

# 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](http://nebraskarealtors.com), log in and scroll down the home page to the FOREWARN information.

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**Read the REview online!**

[OmahaREALTORS.com/news](http://OmahaREALTORS.com/news)

### OMAHA AREA BOARD OF REALTORS® 2022 BOARD OF DIRECTORS

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

# 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](http://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](http://NAR.realtor/safety)





NATIONAL  
ASSOCIATION *of*  
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# STAY SAFE ON THE JOB YEAR-ROUND

WITH TIPS AND TOOLS  
FROM NAR AT  
[www.NAR.realtor/Safety](http://www.NAR.realtor/Safety)



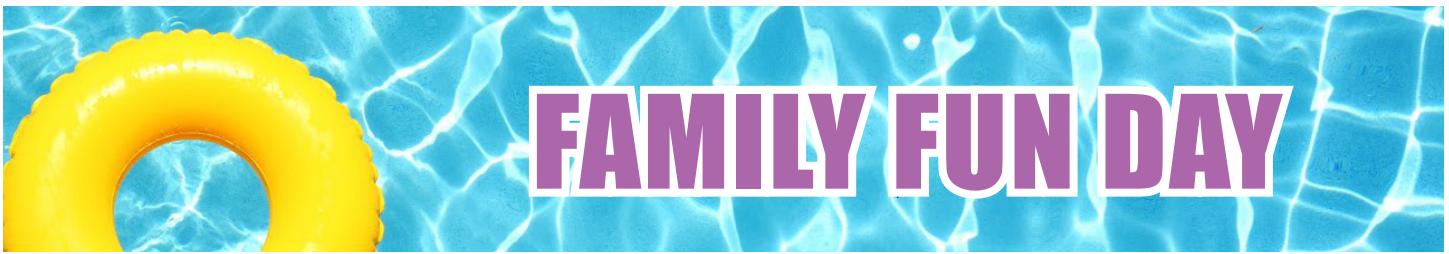
REALTOR®  
**SAFETY**  
PROGRAM

For questions about  
**NAR'S REALTOR® SAFETY PROGRAM**,  
contact [safety@realtors.org](mailto: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

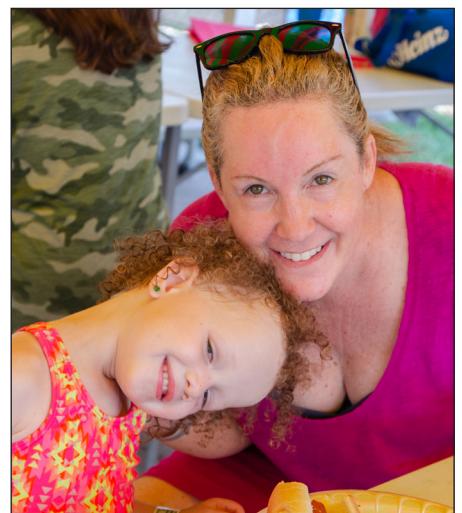


# FAMILY FUN DAY

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!





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# 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

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## 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
<b>TOTAL REALTORS®</b>	<b>3260</b>	<b>3168</b>
Institute Affiliate	71	69
Affiliate Full Members	175	188
Affiliate eKey Only	149	163
<b>TOTAL AFFILIATES</b>	<b>405</b>	<b>431</b>



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# OABR GOLF OUTING

HOSTED BY THE AFFILIATES COUNCIL



**WEDNESDAY,  
SEPTEMBER 29, 2021**

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

**INDIAN CREEK  
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# 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**





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## 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.



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[eric@ppinsteam.com](mailto: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](http://wcromaha.com) and thank you to all our members for your support and engagement in all things Women's Council.

- Jen Monjara, 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

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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  
Ahlers, 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  
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Vacha, Steve ACI - Home Standards Inspection Services  
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\*ACI denotes ASHI Certified Inspector



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VINCE LEISEY



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JENNIFER BIXBY



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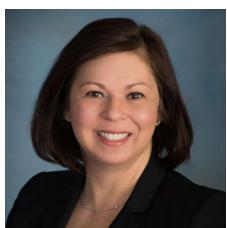
KAREN JENNINGS



DEDA MYHRE



MIKE RIEDMANN



BECKY  
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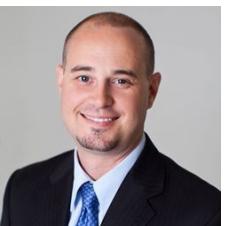
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MONICA LANG



MARK LEADERS



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LORETTA MCNALLY



SARINA MCNEEL



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DAKOTAH SMITH



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STEVE VACHA



MARK WEHNER

Questions about  
**RPAC?**  
Ask us!

**Charles Chadwick**  
402-575-0803  
Charles.Chadwick@thecnteam.com

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

# NEBRASKA REALTORS® LEADERSHIP ACADEMY

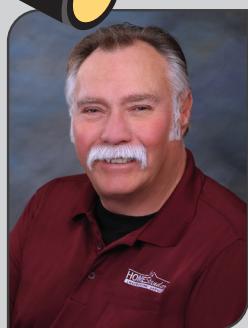
Congratulations to the following OABR members who were accepted into the Nebraska REALTORS® Leadership Academy:



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

# CELEBRITY HOMES

Homes • Villas • Townhomes



Sherri Daly



Ericka Heidvogel



Shelley Hourigan



Brooke Johnson



Monica Lang



David Lee



Luke Lofgren



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# 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.



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