

REVIEW



COMING UP

MLS USERS GROUP

March 3; 10:00 am

EDUCATION COMMITTEE

March 4; 1:00 pm

CODE OF ETHICS TRAINING COURSE

March 5; 8:30 am

RPAC FUNDRAISING TASK FORCE

March 8; 2:30 pm

DIVERSITY COMMITTEE

March 9; 11:00 am

SOCIAL EVENTS COMMITTEE

March 10; 10:00 am

YPN COMMITTEE

March 11; 1:30 pm

AFFILIATES COUNCIL

March 16; 9:00 am

GOVERNMENTAL AFFAIRS

March 17; 10:00 am

REALTOR® SAFETY TASK FORCE

March 19; 2:00 pm

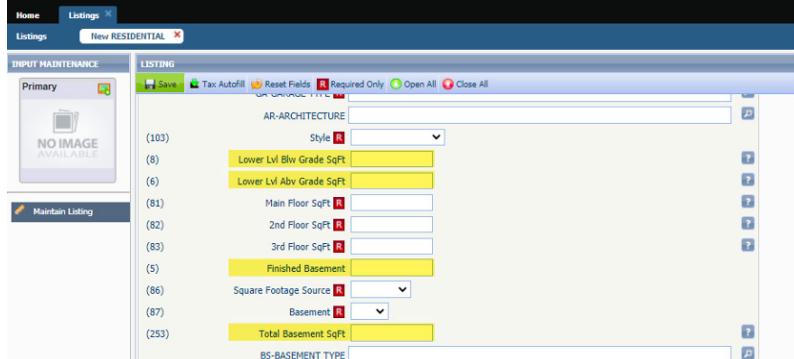
OABR DIRECTORS MEETING

March 24; 9:00 am

LOWER LEVEL FIELD REMINDER

In the Residential Class in the MLS, there are four fields on the listing input screen relating to lower level or below grade SqFt. The Lower Level Above Grade and Lower Level Below Grade fields should only be used for Multi- and Tri-Level properties that have an additional level between the main floor and basement. The definitions and use for these fields can be found below.

These definitions are also available in the GPRMLS Measuring and Definitions Guide. Additionally, there



are tool tips available on the MLS Listing Input Screen that can be found by hovering over the question mark icon to the right of the field.

- Lower Level Above Grade:** Only Multi-Level and Tri-Level homes have a 'Lower Level'. Lower Level Above Grade applies to an area slightly below the first level but above the basement on Multi- and Tri-Level properties where the entire level is fully above grade.
- Lower Level Below Grade:** Only Multi-Level and Tri-Level homes have a 'Lower Level'. Lower Level Below Grade applies to an area slightly below the first level but above the basement on Multi- and Tri-Level properties where ANY part of the level is below grade.
- Finished Basement:** The total finished SqFt for the basement.
- Finished Below Grade Field:** This is an auto-calculated field populated with the sum of the finished Lower Level Below Grade SqFt (if applicable) and the finished basement SqFt.
- Total Basement SqFt:** The total SqFt of the basement, including unfinished SqFt

The full GPRMLS Measuring and Definitions Guide can be found at www.GPRMLS.com under the Forms & Docs option in the Resources & Information dropdown.

MARCH 2021

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Read the REview online!

OmahaREALTORS.com/news

A MESSAGE FROM THE PRESIDENT

Bill Swanson, 2021 President



ZILLOW AND GODZILLA

We have all seen Godzilla smashing his way through cities across the world. I happen to like the cheesy old movies I grew up with best, but the underlying theme was that he could not be stopped; no army could stop him, other monsters couldn't stop him, and he continued to wreak havoc on Tokyo for decades. The only possible protector against the mighty Godzilla is King Kong (later this month).

Based on the questions and comments, it seems the real estate industry has its own Godzilla to face. Godzilla grew in strength with energy; in the real estate industry, Zillow grew by buying companies. The announcement last month of Zillow's acquisition of ShowingTime, for a mere \$500 Million, has raised concerns with real estate professionals around the country. ShowingTime grew steadily in popularity since its inception to where it now serves 370 MLS organizations and almost a million agents.

Some have raised concern that Zillow now has your client's data; however, Zillow has insisted that all ShowingTime privacy policies remain intact. I guess we will see about that. The larger picture for the big data realm is that the Zillow umbrella already operates several companies, some with your client's data. For example, Zillow has owned Dotloop since 2015, which is being used by several companies in our market and is widespread across the country.

Not just in Omaha but across the country, there is concern from REALTORS®. Industry news sources are wild with daily headlines, especially the Zillow acquisition of ShowingTime. Many feel the REALTOR® organization, or the MLS, should have somehow prevented this from moving forward.

Over recent years, many experts have been pointing to large investments in our industry by Wall Street as an indicator of change to come. Large companies are investing billions in the real estate arena. Just over the past 60 days, CoreLogic sold Matrix MLS (a competitor of Paragon) to Stone Point Capital. CoStar (the owner/operator of LoopNet, the largest commercial property site) bought Homesnap (also known as the Broker Public Portal), and Moody's purchased Catylist (the software vendor of our own commercial CIE, MRCIE.org).

We find ourselves in an industry that is changing with large investments from wealthy companies. Look at the market caps (company values) of the players: Zillow (\$44B); CoStar (\$36B); and Moody's (\$52B). If you're from Omaha, you know the size of Berkshire Hathaway (\$570B), the parent of Berkshire Hathaway Home Services.

Compare Zillow's financial size with the largest real estate franchisors. Realogy, the company behind the well-known brands of Better Homes and Gardens, Century 21, Coldwell Banker, Corcoran, ERA, and Sotheby's (\$2B); or RE/MAX (\$0.75B). So, Zillow has roughly 20 times the financial-footprint of the largest real estate franchisor.

Today, Zillow appears as Godzilla and is striking fear from many real estate practitioners across the industry. But watch the market reaction.

First, educate yourself on what exactly Zillow is doing here and in other markets. Learn what is on the horizon and moving forward. There's more change to come, and the best will survive by understanding the field and reacting quickly. For example, there are already smaller but able players moving forward in the showing service arena. Godzilla doesn't kill innovation or stop competition from moving forward.

Yes, Zillow is in the real estate business and is likely to stay, but remember, the real estate brokerage industry is a RELATIONSHIP business – it always has been!

Be the shining star for your clients. Large Wall Street companies do not give your clients advice – maybe they email them on their birthday, or guess what their property is worth; but you can call them, see them, and explain the why. Nothing can replace you; your smile, your sense of humor, and especially your expertise. Traditional real estate is not King Kong; you are.

Bill



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INSPECTOR SPOTLIGHT



Jessie Fisher

Home Inspector & certified Home Energy Score™ Assessor



Jessie has been with Home Standards since 2017 and quickly became a highly requested inspector. We asked Jessie some questions:

Tell us about your family.

I have an 8 year old son. He's in second grade this year, is very adventurous and loves going on nature hikes. We live in midtown and are very involved in neighborhood activities.

What do you like to do for relaxation or fun?

When the weather is good you'll often find me in my own garden or volunteering with one of several community gardens. I am an artist working in a variety of mediums including painting, printmaking, and ceramics. I help run an art space/art studio in my neighborhood and enjoy both spending time in the studio and organizing art events for other featured artists.

How does your background or past experiences help you excel as a home inspector?

I grew up on a farm in rural south central Nebraska and learned basic mechanical and construction skills at a very young age. Since moving to Omaha I worked in construction for 6 years. I also have a background in education and was a public school teacher for 3 years. I enjoyed my time teaching greatly and believe it helped me learn how to simplify and communicate detailed information in a way that is engaging and easy to follow. This skill has helped me excel as

a home inspector as much as my mechanical and construction knowledge.

What do you enjoy about home inspecting?

I love that every day home inspecting is something new. There is always more to learn, and mysteries to solve. I'm very focused on visual details by nature and enjoy the process of noticing things that are often overlooked. I particularly enjoy working with first time homeowners, and being able to ensure they feel comfortable in their new home having been shown how everything works.

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VIDEOS AND MONTHLY ARTICLES

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OFFICE FORMS

For REALTORS® and clients

For questions about NAR'S REALTOR® SAFETY PROGRAM, contact safety@nar.realtor





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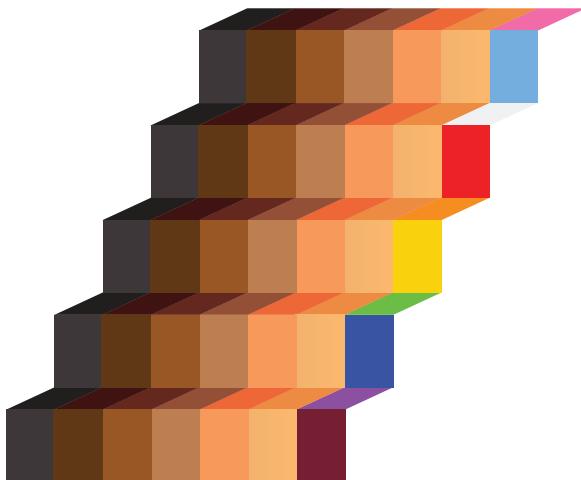
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If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

If you experience or witness discrimination in real estate, we urge you to report it.



DESIGNATIONS

Charles Chadwick, CNC Realty - Graduate, REALTOR® Institute (GRI)

CERTIFICATIONS

Colette Fleming, Nebraska Fleming - Pricing Strategy Advisor (PSA)

Sherry Hegg, eXp Realty - Commitment to Excellence (C2EX)

PERSONALS

Condolences to:

- **Joe and Karen Gehrki**, BHHS Ambassador Real Estate on the recent passing of their father/father-in-law
- **Justin Redding**, Nebraska Realty on the recent passing of his son
- **Nate Bethea**, Nebraska Realty on the recent passing of his father, a former Nebraska Realty Agent, Horace Bethea
- the family and friends of **Howard Weiner**, Dundee Realty on his recent passing

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MEMBERSHIP REPORT

See the full membership report at:
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JANUARY ACTIVITY	MO	YTD
New REALTOR® Members	35	35
Resignations	14	14
MEMBERSHIP (As of Feb. 1)	2021	2020
Designated REALTORS®	209	200
REALTOR®	2871	2743
REALTOR® Emeritus	72	69
TOTAL REALTORS®	3152	3039
Institute Affiliate	71	67
Affiliate Full Members	166	187
Affiliate eKey Only	161	157
TOTAL AFFILIATES	408	421



**HAVE SOMETHING YOU
WOULD LIKE TO SHARE?**

Contact Jodi Carper at:
Jodi@OmahaREALTORS.com

A professional headshot of Ericka Heidvogel, a woman with long brown hair, smiling. To her right is her contact information and the logo for Celebrity Homes.

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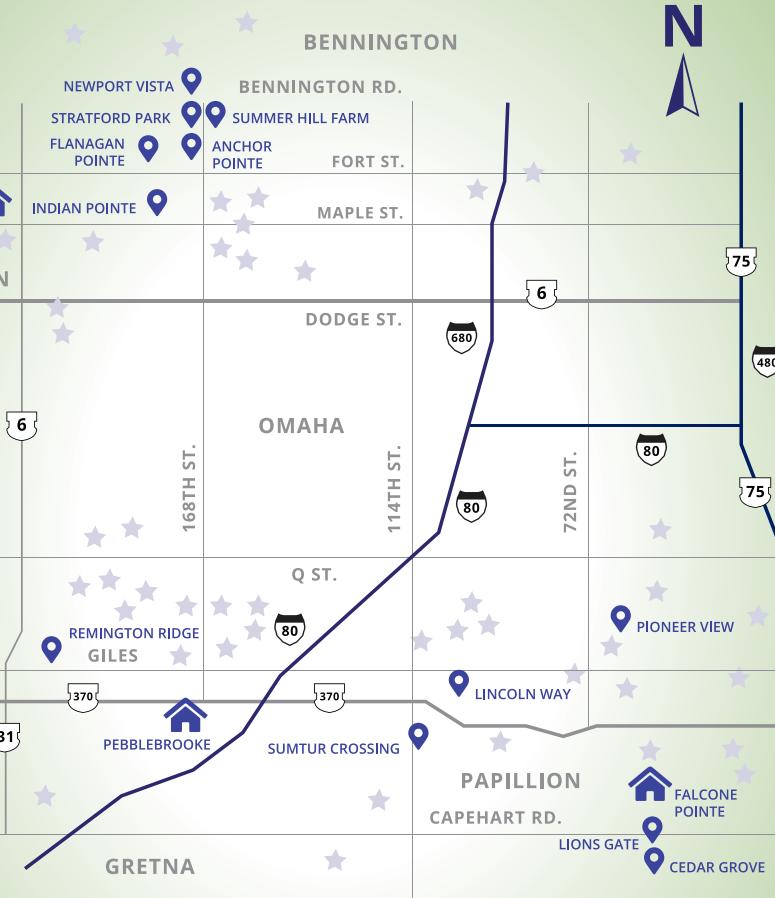


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AFFILIATE SPOTLIGHT

ATTIC AIR CIRCULATION

BY CHARISSA HANSEN, WHITE CASTLE ROOFING

If you've been following the news, or just took a peak outside, you know it is COLD and snowy. For most of our area, and let's be honest, most of the country, it's looking like a tundra, and you may see icicles hanging from many rooflines. Let's talk about attic air flow.

Attic air flow is one of the most important factors in your roof's utility in the winter months. An attic can get MUCH more humid than the inside of your home without proper ventilation — so even if your home feels dry, your attic might be like the rainforest, and that's not ideal. As we know, hot air rises. Hot air rising against a cold roof deck results in condensation. Condensation results in a wet roof deck and more humid air in the enclosed attic, resulting in more condensation, and so on in a vicious cycle.

To break the cycle? A well-ventilated attic. To keep attic air circulating well, you need two things: Soffits (for air intake) and roof vents (so the air has a place to go). Soffit vents go in at your eaves, allowing cooler air to be introduced to mix with the warmer air. (Insulation on your attic floor also helps here.) Roof vents go in toward the top of your roof, allowing the warmer air to escape, rather than build up on the underside of your roof deck. Unsure if you have adequate attic air circulation? You can pick up a hygrometer to measure the humidity in your attic, and if you measure anything above 50%, you need better ventilation. (The 30%-50% range is ideal, preferably on the lower end.)

The importance of attic ventilation can't be overstated, and icicles are another side-effect of not having proper

air circulation there. When warm air in your attic heats the cold snow sitting on the other side of the roof deck, that snow starts to melt, running down the roof, where the frigid outside temperatures re-freeze it. Often that creates ice dams at the bottom of your roof, and icicles hanging from your eaves. While icicles have the capacity to cause damage to people and property, for most cases it's best (and safest) to let Mother Nature take care of it and let the sunshine melt everything. However, if you have some big ones that pose a threat to family, visitors, or property, they may need to come down.

One simple way to do that is with a roof rake, which you can purchase at home improvement stores for around \$50. This tool will help you pull down snow from the edge of your roof and knock down some of those icicles while you're at it. Or, if you prefer, you can always give a roofer a call, and they can help take care of it for you, as well as give you an assessment of your attic ventilation (and insulation) to help prevent the problem from happening again.

Affiliate Members - Join Us!

Join us via Zoom for one of our monthly Affiliate Council meetings to see what we're all about!

Next Meeting: March 16 at 9:00 am



CHARISSA HANSEN

(402) # # #

charissa@whitecastleroofing.com

WHITE CASTLE
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\$20,000?!

We asked for bacon at our February RPAC event and our members and guests did not disappoint!! We were able to raise \$20,000 to support RPAC!! This is a fantastic number and I am so proud to be a part of a group who cares so much about their profession. So what is RPAC? What does RPAC do for us? Well, I'd love to be able to sum it up for you as well as Bill and Doug do but I wouldn't do them justice, plus I don't look as good in a suit. But I will tell you this, RPAC supports Candidates who support State Legislations such as:

- LB 139 Covid Liability
- LB 423 Registry of Home Inspectors
- Recognizing REALTORS as a Profession
- Carbon Monoxide Detector Bill
- Clarifying roles and abilities of Real Estate Unlicensed Assistants

Of course, there is so much more. Please reach out to any of our local representatives for more information or to invest in RPAC.

Our Spring Fundraising Event. What is Trivia?

Don't fret we are still doing trivia this year, it's just going to look a little different and will be in May! Stay tuned for more details in the upcoming months! Thanks again for all of your support during the pandemic, we couldn't do what we do without you.

- Jen Monjara, President

March 11th, 11am at Champions

Join us for our Broker Panel. Let's talk about the market and our industry with the experts!

THANKS TO OUR DOUBLE DIAMOND SPONSORS FOR YOUR SUPPORT



CONGRATULATIONS, MIKE!

Mike Riedmann, NP Dodge Real Estate, was reappointed by Mayor Stothert to both the **Omaha Municipal Land Bank** and the **Urban Design Board**. Both terms are effective immediately and extend through February of 2024. The Omaha City Council approved the reappointments at their February 9, 2021 meeting.

We extend our congratulations to Mike on the reappointment and our appreciation for his willingness to serve our industry and community.



MIKE RIEDMANN

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.



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