



Get Ready.

October 2016 Newsletter

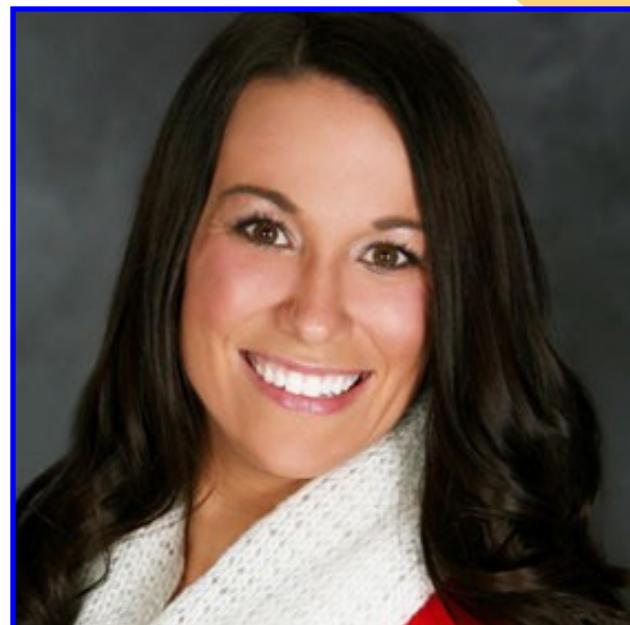
OMAHA CHAPTER
Omaha Nebraska

Still need CE credits? Join Us for WCR's Business Success Forum

**"People Not Prospects:
Leveling the Playing Field
Between Technology &
Relationships"**

THIS Thursday!
Register now

If you are a WCR Member, you can receive a
\$15 scholarship reimbursement after you take
this class! \$15 for CE!



**Featured Speaker: Krista Clark
REALTOR, Century21 - Newton, IA
NAR's 30 Under 30 Finalist, 2014**

More Details on Page 4

**Thursday, October 13, 2016
Champions Country Club**

13800 Eagle Run Drive

8:00-9:00am - Breakfast & Networking

9:00am-12:00pm - Program

We encourage attendees to please PRE-REGISTER by:

- **EMAIL** to Heidi Weeks at hweeks@centrisfcu.org
- **ONLINE** at www.wcromaha.com (Buy Now)

- **FACEBOOK** (Click "Join" for the WCR Omaha Business Luncheon)

WCR Leadership & Contact Information

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Lisa Welch 402-619-5552

TECHNOLOGY CHAIR

Laura Longo 402-758-6041

DOOR PRIZES & HOSPITALITY

Laura Ousley 402-639-8040

Thanks to all who sponsored, donated & participated at our 13th Annual WCR Golf Tournament!

We happily awarded a check for \$4,413.49 to Chariots 4 Hope at our August meeting!

What a success! We are blown away!



The mission of the Women's Council of REALTORS®

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

2016 Calendar & Upcoming Events

October

Oct 13th - Business Success Forum - Champions 10:00am-2:00pm

Instructor: Krista Clark - 3 CE "R" Credits

Oct 20th - WCR Board Meeting @ OABR (9am-10am) - Open to all WCR Members

November

Nov 2nd-6th - NAR Convention - Orlando

Nov 10th - WCR Business Meeting - Champions 11:15am-1:00pm

2016 Thoughts-Broker Panel or Top Producer Auction

Nov 17th - WCR Board Meeting @ OABR (9am-10am) - Open to all WCR Members

December

Dec 1st - WCR Past Presidents Lunch - Location TBD 12:00pm

Dec 8th - Holiday Tea & Installation - Champions 3:00-6:00pm

Dec 15th - 2017 Kick Off Breakfast - Champions 9:00am-11:00am

At Your Service! We Want to Hear From You!

Did you know ...WCR has a Hospitality Committee? Laura Ousley is at your service if you know of any happenings pertaining to our WCR friends, be it joyful, serious, sad, encouraging, etc. Please contact Laura at laura@maximcr.com and she will serve as the voice of WCR to acknowledge anything that should be with cards, flowers, etc... whatever seems appropriate. If possible, share the address of the person or persons being acknowledged. Many thanks!

Also, if you have any great news to share in the newsletter, tell us all about it!





Business Success Forum 2016

October 13th - 8AM to 12PM

Registration and Breakfast starts at 8AM : Class begins promptly at 9AM
Champions Run, 13800 Eagle Run Drive, Omaha

“People Not Prospects: Leveling the Playing Field Between Technology and Relationships”

Approved 3 hour CE Course # 0912



Guest Speaker: Krista Clark

A licensed REALTOR® since 2007, Krista Clark specializes in multi-family and retail investment property. Krista was recognized as one of REALTOR® Magazine's 30 Under 30 Class of 2014 Honorees. Passionate about networking and leadership, Krista has served in various capacities at the local, State, and National REALTOR® Associations. She currently serves as Past-President of her local association, Regional Vice President for the Iowa Association of REALTORS® And Vice Chair of the NAR YPN Advisory Board, along with many other local, state and national committee appointments. A strong believer in RPAC, Krista is a Sterling R Major Investor and YPN RPAC Pledge participant.

Registration

Includes: Breakfast, snack break & a chance to win several prizes!

\$30 paid in advance

\$35 day of event

PAY ONLINE AT WWW.WCROMAHA.COM

Tear along line and mail with check.

Name _____ Guest _____

Phone _____ Email _____

Address _____ City, State & Zip _____

For inquiries about this event, please contact:

Susan Clark at 402-305-4335 or sclark@pjmorgan.com -or-
Deda Myhre at 402-319-1568 or
deda@nebraskarealty.com.

Mailing Address IF PAYING BY CHECK:
c/o OABR
11830 Nicholas St Omaha, NE 68154

President's View



Changing the World with Your Talents

What a great luncheon we had in September! Greater Omaha Area Chamber President, David Brown, always brings such great information to us. The growth and development of our city impacts each and every one of us in such a profound way!

October 13th is coming up! Please register online to attend our Business Success Forum. Krista Clark will be here, join us for breakfast and 3 CE hours. The class is called "People Not Prospects: Leveling the

Playing Field Between Technology and Relationships" and is sure to be informative!

The leadership team will be heading to the National Convention in Orlando next month. We could not be more excited to have several of our Strategic Partners joining us this time. We always come back from those meetings energized and full of plans and ideas. It will be a great experience to have such a big group representing Omaha this year!

I hope to see you all on Thursday October 13th at the Business Success Forum, registration and breakfast start at 8am! Please register early at www.wcromaha.com

**Crystal Archer
2016 WCR President
PJ Morgan Real Estate**

It's Time to Think Leadership



Opportunity for involvement within the Omaha Women's Council of Realtors

We are looking for members that are interested in a leadership role for the 2017 Omaha WCR Chapter and would like to hear from you.

Please contact Darla Bengtson at 402.676.2842 or Darla.bengtson@yahoo.com to learn more about these amazing opportunities!

Help grow an incredible organization while you develop both personally and professionally!

WCR Roles for 2017

Secretary	Treasurer	Education/Programming
Ways and Means	Communications Chair	Technology Chair
Community Service	Reservations	Reservations
Hospitality Chair	Scholarship Chair	Photographer
Photographer	Business Success Forum Chair	

Get Involved: Make a Difference!

We Learn. We Build. We Give.

October Community Service: Food Bank For The Heartland



FOODBANK
FOR THE HEARTLAND

Donate \$25 (75 meals) to
Food Bank For The
Heartland and get a My
Insurance/Foodbank
Tumbler FREE!

Founded in 1981 and headquartered in Omaha, Nebraska, Food Bank for the Heartland is a 501 (c)(3) nonprofit organization that distributes food to 530 food pantries, schools, emergency shelters and other nonprofit partners. We are the largest food bank in Nebraska and Iowa, serving 93 counties in the two-state region.

Fighting hunger is an ongoing, collaborative effort. We work with individuals, organizations, food manufacturers and distributors, grocery stores, the USDA and Feeding America to procure food. The Food Bank also purchases food to supplement donations. For every dollar we receive, we can provide three meals.

Food Bank for the Heartland operates its own programs that serve vulnerable populations directly. They include Kids Cafe, BackPack, Mobile Pantry, SNAP and Kids Cruisin' Kitchen. As the number of hungry children, families and seniors increases, these programs expand to meet the growing need.

We moved to our current 76,000-square-foot facility in 2011. During FY 2016, we distributed 15.8 million meals to our nonprofit partners that have touched the lives of over 250,000 people in the community. We are grateful to the individuals, organizations and companies that support our vision of eradicating hunger in our community by donating time, money and food.



Our October Strategic Partner of the Month is...

Christy Leesley Nebraska Realty

We are a very honest common-sense thinking company that has created an environment not only of very knowledgeable, service-oriented REALTORS®, but also of just really good people. We want to earn your business, not just now, but in the future. Our success is based on the happiness of our clients.

www.nebraskarealty.com

Greetings! Who Are You & What Are You Doing Here?

Why do you love being a member of WCR? Great networking opportunity, it helps make transactions close smoother when you know people you are working with and get a face for the name behind the file

Who got you involved in WCR?
Roxanna Watson and Lisa Ritter, years ago

What is your favorite WCR Activity
Fashion Show, Trivia, and now Eats, Drinks and Lip Sync – Love that they make it bigger and better each year with something entertaining.

Where is your favorite place you've traveled? Why? Disney World with my family, it is the best to see that look on your kid's faces, and a quick drive to the beach, can't go wrong!

What is a goal of yours that you want to accomplish this year? I am learning personal life and work balance while my kids are young so we can enjoy it with no regrets. I would love to have one son learn to sit still in class and the other to stop having accidents, raising little boys is always an adventure!

What is one local thing that you have

wanted to do? Sideline passes at a Husker Football game please!

What do you think the future of real estate looks like? Technology cannot replace what people can do for you, although it can make our lives a lot easier if used wisely. I look forward to many more successful years in real estate and helping agents work through the tough transactions we all face at times.

What is the best business tip you have been given? Purchase Mile IQ to track your mileage

What is the highlight of your life? I have a wonderful supportive husband and two pretty cool kids, and a work family that values all the same priorities in God, Family and Work.

What do you think the secret to life is? Surround yourself with great people and you will enjoy anything you do.



Get to Know Our Strategic Partners

**Nebraska Realty Expands
“Here We GROW Again!”**



New businesses are now open or on the way at Midlands Place shopping center in Papillion.

Nebraska Realty expects to open a 4,400-square-foot office at the shopping center, near 84th Street and Highway 370.

“It will have modern feel with new technology features,” said Andy Alloway, Owner and Managing Broker of Nebraska Realty. “The location will be convenient for those agents doing business in Bellevue, Papillion, Springfield, Louisville and other areas south of the metro.”

The new office will replace the real-estate company’s Bellevue office at 4102 Twin Creek Drive. Its main office is at 17117 Burt Street. PenFed Credit Union and Midlands Family Urgent care also are open at the center.

“After having an office location for 11 years in Sarpy County, we are excited to expand in the area and better serve those communities,” Alloway added. The new office space is expected to be up and running in November.

Article by Paige Yowell, Omaha World Herald staff writer,
and Kellie Konz Wieczorek, REALTOR at Nebraska Realty





The Omaha Chapter of the Women's Council of REALTORS®

2016 Scholarship Standing Rules and Application Form

Scholarship is governed by the Education/Programs Standing Committee. REALTORS® * & Strategic Partners that are active members in good standing are eligible to apply for scholarship awards and recognition for Designation or Continuing Education as follows:

A Designation Fund, as determined by the Governing Board, shall be equally divided among WCR members, to include REALTORS® and Strategic Partners who receive a Certificate of Completion of approved designation courses by the Governing Board, deemed relevant to the Real Estate Industry, to be submitted by a regular deadline. Each member shall produce a receipt and certification of completion for each designation class. The deadline for submission shall be November 30th. The member will then be reimbursed up to 50% of the cost of the designation class. Courses taken prior to each applicant's membership date will not be eligible.

The Continuing Education Fund shall be equally divided among WCR members including REALTORS® and Strategic Partners, who receive a Certificate of Completion of approved continuing education courses to be submitted by a regular deadline. No member shall receive more than \$15.00 per course. The deadline for submissions shall be November 30th. Courses taken prior to each applicant's membership date will not be eligible. Names of scholarship winners are to be printed and made a part of the Holiday Installation, and also in the newsletter. A member who has received a designation and chooses to pursue further classes in that designation field shall be reimbursed following the same guidelines as the Continuing Education Fund.

Please submit your application to the Scholarship Chair, Lindsey Krenk – RE/MAX Results, by email to lindseykrenk@remax.net or in person at the general membership meetings.

THE DEADLINE FOR APPLICATION IS NOVEMBER 30th, 2016

Member Name:	Membership Date:	
Company Name:	Phone:	Email:
Address:	City/State/Zip	
Event or Course Name and Purpose:		
Instructor Name:	Date:	Location:
Cost (cost to you, non-company reimbursement):		
Certificate of Completion Copy and proof of payment must be included with this application. *Account data may be "blacked out" on receipts.		

**Please send completed application along with proof of payment and certificate completion to :
Lindsey Krenk-RE/MAX Results, by email - lindseykrenk@remax.net 402-415-4358**

Meets Criteria/Approved: Yes/ No

Date:

Amount:

Strategic Partner Scholarship

WINNER Announced

The Omaha Chapter is excited to have the opportunity to give back to our Strategic Partners, formerly known as Affiliates, that have been so involved with our organization over the years. As a REALTOR® organization, we find tremendous strength in our Strategic Partners in many different ways like, voting positions on the governing board, committee work, fundraising, and chapter building through membership, promotion of our organization, networking, leadership, and so much more.

In the application for the scholarship, we ask why they are actively passionate about WCR, how they benefit from being a member, why they recommend our group to others, are we doing a good job of giving back to them, and why on earth would they want to travel to the National Women's Council of REALTORS® Conference where a bunch of REALTORS® attend to learn and network together.

The responses in the applications were enlightening and reiterated our mission here at WCR. Every year we work on making the chapter more valuable, more efficient, figure out more ways to give to our community, and all the while working on becoming better people and business owners. The applications received for this scholarship truly detailed out the many ways that we are succeeding in our mission.

Every year there are 2 National Conferences that are held by WCR in conjunction with the National Association of REALTORS® conference. As a Strategic Partner and/or a REALTOR® you are welcome go regardless of the position held at our Omaha Chapter. The conference is always a mind opener and provides so many ways of doing business and being successful, it's so hard to explain the passion that is in the industry and an experience like this will make you bigger and better. It's a guarantee that you will walk away with many pearls of wisdom to propel you forward in life and business, if what you learn is applied.

This year we are excited that Laura Longo, a mortgage loan officer with Centris Federal Credit Union will be joining the leadership team at the National WCR Conference held in Orlando, FL in early November. Laura has been a passionate member of our chapter for 12 years and has served on several committees over the years. Laura has strengthened her business relationships beyond measure through her affiliation with WCR and getting face to face with REALTORS®, as well as, other Strategic Partners, she said.

Please congratulate her on being a well-deserved winner of the opportunity to go out and gain more knowledge through WCR. "This is one of the best networking organizations in town to meet goal-oriented women (and men) that are able to take your business to the next level." – Laura Longo



Congratulations, Laura Longo!

Article by Jessica Sawyer-2015 WCR President





Our October REALTOR of the Month is...

Christine Dougherty

PJ Morgan Real Estate

P.J. Morgan Real Estate has been serving the Omaha area's real estate needs since 1996. Since we first opened our doors, we have grown to an organization of over 60 individuals, specializing in commercial sales and leasing, property management, business brokerage and auction services, in additional to residential sales!

www.pjmorgan.com

Greetings! Who Are You & What Are You Doing Here?

Why do you love being a member of WCR? I love being a member of WCR, because in the short time I've been involved, it's given me the opportunity to meet many women at different levels of their career. I've gotten great advice, have had some incredible conversations and have gotten to know people that I may not have met otherwise.

Who got you involved in WCR? Crystal Archer, my Mentor and Friend.

What is your favorite WCR Activity? So far, I've only attended luncheons. Being Italian, I'm quite picky about food and am always surprised by how good it is.

Where is your favorite place you've traveled? Why? Favorite-favorite would have to be Italy. My husband and I went there in 2005 before we had our kids. We had very little money and very little time there, but it was life changing to actually be in the Colosseum, the Pantheon and all the other incredible, ancient structures there. But my true happy place is the Ozarks. My kids, husband and I go with my parents almost every summer for about a week. It's the only place I actually relax. Ever!

What is a goal of yours that you want to accomplish this year? My biggest goal for this year is to continue having the attitude and doing the little things that has led to the success I've had so far, so that my business continues to grow. I think my life as Realtor started out successfully due in part to hard work (but that's obvious), and also because I take great care to help my clients not only get what they want, but to keep the process transparent and to keep them educated about what to expect at every step of the way. They know I actually, really care about them and I do my best to have a great relationship with the agent on the other side of the table as well. I've met some really great people and have been incredibly fortunate to have those types of transactions. I've also learned to understand that not every client and not every agent on the other side of the table is great to work with. That reality has also taken place and I had to learn to roll with it and not take it personally.

What is one local thing that you have wanted to do? Gosh, I've kind of done it all around here. I've lived a very interesting life:)

What do you think the future of real estate looks like? I am not bold enough or seasoned enough to even guess what the future of real estate looks like. The only constant I live by as a Realtor, is to stay informed about what's happening day to day, to acknowledge patterns and trends locally and nationally, but to also understand that it will inevitably change in some ways that are unexpected.

What is the best business tip you have been given? Before I became a Realtor, my friend Susan Clark helped my family buy our current home. Because I was studying to become a Realtor, I watched and listed to everything she said and did while she helped us look for homes. One of the best things I learned from her is that your Realtor provides you with their knowledge, the facts, their opinions, insight into the market and finds homes for you to look at that fit your criteria. But your client has to decide which home or property is right for them. It was tempting a few times early on for me to guide a client in a direction I personally would prefer, but I remembered how Susan handled our home search, and ultimately remembered to stay neutral, present all options and known facts to the client, but to let the client guide themselves into what's right for them.

What is the highlight of your life? I know, it's so cliché, but it's my kids. Joe is 9, Sofia is 6. Time is flying and I'm really trying to savor every moment. It's going way too fast.

What do you think the secret to life is? I think I know the secret, but I'm not disciplined enough yet to do it all the time-I think the secret is to let go of the need for specific outcomes that you have set for yourself in regards to how your life should go. I like to feel in control, so this is very difficult for me to do regularly. I also feel that gratitude and generosity are critical for happiness.

Technology Talks

With Laura Longo, Technology Chair

Connect to Clients With Quick Response Templates

Instead of typing out the same responses to clients and prospects over and over, save a few canned responses so you can get back to them with lightening speed.

Have you ever noticed that you answer email from clients with the same type of messages over and over? It's always best to craft a personalized response, but often you're pressed for time, which makes that difficult. In this age of immediate communication, just letting them know right away that you got their message and providing a little food for thought prior to your follow-up communication can go a long way toward earning your clients' trust and making them feel connected to you, especially during stressful moments.

Whether you create templates through apps such as iPhone's Templates or just save them as "quick responses" in your text and email software, these timesaving tools can be lifesavers during moments when you can't connect personally with your clients. You should edit these templates so that they read more like they are in your own voice.

Your buyer's offer was accepted; this response will help ensure they don't mess it up by taking out a car loan:

Good news: Your offer was accepted! I'm so happy for you. We'll talk soon about next steps, but it's important during this time that you don't do anything that might jeopardize the mortgage process. Don't take out any new credit, even if it's for the house. Let me know when is a good time to discuss this next step in the journey, and congratulations!

A prospective seller has used an online calculator to figure out what their home is worth and wants your input. You say:

Thank you for contacting me about the sales value of your home. As you've been researching, you've likely seen what's known in the industry as "automated valuation models," which can give you a basic understanding of what your home might be worth. But they're really more of a starting point than the final word on pricing a home. There are so many other variables, which is why you've made a smart move in contacting me for this kind of detailed analysis. If you're interested in understanding how the market might react to your particular home, please let me know when would be a good time to chat; I'd be more than happy to go over the particulars.

A buyer has a slightly unrealistic understanding of what their budget can fetch them. This smart reply can help them move forward without dousing their excitement.

Thank you for telling me about your search parameters. As I'm sure you know, very few buyers in our competitive market get everything they're looking for. But I'm excited to help you better understand your options so that you can refine your wish list and budget. If you haven't already, I would encourage you to contact a lender and ask about pre-qualification. That will help you understand what kind of loan terms you might be eligible for. I can give you a few names if you don't already have a lender in mind. Once we have our budget, let's meet and we can discuss your home search in greater detail.

Written By: Meg White

Meg White is the managing editor of REALTOR® Magazine.



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1. Business Card	\$30/month _____
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3. 1/2 Page	\$75/month _____
4. Full Page	\$100/month _____

Online Option

	Investment Per Month
5. Feature Banner Ad	\$150/month _____

Please indicate your advertising choices above. Each option is a 12-month commitment. Payment to be prorated based on month of initiation.

Company Name: _____
Primary Contact _____
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City/State/Zip: _____
Primary Phone: _____
Email Address: _____

Advertiser Signature: _____
Date: _____

Advertise with WCR



Why should you advertise in the 2016 newsletter?

- Your advertisement will be in front of over 160 members, 12 times per year
- Emailed to the entire Omaha Area Board of REALTORS® membership - over 2400 members!
- Each advertiser will receive a display table at a 2016 luncheon
- Impressive online advertising option on our new website

As always, the newsletter will keep members up to date with:

- Sponsor articles
- Charitable opportunities
- Upcoming events
- Getting to know you articles
- Technology articles

Advance annual payment is due with your signed agreement. With this advance payment, you receive a 10% discount!

Ready to get started?

Please mail or email your agreement to:

Women's Council of REALTORS®
C/O Omaha Area Board of REALTORS®
11830 Nicholas Street
Omaha, NE 68154
kellie@nebraskarealty.com