



OCTOBER 2022

REview



COMING UP

MLS USERS GROUP

Oct 5; 10:00 am - 11:00 am

EDUCATION COMMITTEE

Oct 6; 9:00 am - 10:00 am

RECHARGE TASK FORCE

Oct 6; 10:00 am - 11:00 am

SOCIAL EVENTS COMMITTEE

Oct 12; 10:00 am - 11:00 am

CHILI COOK-OFF

Oct 12; 11:00 am - 1:00 pm

YPN COMMITTEE

Oct 13; 1:30 pm - 3:00 pm

AFFILIATE COUNCIL MEETING

Oct 18; 9:00 am - 10:00 am

GOVERNMENTAL AFFAIRS

Oct 19; 10:00 am - 11:00 am

RPAC FUNDRAISING TASK FORCE

Oct 19; 11:00 am - 12:00 pm

REALTOR® SAFETY TASK FORCE

Oct 20; 2:00 pm - 3:00 pm

YPN TECH SUMMIT

Oct 25; 9:00 am - 1:00 pm

OABR DIRECTORS MEETING

Oct 26; 10:00 am - 11:00 am

VETA JEFFERY FACES THE REALTORS®

Omaha Chamber of Commerce President Veta Jeffery took the stage at a September 21st speech at The Omaha Area Board of REALTORS®. She said Omaha's values, and the passion of its people made the St. Louis native decide this was the city where she wanted to bring her 20 years of banking and financial services experience to realize her vision for Omaha: to embrace its commitment to economic growth.

According to Jeffery, Omaha's greatest resource is its people. REALTORS® play a pivotal role in a "people-first perspective" by making moving and doing business in Omaha easier and preparing the next generation of REALTORS® to be leaders. Low-cost living, beautiful homes, great school districts, opportunity, growth, and high quality of life will help strengthen the local economy and community.



Two major plans in the works: The Urban Core Initiative and Project NExT. The Urban Core Initiative focuses on improving the livability of the urban core, which will attract people to Omaha from across the nation. It seeks to attract 30,000 residents and 30,000 jobs to the urban core over the next 20 years. UNMC's Project NExT, places Omaha at the forefront of innovative healthcare as a pandemic and disaster response team, where they gained international acclaim during the 2014 Ebola crisis, and the COVID-19 pandemic. The Omaha Chamber wants to lead Omaha forward and be intentional in that move as we look to the future. Or as the new Chamber of Commerce President said, "Omaha is a great place, but together we can make it even better."



OCTOBER 2022

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Read the REview online!

OmahaREALTORS.com/news



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A MESSAGE FROM ★ THE PRESIDENT ★

CRYSTAL ARCHER, 2023 PRESIDENT



A BUSY FALL SEASON IS HERE!

It has only been a few short weeks since the Omaha Area Board of REALTORS® 137th Installation & Awards ceremony, but they have certainly been busy!

At the Nebraska REALTORS® Association Fall Meetings, I had the opportunity to hear Dr. Lawrence Yun, NAR's Chief Economist, speaking remotely to the REALTORS® in attendance. According to Dr. Yun, our market is in transition. We have all felt a shift, and it is beneficial to rely on what experts like Dr. Yun have to say during these times. Nationwide, pending sales have been down for eight months, but prices are still growing. Dr. Yun thinks this is not a recession, at least for housing consumers. Interpret that as an ideal time to reach out to clients who recently purchased a home, and reassure them that their purchase was a good investment!

At Fall Meetings, I also attended the NRA Installation of Officers and Directors for 2023. The event was at the Strategic Air Command & Aerospace Museum in Ashland, which is such an amazing location. A huge congratulations to past OABR presidents Doug Dohse and Susan Clark. Doug was installed as the 2023 NRA President; Susan as the 2023 NRA Secretary-Treasurer. They continue to represent Omaha at the state level; look for them to accomplish great things in the coming year!

October has many great opportunities for networking, continuing education, and REALTOR® safety.

- The OABR Social Events Committee is again hosting the Annual Chili Cook Off in the Education Center on Wednesday, October 12. It's a great day to stop in and network with fellow REALTORS® and sample delicious homemade chili! Remember to support the New and Gently Used Coat Drive with a donation. REALTOR® generosity always impresses me, and the Omaha Public Schools Foundation and Heartland Family Services will be so grateful for all of our assistance! I'll be there selling raffle tickets for fantastic gift baskets that each of our committees is putting together.
- RPAC Education day is Monday, October 24. There are two fantastic three-hour courses. Pick the morning or afternoon session for \$25, or attend both for only \$40! See page 11.
- YPN is bringing back the ever-popular Tech Summit event on Tuesday, October 25. Do not miss this event. You'll be able to hear about the latest effective technology to implement in your business. The best part of Tech Summit is that you will have hands-on experience using it, so you can already utilize it at the end of the day!
- Prospect or Predator is the topic on Thursday, October 27; there are two one-hour safety sessions—one hour CAT credit each. Dave Legaz, retired NYPD Police Sergeant, and Gabi Brockman, OPD Crime Prevention Specialist, will speak on how to prevent being the target of violence.

Hope to see you there!

Crystal Archer, 2023 OABR President



MEMBERSHIP BREAKFAST

ABR Affiliates and REALTORS® gathered at the Alamo Drafthouse Cinema on August 25th for the annual Membership Breakfast. Members attended a one-hour Commission Approved Training Program, “Build Your Inventory with New Construction” featuring a panel of builders including Nate Bumbardner with Nathan Homes, Shawn McGuire with Celebrity Homes, Steve Minino with Marque Custom Builders, Aaron Moulton with DR Horton, Marc Stodola with Charleston Homes, and Travis Taylor with Prairie Homes Omaha.





Members also voted yes on a proposed OABR Bylaw change allowing the Board of Directors the option of mandating up to six hours of real estate education over a three-year period. This bylaw change was recommended by the Education Committee and supported by the OABR Board of Directors with the rationale of increasing the professional requirements for REALTOR® membership when education is deemed critical.

Thank you to the Education Committee for hosting this incredibly informational panel!



Welcome, Aimee!

Give Aimee a warm welcome as the newest member of the OABR team!

AIMEE@OMAHAREALTORS.COM

Member Records

✉ aimee@omaharealtors.com

☎ (402) 619 - 5553





CRYSTAL ACHIEVEMENT AWARD

Jessica Sawyer

CRYSTAL ACHIEVEMENT AWARD

Susan Clark



OUTSTANDING AFFILIATE

Katie Loeffers

REALTOR® OF THE YEAR

Bill Swanson



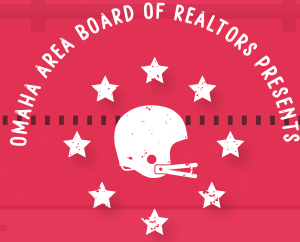


*Installation
Awards Banquet*

IN HONOR OF INCOMING
2023 PRESIDENT

Crystal Archer





CHILI

COOK OFF



★ WEDNESDAY, OCTOBER 12TH ★

OABR EDUCATION CENTER // 11830 NICHOLAS ST.

★ 11AM-1PM ★

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10 AM - 12 PM

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HOOR 1

Hear Dave Legaz, REALTOR®, retired NYPD Police Sergeant, 2021 NYSAR President and 2020 NAR REALTOR® Safety Advisory Committee Chairperson explain how real estate professionals can reduce the risk of being targeted by predators. Dave will discuss various predatory behaviors, and steps agents can take to reduce the likelihood of getting into an unsafe situation while on the job.

1 Hour CAT Credit

HOOR 2

Gabi Brockman, Crime Prevention Specialist for the West Omaha Precinct, will speak to the importance of filing reports before an explanation of why and how to install the FOREWARN app, a benefit of your NRA membership.

1 Hour CAT Credit

RPAC CE DAY

\$25 / CLASS
\$40 / BOTH

10 . 24
2022

OABR EDUCATION CENTER
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ETHICS & REAL ESTATE

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9:00 am - 12:00 pm

Instructed by: Josh Cadillac



INFLATION & REAL ESTATE

#1356

DEALING WITH AN INFLATIONARY MARKET & WHY REAL ESTATE IS THE ANSWER

This three-hour course is formulated to help real estate agents to assist their credibility with their customers during the current market situation. We address the effect inflation has on the market, what that means for buyers and investors, and more.

1:00 pm - 4:00 pm

Instructed by: Josh Cadillac

Register Now! www.omaharealtors.com/ce-day

Investments are not deductible for federal income tax purposes. Investments to RPAC are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may invest more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount invested or decision not to invest. You may refuse to invest without reprisal. 85% of each investment 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.





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A VISIT FROM:

DON BACON

The Government Affairs Committee was proud to welcome Nebraska Congressman Don Bacon who represents the Omaha area in the US House of Representatives. Congressman Bacon shared his comments on the recently passed Inflation Reduction Act and the need to hold the line on spending in Washington.

Bacon said he was proud to have the support of the REALTORS® and will continue to work hard for the entire real estate industry. REALTOR® Andy Alloway serves as the Federal Political Coordinator for Congressman Bacon.

The congressman was joined by his colleague Rep. Jason Smith who represents a congressional district in southeast Missouri. Smith is the ranking republican on the Budget Committee and is a candidate for Chairman of the tax writing Ways & Means Committee. Smith shared his concerns about the recently passed Inflation Reduction Act. He believes it will actually have the opposite effect on inflation. Smith also strongly opposed the addition of 87,000 new IRS agents.

When one considers all the real estate tax increase proposals that were recommended over the past couple of years, the final bill is very good for the real estate industry. While it could have been even more impactful if it also included the positive affordable housing changes, such as the Neighborhood Homes Investment Act and the expansion of the Low Income Housing Tax Credit, the industry has dodged some very large tax bullets.



CERTIFICATIONS & DESIGNATIONS

Mindy Kidney, RE/MAX Results - At Home With Diversity (AHWD)

Ivy Alexander, Nebraska Realty - Graduate REALTOR® Institute (GRI)

Christopher Jamison, Nebraska Realty - Graduate REALTOR® Institute (GRI)

PERSONALS

Condolences to:

- **PK Kopun**, Centris Federal Credit Union, & **Gabe Kopun**, First National Bank on the loss of their father/grandfather
- **Angela Peters**, Realty ONE Group Sterling, on the recent loss of her father
- the friends and family of **Jerry (JJ) Ficklin**, Nebraska Realty, on his recent passing

Congratulations to:

- **Kellie Konz-Wieczorek**, Nebraska Realty, on the recent birth of her daughter, Emmelia Lenore Wieczorek

MEMBERSHIP REPORT

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

AUGUST ACTIVITY	MO	YTD
New REALTOR® Members	20	225
Resignations	62	217

MEMBERSHIP (As of Sept. 1)	2022	2021
Designated REALTORS®	197	206
REALTOR®	3017	2984
REALTOR® Emeritus	65	65
TOTAL REALTORS®	3279	3255
Institute Affiliate	73	71
Affiliate Full Members	167	173
Affiliate eKey Only	144	146
TOTAL AFFILIATES	395	400



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Nationally Recognized

Did you know that our Omaha Network is nationally recognized as a Certified Network? We were awarded this honor for 2021 & 2022 from the National Women's Council of REALTORS®. This is because our network is exceeding basic benchmarks that adhere to both the network model and completion of tasks and achievements that meet and exceed standards.

Our Network goes above and beyond to provide high value to our members. This year, we've executed outstanding events with record breaking attendance and much of that is because of the phenomenal nationally recognized speakers that we've brought to you.

We're bringing presenters to Omaha that you don't get the opportunity to hear every day. And next year will be no exception as we're busy lining up more fantastic speakers and events.

Join us by attending our future events and see the value that we offer firsthand. Current Omaha network members, be sure to attend our Membership Appreciation Party on October 20th at Dave & Buster's. This is a **FREE MEMBERS-ONLY** event, register at www.wcromaha.com

- **Chrissy Cameron,**

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2023 RECHARGE

KEYNOTE SPEAKERS

02.15.23



09:00 - 09:50

LAWRENCE YUN

Dr. Lawrence Yun is the Chief Economist and Senior Vice President of Research at the National Association of REALTORS®. He regularly provides commentary on real estate market trends and is responsible for a wide range of research activity for the association. Dr. Yun creates NAR's forecasts and participates in many forecasting panels, among them the Wall Street Journal and the Joint Center for Housing Studies of Harvard University. He appears regularly on financial news outlets and has testified before Congress. Hear him speak on his analysis of the real estate market in the year ahead in this morning session.

"REAL ESTATE ECONOMIC OUTLOOK"



MORTGAGE
SPECIALISTS



12:30 - 13:20

Join us as the executive leadership from across the region discusses new developments in a panel "Developments Across the Region." Veta Jeffery, Omaha Chamber of Commerce; Jason Ball, Lincoln Chamber of Commerce; and Drew Kamp, Council Bluffs Chamber of Commerce, will discuss their proposed improvements for Nebraska and Iowa.

"DEVELOPMENTS ACROSS THE REGION"



VETA JEFFERY
President and CEO

Greater Omaha
Chamber of Commerce



JASON BALL
President and CEO

Lincoln
Chamber of Commerce



DREW KAMP
President and CEO

Council Bluffs Area
Chamber of Commerce

15:30 - 16:30



CLAYTON ANDERSON

Clayton Anderson's return to Nebraska is not simply coming home. Rather, it is him returning with a mission in mind: to give back to the people and the community who made him the man he is today. Don't miss this session with retired NASA Astronaut Clayton "Astro Clay" Anderson who now serves as the President and CEO of the Strategic Air Command & Aerospace Museum in Ashland, Nebraska.

"COMING HOME... AND GIVING BACK!"

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A group of five women of various ages and ethnicities are smiling and posing for a photo outdoors. They are standing in front of a stone wall and some tall, yellow, feathery plants. The women are dressed in casual to semi-formal attire, including a white lace top, a grey jacket, a grey sweater, a red top, and a floral patterned top.

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We are excited to announce

Ajith Sam Ganarajah

As Diversity Committee's Scholarship Winner!

Where did you grow up (if not from the Omaha, what were the circumstances that brought you to Omaha and how long have you lived here)?

I grew up in Sri Lanka. Following a life threatening close call, I migrated to the US to escape the communal violence in Sri Lanka & to attend Emporia State University in Kansas.

What Brokerage do you work for and are you a member of any other organizations in your community or networking groups?

I work for EXP Realty. I am also a Stephen's Minister at my church & a member of the TKE (Tau Kappa Epsilon) fraternity.

What did you do before you became a REALTOR®?

Before I became a REALTOR®, I had the privilege of being a top 5 wardrobe consultant, nationally at Men's Wearhouse, Inc. Prior to that, I worked as an assistant manager at Walmart, Executive Team Lead at Target, Branch Manager at U.S. Bank, & Financial Advisor at Waddell & Reed, Inc.

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

I got my real estate license at the end of July 2022. What inspired me to become a REALTOR® was the fact that I had lost two thirds of my income due to the pandemic, & had two good friends in the Industry who were very generous with their time. One of them, Jim Enderbock, pointed me towards the OABR Diversity committee & the possibility of a scholarship. .

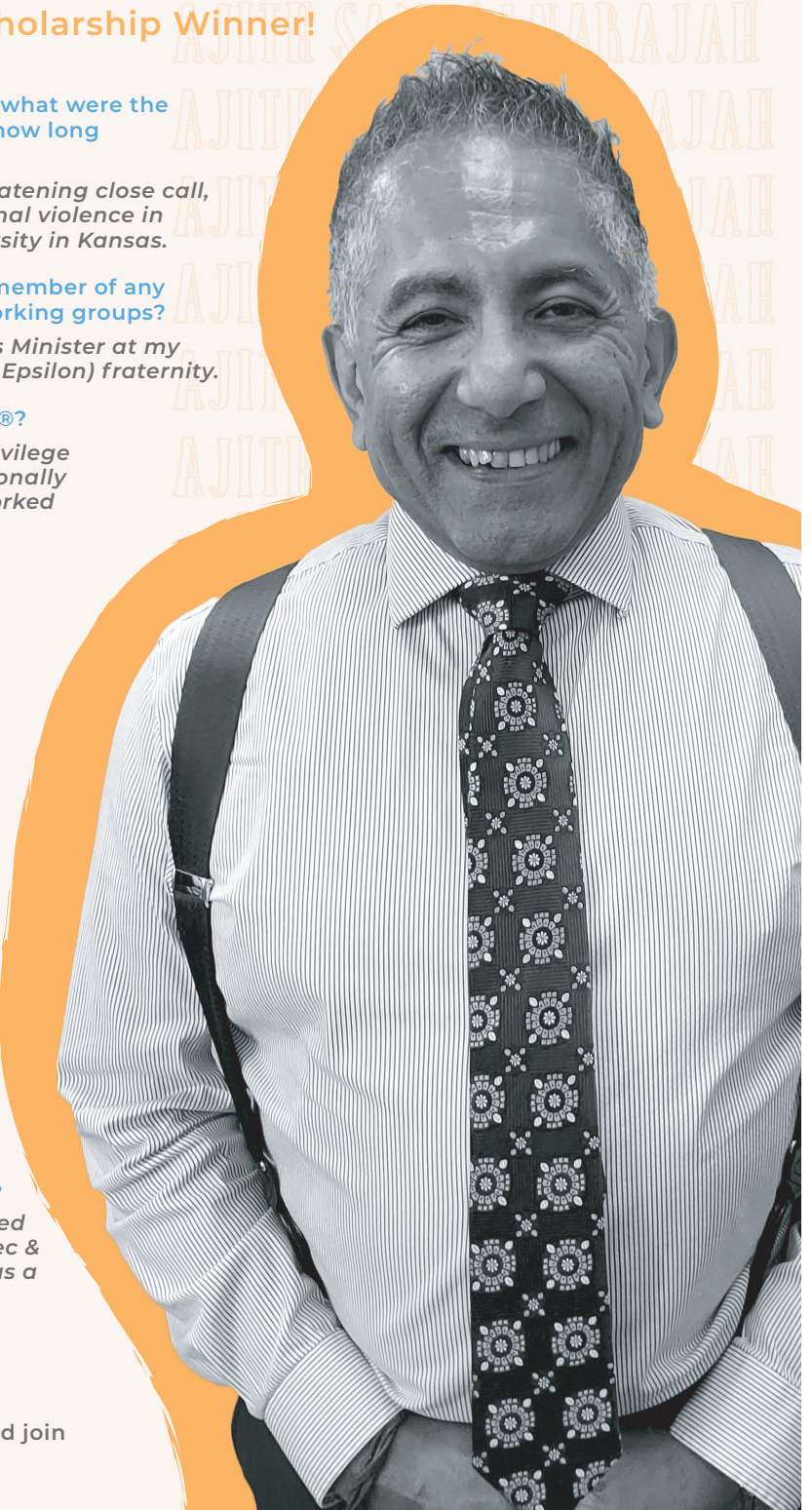
What is the most rewarding part of your job as a REALTOR®?

The most rewarding part of my job as a REALTOR® is the opportunity to meet fantastic professionals who help & inspire me to become the best version of me, so I can be an effective resource to the underserved in my community.

What else would you like us to know about you?

Other facts about me: My wife Deborah lived a while in Australia. Stephanie, Joshua, Alec & Aaron are our children. My younger self was a very good Cricket & Rugby player. Finally... GO CHIEFS!!!

Learn more about the Diversity Committee and join a meeting at omharealtors.com/diversity.



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Aim High: Credit Boosting Tips for Your Buyers

Credit scores are an important part of the homebuying process. They can dictate what type of interest rate your buyer receives and how much a lender will loan them. However, sometimes unique financial, or life, circumstances occur that might cause your buyer's score to fluctuate. My in-house credit consulting team and I have assembled a few credit boosting tips to help your buyers "aim high"!

Be responsible with credit use. Make sure to pay bills on time and don't take on more debt than you can handle. Also, don't share your credit with anyone, such as a co-signer for a friend or relative on a loan. If they default, your credit is at stake!

Keep credit card balances in check. The rule of thumb is preferably 30% or less of your card's limit. You also want to keep your cumulative spending below 30% of your entire credit limit. Keeping big balances on your cards can hurt your score.

Don't close accounts. The length of your credit history plays a large role in your credit score. Keep old accounts open and allow them to age, as an older track record can help your score.

Pay off any outstanding debts. Judgments, tax liens and federal debts may have to be paid in full before you can close on a mortgage. If you establish a payment plan, you typically will need to show lenders a 12-month history of on-time payments.

Staying accountable and strict with their habits will inevitably change the way your buyers use credit for the better. If you or they have any questions, please reach out!



*Scan to chat
with Katie today!*



Katie Lieffers

*Dir. of Business Development
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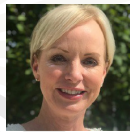
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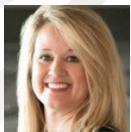
Gary Price



Scott Rosenthal



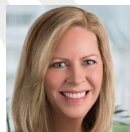
Tammy Smart



Karen Stansberry



Tiffany Stanton



Carol Teggart



Julie Woodward



Shawn McGuire
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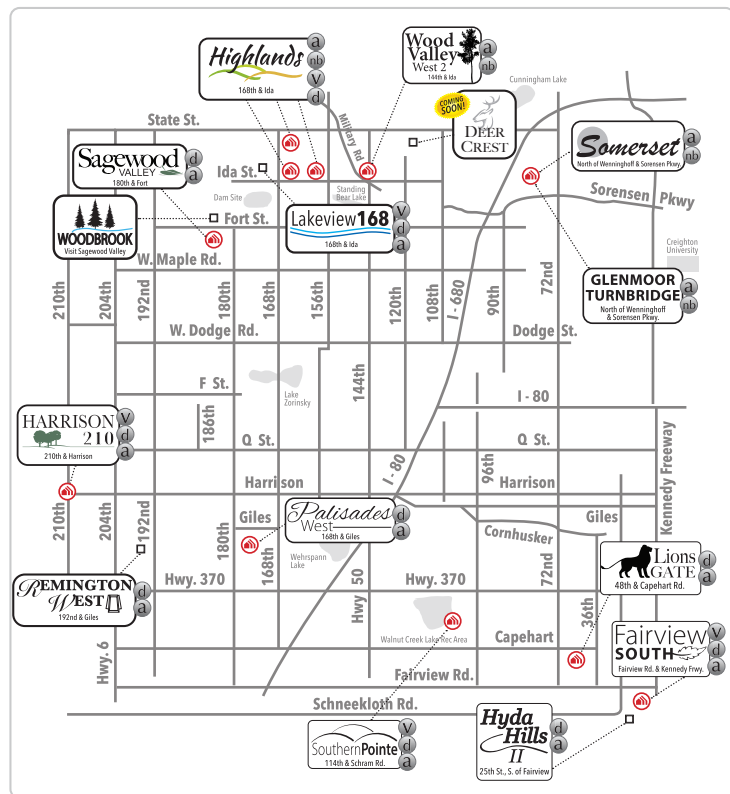
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Making it a Wonderful Day in the Real Estate Neighborhood

Prior to Covid, the Real Estate market was a relatively safe place for many to do business.

During these several years of Covid many homeowners have hesitated and decided not to sell their house. Very savvy investors recognized this backlog of sellers. Some of these out of state investors heavily marketed a message that real estate agents were not needed, and people could sell for top dollar without a home inspection.

These investors purchased many homes, convincing the sellers they were getting top dollar, then turning around and re-selling the home for large profits. Also, there are always desperate buyers who need a

home quickly. They too purchased in this market.

Many homeowners see a market with out inspections as not being a safe place to do business, they have stayed on the sidelines during this time.

To address this situation, agents and the real estate Association have countered this message by stressing Agents advocate for sellers. A few agents have always stressed to their sellers the value of a Pre-sale Inspection. More and more agents now see it is to the seller's advantage to have the inspection on the seller's side. Clean sales result as many buyer's contingency periods are waived since the home has already been inspected. Also, buyers

are now comfortable to offer more on homes marketed with objective information.

Home Standards' Pre-Sale inspections rate has grown by 490%, this year and we are only half way through the year! More and more agents and even whole brokerages now encourage these Pre-Sale inspections.

The Real Estate Neighborhood is a safer place with agents who advocate and when inspections are completed. It is a better place to be an agent, when this information is out front and disclosed, removing the tense renegotiation period of the buyer's contingency. We are getting back to a safer Real Estate Neighborhood.



We are invested in this message!

[ABOVE] Home Standards' president Steve Vacha in front of our newest billboard in Omaha. Pre-Sale Inspections have transformed the industry as savvy sellers are seeing the small investment in having these pays off at the time of sale.



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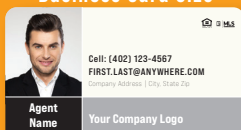
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