

NEW LOOK INSIDE!

JANUARY 2019



# Review



## COMING UP

### **NEW MEMBER ORIENTATION**

January 8; 8:00 am - 5:00 pm  
OABR Education Center

### **EDUCATION FORUM**

January 9; 11:00 am - 12:00 pm  
OABR Boardroom

### **MLS USERS GROUP**

January 9; 11:00 am - 12:00 pm  
OABR Education Center

### **SOCIAL EVENTS**

January 9; 10:00 am - 11:00 am  
OABR Boardroom

### **RPAC TASK FORCE**

January 14; 2:30 pm - 3:30 pm  
OABR Boardroom

### **AFFILIATES COUNCIL**

January 15; 9:00 am - 10:00 am  
OABR Education Center

### **DIVERSITY COMMITTEE**

January 15; 10:00 am - 11:00 am  
OABR Boardroom

### **GOVERNMENTAL AFFAIRS**

January 16; 10:00 am - 11:00 am  
OABR Boardroom

## **Have a Safe 2019!**

In November, a large number of Omaha area real estate agents received suspicious or inappropriate text and email messages from a man wanting to meet with them. Hats-off to those agents who spoke up in their offices and filed police reports.

According to Omaha Police Department Sgt. Marlene Novotny, working with the Sexual Assault Unit, the reports that were filed with OPD and other law enforcement agencies allowed them to connect the text messages to similar messages also sent to a large number of therapists in the area. The telephone's IP address, a unique identifier, showed that a large number of text messages had been sent. This allowed OPD to move forward on a case of telephone harassment, a federal crime that was referred to the U.S. Attorney's Office.

From there, the federal authorities were able to obtain the true identity of the sender, who sent the messages under an assumed name and a "spoofed" phone number. Shortly after that an arrest was made. News reports say that John McGinn, the alleged perpetrator, sent the messages and now faces misdemeanor charges, but could be charged with a felony if the crime is repeated or threats are made.

This incident serves as an important reminder for all agents to continuously think about their safety and always report suspicious activity. The Omaha Police Department report line is 402-444-4877. Put it in your phone!

*Continued on Page 4*



**For more safety tips visit  
[OmahaREALTORS.com/realtorsafety](http://OmahaREALTORS.com/realtorsafety)**

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Read the REview online!

[OmahaREALTORS.com/review-newsletter](http://OmahaREALTORS.com/review-newsletter)



## 2019 Board of Directors

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11830 Nicholas Street  
Omaha, NE 68154  
402-619-5555 tel  
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## A MESSAGE FROM THE PRESIDENT

*Doug Dohse, 2019 President*



## NEW YEAR. NEW BEGINNINGS.

Well, it has already been four months since I became your President. Wow, time flies. I hope everyone had a wonderful and safe holiday season. Now it is time to get back to work. In 2019, the Board has several great events planned for all members. Please check the calendar at OmahaRealtors.com.

### Save the Date!

On April 4th we will be having a special REcharge! event. Bill Swanson will be heading up a team to put everything together for this event. He is always looking for ideas and help from members, so please contact him if you are interested.

### Political Action Days - Register NOW!

Political Action Days, formerly Legislative Days, is an event for all Nebraska REALTORS® Association members to become more involved in state government. We will have three days packed with committee meetings, training, networking events and much more! You will not want to miss out! This event features a State Legislature Bill Review Session on Saturday, January 26; join in person or via conference call. On Tuesday, January 29 – 30, you can take part in other meetings, a luncheon at the Governor's Mansion, and "Capitol Day" where you can earn three hours of Broker-Approved Training. Go to [www.NebraskaREALTORS.com](http://www.NebraskaREALTORS.com) for info.

### New Tax Laws

Get advice on 2018's new tax laws affecting all individuals, especially real estate professionals in a video series provided for REALTORS® at <https://www.nar.realtor/taxes/what-realtors-need-to-know-about-the-new-tax-law>.

### Thank You for Giving Back

Finally, I would like to thank all our members who took the time to volunteer with REALTOR® Ring Day! And to all REALTORS® who volunteered or supported the Omaha community in some way this year, thank you! It is always encouraging to see so many REALTORS® give back to our community.

Doug

## EVENTS

**TITLE SAYS... WHAT?** January 24 | OABR Education Center | *Understanding title insurance*

**NRA POLITICAL ACTION DAYS** January 26, 29-30 | The Graduate Hotel, Lincoln | *All things political!*

**LANCERS HOCKEY NIGHT** February 1 | Ralston Arena | *Dinner, prizes, and hockey!*

**CHILI COOK-OFF** February 13 | OABR Education Center | *Over 200 people attend this event each year!*

**REcharge!** April 4 | *Save the date!*



**Work together.  
Stay safe!**

Continued from Page 1

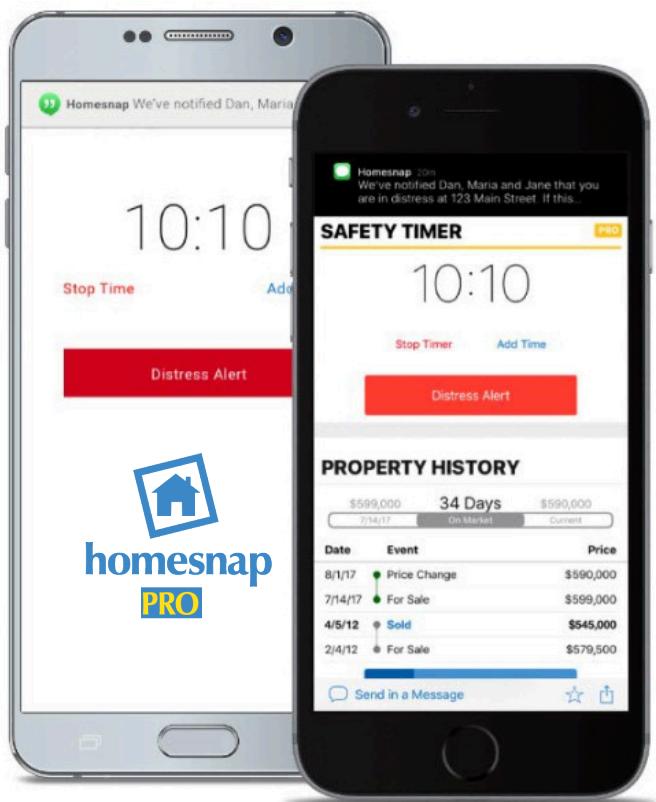
If you feel you might be in danger, don't hesitate to call 9-1-1. Your reports of suspicious or threatening activity to law enforcement made the difference in this case.

### **Safety Tools for REALTORS®**

There's an app for that! Two safety products currently provided by the Omaha Area Board of REALTORS® and the Great Plains Regional MLS are available for immediate use and without additional charges.

- **Supra eKey App** now has a safety feature allowing you to program up to three emergency contacts that will be notified when you tap the alert button located on the app. For setup assistance, contact Porscha at 402-619-5552 or Porscha@OmahaREALTORS.com.
- **Homesnap Pro App** allows you to tap the "Start Safety Timer" whenever you are within 2,000 feet of a property. Tell the Homesnap Pro app how long you expect to be at the location and select your emergency contacts. You can later stop the timer or add time as you go. When the timer expires, text messages are sent to your emergency contacts. With one tap you can also send a text message to your emergency contacts, if needed. For more information, go to: <https://www.homesnap.com/pro/safety>.

Neither of these technology tools replace the 9-1-1 service if you sense trouble. The general 9-1-1 advice is that it is better to call if you can; text only if you can't call, but be sure to text your exact location first, so you get the correct responder. (If you're in an area where text-to-911 is not available, you will get a bounce-message informing you of that.)



## **CELEBRITY HOMES**

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# REGIONAL MLS UPDATE

On **December 4**, a significant number of new fields and selections were successfully added to the Paragon MLS system database. This followed a series of training sessions held at the OABR Ed Center aimed at office personnel responsible for MLS data input. If you missed the training or just want to know more, watch the video at: <https://youtu.be/aemmhqkn3ra>.

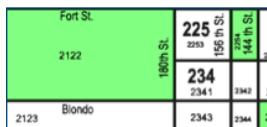
It's likely you noticed the new fields now available, however, beginning on January 7, it will be mandatory that you complete all "required" fields any time listing data is input or updated in the system. This means an update to any listing (such as a price change, date extension, or any other data change) will now trigger the new required fields to be updated before the listing can be saved or updated.

Data input forms have also been updated (check the date at the bottom of the form). There are also abbreviated summary forms with the new required fields only. Go to: [www.OmahaREALTORS.com/RegionalMLS](http://www.OmahaREALTORS.com/RegionalMLS).

**Improved county records!** In addition to the new fields, the MLS system now features seven additional counties that were added to the existing 12 counties already integrated with the Paragon MLS system via the CRS Data public records tools. More info at: [www.omaharealtors.com/crs-data](http://www.omaharealtors.com/crs-data). If you're not familiar with the CRS Data Tools in the Paragon MLS system, look for the black and gold Action Icons on the search-results screen.

**MLS Area Maps.** As communicated earlier, MLS Area Maps will no longer be present in the MLS after **January 7**. This change will affect users who are used to relying on this legacy system using Areas and Sub-Areas, however, the Google mapping feature now built into the Paragon system will allow users to take advantage of new shape-drawing tools and will allow agents to save their most popular MLS area map searches. It is important that users take time to replace Area and Sub-Area with Google Map shapes in their Saved Searches to ensure that clients continue to receive new matches after January 7.

## Sub-Area Search:



## Google Map Search:



Overall, the user-response to the enhancements has been positive, recognizing the end-result will be better for all MLS users once the listing data from the Lincoln and Omaha areas are combined to form one regional market.

**Timeline for conversion.** We expect to see the consolidated data from both the Lincoln and Omaha areas in Paragon beginning on **February 25**. At that time agents from the Lincoln MLS will be operating in

parallel. This means Lincoln area users will continue to enter listing data into their existing system, however, the listing data will be automatically pushed into the Paragon system at the same time. Lincoln's existing system will continue to operate as normal, but all users will have access to listing information from both markets in the Paragon MLS system.

During this time, data accuracy or mapping issues will be identified and resolved, and the consolidation team will check for flaws in the system operation. During the month of March there will be on-site training in Lincoln for all users new to the Paragon system. This training will include lessons using the CRS Data public records and tax tools.

During this time, data accuracy or mapping issues will be identified and resolved, and the consolidation team will check for flaws in the system operation. During the month of March there will be on-site training in Lincoln for all users new to the Paragon system. This training will include lessons using the CRS Data public records and tax tools.

On **March 22**, the final cutover process will begin. At that point, listing changes and new listing entry will be blocked on Lincoln's existing system until data entry is unlocked for the Lincoln area listings on the Paragon MLS system on **March 25**. On that day, the final cutover will conclude and the Great Plains Regional MLS system will be operational with all listings from both markets. All listing input and listing changes will then be made only in the Paragon system.

Please note: all dates are subject to change! The formation of the Regional MLS resulted in the creation of a new entity: Great Plains Regional MLS, LLC., a jointly-owned venture of the Lincoln and Omaha area MLSes.

This new operation will require a reauthorization of ACH payments from all users, so expect an email requesting you to reauthorize your ACH auto-payment via an automated system. Watch for more information coming soon! The reauthorization will need to be completed before the final cutover to avoid an interruption of service.

The MLS fees were set by the Regional Board of Directors at \$30 per month for agent-subscribers; \$71 per month for broker-participants. The first ACH payment for the Regional MLS is expected to process April 1 (subject to change).

**Stay current** with all the MLS changes and new information that impacts your business. Think you missed something? Go to: [www.OmahaREALTORS.com/RegionalMLS](http://www.OmahaREALTORS.com/RegionalMLS).

### YPN BINGO NIGHT | FEBRUARY 8, 2018


**Benefits:**

Abide

**Event**
**Funded:**

\$2,100

### CHILI COOK-OFF | FEBRUARY 21, 2018


**Benefits:**

Food Bank for the Heartland

**Event**
**Funded:**

\$2,100

7,174 meals

### OABR GOLF OUTING | AUGUST 27, 2018


**Benefits:**

Hope Center for Kids

**Event**
**Funded:**

\$5,000

### TURKEY BOWL | NOVEMBER 14, 2018


**Benefits:**

Toys for Tots

**Event**
**Funded:**

\$8,410

140 toys,

11 bicycles

### REALTOR<sup>®</sup> RING DAY | DECEMBER 7, 2018


**Benefits:**

Salvation Army

**Event**
**Funded:**

\$9,160

### OABR SCHOLARSHIPS


**Benefits:**

Real Estate Students

**Total Awarded:**

\$8,745

17 Scholarships

### OABR FOUNDATION



An IRS Section 501(c)(3)  
charitable organization.

**Benefits:**

Real estate education,  
housing assistance, and other  
local community needs.

#### Calendar Year 2018 REALTOR<sup>®</sup> Foundation Support:

\$171,077

*Discover more at*  
***OmahaREALTORS.com/  
Community-REinvest***

# HOME BUYERS ASSISTANCE FOUNDATION



The OABR Foundation is a proud supporter of the Nebraska REALTORS® Home Buyer's Assistance Foundation; a nonprofit organization with a mission to increase affordable, adequate, and decent housing for all first time homebuyers in Nebraska, with an emphasis on low and moderate-income individuals and communities. It also works to offer housing disaster relief to communities affected by a natural disaster. 100% of funding is used towards the My1stHome Grant or to disaster relief.

Says Cindy Andrew, HBAF Vice-Chair, "HBAF has been able to help hundreds of families purchase things for their homes that they otherwise would have not been able to afford. Everything from paint to appliances, to contributing to entire remodels. These buyers are very thankful to get the extra cash!"

The foundation awards a \$250 My1stHome grant to select first-time homebuyers in an effort to enhance the success of homebuyers in maintaining home ownership. Grant recipients will be selected by the Foundation Board of Directors. There is only one grant per household allowed and recipients must reside in Nebraska.

## Here are the steps to receiving the grant:

1. Download the Grant Application.
2. Use the services of a REALTOR® to purchase your first home within the last six months. Maximum purchase price is \$170,000.
3. Complete a homebuyer education course through a REACH affiliate or online education approved by NIFA.
4. Attach a copy of your closing statement and educational certificate.
5. Mail your completed application to: Nebraska REALTORS® Association, 800 S. 13th St. Ste. 200, Lincoln, NE 68508

Amazon Shopper? Members and their family and friends can help out when shopping on AmazonSmile. Next time you log onto Amazon, go to smile.amazon.com. You will receive a special Amazon shopping link that will allow a portion of your purchase to go directly to the Home Buyer's Assistance Foundation. All donations are tax deductible.

## Insulation in Attics



**By Jessie Fisher**

*Inspector*

Many homeowners are increasingly conscious of the benefits of improving the thermal rating of their homes. Recently at the GO-ASHI meeting, Todd from USA Insulation spoke to our group of ASHI inspectors about some of the ins and outs of an existing residential home's attic insulation. Todd prides himself on doing extensive research about trends in home insulation and stays up on the latest scientific findings.

When trying to assign an R-Value to the insulation in an attic, there are many variables that must be taken into consideration. The depth of the insulation alone does not paint an accurate picture of how well attic insulation is actually performing.

For insulation to be effective there needs to also be an air barrier. An air barrier slows the passage of air between conditioned and unconditioned spaces. For example, the air barrier between a living room and the attic space above is simply the drywall. Air gaps in the air barrier are a weak link in an insulation system, and can really undermine its effectiveness, regardless of how thick the insulation is. The laws of thermodynamics dictate that the air will follow that path of least resistance.

Some of the common weak spots where air can pass through are whole house fans, can lights, and attic access panels. It is important to seal these areas, or the expected R-value from insulation depth will not be achieved. Foam board can be used to build airtight covers over these areas and then surrounded with blown-in insulation.

Which is better – loose fill/ blown-in insulation or batted/ rolled insulation?



Rolled Fiberglass insulation is often not the best option and can result in lower than expected R-value due to poor installation. Because of the way it is most often installed, air can pass through gaps between rolled out sections and rafters. Blown-in cellulose or fiberglass is typically a better option. It is relatively inexpensive and easy for a do-it-yourself homeowner to install. Cellulose insulation has a higher R-Value per inch than fiberglass. "Dense Pack" cellulose also a good option for existing homes with limited space/access to add more insulation. It has a higher R-Value per inch than regular cellulose.



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## DESIGNATIONS

### ABR (Accredited Buyer's Representative)

Sean Lee – Nebraska Realty  
Mindy Kidney – RE/MAX Results  
Christopher Rock – Nebraska Realty

### AHWD (At Home With Diversity)

Crystal Archer - PJ Morgan  
Ivy Alexander - Nebraska Realty

### CRS (Certified Residential Specialist)

Bradley Fricke - RE/MAX The Producers

## CERTIFICATIONS

### PSA (Pricing Strategy Advisor)

Carol Kaufman – NP Dodge  
Laura Osborn - Nebraska Realty  
Ivy Alexander – Nebraska Realty  
Suzanna Reed - eXp Realty LLC  
Milton Schneider – Nebraska Realty

*Congratulations*



### JOE GEHRKI

Governor Pete Ricketts has appointed Joe Gehrki as the Second Congressional District Broker Representative on the Nebraska Real Estate Commission. His term lasts until August 2024.

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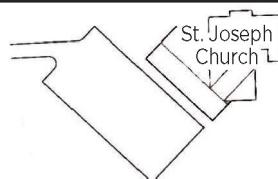
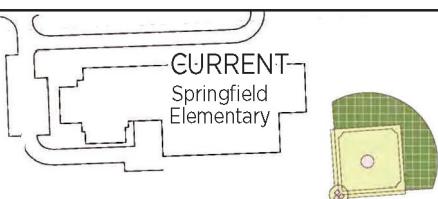
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# REALTOR® RING DAY



FRIDAY, DECEMBER 7

OMAHA AREA PARTICIPATING LOCATIONS

REALTORS® and Affiliates rang bells to raise money for the Salvation Army last month. The day was cold, but hearts were warmed! Together nearly 250 volunteer members raised over \$9,100.



More photos on [Facebook.com/OmahaREALTORS](https://www.facebook.com/OmahaREALTORS)



## PERSONALS

**Congratulations** to **Duane Safarik** of NP Dodge for being named president of the Greater Bellevue Area of Commerce.

**Condolences** to **the family of Rick Martin Isenberg** on his recent passing.

**Condolences** to **the family of Roger Lindwall**, former 1973 OABR President, on his recent passing.

**Condolences** to **Jessica Sawyer** of Nebraska Realty on the recent loss of her mother-in-law.

**Condolences** to **Teri Schrieber** of CBSHOME on the recent loss of her husband.

**Condolences** to **the family of Mary Lou Skaggs**, former OABR employee who recently passed away.

## THANK YOU!

### Thank You to Our January Orientation Sponsors!

Amy Dritley – Charter West Bank

Mark McGee – American National Bank

Summer Franco – U.S. Bank Home Mortgage

Lori Bonnstetter – 2-10 Home Buyers Warranty

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\*On time closing and fast processing is dependent on many factors including receiving timely documentation from the borrower. All loans subject to credit approval. Rates and fees subject to change. ©2018 PrimeLending, a PlainsCapital Company. (NMLS: 13649) Equal Housing Lender. PrimeLending is a wholly owned subsidiary of a state-chartered bank and is an exempt lender in NE. v010918

### GO-ASHI Greater Omaha Chapter American Society of Home Inspectors

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.



#### Current Membership

Jon Vacha ACI (President) - Home Standards Inspection Services  
Tim Kroc ACI (Vice President) - Home Standards Inspection Services  
Steve Marten ACI (Treasurer) - Homespec Property Inspections  
Mike Frerichs ACI (Secretary) - Home Buyers Protection Co  
Ahlvers, Chad ACI - Cornerstone Property Inspections  
Byrd, Mark ACI - Accurate Building Inspection  
Crnkovich, Rick ACI - Heritage Home Services, Inc  
Duckett, Steve - Midwest Inspection & Testing, LLC  
Eggenburg, John, ACI Surehome Inspection Services  
Fisher, Jessie - Home Standards Inspection Services  
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\*ACI denotes ASHI Certified Inspector

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# **TITLE SAYS...WHAT?**

## **UNDERSTANDING TITLE INSURANCE**

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**Thursday, January 24, 2019**

10:00 am - 11:00 am

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# Women's Council INSTALLATION

THURSDAY, DECEMBER 13  
CHAMPIONS RUN

Denise Poppen was installed as the 2019 Women's Council Omaha Network President! Congratulations Denise!

## Congratulations to all Women's Council Award Recipients:

Outstanding Service Award, REALTOR® - Darla Bengston

Outstanding Service Award, Strategic Partner - Amy Dritley

REALTOR®-of-the-Year - Ashley Livengood

Strategic Partner-of-the-Year - Rachel Pierce

Entrepreneur-of-the-Year - Molly Amick



2019 Women's Council Board of Directors.



2019 Women's Council President, Denise Poppen and family.



Officer Installation conducted by Doug Rotthaus OABR CEO.



100 teddy bears were collected and donated to Children's Hospital.



# Lunch with the LEGENDS

In December, the Education Committee hosted a Lunch with the Legends – a panel of three REALTORS® each with over 40 years of experience who shared their real estate stories, techniques and advice for success in the industry. Here, we've highlighted some of the words of wisdom:



**Mark Renner**

## **Mark Renner**

Where he started: Mark Renner grew up in real estate. As a child, his father made him promise he would go to college and do anything but real estate when he grew up. Mark did indeed go to college and went on to sell computers. Eventually, he decided to change paths and began to sell houses as a "temporary" job. He has been in the business ever since.

Once he passed his exams he was hired by a broker, he received "zero hours" of training. According to Mark, the expression in those days was "there's your desk; there's your phone; now you're on your own!" So, Mark took matters into his own hands and learned how to be a successful agent by taking successful REALTORS® to lunch and asking them exactly how they did business. This helped Mark get started and allowed him to develop his own style for success.

**Working with other REALTORS®:** When asked what the most important advice was that he could give, Mark said without hesitation, "Treat your fellow REALTORS® with respect, no matter what side of a sale you are on. Until we treat each other with respect, the public won't treat us with respect".

**Business Success:** Mark stated that "networking is the key to the business. 70-80% of my business comes from past clients, not from third-party sites or social media posts. And, if you are ever having a slow time or start feeling down... go see your past clients! They will pick you right back up!"

Your time is Valuable! "This business can rob you of your free time. Plan your free time and take it. I never once lost business when I said I wasn't available on a Saturday" Mark said.



**Don Keeton**

## **Don Keeton**

Where he started: "I first got in the business when people in the business were telling me I could bring home ten times the average income of those in my home neighborhood." Don passed his

exams and worked hard! He sold 10 houses his first year in the business.

Don pointed out how the times have really changed for the better since the 70s! "Back then, the mark of a good listing agent was how well they maintained their tear sheets" (four- by six-inch listing sheets that made up the active market). During those times, the MLS was nowhere close to how advanced it is now and was priced at \$10 a month. "It is still amazing to me that the MLS has come so far and the price has only been raised to \$30!" Don went on to say that "in those days, REALTORS® also had to check out physical keys to open keyboxes. Then you had to return those keys to each office at the end of the day."

**Business Success:** "You always have to put yourself in a position to succeed in a bad market. And when the market does slow down, you speed up! The fundamentals will always work for you... you just may have to do more of them! It doesn't matter what is going on with the market, it matters what you are doing," according to Don.



**BJ Brown**

## **BJ Brown**

Where she started: BJ became a REALTOR® in 1972. When she joined the business, it was almost unheard of to have a female REALTOR®. Even though she passed her tests and was as qualified as the male agents, she had to work harder for a broker to hire her. Even when she was hired, it was on a six-month trial basis.

According to BJ, she was motivated to push hard and she sold one house a week for six months. "I just thought that was the standard speed of the business for all agents". It wasn't until after those six months were up that someone told her most agents thought they did well to sell one house a month. BJ faced many obstacles and mistreatment as a woman in real estate, but her success speaks for itself and she is now glad to see the world has changed for the better.

**Business Success:** BJ gave some good advice: "You are always working. No matter where you are. This is a business and you have to treat it as such. That also means you must prioritize your time. Your family always should come before your job and your time should be valuable to you. That means it is ok to take vacation. In fact, you have to take a vacation to be a top producer. If you are good... people will wait for you."

## MEMBERSHIP REPORT

See the full membership report at:  
OmahaREALTORS.com/membership-report

NOVEMBER ACTIVITY	MO.	YTD
New REALTOR® Members	20	438
Reinstated REALTOR® Members	3	37
Resignations	20	429

OABR - Nov 1	2018	2017
Designated REALTORS®	201	199
REALTOR®	2553	2438
REALTOR® Emeritus	68	53
<b>TOTAL REALTORS®</b>	<b>2822</b>	<b>2690</b>
Institute Affiliate	67	64
Affiliate	359	414

GPRMLS - Nov 1	2018	2017
Participants (OABR)	195	192
Participants (MLS only)	78	70
Subscribers (OABR)	2577	2446
Subscribers (MLS only)	252	231
<b>TOTAL</b>	<b>3102</b>	<b>2939</b>

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# INSURANCE MATTERS!

BY ERIC PETERSON, P&amp;P INSURANCE AGENCY



In a Real Estate transaction, insurance on the property is required by the lender in order to process the loan to close the sale. The lender requires the insurance so that their interests, or loan amount, is covered. Outside of the lender's interests being covered, and the sale closing for all parties, should it matter where the policy comes from or what the other coverages are? The short answer is "Absolutely!"

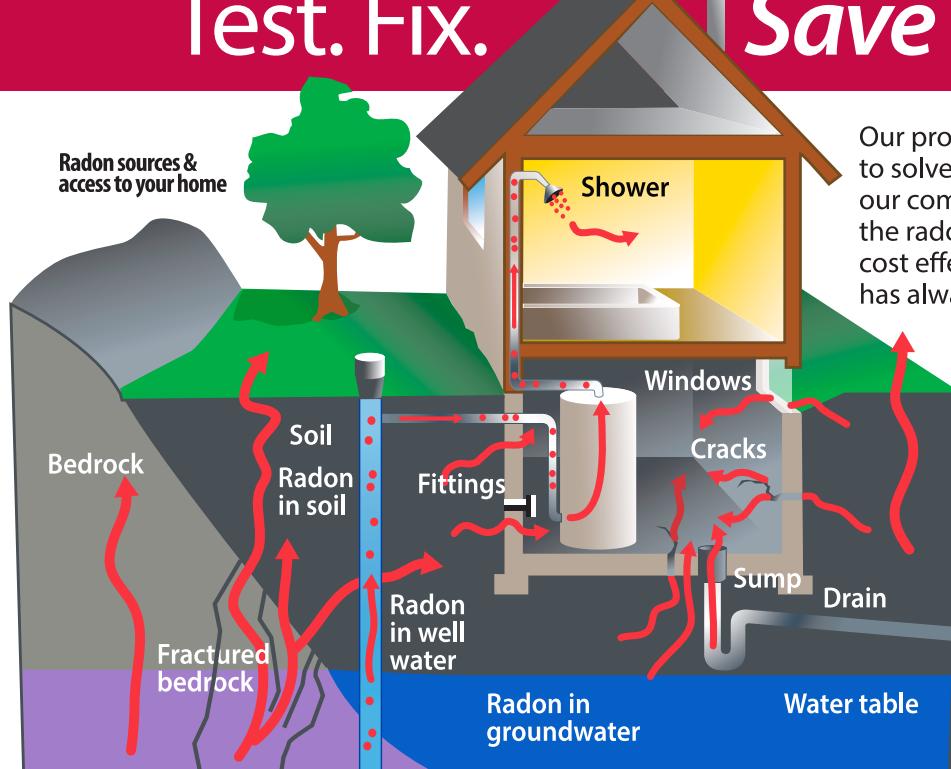
The person who should be most interested in their coverages, the cost, and the potential exposures should, of course, be the purchaser. Your average client is not an expert on insurance nor are they experts in contracts or taxes. They should consult an insurance professional the same as they would consult an attorney or CPA. In the consultation process, the client will learn about their new exposures to potentially devastating losses to their new asset. Armed with this knowledge,

they can then make smart decisions on their insurance coverages and the associated costs.

A first-time homeowner may not yet know all of the exposures they have with their new and often times biggest asset. They won't know what is covered, and may assume coverage for maintenance issues vs sudden and accidental loss. Do they know the difference between ACV and RCV? A buyer moving to a larger home may not understand that how the features and quality grades of their home may impact the coverage of those items.

As a REALTOR®, surrounding your clients with professionals you trust helps your client make informed decisions on all aspects of property ownership and help them become repeat clients and good referral sources.

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# REALTORS® MORE LIKELY TO DONATE ANNUALLY THAN MOST AMERICANS, ACCORDING TO SURVEY

NATIONAL ASSOCIATION OF REALTORS®

# E

ighty-two percent of REALTORS® donate money to charitable causes every year, compared to the national average of 56.6 percent of Americans who do so, according to a new report from the National Association of Realtors®.

The Community Aid and Real Estate Report, known as the CARE Report, provides insight on the monetary and volunteer contributions that general members at-large, broker-owners and Association Executives of Multiple Listing Services give to society. The report found that all three of these groups donate money and volunteer significant amounts of time in their communities while supporting their local REALTOR® Associations.

Compared to the general members at-large, 81 percent of broker-owners donate money on an annual basis, while 90 percent of AEs or MLS staff donate each year. According to the report's findings, four-fifths of NAR's members reported that being involved in their community is an important component of their business plan. "The findings in this report highlight what we've known all along - that REALTORS® go above and beyond to serve their neighbors," said NAR President John Smaby, a second-generation REALTORS® from Edina, Minnesota and broker at Edina Realty. "REALTORS® across the country not only work to help people achieve the American dream, but they also work hard to make a difference in our communities and make them better places to live."

When it comes to volunteering, 85 percent of AEs and MLS staff report that they volunteer on a monthly basis for a median amount of 10 hours. Seventy-seven percent of broker-owners volunteered on a monthly basis for a median amount of 10 hours, followed by 66 percent of members at-large for a median of eight hours. In comparison, just 6.1 percent of Americans volunteer on a regular basis.<sup>2</sup>

Of those who donate money annually, broker-owners give a median amount of \$1,950, the most of the three groups. AEs and MLS staff who donate contribute a median amount of \$1,250 a year, and general members

give \$1,000 annually. REALTOR® associations also donated to their communities, with a median annual amount of \$5,000 to their communities and \$2,500 to NAR.

Eighty-nine percent of AE or MLS staff responded that their associations held a fundraiser for their community last year, with 54 percent holding three or more. Eighty percent of broker-owners indicated that they encourage their agents to be involved in their communities and sixty-four percent of general members at-large reported that their firms encourage them to volunteer.

In 2019, NAR will also be celebrating the 20th year of the Good Neighbor Awards, which recognizes REALTORS® who make extraordinary commitments to improving the quality of life in their communities. Since its inception, the Good Neighbor Awards has recognized more than 200 Realtors® for their charitable service, and awarded \$1.2 million in grant money. For more information, go to [nar.realtor/gna](http://nar.realtor/gna).



Seventy-five percent of respondents identified as general members at-large, 20 percent as broker-owners and six percent as AEs or MLS staff. The survey was sent out in June 2018 to 162,474 people, 120,000 were randomly selected REALTORS® who are not Brokers of Record and 40,000 were sent to a random sampled of Designated REALTORS®. A total of 4,095 people responded. The margin of error for the survey is +/-1.5 percentage points at the 95% confidence level.

*The National Association of REALTORS® is America's largest trade association, representing 1.3 million members involved in all aspects of the residential and commercial real estate industries.*



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 Debbie Meyer (3)  
 Amy Brodersen (2)  
 Angela Hunter (2)  
 April Tucker (2)  
 Brandon Frans (2)  
 Carolina Williams (2)  
 Darcy Beck (2)  
 Deb Ellis (2)  
 Devon Lesley (2)  
 Heidi Leaders (2)  
 Jackie Taylor (2)  
 Jeff Chu (2)  
 Jeff Pruess (2)  
 Joel Johnson (2)  
 Jonathan Nguyen (2)  
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## ARE YOU A C2EX REALTOR®?

**T**he National Association of REALTORS® proudly introduces Commitment to Excellence (C2EX), a program that empowers REALTORS® to demonstrate their professionalism and commitment to conducting business at the highest standards. Commitment to Excellence launches on November 2nd at the REALTORS® Conference & Expo in Boston and online at C2EX.realtor.

REALTORS® and consumers alike agree that honesty and professionalism are two of the most important characteristics of real estate practitioners. For more than a century, REALTORS® have led the way in the real estate market – setting the standard for industry knowledge, client service, political and social activism, and ethical conduct. In an increasingly competitive market, it is critical for REALTORS® to continue leading the charge and setting the bar for what excellence and professionalism mean.

Creating more stringent requirements for becoming a licensed agent would be a state-by-state effort and would take years to accomplish. That's why NAR members have worked together to create a program that gives all REALTORS® an opportunity, right now, to prove and build upon their expertise. REALTORS® defined professionalism in this industry more than 100 years ago when they created the Code of Ethics. C2EX takes professionalism to the next level by enabling NAR members to assess their expertise in 10 (11 for brokers) elements of professionalism ranging from customer service to use of technology.

C2EX is an innovative engagement tool that encourages participation in all levels of the REALTOR® organization. It's not a designation or a course. It's not a requirement but a benefit available to all NAR members at no additional cost.

***Become an advocate  
for your future and the  
future of the industry!  
Be committed to  
excellence!***

Users start with a self-assessment that measures their proficiency in each of the elements of professionalism, known as the C2EX Competencies. Based on their results, the platform will generate customized learning paths, recommend experiences, and provide tools and resources to increase knowledge and enhance skillsets.

As REALTORS® make their way through the C2EX platform; they earn “Excellence Badges,” or digital insignias. Once they have earned each of the Excellence Badges they will receive NAR’s official Commitment to Excellence endorsement along with promotional materials they can use to show clients and peers they are committed to the highest level of professionalism possible.

The C2EX platform facilitates meaningful coaching opportunities for brokers. They can track an individual agent’s progress and share specific pieces of content with them. Brokerage branding options are available. The platform is easy to use and adapts to a REALTOR®’s busy lifestyle.

REALTORS® can access C2EX on any device — phone, tablet, or computer. No matter how much time they have to spend in C2EX, users will have a meaningful experience.



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ASSOCIATION of  
REALTORS®

22nd Annual

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## Cook-Off



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## REact

with the Diversity Committee  
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## REpresent

with the Governmental Affairs Committee  
**3rd Wednesday of the Month**

## REmix

with the Social Events Forum  
**2nd Wednesday of the Month**

## RElocate

with the MLS Users Group  
**2nd Wednesday of the Month**

## RElate

with the Young Professionals Network  
**2nd Thursday of the Month**