



JULY 2019

REview



COMING UP

MEETINGS

RPAC TASK FORCE

July 8; 2:00 pm
OABR Boardroom

NEW MEMBER ORIENTATION

July 9; 8:00 Am
OABR Education Center

AFFILIATES COUNCIL

July 16; 9:00 am
OABR Education Center

EVENTS

RIBBON CUTTING CEREMONY

July 8; 3:00 pm
Crosskey Villages Park

WOMEN'S COUNCIL GOLF

July 11; 10:00 am
Tiburon Golf Course

RPAC EVENT OF THE YEAR

July 18; 5:00 pm
River City Star - Omaha

The InfoSparks Advantage

Help Clients Navigate the Busy Season with InfoSparks

We're in the middle of the busy season and most real estate professionals will take all the help they can get to handle the influx of questions they inevitably receive about local market trends.

Thankfully, you have an ally in InfoSparks. InfoSparks is part of the MarketStats package and gives agents helpful tools that can ease the burden of the many questions you are sure to receive by providing you with shareable, authoritative data.



Obtain Data that Matters

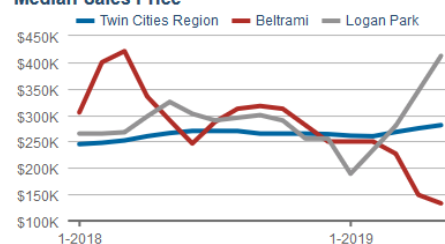
With InfoSparks, you have access to a treasure trove of information on your local market. You can choose from a series of different metrics (which vary by your MLS or association). Then, you can view charts with that criteria corresponding with a historical measurement of activity, including by New Listings, Sales Price, Dollar Value and more.

No two clients' situations are the same. That's why the almost endless amount of customization InfoSparks provides can help you guide your clients through their journey, no matter where they want it to take them.

Show, Don't Tell, the Latest Market Trends

While market data might not be quite as volatile as the weather, sometimes the market does change quickly enough that it warrants special attention. That's where InfoSparks' shareable data can serve as a key tool: you can embed charts in your blog or elsewhere on your website, which will update automatically! This cements your reputation as an industry expert, and helps keep your current or prospective clients up to date on the latest market trends, all in a way that's as easily accessible for them as the weather forecast.

Median Sales Price



Twin Cities Region & Beltrami & Logan Park

Each data point is rolling three months of activity. Data is from June 5, 2019.

All data from SmartMLS. InfoSparks © 2019 ShowingTime.

Continued on Page 13

JULY 2019

FUN-PLEX FAMILY DAY PHOTOS	Page 5
AFFILIATE SPOTLIGHT	Page 8
DIVERSITY SCHOLARSHIP	Page 10
INFOSPARKS	Page 13
SUPRA TIP	Page 16
WOMEN'S COUNCIL - TOM OSBORN	Page 17
RELATIONSHIPS (NOT TECHNOLOGY)	Page 23

**Access the Full Archive of
OABR Newsletters at:**

OmahaREALTORS.com/review-newsletter

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A MESSAGE FROM THE PRESIDENT

Doug Dohse, 2019 President

WELCOME TO JULY



River City Star!

It's that time of year, when the weather heats up it's time for fun! Flood damage caused us to cancel our annual Bryson Airboats Tours Grillin' and Chillin' on the Platte River, so the fun has been relocated to the River City Star on the Missouri River. It should be a great time – there are two 45-minute cruises starting at 5:15 p.m. so don't be late. The Swamp Boy Blues Band will be entertaining on the patio from 5:00-8:00. \$20 includes dinner! This fun opportunity supports your industry through RPAC.

REALTOR® Safety Matters

Being safe is important! To improve awareness, we combined some great tools from the National Association of Realtors, Nebraska Realtors Association, Omaha Area Board of Realtors and others to help you stay safe. Access these tools at www.OmahaRealtors.com – follow the link to “REALTOR® Safety.” You will find several videos, NAR REALTOR® safety course, tips, best practices, safety devices available for you and other ideas to help improve your overall safety when showing homes.

Remember, If you are immediately threatened, or even if you feel uneasy about a situation you are in, call 9-1-1. Even if not an emergency, you should contact the Omaha Police Department and report all incidents or safety concerns (402-444-4877 or <https://police.cityofomaha.org/incident-form>). When REALTORS® report incidents the police are able to tie them together for possible violations, or to identify individuals with a history of problems. Without the report they have nothing. The information will then be channeled to the right individual within the department, or across the region. Law enforcement always emphasizes to us that your reports are necessary and they are welcome.

Keeping REALTORS® safe is paramount for us. The OABR Safety Committee is working hard and has made this one-click option available on the OABR website OmahaRealtors.com. Interested in joining this committee? Contact myself or the OABR office, we are always looking for fresh viewpoints.

You're invited to Mayor Stothert Ribbon Cutting!

Crosskey Villages Park (approximately 117th and Blondo) was the beneficiary of a new gazebo, REALTOR® park benches and a revitalized play area as part of a local “Placemaking” effort by the Omaha Area Board of REALTORS®. In gratitude for that community investment, Omaha Mayor Jean Stothert has invited you to join her for a short ribbon cutting and dedication on Monday, July 8, at 3:00 p.m. at Crosskey Villages Park. Located off Papillion Parkway, north from 117th and Blondo streets. See you there!

Dues Reminder.

August 15, is the last day to pay your annual dues (without penalty). Time flies – please pay today!

The OABRs Installation & Awards Banquet

Coming up on August 22 is the 134th Inaugural where we will be ushering in your 2020 President, Susan Clark. Please mark your calendars and come out in support of this significant installation. Congratulations and good luck, Susan!

Fun-Plex FAMILY DAY

FRIDAY, JUNE 14

FUN-PLEX, OMAHA

The fun continued at the 2nd Annual Family Fun Day at Fun Plex hosted by the Social Events Committee! We had a great turn out this year and hope that each and every one of you enjoyed yourself! This year was bigger and better with the addition of prizes for all ages, air brush tattoos, Arthur the Magician, and Caricatures by Connie. It was great to see children and adults having a blast at the park and with each other.

Thank you Ambassador Title Services for being the drink sponsor and to all the other Affiliates who sponsored the day!





Join us on the
RIVER CITY STAR!

THURSDAY, JULY 18

151 Freedom Park Road

CHOOSE YOUR CRUISE!

5:15 pm or 6:15 pm

FIRST COME, FIRST SERVE!

**SUPPORT
RPAC**

\$20/Person
Dinner Included

**LIVE
MUSIC!**

Swampboy
Blues Band

**GOOD
FOOD**

Catering by
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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.

Register online at ims.oabr.com

RPAC FUNDRAISING TASK FORCE

SECOND MONDAY OF EACH MONTH

2:00 PM - 3:00 PM

OABR BOARDROOM



DESIGNATIONS

Congratulations on earning your professional designation!

AHWD (At Home With Diversity)

Susie Klug with NP Dodge Real Estate

PERSONALS

Condolences to **Gloria Allen** of PJ Morgan Real Estate on the recent loss of her mother.

Condolences to the friends and family of **Wendi Landhold** of NP Dodge Real Estate on her recent passing.

Condolences to **Jerry Vogel** of NP Dodge Real Estate on the recent loss of his brother.

Send us your news! Please send your news to Diane Stevens at Diane@OmahaREALTORS.com or 402-619-5557.

MEMBERSHIP REPORT

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

JUNE ACTIVITY	MO.	YTD
New REALTOR® Members	35	156
Reinstated REALTOR® Members	6	26
Resignations	31	113

OABR - JUNE 1	2019	2018
Designated REALTORS®	198	204
REALTOR®	2603	2558
REALTOR® Emeritus	67	49
TOTAL REALTORS®	2868	2811
Institute Affiliate	60	64
Affiliate	228	446

THANK YOU!

July Orientation Sponsors

Lori Bonnstetter - 2-10 Home Warranty

Brent Rasmussen - Mortgage Specialists

MEMBERSHIP RENEWAL

IT'S TIME TO...

Pay Dues

**Deadline to Pay Dues
is August 15, 2019**

ANNUAL OABR DUES

Dues statements for the 2020 fiscal year are now being mailed. Member dues must be paid by August 15, 2019 or a 10% late payment fee will be assessed. Payments can be made online at OmahaREALTORS.com by using your MLS login ID and password. Specific instructions are located on the back side of the dues statement. REALTOR® dues are collected for all three levels of the REALTOR® organization.

2020 Dues Breakdown:

2020 Local: OABR Dues	\$165
2020 State: NRA Dues	\$230
2020 Nat'l NAR Dues	\$185
2020 DUES TOTAL	\$580

the OABRS

INSTALLATION & AWARDS CEREMONY

STARRING

SUSAN  CLARK

INCOMING 2020 OABR PRESIDENT

LIVE AT THE NURI EVENT STUDIO

08.22.19

5:30 PM | \$20 DINNER | CASH BAR

FOR TICKETS & AWARD NOMINATIONS

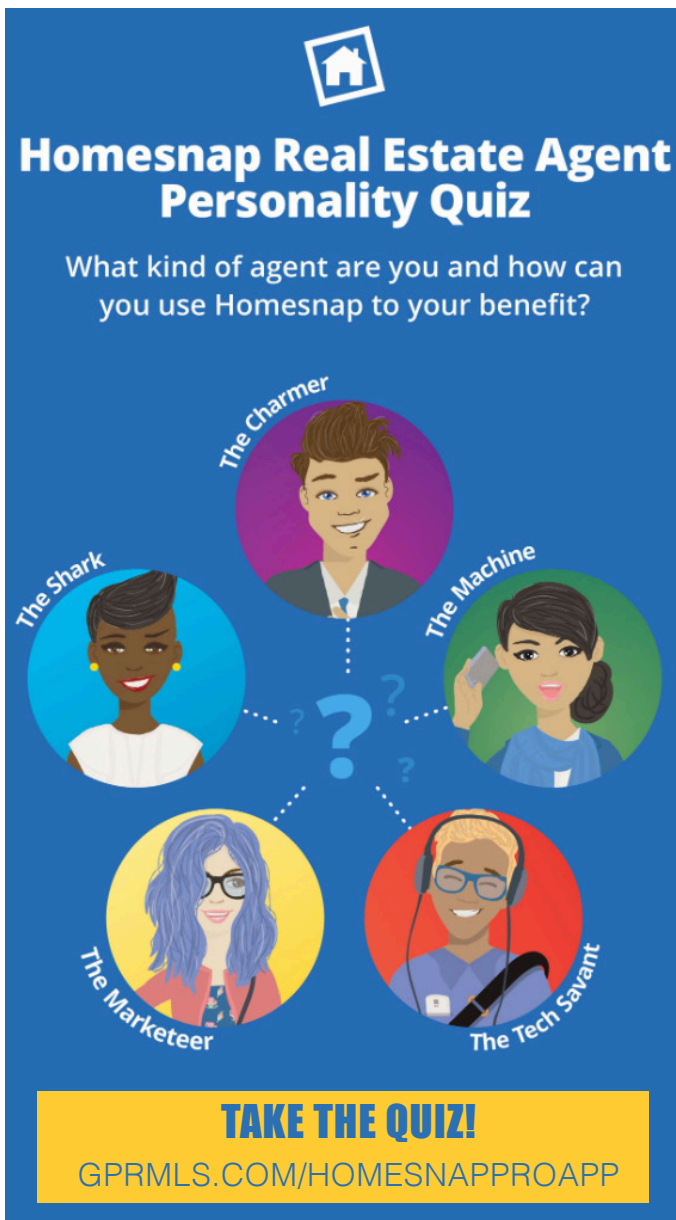
OMAHAREALTORS.COM/THEOABRS

WHAT TYPE OF AGENT ARE YOU?

Homesnap is YOUR mobile app for the MLS. Build your business with Homesnap through real-time data, digital marketing, and professional growth!

We all know there are different “types” of agents:
Are you a super tech-savvy seller, or someone who can instantly connect with any client?

The Homesnap team created a fun quiz that will tell you which agent personality type you are and how to channel your personality type into business success using Homesnap.



The graphic features a blue background with a white house icon in a square at the top. Below it, the text reads "Homesnap Real Estate Agent Personality Quiz" and "What kind of agent are you and how can you use Homesnap to your benefit?". In the center, there are five circular portraits of diverse individuals, each with a label: "The Charmer" (top), "The Shark" (left), "The Machine" (right), "The Marketeer" (bottom left), and "The Tech Savant" (bottom right). A large blue question mark is in the center, with dotted lines connecting it to each of the five portraits. At the bottom, a yellow banner contains the text "TAKE THE QUIZ!" and the URL "GPRMLS.COM/HOMESNAPPROAPP".

AFFILIATE SPOTLIGHT

TOP 4 REASONS WHY SMART HOMEOWNERS ARE REFINANCING

BY LAURA LONGO, CENTRIS FCU

The Fed recently signalled that they will not raise rates in 2019, which helped push home loan rates to their lowest levels in 14 months! With this being the quickest month-over-month decline in rates in a decade, there are many homeowners who could benefit big time if they refinance – and there are a variety of good reasons to do so.

For instance, you could:

- 1. Lower your interest rate**, making a big difference in your monthly out-of-pocket costs for housing, meanwhile saving money on financing fees over the life of your loan.
- 2. Build equity faster.** On the flip side, homeowners who are in a position to make higher monthly payments could switch from a 30-year loan program to a 15- or 20-year loan structure, where available.
- 3. Change your loan program** from an adjustable rate mortgage (ARM) to the stability of a fixed rate mortgage, taking advantage of today's low rates and loan programs.
- 4. Cash out on equity you've already established** for tackling home improvement projects, paying off debt, or sending your child to college.

But hurry, history has shown that these quick declines in rates are often followed by a spike higher.

If you are considering a refinance or purchasing a home – now may be an ideal time to lock in a mortgage in what may be a short-term opportunity.



Laura Longo
NMLS # 663510
llongo@centrisfcu.org
402.758.6041



OABR GOLF Outing

Hosted by the
Affiliates Council

\$100 / Player

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

Reception & Appetizers
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in the Oak Hills Clubhouse

Only 36 teams available!

Sign up now!

Monday,
August 26, 2019
Registration | 9:15 - 9:45 am
Shotgun Start @10:00 am

Oak Hills Country Club
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Omaha, NE 68137



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AFFILIATES COUNCIL

JOIN US!

SECOND TUESDAY OF EACH MONTH
9:00 AM - 10:00 AM
OABR EDUCATION CENTER

OmahaREALTORS.com/Affiliates



DIVERSITY SCHOLARSHIP RECIPIENT

CONGRATULATIONS, WENDNONGA J. OUEDRAOGO

The OABR Diversity Committee promotes equal opportunity in housing and encourages diversity within the real estate industry. In support of these efforts, they have the privilege to offer an Ethnic Minority Outreach Scholarship to qualified candidates and help mentor them during their classes, exams, and into their OABR membership.

The Committee has a vision that REALTORS® will be the leaders in a culturally diverse real estate market. REALTORS®, who are able to effectively reach out to all diverse groups in their community, are not only positioned for success but can take pride in knowing that they have participated in the expansion of homeownership to all Americans. The Diversity Committee would like to share with you a past recipient who has made a commitment to be successful; Wendnonga J. Ouedraogo of Nebraska Realty.



**Wendnonga J.
Ouedraogo**

Where did you grow up?

I was born and raised in Burkina Faso; a country located in West Africa. I came into the US for the first time in January 2015 and I stayed in New York City until December of the same year. Then I moved to Nebraska. I decided to move to Nebraska because I found the environment was favorable for studies and work. Also, Nebraska is a quieter and cheaper place to live compared to New York!

What Brokerage do you work for? Are you a member of organizations in your community or networking groups?

I work for Nebraska Realty and my team is Castro Realty Group. I am also enlisted with Nebraska Army National Guard specifically, I am attached to the Engineers Battalion.

What did you do before you became a REALTOR®?

Before I became a REALTOR®, I was working in a developmental disabilities facility. I was assisting the individuals with those disabilities in their daily needs and helping them to improve their social and professional skills.

When did you get your real estate license and what inspired you to become a REALTOR®?

I got my real estate license on April 19, 2019, at my third try. I was motivated into becoming a REALTOR® to be able to provide my services to people looking to buy or sell their house, especially to the African community. A lot of people don't know much about real estate in general. Many of them want to buy a house for the first time and they don't know how to start or who to talk to. That is what inspired me to become a REALTOR®. I believe this license will help so many people to achieve their life dream, including myself.

What is the most rewarding part of your job as a REALTOR®?

The most rewarding part of my job as a REALTOR® is the "thank you" that I receive from my clients. This "thank you" means a lot to me because it comes from their heart. To me, the clients' satisfaction ensures future referrals.

What else would you like us to know about you?

I want to let people know that I was a recipient of the Diversity Program scholarship through the Omaha Board of REALTORS® and that helped me to get my real estate license. Another thing about me, I am married and I have a wonderful daughter.

DIVERSITY COMMITTEE

JOIN US!

SECOND TUESDAY OF EACH MONTH

11:00 AM - 12:00 PM

OABR BOARDROOM

OmahaREALTORS.com/diversity-fair-housing





TECH SUMMIT

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wake up ypn



save the date!

august 29 | 8:00 - 8:45 am

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IMAGINE THE POSSIBILITIES

2019 REALTORS® CONFERENCE & EXPO SAN FRANCISCO

CONFERENCE NOV 8-11 | EXPO NOV 8-10

Join us in San Francisco for the
premier industry event for REALTORS®

NEW IN 2019!

EDUCATION taking place Nov. 8-11, and featuring 100+ sessions and forums, with Monday being designated solely for education sessions and hands-on workshops!

EXPO taking place over its new three-day schedule Nov. 8-10, and featuring 400 exhibitors offering new real estate products and services to support your business.

Learn more at www.Conference.realtor.



NATIONAL
ASSOCIATION of
REALTORS®

NAVIGATING THE BUSY SEASON WITH INFOSPARKS

Continued from Page 1

Choosing which data you'd like to share and where you want to share it is simple. Simply specify the data set you want to share, then the graph type (**line** or **bar**).

You can then select the timeline (**one year, two years, five years** or the **max** amount of time).

Then, click **SHARE**.

From the dialog box that opens, specify whether you'd like to share Static or Live data, and whether you'd like to export the data to a PDF, Social Media and Email, Embed or CSV. Each format has its place within your business plan, effectively serving as both a marketing tool (clients love agents who can show that they have their fingers on the pulse of local market conditions!) and as an instructive resource you can use to help your clients make sound decisions.



INFOSPARKS is a mobile-ready, simple-to-use interactive stats product that will change the way you use and share housing information. It is multifaceted in its ability to combine local geography with customizable housing variables, timeframes and market metrics in order to quickly analyze and share trend data in a clean, intuitive interface.

Anecdotes and conjecture about your market are not enough. Today's buyers and sellers alike have access to ample sources for rich data, and they're far more likely to demand more sophisticated, current data than those from even just a few years ago. With InfoSparks, you can meet their demand with just a few clicks.



REGIONAL MLS USERS GROUP

JOIN US!

SECOND WEDNESDAY OF EACH MONTH

10:00 AM - 11:00 AM

QUARRY OAKS GOLF CLUB

GPRMLS.com/mls-users-group

GPRMLS is creating the next era of MLS that protects the best interests of participating brokers, preserves cooperation and promotes the expansion of an orderly and efficient marketplace for the benefit of real estate professionals and consumers.



VOTE. ACT. INVEST.

THANK YOU TO RPAC MAJOR INVESTORS!

GOLDEN 'R' INVESTORS \$5,000+



Andy Alloway



Henry Kammandel



Vince Lelsey



Matt Rasmussen



Dionne Housley



Mike Riedmann



Kellie Konz Wieczorek

STERLING 'R' INVESTORS \$1,000+



Jerry Ahlvers



Darla Bengtson



Cody Bousema



Angela Brant



Charles Chadwick



Joni Craighead



Doug Dohse



Brandon Frans



Joe Gehrki



Jack Harvey



Sue Henson



Mindy Kidney



Lindsey Krenk



Monica Lang



Mark Leaders



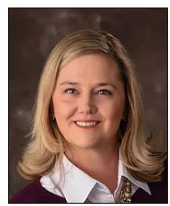
Pat Lichter



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Brent Rasmussen



Lisa Richardson



Dennis Ritter



Lisa Ritter



Chris Rock



Susan Rauth



Doug Rotthaus



Becky Sandiland



Jessica Sawyer



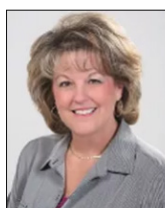
Kyle Schulze



Judy Smith



Julie Tartaglia



Dixie TenEyck



Dakota Smith



Bill Swanson



Brian Wilson

INVEST ONLINE!
OMAHARPAC.COM

MAKING THE MARKET WORK

The MLS is a community of real estate professionals that work together to make real estate transactions happen, using shared information and rules to which they all agree.

Working in real estate is rewarding, but also demanding. You will worry about deals, clients, deadlines and an abundance of details. The MLS exists so you don't have to worry about a few really important things. In many ways, the MLS makes the real estate market work.

The Value of the MLS

The MLS system delivers confidence, connection, and community.

Confidence

The MLS safeguards market information so you can do your job confidently. You can count on the data within the MLS being reliable and timely; you can count on the rules guiding participation, cooperation, and compensation being enforced.

Connections

The MLS creates connections between professionals with properties to sell and those with clients who may buy them.

Community

The MLS is a dynamic community of professionals who work together on agreed upon terms. The magic of the MLS lies in competitors working together to create an efficient marketplace.

Buyers and Sellers

Consumers benefit from the MLS. When you explain this to them, it enhances your value. Sellers who list with you, an MLS member, know their home will be placed in front of nearly every real estate professional currently working with active buyers.

This is more powerful than any marketing or advertising. Buyers working with you, an MLS member, know they will always have access to the most current and reliable picture of available properties and have assurances that agents representing sellers will work with you.

Did you know?

The very idea of a Multiple Listing Service is unknown outside the North America. Competitors working together to sell homes is something we take for granted here. In the rest of the world, real estate professionals deal with uncertainty, incomplete information and little to no enforcement of rules. Our MLS is a precious thing. It makes the market work!



GPRMLS

Some things are sure things.
Your MLS is one of them.

**GREAT PLAINS
REGIONAL MLS**

Making the market work

SUPRA TIP!

A NEW WAY TO AUTHORIZE THE SUPRA EKEY APP

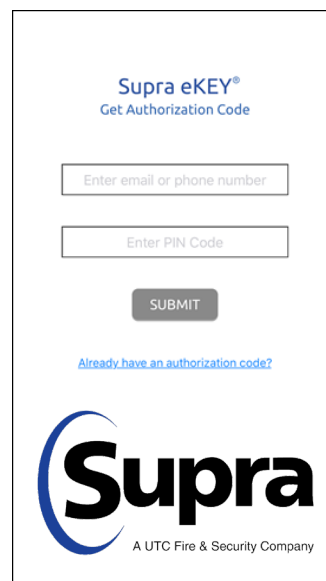
Great news! Supra has added a new way for you to authorize your Supra eKEY app! This new feature makes it easy to obtain an authorization code if you get a new phone or need to re-install the eKEY app.

To obtain an authorization code from the eKEY app simply:

1. Launch the eKEY app
2. Select Activate eKEY App and the screen to the right is displayed
3. Enter email address or phone number
4. Enter 4-digit PIN
5. Click Submit

You will receive an email or text message (depending on whether you entered an email address or phone number) containing a link. Click that link to automatically authorize the eKEY app.

An authorization code can still be obtained from SupraWEB or Mobile SupraWEB at supraweb.suprakim.com. Organization staff can also still obtain an authorization code from SupraNET.



Steps of Biblical Proportions



By Steve Vacha
President

My wife recently came home from a Bible study and shared with me something she thought my home inspector brain would find interesting. The steps to a prominent Jewish Temple in Jerusalem are not uniform in height. They were purposely laid out in an irregular pattern to emphasize to the ascending pilgrim that they should be mindful on their journey up to the Temple.

Many homes we inspect also have steps of biblical proportions. Unfortunately, most people's state of mind is not often that of a religious pilgrim. Home owners may have grown used to an irregularity or weakness in a set of stairs, but a visitor might not

recognize the problem and can trip or fall.

When we start ascending a set of stairs our brains register how far we have lifted our feet for the first few risers so that we start to unconsciously lift our feet a certain height for each subsequent step. That is why we tend to trip on stairs that have irregular riser heights. In new construction a city building inspector can fail a set of stairs with riser heights that are irregular by more than 1/4".

Non-uniform riser heights are often found at the concrete stairs to a front stoop. A stoop has footings and will not settle, but the stairs typically do not have footings and will settle with the earth near the foundation.

Most at-home injuries occur due to tripping and falling from short distances. For many people a fall can be of great concern and a major life changer.



A home inspection points out safety concerns that can very often be easily remedied. One simple fix for concrete stairs that have settled is mud jacking. Mud jacking can lift a set of concrete stairs back to where they belong, eliminating irregular riser heights. We all know someone who has fallen and been injured. Let's all work to identify safety concerns and fix them to help decrease at-home injuries.



HomeStandardsInspections.com

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402-392-2020

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WOMEN'S COUNCIL

TOM OSBORNE TO SPEAK AT WOMEN'S COUNCIL BREAKFAST

Legendary Tom Osborne, former football player, coach, college athletics administrator, and politician from Nebraska will be joining Women's Council for breakfast. Tom served as the head football coach of the Nebraska Cornhuskers from 1973 - 1997 and coached 53 All-Americans.



Tom Osborne - a Legacy Beyond the Game

Tom Osborne and his wife Nancy are the founders of The TeamMates Program. The program started in 1991 with 22 University of Nebraska-Lincoln football players & 22 Lincoln middle school students. Coach Osborne felt that the athletes in the program could make an impact on middle school students. The TeamMates Program now serves thousands of boys & girls across the Mid-West and the mentors come from all walks of life. Tom will speak at the Women's Council Breakfast on August 15 at 9:00 am **Get your ticket at wcromaha.com.**



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Pending Home Sales Bounce Back 1.1% in May

NATIONAL ASSOCIATION OF REALTORS®

Pending home sales increased in May, a positive variation from the minor sales dip seen in the previous month, according to the National Association of Realtors®. Three of the four major regions saw growth in contract activity, with the West experiencing a slight sales decline.

The Pending Home Sales Index,* www.nar.realtor/pending-home-sales, a forward-looking indicator based on contract signings, climbed 1.1% to 105.4 in May, up from 104.3 in April. Year-over-year contract signings declined 0.7%, marking the 17th straight month of annual decreases.

Lawrence Yun, NAR chief economist, said lower-than-usual mortgage rates have led to the increase in pending sales for May. "Rates of 4% and, in some cases even lower, create extremely attractive conditions for consumers. Buyers, for good reason, are anxious to purchase and lock in at these rates."

Yun said consumer confidence about home buying has risen, and he expects more activity in the coming months. "The Federal Reserve may cut interest rates one more time this year, but there is no guarantee mortgage rates will fall from these already historically low points," he said. "Job creation and a rise in inventory will nonetheless drive more buyers to enter the market."

Citing the hottest housing markets from data at realtor.com®, Yun says the year-over-year increases could be a sign of a rise in inventory. Rochester, N.Y., Fort Wayne, Ind., Lafayette-West Lafayette, Ind., Boston-Cambridge-Newton, Mass., and Midland, Texas, were the hottest housing markets in May.

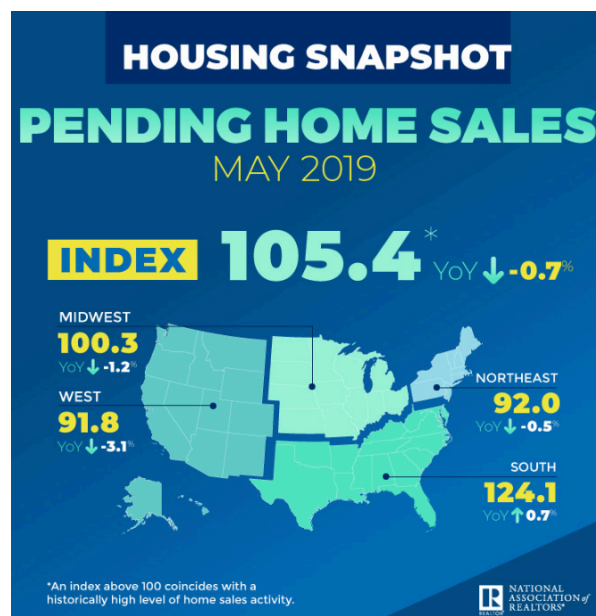
Yun said that while contract signings and mortgage applications have increased, there is still a great need for more inventory. "Home builders have not ramped up construction to the extent that is needed," he said. "Homes are selling swiftly, and more construction will help keep home prices manageable and thereby allow more middle-class families to attain ownership opportunities."

May Pending Home Sales Regional Breakdown

The PHSI in the Northeast rose 3.5% to 92.0 in May and is now 0.5% below a year ago. In the Midwest, the index grew 3.6% to 100.3 in May, 1.2% lower than May 2018.

Pending home sales in the South inched up 0.1% to an index of 124.1 in May, which is 0.7% higher than last May. The index in the West dropped 1.8% in May to 91.8 and decreased 3.1% below a year ago.

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



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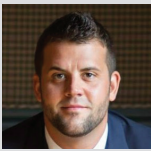
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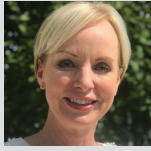
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RELATIONSHIPS (NOT TECHNOLOGY) MATTER MOST

BY LARRY KENDALL, ORIGINALLY FEATURED IN REAL TRENDS

This year's Gathering of Eagles (GOE), from the people at REAL Trends, brought together leaders from all models of real estate brokerages to hear from industry icons, technology gurus, advertising experts and more. Missed the event? No worries, we cherry-picked the most pertinent tips and quotes from the event. The overarching theme: Technology only serves to help agents facilitate relationships. While the focus has been on technology, the truth is success in real estate has always been—and will always be—all about the relationships.

FACEBOOK HAS THE POWER. Well, not really, but Ken Auletta, keynote speaker and author of the book, *Frenemies*, regaled GOE attendees with an insider view of the advertising world. Included in that analysis was the fact that social media is manipulating your decision to take action, buy something or sign up for a service. Of course, we all know that, but we're still getting sucked in. Something to think about when you're developing your next Facebook ad: no one likes being manipulated, so consider transparency and reaching out instead of gimmick ads.

ONE-STOP SHOPS ARE THE FUTURE. Robert Reffkin of Compass talked about making his company the "Amazon of real estate." He thinks that along with the already-in-place Compass Concierge, which allows his agents to be full-service advisors, along with mortgage, title, and insurance components will offer the perfect way to fight the culture of the discounters. He also announced that listing agents always get the lead, even if they're not with Compass. "On the Compass website, if you're the listing agent, you get the lead, no matter what. It creates transparency, and creates the foundation for various ways to partner," he says.

IF YOU CAN'T BEAT THEM; JOIN THEM. The GOE iBuyer panel (by the way, they hate the term iBuyer), wants to make the transaction more straightforward for the home seller, so you have something in common with them. One tip: During your listing presentation, give prospective sellers all of their options, so you don't get left out of the transaction.

TECH IS GREAT. BUT... Sure, Keller Williams is rebranding itself as a technology company, but their leaders are smart enough to know that technology is about making the transaction more efficient for the buyers and sellers. It won't take the place of great relationships. Coach Tom Ferry posed the thought that "Agents don't care about technology. They care about whether their kid is smoking pot, how they're going to lose weight, and when they'll get their next listings." In response, Keller Williams CEO Josh Team said, "I agree they don't care about disruption on a macro level, but when it hits their bottom line, they care a whole lot. Agents do care about technology because to stay relevant, they need to compete with disruption." Ferry also mentioned that brokers should not give their managers an office. "Managers should be out on the floor getting to know the agents."

GO BACK TO BASICS. Ninja Selling's Founder Larry Kendall discussed the relationship-building basics that brokers and agents should get back to ASAP. "Focus on productive activities, and the sales will take care of themselves. We call these activities FLOW. Have your sales associates keep a weekly log of their flow activities (handwritten notes, live interviews, real estate reviews, mailings, etc.) If they are in a slump, your first question is, "Can I see your activity log?" Sure enough, you will notice a drop off in their activities about 45 to 90 days before their production slump. Activities predict production. Do a pattern interrupt! Get them back into the flow again and logging their activities.



"The truth is, success in real estate has always been—and will always be—all about the relationships."

-Tracey C. Velt, Editor REAL Trends



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