



AUGUST 2018

REview



COMING UP

MLS USERS GROUP

August 7; 10:00 am - 11:00 am
OABR Education Center

SOCIAL EVENTS FORUM

August 8; 10:00 am - 11:00 am
OABR Boardroom

OABR PICNIC

August 8; 11:00 am - 1:00 pm
Crosskey Villages Park

YPN ADVISORY BOARD

August 9; 2:00 pm - 3:00 pm
OABR Boardroom

NEW MEMBER ORIENTATION

August 14; 8:30 am - 4:00 pm
August 15; 8:30 am - 4:00 pm
OABR Education Center

INAUGURAL & AWARDS BANQUET

August 15; 5:00 pm - 8:00 pm
Funnybone Comedy Club

OABR GOLF OUTING

August 27; 10:00 am - 7:00 pm
Oak Hills Country Club

Omaha-Lincoln: One Region, Now One MLS!

The two largest real estate markets in Nebraska will soon share one MLS database of residential property. The new regional MLS system is scheduled to go live in January and will launch with 80 percent of Nebraska's REALTORS® accessing the Black Knight Paragon system. The expanded system will feature three powerful integrations: CRS Data public records information; Homesnap Pro the leading mobile app for agents and consumers; and Paragon's new Collaboration Center where agents and their clients can connect and interact online in real-time, during the home buying and selling process.

Great Plains REALTORS® Multiple Listing Service Inc. (a wholly-owned subsidiary of the Omaha Area Board of REALTORS®), and Midlands Multiple Listing Service Inc. (a wholly-owned subsidiary of the REALTORS® Association of Lincoln), together representing nearly 4,000 real estate professionals, will merge to form one MLS operation under the name Great Plains Regional MLS, LLC. This announcement follows a unanimous, affirmative vote by the two boards on the heels of eleven months of discussions and negotiations.

The new venture, even though it is owned by the Omaha and Lincoln MLS operations, is not limited to the Omaha-Lincoln area. The design of the new regional system offers lower-cost opportunities for brokers and agents, across Nebraska and Western Iowa, even South Dakota or Kansas, should those MLS operations elect to take advantage. As the region grows, broker cooperation and customer service is increased, all at a lower cost.

Approximately three million people reside in a 150-mile radius around the Omaha-Lincoln area. The distances become shorter as highways are enhanced, internet speed is upgraded, and mobile technology continues to evolve.



Continued on Page 7



Omaha Area Board of
REALTORS®
11830 Nicholas Street
Omaha, NE 68154
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www.OmahaREALTORS.com

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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

Farewell!

Wow, it is amazing how fast this past year has gone by. I want to thank the OABR and MLS Board of Directors, all committees and the OABR staff for their support and dedication at making our association one of the best!

It is a huge team effort to keep the association moving forward and progressing with the changing times. I was asked to get involved years ago and to give back to the organization. I have truly learned a lot and made some close friendships by participating. We are always looking for fresh ideas and new energy. My challenge to you is to get involved and help the industry move forward.

Please give our incoming 2019 OABR President, Doug Dohse your unending support. The Board of Directors always has your best interests in mind. Give them your encouragement and thank them for their time and effort.

Many changes and challenges are coming up in the industry and you should be aware and take action when asked, especially on Call-to-Action items. It is very easy to respond when needed. This is an incredible industry that is vital to our economy and to families.

Be diligent and get involved!

A big thank you for all your support and guidance this past year. I wish all members success and happiness throughout your career.

Mark



Mark Leaders
President

*Thank
you!*



20th Annual Summer Picnic



Surfing with OABR

Wednesday, August 8

11:00 am - 1:00 pm

Crosskey Villages Park

Just north of Blondo
at Papillion Pkwy
(Approx. 115th)

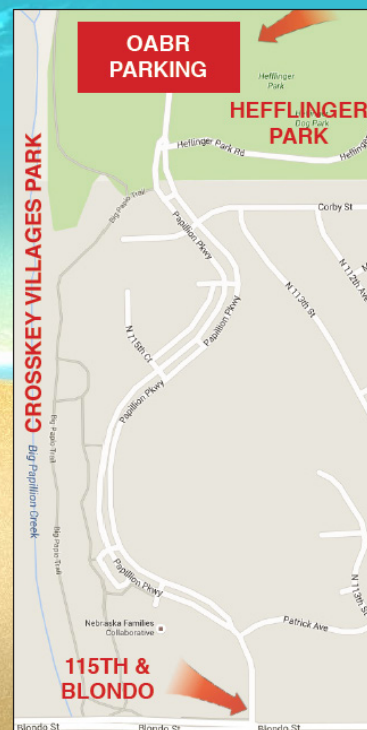
Join the Fun!

Yard games, giveaways
and a chance to win
your 2019 dues PAID!

Shuttle Service provided
by Ollie the Trolley.



Please follow directional signs south
to designated OABR parking area.



Omaha Area Board of REALTORS®

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Crystal Archer

Herb Freeman

Annali Leach

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Susan Clark
(MLS)

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(Affiliates)

Denise Poppen
(WCR)

Chief Executive Officer

Doug Rotthaus

New Officers and Directors

2019 President: Doug Dohse

Doug Dohse has been a REALTOR® since 1996. He is currently working at Berkshire Hathaway HomeServices Ambassador Real Estate. Doug was the 2013-2014 recipient of the OABR Outstanding Service Award. Doug is an active member of the Omaha Area Board of REALTORS®, serving as co-chair for the RPAC committee for the last five years, current chairman of the Placemaking Committee, member of the Social Events Committee and Governmental Affairs Committee. Doug has taught Fair Housing and Professionalism in Real Estate for new agent orientation for the last three years. Doug has chaired or worked on several sub-committees over the past few years including: National REALTORS® Ring Day, Rebuilding Together Omaha, Bryson's Airboat Grillin' and Chillin' on the River event, Funnybone Comedy Club event, Omaha Lancers Hockey, Omaha Stormchasers, OABR Picnic, Henry Doorly Zoo day, OABR Coat and Clothing Drive, Putt-Putt Golf and the Annual Chili Cookoff. Doug is also active with the Sunshine Kids, a non-profit organization, which provides positive group activities and emotional support for young cancer patients. Doug is a native of the Omaha metro area and enjoys spending time with friends and family, golfing, cooking and the Nebraska Cornhuskers.

2019 President-Elect: Susan Clark

Susan Clark has served as Vice President of Residential Sales at PJ Morgan Real Estate since 2013, overseeing strategy, operations, agent mentorship and recruitment. She is a REALTOR® in Nebraska and Iowa, and holds the Certified Residential Specialists (CRS) designation. Susan currently serves on the Multiple Listing Service Board of Directors and is Regional Director of the Nebraska REALTORS® Association Board of Directors. She has received the Nebraska REALTORS® Association Mark of Excellence every year since 2011. In 2015, Susan was named as a Midlands's Business Journal 40 Under 40 recipient and was given the Outstanding Service Award from the Omaha Area Board of REALTORS®. Susan is also active in the Women's Council of REALTORS® Omaha Chapter, having served as President in 2012, and has received REALTOR® of the Year and Entrepreneur of the Year awards.

2019 Secretary/Treasurer: Bill Swanson

Bill Swanson entered the Real Estate business in 1986 after switching majors at UNO to Real Estate and Land Use Economics, starting his career at the CBS Real Estate office at 50th and Grover. Bill has served on several committees and boards since then including the Government Affairs Committee, Candidate Review Board, Social Events Committee, and the MLS Users Group. Bill is a current Nebraska REALTORS® Association Director and has also chaired the State's Strategic Planning Committee.. Bill has been the RPAC OABR Fundraising Co-Chair since 2012. Bill was the recipient of the 2011 Outstanding Service Award for OABR and the 2013 Outstanding Service Award for the Nebraska REALTORS® Association. Aside from Real Estate, Bill is part of a golf league, pool league, and performs regularly with a local Improv Comedy group.

2021 Director: Crystal Archer

Crystal Archer has been an active member of the Omaha Area Board of REALTORS® since 2011. She specializes in Residential Sales at P. J. Morgan Real Estate, where she is also an active mentor for new REALTORS®. Crystal has served on the Education Forum at OABR for several years and is a past Chair. She is also an active member of the Women's Council of REALTORS® in Omaha. She served as President of the Women's Council in 2016 and was awarded their Entrepreneur of the Year award in 2014. She graduated from Kansas State University with a degree in Business Administration in 2003. Crystal moved to Omaha in 2005 with her husband, Kevin. They have two boys, Quinton and Colton. Outside of real estate, she stays busy with PTO meetings, serving on the Bennington Athletic League Board and attending countless basketball, baseball and football games.

2021 Director: Herb Freeman

Herb Freeman is Chief Operating Officer and Director of Builder Services for NP Dodge Real Estate Sales, Inc., and has been in the real estate business since 1972. Herb is active with the Omaha Area Board of REALTORS®, the Great Plains Multiple Listing Service and the Nebraska REALTORS® Association where he is 2018 President. Herb has an MBA from UNL. He is the Second District Broker Member on the Nebraska Real Estate Commission and a Director of the Nebraska Investment Finance Authority representing the Public at Large. He is also a principal member of The Realty Alliance, a member of the Congress for the New Urbanism and an officer and director of the National Town Builders Association.

2021 Director: Annali Leach

Annali has been licensed for over 10 years, has her Brokers License, SRS SRS®, MRP®, RENE & AHWD, is actively involved as Chair of the Education Forum, in local and state committees, teaching New Member Orientation and Leading the Will2Way® Team at CBSHOME. She's responsible for bringing NAR Designation and Certification courses to Nebraska. Annali travels all over the country with her husband to car shows and loves to cook homemade dishes. Her greatest joy is being a wife and mother to her three children and their two big dogs.

The Omaha Area Board of REALTORS® invites you to attend the...

133rd Annual Inaugural and Awards Banquet



*Doug Dohse,
2019 President*

Wednesday, August 15

Awards Ceremony

**Reception & Hors D'oeuvres 5:30 pm
Program to Follow**

**2018 REALTOR®-of-the-Year
2018 Affiliate-of-the-Year**

Funny Bone Comedy Club

17305 Davenport St #201 Omaha, NE 68118

Big Canvas Improv Show to follow!

Name _____ Guest _____

Address _____ City _____ Zip _____

Phone _____ Total @ \$18.00/Person _____

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Make checks payable to the Omaha Area Board of REALTORS®
Questions? Contact Diane Stevens at 402-619-5558 or
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OABR GOLF Outing

Hosted by the
Affiliates Council

\$100 / Player

(\$400 for foursome) OABR members only!
Includes: Lunch, Reception & Appetizers
Cash Bar

Reception & Appetizers

\$25 / Person

in the Oak Hills Clubhouse

Only 36 teams available!

Sign up now!

**Monday,
August 27, 2018**

Registration | 9:15 - 9:45 am

Shotgun Start @10:00 am

Oak Hills Country Club

12325 Golfing Green Drive

Omaha, NE 68137



Goody Bags!

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Flight Prizes!

All mulligan sales will go
to the OABR Foundation



Full payment & registration must be submitted in order to secure your spot.

CC # _____ Exp Date _____ / _____

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Address _____ City _____ Zip _____

of OABR Members _____ x \$100/player = _____

of Reception & Appetizers Only _____ x \$25/person = _____

Card Type: Visa Master Card Discover American Express

Team Players:

Player 1 _____

Player 2 _____

Player 3 _____

Player 4 _____

Please register by August 10 to

Debbie@OmahaREALTORS.com
or 402-619-5553

Make checks payable to:

OABR Affiliates Council -- Attn: Debbie

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The Omaha-Lincoln merger mirrors the changing landscape of MLS across the country.

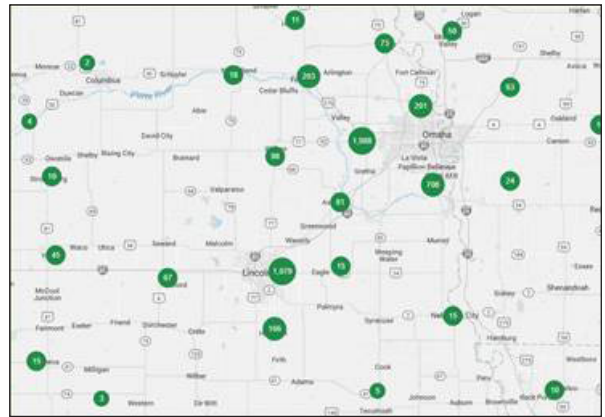
According to Kevin McQueen, an MLS industry consultant affiliated with the T3 Sixty Group, there are 677 MLS operations in the U.S., down from around 900 a few years ago. Interestingly, 88 MLS operations serve 80 percent of the 1.3 million REALTORS® in the U.S. The country's largest MLS spans several eastern states and serves 85,000 agents.

Connecting the Dots; Saving Dollars

Online consumers can easily expand their home search, while agents today are often trapped inside their MLS's artificial boundary. This pushes brokers and agents to multiple MLS systems with multiple-fees.

Agents with two MLS subscriptions find it costly, tedious and sometimes confusing. Agents and office staff personnel find themselves entering listings, maintaining photos, price and status changes in more than one database. Keeping it straight can be a challenge, and for those running a website the problems and expenses are compounded.

The total impact of the double-fee structure is staggering. The merger of the Omaha and Lincoln MLS operations is expected to save current MLS subscribers approximately \$190,000 per year! Savings range from \$120 to \$480 per year for many subscribers. On top of that, technology costs and time are saved by all.



Changes

The most visible changes will occur for Lincoln area users as they move away from Rapattoni MLS, to the Black Knight Paragon MLS. Paragon is consistently rated high among users for its ease of use, speed, and multitasking options, and remains the number one choice for our region.

Paragon users in the Omaha area will experience a few changes as well as 1,000 new users in the system. Some of the current data fields will be converted to newer industry standards – often referred to as the MLS Data Dictionary. Uniform listing data across the industry will, in the long-run, lower costs even further and improve the ability of brokers and agents to integrate their data into third-party software applications if they so desire.

For now, there will be no changes in electronic keybox systems, with the Omaha area agents using the Supra system, and Lincoln agents using the SentiLock system. Both MLS organizations have contract commitments that extend for several years.

Governance

Great Plains Regional MLS, LLC will be governed by a Board of Directors representing large firms, medium to small brokerages, and appraisers from across the area. The structure of the new MLS organization will be similar to the governance model used currently in both the Omaha and Lincoln areas. MLS users shouldn't see significant changes, however change always involves some patience with long-term benefits following.

One regional MLS keeps real estate offices a step ahead of consumers and better-positions REALTORS® to be more effective. The ultimate goal is to create the next era of MLS that preserves compensation and cooperation, promotes the expansion of an efficient marketplace and provides participating brokerage firms greater control of and access to their listing content.

More updates will follow as a detailed timeline is finalized. The data-conversion process is beginning now; mapping two databases into one. A unified set of MLS regulations will be adopted by the new Board of Directors, and an MLS users group will be established to provide feedback on the system from active users. On-site training by a Paragon team will take place in Lincoln prior to the final cutover. Plans call for running both systems side-by-side before transitioning to all users operating on the Paragon system in January of 2019.

Grillin' & Chillin' with RPAC!



Thank you to all who joined us for the 7th Annual Grillin' & Chillin' at the River event on Thursday, July 26 at Bryson's Airboat Tours in Fremont.

This RPAC fun-event featuring airboat rides, grilled food, and live music continues to be a hit among members year after year. Live music was provided by the Swampboy Blues Band.

As always, thank you to those who support RPAC. Your investments truly do make a difference!



CELEBRITY HOMES

Homes ★ Villas ★ Townhomes



Kaleen Anson



Ileane Carlson



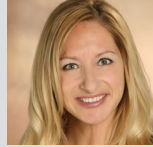
Bill Casey



Ericka Heidvogel



Don Igo



Monica Lang



David Lee



Luke Lofgren



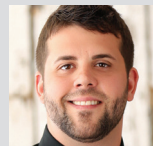
Sherri Daly



Jane Ploughman



Leslie Petersen



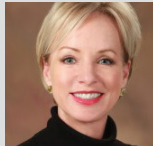
Kurt Pfeffer



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Billie Atkinson
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Todd Kaspar
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Tom Ward

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Angela Hunter (2)
April Tucker (2)
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Ritter, Dennis
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Schulze, Kyle
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Renshaw, Jeffrey
Swanson, Bill
TenEyck, Dixie

\$1 - A - DAY

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Bengtson, Megan
Clark, Susan
Conley, Michael

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Buscher, Kelly
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den Hoed, Danielle
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Stoneburg, Janell
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Burney, Charles
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McNeel, Sarina
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Wellsandt, Joann
Westerhaus, Joseph
Wickert, Kaylane
Wiebusch, Vaughn

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Adams, Daniel
Afanasyev, Jamie
Ahlstrom, Gertrude
Alviers, Raquel
Allen, Earl
Allen, Tonya
Amick, Molly
Amos, Steven
Amoura, Jo Anne
Amoura, Medhet
Anderson, Jeanne
Anderson, David
Anderson, Janet
Andresen, Dellen
Andrew, Cynthia



Andrews, Lisa
Andrik, Roxanne
Anson, Kaleen
Anzalone, Antonio
Armstrong, Michelle
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Ballue, Lisa
Baratta, Sandra
Barges, Michael
Barnett, Paul
Barr, Nancy
Barrera, Oscar
Barrera, Martha
Barsell, Helen
Bartling, Jill Marie
Bartling, Shannon
Battiatto, Diane
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Beckman, Kenneth
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Benson, Stacey
Berner, Richard
Best, Brian
Beyer, Rebekka
Bilek, Richard
Billingsley, Mark
Birnsthil, Jason
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Blazina, James
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by 11/30/18

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as of 7/13/18

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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.



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Affiliate Spotlight

Is HomeReady mortgage right for me?

By Mark McGee, American National Bank

HomeReady mortgage can put homeownership within reach for those with modest savings. It works for you by making mortgage requirements more accessible and supporting responsible homeownership for the long run.

What is the down payment?

Your down payment can be as low as 3%.



Mark McGee

Can gifts or grants go toward my down payment?

Yes, funds you've received as gifts from relatives, grants from organizations and more can be used toward your down payment and closing costs. Assistance funds might also be available to you. Check with your local housing finance agencies, non-profit agencies and employer to find assistance programs.

Are there income eligibility requirements?

To make sure the borrowers and communities in the most need are best served, there are income limitations in certain areas. Ask for more information about how this applies to you and your future home.

Does this loan offer homebuyer education?

Yes. In fact, HomeReady mortgage requires that at least one borrower on a purchase transaction complete the online Framework® homeownership course prior to closing. Professional homeownership advisors are also on hand to provide personalized advice to help you become a successful homeowner.

Do I have to be a first-time homebuyer?

No. Repeat homebuyers and homeowners looking to refinance can also take advantage of HomeReady mortgage.

Will I need to pay mortgage insurance?

Maybe. You can take advantage of making a down payment of as little as 3% of the purchase price. But if your down payment is less than 20%, you must pay private mortgage insurance (PMI), generally as part of your monthly mortgage payment. PMI may be cancellable once you reach 20% equity in your home—saving you money in the long run.

Can I use this loan to finance an investment property or a second home?

To be eligible for HomeReady mortgage, the home must be your primary residence. Ask about mortgage offerings so to find one that's perfect for your additional property needs.

Are you HomeReady? Contact us today.

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June 18, 2018
FOR IMMEDIATE RELEASE

AmeriSpec-Nebraska welcomes new Business Development and Marketing Director

Kandis Friedenbach has joined the staff at AmeriSpec Inspection Services as the company's new Business Development and Marketing Director.

Kandis was born in Denison, Iowa but calls Omaha her home after spending most of her life in the Husker state. She graduated from Omaha Northwest High School and attended Bellevue University where she received her Bachelor's Degree in Marketing Management. She has over 20 years of experience in the marketing industry and keeps up to date on the latest "trend" on social media.

Previously she was employed with Nebraska Furniture Mart where she started in the Internet Marketing department, moved to I.T. and then became the Regional Marketing Manager overseeing the marketing and events for all four stores.



Kandis has two children, Katelyn 15 and Loudan 10 that keep her busy with sports and activities. She loves animals and recently adopted two kittens from the Nebraska Humane Society. She was a former Mrs. Nebraska in 2013, and still enjoys traveling and assisting in the pageant industry.

AmeriSpec-Nebraska has offices in Omaha and Lincoln. The company's team of more than 20 employees has performed more than 60,000 inspections since 1997. The Omaha/Lincoln office is one of AmeriSpec's top 3 home inspection franchises in the United States and was awarded the Marion E. Wade award for operations excellence.

The company has also won the "BEST OF OMAHA" award for home inspection services since 2015. The website is amerispecne.com.

ADVERTISEMENT



By Diane Stevens, OABR Communications Director

I have been working for OABR for 18 months and in that time have learned a lot about how awesome our members are the importance of the work you do. From the start, I understood why OABR had to have committees and that they did significant work, but I didn't really get inside the heart of these committees until recently.

I began sitting in on committee meetings in an effort to understand their true purpose. But if I'm being honest, I had low expectations. I thought I was walking in to find and solve all the problems I was sure these groups would have. It didn't take long for me to realize how busy they were, and what great volunteers we have!



Bill Swanson, Chair

Social Events Committee

According to Bill Swanson, 2018 Chair of the Social Events Committee, "Social Events is known as the fun group for good reason." Their meetings are non-stop conversations and laughter. My first time walking into a Social Events meeting I was instantly welcomed as a member of the crew and felt like they already wanted me there. In just one hour I laughed harder than I recall from any other business meeting. Everyone showed up ready to share stories, ideas, and jokes to keep the energy high and the smiles wide.

You shouldn't assume this fun-loving group doesn't know how to get things done! I was able to observe their planning process for the summer family events, and I can confidently say this crew is perfecting the art of REALTOR® events. It was great to watch them focus on YOU by designing events around what OABR members want.

All members who enjoy using their creativity to produce memorable events that spark the conversations and business relationships; this committee is for you!

This group hosts a great events, but even more, they know how to connect people. They naturally thrive on the "social"

Members who love to have fun and bring fun to others; this is where you belong! There will always be room for more charismatic, people-focused, Energizer Bunny types to keep this group going (and going and going...).

Most impressive was watching this committee and how they made me feel welcome. They are experts at energizing the newbies, even shy folks, and those looking to be part of it all.

Incoming President, Doug Dohse, first got involved at OABR by joining this committee. Just shows that big things can come from joining the committee that has the most fun!

Omaha Area Board of REALTORS® Social Events Forum

Come join us!

The second Wednesday of every month.

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

Plan. Socialize. Network!

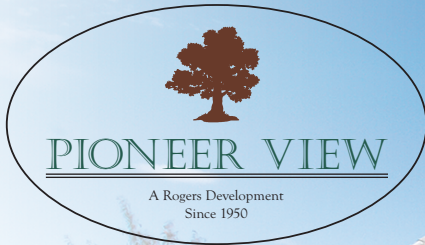
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Inspectors with Knowledge



By Steve Vacha
President

At Home Standards Inspection Services our goal is to provide the training to enable our inspectors to be the best in the area. This starts with shadowing and continues with cross training between inspectors and the sharing information on a daily basis.

We also belong to and are active in the two organizations that provide certification and training for home inspectors.

Jon and I have been in a leadership roles with the local ASHI chapter here in the Omaha area for many years. Jon is the current acting President for our local ASHI chapter. We expect all our inspectors to be ASHI certified inspectors. It typically takes an

inspector working and studying for two full years to pass the test and attain the status of ASHI Certified Inspector (ACI) - and then 20 hrs of continuing education is required annually.

In addition to ASHI, we ask all our inspectors to fulfill the requirements of InterNACHI, the second certifying organization for the home inspection industry. This organization offers state of the art and up to date training and further certification for a home inspector.

All our inspectors have met the requirements to be called InterNACHI Certified Inspectors, ICI. This complete company certification allows us to participate in the InterNACHI Buy Back program that is now included with all home inspections we complete.



We believe doubling the requirements to be certified, doubling the CE requirements, help to ensure we have the best trained and most knowledgeable inspectors in the area.

For more information on the specifics of the Buy Back Program please see our website.



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Personals



CONGRATULATIONS to **Brenda Stuart** of ServiceOne on the recent birth of her grandson Augustus 'Gus' Joseph, born July 3.

CONDOLENCES to **Therese and Mark Wehner** of BHHS Ambassador Real Estate on the recent loss of her mother.

CONDOLENCES to the friends and family of **Hank Stork** of NP Dodge Real Estate, who recently passed away.

CONDOLENCES to **Bryan Fraser** of CBSHOME on the recent loss of his mother.

CONDOLENCES to **Steve Colburn** of BHHS Ambassador Real Estate on the recent loss of his brother.

CONDOLENCES to **William Mora** of J & WB Enterprises LLC on the recent loss of his wife, Willie.

CONDOLENCES to **Kate Reeker** of CBSHOME on the recent loss of her brother.

Designations



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

Jay Mitchell - BHHS Ambassador Real Estate - SRES

Craig McGill - CBSHOME Real Estate - CRS

Bambi Case - Nebraska Realty - AHWD (At Home With Diversity)

Thank You

August Orientation Sponsors

Paula Paulson – First National Bank

Kayla Shafer – Home Warranty of America

Lou Bozak – Paul Davis Restoration

Lisa Powell – P & P Insurance Agency



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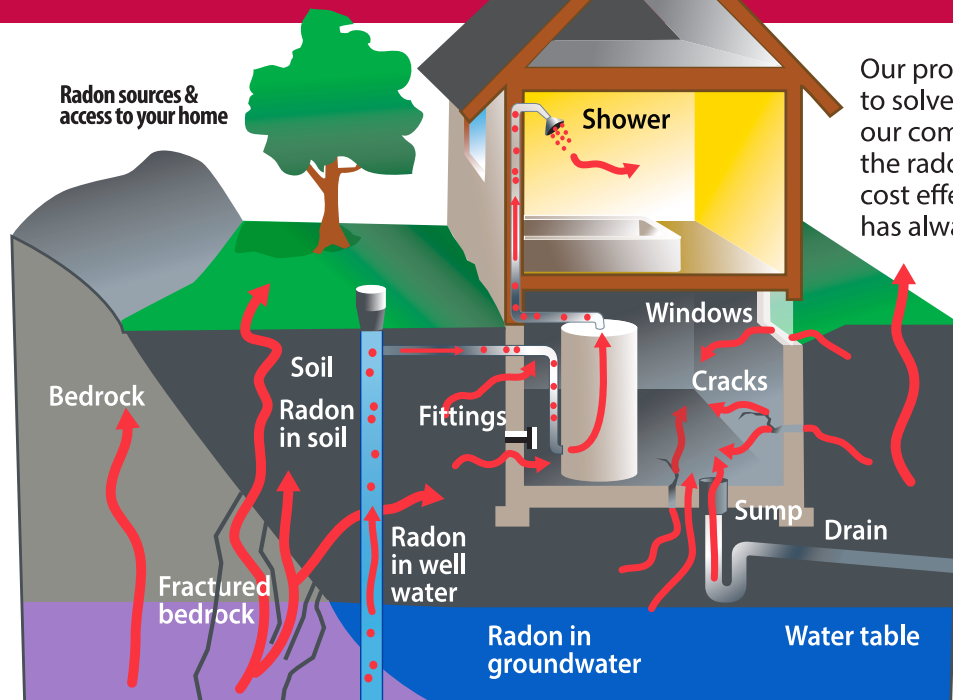
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Membership

See the full membership report at:
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JUNE ACTIVITY	MO.	YTD
New REALTOR® Members	34	273
Reinstated REALTOR® Members	2	23
Resignations	28	110

OABR - June 1	2018	2017
Designated REALTORS®	203	198
REALTOR®	2595	2455
REALTOR® Emeritus	57	51
TOTAL REALTORS®	2855	2704
Institute Affiliate	65	64
Affiliate	450	414

GPRMLS - June 1	2018	2017
Participants (OABR)	196	192
Participants (MLS only)	75	65
Subscribers (OABR)	2685	2462
Subscribers (MLS only)	251	220
TOTAL	3207	2939



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Broker Public Portal

The #2 MLS Consumer-Facing Website!

By Marilyn Wilson, WAV Group

The Broker Public Portal with Homesnap continues to take the industry by storm. The strategy to pool the listings and resources of MLSs across the country is working! In just over a year after the BPP/Homesnap partnership was announced, there are now 145 MLSs representing 875,000 agents on one marketing platform featuring over 90 million properties, generating thousands of FREE leads every day for agents.



Broker Public Portal with Homesnap is now the second largest MLS consumer website, according to Hitwise, the nation's leading source for measuring real estate web traffic across the entire industry. By creating a nationwide collaboration of MLSs and brokerages and partnering with Homesnap, the Broker Public Portal has helped agents across the country benefit from FREE listing exposure and lead generation generated from Homesnap's highly rated mobile app and engaging website, Homesnap.com.

Before Broker Public Portal, every broker and each MLS had to go it alone trying to garner attention for and engagement with their sites. Broker Public Portal has created a powerful way for every broker and agent to benefit from a nationwide collaboration that generates interest in their properties effortlessly as an extension of MLS membership.

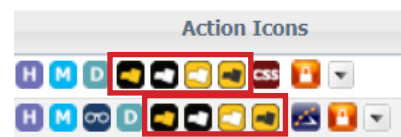
Contrast that with the ever-increasing costs of promoting listings on third party search sites. As an example, according to Zillow Group's Q1 2018 earnings report, the number of agents that are spending \$5000 or more per month on their platform increased 58%. The cost of third party marketing programs are ever-increasing, putting pressure on broker margins and taking a larger percentage of the commission for individual agents.

The number of visitors to Homesnap.com is now second only to HAR.com. HAR.com is an incredibly powerful site and is ranked as one of the top 10 property search sites in America, according to Hitwise.

Every agent in a participating MLS region can invite their entire sphere to join them on Homesnap with one click! Consumers can communicate with their agents – or with the listing agent – using Homesnap's in-platform messaging. Homesnap was designed to keep agents at the center of the conversation with their prospects and clients, unlike other sites that divert consumers to agents who have paid for placement on your listings.

CRS Data: Integrated Value for MLS

CRS Data puts the power of clear and current property information in your hands. Designed specifically for you, the Real Estate Professional Suite gives you the tools you need to impress clients, speed sales and maximize commissions. MLS Tax Suite gives you current tax data, detailed maps, and neighborhood demographics. This helps you find listings quickly, evaluate them effectively and give clients professional presentations.



Gold and black Action Icons in
MLS link to CRSData pages.

Here is what our members have to say about CRS Data:

Laura: "Prospecting Made Easy. Using CRS Data is so incredibly user-friendly for gathering relevant data straight from your paragon search. I love using it for prospecting! With a few clicks of a button, you can download a prospect list from an area you are farming and you can download up to 5000 a month, though if you call the 800 number you can get more! You can choose your prospect list by map, zip code, subdivision and more."

Angela: "CRS data where have you been all of my real estate career? I like this site and shout your accolades from the rooftops. When I do listing presentation, I use all of the whistles and bells you have to offer in order to look like a rock star. The neighborhood information is so valuable that when creating a listing presentation I drop it in. The data from CRS has helped me show potential seller that the 245,000 price they think their home is worth should actually be 215,000 based on the additional data from CRS. I feel like I have stumbled upon the best-kept secret in my MLS!"

Beth: "I like the sale history as well as the listing history. Having the flood info is valuable. The format is more user friendly than the courthouse websites. The plot plan is right there, and we don't have to go to another site for the lot size."

Learn more about how to use CRS Data for your business at crsdata.com.



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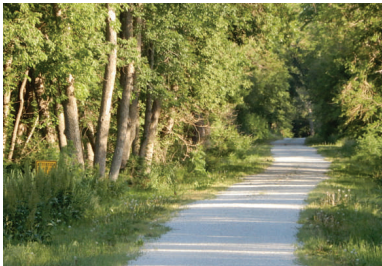
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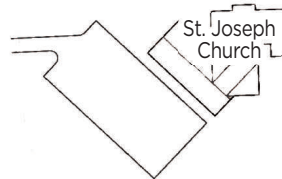
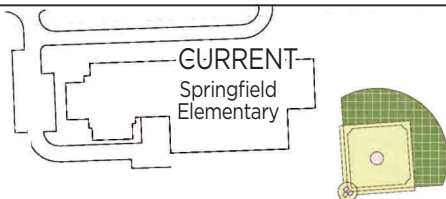
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