

The  
Omaha Chapter  
of the  
Women's Council of REALTORS®  
cordially invites you to attend the

# **Officer Installation & Holiday Reception for Darla Bengtson 2017 WCR President**

**Thursday, December 8th, 2016  
3:00 pm - 6:00 pm**

Social Hour begins at 3:00 pm followed by the  
Officer Installation Ceremony at 4:00 pm

**Champions Run  
13800 Eagle Run Drive**

**PLEASE SUPPORT  
THE BAGS FOR BABIES  
PROJECT!**

Drinks & Hors d'oeuvres provided.  
Your Donation of \$15.00 will Buy a  
Bag for a Children's Hospital Baby.



# WCR Holiday Event Bags for Babies!

Just for **\$15.00**, each  
baby will receive:

- Two (2) blankets
- Teether
- Baby Rattle
- Booties and Hat

All in a bag!!



Please make your donation payable to WCR  
and help us reach **our goal of 44 Bags!**

## 2016 Calendar & Upcoming Events

### 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](mailto: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!



# WCR Leadership & Contact Information

## GOVERNING BOARD OFFICERS

### PRESIDENT

Crystal Archer ..... 402-215-5483

### PRESIDENT-ELECT

Darla Bengtson ..... 402-676-2842

### MEMBERSHIP

Katie Clemenger ..... 402-813-2551

### REGIONAL GOVERNOR

Megan Bengtson ..... 402-740-5519

### SECRETARY

Surie Legge ..... 402-829-6412

### TREASURER

Becky Sandiland ..... 402-676-2167

### PAST PRESIDENT

Jessica Sawyer ..... 402-679-8166

### PARLIAMENTARIAN & BY-LAWS

Therese Wehner ..... 402-670-0101

### WAYS AND MEANS CHAIR

Jen Monjas ..... 402-200-8554

## STANDING COMMITTEES

### COMMUNITY SERVICE

Mary Sladek ..... 402-305-8719

### EAT, DRINK, LIP SYNC CHAIR

Lori Bonnstetter ..... 402-536-0234

### EAT, DRINK, LIP SYNC CO-CHAIR

Missy Turner ..... 402-630-9346

### GOLF CHAIR

Jen Monjas ..... 402-397-7775

### GOLF CO-CHAIR

Erin Pearson ..... 402-560-4170

### SCHOLARSHIP

Lindsey Krenk ..... 402-415-4358

### HOLIDAY RECEPTION

Sue Mohr ..... 402-980-7219

### EDUCATION CHAIR

Angel Starks ..... 402-553-5744

## SPECIAL COMMITTEES

### LUNCHEON RESERVATIONS

Heidi Weeks ..... 402-697-6751

### COMMUNICATIONS

Kellie Konz-Wieczorek ..... 402-210-6046

### PHOTOGRAPHER

Lisa Welch ..... 402-619-5552

### TECHNOLOGY CHAIR

Laura Longo ..... 402-758-6041

### DOOR PRIZES & HOSPITALITY

Laura Ousley ..... 402-639-8040

Another WCR Business Success Forum in the books!

A huge THANK YOU to our Sponsors: Centris, HBP, Service One, Amerispec, Legacy Carpet, Northwest Bank, Home Warranty of America, SAC, Peoples and My Insurance!

We also collected \$635 for Food Bank of the Heartland. Those donating \$25 received a Free Holiday Food Bank Tumbler!

Our WCR Members are always Generous!!!!



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.

# President's View



## Changing the World with Your Talents

Well, the Holiday Season is well upon us! It is truly with a happy (and humble heart) that I write my last newsletter submission as the President of Women's Council of REALTORS® Omaha. All of the wonderful women who have held this position before me told me that it would go fast, it really did! Above all, I have to thank you all so much! This has been one of the greatest learning endeavors I have ever experienced. Our Leadership Team this year was comprised of some of the most amazing people I've ever had the privilege of knowing. Continually, they have impressed, empowered, taught and encouraged me. I can truly count myself blessed to know each and every one of them!

Through my involvement in WCR and various other community and industry organizations, I have acquired so much valuable knowledge about the amazing community we call home! I would encourage you all to take advantage and get involved!

As we heard from our 2016 Broker Panel last month, leadership so often goes hand in hand with success. At our November Business Resource Meeting, we had a diverse group of Broker Managers make up a powerhouse panel. A special thanks to Trudy Meyer-CBS Home, Deda Myhre-Nebraska Realty, Steve Minino-Keller Williams, Lisa Ritter REMAX Results, Doug Dohse-BHHS Ambassador and Ryan Ellis-P J Morgan Real Estate! Six very talented REALTORS® with very different experiences in our dynamic industry offered advice for us on how to keep moving forward and leave an impact! I know we all appreciate them taking the time to share their thoughts with us. Our November Charity was Project Wee Care, we raised an astounding \$861.00! Impacting children directly, Project Wee Care is always a WCR favorite!

Please plan on attending our Holiday Tea & Installation on December 8th, we will install our 2017 officers and enjoy some time to reflect on 2016. Thank you again for allowing me the opportunity to represent our organization this past year, it has been my honor. I wish you and your families a Happy Holiday Season!

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

## **Congrats on a job well done!**

The year has come to an end. You have grown in your service to WCR & Your Industry. Thank you!

Crystal Archer- President

Darla Bengtson – President Elect

Katie Lieffers- VP of Membership

Megan Bengtson-2016 & 2017 Region 3 Governor

Jessica Sawyer- Immediate Past President

Therese Wehner- Parliamentarian

Angel Starks- Education Chair

Surie Legge- Secretary

Becky Sandiland-2015 & 2016 Treasurer

Jen Mongares- Ways and Means Chair

Lindsey Krenk- Scholarship Chair

Mary Sladek – Community Service Chair

Kellie Konz-Wieczorek-Newsletter

Lori Bonnstetter- Spring Fundraiser Chair

Missy Turner- Spring Fundraiser Co-Chair

Jen Mongares- Golf Chair

Erin Pearson- Golf Co-Chair

Sue Mohr-Holiday Tea

Heidi Weeks-Luncheon Reservations

Laura Longo-Technology Chair

Laura Ousely-Hospitality & Door Prizes

Lisa Welch & Hanna Oltman - Photographers

# Governor's Report

## *WCR is Natural Growth Tool*

Greetings from your new Region 3 Governor and Financial Oversight Committee Member! Whew, that was a mouthful. I wanted to let you all know that I love the Women's Council of REALTORS®, it might sound silly BUT there is community here. The people in this network are fighting to make it just like we all are. That is why it is so powerful to join forces together to get the job done. Our Strategic Partners (Affiliates) are just the same, they are here to help us and we in turn help them by recommending them to our clients, family & friends. It's easy to recommend someone you trust and it really helps to get to know one another through WCR Governing Board, Committee work, Events, and Luncheons.

That is one side of the coin, the other side is that you can step up and commit a tiny bit of time on one of the committees or governing board roles by being present and interacting with this network of powerful agents and Strategic Partners. You know WCR is one organization that is local as well as National and you might in turn be able to share your gifts with the Omaha Area Board of REALTORS® through leadership learned at WCR. It's not going to happen overnight, just like your business didn't grow overnight, it's takes time and it takes showing up and keeping your word on the commitments you make.

Let's back to "Why I love it", it's helped build me and my business by hanging out with likeminded & successful REALTORS® and Strategic Partners. When I joined WCR my first year in real estate, I for sure didn't know much of what I was entering into and I said yes to what I thought was just a volunteer position that I wouldn't get much out of. However, through this journey I have gained leadership, trust, more confidence, friendships, and been opened to a whole world of the many avenues that real estate holds, mainly from being exposed to the National Association of REALTORS® Conference held 2 times per year. It's HUGE and such a great experience and if you do it the right way you walk away with knowledge and relationships that you would have never had.

In the last 3 years of Omaha WCR Leadership attending the WCR National Conference we have been promoted as the Omaha Chapter to represent the State of Nebraska through our Region in this Governor position. This means we get a vote on who our leadership will be at a National Level, we haven't had that ability for a very long time and this is such a great stride to put us on the map again. Our Region 3 is a part of a 7 State area made up of Nebraska, Iowa, Missouri, Kansas, South Dakota, North Dakota, and Minnesota. We are represented by Regional Vice President, Alan Wheat of Jefferson City, MO. In the past we have had a Regional Conference each year, that went away for a while and I hope I get to announce that in April of 2017 the Omaha WCR members can attend one of those again in Independence, MO. It's still in the works and will be a great bit of fun to make this short trip, further bond with each other, met some other WCR Members and be networking fools while we are there. (You know that's how you get referrals.)

Here's the message: Get Involved, Commit to Your Industry, Share your talents, and this will make your business grow, grow, grow!

Call to Action: Find out how and where you can be a benefit to WCR and then I promise WCR will pay your back in big dividends, it's a natural growth tool.

Jessica Sawyer-WCR 2017 & 2018 Region 3 Governor

**Women's Council of  
REALTORS®**  
Omaha



## Oh The Places They'll Go!

### 2017 WCR Leadership

President - Darla Bengtson

President Elect - Katie Lieffers

Past President - Crystal Archer

VP of Membership - Angel Starks

Treasurer - Rachel Pierce

Secretary - Laura Longo

Parliamentarian - Therese Wehner

Regional Governor - Jessica Sawyer

Standing Committee Chair - Becky Sandiland

Ways and Means Chair - Lindsey Krenk

Education Chair - Gabe Kopun

Business Success Forum - Megan Bengtson

Community Service Chair - Brenda Stewart

Communications (Newsletter) - Jen Monjas

Technology - Amy Dritley

Reservations - Ashley Smith, Surie Legge & Heidi Weeks

Hospitality - Carmen Bunde

Scholarship Chair - Denise Poppen

Eat, Drink and Lip Sync - Lori Bonnstetter, Co-chair Bridget Vacha

Golf Committee Chair - Erin Pearson

Holiday Reception Chair - Angela Brandt

Photography Lisa Welch & Hanna Oltman



Our December REALTOR of the Month is...

## Tammy Stuart

### Stuart & Associates Real Estate

**Stuart & Associates – Real Estate, PLC** was founded with the vision to be a lifestyle driven, boutique style office w/ the next generation of real estate brokerages in mind. Today's agent is more mobile than ever. Busy professionals & busy families alike have appreciated Stuart & Associates innovative approach to doing business.

[www.soldbystuart.com](http://www.soldbystuart.com)

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

**Why do you love being a member of WCR?** Who wouldn't love an organization that is all about women empowering women?!

**Who got you involved in WCR?**  
Jessica "Rockstar" Sawyer!

**What is your favorite WCR Activity?**  
Anything that feeds my brain.

**Where is your favorite place you've traveled? Why?** I backpacked Italy solo for 3 weeks to celebrate having raised my 3 children. I believe working mothers need to celebrate their accomplishments more often.

**What is a goal of yours that you want to accomplish this year?** Take my daughter to Europe for 3 weeks to celebrate her upcoming college graduation.

**What is one local thing that you have wanted to do?** In an effort to further educate and expose myself to the amazing businesses and entrepreneurs our local area has produced, I would love to attend my first BRK shareholders meeting.

**What do you think the future of real estate looks like?** As technology continues to evolve, its impact on the real estate industry will get even stronger. Virtual offices, virtual communication, and virtual reality will soon be our norm. Providing an exceptional customer service experience will be far more imperative to remain relevant in this business.

**What is the best business tip you have been given?** Always do the right thing.

**What is the highlight of your life?**  
Becoming a mother.

**What do you think the secret to life is?** Be happy.



# We Learn. We Build. We Give.

## Year End Community Service Wrap Up Project Wee Care



We wrapped up our Community Service this year at our November 10th Luncheon with a focus on Project Wee Care. Deda Myre, from Nebraska Realty, gave us a great overview of how important this program is to our local community during the holidays. Many local businesses, organizations and volunteers work to make the Holidays easier for distressed families in the Millard School District by providing household necessities, food items for a Holiday meal and gifts for family members. This organization that is completely funded by local donations and volunteers, has a huge impact right here in our community. Our always generous WCR Members contributed \$861.00 that will help provide fresh food for this cause. Special Thanks to our Strategic Partners who sponsored tables: **SureHome Inspection, My Insurance, Northwest Bank, 2-10 Home Warranty and American National Bank.**

# Technology Talks

With Laura Longo, Technology Chair

## Bombbomb Pro Tips

Communicate more effectively with these powerful email tools

ART to engage database

- Anticipated

A good rule of thumb is to only send video email to recipients who are anticipating a message from you. If you do not feel comfortable enough to call the recipient, do not email them.

- Relevant (Holiday, events)

Make sure that the video emails you are sending are relevant. A good example of this would be sending a happy birthday email or a happy holidays email/video. If someone has inquired about a listing, be specific about the content of the listing.

- Timely (time of year, market)

Be aware of the ever changing market and the time of year when sending video emails.

Call to action

- Specific, clear path, make them give you a response.

ROI on your DIY

- If customer was going to update their property, follow-up to see if it has been done and reevaluate the cost of the house.

Top video topics out of BB

- Birthday
- Thank Yous
- Anniversary of purchase

Forms/ Landing pages are the most under-utilized feature BB offers. Create a form, save it on your phone and you have a lead capture at your fingertips.

<https://support.bombbomb.com/customer/en/portal/articles/2062780-getting-started-5-forms-create-forms-add-auto-responders-to-forms-and-embed-forms-into-your-website->

Be yourself and smile. They have or will meet you in person, so there is no reason to fake it in your video.



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