

January 2023

OMAHA  
AREA BOARD OF  
REALTORS® 

# REVIEW

Omaha Area Board of REALTORS®



# UPCOMING EVENTS

- 1.02**  
NEW YEAR'S DAY  
**OABR OFFICE CLOSED**
- 1.05**  
10:00AM - 11:00AM  
**RECHARGE TASK FORCE**
- 1.10**  
11:00AM - 12:00PM  
**DIVERSITY SCHOLARSHIP COMMITTEE**
- 1.11**  
10:00AM - 11:00AM  
**SOCIAL EVENTS COMMITTEE**
- 1.12**  
1:30PM - 3:00PM  
**YPN COMMITTEE**
- 1.16**  
MLK DAY  
**OABR OFFICE CLOSED**
- 1.17**  
9:00AM - 10:00AM  
**PROFESSIONAL DEVELOPMENT COMMITTEE**
- 1.18**  
10:00AM - 11:00AM  
**GOVERNMENTAL AFFAIRS COMMITTEE**
- 1.18**  
11:00AM - 12:00PM  
**RPAC FUNDRAISING TASK FORCE**
- 1.25**  
10:00AM - 11:00AM  
**OABR DIRECTORS MEETING**
- 1.26**  
10:00AM - 11:00AM  
**ASSUMPTIONS & BUY-DOWNS CLASS**

# OABR DIRECTORY

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# A MESSAGE FROM ★ THE PRESIDENT ★

CRYSTAL ARCHER, 2023 PRESIDENT



## HAPPY NEW YEAR!

I hope you all had a truly lovely, healthy, and happy holiday season! After the hustle and bustle of the holidays, this time of the year is always full of quiet reflection and anticipation. We reflect on all the good that the previous year brought, as we look forward to 2023 and anticipate all the great things the New Year will bring.

OABR had a great year in 2022! Our membership reached record highs. We were able to return to a full year of in-person events. The Women's Council of REALTORS® had a year packed full of educational luncheons and social events! Our RPAC Fundraising committee, an important, committee that supports pro-REALTOR® candidates, met the investment collection goal for the year. Professional Development, Social Events, and YPN all offered very beneficial educational and networking opportunities, available to all REALTOR® members and Affiliates. Our Diversity Scholarship Committee continued their work sponsoring individuals to help them to obtain their real estate licenses. The OABR Foundation contributed to great organizations like The Builder Foundation, the Welcome Home Coalition, the Kelly Supportive Housing Project, and UNO scholarships. The OABR Foundation believes in giving back to the Omaha community and investing in the future of real estate. Every year they give to local non-profit organizations and provide scholarships for future real estate professionals and tradespeople. The trade shortage directly affects our industry and promoting scholarships in the trades helps young people find a vocation in a skilled trade, always a smart investment in our local community and in the real estate market.

As you assess your business goals for 2023 take heart in knowing that the volunteers serving on our committees and the OABR staff have been working for months to bring you even more opportunities! There will be continuing education classes, committee meetings, and networking opportunities to help build your business. Our annual REcharge event is quickly approaching. "Developments Across the Region" is a compelling panel where Chamber of Commerce Presidents from across the region present their vision for the future. The real estate event of the year also boasts keynote speakers that are sure to impress: NAR's Chief Economist Dr. Lawrence Yun and Astronaut Clayton Anderson. Register today and plan to spend February 15th absorbing some fantastic content to help you succeed in all areas of your business while you network with agents across the region. You won't want to miss it!

This past year was a great year, but together we can make 2023 even better and brighter!

Cheers to the next year and beyond!

*Crystal Archer, 2023 OABR President*

# 2023 RECHARGE

EMBASSY SUITES LAVISTA CONFERENCE CENTER 02.15.23 8:00 AM - 5:00 PM

## YOUR KEYNOTE SPEAKERS

### “REAL ESTATE ECONOMIC OUTLOOK”

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.



LAWRENCE YUN



VETA JEFFERY



JASON BALL



DREW KAMP

### “DEVELOPMENTS ACROSS THE REGION”

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.

### “COMING HOME... AND GIVING BACK!”

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.



CLAYTON ANDERSON



## YOUR BREAKOUT SPEAKERS



**JANELLE  
ROKER**

"USING YOUR  
STRENGTHS  
TO NAVIGATE  
ROADBLOCKS"



**DEB  
MANNING**

"GUYS, GALS, AND FOLX:  
UNDERSTANDING  
THE POWER OF  
INCLUSIVE LANGUAGE"



**TERRY  
TANNER**

"STAY CONNECTED  
WITH PARAGON  
ON THE GO"



**BRENT  
RASMUSSEN**

"I DIDN'T GET  
HERE ALONE"



**GREG  
DYCHE**

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## 2023 HOUSING MARKET:

# SETTING THE STAGE

**I**ncreasing concern over a potential economic downshift has economists speculating on the financial future of 2023 as growing unease about a possible recession intensifies. According to the Bureau of Economic Analysis, we experienced a very mild recession in the first two quarters of 2022.

Dr. Christopher Decker, an Economics Professor at the University of Nebraska Omaha, predicts a 75 percent chance of a minor recession in 2023. He believes that if the Federal Reserve Board raises interest rates again, it should only be marginally. "This could lead to a tapering down of building activity but sets the stage for a good recovery in 2024."

"Not to sound like a Monday morning quarterback, but the Fed could have acted sooner," Decker said. He added that supply disruptions and world events, such as the war in Ukraine, and tensions between China and Taiwan, could further impact economies worldwide. He explained that Omaha was somewhat insulated from recession because of its diversified economy, low unemployment, and relatively low cost of living. This contrasts with economic forecasts for Europe, where high energy costs could prove fiscally disastrous.

According to Dr. Robert Johnson, Professor of Finance at Creighton University's Heider College of Business, "Many analysts worry that the Fed will continue to raise interest rates, which would result in the demand for goods and services to decrease, taking the economy into a deeper and more severe recession in 2023."

Johnson also shared his thoughts on the 2023 projections: "I believe that a near-term recession in 2023 is more likely than unlikely. It will be very difficult for the Fed to engineer a soft landing for the economy and still win the battle to stem inflation. But not all recessions are created equally, and it would likely be a very mild recession."

Johnson added, "It seems that many people are getting hung up on the definition of a recession. I am reminded that Harry Truman once said, 'It's a recession when your neighbor loses his job; it's a depression when you lose yours.' If the economy does fall into a recession, it won't be one that is characterized by high levels of unemployment." He cautions that the word recession triggers a fear-based response, as most associate it with major consequences.

NAR Chief Economist Dr. Lawrence Yun echoed these sentiments at the 2022 NAR NXT conference last November. He anticipated that U.S. home prices wouldn't experience a significant decline and could even increase slightly if mortgage rates held steady. The limited housing inventory and nearly non-existent distressed property sales are a far cry from the 2008 recession. He also predicted a strong 2024 housing rebound.

Dr. Yun will showcase his economic expertise at REcharge on Wednesday, February 15, at the La Vista Conference Center. He will share his extensive knowledge of real estate markets with an economic outlook. Bolster your financial knowledge by registering for REcharge 2023 at REchargeNebraska.com.



# HEAR THEM RING; ARE YOU LISTENING?

**REALTOR® RING DAY 2022**

A symphony of bells chimed across Omaha on Friday, December 2, as OABR bell ringers were out in force for the annual REALTOR® Ring Day. It's a day in December when REALTORS® across the nation team up with the Salvation Army Red Kettle Campaign and raise funds to provide much-needed financial assistance for local programs. This year, OABR members raised more than \$10,500, and over the past twelve years, more than \$120,000! Hats off to all the OABR volunteers who made this community project a success again this year!









## CERTIFICATIONS & DESIGNATIONS

### Graduate, REALTOR® Institute (GRI)

- Jennifer Weikel, Nebraska Realty

### Seller Representative Specialist (SRS)

- Kyle Schulze, BHHS Ambassador Real Estate

- Crystal Archer, Nebraska Realty

### Seniors Real Estate Specialist® (SRES®)

- Haley Novotny, BHHS Ambassador Real Estate

- Elizabeth Kollman-Bhandari, BHHS Ambassador Real Estate

### Pricing Strategy Advisor (PSA)

- Mischelle Nelson, BHHS Ambassador Real Estate

- Susan Klug, NP Dodge RE Sales

## PERSONALS

### Condolences to:

- Jessica Bowman, Liberty Core Real Estate, on the recent passing of her father

- Valerie and Don Keeton, The Gallery of Homes, on the recent passing of their mother/mother-in-law

- Mike McGlynn, The Gallery of Homes, on the recent passing of his mother-in-law



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## MEMBERSHIP REPORT

### November Activity

MO YTD

New REALTOR® Members	18	297
Resignations	9	353

### Membership (As of December 1)

2022

2021

Designated REALTORS®	194	207
REALTOR®	3002	2979
REALTOR® Emeritus	66	63
<b>TOTAL REALTORS®</b>	<b>3262</b>	<b>3249</b>
Institute Affiliate	73	71
Affiliate Members	157	161
Key-Only Affiliates	137	149
<b>TOTAL AFFILIATES</b>	<b>378</b>	<b>391</b>

See the full membership report at: [OmahaREALTORS.com/membership-report](http://OmahaREALTORS.com/membership-report)



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# Dealing with a Difficult Client



**Any real estate agent who has been in the business for a time has likely encountered it. That thing that keeps you up at night and makes you second-guess yourself. The creature who lives rent-free in your head and haunts your dreams. The client from hell.**

Maybe they have over-the-top demands: "I'm not buying a house that doesn't have Italian marble floors and an unrestricted view of the sunrise!" Or perhaps they have unrealistic cost expectations. "I need a turnkey four-bedroom, three-bath, three-car garage in the desired school district for under \$250!" Maybe they're incredibly demanding or just plain obnoxious. Whatever the case, there are a few things to remember when dealing with a difficult client.

According to some members, the most important thing to remember when a client is being disagreeable, demanding, or unreasonable is to keep your composure and remain professional. Listen to the concerns they have. Communicate well, being straightforward, keeping them in the know, and being a problem solver will bolster a consumer's faith in you.

Local REALTOR® Tom Knox learned a valuable lesson the hard way. "It was my first year of being an agent," he said, a little sheepishly, "I arrived a little early to show a home. The seller wasn't quite ready for us." He continued, wincing, "It didn't go very well."

The seller let her annoyance be known to Knox. "She was right to be upset. I caught her off guard," he said. "Moving is a huge stressor. I try to take as much stress out of it. Not add to it." So when he made his client unhappy, he let her communicate her frustration. "I just stood there quietly and let her vent."

The then-rookie sales agent learned a lesson from the school of hard knocks. Communicating with the client and keeping them informed is vital. Despite the initial setback, the story has a happy ending. He did end up selling her house.

Omaha REALTOR® Travis Saint recalls his toughest client. "It was my second year in real estate. The market was stagnant, and I was broke." He approached a seller whose listing expired and offered to sell their home for them, even putting together a fancy binder full of graphics and stats. The would-be seller looked at it and threw the binder in the trash right in front of him. "That's the same (expletive) that the other agents tried. I want to know what you are going to do to sell my (expletive) house!"

He stood there dumbfounded. He could feel the rage boiling up in him. He spent a fair amount of time putting the binder together and was proud of it.

Fortunately for the Texas native, this wasn't his first rodeo. After working in the hospitality industry for years, he developed thick skin dealing with demanding customers. The shaken real estate pro collected himself. "Well, the truth is this is the only house I am selling. So, I will work night and day to get it sold. Because if I don't sell this house, I can't put food on the table for my family." As it turns out, pie charts and stats didn't impress the client. But brutal honesty did. He had his very own Jerry McGuire moment with his client right there in her kitchen.

Saint not only sold that property. He became the client's go-to person for their real estate needs. "Creating relationships and building on those relationships is what really matters," Saint said, "once you gain your client's trust, not only will they turn to you whenever they want to buy or sell a home, they will send their friends and family to you too."

*Are you in the real estate trenches daily? You likely have a funny situation or another demanding client story. If you are interested in sharing, contact [mel@omaharealtors.com](mailto:mel@omaharealtors.com).*

## THIS MONTH IN HISTORY

# JANUARY



The real estate market across the nation was rocked, facing 17.5 percent, 30-year home loan interest rates due to the Federal Reserve's battle on high inflation in the economy.



Former Major League baseball player, Tom Lundstedt presented "How to Work with Investment Properties" to more than 200 members. He mixed humor with real world examples.



## 1982

## 1888

One of the most destructive and devastating blizzards in Nebraska history unexpectedly swept across the region on what began as a warm winter day. Fierce winds made visibility near zero for hours. Many children were in school when the blizzard struck. It's often called the "schoolchildren's blizzard."

## 2001

NAR leadership announces an Internet Data Exchange (IDX) policy. NAR created guidelines for MLS operations, giving Participants permission to display each other's listings on their website. IDX was previously referred to as Broker Reciprocity.

## 2014

## 2015

Over 150 OABR members attended The "Irk" Factor, a Knowledge is Power event, with Terry Watson, a national speaker who provided effective strategies on improving client relations and how to close transactions more efficiently.

## Market Makes Rules



**Steve Vacha**  
President

Home Standards would like to announce that we have a vehicle for sale. It has a few years on it, but has many new parts. Pristine condition. Drive-away condition. Please give us a call to set up a time to come take a look. The engine will not be allowed to be started, and no test driving.

This scenario is obviously fiction, but would you ever consider buying a car without starting it up and taking it for a test drive? **Highly unlikely!** Products for sale with limited information typically do not do well, while those mar-

keted with up-front and transparent information often sell quickly.

In real estate, we are coming out of a time where sellers were able to choose offers without home inspections because buyers felt they had to bypass them to get the house. Sellers reveled in above-asking-price offers with no inspections. Many agents did not like this lack of transparency, but had to respect their clients' choices.

To fill this information vacuum many agents suggested pre-sale inspections be completed on listings. Because of these, sellers have seen higher offers from buyers who were not holding back due to concerns about the property's condition. There have been fewer legal concerns, and less hassle for sellers and agents due to reduced contingency period negotiations.

In our market our pre-sale in-



spections have grown by 10-fold from just one year ago.

As the market cools and returns to normal, we have seen requests for pre-sale inspections stay popular because of the realized benefits of getting the information a home inspection provides out in front of the transaction.

In the new home construction market things have changed as well. 3-5 years ago, there were a limited number of builders in our community. Many of the smaller builders left the market in the late 00's due to the housing bubble that burst.

New construction quality after this period was strong. In a weak market, it is the strong companies that survive. Thankfully we see

a resurgence of builders entering our market. We need homes built!

Unfortunately, with this fast growth, the quality of some construction has suffered. Agents and savvy buyers are seeing this. The fast growth in this market has created the need for more new construction inspections. I personally have completed hundreds of these through the years and have never felt that a client regretted having a new construction inspection.

The market calls the shots. Along with regular home inspections for buyers, pre-sale inspections and new construction inspections are in high demand.

The market rules we say. Or maybe it's better to say, it balances out.

1 hour of CAT (#9999T)

# ASSUMPTIONS & BUY-DOWNS

WHAT EVERY LISTING AND SELLING AGENT NEEDS TO KNOW!

01.26 • OABRED. CENTER

10:00 am - 11:00 am

The financial climate of real estate sales is ever evolving and one tool available to the real estate professional, is the ability for the home to be sold on a loan assumption. What we will cover are the different types of assumptions and loan programs!

Register at: [OmahaRealtors.com/Assumptions](http://OmahaRealtors.com/Assumptions)

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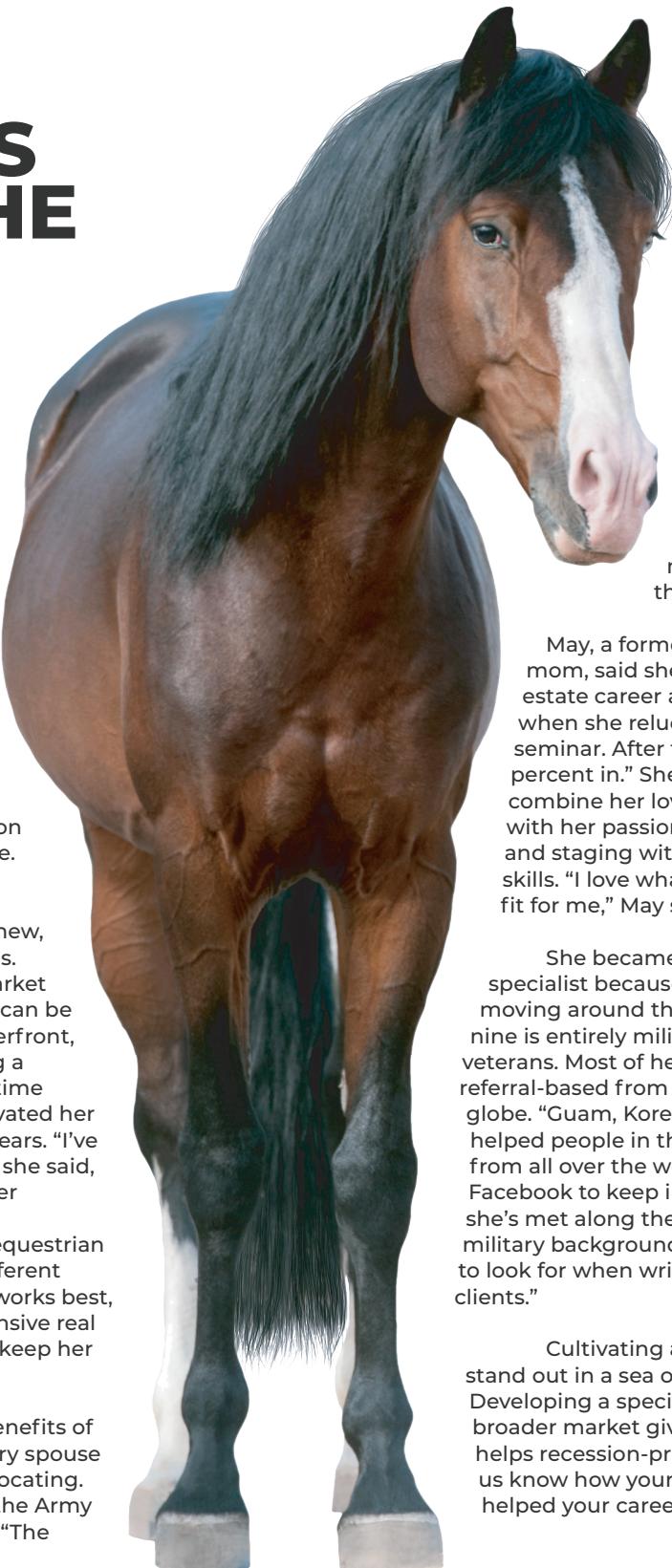
## Niche Markets

# BOOST BUSINESS WHEN THE MARKET SLOWS

**I**magine you're a prospective homebuyer rolling up to a showing, and you're greeted by a woman galloping up to you on a horse. Is it Annie Oakley? Lady Godiva? Did you just venture into a John Wayne flick? No, it's Pam Rasmussen, equestrian estate extraordinaire. She's been riding horses since age two and is passionate about all things equestrian. She shows acreages to potential buyers and fellow horse enthusiasts while on horseback, making her the go-to equestrian REALTOR® for people on the prowl for that piece of paradise.

As the market cools, enterprising REALTORS® explore new, innovative ways to bolster business. Becoming an expert in a niche market is one way to do just that. A niche can be anything from specializing in waterfront, and luxury property sales, to being a relocation expert, to being a first-time home buyer pro. Rasmussen cultivated her equestrian estate niche over the years. "I've been riding horses my whole life," she said, adding, "I started helping my father manage the Washington Heights apartments at a young age." Her equestrian background means she knows different ordinances, what kind of fencing works best, and about "horse water." Her extensive real estate and equestrian experience keep her in the proverbial saddle.

Angela May knows the benefits of developing a niche. Being a military spouse gave her first-hand experience relocating. Her husband, now retired, was in the Army for 27 years. They moved 12 times. "The military is a different lifestyle.



"When you've walked in their shoes, you understand better." She now uses that experience to help military clients with their relocations.

May, a former stay-at-home mom, said she started her real estate career almost by accident when she reluctantly attended a seminar. After that, she "was 150 percent in." She was able to combine her love of helping people with her passion for photography and staging with her negotiation skills. "I love what I do. It's a perfect fit for me," May said.

She became a military relocation specialist because of her experience moving around the world. Her team of nine is entirely military spouses or veterans. Most of her business is referral-based from people across the globe. "Guam, Korea, Germany... I've helped people in the military relocate from all over the world." She uses Facebook to keep in touch with friends she's met along the way. "Having a military background means I know what to look for when writing contracts for my clients."

Cultivating a niche helps you stand out in a sea of real estate agents. Developing a specialty within the broader market gives you an edge and helps recession-proof your career. Let us know how your niche market has helped your career.

# CELEBRITY HOMES

Homes • Villas



Ericka Heidvogel



Shelley Hourigan



Brooke Johnson



Monica Lang



David Lee



Luke Lofgren



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# CITY APPROVES AFFORDABLE HOUSING ACTION PLAN



**A**fter months of discussion and deliberation, the Omaha City Council voted to pass The Housing Affordability Action Plan (HAAP) on December 13th in a 5-2 vote. It targets Omaha's current housing shortage, specifically affordable housing for low to middle income households. Affordable housing is defined as spending no more than 30% of one's gross income on housing.

The plan takes aim at "Missing Middle" housing types, such as duplexes and multi-family homes. Omaha was awarded millions in federal grant dollars from the American Rescue Plan Act (ARPA), LB 1024, as well as local philanthropists, for affordable housing construction, rehabilitation, land acquisition, infrastructure, and site development.

The Omaha Area Board of REALTORS® is proud to be a founding member of the Welcome Home Coalition, which impacted portions of the final action plan. The Coalition reminded the City Council that 23.8 percent of a new home's final cost is related to government regulations. Finding ways to reduce the cost of those barriers will be critical to filling the shortage of new starter homes.

Concerns were voiced by local property owners and managers regarding the mention of rent control in the plan. City Councilmember Aimee Melton, one of two dissenting votes on the proposal, also expressed the same concern over verbiage in the plan. [During the City Council meeting, she stated, "We literally had the planning department admit they weren't suggesting rent control, yet this council just voted to keep that rent control language in there."](#)

When interviewed after the plan passed, City Councilmember Don Rowe said, "The bottom line, many people thought passing the plan meant it was going to be policy or law immediately." He underscored that it was a plan not set in stone, and it could be refined before becoming law. "There was a lot of information gathered from the community for the plan. There were meetings in every district," Rowe explained, adding that an action plan needed to be passed by the end of the year according to state law. He is confident that the city will be able "to address concerns and come to some kind of compromise," when it is implemented. Rowe commented on its benefits, such as changing zoning laws so some vacant lots currently deemed too small could be used to build duplexes and smaller homes.

It could also mean that people of different income levels could reside in the same neighborhood if there were different sized homes. "Ultimately, we want to eliminate the homeless population. Increasing the density on land also helps with the affordability issue."

Greg Paskach, from the City of Omaha Planning Department, said, "No single action plan can address every issue. The housing plan is a good starting point. We need action across several fronts." [He explained that the first way to address the housing shortage would be to "modify zoning laws to give developers a little more flexibility."](#) The second involves preservation. An estimated 65% of the area's housing is 40 years old or older. "It's cheaper to repair existing structures than to build all new ones." The third front? Neighborhood stabilization efforts; making more affordable housing available to people of all incomes. While it's nearly impossible to make everyone happy, Paskach said the plan "has a broad appeal and a balance of things." Namely, to make things easier for builders and to make housing more affordable.

FEB  
16MAR  
23APRIL  
6

#LeadersMadeHere



## WOW! What a year 2022 was! Bring on 2023!

"THANK YOU" to our 2022 President, Chrissy Cameron! Her vision and passion for Women's Council led us to some great achievements, including Network Certification for the second year in a row. Her efforts laid a solid foundation for us to build from in 2023! AND- October's annual "Dance for a Chance" fundraising event hosted by our charity partner, YES, brought Chrissy the winner's trophy! We couldn't be more proud!

Here is a little recap of Board Activities and our amazing events - all with record breaking attendance and fundraising:

- February's RPAC Breakfast raised a record \$29,500 in investments
- Spring Music Bingo Event was a HUGE hit- Happening again March 23rd!
- July's Golf Even brought many praises- Happening again July 20th
- Our Executive Board traveled to Washington D.C. and Orlando for Mid-year and National Conferences and Liz Otto attended Leadership 360 in Chicago
- 2022 fundraising efforts allowed us to provide \$5000 in support of YES

December's 2023 Executive Board Installation and Awards Night was AMAZING!

### 2023 Board

President- Liz Otto, Peterson Bros, Realty

President Elect- Sarina McNeel, BHGRE

First Vice President- Jen Pagel, Nebraska Realty.

Treasurer- Sam Hamrick, Northwest Bank

Membership Director- Linda Moy, Nebraska Realty Events Director- Angie Thiel, BHGRE

### 2022 Awards

Realtor of the Year- Darla Bengtson, BHGRE

Strategic Partner of the Year Cody Bousema, Service One

Outstanding Service-Realtor- Linda Moy, Nebraska Realty

Outstanding Service-Strategic Partner- Holly Lombardo, Guild Mortgage

Entrepreneur of the Year- Cali Rethwisch, KW Elite

Superior Support- Ashley Livengood, Burrows Tracts Real Estate

We cannot wait to get started and show you what a fantastic year we have planned for 2023!

- Liz Otto, President

## 2022 Double Diamond Sponsors



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# PAST PRESIDENT CORNER

## JOE GEHRKI, 2009 PRESIDENT

### What was the housing market like the year you were the OABR President?

I was president in 2009. We were knee-deep in the mortgage crisis. OABR had over 4,000 houses on the market and nothing was selling. Short sales and foreclosures were the majority of our market.

### What is one of your most rewarding experiences while being President?

Even though the market was difficult, this was the era when OABR began to excel in RPAC fundraising. Later, Bill Swanson and Doug Dohse were appointed Fundraising Co-chairs, and the rest is history.

### How has being involved with OABR helped you grow professionally?

Being involved with OABR committees and the Board of Directors honed my leadership skills, which encouraged my participation at the State and National levels of the REALTOR® organization. Also, getting to know so many great agents helped when I would have transactions with them. It's a lot easier to work with friends!

### Tell us about you. What are some of your hobbies/interests?

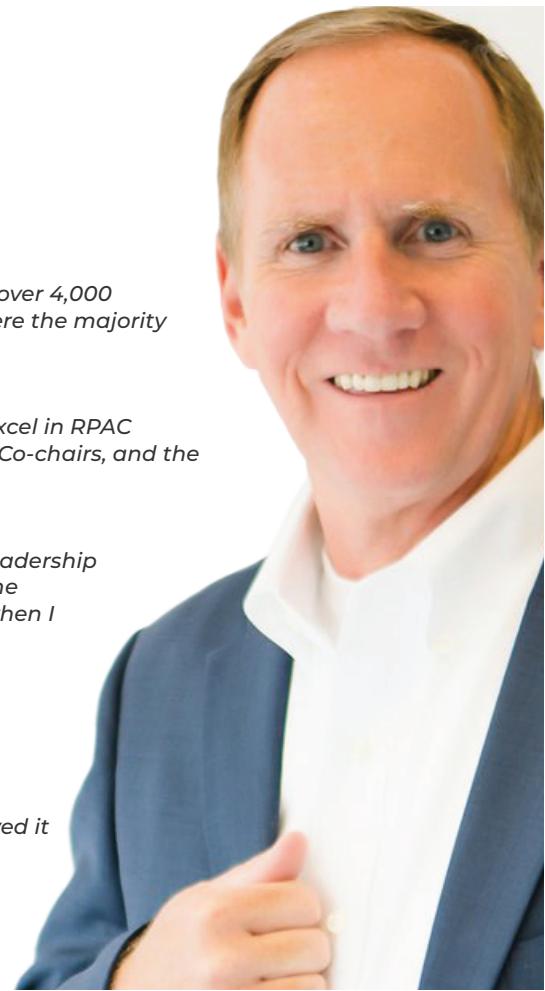
My favorite hobby is real estate 😊. I also read, run and walk a lot.

### What attracted you to a career in real estate?

I went to high school and college with Bill Swanson. We took Principles and Practices class at UNO. At that point real estate got in my blood, and I have loved it ever since...well, most days.

### Any words of wisdom for new agents?

Tell the truth, work hard, and treat people right.



## WE MAKE INSURANCE EASY



### ANNUAL REVIEW

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*In one swift motion, you can post a video, scroll Instagram, send an email, and order takeout delivery in less time than it takes to microwave a frozen dinner.* With everyone's eyes firmly planted on their smart devices, cultivating an online presence becomes paramount. **YouTube is a popular platform used to attract prospective clients and help set you apart from competitors.**

Local real estate agent Tyler Bundy developed a YouTube channel to use as a marketing tool to attract prospective buyers. The prolific podcaster has covered everything from "How to buy a house in 10 steps" to "Omaha's Million Dollar Neighborhoods." Some of his clients looking to relocate for work from out-of-state reached out to him after watching his videos.

**"The price point on my sales increased since doing YouTube videos. Many prospective clients are contacting me from the East Coast, or the West Coast, mainly California."**

He said that the weight and responsibility of selling to out-of-state buyers falls to him as he takes extra steps to showcase properties here. "I just sold a \$700,000 acreage to a buyer, sight unseen!" A transaction of that level requires trust. Bundy attributes his ability to build trust with clients by providing "follow up and follow through," explaining, "if you say you're going to do something, you follow through with your promises."

Local REALTOR®, David Matney, said he loves producing YouTube videos, but "they are not for the faint of heart." He added, "It's time-consuming. It's been a learning process. I don't have fancy equipment. I'm a low-tech guy. I record in my office off the computer using a webcam." He uses BombBomb to edit. His philosophy: produce quality content to attract business. It's not about trying to be "salesy" in your videos. He explained, "It takes time. It's not like you hit record, and the magic happens. It takes skill to be in front of a camera."

"Ultimately, it's about content," Matney said.

**"It's about getting the right content out to the right people."** He produces about two videos a week and will sometimes do a poll to gain a better understanding of his viewers. "Sometimes people will stalk you online for a year before they reach out. They reach out when they are serious about buying.

You don't even know who is watching your content until they reach out." He chuckled and said, "One time, this lady stopped me at Target and said, 'you're that guy from the real estate videos! My husband watches your videos!'" The real estate pro joked that he might have more stalkers if he looked more like Brad Pitt, but maybe for the wrong reasons. "At the end of the day, if I get one deal a month from YouTube videos, that's a pretty good hustle."

To learn more about starting a real estate YouTube Channel and all that goes into producing stellar content, check out the YouTube panel at REcharge 2023. Go to REchargeNebraska.com.

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**VISIT OUR MODELS**

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# Highland Pointe

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Thank You for a Successful  
**2022!**



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# REVIEW

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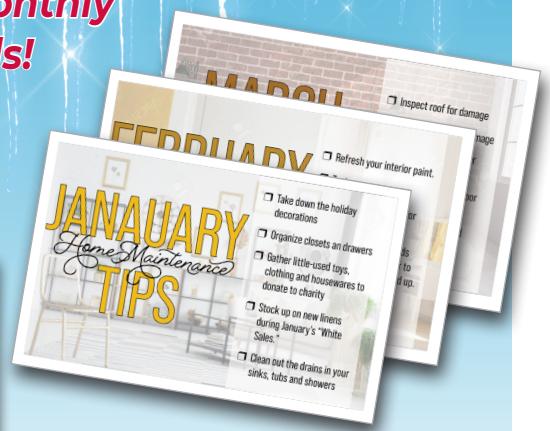
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