM

**Civil Rights: Am I Running A Real Estate Practice or Running A Zoo?** (3 hours of Civil Rights CE Credit)

**Cost: \$30.00**

Begins at 1 PM

---

### REGISTRATION FORM

☐ Ethics    ☐ Civil Rights    ☐ Both

Name \_\_\_\_\_ File # \_\_\_\_\_

Office \_\_\_\_\_

Method of Payment:    ☐ Check No \_\_\_\_\_    |    ☐ Credit Card    |    ☐ Bill Me

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_

#### Return To:

Firelands Association of REALTORS®  
2710 Campbell Street ~ Sandusky, OH 44870  
(419) 625-5787 | FAX (419) 625-3442

## Coaching Corner: Are you really mad? Aug. 23, 2019

By "Coach" Marilou Butcher Roth

Currently, my day has turned itself somewhat upside down and what I had planned on doing will clearly not be happening! Undoubtedly, this similar type of situation has occurred for you at some point in your life. So...tell me, did you get angry? Or perhaps just a but frustrated?

Here is the skinny on anger and milder versions of that emotion, such as frustration. When you experience any level of this heated emotion, it is a great opportunity for gaining another level of self awareness. Yep, it is yet another opportunity for something most of us are oblivious to – being aware of what is happening with us.

The majority of the time, and I mean a large majority – there is another emotion creeping about, hiding itself under the more obvious emotion of anger. It may be fear, or it may be sadness – or both. Your job as your own internal

private detective, is to uncover what that might be.

So, I will take you back to my own day of feeling frustrated with the upheaval of my schedule. Now keep in mind, its not just one thing that has gone off the rails, it began early and seems to be continuing. What is happening under this uncomfortable emotion of frustration for me? And...what do I want at this point? As I tune inward, I notice I have a sense of chaos internally – a bit of stomach churning if you will. Hmm, chaos and stomach churning point highly in the direction of fear. Now this doesn't need to be teeth chattering fear – again, there are always varying degrees of our emotions. Why might this be coming up? I had things laid out beautifully for the day and now things are totally off kilter. What do I want at this point? What I want is to put my attention on the items that absolutely need to be accomplished today so that I feel



complete. As I tune into this, I notice my breath is happening in a more easeful way and my initial feelings have shifted into a clearer space.

Hopefully, my crazy day will be of service to you in some way, and I am off to complete my tasks and have some fun!!!

This content is copyright 2019 Ohio REALTORS. Read more at: <https://www.ohiorealtors.org/blog/1159/coaching-corner-are-you-really-mad/>



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](mailto:Marilou@mbr-group.com)

### BELIEVE TO ACHIEVE

September 16–18  
Cincinnati....Hyatt Regency/Duke Energy Convention Center

[Click Here to Register](#)

A fun-filled three-day event begins September 16-18 in Cincinnati.

Highlights include:

- 13 hours of continuing education
- 18 speakers including



Katie Lance, Terry Watson and Ohio's own Peg Rite-nour

- Grand Slam session with Pete Rose and NAR CEO Bob Goldberg
- Evening events for RPAC/YPN and PSC/Installation Dinner
- Expo featuring all the lat-

est and greatest real estate has to offer Networking, networking, networking opportunities

- Much, much more at

[www.ohiorealtors.org/convention](http://www.ohiorealtors.org/convention)

- Use our Facebook frame on your profile photo and let everyone know you plan to attend the Convention

This content is copyright 2019 Ohio REALTORS. Read more at: <https://www.ohiorealtors.org/>

## 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](mailto:Leslie@faor.com)



**CONVENTION REGISTRATION IS NOW OPEN**





**Kim Kincer**  
NMLS# 1408593  
Branch Manager-Loan Officer  
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Sandusky, Ohio 44870  
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NMLS# 1411020  
Loan Production Officer  
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[Leslie@FAOR.com](mailto:Leslie@FAOR.com)

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Sandusky  
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**Deb Morrow**  
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Sandusky  
**419.627.4510**



**Michelle Gomez**  
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## RPAC Cruise

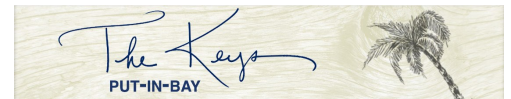
Our annual RPAC Cruise was greeted with a beautiful day on Lake Erie. Captain Kelly took us on a guided tour of the Islands and brought us to dock at Middle Bass Island, downtown Put-in-Bay, where we enjoyed a wonderful Legislative Reception. We would like to thank our Platinum Sponsor—Hondros College, Gold Sponsor—Erie Inspections and Bronze Sponsor—Strayer Group, LLC. for helping make this reception the best ever.

While at The Keys, we were introduced to our esteemed guests, Senator Theresa Gavarone, Senator Nathan Manning, Senator Andrew Brenner, Rep. DJ Swearingen, Rep. Dick Stein, Erie Co. Commissioner Matt Old, Ottawa Co. Auditor Jennifer Widmer, and Sandusky Co. Auditor Jerri Miller. We were also joined by several of the Ohio REALTORS® members and Ohio REALTORS® 2019 President AJ Frye.

This RPAC event is known through out Ohio as one of the best RPAC Fundraising events! We even had guests from Licking County Board of REALTORS and Dayton Area Board of REALTORS.

What a great way to enjoy a beautiful day and invest in your RPAC!

Thank you to all that invested in our RPAC Drive and to your future!



Rep. Dick Stein



Senator Nathan Manning



Rep. Swearingen, Glenda Ward & Len Partin



Marcia Shockley & Stephanie



Matt Old & Jeff Berquist



Chris Reese & Glenda Ward



Angie Bonnell, Janet Herzog,  
Sara Reisen & Phillip Bolte



Senator Gavarone & Jennifer Widmer



Auditor Jerri Miller



Senator Theresa Gavarone / AJ Frye





## Real Estate in a Digital Age

The world we live in today is a digital one and searching for a home is no different. Buyers now have apps that let them search by location and neighborhoods. Online searching maximizes the ability to compare and contrast homes on the market by selected features. Most of this is done before a potential home buyer connects with a real estate agent.

In the Real Estate in a Digital Age report, we examine the process home buyers go through in the initial online search and how REALTORS® are connecting with customers in the digital space.

The typical buyer used a mobile device to search for properties



online. S/he looked at websites with photos, home listings, and information about the home buying process. S/he then contacted an agent and visited a median of 10 homes over 10 weeks again in 2019 before purchasing a home.

81% of Older Millennials, 80% of Younger Millennials and 78% of Generation X found their home on

a mobile device compared to 68% of Younger Boomers.

The most common feature on firms' websites were property listings at 92 percent.

Social media was the tool cited as the best source for generating high-quality leads among REALTORS®, followed by Multiple listing service (MLS) websites.

Download the "Real Estate in a Digital Age 2019 Report" (log in to NAR may be required) just click on the link.

[Download](#) (PDF: 2.6 MB)



## Annual Bob Strayer Memorial Golf Outing 2019

What started out as a beautiful day to play golf, soon turned out a bit blustery and wet. But in spite of the weather all 19 teams continued to have a good time and a wonderful steak dinner, thanks to Frank Corder's quick action and a phone call to Blue Ribbon Catering.

We would like to thank our Major Sponsor this year, Civista Bank, they also gifted everyone a sleeve of golf balls who played and donated Indians Tickets.

A great big thank you also goes out to all of our Sponsors this year: Hondros College, Russell Real Estate—Port Clinton, BHHS Stadtmiller Realty, Bibb Realty, First American Title (gave 2 \$50 gift cards/ Pro shop beverages & snacks), Bolte Real Estate, Assured Title, Cummings Mortgage,

Firelands Federal Credit Union, US Bank, Inspection Tech (Jell-o Shots), Justin Ewell, Superior Credit Union (ice cram sandwiches, Marshmallow 50/50 game), Chicago Title Agency, Howard Hanna, The Freight House Pub & Grill, Erie County Auditor, Russell Real Estate—Sandusky, First Federal Bank of Ohio, First American Warranty (wouldn't be the same with out the Bloody Mary's), Mesenburg & Associates, Real Living Morgan Realty Group, Mike Myers Realty, Vacationland Federal Credit Union (gift basket), National Property Inspections (Jon Daly drinks & Cigars, always a nice touch!), First Federal Savings of Lorain, Southern Title, Wickens, Herzer, Panza Law, Representative DJ Swearingen and Fairway Mortgage.

Firelands Association of REAL-

TORS Charitable Foundation thanks everyone that took part in the organization and participation to make this another successful golf outing.







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- ☐ Meet new clients for the first time in your office and not at a property
- ☐ Make copies of clients' IDs so there's a record of who you are working with
- ☐ Host open houses with a fellow agent, instead of alone
- ☐ Show new clients NAR's award-winning video "Real Estate, Safety & You" to better educate them about the importance of REALTOR® safety

For questions about  
**NAR'S REALTOR® SAFETY PROGRAM,**  
contact [safety@realtors.org](mailto:safety@realtors.org)

## N E W S

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](mailto: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](http://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 **can-not** 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](mailto: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 Committee 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

## General Membership Meeting

On September 4th we had our General Membership meeting at the Sandusky Yacht Club.

Members who joined us for the lunch portion enjoyed Sandusky Yacht Club's wonderful buffet.

President Scott Myers began the meeting with opening remarks. We then heard from Frank Corder on the RPAC Cruise and Marcia Shockley gave us an update on this year's Holiday Party to be held on Saturday, December 7th at the Ironwood Steakhouse in Tiffin. We are looking forward to hearing more information on that soon!

The floor was then opened up

for nominations for the 4 Board of Directors seats that are open. No one was nominated from the floor. We then heard from those who had their nominations in, Linda Armstrong, Janet Herzog, Steve Mack, Sara Riesen and Marcia Shockley spoke for Phillip Bolte who could not be there.

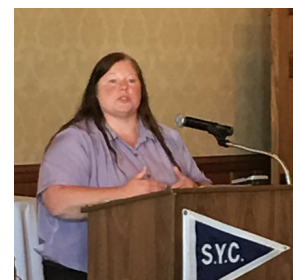
Our guest speaker was Detective Sgt. Amy Gloor with the Ottawa County Sheriff's Office, assigned to the FBI Violent Crimes Against Exploited and Abused Children Task Force.

Amy spoke to the membership about the exploitation and human trafficking of our youth and how they become victims of prey. It was a true eye-opener to

hear the statistics about human trafficking in our area. Ohio ranks 4th in the Nation, higher than New York! That is crazy! We have had several members request to have her do a CE Class to teach us what to look for...we are talking to her about this as we speak, so keep your eyes open for more information to come soon!

Dave Freitag also spoke about the NEW City of Sandusky REALTOR requirements for showing condemned homes.

Our next meeting will be the General Membership/Awards Banquet on October 8th at Bierkeller Pub & Catering in Bellevue.



**Detective Sergeant  
Amy Gloor**

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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Monica Camarata (2021)  
Frank Corder (2020)  
Justin Ewell (2021)  
Janet Herzog (2019)  
Steve Mack—Past President 2018  
Joe Rudolph (2020)  
Jamie Polter (2021)

### 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.

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*Thank You!*



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Stay safe on the job. Develop a safety protocol you use with every client, every time.

Visit [www.NAR.realtor/Safety](http://www.NAR.realtor/Safety)

**NATIONAL ASSOCIATION of REALTORS<sup>®</sup>**

The graphic is a promotional poster for September as REALTOR Safety Month. It features the REALTOR Safety Program logo on the left, which includes a blue hand holding a rainbow. The main text is in orange and black, stating "SEPTEMBER is REALTOR Safety Month" and "Stay safe on the job. Develop a safety protocol you use with every client, every time." Below this is a black bar with the website "www.NAR.realtor/Safety" in orange. At the bottom right is the National Association of Realtors logo, which consists of a blue square with a white "R" and the text "NATIONAL ASSOCIATION of REALTORS".