

Review



COMING UP

YPN COMMITTEE

September 5; 2:00 pm
OABR Boardroom

RPAC TASK FORCE

September 16; 2:00 pm
OABR Boardroom

EDUCATION COMMITTEE

September 18; 8:30 am
OABR Boardroom

SOCIAL EVENTS COMMITTEE

September 18; 10:00 am
OABR Boardroom

GOVERNMENTAL AFFAIRS

September 18; 11:00 am
OABR Boardroom

REALTOR SAFETY TASK FORCE

September 19; 2:00 PM
OABR Boardroom

EVENTS

YPN TECH SUMMIT

September 13; 9:00 am
The Mark

KIP: FLOOD INSURANCE

September 19; 10:00 am
OABR Education Center

The OABRS Kicks Off New Elective Year

The 134th Annual Installation and Awards Banquet was held on Thursday evening, August 22 at the Nuri Event Studio. This event kicked-off the new leadership year with the installation Directors and Officers for 2020.

The evening all lead-up to the anticipated REALTOR®-of-the-Year award, which was presented to Mark Leaders! As a volunteer-driven organization, this award is held as the highest honor presented by OABR. The recipient of this award is selected for their overall participation in OABR, leadership in the industry, and business accomplishments.

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The OABR 2020 Leadership: Bill Swanson, President-Elect; Megan Bengtson, Secretary-Treasurer; Susan Clark, President; Doug Dohse, Past President.

SEPTEMBER 2019

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Access the full archive of OABR Newsletters at:

OmahaREALTORS.com/review-newsletter



DIRECTORY

2020 Board of Directors

President

Susal Clark

President Elect

Bill Swanson

Secretary/Treasurer

Megan Bengtson

Directors

Crystal Archer
Herb Freeman
Brad Fricke
Annali Leach
Jessica Sawyer
Angel Starks

Ex-Officio Directors

Doug Dohse
Jan Eggenberg
Ashley Livengood

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Vice Chair

Jennifer Bixby

Sec/Treasurer

Dakotah Smith

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Andy Alloway
John Cherica
Susan Clark
Vince Leisley

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Omaha Area Board of REALTORS®

11830 Nicholas Street
Omaha, NE 68154
402-619-5555 tel

A MESSAGE FROM THE PRESIDENT

Susan Clark, 2020 President



2020 VISION

When I was first licensed, the Omaha Area Board of REALTORS® was just a place where I paid my dues and received my MLS services. Then a few years in, I was invited to get involved. September 1, I became the President of the organization for 2020. How did that happen?

For me, it all started with a nervous call to Mark Leaders to see if he had a spot for me on the Social Events Committee. Around the same time, I started getting more involved in Women's Council and in 2012 I served as President of the Omaha Network. I have continued to stay involved in multiple other committees over the years. So, I am often asked why? Why give so much of your time?

For me, it's simple, I have received so much more than I have given. Today, I get to sit with some of the best minds in real estate. And when I talk, they listen, mostly because they feel obligated, but they do. But more important, when they talk, I listen, and learn!

I get to learn and grow everyday being surrounded by the best of the best. I am so proud that several others in my professional family have followed my lead and have chosen to serve as well.

One of my professional and personal core values is to "enrich the community you live and work in." The Omaha Area Board of REALTORS® does this daily. Not just the obvious ways, like adopting a park, holding an educational class, or fighting for homeownership rights; but also, by working hard to increase professionalism among our REALTOR® community, which in turn provides Omaha the level of service it deserves.

My "2020 vision" (see what I did there?) – my vision for OABR in 2020, is to spread the love! Get the word out to anyone that will listen that this is a place you want to be. A place to get involved with whatever brings you joy. A place where you will learn and grow. A place where you get to be around the best of the best. Most people wait for the invitation. So, today, I invite all of you to get involved and share the love. If you already are involved, invite just one more person.

As one of my key mentors reminds me often, you can NEVER say thank you enough. So, thanks for the opportunity to serve, and thank you for getting active in the REALTOR® organization.

Best regards,

Susan Clark, 2020 President

GET EXCITED FOR CLEARER FOCUS IN THE YEAR AHEAD!



CONGRATULATIONS

2019 OABR AWARD WINNERS



ANDY ALLOWAY
CRYSTAL ACHIEVEMENT



MARK LEADERS
REALTOR®-OF-THE-YEAR



LORI BONNSTETTER
OUTSTANDING AFFILIATE



JOE GEHRKI
OUTSTANDING SERVICE



DENISE POPPEN
CRYSTAL ACHIEVEMENT

2020 OFFICERS



SUSAN CLARK
PRESIDENT



MEGAN BENGSTON
SEC/TREASURER



BILL SWANSON
PRESIDENT-ELECT



DOUG DOHSE
PAST PRESIDENT

SEPTEMBER IS REALTOR® SAFETY MONTH

IF YOU SEE SOMETHING, SAY SOMETHING

You probably don't consider "real estate agent" a dangerous profession. Maybe firefighter, police officer, and construction worker might make your shortlist. Today, however, assaults on real estate agents are on the rise and the protocol for working with REALTORS® is changing.

Professional real estate agents are ensuring their own safety by taking precautionary steps when meeting potential clients. These new steps may vary, but they are in place for a good reason. Traditional protocol for meeting with a REALTOR® has always been straightforward; set an appointment and meet up! This first meeting often occurred at a property location, away from the real estate office.

Real estate agents in the Midwest are becoming victims of assault while holding open houses and private showings. Criminals prey on real estate agents when they are alone and, unfortunately, there have been a number of assaults and several REALTORS® have lost their lives across the region, triggering a response from the best experts in the field, banding together to adopt some simple safety measures.

True professionals will now ask customers to meet at their office or another public place. They likely will request to see their ID and possibly an approval-letter from a lender to prove they are truly a potential home buyer – understand it's a common sense safety precaution!

By protecting their own safety in a respectful manner, it demonstrates to consumers they are working with a true professional as they navigate the potentially largest purchase of their lifetime.



It is the Omaha Area Board of REALTORS® goal to provide members with access to updated safety information, keeping REALTORS® safe while frequently meeting with strangers in public and private locations.

For more resources and information, visit: <https://www.OmahaREALTORS.com/safety>.



If you feel uncomfortable or threatened by a situation, dial 9-1-1 immediately.

Beyond that, REALTORS® need to report all personal safety concerns to law enforcement, no matter how small. When you make a report, they are more likely to connect incidents and identify threatening individuals, keeping everyone safe. For non-emergencies, call Omaha Police at 402-444-4877. Your reports are necessary and are welcome. The information can then be channeled to the right individual within the department, or across the region. If you see something, say something!



2017 REALTOR®-of-the-Year Trudy Meyer presented the 2019 Award to Mark Leaders.



Lori Bonnstetter received the 2019 Outstanding Affiliate Award from 2018 recipient Brent Rasmussen.



2019 Nebraska REALTORS® Association President Darlene Fletcher with Kyle Fischer, REALTORS® Association of Lincoln Executive Vice President.



2020 OABR President Susan Clark with her husband Matt Schwarz, with 2019 Nebraska REALTORS® Association President-Elect Steve Coram and his wife Colleen Coram.



PJ Morgan congratulates Susan Clark on her installation as 2020 OABR President.



2020 President Susan Clark takes the oath of office with 2019 President Doug Dohse presiding.



2019 President Doug Dohse makes his farewell remarks on a productive year



2020 OABR President Susan Clark with Ryan Ellis, Master of Ceremonies.



Porscha Smith, Debbie Peterson, and Monica Bayles greet members at the Nuri Event Studio.



2020 members of the Board of Directors taking the oath of office.

Continued from page 1

The 2020 Omaha Area Board of REALTORS® Officers installed were Susan Clark, President; Bill Swanson, President-Elect; Megan Bengtson, Secretary-Treasurer. Directors installed were: Crystal Archer, Doug Dohse, Jan Eggenberg, Herb Freeman, Brad Fricke, Annali Leach, Ashley Livengood, Jessica Sawyer, and Angel Starks. Ryan Ellis emceed the evening ceremony at Nuri Event Studio.

SPECIAL AWARDS

The 2019 REALTOR®-of-the-Year Award was presented to Mark Leaders. The Outstanding Affiliate Award went to Lori Bonnstetter. Joe Gehrki was recognized with an Outstanding Service Award, while Andy Alloway and Denise Poppen were selected to receive Crystal Achievement Awards.

A special thank you was given to 2018 President Mark Leaders for his hard work and dedication to the Foundation. It has been a great year!

We look forward to the 2020 elective year with 2019 President of the Omaha Area Board of REALTORS®, Susan Clark.



Nuri Event Center provided a fun atmosphere and a great networking opportunity for those attending the 134th Installation and Awards Dinner.



The Women's Council Omaha Network produces many of OABR's leaders. Pictured are: Jen Monjaras, Ashley Livengood, Angel Starks, Denise Poppen, Deda Myhre, Ellie Bane, Susan Clark, Crystal Archer, Lisa Ritter, Diane Johnson, and Megan Bengtson.



This talented team of coworkers loves what they do! OABR staff: Diane Stevens, Dakota Ghegan, Denise Mecseji, Monica Bayles, Debbie Peterson, Doug Rotthaus, Porscha Smith, and Donna Shipley.



Jack Graecen, NAR Political Representative; Perre Neilan, OABR Governmental Affairs Director; Bill Swanson, 2020 OABR President-Elect; Susan Clark 2020 OABR President; Doug Dohse, 2019 OABR President; and Doug Rotthaus, OABR Chief Executive Officer.



Lori Bonnstetter, 2019 Outstanding Affiliate Award Winner with John Eggenberg, Jan Eggenberg, 2020 Affiliate Council President, and Affiliate Member Summer Franco.

DESIGNATIONS

GRI (Graduate Realtor Institute) Designation

Susan Klug with NP Dodge Real Estate Sales

SRES (Seniors Real Estate Specialist) Designation

Colleen Horn-Kavan with BHHS Ambassador Real Estate

PERSONALS

Condolences to **Don Clees** of BHHS Ambassador Real Estate on the recent loss of his father.

Condolences to friends and family of **Gary Davis** with Five Star Real Estate who recently passed away.

Condolences to **Christy Leesley** of Nebraska Realty on the recent loss of her grandfather.

Condolences to **Nancy Schizas** of NP Dodge Real Estate on the recent loss of her father.

Condolences to **Joe Vampola** of Nebraska Realty on the recent loss of his father.

Condolences to friends and family of **Dale Evans**, former long-time member of OABR, who recently passed away.

DO YOU QUALIFY FOR REALTOR® EMERITUS STATUS?

ELIGIBILITY:

In addition to the required forty (40) years of REALTOR® membership:

- Applications submitted in the years 2015 through 2019 will require proof of one (1) year of service* at the local, state, or National Association level.
- Applications submitted in 2020 and beyond will require proof of one (1) year of service* at the National Association level.

DEADLINES:

October 2, 2019 is the deadline to complete certification forms for REALTOR® Emeritus status for approval in November at the REALTORS® Conference & Expo held in San Francisco, CA.

APPLY NOW!

<https://www.nar.realtor/programs/realtor-emeritus-status>



MEMBERSHIP REPORT

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

JULY ACTIVITY	MO	YTD
New REALTOR® Members	40	302
Reinstated REALTOR® Members	3	35
Resignations	41	194

MEMBERSHIP (As of July 1)	2019	2018
Designated REALTORS®	196	203
REALTOR®	2685	2591
REALTOR® Emeritus	68	57
TOTAL REALTORS®	2949	2851
Institute Affiliate	63	65
Affiliate	223	450

ORIENTATION SPONSORS

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AFFILIATE SPOTLIGHT

TITLE INSURANCE IS A RIP OFF!

BY AL NELSON, TRUSTWORTHY TITLE & ESCROW, LLC



In the United States of America we have a unique opportunity to own real estate virtually unencumbered. The government rarely has any rights to take away your land. No one in the world does land ownership quite like we do here in the USA.

With that act of land ownership comes certain risks that many simply do not understand or appreciate. I have served in the title insurance industry for 18 years, most as a licensed examiner. In my time I have heard the complaint:

"Title Insurance is a rip off. I never had to file a claim or had any problems". While it's true that many transactions do occur where there is never any issue or a claim that is filed. **Nothing could be further from the truth.** There is so much more that goes into the process of insuring a property and closing the transaction that you should understand.

So what is title insurance anyway? In a nutshell, title insurance is the act of insuring that the buyer of real estate is protected from claims of others against that parcel or parcels of land that was purchased. Claims can come from creditors, lenders, the government, relatives of previous owners or the previous owners themselves. These claims come in the form of unpaid or missed liens in the search, fraud, or long lost relatives who believe they were left out of a conveyance.

It is important to understand title companies are different

from other lines of insurance in that we actively take action to prevent these claims in the first place.

Where home and auto insurance wait for claims to happen in accidents or acts of nature, title insurance looks to alleviate risk where possible.

The title company actively reviews the public record for liens and issues that need to be cured before we close the transaction. We search the register of deeds, the county treasurer, county district court, Federal District Court and Bankruptcy Court for all issues related to the parties involved and the piece of real estate being sold. Once the issues have been identified, we then actively work towards getting releases, deeds signed or court orders executed in conformance with the laws and standards set down by the state or federal government.

So is title insurance a rip off? No. Title insurance continues to protect the property rights of the land owner through prevention of claims before they can arise. If they do arise, you can bet a claims attorney will be called in to review each case and defend your claim. Even in court if necessary. We continue to protect you, the land owner against fraud, lack of access and pay for missed liens. You only get ripped off if you don't have an advocate to protect you when you need it. Especially if you don't have the hundreds of thousands of dollars needed to keep what is rightfully yours.



Brent Rasmussen

CMC, CRMS, CDLP, CVLS / NMLS #5918
President and Owner
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Lunch with THE STARS

WEDNESDAY, AUGUST 14

ANTHONY'S STEAKHOUSE

"Our worth is not based on what we produce; it is based on who we are."

For an hour, these five individuals, each from a different company, answered tough questions for an attentive audience of over 100 members on August 14 at Anthony's Steakhouse.

The Star Panel consisted of: Megan Bengtson, Nebraska Realty; Deb Hopkins, Keller Williams Greater Omaha; Ralph Marasco, BHHS Ambassador Real Estate; Johnathan O'Gorman, Better Homes and Gardens Real Estate The Good Life Group; and Lisa Ritter, RE/MAX Results. Kathy Welch, Keller Williams Greater Omaha served as Moderator.

These agents discussed their daily business strategies including sources of business, how they manage databases, and their perspective on teams and assistants. They also revealed their vision for the future by sharing with us their long-term goals, their sources for training and growth, and their mindset on the market.



IMAGINE THE POSSIBILITIES

SAVE THESE DATES!

2019 REALTORS® CONFERENCE & EXPO

SAN FRANCISCO

CONFERENCE NOV 8-11 | EXPO NOV 8-10

Registration opens May 1 at Conference.realtor

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Henry Kammandel



Vince Leisey



Matt Rasmussen

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Karen Jennings



Mike Riedmann



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Angela Brant



Charles Chadwick



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Doug Dohse



Brandon Frans



Joe Gehrki



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Mindy Kidney



Lindsey Krenk



Monica Lang



Mark Leaders



Pat Lichter



Sherry Longacre



Justin Lorimer



Deda Myhre



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Denise Poppen



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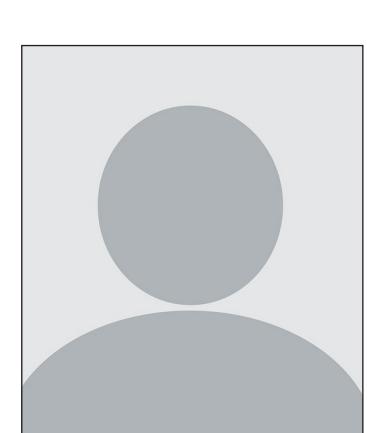
Jessica Sawyer



Kyle Schulze



Judy Smith



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NOMINATE A SPEAKER



Would you or someone you know make a great speaker for our 2020 REcharge! event?

Send your nominations to Diane@OmahaREALTORS.com



The Glorious Gutter



Jon Vacha

Vice President

Too often a property's gutter system is overlooked by homeowners and prospective buyers. Gutters are one of the most important external features on a home and serve a critically important job – diverting water away from the house.

Heavy rains can wreak havoc on a home, especially the foundation, windows, doors, and siding. Something as simple as a missing downspout extension can cause expensive problems to a basement and foundation.

That's why, as home inspectors, we take gutters very seriously.

We recommend the gutter downspout extends at least 4 (preferably more) feet away from the foundation. Water that is allowed to drain near a foundation can find its way into a basement and cause flooding or mold growth.

In addition to these expensive damages, over-saturated grounds around a house can cause the soil to swell, putting intense pressure on the foundation walls, creating the dreaded horizontal cracks and inward bowing.

During a heavy rain storm, a sagging or clogged gutter is just as bad as a missing downspout. If the water can't make it over to and through the downspouts then it will spill over the edge.

It's not enough to just have a proper gutter system, though. Keeping them clean of leaves, twigs, shingle grit, and other debris is vital. You might be surprised by the number of things we have discovered when inspecting gutters – including growing saplings and an occasional frisbee!

Because gutters are often at high points on the home, you will likely need a quality extension ladder to reach into them to remove clogs and debris. If you are uncomfortable on ladders or high places, there are many professional gutter cleaning services that can do it for a charge.

Cleaning gutters and corners of roofs where leaves build up is highly recommended before winter sets in. If snow and ice collect in the right areas, they could potentially cause damage to siding or



cause leaks through the attic, damaging interior drywall, ceilings, and walls.

While conducting inspections, we pay special attention to drainage around the house and gutters on the roof. A well-engineered and clean gutter system is simple to achieve and maintain – and can save big headaches (and BIG expenses) for home owners.



11th Annual Holiday Turkey Benefit Program

With each home inspection completed now through November 20, we will donate a certificate for a turkey to the Food Bank of Lincoln – which they distribute to families in need in our community.



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HOMESNAP

GPRMLS is one of the first MLSs with access to the exclusive 'Edit My Listing' feature in Homesnap.



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With this new benefit, managing your listings on-the-go has never been easier. You can conveniently edit your listing's Status, Price, Expiration Date, Showing Instructions and Remarks directly from the Homesnap Pro app. In addition to being able to edit listings, you can now import your Paragon contacts, saved searches, and listing carts seamlessly into Homesnap, making your client information readily available wherever you are.

Homesnap truly is a one-stop-shop for all your work – whether you're in the office or on-the-go.

More Homesnap news on Page 23!

Go to: <https://GPRMLS.com/HomeSnapProApp>



Expand your Expertise with Creighton University

Creighton University's Center for Professional and Corporate Excellence (CPCE) offers professional development options that can help you grow your business. Sign up for a course today or get in touch about customized classes and other partnership opportunities.

Mediation Process

Online Hybrid | October 21–December 7

Learn to harness the power of conflict. Participants will gain a new appreciation of the dimensions of conflict, the key principles and skills of mediation and how those principles and skills can be applied to effectively manage conflict in the home, workplace or community spaces.

Drone Aviation

Online Hybrid | January 2020

Add stunning aerial images to your listings with drone photography. In this course, you'll learn how to use drones safely and prepare for the FAA exam with unmatched online training and valuable in-person instruction. Registration opens soon for our January course.

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HEALTHCARE OPTIONS FOR REALTORS®

The Nebraska REALTORS® Association serves the real estate industry and its members, and is now offering budget-friendly healthcare options to all REALTOR® members, their families, and staff.

Frequently Asked Questions

Who is eligible to participate? Association members, including their employees and 1099 contractors can be eligible.

Who can be covered under the plan? Covers the employee and eligible dependents. This may include the employee's spouse and/or eligible dependent children to age 26.

Do I have to answer health questions? Fundamental Care plans and Catastrophic plans are available without health questions.

How do premiums compare? Premiums for Fundamental Care plans are flat regardless of age. Catastrophic plan rates are based on age and gender.

Plan Highlights Fundamental Care coverage includes:

- No deductibles
- Doctor visits

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- Wellness care
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- Emergency care
- Cash benefits for accidents, hospital stays, surgery

Catastrophic coverage includes:

- Urgent care coverage
- Flexible deductible options
- Maximum out pocket limits
- Up to \$1 million of coverage per person

Getting Covered

Follow these simple steps and get the coverage that is right for your situation.

- 1. Understand health coverage.** Understand what health coverage options are available to consumers.
- 2. Compare plans.** Compare the options within the association's Fundamental Care and the catastrophic plans.
- 3. Visit with a specialist.** Meet face-to-face or over the phone with a specialist from Compass Benefits who will answer questions and help you get enrolled.

More info at <https://www.NebraskaREALTORS.com>

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.

August Meeting Attendance

*ACI denotes ASHI Certified Inspector

Jon Vacha ACI (President) - Home Standards Inspection Services
Tim Krof ACI (Vice President) - Home Standards Inspection Services
Steve Marten ACI (Treasurer) - Homespec Property Inspections
Mike Frerichs ACI (Secretary) - Home Buyers Protection Co
Byrd, Mark ACI - Accurate Building Inspection
Pachunka, Paul - Home Standards Inspection Services
Petersen, Bret ACI - American Dream Home Inspections
Vacha, Steve ACI - Home Standards Inspection Services

At our August meeting Mick Frerichs led a discussion regarding the OPPD Meter Specifications Manual.

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Career Enhancement Day

Let Me Tell You About the Man Cave: The Fair Housing Act for the Modern Real Estate Agent

#0892RPM | 9:00 am - 12:00 pm

The Fair Housing Act might not have changed in the last decade, but real estate agents and consumers have. This course looks at recent technological developments in the real estate industry and their interplay with the Fair Housing Act as well as recent cases involving real estate professionals.

Smart Phones, Smart Policies: Social Media Risk Management

#1149 | 1:00 pm - 4:00 pm

The statistics relating to social media are truly staggering. A well-written policies and procedures manual will address the use of social media by agents and will serve as a guide for agents when they create an online presence.

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.

Trista Curzydlo



Trista is a captivating speaker who brings every subject to life by mixing passion, humor, and her experience as an active REALTOR® and business leader in a fun and relatable way. Trista offers classes, topics and keynotes that are timely, relevant and engaging. With hands on information to help attendees strengthen their professionalism and grow their business.

Join us!

Thursday, October 10

Champions Run
13800 Eagle Run Drive
Omaha, NE 68154

\$30 for one class
\$50 for both - Lunch Included!

All Proceeds Go to **RPAC!**

Register online at ims.oabr.com. Type in your ID and password, click on "Education Calendar," then on the specific event. *Payments must be made at time of reservation. 24 hours notice for refunds.*

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We Are

- We are a network of successful REALTORS®, advancing women as business leaders in the industry and the communities we serve.
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- Members who support each other and work together to achieve personal growth and business success.
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FOR REALTORS ONLY



TOUR FIVE LUXURY HOMES AND ENJOY DRINKS
& HAPPY HOUR SNACKS WHILE NETWORKING
WITH OMAHA'S FINEST REALTORS.

THIS EVENT IS FOR **REAL ESTATE AGENTS & BROKERS ONLY**. Present your business card at admission gate for free entry. *No family members or clients.*

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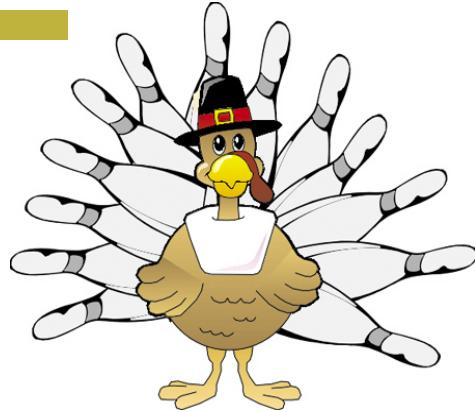

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This Event is for REALTOR® &
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2019 TURKEY BOWL & TOYS FOR TOTS



- **Wednesday, Nov. 13**
- **Check-in:** 11:00 am
- **Bowling:** 12:00 pm
- **The MARK**
- **20902 Cumberland Dr.**
- **Elkhorn, NE 68022**
- **\$30**/Person
(Includes lunch buffet and 2 games with shoes)
- **\$25** Spectator and/or lunch only

Bring *new, unwrapped toys* or *cash donations* for **Toys for Tots**

Bowl 3 strikes in a row, you'll be entered to win a *free turkey!*

Join us after bowling for Awards & Networking!

Registration Opens September 1. Deadline is October 25.

(Once registration is full, please join the event as a spectator for \$25.)

This event is for **REALTOR® & Affiliate members only!**

(eKey only members are not eligible)

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Accolades Continue for the Broker Public Portal

FROM BROKER PUBLIC PORTAL VIA WAV GROUP

Homesnap Growth

Be sure to pick up a copy of the September issue of Inc., which features the top 500 companies named to the 2019 Inc. 5000 list. Homesnap's three-year growth rate since partnering with the Broker Public Portal (BPP) is a whopping 6,176.7%. Broker Public Portal with Homesnap reaches over 200 markets across America and is now accessible to over one million real estate professionals!

This massive expansion has led Homesnap to become the 3rd fastest growing company in America in the real estate category. The net effect is a win for real estate agents, brokers, and their MLSs, and may spell doom for Zillow Group.

The Why

Merle Whitehead, Founding Chairman for the Broker Public Portal, reminds us that the BPP was founded with the goal of delivering an alternative property marketing solution better than what consumers can access through the advertising portals. The BPP leadership ultimately chose to partner with Homesnap and since then the success has been phenomenal.

Mobile home search surpassed desktop search between 2012 and 2015 in most markets across America.

Homesnap is currently ranked as the highest-rated real estate search app in the App Store. In a recent MLS market survey conducted by WAV Group, Homesnap was rated as the #1 professional real estate app and it currently has one of the highest levels of adoption for an MLS service.

Recently, Homesnap announced the launch of advanced integrations with Matrix, CoreLogic's MLS software system. These advanced integrations enable subscribers to perform essential functions within the Pro version of the Homesnap platform including full synchronization of contacts, prospects, saved searches and favorites, as well as edit listing functionality. **Black Knight (Paragon) previously selected Homesnap as its mobile solution provider. These integrations make it seamless for agents to edit listings or share property information with consumers through Homesnap.**

Broker Public Portal with Homesnap is emerging as the biggest threat to Zillow's leadership position in home

**More info at:
BrokerPublicPortal.com**

search. Zillow is a classic internet bubble company that makes no profits despite being #1 in real estate search and #1 in advertising revenue spend by brokers and agents. The advertising revenue from Zillow has not only peaked, but it has begun to decline. Zillow has become more of a competitor to its customers (brokers and agents) than a partner.

Agents and brokers are tired of paying advertising portals to connect with consumers interested in buying homes. That is why they are collaborating and supporting Broker Public Portal with Homesnap. Zillow battles an issue of high-priced, low quality leads for real estate professionals. On top of that, consumers are being targeted on Zillow with fraud schemes. Legendary investor, analyst, and fund manager of Neuberger Berman, Steven Eisman, recently told Bloomberg that "Zillow's advertising sales growth is horrible" and Rich Barton's decision to start flipping homes means it's "entering a terrible business that's cyclical in nature and generates low margins," referring to Zillow's iBuyer program. In a recent announcement of financial results, Zillow admitted to losing more than \$2,000 per iBuyer trade.

Top 20 Search

Homesnap has entered into the top 20 list of most popular internet search sites in America, reaching even higher in some MLS market areas. Where the local MLS and Association of Realtors® have done a good job of driving adoption among agents and communicating to consumers through local media advertising and public relations: the performance of Homesnap is excellent.

The Broker Public Portal is the industry's leading success story, passing the one million mark of agents who receive Homesnap as a member benefit.

If the real estate industry wants to shift the consumer away from the big advertising portals, it is going to take a collaborative effort to deliver a better alternative. This strategy of delivering a better search experience to consumers is working great, and the journey ahead of us looks bright.



REview

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