REALTOR® Insight

April 2019

Firelands Association of Realtors
FirelandsMLS.com • FAOR.com

Inside this issue:

Chili Cook-off/Reverse Raffle

Hats off to everyone for another successful Chili Cook-off and Reverse Raffle for our Charitable Foundation. With your help we raised over $10,000!

To keep the taste buds from a delicious overload we kept it to the first 8 Chili Cooks. This year's cooks were:

- *Our reigning champ!* Kamen Lucas, Russell Real Estate
- Jim Nabors, Civista Bank
- Jaime Polter, Polter Realty
- Ronda Gearheart, C21 Wilcox & Associates
- Kim Kincer, 1st Federal Bank of Ohio—Sandusky
- Inspection Tech, Thomas Dunlap & Aaron Westerburg
- Alisha Poorman, Howard Hanna-Fremont
- Erie Inspections—Todd & Julie Radloff

The Winners are—Coming back to claim her title as Top Chili Chef, Karmen Lucas of Russell Real Estate Services took **First** place winning the Grand Prize of $100, a Chili Pot Trophy and the prestigious Chili Apron, Alisha Poorman with Howard Hanna in Fremont took the **second** place win of $50 and a trophy and Ronda Gearheart of Century 21 Wilcox & Associates took home the **third** place trophy and $25.

We quickly sold all of our $100 Reverse Raffle tickets this year! Way to show your support! Drawings for winners began with the very 1st ticket pull being $100 winner going to Don Leto! Followed by $100 winners for every 10th ticket pulled : Tim Ott, Sean Pugh, Loretta Riddle, Claude Denslow, Betsy Schaechterle, Marcy Manion, Barb Schlette, Carrie Jo Wahl, Frank Corder, and Joanne Berardi. Beginning with the 96th ticket pulled the odds got even better with a $200 winner going to Tri Pro Realty. The 97th ticket pull was Rick Jeffery taking home $300. When it got down to the last 3 tickets to be pulled the last ticket holders decided to split the $3400 amongst themselves, Steve Mack, Jim Nabors and DJ Swearingen.

We had so many people wanting to get in on the Reverse Raffle action, that this year we had a "$20 Side Board Reverse Raffle" with the last 3 ticket holders (Mary Ann Gecsi, Connie Knerr & Leslie Bixby) splitting the top prize money.

Mary Boldman and Jamie Ritchie were our Walking Card game ladies and Margaret Lenthe of Howard Hanna-Port Clinton donated a wonderful Margarita Gift basket.

A Great **BIG** Thank You to our Sponsors for this event! They are:

- American Eagle Mortgage
- Assured Title
- Berkshire Hathaway Home Services—Stadtmiller Realty

- Bolte Real Estate
- Century 21 Wilcox & Associates
- Citizens Bank
- Civista Bank
- Clemons Boats
- Croghan Colonial Bank
- Erie Inspection Service
- Fairway Independent Mortgage-Amherst
- Fidelity National Title
- First American Home Warranty
- First American Title
- First Federal Bank of Ohio
- First Federal Savings of Lorain
- Generations Realty
- Howard Hanna– Norwalk (Norma Schaechterle & Tina Kisner)
- Inspection Tech
- Mathews Ford
- Old Republic Home Protection
- RE/MAX Quality Realty—Linda Armstrong & the "A" Team
- Russell Real Estate Services— Port Clinton
- Southern Title of Ohio
- Vacationland Federal Credit Union
- WHP Attorneys at Law
- Wendt Key Team Realty

Firelands Associaton of REALTORS appreciates your continued support of our programs and special events.

Schedule of Events:

April

- **4/17 MLS Broker Committee Meeting, 10am, Board Office**
- **4/18 Board of Directors Meeting, 9:30am, Board Office**
- **4/18 Brokers Meeting, 11:00am, Board Office**
- **4/19 *Good Friday, Board Office Closed***
- **4/23 Huron Co. Septic Meetings**
- **4/29 Spring Legislative Conference, Columbus, OH**

Up Coming Events

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

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

Huron County Public Health

Q & A Sessions

NEW! Huron County Septic Regulations

What does this mean for your business?

1) Understand the New Regulations
2) Know your Role
3) How to talk to clients about the new rules.

Eric Cherry, RS, REHS Director of Environmental Public Health and colleagues will be on hand to discuss the New Septic Regulations and answer your questions.

Where?
Huron County Admin Building, **Meeting Room A**
180 Milan Avenue
Norwalk, OH 44857

When?
Tuesday, April 23rd
9:00 am
1:00 pm
5:00 pm

RSVP to Leslie@faor.com or call (419)625-5787

Firelands Association of REALTORS®
General Membership Meeting

Anjulina's Banquet Hall

2270 Hayes Ave

Fremont, OH 43420

Thursday, June 20, 2019

More Information to come!

Please have reservations in by June 11, 2019

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

Mark your Calendars!

CE at

Put-in-Bay Resort & Conference Center

July 10th & 11th

More Information to Come!

START PUTTING YOUR TEAM TOGETHER!

BOB STRAYER MEMORIAL CLASSIC

AUGUST 6TH

More information to Follow!

RPAC Cruise

August 21st

More information to come!

Safety Tips 101— April

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 Best Practices for model home showings: When a person comes through the office to view a model home, have them complete a guest register that includes their full name, address, phone number, email, and vehicle information.

Tip#2 Public transportation should be for the public…not from the public: If you plan on using public transportation, whether it's form a convention or to an open house, make sure that you are riding in a registered taxi (before entry) . Be aware that people may be soliciting rides using their own vehicles. Ask yourself some questions before entering.

1. can you definitively indicate that the vehicle you are about to enter is a registered form of public transportation? (Look for signs, symbols, or a phone number on the car to confirm it validity)
2. If in doubt, stay out!

Tip #3 Keep it light: Show properties before dark. If you are going to be working after hours, advise your associate or first-line supervisor of your schedule . If you must show a property after dark, turn on all lights as you go through, and don't lower any shades, draw curtains or blinds.

Tip #4 Got Cell phone service, everywhere?: When you're showing commercial property, thick walls and/or remote locations may interfere with mobile phone reception. Check in advance to be sure your phone is serviceable in the area in which you are showing the property.

Designation Class coming!

ABR

Accredited Buyers Representative

Who is it for?

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

Presented by Knowledge Sponge
With Alec Hagerty

Mark your Calendars for

June 5th & 6th

For this 2 day Designation Course

More information coming soon!

Special Early Bird Pricing

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

Regular Price $199.00

Registration to be paid in advance—non-refundable

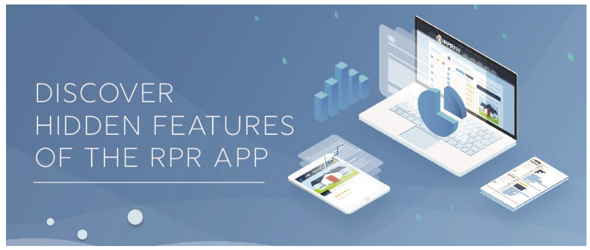
10 Remarkable Features of the RPR App That Will Increase Your Productivity

Incorporating RPR usage into your daily business activities will help you better serve your clients and close more deals. However, even every day users of RPR may not be aware of all the shortcuts and hidden features that lie within this essential real estate data app. Implement these ten time-saving tips and watch your productivity go through the roof!

1) Choose your favorite home screen as the default
If you have a favorite section of the RPR app home screen, make it your default view. Choose between Search, Nearby Properties or Local Market Trends. When you come to the view you would like to be default, press on the Home icon in the top right corner of the screen for 3 seconds. Once the icon turns orange, your settings are saved.

2) Set your ideal "Nearby" location
By default, the RPR app will display "nearby" for property data in a half-mile radius. This setting can be updated to fit your needs. Press the sprocket in the top left corner, then tap User Settings. From there, use the first slider titled, however you have the option in settings to adjust that up to a 10-mile radius.

3) Swipe images in List View
Save time by previewing property photos right from the search results. Thanks to a recent update, the photos in List View of your search result can be swiped like a photo carousel.



4)Build a CMA on the go
When you're away from the computer and the need arises for a CMA, 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

5) 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.

6) Switch between Residential and Commercial versions of the RPR mobile app
Users can toggle between Residential and Commercial on the login screen or in the Settings screen. Tap the wheel shaped icon in the header to access the Settings screen.

7) Show parcel overlay when canvassing a neighborhood
There are many reasons you may need to see each home in a neighborhood, such as when you're walking your farm area. To do so, tap the Map Options icon in the lower left corner of the map, and then tap Parcels.

8) Share reports by text message
How do you share the reports you create? Many will print or email their report, but did you know RPR reports can be sent by text message? After you generate your report on mobile, tap the Share icon to access sharing options. Then choose "text message."

9) Buyer Tour Report
The process of creating an RPR Buyer Tour Report is comprised of five steps, which begin with a tap on the Reports button located on the lower left side of the app's homescreen.

10) 3D Touch Shortcuts
3D Touch shortcuts allow users to quickly access saved searches, recent reports, inventory and "This Property," by simply pressing firmly on the RPR app icon. The latest enhancement to 3D Touch expands "This Property" search functionality to include off-market properties, helping users avoid having to do a manual search. (Note: Touch functionality is available only on iOS 10 and above (iPhone 6s and newer) and Android 7.1 and above.)

Log on to RPR for more Tips and Training.

Coaching Corner: Does it Spark Joy?

April 5, 2019

Currently, I am reading the book “the life-changing magic of tidying up” (yes, all lower case) by Marie Kondo, offering a very interesting system for clearing and organizing. The system takes you through a series of tasks such as going through your clothes, books, papers, etc. to determine one very important feeling -- if each item “sparks joy” for you. I am well into the process and am delighted with the results.

The idea of sparking joy is really what is intriguing -- in all areas of your life. Think about activities that you participate in throughout your day, and imagine that you are asking yourself if these items spark joy for you. What? Joy? Dare you even venture into the land of happiness when thinking about your career for example? YES! Do it!

As you go through your day, check in with yourself to ask if the task at hand actually sparks joy for you -- or are you on autopilot? Tuning in to notice and get curious about each task will assist you in identifying if this is an action that needs to continue. If it doesn’t spark the joy you would like, and you have determined that it still requires tending to, explore your options. Are you the only one that can complete this? If so, is there a way to create more pleasure with doing it?

Always be on the lookout for ways to bring more joy into your life! Having the awareness and finding those ways will change your outlook and your environment! 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@mbr-group.com

Division form now available to register nicknames, initials and maiden names

March 25, 2019

By Peg Ritenour, Ohio REALTORS Vice President of Legal Services

Do you use Mike, Liz or J.R. to identify yourself in your advertising? If so, you are now required to register that name with the Ohio Division of Real Estate and Professional Licensing.

As was reported earlier this year, the Ohio Real Estate Commission adopted amendments to several administrative rules that became effective on Feb. 10. Among these was a rule that addresses the name licensees can use in advertising or any form of marketing, including social media.

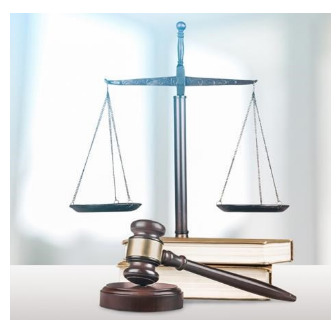
Under existing Ohio law, licensees are required to advertise in their name as it appears on their real estate license. This will generally be the licensee’s legal name. Previously, a Commission rule allowed licensees to use common nicknames, a middle name, or initials in their advertising. However, this rule has been amended to now only allow this if the licensee registers that nickname, middle name, etc., with the Division as a “preferred name."

This requirement to register a preferred name will include even common nicknames or derivatives such as Dave, Jim, Patty, Chris, Debbie, etc. It will also allow licensees to register initials (J.D., P.J.) or more unusual nicknames such as Buzz, Skip, Buffy, etc. In addition, a licensee who wishes to advertise in a maiden name can also register that name.

The form to register such names -- **Application for Preferred Name Registration** -- is now available. A $10 application fee is required. The Division has indicated that licensees will be given ample time to comply with this new registration process.

It should be noted that many years ago the Division did issue some licenses in a person’s nickname. If you are one of those licensees, it is not necessary for you to register that nickname because it is already your licensed name.

The bottom line is, if you want to use a name that is different than what is on your license, you have to register it. **CLICK HERE** to access the form.



Mastering Your Social Selling Approach

Six tips for those who have implemented the practice and want to further maximize their social seller strategies.

March 5, 2019 | by Adrian Fisher

Real estate professionals with active, robust social media strategies already know the value of social selling. This method can offer unobtrusive touch-points to prospects using social media as a method to check in. Social selling is becoming increasingly popular in the world of real estate as more millennials become serious buyers.

Agents ready to dive deeper into social selling should do a bit of research first. Social selling is not simply using social platforms to spam prospects. Instead, it's a sound approach to selling that relies on aligning your social media presence with the sales funnel.

As with any marketing campaign, it's essential to determine which platforms are most viable and which are worth ignoring. To do this, look at your buyers' profiles. Where does your target audience spend the most time online? Which social networking sites are the most popular?

After sufficient research, these six tips can help you master your social selling strategy.

1. Establish credible, value-driven social media profiles.

Social selling, like traditional selling, is all about providing value. Agents who want to make new connections on social channels should first build out their pages with value-driven content. When receiving a connection request, people want to be sure of two facts: that the profile can be valuable to them and that it isn't spam.

Social media profiles that have lots of posts—about relevant content, not spam—and many followers are more credible. If you're building up a new profile, be sure to post regularly, including daily posts on Facebook, Instagram, and LinkedIn, and at least twice daily on Twitter. At this point, you're aware of which social channels to post on and should be following best practices for each network.

When posting on these social networks, it should be top of the funnel content that tackles the target's pain points, such as trying to find a house in the right school district, and opportunities, such as selling a house in a seller's market. The posts about why clients should choose you to work with should wait. Prospects can then examine the profile, understand the value they could get from making the connection, and accept a request.

2. Monitor conversations and know when to jump in.

Part of social selling is diving into the conversation to showcase helpful industry expertise. An easy way to track conversations is through relevant hashtags. Agents should have a list of hashtags that they follow, most likely derived from keyword searches. They can monitor the conversation and comment when appropriate. For example, comment on an Instagram post with an interesting thought, such as a fun fact about the neighborhood. You can use hashtags such as your company's name or the neighborhood as well.

For agents using Twitter, try partaking in a Twitter chat, which is a public Twitter conversation around one set topic. There is a Twitter chat schedule to help find relevant conversations where agents can jump in and add insight or value.

3. Find additional conversions in each platform's groups.

Many social networks have groups or circles that are topic-specific and help users connect on an individual level. Groups dominate sites such as LinkedIn and Facebook, so agents building up a profile ought to join groups on these networks. There are many real estate groups on LinkedIn, and many are location-specific. Agents can join these groups, pose questions, and answer any inquiries others may have. Talking in these groups is another way to build credibility and find prospects to add to the social media sales funnel.

Agents can also build their own groups and attract prospects based on a topic. This is another method of building a following and gaining online authority.

4. After showing your value, connect with people.

Once you've started to garner credibility through your online presence, you can start reaching out to prospects. Since most agents use LinkedIn, they can use the advanced search function and put in their target market's demographics. Real estate professionals can also reach out to clients with tailored information that could be helpful to them. For example, they can provide facts about their neighborhood or, if the agent knows the prospects are buying or selling, tips for easing the process.

Much like traditional sales, cold calling can happen—but this time, it takes place on social media. But when reaching out on social media, your message has to be relevant and useful for the prospect. No one likes spam, online or offline.

Continued from page 8: Mastering your social selling Approach

5. Try targeted ads.

Implementing ads on social media can allow agents to get highly specific results in their criteria. Facebook, Twitter, LinkedIn, and Instagram all have ad platforms to help anyone get in front of their ideal customer. Ads are another way to build out a following and can really help agents just getting up to speed on social media. Agents can set ads to gain more followers, gain more views on a specific post, or get clicks to their website. Success with ads relies heavily on accurate targeting, so agents should review best practices for using ads on each network.

6. Track results and replicate the positive efforts.

The most crucial part of social selling is tracking your efforts and replicating those that yielded substantial results. Not every tactic will work, so keep track of which are successful and which should be tossed. Furthermore, you need to log your interactions on the social networks you're using. You could add a comment onto a prospect's post but forget about it later. This is why it's vital to track your social moves.

There are several software platforms and CRMs designed to help take your virtual selling game to the next level—REALTOR Benefits® program partners Adwerx (digital marketing) and Back At You Media (social media marketing) offer their own services and special offers for NAR members. Another option is PropertySimple, which has its own easy-to-use social CRM.

Though there are many ways to use social selling, it's really all about building credibility and nurturing prospects through social media. No matter the target market, almost everyone uses some amount of social media channels. Now, it's up to real estate practitioners to become fluent in those networks. Engaging in follow-ups, tracking your efforts, and duplicating successful methods are key to helping your client base flourish.

Adrian Fisher is the founder and CEO of PropertySimple, a real estate technology software that allows agents to build their personal brand online.

Showing Complaints

Before You Leave the Home …

Are the lights off? Are all doors locked? Draperies or blinds put back to their original position? Conduct a quick walk trough prior to leaving to make sure everything is in the same order as you discovered it when you arrived. When you're finished, it's a good idea to leave your business card with the date and time of the showing. Including two additional words—"Thank You!"—on the back of the card as a friendly gesture to the sellers and listing agent. On your way out, double check the door to make sure it's locked!

Keep your clients together and in front of you. Do not allow them to go through the property unsupervised. Treat the showing & clients as if it were your home.

If you had an appointment scheduled and you are unable to do the showing, Please notify the listing agent and let them know. Alot of time homeowners will leave their property when the showing is scheuled. Letting them know in a timely manner that the showing has been cancelled is simple courtesy.

N
E
W
S

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!

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 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 to 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:

Next Level Realty, LLC—Clyde, OH — Charles Williams

New MLS Office:

Legacy Group Realty, LLC.—Canton, OH — Richard Cosgrove

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.

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.

Executive Officer/Publisher

David Freitag, CEO
E-mail: David@faor.com

MLS Director/Web Admin.

Connie Knerr
E-mail: Connie@faor.com

Admin. Assistant/ Newsletter

Leslie Bixby
E-mail: Leslie@faor.com

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.

REALTOR® Insight

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

Thank You!

Firelands Association of Realtors
FirelandsMLS.com • FAOR.com

FIRELANDS ASSOCIATION OF REALTORS

2710 Campbell Street
Sandusky, Ohio 44870

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

FAOR.COM

Board Office is Closed

Good Friday

April 19th

WE ARE REALTORS®