



SEPTEMBER 2021



REview



COMING UP

OABR OFFICE CLOSED

Sept 6; All Day

RECHARGE TASK FORCE

Sept 8; 9:00 am - 10:00 am

SOCIAL EVENTS COMMITTEE

Sept 8; 10:00 am - 11:00 am

EDUCATION COMMITTEE

Sept 9; 9:00 am - 10:00 am

YPN COMMITTEE

Sept 9; 1:30 pm - 3:00 pm

INSTALLATION & AWARDS BANQUET

Sept 9; 6:00 pm

RPAC FUNDRAISING TASK FORCE

Sept 13; 2:30 pm - 3:30 pm

GOVERNMENTAL AFFAIRS COMMITTEE

Sept 15; 10:00 am - 11:00 am

REALTOR® SAFETY COURSE

Sept 16; 10:00 am - 11:00 am

CODE OF ETHICS TRAINING COURSE

Sept 17; 8:30 am - 12:00 pm

OABR DIRECTORS MEETING

Sept 29; 10:00 am - 11:00 am

AFFILIATE GOLF OUTING

Sept 29, 11:00 am - 6:00 pm

SEPTEMBER IS REALTOR® SAFETY MONTH!

By Deda Myhre, 2021 Safety Committee Chair

As you may or may not know, **September is Safety Awareness Month** for the National Association of REALTORS®. While it is nice to have time set aside to push information and focus on safety in our industry, it does not relieve you from the need to focus on your personal safety each and every day.

It shouldn't take a tragedy, especially one close to home, to force you to analyze how you go about being safe in your business, but that is often the case. Safety is about so much more than just your physical protection. It is cyber-security, data safety, weather-related preparedness, office safety, and more.

Your quest for information on these topics, and continued practice to be prepared to protect yourself physically, should be a part of your goals and weekly activities no matter how long you have been in the industry. The **Safety Committee** at the Omaha Area Board of REALTORS® is focused on providing relevant and helpful information and partners with the Education Committee to provide informative classes to keep that learning going! But, all that work means nothing if you don't take advantage of the learning opportunities! Attend a class (now available for CAT or CE), read the posts and emails, and talk to your broker about what is in place at your office.

One of the most important things the committee has done this year was to work with the State association to help bring the **FOREWARN** app to every REALTOR® in Nebraska! This fantastic tool is a proactive way to vet potential clients. With the information it provides, you can make informed decisions on the next steps to take.

FOREWARN is included with your REALTOR® dues. If you haven't downloaded the app already, go to nebraskarealtors.com, log in and scroll down the home page to the FOREWARN information.



Continued on Page 4

SEPTEMBER 2021

PRESIDENT'S LETTER	Page 3
OABR REALTOR® SAFETY ARTICLE	Page 5
FAMILY FUN DAY PHOTOS	Pages 6-7
FOOD BANK VOLUNTEERING	Page 8
MEMBERSHIP LUNCHEON PHOTOS	Page 9
MEMBERSHIP REPORT	Page 10
OABR + AFFILIATES GOLF OUTING	Page 11
RECHARGE! KEYNOTE SPEAKERS	Pages 12-13
AFFILIATE SPOTLIGHT	Page 15
RPAC MAJOR INVESTORS	Pages 18-19
LEADERSHIP ACADEMY CONGRATS	Page 20
CYBER SECURITY ARTICLE	Page 23

OMAHA AREA BOARD OF REALTORS® 2022 BOARD OF DIRECTORS

President
Megan Bengtson

President Elect
Crystal Archer

Secretary/Treasurer
Denise Poppen

Directors
Jill Anderson
Brad Fricke
Ashley Livengood
Jessica Sawyer
Dakotah Smith
Angel Starks

Ex-Officio Directors
Bill Swanson
Chrissy Cameron
Jonathan Jameson

OMAHA AREA BOARD OF REALTORS® ASSOCIATION STAFF

Chief Executive Officer
Doug Rotthaus

Programs Director
Donna Shipley

Keybox System Manager
Julissa Gonzalez

Marketing & Events Director
Jodi Carper

Membership and Accounts
Linda McGloin
Patty Colombe

**Member Services
Coordinator**
Monica Bayles

**Governmental Affairs
Director**
Perre Neilan

GREAT PLAINS REALTORS® MLS, INC 2022 BOARD OF DIRECTORS

Chair
Dakotah Smith

Vice Chair
John Cherica

Secretary/Treasurer
Scott Vogt

Directors
Andy Alloway
Susan Clark
Herb Freeman
Henry Kammandel

GREAT PLAINS REGIONAL MLS STAFF

MLS Manager
Denise Mecseji

MLS Administrator
Dakota Ghegan

**OMAHA AREA BOARD
OF REALTORS®**
11830 Nicholas Street
Omaha, NE 68154

Read the REview online!

OmahaREALTORS.com/news



The views and opinions expressed in REALTOR® Review are not necessarily those of the Board of Directors of the Omaha Area Board of REALTORS® or Great Plains REALTORS® MLS, Inc. All rights reserved, ©2021. Original material may be reproduced with proper credit. The Omaha Area Board of REALTORS® is pledged to the achievement of equal housing opportunity throughout the community. The Board encourages and supports a marketplace in which there are no barriers to obtaining housing because of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.



A MESSAGE FROM THE PRESIDENT

Megan Bengtson, 2022 President



A NEW PRESIDENTIAL YEAR

It is my honor and privilege to represent the OABR membership as their President for the upcoming year. Starting in the business all those years ago, I could never imagine serving as President of this great organization. I am so excited for the upcoming year, and I have some big shoes to fill. Our outgoing President, Bill Swanson, deserves a big THANK YOU for all his work and dedication to our board. Luckily for all of us, he will continue his legacy as Immediate Past President.

I am excited to work closely with my executive team, Crystal Archer and Denise Poppen, along with all the OABR Board of Directors and OABR staff to continue that our membership voices are heard. We appreciate everyone who has volunteered their time to various committees, and we are always looking to get anyone involved who is interested. It just starts with a simple ask – or at least it did for me. My involvement with OABR and the Women's Council has been instrumental in my personal and professional growth. I get the opportunity to sit at the table with some of the best minds in the business and have a pulse on what is happening on a local, state, and national level.

September is National Safety Month. Safety will always be an extremely important topic! I want to give a huge shout-out to our local Safety Committee. They were instrumental in getting the Nebraska REALTORS® Association Board of Directors to approve that all REALTORS® in our state have access to the FOREWARN app. The information FOREWARN provides is they identify if your prospect has a criminal history, provides current property and vehicle ownership if they have bankruptcies/liens, and history of phone numbers and addresses. This information can provide the agent with a higher level of confidence before they meet the prospective buyer.

One of my favorite quotes is from Jim Rohn. He says, "You are the average of the five people you spend the most time with." I can confidently say I am in excellent company! Again, thank you for the opportunity to serve, and I thank you for your service and dedication to the REALTOR® organization.

- Megan Bengtson, 2022 OABR President



www.omaharealtors.com/safety



Continued from Page 1

From there, click, input your email (matching what you use for MLS - case sensitive), and follow the instructions. If you need help getting set up, please reach out to FOREWARN support, and they will quickly get you connected. If you want more information, don't hesitate to reach out to your broker or me. Every one of you should be taking advantage of this opportunity.

If you are interested in joining the Safety Committee, please let us know! We would love to have you join this vital effort. We are better (and safer) together!

Deda Myhre
Safety Committee Chair



REALTOR® SAFETY TIPS

Take action to slow the spread of COVID-19 by wearing a cloth face covering in public spaces, keeping at least 6 feet of physical distance, and frequently washing your hands.



Learn more at NAR.realtor/safety





NATIONAL
ASSOCIATION of
REALTORS®

STAY SAFE ON THE JOB YEAR-ROUND

WITH TIPS AND TOOLS
FROM NAR AT
www.NAR.realtor/Safety



REALTOR®
SAFETY
PROGRAM

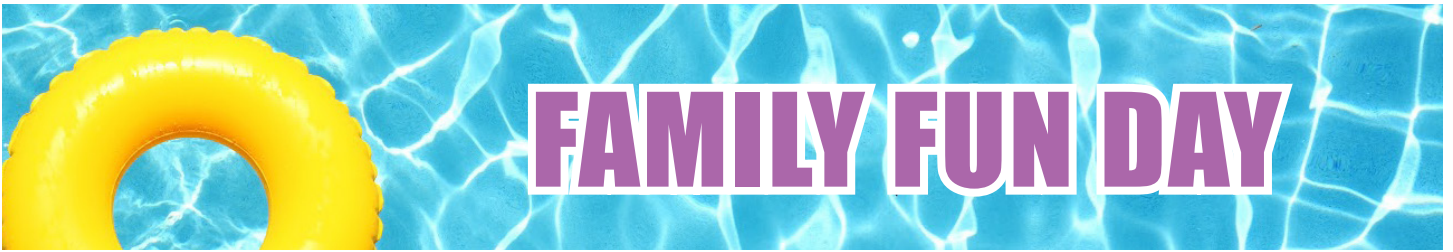
For questions about
NAR'S REALTOR® SAFETY PROGRAM,
contact safety@realtors.org



DO YOU HAVE SAFETY PROTOCOLS IN PLACE?

HERE ARE SOME SUGGESTIONS TO INCLUDE:

- ☐ Meet new clients for the first time in your office and not at a property
- ☐ Make copies of clients' IDs so there's a record of who you are working with
- ☐ Host open houses with a fellow agent, instead of alone
- ☐ Show new clients NAR's award-winning video "*Real Estate, Safety & You*" to better educate them about the importance of REALTOR® safety



Over 300 OABR members and their families gathered at Fun-Plex Waterpark for the Family Fun Day on July 30th. Thank you to the Social Events Committee for putting this event together!

Attendees enjoyed full access to the waterpark and rides, a delicious meal, a magician, face painting, and a balloon artist!

Thank you to all who sponsored and made this event possible! Fifteen raffle prizes were given away thanks to both Affiliates and OABR Committees! It was great to see so many new and familiar faces gathering to enjoy time in the sun. We look forward to seeing you at our next event!





Thank you,
Diversity &
Young
Professionals
Network!



FOODBANK
FOR THE HEARTLAND

FOODBANKHEARTLAND.ORG

These volunteers
packed 11,412
pounds of food
for the Food Bank
for the Heartland!



OMAHA
AREA BOARD OF
REALTORS®

We shop multiple carriers to find the best options!

myinsurance
Mary Sladek Agency
www.MyInsuranceOmaha.com
(402) 991-6688

Trusted Choice
INDEPENDENT INSURANCE AGENTS

MEMBERSHIP LUNCHEON

Six suburban cities from the greater Omaha area were on stage in front of a packed room of OABR members at Charlie's on the Lake restaurant on Thursday, August 12. The forum featured **Rusty Hike**, Bellevue Mayor; **Doug Kindig**, La Vista Mayor; **David Black**, Papillion Mayor; **Don Groesser**, Ralston Mayor; **Zac Johns**, Bennington Mayor; and **Paula Dennison**, Gretna City Administrator (filling in for Mayor Mike Evans). The program was a joint effort of the Education and Governmental Affairs committees, with Sherri Griggs delivering the invocation, Duan Rockette introducing the panel, and the moderator Joe Gehrki.



CERTIFICATIONS & DESIGNATIONS

David Beberwyk, Realty One Group Sterling - Short Sales & Foreclosure Resource (SFR)

PERSONALS

Condolences to:

- the friends and family of **Craig Larabee**, Modern Real Estate, on his recent passing
- Patrick Favara**, Better Homes and Gardens, on the recent passing of his father
- Becky Sandiland**, First National Bank of Omaha, on the recent passing of her mother-in-law



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

Contact us at:
Jodi@OmahaREALTORS.com

MEMBERSHIP REPORT

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

JULY ACTIVITY	MO	YTD
New REALTOR® Members	27	232
Resignations	41	131

MEMBERSHIP (As of August 1)	2021	2020
Designated REALTORS®	208	205
REALTOR®	2985	2889
REALTOR® Emeritus	67	74
TOTAL REALTORS®	3260	3168
Institute Affiliate	71	69
Affiliate Full Members	175	188
Affiliate eKey Only	149	163
TOTAL AFFILIATES	405	431

FOLLOW US!

*Stay up-to-date
with all things OABR!*

FACEBOOK.com/
OmahaREALTORS

INSTAGRAM
@OmahaREALTORS



Great Western Mortgage™
Making Life Great®

**Lock in at a low rate
with a lender you can trust.**

It's a great time to buy a home or
refinance. Call Deb to find the loan
that is right for you today!



Deb Martin
Mortgage Loan Officer
NMLS #: 543307
P: 402.952.6078
C: 402.612.6241
GreatWesternBank.com



©2019, Great Western Bank

Ericka Heidvogel
New Home Consultant

(402) 917-4888
Fax: (402) 934-4973
heidvogel@celebrityhomesomaha.com

CELEBRITY HOMES
Homes • Villas • Townhomes • SMART

14002 L St., Omaha, NE 68137
www.celebrityhomesomaha.com

OABR GOLF OUTING

HOSTED BY THE AFFILIATES COUNCIL



**WEDNESDAY,
SEPTEMBER 29, 2021**

**CHECK IN: 10 AM
SHOTGUN START: 11 AM**

**INDIAN CREEK
3825 N 202ND STREET**

**REGISTER YOUR FOURSOME
TEAM NOW!**

**\$100 / PLAYER INCLUDES:
18 HOLES OF GOLF, LUNCH,
RECEPTION, DRINK TICKETS,
AND FUN!**

OABR MEMBERS ONLY

**OR REGISTER FOR RECEPTION
& APPETIZERS ONLY:
\$25 / PERSON**



REGISTER NOW AT [OMAHAREALTORS.COM/GOLF](https://www.omaharealtors.com/golf)

2022 RECHARGE



OVER 30% SOLD OUT!

02.16.22

EMBASSY SUITES LAVISTA

There's only 500 tickets for the 2022 REcharge and over 30% of them are SOLD OUT! This is going to be the biggest and best REcharge you've seen yet, so don't delay... Get your tickets now!

RECHARGENEBRASKA.COM



KATIE LANCE

Katie is the CEO and Co-Founder of Katie Lance Consulting. For the past 10 years, Katie has been working with real estate agents and brokers to help them get smarter about how to use social media to grow their business. She is the author of the best-selling book, #GetSocialSmart and the founder of #GetSocialSmart Academy. Katie has been named one of the most 100 influential people in real estate by Inman News and is frequent contributor to The Huffington Post.

9:00 am - 9:50 am | The Art of Social Media Storytelling

GUS GUSTAFSON

Gus had dreams of being the next Nebraska Husker I back and then on to the NFL. Then, came a tragedy. He suffered a horrible farm accident at the age of 9. The question was "How would he respond?" Gus has since started three companies, bought a company and turned it around, and spent his last 20 years traveling North America sharing his passion for people and life. His love for life, passion for people, and determination to make a difference will be evident.

12:30 pm - 1:20 pm | Turn Your Setbacks into Comebacks



DARRYL DAVIS



Darryl entered into real estate part-time at the age of 19. He went on to become a Top Producing Salesperson averaging six transactions per month. Later, he became a licensed broker, and as a manager, Darryl had the #1 listing and selling office within its first six months of operation. Darryl founded The Power Program®: a real estate coaching and marketing platform to help agents transform their careers, succeed with more ease, and average an increase of more than \$33,000 in revenue.

3:30 pm - 4:30 pm | How To Design a Career & Life Worth Smiling About



CH Charleston Homes

Omaha's Builder



Featuring...The Durham

Starting at \$330,000
1823 Sq. Ft.
(Including Lot Allowance)

**Come see why we are the Best Homebuilding
Experience in the Omaha Area!**

Falcon Pointe
52nd & Capehart

Arbor View
1/2 mile north of 204th & Maple

Pebblebrooke
174th & Hwy 370

Visit Our Models: Mon-Thurs: 2-6pm • Fri-Sun: 12-5pm



charlestonhomesomaha.com



AFFILIATE SPOTLIGHT

THE IMPORTANCE OF (GOOD) INSURANCE AGENTS

BY ERIC PETERSEN, P&P INSURANCE

Insurance Agents and Agencies are similar to REALTORS® and other professional groups. If you have a good agent, they are worth it. If you have a bad one or have an 800 number to call to get answers, you are potentially (and literally) buying trouble. The knowledge and recommendations given by an insurance professional on the risk management program for your household or business can make all the difference when something goes bump in the night.

In insurance contracts, like any other contract, “The big print giveth, and the small print taketh away.” Insurance companies under pressure to “stay competitive” tighten their policies and make certain coverages optional requiring more premium. This is where your professional agent comes in. They know they could sell you an “off the rack” or stripped-down policy, but it may not be what the client truly needs. They could sell price vs tailoring the policy to the needs of the client. Much like an off the rack suit or outfit vs a tailored outfit, the tailoring makes all the difference.

An insurance contract is a promise. A promise to be there when needed. If the policy is not tailored,

that promise may fall flat due to available coverages that the client did not have. “I didn’t know I wasn’t covered or that the policy read the way it did” will find deaf ears when the client has signed all of the documents to purchase the policy. There are not many among us that read an insurance policy cover to cover when it comes in the mail or via e-mail. Insurance language aside, most folks have bigger priorities.

This is where a good agent comes in...they want to talk through the policy; they want to ask questions about the household or business. They want to put the right product in place for that unique risk. If the client wants the cheapest product, they will get it, but at what potential cost down the road? Your good local agent either won’t sell it, or will make sure that the client knows exactly what they are not getting, and will document their files accordingly. If this all sounds like a pitch for local agents, it is. Find an insurance professional you trust for your clients needs, and seek their feedback on the services of that agent.



ERIC PETERSEN

P&P INSURANCE

402) 619-4633

eric@ppinsteam.com





Falling For Women's Council

Our golf committee put on another successful and fun tournament in 2021! Thank you to everyone who contributed to this fabulous event. We are excited to announce our contribution to our Charity of the Year, Women's Center for Advancement (WCA), later this year! Check out our Facebook Page to see all the awesome photos from the event!

We have some great things coming up in September and October. September we have our annual Membership Appreciation event - this is a members only event and we can't wait to see everyone!

After having to cancel in 2020, we are finally getting to have our speaker Charles Marshall at our October event. Charles is a humorous motivational speaker who will entertain us with humorous presentations based on his two books: The Seven Powers of Success and the SERVE Method. Join us at Champions Run from 9-1pm and receive 3 CAT hours.

Want to know more about Women's Council or get involved in 2022? We are actively looking for members to fill in board positions and join our project teams. Reach out to any of our board members and we'd be happy to chat more about it!

For dates and times please go to wcromaha.com and thank you to all our members for your support and engagement in all things Women's Council.

- Jen Monjaras, President

October 14th, 9am-1pm Business Success Forum: Charles Marshall

THANKS TO OUR DOUBLE DIAMOND SPONSORS FOR YOUR SUPPORT



FULFILL YOUR CODE OF ETHICS REQUIREMENT!

The National Association
of REALTORS® requires
completion of ethics training by
all members every two years.

**The next deadline is
December 31, 2021.**



Sign up for REALTOR®
Party Mobile Alerts

**TEXT
REALTORS
TO 30644**



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 Krof 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
Carney, Dominic - Home Buyers Protection Co
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
Gaskin, Paul, ACI - Gaskin Property Inspections
Pachunka, Paul - Home Standards Inspection Services
Petersen, Bret ACI - Home Buyers Protection Co
Ruel, Forrest - Home Standards Inspection Services
Simmerman, Brent ACI - Midlands Home Inspections, Inc
Vacha, Steve ACI - Home Standards Inspection Services
Les Wallace - Advanced Building Inspections

Check out our website! www.ASHIomaha.com

*ACI denotes ASHI Certified Inspector



**Stressed with all the clutter
when listing a house?**

Dino's Storage will take care of your customer's stuff
so that you can concentrate on selling!

Our **FREE MOVING TRUCK** will make it easier and faster!

Check our website for more information and locations.

www.dinosstorage.com



Center | Harney | Douglas | Little Italy | Blackstone | Benson |
Florence | 192nd&Q | West Maple | Elkhorn | Bellevue |
Cedardale | Millard | Bst | Stockyards

VOTE. ACT. INVEST.

THANK YOU TO RPAC MAJOR INVESTORS!

GOLDEN 'R' INVESTORS \$5,000+



ANDY ALLOWAY



HENRY
KAMMANDEL



VINCE LEISEY



MATT
RASMUSSEN

CRYSTAL 'R' INVESTORS \$2,500+



JENNIFER BIXBY



DIONNE HOUSLEY



KAREN JENNINGS



DEDA MYHRE

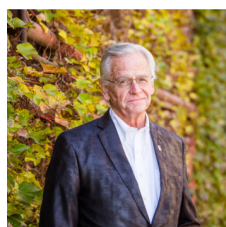


MIKE RIEDMANN



BECKY
SANDILAND

STERLING 'R' INVESTORS \$1,000+



JERRY AHLVERS



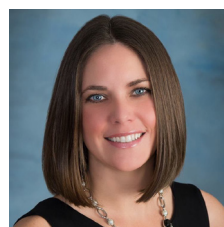
JILL ANDERSON



RYAN BASYE



DARLA
BENGTON



MEGAN
BENGTON



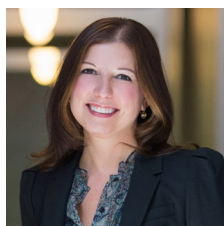
CODY BOUSEMA



DIANE BRIGGS



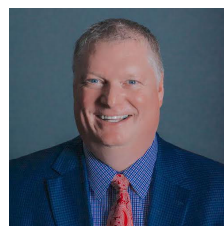
CHARLES
CHADWICK



SUSAN CLARK



JONI CRAIGHEAD



DOUG DOHSE



BRANDON FRANS



TRACY FRANS



BRAD FRICKE



JOE GEHRKI



SHERRI GRIGGS



JACK HARVEY



MINDY KIDNEY



CAMILLA KNAPP



MONICA LANG



MARK LEADERS



JUSTIN LORIMER



LORETTA MCNALLY



SARINA MCNEEL



RJ NEARY



PERRE NEILAN



LAURA OSBORN



JEANNE PATRICK



ANGELA PETERS



RACHEL PIERCE



BRENT RASMUSSEN



SUSAN RAUTH



DENNIS RITTER



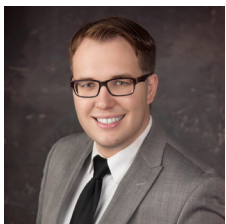
LISA RITTER



DOUG ROTTHAUS



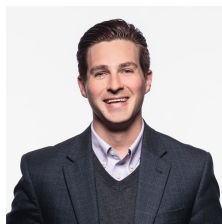
JESSICA SAWYER



KYLE SCHULZE



FRANCISCO
SERRANO



DAKOTAH SMITH



BILL SWANSON



JULIE TARTAGLIA



DIXIE TENEYCK



STEVE VACHA



MARK WEHNER

Questions about
RPAC?
Ask us!

Charles Chadwick
402-575-0803
Charles.Chadwick@thecncteam.com

Darla Bengtson
402-676-2842
Darla.Bengtson@yahoo.com

NEBRASKA REALTORS® LEADERSHIP ACADEMY

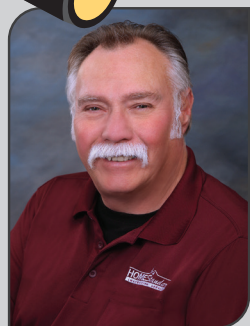
Congratulations to the following OABR members who were accepted into the Nebraska REALTORS® Leadership Academy:



Nicole Bartalini
Chrissy Cameron
Keisha Davis
Ryan Gibson
Kelly Jourdan
Margarita Kohles

Ashley Livengood
Erin Oberhauser
Denise Poppen
Duan Rockette
Kyle Schulze
Jennifer Weikel

INSPECTOR SPOTLIGHT



Forrest Ruel
ASHI certified &
InterNachi certified
Home Inspector



Forrest has been with Home Standards since 2017 and has quickly become one of our most requested inspectors. We asked Forrest some questions:

Tell us about your family.

I have been married 27 years, have six children, 12 grandchildren, four great grandchildren, and two dogs (Auggie and Jax).

What do you like to do for relaxation or fun?

In my free time, I like camping and fishing with the family and friends. I also like watching a good movie.

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

Working in the home and commercial industry with roofing installation and repair,

electrical, plumbing, building construction, remodeling, repairing of residential and Commercial Properties has given me a solid foundation of understanding of the building components and installation.

Being an ASHI and InterNachi certified inspector is a benefit for me professionally, by giving me the knowledge that keeps me sharp through the continued education. A home buyer benefits from knowing continued education is a strong part of the ability to perform a quality inspection.

What do you enjoy about home inspecting?

I really enjoy helping potential buyers make an informed decision based on the findings of the home inspection.



RECENT REVIEW

"I needed to get an inspection done on a house that I am purchasing. I have never bought a home before. Forrest was very patient and took the time to explain everything to me but never in a way that belittled me. I cannot say enough wonderful things about him! Thank you for making this process very smooth! I appreciate it!!"

– Chelsea C



Omaha & Surrounding Communities 402-392-2020
HomeStandardsInspections.com

LOCALLY OWNED & OPERATED • SATURDAY INSPECTIONS AVAILABLE



CELEBRITY HOMES

Homes ★ Villas ★ Townhomes



Sherri Daly



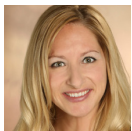
Ericka Heidvogel



Shelley Hourigan



Brooke Johnson



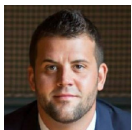
Monica Lang



David Lee



Luke Lofgren



Kurt Pfeffer



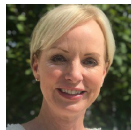
Cris Polsley



Gary Price



Scott Rosenthal



Tammy Smart



Karen Stansberry



Tiffany Stanton



Carol Teggart



Shawn McGuire
Sales Manager

**Nebraska's
Home Builder
since 1977**

It's Time to BUILD!



- Over 30 Furnished Models
- Exclusive in 18 Communities
- New Homes Ready NOW
- Quality Sites Available
- New Homes from \$200k - \$400k


WOODBROOK

**HARRISON
210**

Highlands
HIGHLAND HILLS
HIGHLAND RIDGE
HIGHLAND VILLAGE


SouthernPointe


**Lions
GATE**

**Sagewood
VALLEY**

Whitetail

**Palisades
West**


**DEER
CREST**

**Fairview
SOUTH**

**REMINGTON
WEST**

Lakeview168

Somerset

**Wood
Valley
West 2**

**Hyda
Hills
II**

CelebrityHomesOmaha.com



Equitable Bank

10855 West Dodge Road, Omaha
402-827-8100

*Apply or prequalify for your mortgage
online 24/7!*

www.equitableonline.com/jdobrovoly



Joe Dobrovoly
V.P. Mortgage Lender
NMLS #445889



Home + Multi-Family + Condos + Rental Properties
Auto + Boat/ATV/Motorcycle + Life + Business

- New Construction Discount
- New Roof Discount
- Competitive Rates
- Customizable Package Policies
- Prompt and Professional Service
- Multi Policy Discounts



(402) 614-4633
www.PPInsTeam



Eric Petersen

Brent Rasmussen

CMC, CRMS, CMLP, CVLS / NMLS #5918
President and Owner

8420 W Dodge Rd Ste 113
Omaha, NE 68114

brent@mtg-specialists.com
w 402-991-5153 / c 402-578-0008



**MORTGAGE
SPECIALISTS**



Monica LANG

"Your Celebrity Connection"

402.689.3315

www.MonicaLang.com

MLang@CelebrityHomesOmaha.com



Representing ALL Locations!



COMPLIMENT TO YOUR PROFESSIONAL SERVICE

- Professional
- Thorough
- Communicate in a neutral "non-scary" manner



402.401.6054

131 N Washington, Papillion NE 68046
MidlandsHomeInspections.com

Looking for You!



REALTORS® BELIEVE DRONES, CYBER SECURITY ARE REAL ESTATE INDUSTRY'S MOST IMPACTFUL EMERGING TECHNOLOGIES

AUGUST 3, 2021

Realtors® view drones and cyber security as the most impactful emerging technologies to their business, according to a new report from the National Association of Realtors®. NAR's 2021 Technology Survey examined NAR members' current tech usage and attitudes about the future of real estate technology. In addition to drones (37%) and cyber security (34%), Realtors® believe that 5G (31%) and virtual reality (30%) will also have a significant impact on their business in the next 24 months.

"The pandemic has confirmed to all of us in the industry that technology will continue to transform real estate," said NAR CEO Bob Goldberg. "The great work being done by NAR, including our Strategic Business, Innovation and Technology group, has ensured that Realtors® will continue to have access to the latest technology and remain at the forefront of the innovations driving the market forward."

The survey also examined the current use of technology by Realtors®, finding that the most valuable tools used in the past 12 months were eSignature (78%), local MLS apps/technology (54%), social media (53%), lockboxes (48%) and video conferencing (39%).

Many brokerages are providing these technologies to their agents. Thirty-seven percent of respondents agreed that their brokerage provides them with all the technology tools they need to be successful, and 27% strongly agreed. The top tools provided by brokerages were eSignature (57%), personal websites (54%), customer relationship management (54%) and transaction management (50%). Roughly one out of three Realtors® – 36% – said that their broker does not charge any technology fees, and 50% said that the price their broker charged was reasonable.

NAR's report found that Realtors® are willing to pay for this technology, even if their brokerages do not. Thirty-six

percent of Realtors® spend on average between \$50-\$250 per month on technology to use in their business. Eighteen percent spend between \$251-\$500, and nearly one out of four Realtors® – 23% – spend more than \$500 monthly on technology.

When asked about desired technology tools that are not currently provided by their broker, cyber security topped the list at 19%, followed by lead generation (16%), eNotary (11%), CRM (10%) and personal websites (10%).

According to the survey, Realtors® are using social media now more than ever in their businesses. The top social network is Facebook, used by 90% of Realtors®, followed by Instagram (52%), LinkedIn (48%), YouTube (24%) and Twitter (19%). Video has also played an ever-increasing role in the marketing of properties on social media. Thirty-seven percent use video in their marketing and 35% do not use video but hope to in the near future.

"There is no denying that social media has become an integral tool to promote a listing," Goldberg said. "The pandemic has caused more of our members to use social media and video to creatively market themselves and their properties."

The top reasons Realtors® cited for using social media in their business included that they are expected to have a presence on social media (54%), it helps build and maintain relations with existing clients (49%) and they use it to promote listings (49%). Additionally, 36% of Realtors® use social media to find new prospects and 33% say it helps them network with other real estate pros. Social media also topped the list when it comes to lead generation. The top three tech tools that have given respondents or their agents the highest number of quality leads in the last 12 months were social media (52%), CRM (31%) and their MLS site (28%).

These current and future real estate tech topics will be front and center at NAR's iOi Summit, taking place August 17-18 in Dallas, Texas. Over 500 real estate practitioners, technologists and investors will convene to share insights and unveil cutting-edge real estate products and ideas.



NATIONAL
ASSOCIATION *of*
REALTORS®

REview

Omaha Area Board of REALTORS®
11830 Nicholas Street
Omaha, Nebraska 68154

PRSRT STD
U.S. POSTAGE
PAID
OMAHA, NE.
PERMIT # 196



**DIRECT MAILINGS
DELIVER!**

The Most Effective Marketing Plan Starts with Direct Mail!

From Ideas and Design to Print and Mailing,
We Do It All!

Just give us a call to start...and a thumbs up to finish!
Need to Target a Specific Area? We can do that, too.
Keep it consistent with
Monthly, Bi-Monthly or Seasonal mailings.

**POST CARDS
WORK!**

FOCUS PRINTING
OABR PRINTING & MAILING

402-619-5570 | Jim@FocusPrintingOmaha.com | Order Online: FocusPrintingOmaha.com