

August 2024

OMAHA
AREA BOARD OF
REALTORS® 

REVIEW

Omaha Area Board of REALTORS®



REVIEW

A MESSAGE FROM THE PRESIDENT

WHERE DID THE YEAR GO?

My term as President of the Omaha Area Board of REALTORS® ends in August. I want to thank each of you for your support and collaboration this past year. Serving in this role is an honor, a privilege, and an incredibly fulfilling experience. Together, we attained significant accomplishments, strengthened our professional community, and are navigating through dramatic changes in our industry with resilience and dedication.

I am truly grateful for the opportunity to have worked alongside such passionate and committed individuals, and I value the old and new relationships that formed during this journey. I am filled with pride and optimism for the future of our organization.

On August 22nd, we will celebrate the installation of our 2025 OABR President, Jessica Sawyer. **The Annual Installation and Awards Banquet** signals the beginning of a new year for the Board of Directors. It's an exciting time, and I look forward to 2025.

What fun we had at the **Summer Fusion** Event and the **Affiliate Golf** outing in July. Thank you to all who joined in the fun and endured the heat. We have more great events, including education classes coming up to satisfy your fair housing and ethics training requirements. Remember to take advantage of your membership for these opportunities.

- **Ethical Fair Housing Strategies** is coming up on August 16th to help meet your three-year fair housing education requirement that all REALTOR® members must satisfy before year-end.
- Omaha Mayor Jean Stothert will speak in the OABR Education Center on August 21st. This **Face the REALTORS®** event starts at 10:00 a.m. sharp, with no registration required, and all members are welcome to attend.
- OABR's first **Accredited Buyer's Representative (ABR)** designation class was such a huge success that we are offering a second ABR designation class on August 27th and September 5th.
- You have an opportunity to engage with REALTORS® statewide at the **Nebraska REALTORS® Association Fall Meetings**, September 9th-11th. Register at nebraskarealtors.com.
- The **Chili Cook-Off** is October 9th.
- The **Turkey Bowl** is November 20th.
- **REALTOR® Ring Day** is December 6th.

Though this chapter of my leadership has ended, this is not the end for me. I remain committed and involved in this association and I look forward to seeing you soon.

Best Regards
Denise Poppen,
OABR 2024 President



OMAHA AREA BOARD OF REALTORS®

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OMAHA AREA BOARD OF REALTORS®

INSTALLATION & AWARDS EVENT

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Jessica Savoyer

5:30 PM - HAPPY HOUR/HORS D'OEUVRES
7:00 PM - PROGRAM

AUG 22, 2024

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\$25.00

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OMAHAREALTORS.COM/INSTALLATION

Denise Poppen

A YEAR TO REMEMBER

Written by **Melissa McElroy**

OABR Presidents Crystal Archer, 2023; Denise Poppen, 2024; and Jessica Sawyer, 2025.

Denise Poppen didn't intend to get into real estate initially. Real estate found her. Nearly a quarter of a century ago, she took a job as an assistant in a real estate office. She didn't know then that a career in real estate was her calling.

"I just fell in love with real estate," the current Omaha Area Board of REALTORS® President said. Given her natural talent for making connections and building relationships, it's little wonder that she would excel at her profession. Her close friends describe Denise as the Miss Congeniality of the local real estate community, always charming people and making friends with her bubbly and cheerful personality. But don't let her disarming persona lead you to believe she is less serious about her industry. When it comes to her work, she is always ready to roll up her sleeves and get down to business.

When the 2024 OABR President reflects, she realizes how much she has grown personally and professionally over the years. Getting involved in the REALTOR® organization and taking on leadership roles pushed her past her comfort zone. It's allowed her to meet new people and hear different perspectives.

Over the past year, there have been many highlights while serving as the OABR President, like being one of the 29 inductees into the OABR RPAC Hall of Fame – an impressive accomplishment. She remembers a time when she didn't understand the importance of RPAC. Her friend Doug Dohse pushed her to attend an RPAC fundraising committee meeting that now seems like a lifetime ago. She began to understand what RPAC does to protect REALTORS® and why supporting it is so important. Developing good working relationships with

elected officials who directly impact local real estate is essential. RPAC helps protect private property rights and promotes homeownership for all.

The National Association of REALTORS® Legislative Meetings each spring are an excellent example of the power of RPAC. Each year, REALTOR® leadership meets face-to-face with elected officials. It is an incredible opportunity to express concerns and be the voice of reason to decision-makers. Denise now looks forward to this event and encourages others to engage in the process.

When the April tornadoes ravaged our area, the OABR Foundation and the National REALTOR® Relief Foundation financially supported not only REALTORS® but many in the community impacted by the storms. Denise joined the caravan of volunteers that helped people who had lost their homes. She was moved by how the real estate community came together for one unified mission. "It just shows how much REALTORS® care about the community."

Another example of REALTORS® serving their community is in December on REALTOR® Ring Day, when REALTORS® across the country ring bells for the Salvation Army. The annual Red Kettle Drive has provided food and clothing to more than six million people in need during the holidays. Denise never misses the event and actively recruits colleagues to ring for a worthy cause. She always goes all out with a fun costume to help spread holiday cheer.



NFL Legend, Kurt Warner with Denise Poppen.

Every year, OABR Affiliate members team up to collect toys and raise money for Toys For Tots at the annual Turkey Bowl. Last year, the event raised \$19,500 in cash and \$9,500 worth of toys. Another big event that helps the community is the annual Chili Cook-off, raising money for the Heartland Food Bank. Not surprisingly, Denise was there! Her chili earned her second place in the 2023 event. She vows to win this October for a good cause, of course.

"There's more to OABR than getting your listings in the MLS," Denise explained. There is so much more that goes on behind the scenes. According to the seasoned vet, OABR offers more value to its members than some might realize. REALTORS® are leaders in their community and show up in times of need, but OABR is a community that supports those leaders and empowers them to succeed, which goes far beyond MLS listings and CE classes.

The recent civil lawsuits underscore the importance of the REALTOR® community more so now than ever. Denise urges all people to stay calm and carry on. Change is scary, but learning to embrace change and grow comfortable with new practices will make clients more comfortable and help you build better relationships with clients and other real estate professionals.

Building relationships is at the core of the real estate world. Denise cherishes all the relationships and friendships she has formed throughout her career. After passing the baton to the next OABR President, Jessica Sawyer, Denise still plans to serve the board in a different role.

"I wish Jessica and the new executive team luck and look forward to all the great accomplishments they'll achieve." The humble leader added, "I'd like to extend my deepest gratitude to everyone I worked alongside who has been a part of this journey." It reminds her of her favorite quote from Helen Keller: "Alone we can do so little; together we can do so much."



Denise Poppen on a REALTOR® bench in Crosskey Villages Park.



REALTORS® VOLUNTEER

FOR FOOD BANK FOR THE HEARTLAND

Written by **Melissa McElroy**

The Superheroes entered the warehouse with a single mission: to help those in need. But not all superheroes wear capes. These heroes donned sensible shoes. OABR Social Events volunteers combined their superpowers as they worked together as a team at the Food Bank For the Heartland to fight the good fight against hunger. Super Friends: Heroes Unite!

The assembly lines of hairnet-bedecked volunteers worked in unison, packaging food items for distribution. Superman or Batman might not rock the hairnet look when saving the world, but these fierce champions were savvy enough not to wear tights to their mission.

Like the famed caped crusader, these folks answered the call. A total of 2,875 pounds of food was processed by the volunteers that afternoon, totaling 115 cases in all. Volunteering is a noble civic duty, but if you're short on time, you can also donate at foodbankheartland.org. The food collected by Heartland is distributed to other organizations, such as schools, churches, and food pantries. Every donation makes a big difference to those in need.

A special thank you to all the volunteers! Jill Anderson, Charles Chadwick, Melanie Doeschot, Amy Eurich, Mark Leaders, Bill Lovgren, Tom Low, Deda Myhre, Beth Olson, Kate Reeker, Gizzy Schneider, Milton Schneider, Mike Story, Erin Trescott, Eli Trescott, Deana Pohlmeier, Donna Shipley, and Melissa McElroy.



NEBRASKA REALTOR®

IS 30 UNDER 30 HONOREE

Written by **Melissa McElroy**

Sidney Rokusek didn't know what the future would hold back in 2017. She had just graduated from college with a business degree and was unsure where her career path would lead. She describes herself as someone who was always a salesperson with an entrepreneurial spirit. Her family owned a pumpkin patch, and from a young age, Sidney helped with the family business. She later did direct sales in high school and college, but at some point, she decided she needed more. It was actually her parents who suggested that she get her real estate license.

Her real estate career began in Omaha. It took her six months to sell her first home. Some doubts started to creep in as she pursued that first sale. She started to wonder if real estate was really her calling.

She ended up selling her first home in her hometown of Superior, Nebraska, where she and her family had an established reputation in the community. She would sell the occasional home in Omaha but continued selling homes mostly in her hometown, driving back and forth almost three hours each way.

She knew she needed to move back to Superior and did so at the height of the pandemic. It turned out to be the best decision. In 2023, her individual sales volume was \$12.8 million from 89 individual sales.

The Rockstar REALTOR® says that real estate is different in a small town. She goes the extra mile to serve both Superior and the surrounding area within a 60-mile radius. She also earned her license in Kansas and now does about 50 percent of her business outside Superior.

The National Association of REALTORS® 30 Under 30 Award is a prestigious recognition for the nation's top young professionals. Her interest in the award was sparked by a colleague in her office who received the award last year. Sidney was now 29; this would be the last year she'd be eligible. She was a little worried, knowing this was her last chance, but she applied and was selected to go through an interview process. "I wanted to put Nebraska on the map," Sidney said. She was surprised when she received the honor.

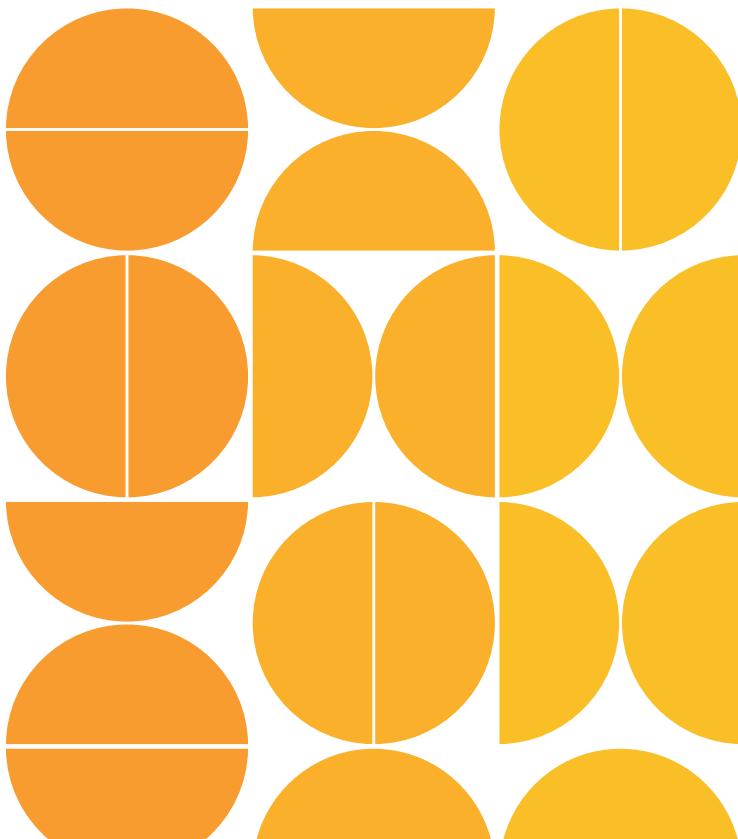
The way Sidney sees it, part of being a professional is educating people about her services. She isn't just a real estate agent; she is a REALTOR® who is an expert in the industry. When she

moved back home, she recommended her customers use a professional photographer and cleaning service and urged people to utilize qualified property inspectors.

Communication and efficiency are key. The savvy professional strives to always stay on top of emails and phone calls. It's hard to attain a work-life balance in a job that is 24/7, but it's something she is working on achieving.

Her words of advice to anyone starting out? "Never give up. It takes a while. It's lots of work and effort." She added, "Always be completely honest with people, communicate, and create relationships."





19

September

Stay Safe, Sell Smart

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(#99999t)

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(#1504)

Students will understand the basic concepts of technology risks and their relevance to real estate transactions. This awareness is critical for safeguarding consumer data and ensuring trustworthy transactions.

9:00 AM - 12:00 PM

INSTRUCTED BY: JOHN MAYFIELD

COMMUNICATING WITH TODAY'S TECH-SAVVY CONSUMER

(#1503)

Participants will understand how to use current technologies to enhance communication and engagement with consumers. Emphasizing ethical use and data protection is crucial for maintaining trust and safeguarding public interest.

1:00 PM - 4:00 PM

INSTRUCTED BY: JOHN MAYFIELD

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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.



OMAHA MUNICIPAL LAND BANK BOARD

Written by **Melissa McElroy**

After being a REALTOR® for over two decades, Susan Rauth of NextHome Signature also knows a thing or two about real estate. She recently added another role to her list of accomplishments: Omaha Municipal Land Bank board member.

The newly minted district board member speaks highly of OMLB, an organization that aligns with her passion for affordable housing. She is particularly impressed with Executive Director Leslie Smith, whom she described as “a great asset and eager to get out into the community and talk about the Land Bank.”

REALTOR® and President Emeritus of NP Dodge Residential Sales Division, Mike Riedmann, has served on the OMLB board since its infancy and has shared valuable input from his years working in the real estate industry. OMLB welcomes Rauth, another leader from the real estate community.

OMLB Executive Director, Leslie Smith said, “The Omaha Municipal Land Bank appreciates Mike Riedmann’s contributions to the board greatly. Since our inception, he has been a champion for transforming vacant properties and our board for the better. His agreement to move into a non-voting role has given us greater flexibility in our board succession planning. We look forward to all Susan Rauth will bring to the conversation and continued insight from Mike as we move into the next ten years of OMLB.”

There are many moving parts of the organization that demand attention to detail. A dedicated team must navigate the daily minutia required to keep everything on track and maintain momentum toward OMLB’s mission.

One crucial part of the mission is engaging partners in the community. The Reignite2Unite Omaha Developers’ Symposium, a program formed to help new and upcoming developers in the community, was a massive success in its first year.

Rauth currently serves on the OABR Governmental Affairs Committee and brings a wealth of knowledge to her new role on

the OMLB Board. As a REALTOR®, Rauth understands the importance of OMLB to the community, creating homeownership, which is critical for wealth building and generational wealth.

As the costs of raw materials and land soar, keeping housing affordability presents challenges. Increases in property taxes and insurance premiums have added financial burdens for homeowners, especially those in the lower- and middle-income brackets.

Rauth believes challenging problems require out-of-the-box thinking. First-time homebuyers might have to consider a smaller home with fewer amenities, and the industry might have to consider prefab or other building alternatives. Making unused lots accessible and affordable for housing will help offset rising costs. The seasoned REALTOR® is eager to work with OMLB towards that goal.

Rauth also wants the community to understand the positive economic impact housing has on the economy. The National Association of REALTORS® estimates that each home sale at the median price generated about \$113,000 of additional economic impact. Rauth points to all the individuals involved: the developer, construction crew, tradespeople, title company, mortgage lender, and insurance provider. The new homeowner will likely visit local retail stores for everything from paint to appliances. All of this income generated goes back into the community. According to Rauth, “When my industry works, the economy works.”



REALTOR® SUSAN RAUTH

THE TRENCHES

Written by **Melissa McElroy**

Working in real estate is, in some ways, like going on a safari in an exotic locale. You endure all kinds of extreme conditions wading through uncertain terrain. It's exhausting, hands-on work that requires strength and stamina, and you always gotta be on alert for predators looking for their next target. Like the animals in the jungle, the following tale is wild.

CAT-ASTROPHE

2024 OABR President Denise Poppen always puts her clients first and would move heaven and earth to help them achieve the American Dream of homeownership. Little did she know that would entail wrestling bloodthirsty beasts.

It all began when she showed her clients a beautiful home in the heart of Omaha. They made their way through almost the whole house, but when they reached the last room, a note on the door read, "Don't let the cats out."

Her clients really needed to see the entire house before making an offer. So, Denise carefully cracked open the door. That's when she saw it. It looked like dozens of glowing eyes piercing through the darkness staring at her.

Suddenly, two figures lunged at her. With ninja-like agility, the little furballs dove through the partly ajar door. She wasn't even sure if what she just witnessed were cats. There was just a flash of fur, and they vanished.

She frantically searched through the home, desperately seeking the little escape artists. She was about to give up all hope. That's when she spotted them. She proceeded to chase the feral creatures from room to room. She'd get close, and they'd narrowly escape her grasp. It was like trying to capture a ghost.

Finally, Denise was able to swoop up the little monsters. They thrashed around and clawed her as they tried to wiggle free from her clutches. She felt the insidious sting of scratch marks burn her arms as she made her way back to the room. She cracked the door open again and attempted to put the frenetic felines back inside, but they managed to break free again and tear down the hall. Not only that, but even more cat captives also escaped their confinement.

The harried REALTOR® called the listing agent in a total panic. She had a code red on her hands. Her hands were red from bloody scratch marks. She told the other agent that despite her best efforts, the cats broke loose.

"You mean they got out of the house?" he asked, alarmed.

"No, they just got out of the room. I can't get them back in."

"No big deal," he said as Denise sighed in relief.

Denise couldn't believe she risked life and limb, well, mostly limb, to round up the furry insurgents, all for naught. Surviving marauding cats is all in a day's work for a seasoned REALTOR® toiling away in the trenches of real estate.

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Vice President

Home Inspection in a “New Era”

We at Home Standards are very grateful for all the real estate agents who send their clients our way for our home inspection services. While we do get clients who find us online or through other means, agent referrals are our lifeline. Although we are not real estate agents ourselves, we are greatly affected by the real estate market and its ebbs and flows – and earthquakes.

I remember when I first heard about the NAR settlement. I was finishing up an inspection and the agent showed up before the client, so we had some time to chat. He asked if I'd heard what just happened in a way that made me think something BIG had just happened. Like someone famous had died or a major

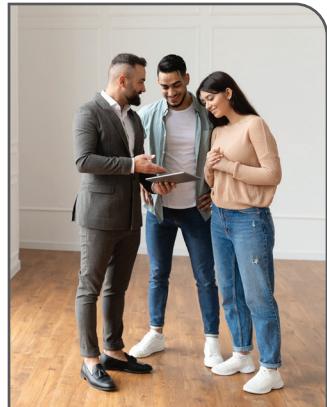
a natural disaster or terrorist attack had just occurred. As I listened on the edge of my seat he tried to explain the NAR settlement to me. He said his brokerage was having an emergency meeting that evening, it seemed like whatever just happened was important.

I've since done some reading and talked to more real estate agents and I feel I have a decent grasp on the basic changes as it applies to rules that Realtors follow. I suppose we all have to wait to see how it actually plays out and how things change. I worry, as many agents may, that buyers will try to go it alone when buying houses. This would mean less protection for buyers and more headaches for seller's agents and their clients. I already hear too many times how a non-represented buyer or seller is completely lost at multiple steps along the way.

If I am involved in a FSBO or non-agent involved home inspection buyers or sellers often look to me as the home inspector for advice that I am not comfortable or equip to give.

Over the last few years, we have been doing more and more pre-sale inspections. Agents who suggest them keep suggesting them because they see the benefits. Here is what we hear from agents about clients who have Pre-Sale Inspections done:

- Helps sellers prepare their house for sale – may choose to make repairs prior to sale
- Agents can lean on the inspection information, not their opinion
- Buyers obtain greater objective information on the house – comfortable making their best offer
- Often avoid contingency period headaches, save time (time is \$)



- Greatly reduces the chance of complications for a sale as it progresses and after the sale

However, the landscape changes as these new settlement rules take effect are confident home inspection will continue to be an important service to any real estate transaction. Onward and upward, we at Home Standards will continue to support the real estate agents as we greatly appreciate the trust that is put in our services.

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NIFA STRIVES TO MAKE HOUSING MORE AFFORDABLE

Written by **Melissa McElroy**

Affordable housing is increasingly becoming the elusive unicorn that evades capture. Having a complete arsenal at your fingertips is essential when fighting the battle. One proven weapon over the years is NIFA – the Nebraska Investment Finance Authority.

NIFA's Mission statement: "Growing Nebraska communities through affordable housing and agribusiness." They leverage their resources, data, knowledge, and technology to nurture statewide partnerships that promote affordable housing solutions and agribusiness throughout Nebraska.

Chief Homeownership Officer Jacki Young, who has worked at NIFA since its inception over 40 years ago, said there are common misconceptions about the program. According to Young, one misconception is that a NIFA loan takes longer to process. Another misconception centers around eligibility.

As of June 14, 2024, the income limit for all households is \$174,000. The maximum purchase price limit for one unit is \$470,000 and \$601,000 for two units.

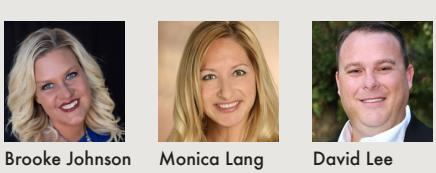
Both first-time and repeat homebuyers are eligible. Downpayment and closing cost assistance are also available for

up to five percent of the purchase price. First-time buyers must complete an approved homebuyer education class before closing, but NIFA encourages taking the course sooner. There are both in-person and online courses available, many for free. In addition to homebuyer education and down payment assistance, NIFA offers competitive, fixed interest rates.



The NIFA website provides information on eligible lenders and other resources. The website states, "NIFA is committed to growing Nebraska communities through affordable housing and agribusiness. We provide a broad range of resources for homebuyers, real estate agents, mortgage lenders, property managers, farmers and ranchers, community developers, and investors."

The website nifa.org has additional information on the different programs, resources available, and the latest, up-to-date interest rates.



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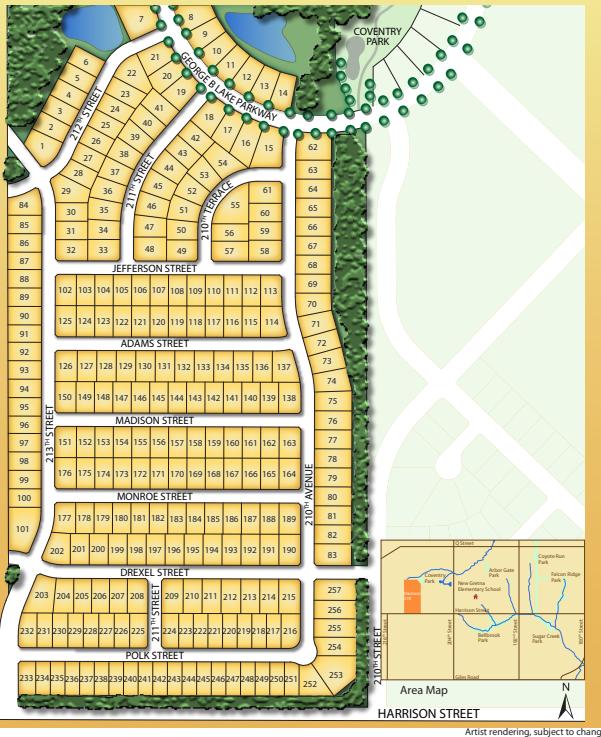
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WCR GOLF: QUEENS OF THE GREEN

Written by **Melissa McElroy**

It was a sunny summer day when the Queens and Kings of the Green descended upon Tiburon Golf Course for the annual WCR Golf Event in July.

The weapons of grass destruction teed off for an 18-hole challenge at 10:00 a.m. with lucky clubs in hand as they made their way over the hills of green. The event boasted 32 teams in all and concluded with a banquet dinner and raffle. The local charity Abide benefited from the WCR Golf Event.

In some ways, golf is like real estate. You'll conquer the game with the right drive, dedication, and follow-through. The odd sand trap along the way is par for the course.

"Throughout the year, we raise funds to support the success, growth, and mission of our local WCR network. We are very lucky to be able also to offer some community support," Sarina McNeil, WCR President of the Omaha Chapter, said, and added, "We are fortunate to partner with a local nonprofit that does amazing work in the community, and that we can provide them with added visibility and awareness about their work."



Affiliate Committee

The Affiliate Committee promotes the services of the OABR Affiliates to REALTOR® Members and champions a strong alliance within the real estate community by helping to cultivate strong business relationships. The Committee sponsors OABR members, and provides networking and charity events throughout the year.

“Think Affiliates First” is more than a slogan. It is a campaign that promotes supporting Affiliate Members, as leaders in their fields of expertise and committed professionals. Affiliate Members provide resources and expertise in many areas supporting real estate transactions and homeownership.

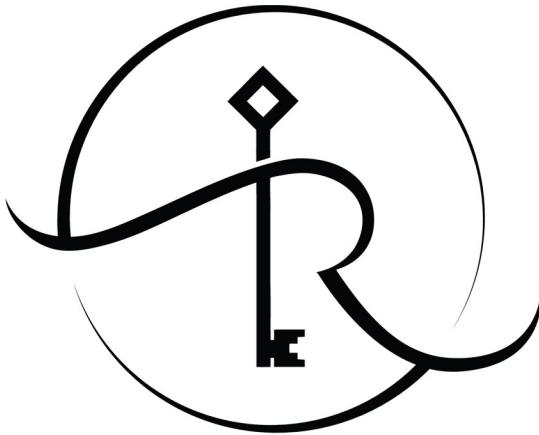
How to join

Ready to take your business to the next level? Become part of a supportive real estate community. If you do not have a real estate license, you can promote your real estate adjacent business to a network of real estate professionals and enjoy the benefits of increased opportunities for networking and exposure to the real estate community.

The Committee meets monthly. Meeting times are listed on the OABR Calendar.



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MEMBERSHIP REPORT

June Activity	MO	YTD
New REALTOR® Members	20	160
Resignations	17	135
Membership (As of July 1)	2024	2023
Designated REALTORS®	212	216
REALTOR®	3123	3140
REALTOR® Emeritus	94	92
TOTAL REALTORS®	3429	3448
Institute Affiliate	76	73
Affiliate Members	149	164
Key-Only Affiliates	135	142

Full membership report at OmahaREALTORS.com/membership-report

DESIGNATIONS

Accredited Buyer Representative (ABR®)

- Carol Cosgrove, Platinum, Realty
- Lila Dinnel, PJ Morgan Real Estate
- Julie Kelly, PJ Morgan Real Estate
- Angela Kuester, Don Peterson & Associates
- Lashell Johnson, NP Dodge R.E Sales
- Justin Lorimer, RE/MAX Results
- Elizabeth Matthews, NP Dodge R.E Sales
- Loretta McNally, eXp Realty
- Vincent Muniz Sr, Muniz Real Estate and Consulting
- Julie Pohlad, RE/MAX Results
- Nicole Riddle, NP Dodge RE Sales
- Shellyn Sands, eXp Realty LLC
- Weihong Schlafman, BHHS Ambassador R.E
- Brent Wax, Platinum Realty

CERTIFICATIONS

Home Finance Resource (HFR)

- Elizabeth Matthews, NP Dodge R.E Sales Inc

Military Relocation Professional (MRP)

- Brittany Lamb, kwELITE Real Estate

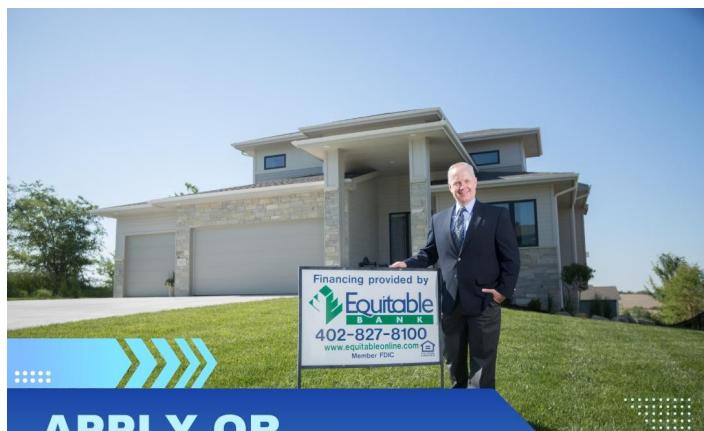
Pricing Strategy Advisor (PSA)

- Elizabeth Matthews, NP Dodge R.E Sales

PERSONALS

Our Condolences

- To Darla Bengtson, Better Homes and Gardens R.E and Megan Bengtson, PJ Morgan Real Estate on the passing of their mother-in-law and grandmother, respectively
- To the family and friends of Candi Troia, Nebraska Realty, who recently passed away



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FORE AT THE SHORE GOLF EVENT: A SWINGING SUCCESS!

July's highly anticipated Fore at the Shore Golf Event was a huge success, and we couldn't be more thrilled with how everything turned out. We enjoyed beautiful weather and an awesome turnout, with 32 teams hitting the greens at Tiburon Golf Course. The atmosphere was electric, and it was wonderful to see everyone come together for a day of fun, networking, and friendly competition.

A big thank you goes out to all of our amazing sponsors and raffle prize donors who helped make this an outstanding event for everyone. Your support was instrumental in ensuring that Fore at the Shore was not only enjoyable but also memorable for all participants.

We were especially excited to have representatives from our charity partner, Abide, join us, including Matt Pohren. It was a fantastic opportunity for them to connect with our real estate community and share more about the impactful work they're doing. Their presence added a meaningful dimension to the day, reminding us of the importance of community and collaboration.

We are also thrilled to announce that our member Kristina Boehmer from Nebraska Title & Escrow is the winner of our national convention scholarship. Kristina has been a dedicated member of WCRO for 3.5 years and has served in several capacities, including Ways & Means Chair for 2 years and on various project teams such as golf, spring event, and installation. We are excited she will be traveling with us to the national convention, and we can't wait to see how her involvement continues to develop.

We were thrilled to receive 10 applications for this opportunity, making it tough to decide with so many qualified

candidates who contribute in numerous ways to our network's success. We hope our members' commitment to our network continues to grow, and we can't wait to offer this opportunity to another deserving member next year.

Looking ahead, we're gearing up for our upcoming board elections for our 2025 governing board positions. You should already be receiving emails detailing the qualifications and providing application links for our members to apply. Applications will be accepted through August 31st, and candidates will be announced at the beginning of September. Voting will be opened up to our REALTOR® members for a two-week period prior to our September luncheon. We have seen such growth in our membership's involvement, and we can't wait to see them take their leadership journey to the next level.

We're also excited to welcome Kelli Thompson as our speaker on August 22, 2024. Kelli is an award-winning leadership and executive coach, keynote speaker, and the critically-acclaimed author of **Closing The Confidence Gap: Boost Your Peace, Your Potential & Your Paycheck.** With a two-decade career leading teams in primarily male-dominated industries, Kelli has received awards for her ability to build programs that cultivate future leaders. Her insights promise to be incredibly valuable and inspiring for all who attend.

Thank you to everyone who participated and supported this event. We can't wait to see you all again next year!

Sarina McNeal, 2024 President

Current President, Women's Council of REALTORS® Omaha

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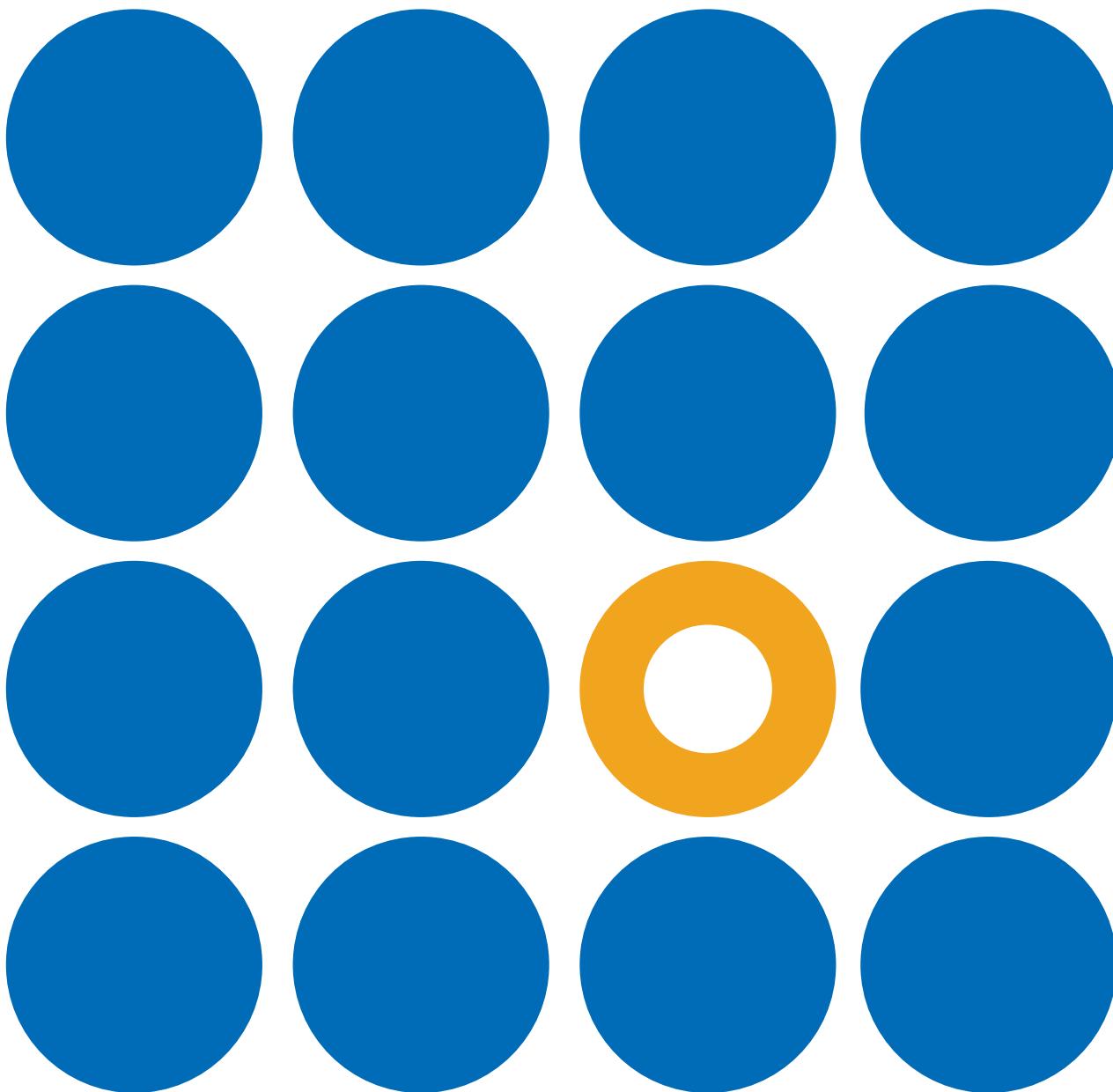
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OABR Education Center
11830 Nicholas St. | Omaha, NE



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9:00AM - 4:00PM

September 5
9:00AM - 4:00PM



Instructed by
Brad Fricke

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Must attend both days to receive 12 hours of CE credit.



Due to the high cost and limited seating, no-shows will be billed \$50.



PAST PRESIDENT'S CORNER

MARK HART 2008 PRESIDENT

Real estate was a family business for 2008 OABR President Mark Hart. Both parents worked in the industry. Mark recalls being a young boy of about seven or eight, going door-to-door and dropping off fliers for his mom on the 4th of July.

According to Mark, the business has always been about the people and building relationships and camaraderie over the years. "It's a people business, not a computer business, not even a sales business. It's about educating your clients. The more you can help someone, the more they trust you," he explained.

He earned his real estate license, later worked in the corporate world, then returned to real estate in 1990. As OABR President, Mark faced the mortgage crisis and housing market crash of 2008, which remains one of the most significant market events in US history, attributable to the growth of subprime mortgages. But, the real estate market is full of ups and downs.

If there's one piece of advice he'd give new agents entering real estate, hone your people skills. He realizes that not everyone possesses the gift of gab. Like with any skill, it improves with practice. He remembers his mother practicing presentations in front of the mirror or in front of the family. She became a trailblazer in her own right, which required her to overcome obstacles and blatant chauvinism. In some ways, his real estate career is an homage to her.

His other nugget of wisdom, “Tell the truth, be honest, and do the right thing,” he said. “You’ll not only survive but thrive in the business.” Developing trust with your colleagues will go a long way if there’s ever an issue with a transaction in the future.



SAVE THE DATE

02.05.25

REVIEW

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