



JUNE 2018

REview



COMING UP

NEW MEMBER ORIENTATION

June 5; 8:30 am - 4:00 pm
June 6; 8:30 am - 4:00 pm
OABR Education Center

REALTOR® Safety Course

June 7; 10:00 am - 12:00 pm
OABR Education Center

CODE OF ETHICS TRAINING

June 8; 8:30 am - 9:30 am
OABR Education Center

DIVERSITY COMMITTEE

June 12; 11:00 am
OABR Boardroom

SOCIAL EVENTS FORUM

June 13; 10:00 am - 11:00 am
OABR Boardroom

YPN ADVISORY BOARD

June 14; 2:00 pm - 3:00 pm
OABR Boardroom

AFFILIATES COUNCIL

June 19; 9:00 am - 10:00 am
OABR Education Center

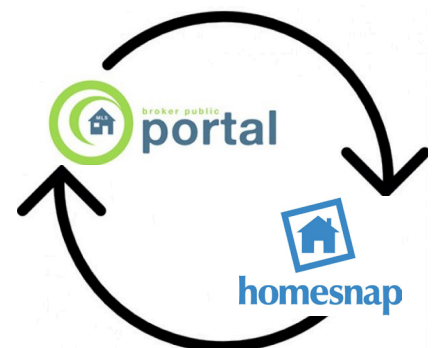
BPP-Homesnap Incorporation – The Answer You’ve Been Waiting For

By Denise Mecseji & Diane Stevens

Third Party websites (Non-Broker/Agent Sites) have earned a reputation amongst REALTORS®. The mention of some of the more known sites elicit mixed reactions in agents and brokers alike. Some of these sites are notorious for advertising paid agents, excluding listing agents' information with their own listings, and publishing potentially inaccurate data, misleads the consumer public.

With the intention of alleviating some of the confusion, a group of industry leaders from across the country established a set of guidelines for third-party sites; **The Fair Display Guidelines**. These guidelines indicated how listing data should be displayed; highlighting the broker's rights to their listings and that leads should be directed to the listing agent. The Fair Display Guidelines also recommended eliminating pairing agent advertisements with another agents' listing and discouraged charging an agent for their own leads. While this showed progress for the industry, these sites remained the leading source of information to the public. Also, there was no way to enforce these guidelines since the sites are independent companies.

In response to these concerns, with the establishment of the Fair Display Guidelines, a group of likeminded real estate industry leaders created what was known as the **Broker Public Portal (BPP)**. This industry-driven initiative was fully funded by Brokers and MLSSs, rather than by advertisements.



Continued on Page 4



**Omaha Area Board of
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The Omaha Area Board of REALTORS® is pledged to the achievement of equal housing opportunity throughout the community. The Board encourages and supports a marketplace in which there are no barriers to obtaining housing because of race, color, national origin, religion, sex, handicap, or familial status.



Message from the OABR President

Get Involved Today!

Last month, I, along with other members of the OABR leadership team, represented OABR in DC at Legislative Days. Our focus was to convey the issues that are important to REALTORS® as the leading advocates for property rights. This always reminds me of the importance of community involvement. A big thank you to all you who volunteer to make our local association work so well.

This year marked the 50th anniversary of the Fair Housing Act. With the recent celebration at the Bob Kerrey Pedestrian Bridge, I was honored to witness such a tremendous milestone in our history and was touched by what it represented for the rights of homeownership. In a short amount of time on that bridge I was inspired by your efforts; without which, rights could easily be compromised.

I encourage you to do the right thing and get involved in our community. Our Metro area is thriving and is such a great place to live and raise a family. Soon, the College World Series will be in Omaha and is a great event to showcase our area. Please consider volunteering as needed to help our guests have a wonderful experience. The Metro area gets a lot of great national exposure. We can all benefit from this.

As I visit with agents and brokers from other parts of the country, we should feel very fortunate to live where we do. We do not have many of the challenges that other places do. We are all ambassadors for our area, so be proud of the Metro area. There are many jobs available and predictions show we soon will not be able to fulfill all the needs of the future. We may not have the mountains or beaches, but we have a healthy community that is growing.

Spread the word that the Metro area is a great place to live and work.

Remember, **REALTORS® Own It!**

Mark



Mark Leaders
President

Get
involved



A fundraiser for the Home Buyers Assistance Foundation

Saturday, June 16

Registration: 9:15 am - 10:00 am

Show Starts at 10:00 am

Rain Date: June 23

HyVee Parking Lot

156th & Maple

\$20 Vehicle Registration

FREE Event | Open to the Public

Awards for Classes

**Please submit entry forms to
Donna@OmahaREALTORS.com
by June 1, 2018.**

**For more information,
please contact:**

Annali Leach – 402-714-5715

Annali.Leach@gmail.com

Tons of Raffle Prizes!

Entry Form

Name (Please Print) _____

Make _____ Model _____ Year _____

CC # _____ CVV _____ Exp _____

Phone _____ Email _____

REALTOR® Review

Continued from Page 1

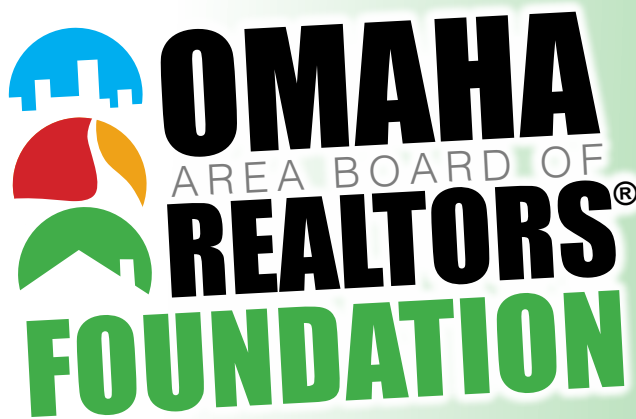
A main benefit for REALTORS® was the practice of only displaying listings from the MLS. This prevented the public from being misled by inaccurate data and price estimates. The Broker Public Portal would also only provide leads to the listing agent. This development, referred to as your-listing-your-lead, was what REALTORS® had been waiting for, but they still lacked a platform to accomplish these goals.

Enter Homesnap. The Homesnap app creates a mobile version of the MLS, giving agents full access to the MLS and its data. With agent input, usability is growing to include anticipated features; such as Associated Documents and permission to edit listings and photos. The Homesnap app also allows agents to share the app with their clients. This brands the app to the agent, allowing their clients to exclusively view information from the agent, communicate directly, and easily track data. Within OABR alone, over half the membership uses the app and 13,000+ clients have accepted the agent-branded app invitation. The success and positive feedback of this app nationwide has been profound.

In 2017, BPP officially became Homesnap. While Homesnap had been available to the public for many years, brokers were hesitant to freely provide their listing data to any third-party sites. This caused a lack of data in many markets. Brokers wanted to guarantee all decisions were in the best interest of the public. Now that BPP and Homesnap have joined forces, there is a Board of Directors made up of industry leaders that follow the tenets of The Fair Display Guidelines, ensuring adherence to industry standards.

The reach and usability of Homesnap, combined with the credibility and publicity of BPP, has led to advantages to the public and the real estate industry. Broker Public Portal with Homesnap will continue to transform the way the industry works in a mobile-first world. This incorporation builds a home search experience that encourages agent-to-consumer and agent-to-agent collaboration. Already, it has put the best listing information, largest private marketing network and most successful client communication engagement tool in the palm of the hands of 850,000 agents via its mobile-first platform.

You can download Homesnap from your App or Google Play Store and learn to set up your account at oabrdocs.com/DownloadInstructions.pdf. Questions? Contact Denise@omahaREALTORS.com



The Omaha Area Board of REALTORS® Foundation is an approach to annual giving that allows you to make contributions to priority funds supporting:

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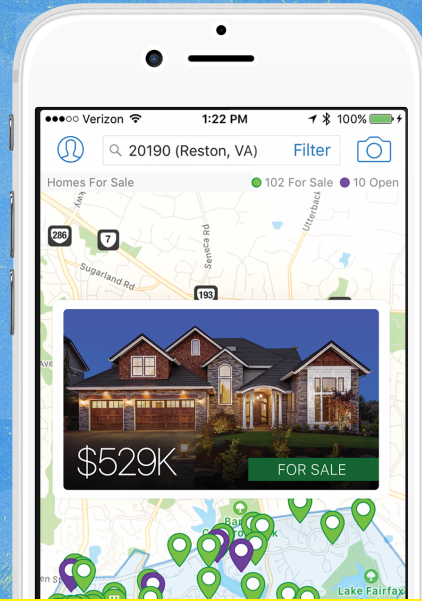
Community Needs

Donate online:

OmahaREALTORS.com/oabrfoundation



GET YOUR MLS INFORMATION ON ANY DEVICE, WHEREVER YOU ARE



REAL-TIME MLS DATA ON THE GO

- Search listings by address, zip, map, school zone, MLS ID and more
- Search all property types, including commercial and rentals
- See agent-only data like commission splits and showing instructions
- Snap a picture of any home to get the scoop, instantly
- See other agents' activity, stats and deal flow



INSTANT INFO ON ANY PROPERTY AND MARKET CHANGES

- New listings, price changes, contracts, sales and off markets
- Unified property history with all past listings
- Similar active listings and sales comps
- Accurate school attendance zones and lot boundaries
- Homesnap News Feed shows client actions and relevant market activity



10 Simple Tips to Become a Better Listener

By Lori Bonnstetter, 2-10 Home Buyers Warranty



1. Keep in mind: Listening is win/win. We may not listen that well because we think we won't get much out of it personally. The better you listen, the better you will be listened to. Focus on understanding and on giving value based on what you just heard. This reminder has been a powerful motivator for me to become a better listener.

2. Tell yourself you'll tell someone else about this conversation later on. One of the best ways to remember something better is to know that you are going to tell what you learned to someone else. Then you'll be more alert, naturally start asking more questions to understand and what is said – in my experience – simply seems to stick better.

3. Keep the eye-contact. It's easier to start doing this more often if taken step by small step. My eye contact over time in conversations increased over the span of a few months when I started focusing on just one of the other person's eyes at a time.

4. Keep that smart phone away. Darnit! Put that phone down while listening unless you need to check something or write something down as a part of the conversation.

5. Summarize what was said. Summarize what someone just said –right back to them– makes it a lot easier to make sure you understand.

6. Ask instead of trying to mind-read. That impulse to assume and mind-read: Stop that and start being curious and ask open-ended questions. Going for this kind of question instead requires something other than Yes or No.

7. Get some fresh air and/or exercise. Few things make it so hard to follow along in a conversation as a tired and foggy head. Two things that can keep that energy and mental clarity up are: a walk outside to get some exercise and fresh air.

8. When you listen, just listen. Interruptions or jumping in with solutions is not a great idea. This can be a hard one in my experience). Be present in the moment and listen fully to what the other person has to say and let them speak until the entire message is said. Sometimes that's all that's needed.

9. Be honest about your current limitations. Feeling very tired or stressed or too rushed? Let the other person know. It is better for the both of you to be honest and to continue the conversation later than try to fake undivided attention or to try to keep the listening up when you honestly just can't. Make a date to continue.

10. Share what you have done in a similar situation. When asked for advice while listening or when it seems appropriate – (not when the other person just needs to vent and get things out) – share what you have done in a similar situation and what worked well for you. That gives a lot more weight to your input than just random advice or opinions about what you think could work.

Hoping this helps! We at 2-10 Home Buyers Warranty want to hear what you have to say and often tweak or change the way something is worded or covered as a part of our Warranty's. We value your input.

2-10 Home Buyers Warranty

402-536-0234

lbonnstetter@2-10.com

www.2-10.com



Family Fun Day!



Access to the entire park! Includes waterpark, rides, mini golf, volleyball, and horseshoes!

Friday, July 13
3:00 pm - 8:00 pm

Fun Plex
7003 Q St, Omaha, NE 68117

\$15/Person (2 & Under are FREE)
Includes Dinner, Snacks
and Desserts!

Kids can also enjoy
face painting and
a balloon artist!

Rain Cancellation Policy: *If the event is cancelled due to inclement weather, those who registered will be able to redeem their OABR ticket for a different day of their choice for the remainder of the summer.*



Register online at www.ims.oabr.com or send your reservations to one of the following:

Email: Donna@OmahaREALTORS.com
OABR Fax: 402-619-5559

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\$132,000
by 11/30/18

\$85,437
as of 5/11/18

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Notice of Election

Report of the Nominating Task Force



All REALTOR® members are advised that the election of officers and directors will take place as part of the Omaha Area Board of REALTORS® Annual Picnic on August 8, 2018 at Crosskey Villages Park from 11:00 a.m. to 1:00 p.m.

The Nominating Task Force of the Omaha Area Board of REALTORS® hereby submits to the membership the following slate of candidates for election for the 2018 membership year which begins September 1.

President	Doug Dohse
President-Elect	Susan Clark
Secretary/Treasurer	Bill Swanson
Director (2021)	Crystal Archer
Director (2021)	Herb Freeman
Director (2021)	Annali Leach

The following individuals will continue their service or will be appointed by virtue of their position on the Board of Directors:

Director (2019)	Nancy Bierman
Director (2019)	Lindsey Krenk
Director (2020)	Megan Bengtson
Director (2020)	Jessica Sawyer
Immediate Past President	Mark Leaders
GPRMLS Chair	Susan Clark
Affiliate Council Chair	Laura Longo
WCR Omaha President	Denise Poppen

Additional candidates for the offices to be filled may be placed in nomination through petition signed by at least ten percent of the REALTOR® Members, and filed with the Omaha Area Board of REALTORS® office at least four weeks before the election. Notice of additional nominations will be sent to all REALTOR® Members before the election.

If necessary, the ballot will contain the names of all candidates and the offices for which they are nominated. Election shall be by ballot and all votes cast in person. Absentee ballots may be cast in person at the Board Office prior to Election Day if the member attests they will be unable to vote the day of the election.

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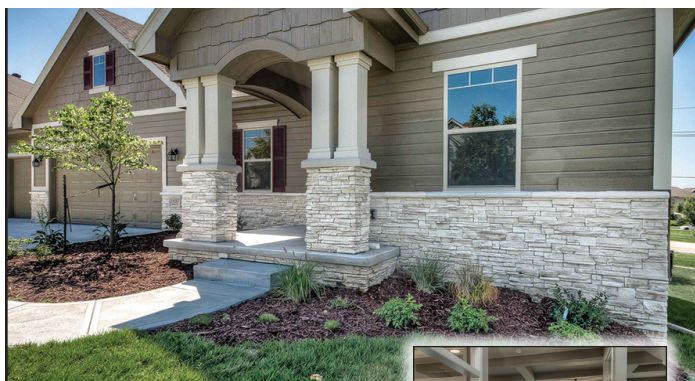
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The Mission of ASHI is to set and promote standards for property inspections and to provide the educational programs needed to achieve excellence in the profession. The members of GO-ASHI promote this mission through continued education provided at our monthly meetings.



May 2018 meeting attendance:

**Guest Speakers: Troy Scott, Mark Daly, Travis Unzicker – Four
Corners Restoration**

Jon Vacha ACI (President) - Home Standards Inspection Services
Tim Krof ACI (Vice President) - Home Standards Inspection Services
Steve Marten ACI (Treasurer) - Homespec Property Inspections
Mike Frerichs ACI (Secretary) - Home Buyers Protection Co
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 /OABRYPN
Omaha Area Board of REALTORS®

New Construction Home Inspections



By Tim Krof
Omaha Manager

Prior to becoming a home inspector I spent over 10 years working as a project manager for new construction homes. I know the pressure a builder can feel to complete the project on time. I also saw the stress a new build can put on a buyer.

There's no question that the housing market in our area is hot. It's great to see the increase of new construction, but in today's market, where builders are building as fast as possible to keep up with demand, pressure and stress is often amplified.

A home inspection prior to closing helps ease some of a buyer's concerns. It's a professional opinion of a third party. The report summarizes and

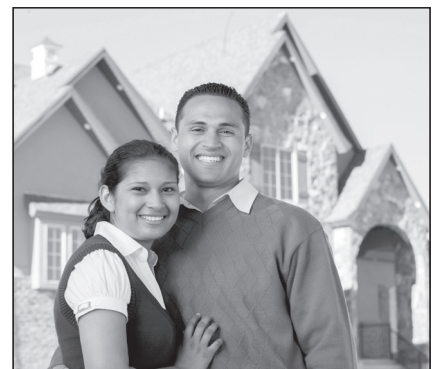
quantifies issues and puts to sleep a buyer's worry of the unknown.

A new construction home inspection gives a builder a final punch list of items to complete prior to occupancy.

Typically the listed items are minor, but issues of consequence are occasionally found, including;

- No attic ventilation
- Missing insulation
- Water leaking from walls, ceilings
- Outlets not working

Over the years, I have heard people say there isn't radon in new construction, which just isn't true. It does not matter if the home is 1 or 100 years old – radon gets into houses. I recently completed a radon test on a newly constructed house with a passive system installed, and the test came in



over 11.0 picocuries. That level is significant enough for mitigation.

Buying a newly built home is often an individual's largest investment of their life. Considering the home's price, closing costs, and other expenses associated with purchase, the fee for a home inspection is well worth the buyer's peace of mind and a sense of a more complete product.



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Omaha Area Board of REALTORS®

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5:00 - DUSK

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Register online at ims.oabr.com. Type in your ID and password, click on "Event By Date," and then on the specific event.

REALTOR® or Affiliate Member Name _____

Agent # _____

Phone _____ Email _____

of REALTOR® or Affiliate Tickets (\$30) _____ # of Guest Tickets (\$20) _____ Total \$ _____

Credit Card # _____ Expiration Date _____ CVV _____

Make checks payable to the Omaha Area Board of REALTORS®
11830 Nicholas St | Omaha, NE 68154

Questions? Contact Donna Shipley at 402-619-5551
or Donna@OmahaREALTORS.com

Contributions are not deductible for federal income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or decision not to contribute. You may refuse to contribute without reprisal. 85% of each contribution is used by your state RPAC to support state and local political candidates; 15% is sent to National RPAC to support federal candidates and is charged against your limits under 52 U.S.C. 30116.

Membership

See the full membership report at:
www.omaharealtors.com/membership-report



APRIL ACTIVITY	MO.	YTD
New REALTOR® Members	48	195
Reinstated REALTOR® Members	4	16
Resignations	10	57

OABR - April 1	2018	2017
Designated REALTORS®	204	195
REALTOR®	2558	2406
REALTOR® Emeritus	49	49
TOTAL REALTORS®	2811	2650
Institute Affiliate	64	64
Affiliate	446	406

GPRMLS - April 1	2018	2017
Participants (OABR)	195	187
Participants (MLS only)	71	64
Subscribers (OABR)	2566	2413
Subscribers (MLS only)	242	25
TOTAL	3074	2689

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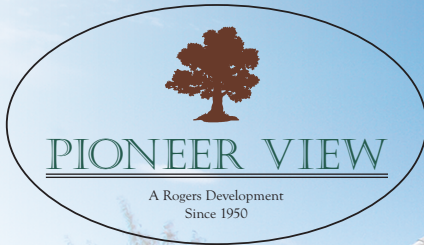


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Nominations for 2018 Awards



OABR REALTOR®-of-the-Year Award is awarded to an outstanding REALTOR® member who exemplifies long-standing professionalism in the industry. *Last year's recipient of this prestigious award was Trudy Meyer.*

OABR Outstanding Service Award is awarded to an individual REALTOR® who has unselfishly given many hours of volunteer service to the OABR with a minimum of five years of OABR membership plus three years of service in committee work, special assignments, seminars and educational activities plus leadership in the OABR, local chapters or Institutes, Societies and Councils. *Last year's recipient was Deda Myhre.*

OABR Distinguished Service to NRA Award recognizes an OABR member active with the Nebraska REALTORS® Association. *Last year's recipient was Joni Craighead.*



Members who meet the following general criteria should be submitted to the Awards Selection Committee.

Spirit: High principles - faithfulness to laws and regulations of ethical conduct, principles of good practice among other members and the general public, and furtherance of professionalism within the industry.

Civic Activity: Local, state and national level participation in civic and service clubs - charitable activities, political action, fraternal or religious groups, etc.

Local Board Activity: OABR office and committee work, special assignments, seminar activity and educational work, membership and offices in local Chapters, Institutes, Societies or Councils.

Business Accomplishments: Recognized for good business conduct and service to clients; imaginative and creative programs; rehabilitation work, land utilization, etc.; participation in other professional associations, educational achievements - including Institute activity, state and national association involvement, etc.

This form is for your convenience in submitting award nominations for consideration by this year's OABR Award Nominating Committee. Its use is not mandatory, however all nominations must be submitted in writing. You may nominate yourself or any OABR member you deem worthy of the honor. Please copy this form for multiple submissions.

Return to the OABR Office - Attn: Donna Shipley by Friday, June 29, 2018

.....
☐ **OABR ROTY** ☐ **Distinguished Service to NRA Award** ☐ **OABR Outstanding Service**

Name of Nominee _____

Company _____ **Address** _____

Award Category _____

Signed _____

Find this form online at: <http://oabrdocs.com/2018AwardNominations.pdf>

Personals



CONGRATULATIONS to **Melissa Jarecke** of NP Dodge on 50 years in the real estate business!

CONDOLENCES to **Lori Bonnstetter** of 2-10 Home Buyers Warranty on the recent loss of her niece.

CONDOLENCES to **Scott Momsen** of NP Dodge on the recent loss of his father.

Send us your news!

Have news to share?

We'd love to hear it!

Contact Diane Stevens at 402-619-5557
or Diane@OmahaREALTORS.com.

Designations



Congratulations to the following members on earning a certification or designation!

The following members received the RENE Certification:

Susie Klug, NP Dodge

Ethan Brown, Coldwell Banker REA

Dionne Housley, CBSHOME Real Estate

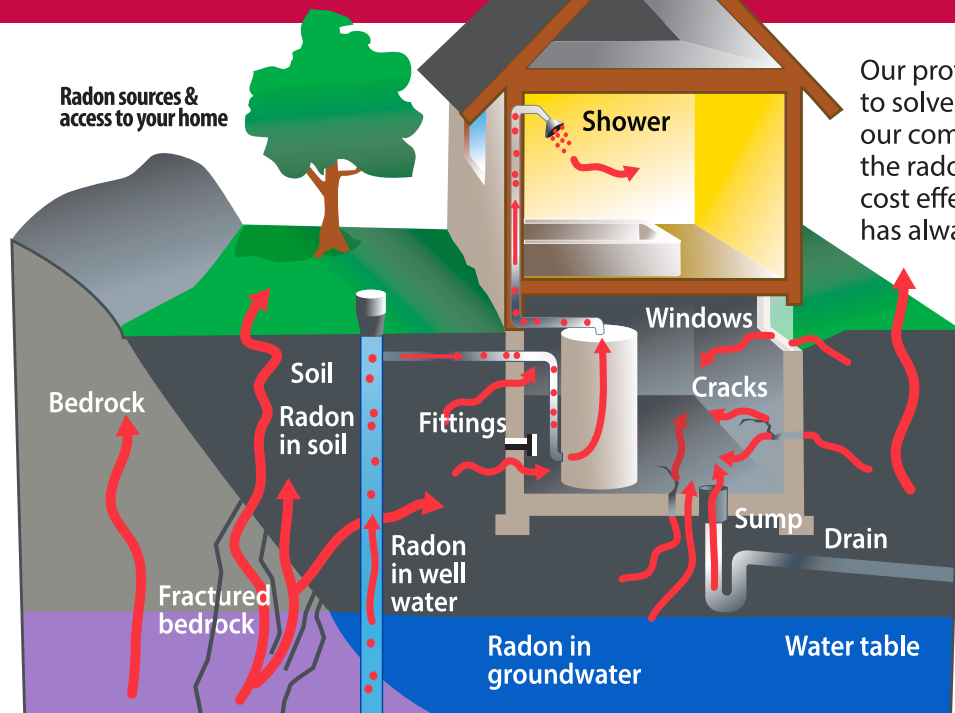
Slovenka Murray, Nebraska Realty

Krista Luther, Better Homes & Gardens R.E.

The National Association of REALTORS® and its affiliated institutes, societies, and councils provide a wide-range of programs and services that assist members in increasing skills, proficiency, and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by NAR and each affiliated group upon completion of required courses.

For more information on designations and certifications, visit: www.omaharealtors.com/education-training

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Don Igo



Monica Lang



David Lee



Luke Lofgren



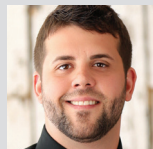
Sherri Daly



Jane Ploughman



Leslie Petersen



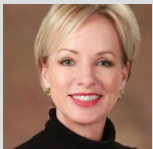
Kurt Pfeffer



Gary Price



Scott Rosenthal



Tammy Smart



Tiffany Stanton



Shawn McGuire
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Jeremy Murray
Johanna Rhoads
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Sharon Bain
Shelli Klemke
Stephanie Ludwig
Steve Amos
Sue Osterholm
Sylvester Armstead
Sylvester Thomas
Tamara Trim
Tee Ferris
Therese Wehner
Todd Gould
Todd Kaspar
Tom Meyers
Tom Ward
Tony Karimi
Tracy Frans

2018 Platinum Club Members

Raj Acharya (4)
Michael Bridges (3)
Andrea Cavanaugh (2)
Angela Hunter (2)
Christine Novotny (2)
Deb Ellis (2)
Debbie Meyer (2)
Eileen Schultz (2)
Jeff Pruess (2)
Joel Johnson (2)
Josh Briggs (2)
Katie Day (2)
Matt Rasmussen (2)
Michelle Roy (2)
Milt Schneider (2)
Nick Wiens (2)
Ricardo Castro (2)
Scott Monson (2)
Teri Avar (2)
Tim McGee (2)
Todd Bartusek (2)

Tracy Maldonado
Travis Jelkin
Van Deeb
Vicki Kovar
Warren Peters
Zulma Eraso

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REALTOR® REview

OABR Committee Corner

Written by Diane Stevens, OABR Communications Director



After 18 months on the job, I have learned a lot about our great members and the work you do. However, I didn't really get inside our committees until the last few months. Earlier this year I started sitting in on committee meetings in an effort to understand the heart of these groups. But if I'm being honest, I had low expectations. I knew which committees would be my 'favorites' and which ones I would end up ignoring. I won't say what my assumptions made out of you and me, but I will say I learned that it is wiser to discover than to suppose.

Governmental Affairs Committee

The thought of anything involving government has always exhausted me. Just the concept of laws, regulations, politicians, money, etc, etc, was overwhelming and, quite frankly, something I didn't care to figure out! Reluctantly, I sat in on these meetings, expecting to either be confused, bored, or both.



My first time with these self-proclaimed 'Government Junkies', someone spoke to the group about a development project in downtown Omaha. My notes were one line long; the speaker's name. I enjoyed what he had to say but didn't understand the relevance to our membership. I walked out wondering why this speaker had attended. By my second meeting, the committee had spent hours interviewing local political candidates and were discussing if and how they would support them. I was overwhelmed but mostly impressed by the amount of thought and care put into decisions involving candidate support and protecting the rights of homeowners and the overall wellbeing of the real estate industry. My third meeting had another guest speaker, this time about a significant public transportation project for Omaha. This time I took a half-page of notes and walked out understanding the significance of the news. The most recent meeting I attended was last month. I took 3 pages of notes and walked straight to my computer to check the news and follow a long list of topics buzzing around Omaha. I can't say that I was ready to call myself a Junky yet, but this was the first time I ever cared about legislation in my life! All it took was a few short meetings.

To all of you skeptics who think this committee won't fit your interests, hear me out. Being involved in Governmental Affairs is as exciting as it is important; both as a citizen of Omaha and as a REALTOR®. By being a part of this committee, you are surrounding yourself by smart people who know so much about 'the system', but you are also opening yourself up to learn about things you won't see on Twitter. In most meetings you will hear from local experts to learn about issues and news that impacts the community. I have to say, I love being clued in on the current topics with more detail than the evening news.

What is going on in politics 100% impacts your business. You will start to see that through the speakers and will gain even more value from the committee. They work hard to keep up-to-date on the issues and explain why it matters to you. Even a newbie like me now understands why this committee is worth my time!

So here it is. My call for action. I dare you to attend three Governmental Affairs Committee meetings. You will earn such an appreciation for those governmental things you currently ignore and why it's a big deal when something like LB 496 is signed.

Omaha Area Board of REALTORS® Governmental Affairs Committee

Come join us!

The third Wednesday of every month.

**10:00 am | OABR Education Center
11830 Nicholas St | Omaha, NE**



***Advocating for Property, Omaha,
& REALTORS®.***



BE A SUPERHERO

Do something heroic this month. It doesn't have to be something big, just something that sets you apart from the competition that shows how much you care. Try making an extra call or sending an extra text, double checking the home inspection or appraisal, or giving a heartfelt thank you gift. Whatever you do, do it with excellence and you will be a hero to your clients—even if you don't wear a cape.

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Can you spot the difference?

There's a difference between the keyboxes pictured to the right. Yes, one is clean and one is dirty, but there is another *suBTLE* difference to pay attention to.

Any keybox that does not say LE is an outdated keybox. The outdated keyboxes were not compatible with iPhones and, as a result, many agents had to use a special fob.

In 2016 OABR hosted a keybox exchange for agents to update their boxes to the new BTLE's. These new keyboxes are compatible with iPhones and have a much higher performance rate. While old BT keyboxes may still work for some Android users, it is recommended that agents update their boxes and purchase the new BTLE's.

Almost 2 years have passed since the exchange, but there are a still a high number of outdated BT keyboxes out in the Omaha area. We want every agent to have full access to your listings and we also want to be sure these outdated boxes are properly disposed of. If you are one of the agents with an outdated box, you are encouraged to think green and bring them into OABR to be recycled. For every old keybox you bring in, we will enter you in for a chance to win a current BTLE keybox for free!



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