

February 2019

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REALTOR® Insight

Meet your Directors

Jaime Polter Polter Realty

Jaime and her husband Steve own and operate Polter Real Estate in Fremont, Ohio and a future office in Port Clinton, Ohio opening in March 2019. She established her brokerage in 2017. Jaime joined the Board in 2018. She has served on the MLS Advisory, Legislative, Professional Standards, and Grievance Committees. Jaime holds a designation in CNE and is mastering the CMA.

Jaime and her husband Steve live in Fremont and are owners of the Polter Berry Farms as well. They are joined by her daughter Devyn Swigart (office manager of Polter Real Estate) and their grandson Ayden the adorable "office baby". They also had a sweet "office dog" named Halia.

Sadly, she recently passed away unexpectedly. They are looking forward to welcoming in a new "office puppy" in July.

Jaime decided to pursue her dream in real estate after 13 years in manufacturing management.

Jaime enjoys spending time with family, travel, cooking, gardening and socializing. She even cherishes her time alone for reflection.

Jaime is also a member of the Kiwanis Sandusky Co. Chapter, Sandusky County Chamber, Port Clinton Chamber, Discover Fremont Member and Main Street Member. She has also been appointed by the Mayor of Fremont to serve on the City of Fremont Housing Advisory Board. In 2018 she was awarded "Small Business of the Year" by Sandusky County Chamber of Commerce.

Jaime says, "Real estate is a collaborative field, the membership



with FAR is a vehicle to allow this collaboration. I love the social opportunities so that I can develop meaningful relationships with my peers and collaborators. Education is also an important activity coordinated by our Board, as well as the work we do in our communities through our community involvement and political contributions."



Professional Standards Workshop February 14, 2019 @ 9:00 am, Board Office

Members who are serving on Grievance and/or Professional Standards Committees must attend this workshop for no cost to you. You will also be given NAR Code of Ethics credit for attending. Members who wish to join this workshop not on either committee may do so for a \$10 fee. RSVP to Connie @faor.com or call the Board

Schedule of Events:

February

- **2/11 REALTOR Party Training, Columbus, 9:30am**
- **2/14 Professional Standards Workshop, Board Office, 9:00am**
- **2/18 Board Office Closed, President's Day**
- **2/20 Ohio REALTORS Broker Summit**
- **2/28 Board of Directors Meeting, Board Office, 9:30am**

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

March

13	Reverse Raffle/ Chili Cook-off, Board Office, 5:30 pm
20	New Member Orientation, Board Office, 1:00 pm
21	FAOR Board of Directors Meeting, Board Office, 9:30 am
21	General Membership Meeting, Board Office, 11:30 am
29	AE Institute, Austin, TX

April

17	MLS Broker Committee Meeting, Board Office
18	FAOR Board of Directors Meeting, Board Office, 9:30am
18	Brokers Meeting, Board Office, 11:00am
19	Board Office Closed, Good Friday
29	Spring Legislative Conference, Columbus, OH

MARK YOUR CALENDARS!



REVERSE RAFFLE / CHILI COOK-OFF

MARCH 13TH @ 5:30 PM, BOARD OFFICE

LOOKING FOR SPONSORS AND CHILI COOKS!

EVENT TICKETS \$10 EACH

CALL (419) 625-5787 TO SIGN UP!

Gov. Kasich signs Home Inspector licensure into law

January 7, 2019

By Scott Williams, Ohio REALTORS Chief Executive Officer

The top legislative priority of Ohio REALTORS for more than a decade ~ home inspector licensure ~ becomes a reality on April 4, after the measure was signed into law by Gov. John Kasich late last week.

The effort to establish a home inspector licensure system in Ohio, which was amended into Senate Bill 255 in the waning days of the 132nd General Assembly, will bring critical consumer-focused oversight to the last remaining unregulated aspect of the home buying process. Ohio will become the 31st state affording home buyers the assurance that the inspector they hire is properly trained to evaluate and assess the home's condition prior to finalizing what is likely the largest financial transaction they will make in a lifetime.

The measure established a regulatory board that includes representation from the home inspector profession that will adopt standards of practice, requirements for education and create a pathway for consumers to have their complaints addressed. Additionally it:

- Requires home inspectors to have 80 hours of pre-licensure education including classroom instruction, online instruction or in-the-field experience.

- Establishes a three-year license, with a requirement for 14 hours of continuing education annually.

- Ensures that consumers have access to qualified inspectors by creating grandfathering criteria that closely match current practices and standards.

- Stipulates that a real estate licensee is not required to give a home inspector referral. However, should a licensee choose to refer they must give no fewer than

three names.

Finally, the law establishes a Home Inspector Recovery Fund. Consumers who obtain a final judgement against a licensed home inspector may seek payment from the fund (up to \$40,000).

The measure had the strong backing of Ohio REALTORS, The Home Inspectors Institute, InterNachi, and the American Society of Home Inspectors' Ohio Chapter, North Central Chapter and Southern Ohio Chapter, among others.

Special thanks to Gov. Kasich, Ohio Senate President Larry Obhof, House Speaker Ryan Smith and Rep. Jim Hughes, the measure's original sponsor, for their strong leadership in making this critically important consumer protection legislation a reality in Ohio. Additionally, we're extremely grateful to the thousands of Ohio REALTORS who made their voice heard in support of home inspector licensure.



Safety Tips 101— February

In keeping with a strong focus on your safety, we will be sharing monthly safety tips. All tips are taken from NAR's REALTOR® Safety Resource Kit. For more information on REALTOR® safety go to NAR's safety web pages at www.nar.realtor/Safety for more information on the important topic of REALTOR® safety.

Tip #1 Scam Alert! At an open house, be alert to visitors' comings and goings, especially near the end of showing hours. Police have reported groups of criminals that target open houses, showing up en masse near the end of the afternoon. While several "clients" distract the

agent, others go through the house and steal anything they can quickly take.

Tip#2 Make your clients your "safety partners": Inform clients who are selling that while you are taking safety precautions, and that you've checked and locked the home before leaving, they should immediately double-check all locks and scout for missing items immediately upon their return, incase you've missed any less-than-obvious means of entry.

Tip#3 People are not who they say they are: Even with the help of caller I.D. you can never be too sure you know who

you are talking to. For example, if someone who claims to know you gives you a call and starts to make unusual requests on your behalf, then **STOP TALKING**. Scammers feed off your reactions in order to compile additional information. Hint: If the caller has no recollection of previous conversations, then they are not who they say they are.

Tip #4 Be prepared: pre-program! To best prepare for an emergency, pre-program important numbers into your cell phone. These may include your office, your roadside assistance service or garage, and 9-1-1.



Tax Prep Seminar



Questions about tax prep?

Barnes Wendling CPAs, Inc. will be conducting a Tax Seminar at the Board Office to answer questions regarding tax preparation for the 2018 tax season.

Donald P. Hanck, CPA, ABV, CFF Principal with Barnes Wendling will be conducting this seminar.



Send an email to Leslie@faor.com and I will forward your questions to be answered at the Tax Seminar. We will be accepting questions/topics until February 21st. The date of this seminar will be scheduled in February for a March Seminar. This will be **FREE** to all Members!

What would you like to learn at this seminar?

What is The best way for you to file, Standard or Itemized?

Coaching Corner: Let it go!

January 11, 2019

By "Coach" Marilou Butcher Roth

For many months, our grandchildren, particularly the girls, were hooked on watching the movie Frozen. The movie tells a lovely story with its main song "Let It Go," being belted out by one of its beautiful, perfect princesses. OK, honestly, I cringe now every time I hear that song, having heard it what feels like thousands of times! Eek!!

Putting that overdone song aside, there is tremendous value with the idea of letting go. We all hang onto things, people, the past, etc. -- none of which serves us at all. We tend to hold onto things that we honestly cannot control, try as we might. When we make this valiant attempt, the end result is UNHAPPINESS, which I do not believe any of you wish for. Even the thoughts that come into our brains cannot be controlled -- they do come, positive and negative.

Currently, my agents and I are doing our current book group around "The Joy of Genius" by one of my mentors, Gay Hendricks. There is a considerable amount of air time given to the idea of letting go, throughout the book. Today, I am sharing one of the hands on activities in the book. Here we go:

I commit to letting go of trying to change the past.

I commit to letting go of worrying about the future.

I commit to letting go of trying to control other people.

I commit to channeling my precious energy into positive actions I can take now.



If you are looking for something productive to do

with your time, might I suggest this exercise...it will serve you far better than watching Frozen!!!

Instructions:

Get paper and a writing instrument. In your own handwriting, write out each of the following statements, paying attention to your breathing as you do so:



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



Stephen Ciacchi joins Ohio REALTORS Public Policy team

January 8, 2019

Stephen Ciacchi has joined the Ohio REALTORS Public Policy team, focusing on efforts to strengthen the organization's RPAC Development/My REALTOR Party programs.

Ciacchi, of Westerville, has an extensive background in the field of fundraising and politics. He's recently co-founded a political outreach organization for young adults, served as an elected member of a Delaware County Central Committee, been a member of the Genoa Township Citizen Police Advisory Committee and served as campaign manager for a successful Ohio House of Representative race.

Prior to joining Ohio REALTORS, Ciacchi served as financial/legal analyst for Columbus-based L Brands. Among his many duties, he represented the company at lunch-



Stephen Ciacchi
RPAC Development/
My REALTOR® Party

eons and community seminars with the Government Affairs and Public Relations department; developed training material to assist new hires and cross-train existing employees; developed and implemented a standard procedure for lease documentation, record retention and reporting; collaborated with management and senior staff to improve data integrity; and worked with a team to identify significant cost savings to the company. He pre-

viously worked as a paralegal for Squire Patton Bogg, LLC in Columbus and in a similar capacity for Walmart.

Ciacchi earned a master's of public administration from Kent State University, a post baccalaureate paralegal certificate from Ashland University and a bachelor of science degree from Ashland University.

Stephen is a member of the Abruzzi Club in Westerville and Sons of Italy Columbus. He and his wife, Kristine, are expecting their first child in March.

Ohio REALTORS, with more than 33,000 members, is the largest professional trade association in Ohio.



Huron County Septic Regulations Meetings

Q & A Meetings to be held Tuesday, February 19th

9:00 am, 1:00 pm & 5:00pm

Where: Huron Co. Administration Building 180 Milan Ave.~ Norwalk, OH.

RSVP (419) 625-5787

- ⇒ Who should come? REALTORS®, Title Companies & Inspectors
- ⇒ Understand the New Regulations
 - ⇒ Know your role
- ⇒ How to talk to clients about the new rules.





9 RPR App Features to Increase Your Productivity in the New Year



9 FEATURES TO INCREASE YOUR PRODUCTIVITY

You know that thrill you get when you come across a tip or trick that helps make your app experience just a tad more efficient? Like pressing the app button for a shortcut to a favorite feature, or swiping to the left to quickly save for later. Every app has tricks of the trade, yet for some reason, they don't always appear magically on our radar. This post will give you 9 tips to make sure your next experience with the RPR app is a productive one.

Build a CMA on the go

When the need arises for a CMA when you're away from the computer, turn to your RPR app. From any Property Details screen, choose Create Comps Analysis to launch an express, four-step wizard that will walk you through confirmation of the home's facts, selecting comps, and identifying price. The completion of step #4 will generate the Seller's Report.

Save properties for quick access later

Your activity is always in-sync between the RPR website and mobile app. Which means when you save a property using the website, you can see that same property in your saved items by way of the app. This makes it a snap to recall key properties quickly. Try it for yourself.

Tap in list view for shortcuts

Next time you're in the RPR app and see a list of properties, try tapping the button in the right corner of any property to reveal

shortcuts for saving the property, calling the listing agent, adding notes, and creating reports.

Zoom to parcel level when canvassing a neighborhood

The RPR app can display every home in the neighborhood on a map. Press Locate Me at the top of the app, then pinch and zoom the map to street level and press Redo Search in this Area. Pins over the properties should now appear. Each pin displays the Realtor Valuation Model® (RVM®). Press a pin to reveal home and owner information.

Send report by text message

Many consumers prefer communication by text message when appropriate. For agents, the benefit is clear; text messages are simple and have very high open rates. Next time you create an RPR report, use the app's Share button to text a digital copy of the RPR report to your client. The link will be active for 30 days.

Buyer Tour Report for mobile

RPR's Buyer Tour Report, found in the RPR app, will make an agent's life a little easier and give buyers a supersized impression of his/her REALTOR'S® skill set. Simple in nature but comprehensive all the same, the new report enables agents to select properties, determine the order with which to tour them, and then the ability to create a colorful, client-friendly report to share with buyers.

3D Touch shortcuts

Next time you are standing outside a property you're about to search, press and hold the RPR app icon to display a shortcut with buttons to This Property, My Listings, Recent Reports, Saved Searches and Share. Then choose This Property. This is an example of RPR's new 3D Touch functionality available on qualified OS versions (iOS10 and above [Phone 6s and newer] and Android 7.1 and above).

Advanced search

Need to dig a little deeper on a particular property? Swipe the RPR app's home screen and the Search screen will appear. Press Advanced Search to access recent searches, saved searches, and advanced search types such as by APN, owner name, schools, or even your own listings.

Full screen photos

If photos displayed on the app's Property Details page aren't large enough for your comfort level, try holding your phone in landscape mode. That will make the photo go fullscreen. Then simply rotate back and the property record appears again.

For more information follow this link to [RPR Blog](#), log-in may be required.

THE ECONOMIC IMPACT OF A TYPICAL HOME SALE

in Ohio

The real estate industry accounted for \$96,807 million or 15.0% of the gross state product in 2017.

TOTAL ECONOMIC IMPACT

\$50,360

Income generated from
real estate industries



+

Expenditures related
to home purchase



+

Multiplier of housing
related expenditures



+

New home construction



Real Estate Industries: We assume that commissions, fees and moving expenses, or income to real estate industries, associated directly with the purchase are about 9% of the median home price.

Expenditures related to home purchase: Furniture and remodeling expenses are about \$4,142 based on the NAHB figure.

<http://www.nahbclassic.org/generic.aspx?sectionID=734&genericContentID=257993&channelID=311&ga=2.174727074.1093549992.1499375907-912917446.1499375907>

Multiplier effect: The multiplier effect accounts for the fact that income earned in other sectors of the economy as a result of a home sale is then re-circulated into the economy.

New construction: Additional home sales induce added home production. Typically, one new home is constructed for every six existing home sales. Thus, for every existing home sale, 1/6 of a new home's value is added to the economy.

Sources: BEA, U.S. Census, NAHB, Macroeconomic Advisers, NAR



Hondros and Continuing Education

Each year Firelands Association of REALTORS awards one full scholarship to HONDROS College for individuals wanting to join the real estate industry. The "Firelands Association of REALTORS Career Package" real estate pre-licensing courses (classroom or online), textbooks and the Real Estate

Sales Review Crammer™ Course is awarded by the Scholarship Committee. You will find the scholarship application on the following pages. Once an application for scholarship is received by the Board Office it is then presented to the Scholarship Committee for approval.

HONDROS College is our preferred online Continuing Education provider. To find the link to Hondros Continuing Education go to [FAOR.com/ Education/ Hondros Online](http://FAOR.com/Education/HondrosOnline).

HONDROS College is also an Affiliate Member with a GOLD Membership status.

**HONDROS
COLLEGE**
Part of Hondros Education Group



2019 Scholarship Application

Scott Myers, 2019 President
David W. Freitag, RCE, CEO

Program Requirements & Details

- A letter of recommendation from your sponsoring broker **MUST** accompany this application
- Please submit a resume with this application
- **This scholarship will pay your class fees through Hondros College**
- You will receive notice of your approval or denial within 60 days
- ***Committee will award 1 scholarship each year***
- **Subject to availability of funds***

Date _____

Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

Email Address _____

County _____ Sponsoring Broker _____

Why are you pursuing a career in Real Estate? _____

Why should you be considered for this scholarship? _____

Upon receiving your license, will you be a ☐ PART TIME or ☐ FULL TIME Real Estate agent

Have you applied for or received any other scholarships ☐ YES ☐ NO

If so, please provide details _____

Are you presently enrolled in a school offering the required courses? ☐ YES ☐ NO

Name and Address of School _____

Please indicate your past accomplishments and give a brief five-year history:

Signature of scholarship applicant: _____

**Please mail or fax form to: Firelands Association of REALTORS®
Revised: February 27, 2014**

For FAOR Use Only

- ☐ Sponsor Letter Submitted | ☐ Resume Submitted | ☐ Photo Submitted | ☐ Video Submitted
- ☐ Submitted to Scholarship for review on _____ 20 _____
- ☐ Approved for Scholarship | ☐ Scholarship Denied

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

Coming Soon! The Newsletter will be available on FAOR.Com!

Check the website after the 8th of January 2019

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®:

New Office:

New MLS Office:

New MLS Salespersons:

Beth Kirton Rocket Homes Real Estate, LLC.—Cleveland, OH

New Affiliate:

JoAnna Gallagher Two Men and A Truck



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

Thank You!

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.

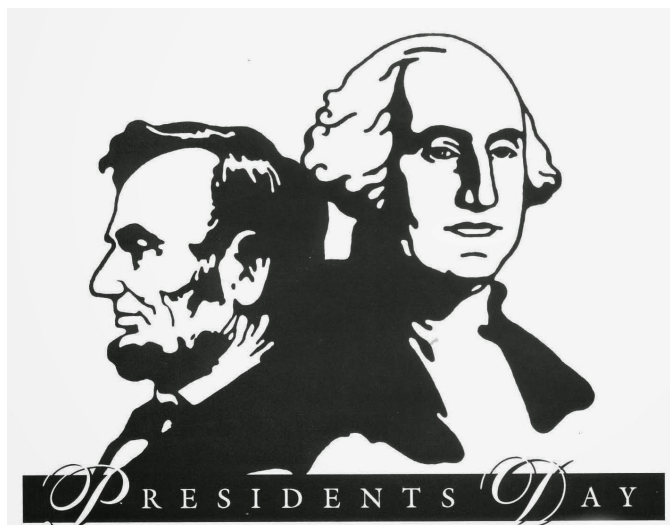
If you have changed your email address, have not received email from us in some time or just want to double check it, please contact the Board Office at 419-625.5787 or email your current e-mail address to connie@faor.com.



**FIRELANDS ASSOCIATION OF
REALTORS**

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**Board Office will be closed
February 18th**

