

March 2020



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# REALTOR® Insight

## Call for Action!



OHIO  
REALTORS®

ACTION CENTER

### Ask Your Ohio Senator to Bring SB 139 to Committee for a Vote!

We need your immediate help! For the past year Ohio REALTORS® has championed passage of the "First-Time Homebuyer Savings Act" (Senate Bill 139) in Ohio to help first-time homebuyers achieve the American Dream.

Despite three favorable hearings for the legislation, which creates a tax-deductible savings account program, the bill is stalled in the Senate Ways and Means Committee. It's time for every REALTOR to take action and help get Senate Bill 139 – Ohio's First-Time Homebuyer Savings Act – across the finish line.

Together we can create a program that builds Ohio's economy, strengthens communities and helps turn the dream of home ownership into a reality for first-time buyers.

Fill out the form (on this page) today to send a prepared message directly to your Ohio Senator. NOTE: Make sure you click through all of the prompts until you receive a confirmation that your message has been sent.

If you have any questions, please contact your Ohio REALTORS® Public Policy Team at [PublicPolicy@OhioREALTORS.org](mailto:PublicPolicy@OhioREALTORS.org).

We appreciate you taking action today to help move SB 139 forward!



## Schedule of Events:

### March

- **3/3** Ohio REALTORS Broker's Summit, Columbus
- **3/12-16** NAR A.E. Institute, San Diego, CA
- **3/18** Reverse Raffle/ Soup-R Bowl, Board Office, 5:30pm
- **3/19** FAOR Board of Directors Meeting, Board Office, 9:30 am
- **3/31-4/1** REALTOR Broker Summit, Hollywood, CA

## Up Coming Events

### April

8	New Member Orientation, Board Office, 10:00am
10	Board Office Closed, Good Friday
16	FAOR Board of Directors Meeting, Anjulina's, Fremont, OH
16	General Membership Meeting, Anjulina's , Fremont, 11:30 am
27-29	OR Spring Legislative Conference, Columbus

### May

11-16	Leadership Academy Session, Washington, DC
20	MLS Broker Meeting, Board Office, 10:00 am
21	FAOR Board of Directors Meeting, Board Office, 9:30 am
25	Board Office Closed, Memorial Day
28-29	OR Mediation/Ombudsman Training, Columbus, OH



## Save the date for CE Class

**When: April 8th**

**Time: 11:00 am—2:30 pm**

**Where: Sandy Ridge Winery in Norwalk**

**RSVP to 419-668-9922 or email [aferguson@unionhomemortgage.com](mailto:aferguson@unionhomemortgage.com)**



### Weight Watchers

**Meets at the Board Office on**

**Tuesdays 5:30 p.m.**

**Fridays at 10 a.m.**

**Saturdays 8:00 a.m.**

**Interested in joining or need a meeting place?**

[WeightWatchers.com](http://WeightWatchers.com)



## MasterLock Bluetooth Lockbox Coming Soon!

**MasterLock Bluetooth Lockbox Designed with Real Estate in mind the MasterLock Bluetooth enabled LockBox offers**

- NO LONG-TERM CONTRACTS
- NO MONTHLY FEES
- NO SHARED ACCESS FEES

Share access quickly and easily with showing agents, contractors, inspectors or even homeowners. Conveniently schedule temporary, permanent or future access. Monitor activity by device and user Integrates with

ShowingTime®, the real estate industry's leading showing management technology provider.

The MLS Broker committee has tested this lockbox and recommends using it. Firelands Association of REALTORS has worked directly with MasterLock to secure an initial purchase of lockboxes for \$122 per box until March 13th. This lockbox is a one time cost vs. other electronic lockboxes that also include a monthly cost. Order due in by March 13, 2020.

The price includes all the necessary software to link directly with

ShowingTime. We will doing a group purchase through the Board at the end of March. Lockboxes will have to be pre-paid and if you are using a credit card you will also be charged a 3% transaction fee. Additional information will be available at the upcoming Broker Meeting scheduled for Thursday, February 20th. 11:30 AM at the Board Office.

To see a demonstration follow link to:

<https://www.masterlock.com/solutions/vault?>



**Tony & Amy Mowrer**

Meet Amy and Tony Mowrer, owners of S.W.A.T. Environmental.

Amy & Tony reside in Wayne County with their son, Bailey and daughter, Karlie. They also have a dog named Murphy.

Amy had been in dentistry for the past 10 years, prior to joining Tony with his vision of bringing quality air into homes for the safety of families inside and outside.

S.W.A.T Environmental specializes in radon gas mitiga-

tion and the installation of radon gas mitigation systems in both residential homes and commercial buildings.

Tony Mowrer, owner of S.W.A.T. Environmental, has been in the radon business for over 18 years and has worked all over the United States. He explains how he has developed and continued to grow his knowledge of the industry, its hazards, and the proper ways to mitigate radon situations - "I have attended conferences and educational classes, and have been instructed by many of the leading professionals in the radon

industry."

It is the belief and purpose of S.W.A.T. Environmental to offer homeowners a solution to improve the indoor air quality issues, at a fair price and with great customer service.

Tony and Amy are members of MCBOR, SCAR, WCR, WHAR and Mansfield Association of REALTORS.

By joining FAOR, the Mowrers hope to create new relationships in their new territories , network together

## 2020 Hondros College Scholarship Recipient



The Scholarship committee received several applications this year and after meeting the recipient chosen was Doris Lee of Port Clinton.

Doris is a single mother and ready to start her career in real estate.

Real Living Morgan Realty Group sponsored Doris. They are happy to bring Doris

aboard once she completes her school and gets her license.

## Welcome New Affiliate Member: AK Septic Service

### AK Septic Service & Repair Shannon & Nick Akoury, Owners

We would like to introduce AK Septic Service & Repair, LLC in Norwalk, Ohio.

For years Nick owned pet shops in the Cleveland area and studied the underwater world of fish and the environment. He also chases a Hobby In NHRA drag racing as a driver owner. Nick decided he no longer wanted to live in the big city and moved to Norwalk Ohio, where he married the love of his life Shannon.

After moving Nick realized the long drive to work was not so fun and decided to sell the pet shops and started his career in waste water.

After 2 years Nick went on his own and started AK Septic Service

and Repair, LLC with Shannon. They saw the need to educate homeowners about there Septic and Aeration systems. There is much more maintenance in today's systems.

It's now state mandatory that mechanical systems be monitored by a service provider. AK Septic Service offers this service. As a service provider, we will come twice a year to inspect and repair if needed. We also repair systems, and distribution Boxes. We offer Inspection and verification of systems above and underground.

We are here to make your buyer, or seller completely comfortable so there isn't any hidden damages or cost in the end.

Let AK Septic Service handle all the county health department headaches. We inspect and do the repairs that meet state and

county health codes and we guarantee our work.

We are state registered, licensed bonded and insured, and county registered!

We became a part of this association to do the best we can to help your client/our client gain the knowledge make them completely comfortable with their purchase. Our goal is to help our customer feel 100% confident in their decision and being A "HAPPY" new homeowner with out any unforeseen surprises.

We offer inspections to see if your septic is up to code with the County. We also do repair service & septic service maintenance/ provider (contract @ \$175/yr) Give us a call for any questions you may have, we will be happy to help!

AK Septic Service is looking forward to working with you!



**Nick & Shannon Akoury**  
**AK Septic & Service, LLC**

[Aksepticsservice@yahoo.com](mailto:Aksepticsservice@yahoo.com)

Cell (419) 341/9397

Fax (567) 424/6241

## Ohio's Home Inspector Licensing effective July 1



**Feb 25, 2020**

Important announcement from the Ohio Division of Real Estate & Professional Licensing regarding Ohio's Home Inspector Licensure Program:

**The deadline for individuals conducting inspections in Ohio to be licensed by the Ohio Home Inspector Board is being extended to July 1, 2020.**

At this time, administrative



rules for the Home Inspector Program are being reviewed by the Joint Committee on Agency Rule Review (JCARR). Because the rules have not yet received final approval, the Division of Real Estate & Professional Licensing is unable to enforce the April 5, 2020 deadline requiring a license to complete home inspections. This means between

now and June 30, 2020, a person is permitted to conduct home inspections in Ohio without a license. However, beginning July 1, 2020, a person must be licensed with the Division as an Ohio home inspector.

To review frequently asked questions please click [here](#). If you have any questions please contact the Division at 614-466-4100 or ">[WebReal@com.state.oh.us](mailto:WebReal@com.state.oh.us)

This content is copyright 2020 Ohio REALTORS. Read more at: <https://www.ohiorealtors.org/blog/1247/ohios-home-inspector-licensing-effective-july-1/>



# Soup-R Bowl & Reverse Raffle

Mark your Calendar!

March 18th, 2020 @ 5:30 PM held at REALTORS Hall

Join us for a fun filled night of Soup judging, Reverse Raffle,  
Side Board game, and so much more!

Who is the King or Queen of Soups? You be the Judge!

There are 10 Soup-R Chefs competing for this year's Champion Title!

Bring some of that St. Patrick's Day luck with you!

*Become a Sponsor for \$200 and get 2 Tickets to the event!*

Event tickets available at the door \$10 each.

All proceeds collected will directly benefit the 5 counties we serve  
through the FAOR Charitable Foundation.

**FOR MORE INFORMATION:**

CALL LESLIE

419-625-5787

OR EMAIL

LESLIE@FAOR.COM





## FAOR wins Triple Crown and Presidents Cup

Congratulations to Firelands Association of REALTORS® for achieving the highest honors of Triple Crown and President's Cup Winners for RPAC in 2019.

Our Association was one out of eleven Boards that

received the honor of NAR RPAC Local Association Triple Crown Award. Our Goal next year is \$17,310, with just over 500 members we can exceed that amount again!

Out of One thousand Associa-

tons we were one of four hundred to get the 2019 Local President's Cup winners!

With 43% Participation rate we were able to meet and exceed our local goal by 167%!

Way to Go! **Vote, Act & Invest**

## Ohio achieves back-to-back RPAC honors from NAR!

For the second consecutive year, Ohio REALTORS earned the prestigious Triple Crown for RPAC excellence from the National Association of REALTORS!

Ohio is one of only 29 State Associations to earn Triple Crown status in 2019, marking back-to-back years that Ohio was able to exceed goal in all of the award's categories:

- Achieving 101 percent of our RPAC fundraising goal – topping \$1.1 million raised last year;
- Surpassed our federal disbursement allocation goal – reaching 149 percent;
- Attaining 110 percent of our RPAC Major Investor goal – with 374 REALTORS/staff investing

\$1,000 or more; Meeting our goal of 36 President's Circle members;

- And, reaching a 37.03 percent RPAC participation level!

"Congratulations on winning this award," said Sara Lipnitz, NAR's RPAC Fundraising Trustees Committee Chair. "I'm proud of the work you do and have been so thrilled that I've had the opportunity to help with your advocacy efforts."

"Our strength comes from members and staff like you who help shape the future of our REALTOR Party efforts to Vote, Act and Invest on behalf of real estate," Lipnitz added. "Know that you guys are running a great program."

"Credit for attaining the Triple Crown in back-to-back years

goes to Immediate Past President Anjanette Frye, our 2019 Political Activity & RPAC Fundraising Committee Chair Cole Cannon and the thousands of REALTORS across our great state who made an investment in strengthening the industry's voice at all levels of government," said Ohio REALTORS Chief Executive Officer Scott Williams.

"We've been able to raise the bar of RPAC excellence in Ohio because of the vision, persistence and dedication of AJ, Cole and, most importantly, the REALTORS who graciously shared their personal treasure to advance the industry's mission to protect private property rights," Williams said. "Achieving Triple Crown for the second straight year is a remarkable accomplishment, a testament to our organization's longstanding leadership in strengthening RPAC."



This content is copyright 2020 Ohio REALTORS. Read more at: <https://www.ohiorealtors.org/blog/1229/ohio-achieves-back-to-back-rpac-honors-from-nar/>



## Ohio REALTORS Tech Helpline 877.562.3160

**You now have access to UNLIMITED tech support courtesy of Ohio REALTORS. As an Ohio REALTOR member, there is NO COST TO YOU because it is already included in your membership dues! Think Tech Helpline as your technology advocates. They can help you with everything from setting up your smart phone to troubleshooting laptop, tablet or smart phone issues.**

**CALL AS MANY TIMES AS YOU NEED. You will also receive Tech Helpline's monthly eNewsletter, which provides relevant information about tech in real estate.**

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## RPAC Frequently Asked Questions

As we approach the Spring Legislative time, I wanted to share with you an article I found on the National Association of REALTORS® site answering questions you may have in regards to why invest in RPAC and what your investments are used for.

### Frequently Asked Questions:

#### What is a PAC?

PAACs have been around since 1944, when the Congress of Industrial Organizations (CIO) formed the first one to raise money for the re-election of President Franklin D. Roosevelt. A Political Action Committee (PAC) is a popular term for a political committee organized by like-minded people for the purpose of raising and spending money to elect or defeat candidates. The PAC's money must come from voluntary contributions from members rather than the member's dues treasury. PACs represent business, labor or ideological interests. PACs can contribute \$5,000 to a candidate committee per election (primary, general, run-off or special). They can also give up to \$15,000 annually to any national party committee, and \$5,000 annually to any other PAC. PACs may receive up to \$5,000 annually from any one individual.

#### How will my investment be used?

100% of your RPAC investment is used to elect candidates at the local, state, and national levels who both understand and support REALTOR® issues. RPAC is the only political

group in the country organized for REALTORS® and run by REALTORS®. RPAC exists solely to support issues important to REALTORS®. Candidates who receive support from RPAC are not selected based on their political party or ideology, but solely on their support of real estate issues. Our legislative allies are members of the REALTOR® Party. The REALTOR® Party supports the issues that are important to you as a REALTOR®, regardless of political party affiliation.

#### Who establishes and implements RPAC policy?

Much of RPAC's success is due to the high degree of organization that characterizes the REALTORS® Political Action Committee at every level. Leading the National RPAC organization are the National RPAC Federal Disbursement and Fundraising Trustees Committees. The Trustees establish and implement RPAC policy in accordance with the RPAC bylaws and NAR policy as established by the NAR Board of Directors. The Trustees are made up of REALTOR® volunteers from around the nation who are appointed by NAR leadership.

#### How does RPAC establish fundraising goals?

RPAC establishes its fundraising goals through various formulas and criteria. The National RPAC Fundraising Goal is derived from the aggregate total states/territories declare as the

amount they intend to raise in voluntary hard and soft dollars annually at the local, state and national levels. Before a two-year election cycle begins, the Federal RPAC Disbursements Allocation is set by the RPAC Fundraising and Disbursements Trustees Committees during the REALTORS® Legislative Meetings & Trade Expo, which is the amount NAR is requesting from states/territories in order to remain effective at the federal level and is based on membership size. The Major Investor, President's Circle and Participation Goals are all approved by the RPAC Fundraising Trustees in early January and based on membership counts and previous fundraising accomplishments for each state/territory. For more information on fundraising goals, please [click here](#).

#### Who may be solicited for RPAC contributions?

According to Federal Election law, RPAC may solicit only individual members—i.e., non-corporate members of NAR and their families. The term “members” means all individuals who currently satisfy the requirements for membership in any one of the local, state, and/or the National Association and regularly pay dues.

**Continue to page 8**



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## Continue: RPAC Frequently Asked Questions

### **Continued from pg.7 :**

Executive, administrative and management personnel of the local, state and/or national associations are also considered under the NAR constitution to be members of the association and may be solicited even though they may not pay association dues.

### **Are contributions to RPAC tax deductible?**

No. Contributions used for political purposes are not tax deductible on your federal income taxes.

### **Does National RPAC contribute to state or local candidates?**

No. Under the cooperative agreements in effect between National RPAC and the state association's Political Action Committees, the responsibility for making contributions to federal candidates is assigned to National RPAC, while state association's Political Action Committees decide which state and local candidates to support.

### **Can I earmark money to a party or particular candidate?**

No. Under Federal Election law, the earmarking of contributions is illegal.

### **What process do the National RPAC Federal Disbursement Trustees use when determining contributions to candidates?**

The RPAC Federal Disbursement Trustees' policy is to act only on requests sent from state associations and approved by the state trustees. Once the Trustees receive these requests, they have four options: Amend, Approve, Deny or Defer.

### **Upon what criteria does Na-**

### **tional RPAC base its decision to support federal candidates?**

1) Recommendations from State RPAC Trustees, 2) NAR congressional voting records and analyses of incumbent members of Congress, and 3) campaign intelligence reports provided by the NAR political and legislative staff.

### **Will the National RPAC Federal Disbursement Trustees contribute to both candidates in a race?**

No. The National RPAC Federal Disbursement Trustees' policy is to only contribute to one candidate in any given election. However, the use of In-State Reception funds and D.C. Reception Funds does not necessarily count as a dual contribution if a challenger is supported by the National RPAC. Again, these are relationship-building monies.

### **How much money stays with the state association and how much goes to National RPAC?**

National RPAC maintains voluntary cooperative agreements with the state association's Political Action Committees. Each state association decides how they want to raise money and when to send it to National. For example, a state association might choose to continue to split it 70/30 (keep 70 percent in the state and send 30 percent to National), or in some other way, until the Federal RPAC Disbursements Allocation is reached. A state association may also decide to send all of its RPAC receipts to National until it has reached the goal and then keep the rest for that year. However states decide to proceed, they must comply with state and federal law.

Regardless of how states choose to meet their goals, 30% of funds raised must be forward-

ed to National RPAC for Major Investor Recognition. Each dollar of this 30% that is forwarded to National RPAC counts toward that state's goal.

### **What is the difference between hard and soft money?**

Hard money has many restrictions on how it is raised and spent and must be fully reported to the Federal Election Commission. Hard money is raised from individuals, who can contribute up to \$2,400 directly to a federal candidate per election and \$5,000 to a Political Action Committee, like RPAC, per year. RPAC may contribute \$5,000 to a federal candidate per election. RPAC may only accept money from individuals. Soft money is raised from corporations, associations, unions and individuals. Federal candidates cannot accept soft money. There are no limitations on the amount of soft money a corporation or individual can contribute, nor is there any limitation on the amount of soft money an organization can spend. Unlike RPAC, NAR may accept corporate contributions through the Political Advocacy Fund or the Corporate Ally Program, which can then be used to communicate with our membership about a candidate through opportunity races or used for issue advocacy.

*I hope that this article has answered some questions for you. To find out more about the REALTOR® Party and RPAC log on to [RealtorParty.realtor](http://RealtorParty.realtor).*

*There is also more information on the state level at [OhioREALTORS.org](http://OhioREALTORS.org)*





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Location: Sandy Ridge Winery 180 OH-61 Norwalk, OH—Lunch Provided!

Register 419-668-9922 or email [aferguson@unionhomemortgage.com](mailto:aferguson@unionhomemortgage.com)



**Todd Lillo**

Branch Manager

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**Betty Hoffman**

NMLS# 1411020

Loan Production Officer

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Offices in: Sandusky, Tiffin, Shelby, Galion, Ontario, Mansfield, Mt. Gilead and Cardington



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A photograph of a woman with dark hair, smiling and looking at a laptop. She is wearing a patterned cardigan over a white top. The photo is framed in a circular shape with a white border.



## Full page ad \$100 for 2 months!

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or if you have your own  
camera ready ad  
to fit this size (8.78 H X 5.54 W)*

*Additional features:  
Link to business website– \$ 15*

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## 2020 AFFILIATE MEMBERS

\*\*\* Gold Member

\*\*Silver Member

**Contractors:**

Wayne Homes – Jennifer Neese  
(419) 626-3009

**County Auditors:**

Erie County Auditor – Richard Jeffrey  
(419) 627-7746

**Disaster Cleanup:**

Restore Pro, Inc. – Jon Fields/Rusty Zeller  
(419) 624-0198 Sandusky

**Home Inspections:**

A. Wright Inspections, Inc. – Andrew Wright  
(419) 460 – 2123 Fremont

Catawba Island Home Inspection – Roger Frommer  
(419) 722-8086 Port Clinton

Erie Inspection Service – Todd & Julie Radloff  
(419) 484-4354 Bellevue

Inspection Tech. – Thomas Dunlap / Aaron Westerberg  
(419) 504-9417 Sandusky

National Property Inspections – Joe Rudolph  
(419) 960-7332 Marblehead, OH

Wildman Inspections, LLC. – JP Wildman  
(419) 707-2304 Port Clinton

**Home Publications:**

Youngs Publishing  
(800) 962-7853

**Home Warranty:**

\*\*First American Home Warranty – Dawn McNulty  
(419) 494-2054 Toledo, OH

Old Republic Home Protection – Christine Dern  
(330) 441-1737 Medina, OH

**Lenders:**

AG Credit, ACA - Craig Coughlin  
(419) 663-4020 Norwalk, OH

American Eagle Mortgage Co. – Jason Sas  
(419) 616-5300 Huron, OH

**Lenders Continued:**

Citizens Bank – Eric Pfahl  
(216) 409-0293 Westlake, OH

Civista Bank (Sandusky) – Jim Nabors  
(419) 625-4121

Civista Bank (Norwalk) – Todd Barber  
(419) 744-3130

\*\*Croghan Colonial Bank – Teresa Joseph  
(419) 355-2258 Fremont

Cummings Mortgage – Dan, JoAnn and Tony Cummings  
(419) 625-1894 Sandusky

Fairway Independent Mortgage – Mike Zele  
(866) 923-5213 Stow, OH

Fairway Independent Mortgage – Barb Flacynski  
(440) 984-6585 Amherst

Farm Credit Mid America – Ted Sarko  
(440) 775-4028 Oberlin

Fifth Third Bank – DJ Pisano  
(419) 668-3275 Sandusky

Firelands Federal Credit Union – Lynn Devereaux  
(419) 483-4180 Bellevue

First Federal Bank of Ohio – Kim Kincer  
(419) 626-8900 Sandusky

First Federal Bank of Ohio – Betty Hoffman  
(419) 443-8300 Tiffin

\*\*\*First Federal Savings of Lorain – Cathy Schaefer  
(419) 626-5576 Sandusky

First Federal Lakewood - Don Starbuck  
(419) 874-3093 Perrysburg, OH

First National Bank – Dean Miller  
(419) 483-7340 Norwalk

Genoa Bank – Lori Magrum  
(419) 734-3994 Port Clinton

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## 2020 AFFILIATE MEMBERS

### Lenders Continued:

Impact Credit Union – Courtney Burroughs  
(419) 547-7781 Clyde

Marblehead Bank – Bill Tuttamore  
(419) 798-4471 Marblehead, OH

Northwest Bank – Jennifer Kulchar  
(440) 967-3124 Vermilion, OH

U. S. Bank – Cheryl DeVore  
(419) 732-0075 Port Clinton

Union Home Mortgage Corp – Todd Lillo  
(419) 668-9922 Norwalk

Union Home Mortgage Corp. – Brian Smith  
(419) 625-2600 Sandusky

Union Home Mortgage Corp. – Rex Grasz  
(567) 998-4276 Upper Sandusky

Vacationland Federal Credit Union – Jami Risner  
(419) 625-9025 Sandusky

Wells Fargo Home Mortgage – Tom Cross  
(330) 916-6208 Stow, OH

### Misc. Services:

\*\*\*Hondros College – Betsy Butler  
(888) 466-3767 (Education/CE)

Home Builders Assoc. of Erie Co. – Deanna Allensworth  
(419) 625-7661

Two Men and a Truck – Sean & Joanna Gallagher  
(440) 722-8588 (Moving Company)

### Radon Mitigation:

S.W.A.T. Environmental – Amy Mowrer  
(330) 465-3484 West Salem

### Septic Services:

AK Septic Service & Repair, LLC – Nick Akoury  
(419) 341-9397 Norwalk

### Title Companies:

Ally Title Agency – Richard Blair/Carrie Jo Wahl  
(419) 299-8486 Norwalk

Assured Title – Mark Bunting  
(419) 447-7126 Tiffin

\*\*Chicago Title – Shelley Winters  
(419) 350-9744 Port Clinton

Chicago Title Agency – Audrey Gaston  
(419) 668-1446 Norwalk

\*\*\*Fidelity National Title – Chris Palmer  
(419) 626-4475 Sandusky

\*\*\*First American Title – Mary Boldman  
(800) 332-6446 Fremont

\*\*\*First American Title – Mary Boldman  
(800) 343-6446 Norwalk

\*\*\*First American Title – Mary Boldman  
(800) 327-6446 Sandusky

\*\*\*Hartung Title Agency, Inc. – Sally Crow  
(419) 625-5700 Sandusky

Hartung Title Agency, Inc. – Judy Twarek-Bickley  
(419) 734-4928 Port Clinton

Mutual Title Agency, Inc. – Beth Dzurilla  
(330) 348-4133 Strongsville, OH

\*\*Park Avenue Title Agency, Inc. – Thomas Bowlus  
(419) 332-8260 Fremont

Southern Title of Ohio, Inc. – Sam Schmenk  
(419) 621-5550 Sandusky

Tri-Coast Title Agency – Scot Corbin  
(419) 734-6502 Port Clinton

Tucker Escrow & Title Services – Jeremy Freed  
(440) 668-9170 Norwalk



## Coaching Corner: Where should I specialize?

January 31, 2020

This week, as I was facilitating a class for new agents, I was asked where I felt this newbie "should" specialize. Ah, I do love these questions!

First, let's address the idea of "should" -- remember...don't "should" on me, and I won't "should" on you! Please, please, please, look at your "want" rather than your "should." This is true for everything, not just choosing your area of expertise.

Ok, now that's out of the way, and we can look at choosing. Your answer is not as difficult as you may perceive it to be. It's really all about you and what you want, and there are a plethora of options just waiting for you. Perhaps you lean

towards working with FSBO's or Expireds. Or perhaps you feel strongly about a geographic area that you actually might even live in. You may want to focus on a certain type of architecture, or consider becoming the expert in condominiums. These are some examples, and there are plenty more to choose from.

The key is to tune into the area you feel excitement around. If you are picking an area that doesn't excite you, there is a strong likelihood that you will not follow through on your individual consistent plan and become a frequent rider on the real estate roller coaster.

Find what floats your boat, and



then create a plan that works for you -- one that is consistently implemented throughout your work week.

Have fun with this and watch how easily things fall into place!

*This content is copyright 2020 Ohio REALTORS. Read more at: <https://www.ohiorealtors.org/blog/1230/coaching-corner-where-should-i-specialize/>*



*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.*

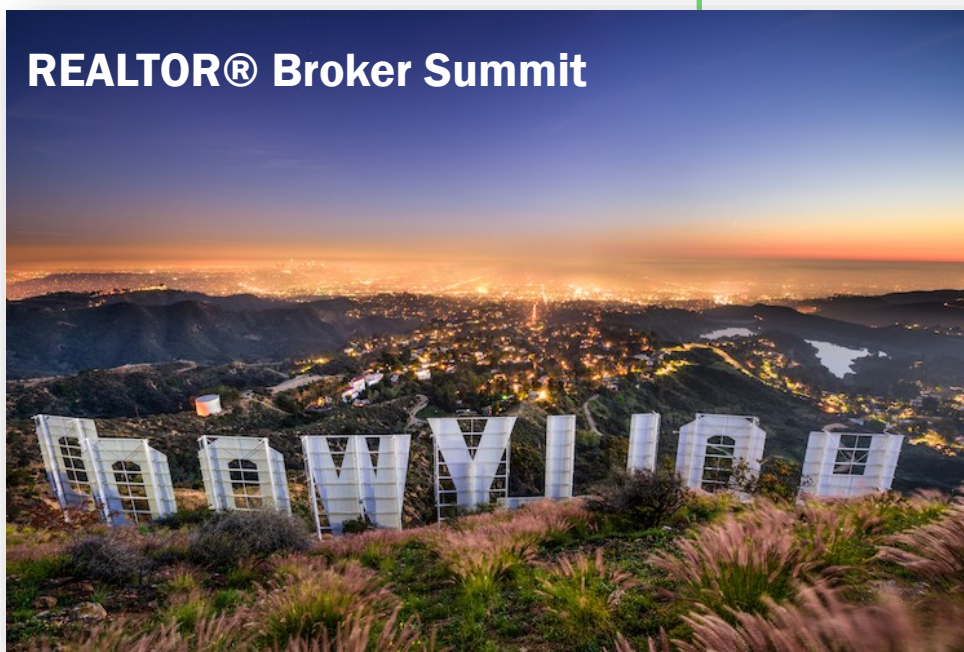
*Marilou is a member of the Ohio REALTORS Board of Directors and past chairman of the organization's Communications Committee. Feel free to contact Marilou to see if coaching is*

**March 31 – April 1,  
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**Loews Hollywood Hotel  
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## REALTOR® Broker Summit



## Distribution News

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What's new!  
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### Our Monthly Newsletter is sent by **email**.

This change has allowed us to reach more people for less money. We now offer Affiliates the opportunity to purchase advertisements in the newsletter.

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  
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**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

## Welcome New Members!

### New REALTORS®:

Seth Lindsley	Realty Executives Select Group	Sandusky
Carisha Johnson	Coldwell Banker Routh Realty	Sandusky
Tammy Smith	RE/MAX Unlimited Results Realty	Tiffin
Melanie Guzman-Martinez	Howard Hanna	Fremont



### New Affiliate

Nick Akoury	AK Septic & Service, LLC.	Septic inspections/service
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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](mailto:connie@faor.com).



*Newsletters are now being emailed. If you are not receiving the newsletter please contact [Leslie@FAOR.com](mailto:Leslie@FAOR.com) and I will update my email list.*

*Thank You!*



Spring Forward  
March 8th

March 17th  
Wear your GREEN!



March 19th

