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LORI RHYNARD—ASSOCIATION EXECUTIVE

HOLLY BAXTER—ADMINISTRATIVE ASSISTANT

Relay For Life

Isabella County June 13th at 12:00pm

Gratiot County August 7th at 2:00pm

The Publicity and Public Relations Committee and the Board of Directors have joined together in support of the American Cancer Society. CMAR will be participating in the 2015 Relay for Life in both Isabella and Gratiot Counties. We are looking for Member Volunteers to join our team and raise \$100 each. We would love to see a good representation of our offices. To sign up as a team member, or to simply donate toward our goal (\$1000 in each county), visit our website at cmiar.com/events.htm and follow the link for the appropriate county.

Special GMM

June 2nd at 9:00am

Please mark your calendar for a special GMM scheduled for Tuesday, June 2nd, 9am at the Mt Pleasant City Hall (Borden) building. Kim Pontius, General Manager of NGLR MLS will be our guest speaker. This will be very informative!

CENTRAL MICHIGAN ASSOCIATION OF REALTORS®

NEWSLETTER

SOLD
REAL ESTATE

VOLUME 7, ISSUE 6

June 2015

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JUNE CALENDAR

1st		
Publicity & Public Relations Committee	9:00am	
2nd		
Special GMM	9:00am	
4th		
Finance Committee	1:00pm	
5th		
Summer Events Special Committee	8:30am	
9th		
Board of Directors Meeting	8:30am	
10th		
Bylaws Committee	1:00pm	
13th		
Isabella County Relay For Life	12:00pm	
24th		
Building Committee	1:00pm	

JULY CALENDAR

6th		
Publicity & Public Relations Committee	9:00am	
8th		
Bylaws Committee	1:00pm	
14th		
Board of Directors Meeting	8:30am	
21st		
Education/Program Committee	9:00am	

Find Calendar of events and meetings anytime at:
http://www.cmiar.com/CMAR_Calendar_2014.html

MONTH SALES COMPARISONS

	May 2014	May 2015
Units Sold	73	89
Average Sale	\$100,088	\$111,832
Total	\$7,306,480	\$9,953,068

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DIRECTOR'S CORNER

The 2014-15 Board of Directors has been busy! Following is a synopsis of completed items along with some issues in progress:

- Hired Lori Rhynard as Association Executive
- Requested the MLS advisory committee to complete a cost comparison of pre and post NGLRMLS income based on 170 local members and a 17% ownership interest in NGLRMLS.
- Adopted a revised and updated Financial Policy and Procedures.
- Completed the January Broker audit of licensees (now required by NAR to be completed twice a year beginning in 2015).
- Brokers who were found to be out of compliance were required to become compliant.
- Adopted a revised and more thorough audit form to be used beginning June, 2015.
- Instituted a series of fines and sanctions for incomplete or inaccurate audit forms as submitted.
- Met on a Saturday and devised a current Strategic Plan which would meet the new 'Core Standards' as required by NAR.
- Applied for, and received, a grant from the NAR for costs involved in the development of the Strategic Plan.
- Instituted a "motion tracking" form to assure that passed motions are implemented.
- Appointed a new representative from CMAR to NGLRMLS.
- Reduced payments past due (Accounts Receivable) from \$6,456 (10/14) to \$2,241 (5/15). Of the \$2,241 outstanding, \$1,869 is past due from a previous tenant.

On a committee level:

- MLS Advisory and Standard Forms committees are meeting again after a 6 month hiatus.
- Building Committee has completed basement repairs caused by frozen pipes and a clogged drain, and is putting together a preventative maintenance program for the future.
- Bylaws Committee is meeting regularly to complete the Policy and Procedure manual which has needed to be updated since the October 2013 Bylaws changes.
- PR Committee is actively planning events to make the Association more visible in our local communities. Please jump on board and help them out in an event or two.
- Membership Committee is completing the Annual Membership Drive.
- Education Committee has completed two Con Ed classes and has been placed in charge of New Member Orientation.

All in all, a busy first half of the year!

A number of Committees could use a hand, if you'd like to get involved as we move forward, contact Lori at the Association office.

With Elections right around the corner, please consider becoming involved, either as an Officer, Director or active committee member.

2014-2015

Leadership

PRESIDENT

Jim Parsons

PRESIDENT ELECT

Jim Vanas

PAST PRESIDENT

Sue Welling

TREASURER

Leslie Walton

SECRETARY

Julie Rush

DIRECTORS

Barbara McCollom

Dave Zamarron

Rick Arlt

Randy Golden

Lee Aldrich

Meredith Lott

Marci Browne

AFFILIATE

DIRECTOR

Paul Alexander

CMAR Mission Statement

Central Michigan Association Of REALTORS® is dedicated to serving the community by preserving private property rights and providing educational, ethical, and professional services while holding the REALTOR® to a high standard of accountability.

The Code Is Your Business

MARCH 2015 | BY GRAHAM WOOD, BRUCE AYDT

Working in real estate comes with its fair share of irritations. Agents who don't return calls in a timely manner or clients who make inappropriate demands can be frustrating, to say the least. But discerning when difficult behavior crosses the ethical line can sometimes be tricky—whether it pertains to your dealings with other REALTORS[®], clients, or the general public. To help you distinguish actual infractions from misunderstandings or simply poor manners, we look at five real-life business dilemmas and describe how the REALTORS[®] Code of Ethics applies.

CONTINUED FROM MAY'S ISSUE...

Transparency in Advertising

Social media tools may appear to provide a more informal way of presenting listing data, but ads posted to Facebook are subject to the same advertising standards as those that appear in print. When putting listings on social platforms, REALTORS[®] have a responsibility to identify themselves as real estate professionals and to show their company affiliation.

Brian Brooker, broker-associate at Carrington Real Estate Services in Boca Raton, Fla., spotted some listing ads on Facebook that gave him pause. They were posted by an agent he had long known from another state. What troubled him wasn't the content but rather her failure to identify her brokerage. "I had just finished broker classes and passed my broker exam, so the advertisement without the company name stuck out like a sore thumb," Brooker says.

Many agents assume that displaying a picture of their brokerage on the backdrop of their Facebook business page takes care of Code compliance, Brooker adds. But that alone is not sufficient to meet the standard: Backdrop images don't show up in Facebook newsfeeds, so individual postings must include the brokerage name.

This wasn't the first time Brooker had seen this type of Code violation, but he chose not to get involved. "I didn't say anything [to the agent] because the last time I said something to someone, they asked me sarcastically if I

was the 'real estate police,' " he says. "And I thought, you know what, I'm not."

What the Code Says (Article 12): REALTORS[®] must present a "true picture" in their advertising. No matter the medium, they must properly identify themselves as REALTORS[®], licensees, and real estate professionals and identify their company name. Common posts such as "just listed, 123 Sunrise Drive" with a description of the listing do not alone make it clear that the person posting is a real estate professional.

SOP 12-5 requires that any advertisement of real estate services or of listed property must disclose the name of the REALTOR[®]'s firm "in a reasonable and readily apparent manner." Exceptions exist for media with "abbreviated" formats, such as thumbnails, text messages, and tweets. In these cases, the REALTOR[®] is not required to include the company name in the actual abbreviated format, as long as there is a link back to a display of the REALTOR[®]'s full information, including company name.

More in next month's issue...



How to Use Trello to Stay on Top of Your To-Do List

By Patrick Wiltse on the Lone Wolf blog

This article is about the popular task-scheduling app, Trello, and how to use Trello to increase your productivity and organization.

How do you manage your to-do list?

How do you manage your to-do list? Pen and paper is a classic method and a great one, although this method runs the risk of disorganization or data-loss when your workload gets heavy. Many agents successfully use Outlook or the calendar app of their choice to keep track of meetings and daily responsibilities, however your calendar should include high-priority, prescheduled chunks of your time, often devoted to time-sensitive engagements with other people. Your to-do list is typically more personal, more cluttered and more fluid than your calendar.

Why you should use Trello

It's ideal to find a happy medium between your pen-and-paper notes and your calendar items, for those personal tasks that need to remain on your radar but don't justify turning your calendar into a jungle of information. This is why I personally incorporate Trello into my daily organization routine. Trello is a lightweight and easy-to-use time management app that can be accessed online and on your mobile device.

How to use Trello

Trello is very simple to use. First, you must create an account for free. You will start with the default Welcome Board, which is worth investigating as it contains very useful starter information about how to use Trello.



SPECIAL OLYMPICS 2015 KIWANIS CARNIVAL



Thank you to our CMAR volunteers! Vicki Cole, Randy Golden, Larry Mott, Jessica Turner, Leslie Walton and Dave Zamarron.

WELCOME NEW AGENTS:

Lauren Hoisington, Century 21 Lee-Mac

Amy Randall, Century 21 Central Realty & Associates

Amber Weburg, America's Choice Realty

Dawn Tyrrell, Weichert Realtors Broadway Realty

Janice M. Howard, Weichert Realtors Broadway Realty

WELCOME BACK:

Tressia Skinner, Miller Realty

Marilee Fleming, Weichert Realtors Broadway Realty

MAR Legal Lines – Question of the Month

With the help of McClelland & Anderson, we are taking the most recently asked questions from our legal hotline and putting them in E-news. We will be featuring a different question each issue.

QUESTION:

I represented a buyer of a Fannie Mae/Freddie Mac property who paid the Michigan real estate transfer tax. Now that a recent Federal Circuit Court ruling has said that Fannie Mae/Freddie Mac are exempt from transfer tax, is my buyer eligible for a refund?

ANSWER:

YES. Assuming that the transaction occurred within the last four years, the buyer can obtain a refund by filing form 2796 with the Michigan Department of Treasury, along with a copy of the settlement statement (HUD-1) and the recorded deed containing the tax stamp.

For more Legal Q&A, visit <http://www.mirealtors.com/Legal-Resources>



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BEST WISHES TO AGENTS MOVING ON:

John Williams, Ethan Dozeman, Craig Travis

CMAR Vision Statement:

CMAR, a premier REALTORS® Association, provides focused educational opportunities, enriched membership services, community involvement, and expansion of technology for its members and the public.

WELCOME NEW AFFILIATES!



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AND A
TRUCK.**

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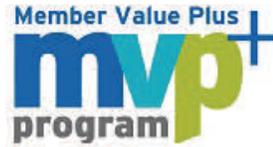
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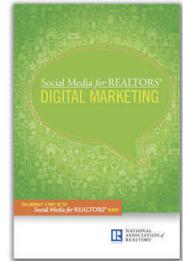
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