

March 2019

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REALTOR® Insight

Meet your Directors

Dave Amarante
Russell Real Estate Services
Port Clinton

Dave Amarante is serving his first term on the FAOR Board of Directors. He is the Managing Broker for Russell Real Estate Services in Port Clinton. Dave serves on the MLS Committee and Grievance Committee. He has earned Leading REMaestro Leadership, ePro and BPOR designations. Dave has also earned OAR Presidents Sales Club in the past.

Dave, his wife, Shae and their 9 year-old daughter Ava reside in Fremont, Ohio with their dog, Belle.

Dave became active in real estate full time in 2004, when he decided to switch careers and

stop the weekly trips to the airport and stop living out of a suitcase.

Most people don't know that Dave once played Offensive Line for the University of San Diego back in the late '70s.

Dave is highly involved in his community by serving on the Board of Trustees for the Sandusky County Chamber of Commerce and he is also the Past President of the Fremont Kiwanis.

When he is not working you will find Dave spending quality time with his family and friends. His weakness is for good food and you may catch him at his favorite restaurant, Nagoya.



Dave says "the benefits of membership in FAR is being associated with some of the best real estate professionals in the state."

We welcome Dave Amarante to his first term on the Board of Directors!

2019 Hondros Scholarship Awarded

The FAOR Scholarship Committee has awarded the 2019 Hondros Scholarship to Paula Lukac. She is being sponsored by Mike Myers Realty, Inc. and "comes with many refreshing attributes that will add to our association", states Scott Myers.

Paula was born and grew up in Buenos Aires, Argentina and move to NYC in 2001 to work as and Information Technology Vice President for the branch of an International bank. Soon after arriving she fell in love with her husband and Ohio. Paula now lives in Norwalk, Ohio with her husband, two teen boys and

their dogs. Her compass in life is a healthy life/work balance which leads her to adjust to the changing needs of her family. This has been a driving force to reinvent herself several times.

Paula brings with her knowledge of being a computer programmer, information Technology Auditor specialized in the Banking Industry and English-Spanish Professional Translator. Paula is "very grateful for the scholarship that is opening a new career path in her life". She is very devoted and ready to begin her career as a REALTOR®!

"Paula is an extremely qualified candidate and would help an under-

served segment of the public. The Spanish speaking community continues to grow in our area, with many of these people having limited or no English speaking ability. Realtors should be providing translation services when needed to effectively communicate with their clients. Paula is a native Spanish speaker, and also has a Master's degree in translation. This is a great opportunity for the Association to invest in a candidate that can have a major impact in serving this under-served segment of our market," Said Scott Myers of Mike Myers Realty, Inc.



Schedule of Events:

March

- 3/13 Reverse Raffle / Chili Cook-off, Board Office, 5:30pm
- 3/20 New Member Orientation, Board Office, 1:00pm
- 3/21 FAOR Board of Directors Meeting, Board Office, 9:30am
- 3/21 General Membership Meeting, Board Office, 11:30am
- 3/29 AE Institute, Austin, Texas

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

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	Good Friday, Board Office Closed
29	Spring Legislative Conference, Columbus, OH

May

13	Mid-Year Legislative Meetings & Expo, Washington, DC
23	FAOR Board of Directors Meeting, Board Office, 9:30am
27	Memorial Day, Board Office Closed

MARK YOUR CALENDARS!



REVERSE RAFFLE / CHILI COOK-OFF

MARCH 13TH @ 5:30 PM, BOARD OFFICE

EVENT TICKETS \$10 EACH @ THE DOOR
COME JUDGE THE CHILI CHEFS & TEST YOU LUCK AT OUR
OTHER GAMES OF CHANCE

(419) 625-5787 OR EMAIL LESLIE@FAOR.COM

Firelands Association of REALTORS®
GENERAL MEMBERSHIP
MEETING

Firelands Association of REALTORS® Hall

2710 Campbell Street | Sandusky, OH 44870

Thursday, March 21, 2019

Lunch begins at 11:45 am

\$10.00 per person

Meeting will begin at 12:00 pm

Featured Speaker: Eric P. Cherry, RS, REHS

Director of Environmental Public Health | Environmental Health Division

Huron County Public Health | 180 Milan Avenue | Norwalk, OH 44857

Interested in the **New** Huron County Septic Regulations?
Join us for this informative General Membership meeting
and get your questions answered.

*No other meetings are scheduled for the Huron County
Septic Regulations.*

Please have reservations in by March 14, 2019

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



Facebook is a great marketing tool, if you use it wisely.



Senior editor
Graham Wood is senior editor for REALTOR® Magazine. He can be reached at gwood@realtors.org.

10 Facebook Dos and Don'ts

By: Graham Wood

Facebook is a powerful way to stay in touch with your past clients, friends, and sphere. It's also a great way to show your network the multifaceted you. But Facebook is for friendship and sharing, not for selling, so be a personality, not a salesperson, when you post or update your status.

Dos

- Do share personal tidbits about your life. Let people know you have interests outside of real estate. But not even your mother wants to know what you ate for breakfast—unless it was something really memorable.
- Do visit the pages of your clients and friends, and “like” their posts. Then

follow up with a phone call or note that shows you actually care.

- Do be genuine. Post items that you are truly passionate about.
- Do make your personal profile somewhat public. Your personal profile will come up higher in online search results than your business page. Set at least half of your items to “public” through the privacy controls so potential clients can actually learn a little about you.
- Do group your friends into lists. A “Local Folks” list can receive your invitations to local events. A “Clients” list enables you to check in with them easily.

Don'ts

- Don't post virtual tours on your personal profile. Just don't.
- Don't auto-post from a third party. Your page will look like it's run by a robot.
- Don't self-promote. It's as much of a turnoff on Facebook as it is in person.
- Don't post negative comments about people. It tells others that you might talk about them that way.
- Don't forget to log in daily. To be successful, consistency is key.

Sources: Leigh Brown, ABR, CRS, RE/MAX Executive Realty, Concord, N.C.; Raj Qsar, The Boutique Real Estate Group, Brea, Calif.; Maura Neill, CRS, RE/MAX Around Atlanta Realty, Alpharetta, Ga.

Safety Tips 101— March

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 Take two seconds when you arrive at your destination to check out potential dangers:

- Is there any questionable activity in the area?
- Are you parked in a well-lit, visible location?
- Can you be blocked in the driveway by another vehicle?

Tip #2 Be Careful with Keys:

Don't hand out house keys to friends, even if they are trust-

worthy. Know the location of all your house keys all the time. Never use hide-a-keys or leave the key under the doormat, about the door, in a flowerpot, or anywhere outside the house. You may think you're being clever, but experienced thieves know all the tricks. Also, keep your car keys and house keys on a different ring if you ever use valet parking or leave your keys with parking lot attendants or even at a repair garage.

Tip #3 Long-Term Thinking: If you think it may be some time before a property sells (and you may, therefore, be showing it often), get acquainted with a few of the immediate neighbors. You will feel better knowing they know your vehicle, and they will feel better about the stranger (you) who frequently visits their neighborhood.

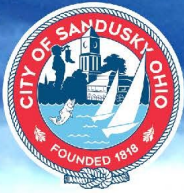
Tip #4 Take two seconds to pause and look around as you enter your destination:

- Does anything seem out of place?
- Is anyone present who shouldn't be there or who isn't expected?

Tip #5 Plan ahead with escape routes: Upon entering an open house property for the first time, check each room and determine at least two “escape” routes. Make sure all deadbolt locks are unlocked for easy access to the outside.

Tip #6 You are not alone: If you encounter an individual while working late or alone in your office, indicate to that person that you are not alone. Say something like, “Let me check with my supervisor to see whether she/he is able to





Live Sandusky: Realtor Discussion

Please join the City of Sandusky for a discussion on the benefits of living in Sandusky. After each mini session a Q&A will be allotted. A continental breakfast will be provided.

Agenda:

- **The Big Picture**
Eric Wobser, City Manager
- **City Services**
John Orzech, Chief of Police
- **City Incentives & Benefits**
Debi Eversole, Housing Specialist
Matt Lasko, Chief Development Officer

Location:

Erie County Community Foundation
135 E. Washington Row
Sandusky, OH 44870

**Please park in the Erie County Parking
Garage located at the corner of Columbus
Avenue and Market Street.*

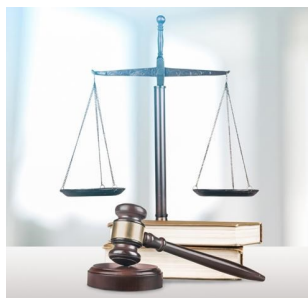
When:

Thursday, March 14, 2019
9:00 am - 10:30 am

RSVP:

McKenzie Spriggs
419.627.5929
mspriggs@ci.sandusky.oh.us





Federal court finds Bowling Green housing ordinance to be unconstitutional

February 5, 2019

By Peg Ritenour, Ohio REALTORS Vice President of Legal Services

In a case supported by Ohio REALTORS, a federal court has found a Bowling Green zoning ordinance that limits the number of unrelated persons who can legally reside in a single-family home to violate the Ohio Constitution.

The ordinance in question made it illegal for more than three unrelated adults to live in a single-family home regardless of the number of bedrooms or available parking. Family is defined in the law as including "an individual or married couple and natural or adopted children, ... foster children ... and other person directly related to the individual or married couple by blood or marriage."

A violation of the ordinance could result in fines of \$500/day and could constitute a second-degree misdemeanor.

The ordinance was challenged in the U.S. District Court for the Northern District by 23 Bowling Green landlords and three student tenants threatened with eviction. The plaintiffs alleged that the ordinance was unconstitutionally vague and arbitrary, unduly oppressive, and did not apply equally to all similarly situated homes. For these reasons, the plaintiffs argued that the ordinance violated their equal protection and due process rights under the Ohio Constitution.

The plaintiffs were represented in this action by Maurice Thompson, counsel for the 1851 Center for Constitutional Law – the same organization

that initiated the successful constitutional challenges in federal court to point of sale inspection ordinances in Oakwood and Bedford Heights and a rental inspection ordinance in Portsmouth.

The court issued its decision striking down the Bowling Green ordinance on Feb 1.

In ruling in favor of the plaintiffs, federal Judge James Knepp rejected the City's argument that the ordinance was based on a legitimate public interest to control density. As Judge Knepp stated, "[T]he dwelling limit prohibits living arrangements that have no greater impact on population density than those of a family. A house with four unrelated roommates creates no more population density than one with four related roommates. Rather than regulating based on space, the dwelling limit operates based on relationships."

As a result, Judge Knepp found that "the limit is arbitrary, unduly oppressive, fails to substantially advance the avowed government interests of reducing population density or targeting specific issues with college-aged inhabitants, and treats similarly-situated homeowners and tenants differently without any justifiable basis. Consequently, the Court finds the dwelling limit is unconstitutional, as applied, and therefore unenforceable."

In arriving at its decision, the Court agreed with the argument made in Ohio REALTORS "friend of the court" brief that if the city is concerned about noise, property maintenance, parking and traffic congestion, those issues can be dealt with by zoning ordinances that address specific concerns, rather than by ordi-

nances that generalize about the characteristics of unrelated households.

Judge Knepp's opinion is a victory for property owners in Ohio and reinforces the strength of private property rights afforded to Ohio's citizens under its Constitution. Judge Knepp relied on prior cases that established that the Ohio Constitution establishes private property rights as "fundamental rights to be strongly protected" and which have also held that "homeowners have a constitutionally protected property interest in running their residential leasing businesses free from unreasonable and arbitrary interference from the government."

Ohio REALTORS participated in this case via its Legal Action Program, which is available to support cases that involves issues of significance to a substantial portion of the membership and promote or defend the rights of members, the public or others concerned with the protection of private property rights. This program is administered by the Ohio REALTORS Legal Action Committee.

[CLICK HERE](#) to read a copy of the decision in *Grant Yoder, et al. v. City of Bowling Green*.

Legal articles provided in the Ohio REALTORS Buzz are intended to provide broad, general information about the law and is not intended to be legal advice. Before applying this information to a specific legal problem, readers are urged to seek advice from an attorney.

Coaching Corner: Creativity in our everyday world

February 8, 2019

By "Coach" Marilou Butcher Roth

Are you one of those people who consider creativity to be connected to playing a musical instrument, or having artistic abilities? Yes? I felt that way for most of my life, looking to the musicians and artists, etc. as the "creative ones." Here is the reality – each of us has the ability to be creative...and...each of us benefit greatly when we tap into our individual creativity and bring it into our daily existence.

Let's look at some examples that may open some possibilities for you. One of my dear friends who lives in Idaho finds her creative self when she gardens. The product of her

creativity is a haven for us to visit – beautiful and calming.

Another friend enjoys needlework, both for relaxation and also for what she brings forth. Another expresses her creativity through her cooking, creating new dishes that support her vegan lifestyle.

One of my own recent creative ventures is cake baking. Now, this activity is reserved for birthdays and other special occasions, when I can delight in spotlighting the holiday with the cake decorations. It is definitely not one that would serve me well to do on a regular basis!

There doesn't have to be any

one activity that you go to. In fact, I find it more fun to find new ways to be creative. For example, when we have a dinner party, I love to set the table with items geared to the time of year or the occasion.

Finding new pathways to creativity will open different parts of your brain, as well as bring more fun into your life. This week, seek out ways to express your own creativity and make a commitment to some sort of creative expression each day. Just 10 minutes will do the trick!

Enjoy!



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@mbg-group.com



That's Who We R

February 26, 2019

The National Association of REALTORS recently launched a powerful, consumer-focused campaign to showcase the value of a REALTOR who abides by the Code of Ethics.

The campaign, '[That's Who We R](#)', aims to reinforce the value of REALTORS as advocates for property owners, engaged community members and trusted advisors with in-depth knowledge of the industry.

"Our story is a century in the making as we began to set



NAR members apart from the rest by establishing a Code of Ethics in 1913. This code is as relevant now as it was one hundred years ago; it's our pledge of honesty, integrity,

professionalism and community service as a true partner for buying or selling a home, or property," said John Smaby, 2019 President, NAR. "'That's Who We R' reinforces that partnering with a Realtor, delivers the peace of mind that can only come from working with a real person who is committed to their clients' futures and neighborhoods just as much as they are."

[CLICK HERE](#) for more details on the new campaign.



Log in to NAR may be required to follow links.

Ohio's January Housing Report: Tight inventory levels, rising list prices & fewer days on the market

February 7, 2019

The latest snapshot of the Ohio housing marketplace shows rising list prices and a faster pace of sales compared to January 2018. While most markets across the Buckeye State continue to face the challenge of persistent low inventory levels, there are select areas showing increases

Nationally, the headline from [realtor.com's January 2019 Housing Report](#), which tracks inventory of for-sale single-family homes and condo, median list prices, and days on the market for cities across the nation, reveals shifting market trends. Specifically:

- The January U.S. median listing price was \$289,300, up 7 percent year-over-year

- Nationally, homes sold in 87 days in January, two days faster than last year

National inventory grew 6 percent year-over-year, while inventory in large markets increased 12 percent

Only six months following the most competitive home buying season of all time, January data shows the U.S. housing market is off to a slower start in 2019. Although home prices are increasing, 15 percent of U.S. listings had price cuts in January, and declines in days on market have significantly decelerated since last year.

The U.S. housing market is off to a slower start this year in many markets, compared to the rapid acceleration we saw last January. Although

the market is slowing, it's important to remember that we're coming off of four straight years of inventory declines that pushed the market to a record low availability of homes for sale. The real metric to keep an eye on is entry-level homes, which are the key to getting today's market back in balance. These homes are still in short-supply.

"While Ohio has been similarly challenged by low levels of homes listed for sale for an extended period, it appears that we are seeing signs of improvement in a number of markets," notes Ohio REALTORS President Anjanette Frye. "We remain hopeful that we'll continue to see an uptick in inventory levels to meet the ongoing demand as we approach the traditional spring home buying season."



Ohio Housing Report -- January 2019-January 2018



Ohio Marketplace	Median List Price	Days on the Market	Active Listings
Akron	\$150K / 9%	75 / -4%	2K / -12%
Ashtabula	\$120K / 15%	106 / -6%	387 / -5%
Canton-Massillon	\$140K / 8%	64 / -5%	1K / -1%
Chillicothe	\$138K / -6%	76 / -11%	284 / 8%
Cincinnati (OH-KY-IN)	\$231K / 6%	73 / -9%	5.8K / 2%
Cleveland-Elyria	\$170K / 6%	82 / -9%	7K / -1%
Columbus	\$230K / 4%	69 / 0%	5.4K / 6%
Dayton	\$143K / 15%	75 / -1%	2.3K / -21%
Findlay	\$179K / 6%	78 / -9%	261 / -3%
Lima	\$123K / 30%	83 / -17%	330 / -18%
Mansfield	\$115K / 5%	74 / -5%	278 / -11%
Marietta	\$151K / 1%	90 / -15%	161 / 5
New Philadelphia-Dover	\$130K / 0%	80 / -8%	199 / -17%
Portsmouth	\$103K / -6%	111 / 2%	312 / -1%
Salem	\$123K / 23%	105 / 8%	326 / -14%
Sandusky	\$189K / 11%	100 / -7%	506 / -5%
Springfield	\$109K / 1%	87 / 0%	485 / -24%
Steubenville-Weirton, WV	\$94K / 5%	101 / -6%	365 / -14%
Toledo	\$135K / 13%	80 / -2%	1.9K / -7%
Wooster	\$173 / 10%	82 / 5%	235 / 6%
Youngstown-Warren-Boardman	\$119K / 10%	101 / -6%	2K / -7%
Zanesville	\$160K / 2%	94 / -17%	374 / 12%
U.S. Average	\$289K / 7%	87 / -2%	1.3M / 6%

Legally speaking: Is my Facebook page considered advertising?

March 23, 2015

By Peg Ritenour, OAR Vice President of Legal Services/Administration

Q: I recently listed a property and posted it on my business Facebook page. I included my brokerage name as required by Ohio license law. However, another agent has put information about my listing on her Facebook page, without my name or my broker's name, so it looks like it's her listing. Is this ok? Are Facebook and other social media sites considered advertising?

A: Social media sites such as Facebook, twitter, and LinkedIn are considered advertising if a licensee uses these sites to:

1. Promote their services as a licensee, or
2. Make known to the public properties that are for sale or lease.

Therefore, if a licensee posts information about available property on social media sites it will be considered advertising and the advertising requirements contained in Ohio license law apply. One of these requirements is that the ad must include the brokerage name. From

your question it appears that when you posted your new listing on your Facebook page you included your name and that of your brokerage, so you were in compliance with this obligation.



As to the other agent who posted information on her Facebook page about your listing, this would be considered advertising as well. Ohio's license law includes a rule that specifically addresses a licensee advertising a property that he/she does not have listed. Under this rule in order for a licensee to do this, the following two requirements must be met:

1. The licensee must obtain the written permission of the owner (in a FSBO situation) or the owner's authorized agent (the listing agent or broker); and

2. If consent is given by the listing agent or broker, the listing broker's name must be included in the ad in at least the same size font that is used to describe the property.

Therefore, the other agent who posted information on her Facebook page needed your permission before doing so and if you consented, also needed to include your brokerage name in the posting in a font size at least equal to that used to describe the property. The rationale behind this rule is to make sure that the public is not misled to believe that the licensee has the property listed when he/she does not.

For more information on advertising on your website and social media, [watch this short video that appeared previously at the OAR Daily Buzz.](#)

Log in to OhioRealtors may be required to follow link.



NEWS



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®:

James McLaughlin Century 21 Wilcox & Associates

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
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Happy St. Patrick's Day!

