

REVIEW

Omaha Area Board of REALTORS®



A MESSAGE FROM THE PRESIDENT

OPPORTUNITIES WITH GRATITUDE

Thanksgiving is upon us and presents a perfect opportunity to reflect on the things in our lives that fill us with gratitude. I am grateful for all the relationships I have built that brought me to this point in life. Getting together in person is so powerful. At OABR, relationships can be built by interacting with a colleague at one of the educational offerings hosted this month. We all need to meet Fair Housing and Code of Ethics training requirements. Check to make sure you have completed these requirements.

Can we talk a hot-second about the **Chili Cook-Off?** What a great October event we had benefiting the Food Bank for the Heartland. Six local celebrity judges were offered Tums and Pepto after judging the wide variety of flavors. I only tasted five, which was enough for me; the judges were the heroes of the charity event by sampling all 18 entries! Amazing prize drawings were assembled with generous donations from caring committee volunteers and other members. The Food Bank for the Heartland and our community benefit from our long-running tradition of hosting this successful event.

November is Designation Awareness Month, a perfect reminder to continually add to your industry knowledge, boosting your value as a real estate professional. Besides earning the right to use some letters behind your name, some lessons from designation courses I have attended have become my core thoughts and remain in my mind today and are applied to my business.

The best of 2025 happens on February 5, so mark your calendar and get the lowest-priced ticket today! The **REcharge** lineup is better than ever and will again be the local real estate event of the year! You'll be informed by NAR's Deputy Chief Economist and Vice President of Research, Dr. Jessica Lautz, who has an opening keynote presentation on exactly what you can expect in the residential housing market. There will be timely breakout sessions, a special broker panel, and an incredible closing session guaranteed to inspire your business. It's an education and networking opportunity, for sure.

It's almost time for **Turkey Bowl 2024!** The November 20 event filled up fast, and if you missed getting on a team, you can purchase a spectator pass and join the fun at Maplewood Lanes. The annual event benefits the Marine Corps Toys for Tots effort, a yearly campaign to help provide toys for kids in need at Christmas. You can also keep that giving spirit alive for **REALTOR® Ring Day** on December 6. Every year, REALTORS® across the nation team up with the Salvation Army for their Red Kettle campaign to help millions in need. Please join the OABR members who are participating to meet the needs of our community!

May you always walk in Sunshine, my friend!

Jessica Sawyer,
2025 OABR President



REVIEW

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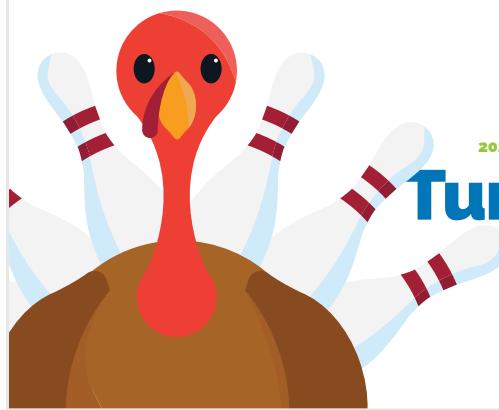
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SPECTATOR PASSES
STILL AVAILABLE!

2024 OMAHA AREA BOARD OF REALTORS®

Turkey Bowl

MAPLEWOOD LANES

11:00 AM – 5:00 PM

Register at omaharealtors.com/turkey-bowl-2024

WED
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Fair Housing Strategies

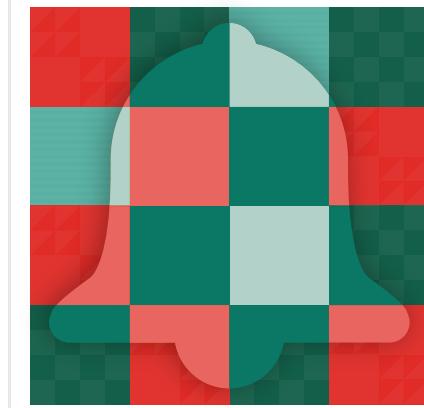
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OABR EDUCATION CENTER

1:00 PM – 4:00 PM

Register at omaharealtors.com/fair_housing_strategies

FRI
6
DEC.



REALTOR® RING DAY

MANY LOCATIONS AVAILABLE!

10:00 AM – 4:00 PM

Register at omaharealtors.com/ring-day



DESIGNATION AWARENESS MONTH



Written by
Melissa McElroy

Every November ushers in NAR's Designation Awareness Month. It's a perfect time to add to your professional repertoire by earning a designation that will help set yourself apart from the sea of agents. NAR is offering a 20% off discount throughout the month of November on all designation and certification online courses. Check out the Center for REALTOR® Development (CRD) at crd.realtor for more information.

OABR President-Elect, Brad Fricke is passionate about education. The immediate past chair of the Professional Development Committee said, "If you're a newer agent, a designation is a great way to gain some

great education and credibility. It's a great way to separate yourself from other agents and show your commitment to the industry. State GRI is one of the harder designations to get and is highly respected among your REALTOR® peers."

Fricke earned his ABR Designation and took additional training to become an ABR Instructor. The highly sought-after course brings in attendees from across the region. As the real estate community navigates the aftermath of the NAR lawsuits, it's little wonder that the ABR Designation course continues to pack the Education Center. Knowledge is power.



Accredited Buyer's Representative - ABR®

ABR® designees advocate for homebuyers, and are recognized as distinguished agents in the industry. The designation program establishes a foundation of training, skills, and resources to help real estate professionals succeed as a buyer's representative.



Accredited Land Consultant - ALC

Accredited Land Consultants (ALCs) are land professionals who are the most accomplished, most experienced, highest-performing land experts. Becoming an ALC requires successful completion of a rigorous education program, a proven track record of transaction performance, and a commitment to professional growth.



Certified Commercial Investment Member - CCIM

A CCIM (Certified Commercial Investment Member) is a recognized expert in the commercial and investment real estate industry. The designation process ensures that CCIMs are proficient not only in theory, but also in practice. This elite corps of CCIMs includes brokers, leasing professionals, investment counselors, asset managers, appraisers, corporate real estate executives, property managers, developers, institutional investors, commercial lenders, attorneys, bankers, and other allied professionals.



Certified International Property Specialist - CIPS

Instantly align yourself with the best in international real estate by earning the CIPS designation. The designation requires completion of five full-day courses focusing on the critical aspects of international real estate transactions. CIPS designees are connected to an influential network of over 3,500 professionals who turn to each other first when looking for referral partners.



Certified Property Manager® - CPM®

CPM® designees are recognized as experts in real estate management. Holding this designation demonstrates expertise and integrity to employers, owners, and investors.



Certified Real Estate Broker Manager - CRB

The Certified Real Estate Brokerage Manager (CRB) is one of the most respected and relevant designations offered in real estate business management and is awarded to REALTORS® who have completed advanced educational and professional requirements. CRB Designees are better positioned to streamline operations, integrate new technology and apply new trends and business strategies.



Certified Residential Specialist - CRS

The CRS designation is the highest credential awarded to residential sales agents, managers, and brokers. On average, CRS designees earn nearly three times more in income, transactions, and gross sales than non-designee REALTORS®.



Counselor of Real Estate® - CRE®

The Counselors of Real Estate® is an organization of commercial property experts worldwide who provide seasoned, objective advice on real property and land-related matters. Only 1,100 professionals from all disciplines of real estate, academia and government hold the CRE credential. Membership is selective and extended by invitation, although commercial real estate practitioners with 10 years of proven experience may apply.



General Accredited Appraiser - GAA

For general appraisers, this designation is awarded to those whose education and experience exceed state appraisal certification requirements and is supported by the National Association of REALTORS®.



NAR's Green Designation

NAR's Green Designation provides the foundation you need to build a better business focused on green real estate. Consumer demand for high-performance homes is growing, which is why it's important for you to be well-versed in green features. Discover the benefits of resource-efficient homes and incorporate sustainable practices into your business with NAR's Green Designation.



Graduate, REALTOR® - GRI

REALTORS® with the GRI designation have in-depth training in legal and regulatory issues, technology, professional standards, and the sales process. Earning the designation is a way to stand out to prospective buyers and sellers as a professional with expertise in these areas.

Performance Management Network - PMN

This designation is unique to the REALTOR® family designations, emphasizing that in order to enhance your business, you must enhance yourself. It focuses on negotiating strategies and tactics, networking and referrals, business planning and systems, personal performance management and leadership development.

REALTOR® Association Certified Executive - RCE

RCE is the only professional designation designed specifically for REALTOR® association executives. RCE designees exemplify goal-oriented AEs with drive, experience and commitment to professional growth.

REALTOR® Association Certified Executive - RCE

For residential appraisers, this designation is awarded to those whose education and experience exceed state appraisal certification requirements and is supported by the National Association of REALTORS®.

Seller Representative Specialist - SRS

The Seller Representative Specialist (SRS) designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate professionals who demonstrate the knowledge and skills essential for seller advocacy. SRS designees represent a global community of REALTORS® who use their advanced training and expertise to go above and beyond their client's expectations.

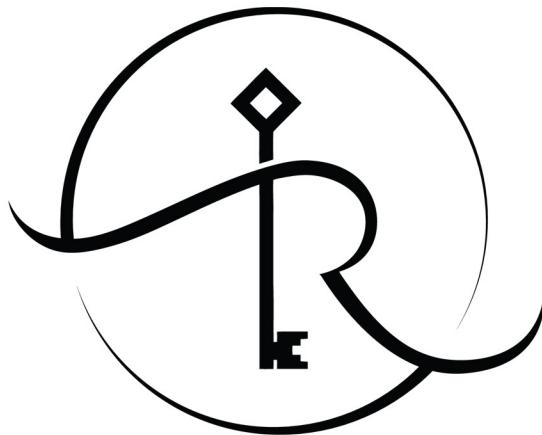
Society of Industrial and Office REALTORS® - SIOR

The SIOR designation is held by only the most knowledgeable, experienced, and successful commercial real estate brokerage specialists. To earn it, designees must meet standards of experience, production, education, ethics, and provide recommendations.

Seniors Real Estate Specialist® - SRES®

The SRES® Designation program educates REALTORS® on how to profitably and ethically serve the real estate needs of the fastest growing market in real estate, clients ages 50+. By earning the SRES® designation, you gain access to valuable member benefits, useful resources, and networking opportunities across the U.S. and Canada to help you in your business.

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Chili. Legends swirl around the origins of the delicious concoction. Some say it originated from the Canary Islands and migrated to Texas. One origin story comes from a 1568 account that claimed Aztecs stewed sacrificed conquistadors with Chile peppers, tomatoes, and tantalizing spices. Yet another legend attributes the first chili recipe to Sister Mary of Agreda, a Spanish nun whose spirit was said to have visited the Jumano, native people who lived in west Texas, while she was in a trance and her body remained in her convent in Spain. Whether the Aztecs or a supernatural nun invented the hearty comfort food, it has remained a fan favorite for generations.

The enticing aroma of the delectable delicacy filled the OABR Education Center on October 9 as chili chefs battled for the coveted prize, the 2024 OABR Master Chili Chef. The competition was fierce. Local celebrities made up a panel of judges to determine which contestant would bask in the glory

of winning the esteemed OABR Chili Cook-off competition.

The Social Events Committee again hosted the annual tailgate-themed party with help from the OABR Affiliate Committee to help raise money for the Food Bank for the Heartland. Individuals, organizations, and committee members donated prizes that were later awarded. At the end of the day, they completed the mission. Over \$3,000 was raised for the food bank, proving again that the real estate community comes together for worthy causes. Thank you to all who attended and donated to the cause. A special thank you for the efforts of our volunteers – the committees, the chefs, and the judges – who volunteered their time. All of our chefs also deserve a thank you for their chili contribution.

After the judges tasted all the entries, they selected the top three gourmets who received special gift cards from Focus Printing.

FIRST PLACE AWARD – Ian Pugh, kwELITE Real Estate; the chili connoisseur of 2024 and recipient of the highly coveted Chili Cook-Off Winner's Apron, a First Place Medal, and endless bragging rights.

SECOND PLACE AWARD – Denise Poppen, BHHS Ambassador Real Estate.

THIRD PLACE AWARD – Steve Moore, Nebraska Realty.

NEW! THE PEOPLE'S CHOICE AWARD – Kayla Newell, Nebraska Realty.

A SPECIAL THANK YOU TO THE OTHER 2024 CHILI CHEFS

Cody Bousema, Chelsea Campagna, Cindy Gessert, Don Keeton, Holly Lombardo, Mike McGlynn, Mary McKernan, Sarina McNeal,



Sarina McNeal, Jessica Sawyer, Denise Poppen, and Mandi Lackas line up for fun!



A SPECIAL THANK YOU TO THE 2024 CELEBRITY JUDGES

Food Bank for the Heartland Manager of Network and Community Support, **Spencer Cohort**; REALTORS® Association of Lincoln Executive Vice President, **Kyle Fischer**; Douglas County Sheriff Deputy, **Cindy Dmyterko**

6 News First Alert Weather Chief Meteorologist, **Rusty Lord**; Commercial Real Estate Broker and member of the Omaha City Council, **Brinker Harding**; Omaha North High School, University of Nebraska, and NFL standout **Niles Paul**

Jenny Minino, Jason Quick, Nicole Riddle, Doug Rotthaus, Francisco Serrano, and Stephanie Wolfe.

A SPECIAL THANK YOU TO THE PRIZE CONTRIBUTORS (CONGRATULATIONS TO THE WINNERS!)

- Cambria Hotel Omaha Downtown - one-night stay with breakfast (Chelsea Campagna)
- First Round in Blackstone - \$100 gift card (Mindy Kidney)
- Guild Mortgage - earrings basket (Pat Bitner)
- NP Dodge Real Estate Sarpy - Autumn fun and Scary Acres basket (Erin Trescott)
- Pat Bitner (three baskets) - Pumpkin Fun Basket (Lisa Richardson), Coffee Basket (Sarina McNeal), Scary Smores Basket (Nicole Riddle)
- Melanie Doeschot, Ambassador Title - margarita basket (Jessica Sawyer)
- Cindy Kinsler, Results Mortgage - gift items from Home & Co. (Kristi Curren)
- Mary McKernan, Gateway Mortgage - Husker hat & beverage basket (Mary McKernan)
- Lisa Richardson - 2 Husker 50-yardline game tickets (Cindy Hartzell)
- Donna Shipley - Scentsy Succulent wax warmer (Erin Trescott)
- Michelle Stephens, Discover Appraisal - lemon basket with \$100 service discount (Andrea Lane)
- Affiliate Committee - Think Affiliates First! volunteers: Lynette Arrasmith, Melina Arroyo, Kristina Boehmer, PK Kopun, Brent Rasmussen, Erin Trescott - charcuterie package (Lori McKean)
- Governmental Affairs and RPAC volunteers: Jill Anderson, Darla Bengston, Carolyn Kesick, Joe Gehrki, Mindy Kidney, Loretta McNally, Sarina McNeal, Perre Neilan, Elizabeth Otto, Angie Podoll, Lisa Richardson, Nicole Riddle, Mike Riedmann, Susan Rauth, Becky Sandiland - two baskets: Scratch-off Tickets Tree (Jason Quick) and Autumn home décor (Francisco Serrano)
- Professional Development Committee volunteers: Brad Dombrosky, Autumn Dillon, Brad Fricke, Ryan Gibson, Melanie Kaeding, Mandi Lackas, Melissa McElroy, Deda Myhre, Nicole Riddle, Angel Starks - Husker Tailgate package (Mary Sladek)
- Social Events volunteers: Pat Bittner, Todd Gould, Julie Grantham, Brandon Johnson, Mandi Lackas, Steve Minino, Deda Myhre, Denise Poppen, Nicole Riddle, Bill Swanson, Erin Trescott, Debbie Williams - Firepit Package (Denise Poppen)
- YPN Volunteers: Brooke Ayoub, Mindy Kidney - Norwex clean package (Christina Lerma)

Heartland Hope

Written by **Melissa McElroy**

Heartland Hope began as noble missions do. Everyday heroes stepped up to address a need in the community. What started as a food pantry in a small church in South Omaha evolved into a massive community of hope. It is part of a larger vision to uplift and inspire people to work towards a brighter tomorrow.

One primary objective is preventing homelessness. The organization's CEO, Pastor Chelsea Salifou, said it is not a band-aid solution. Clients meet one-on-one with client services to determine what assistance is needed. The organization's services run the gamut and aim to end hunger, prevent homelessness, and build futures.

OABR Foundation 2025 President Denise Poppen said, "Heartland Hope Mission is an impressive organization making a real impact in the fight against hunger and poverty in Omaha. They provide families with food, clothing, and essential resources, always prioritizing dignity. Their focus on empowerment shines through in their counseling, job readiness programs, and educational workshops. The dedicated staff and volunteers genuinely care about making a difference."

Poppen added, "Families struggling to make ends meet receive a week's supply of groceries, diapers, clothing, and hygiene items. Beyond their regular services, Heartland Hope Mission plays a vital role in disaster relief, offering immediate support to those affected by crises. They ensure families get essential items quickly while helping them rebuild their lives afterward."

HEARTLAND HOPE'S SERVICES:

Pantry Services are set up like a store, including clothing, hygiene items, housewares, diapers, and groceries. The food pantry includes frozen meats, fresh produce, milk, bread, canned food, and boxed goods.

Job Paths program provides job education, career navigation, connection with job openings, and will bring employers on-site.

New and Expecting Parents program offers new essentials, such as diapers, clothing, and bassinets, with supportive services.

Run Youth is a faith-based program that has weekly gatherings that equip youth (grades 6-12) with



Photo Credits: heartlandhopemission.org

team-building activities and leadership training so they impact the community.

Senior Ministry delivers food twice a month to homebound clients over 60.

Outreach mobile pantry services are provided to low-income, underserved, rural areas.

Back-to-School annual school supply drive before school begins.

Hope-Filled Christmas families with children 17 and under can apply to receive toys for Christmas. Families will be adopted by donors who will shop for gifts, or parents will be able to select brand-new toys and clothing on-site. Each family also receives food for a Christmas meal.

Catering for Hope - Revenue from Heartland Hope's catering and food truck services help fund the organization's programs.

It takes a village to make an organization of this size operate smoothly. They have about 25 full-time employees, double from two years ago, and about 8,000 volunteers annually. The non-profit's primary operating hub is in its West Omaha location, located at 15555 Industrial Road, which boasts loading docks and a warehouse for storage. There is a second building at 2021 U Street. As a lone crisis response center in the region equipped to respond to natural disasters, the organization has been hit with four back-to-back disasters: Nebraska floods, Iowa floods, tornadoes, and the straight-line windstorm.

To volunteer or donate, visit HeartlandHopeMission.org for more information.



TO VOLUNTEER OR DONATE, VISIT:
HEARTLANDHOPEMISSION.ORG for more information.

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ERICA MADRID

JUDI ANDING SCHOLARSHIP WINNER

**WHERE DID YOU GROW UP (IF NOT FROM OMAHA, WHAT
WERE THE CIRCUMSTANCES THAT BROUGHT YOU TO OMAHA
AND HOW LONG HAVE YOU LIVED HERE)?**

Born and raised in California; moved to Omaha when I was 15 years old. My parents lost their home in California and that led us to Nebraska. Omaha is my Home.

**WHAT BROKERAGE DO YOU WORK FOR AND ARE YOU A
MEMBER OF ANY OTHER ORGANIZATIONS IN YOUR
COMMUNITY OR NETWORKING GROUPS?**

I'm with Berkshire Hathaway Home Services Ambassador.

WHAT DID YOU DO BEFORE YOU BECAME A REALTOR®?

Before real estate I was a Pharmacy Tech for seven years, I felt that I wasn't growing and took a leap of faith into being a self-contracted, Spanish Medical interpreter. One day my best friend enrolled us into real estate classes and the rest is history.

**WHEN DID YOU GET YOUR REAL ESTATE LICENSE AND WHAT
INSPIRED YOU TO BECOME A REALTOR®?**

I went to Randal School of Real Estate. My best friend saw so much potential in me that she decided to enroll both of us; she's been my biggest supporter and motivator.

**WHAT IS THE MOST REWARDING PART OF YOUR JOB AS A
REALTOR®?**

Guiding others into homeownership, giving them hope that homeownership is possible, and providing them with the right tools to get them to the finish line.

WHAT ELSE WOULD YOU LIKE US TO KNOW ABOUT YOU?

People are shocked to know that I'm 36-years-old and have a 13-year-old son.



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TO HELPING YOUNG, AMBITIOUS PROFESSIONALS
GROW PERSONALLY AND PROFESSIONALLY.**

ALL OABR MEMBERS ARE ENCOURAGED TO ATTEND YPN EVENTS!

Find the next YPN Committee meeting on the OABR calendar!



2025 RECHARGE

ALL NEW FOR 2025

NEBRASKA'S REAL ESTATE EVENT-OF-THE-YEAR



3 Keynote
Sessions



12 Breakouts



Breakfast
& Lunch



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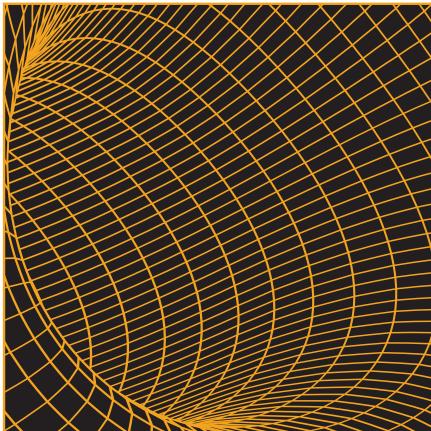
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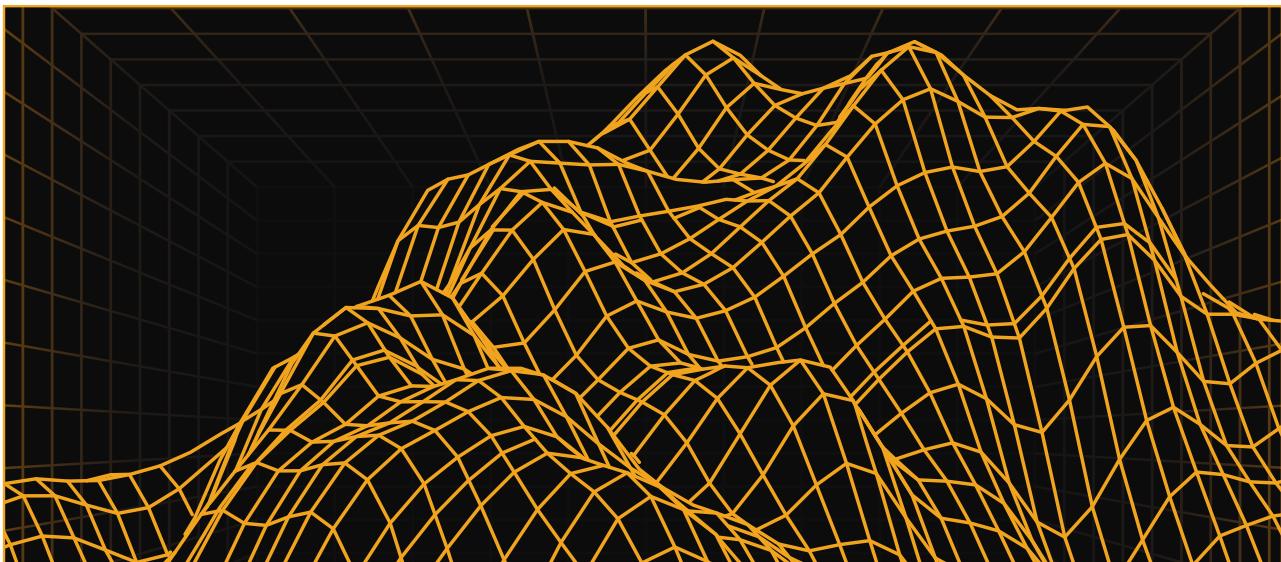
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TECH SUMMIT

2024



★ ★ ★ ★ ★

WRITTEN BY MELISSA MCELROY

The YPN Tech Summit rolled into Bowlero in Elkhorn with the explosive power of a well-executed strike. The October 11 event provided a prime opportunity for real estate professionals to master skills to bolster their businesses. Industry topic experts taught 50-minute sessions that ran the gamut.

Libby Long showcased her real estate marketing expertise by providing an in-depth look at crafting impactful email campaigns and harnessing the power of social media to increase visibility and develop a standout personal brand. She uses a multi-pronged approach, which includes a solid social media presence. Meta Facebook and Instagram are her leading go-to platforms. She cultivates referrals with targeted campaigns, which also include postcards. “Snail mail is not dead,” the top performer said, and she has the stats to prove it. She has doubled her

business annually over the last four years by consistently marketing and perfecting her approach.

Libby invests in her business and swears that a good CRM will help you stay organized with all facets of the business: monthly email, social media, listings, events, and pop-by gifts. She encouraged everyone to sign up with Canva, a user-friendly design tool that saves time, as well as ChatGPT. The superstar professional had some great takeaways: “Be firm on your vision, but flexible on details,” and “Don’t change goals, change your strategy.” She encouraged attendees to develop their brands and manage time by time-blocking everything.

Lisa Brodersen, aka “Lisa the Loan Lady,” taught TikToks & Reels, which showcased creative ways to increase your visibility through short-form videos. Lisa said, “Instagram is the professional you; TikTok is the fun you.”

She added that it was essential to grab viewers' attention right away. They won't watch a brief video if it's not engaging initially. She praised AI, ChatGPT, and Canva as valuable tools. The main thing is to get started and learn as you go. Lisa encouraged people to follow people they like for inspiration and to find your tribe. The financial professional said that 80 percent of viewers watch reels with the sound off, which is why it's important to use closed captioning.

Cali Rethwisch mastered crafting unique brands that attract clients. Her class focused on cultivating a solid online presence to grow your business using social media to create targeted content and encourage community engagement. She suggested focusing on two to three platforms initially. "Quality over quantity. Consider where your audience is most active." Cali gave specific tips on creating captivating content, such as using high-quality images that align with your brand and story, experimenting with different lighting techniques, and using great tools like Canva, Capcut, AdobePro, and iMovie. She also advised that you keep it "short & sweet" and to "be authentic and relatable" when you create content and ask questions to encourage engagement and include a call-to-action. Hashtags are an effective way to promote your brand to your community; just be sure to tailor your hashtags to each post, keep them relevant to your content and location, and limit the number of hashtags per post.

Andrew Hersey covered the nuts and bolts of branding, including identifying and establishing your brand and creating a logo to manage the mechanics of a personal brand. He also delved into cultivating your sphere of influence to engage your target audience better and develop an effective interactive strategy to grow and sustain meaningful connections. His motto? Live your brand. He believes little things go a long way, and he provided many examples. Hiring a professional photographer for headshots promotes a professional image. One example is renting a theater to hold a client appreciation party and enlisting a lending partner's help to offset costs. He has also held block parties and pool parties and sponsored fun events like a day at the pumpkin patch.

Jaycee Miller, GPRMLS's Paragon training professional, explored the next generation of Paragon's Collaboration Center, enabling REALTORS® to connect and communicate with clients anytime, anywhere with the latest technology. The newest released version provides a refreshed dashboard, banner address search, updated mapping capabilities, bookmark site, and improved mobile experience – and allows you to compare up to ten listings at once.

Brad Fricke, a frequent OABR instructor, taught a course on Dotloop, a real estate transaction management software that simplifies transactions and your digital workflow.

Steve Minino led an afternoon workshop dedicated to navigating the nation's largest property database, the REALTORS® Property Resource® (RPR). He taught REALTORS® how to leverage RPR's data, tools, and reports to instantly respond to client requests and establish oneself as the go-to expert in every transaction. RPR is a valuable resource only available to REALTORS®. It helps provide clear insights into local market trends, and delivers accurate reports.

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THE TRENCHES

Written by **Melissa McElroy**

In some ways, real estate is like Thanksgiving Day. There's a bunch of prep and coordination that goes on behind the scenes. Sometimes, however, despite one's best efforts, things don't always go according to plan. Things can quickly go off the rails. Fortunately, REALTORS® are great in a crisis.

RABID RELATIVE

Just like any Thanksgiving feast, showings can quickly go to the birds when a surly relative raises a ruckus. REALTOR® Justin Evers discovered this when he was showing an estate home. The family that controlled the property allowed a relative to live in the house while they were trying to sell the property.

The relative in question showed up during a showing, reeking of alcohol. He launched into a tirade and started screaming at Justin's client. He even threatened to beat him up. Justin managed to diffuse the situation enough to get his client away from the man. The inebriated brawler started screaming at Justin for leaving the door unlocked even though he was still at the property.

The REALTOR® scratched his head in confusion. "The door was locked when I arrived. I unlocked it to show the home to my client," he calmly told the man. It was a scheduled appointment that all parties knew about ahead of time. The man became even more incensed and continued berating Justin about the door not being locked. He became increasingly irrational and combative with each passing second, then suddenly got in Justin's face and wanted to fight.

The real estate pro managed to get his client and himself out of there safely without engaging in a bare-knuckle, impromptu, amateur fight club. His buyer-client understandably decided not to put an offer on the home even though he was interested. They agreed no real estate transaction is worth being assaulted by an intoxicated and outrageous individual who wants to challenge everyone to a WWE-style cage match.

KEEP CALM AND CARRY ON

REALTOR® Denise Poppen fondly remembers some clients of hers. They were a young couple on the hunt for a perfect home for their little family. The couple had an adorable but rambunctious four-year-old daughter, who would excitedly run room-to-room during showings and squeal with shrieks of delight. Her parents tried to correct her gently and repeatedly told her, "You need to calm down."

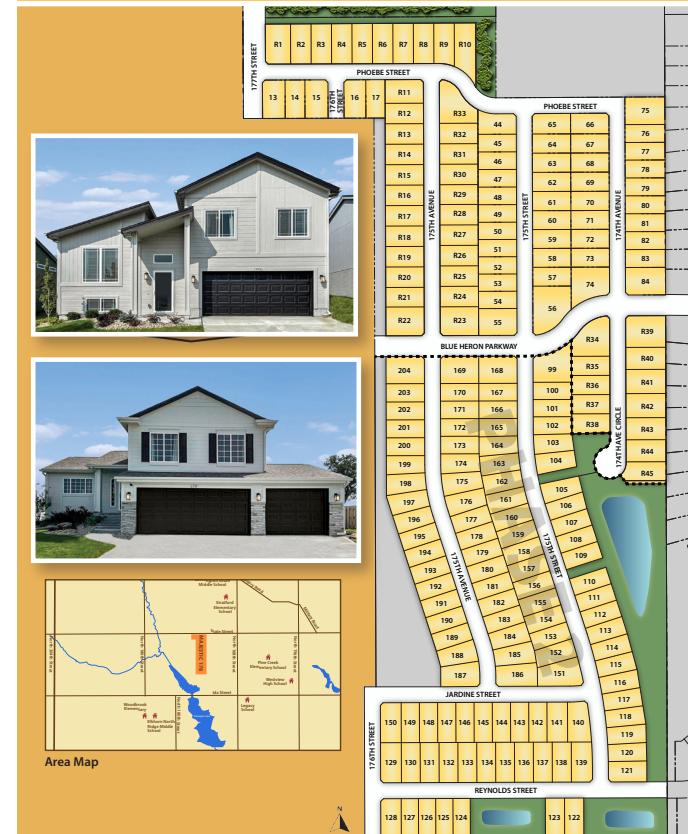
Then came the great news about their dream home. The young couple's offer had been accepted! The adults in the room were so excited they started jumping up and down, screaming and shouting, overcome with joy.

The little four-year-old observed the adult behavior and quickly told them, "You need to calm down!" Everyone enjoyed a good laugh.

Keeping calm and carrying on is all in a day's work for a REALTOR® toiling away in the trenches of real estate.



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MEMBERSHIP REPORT

September Activity	MO	YTD
New REALTOR® Members	17	214
Resignations	159	386
Membership (As of October 1)	2024	2023
Designated REALTORS®	203	217
REALTOR®	2949	3109
REALTOR® Emeritus	94	89
TOTAL REALTORS®	3246	3415
Institute Affiliate	77	74
Affiliate Members	124	162
Key-Only Affiliates	118	140

Full membership report at OmahaREALTORS.com/membership-report

DESIGNATIONS

Accredited Buyer Representative (ABR®)

- Crystal Archer, Nebraska Realty
- Brandon Benson, Nebraska Realty
- Gillian Hanus, Nebraska Realty
- Jane Sayler, Don Peterson & Associates
- Jill Bobenhouse Tesar, Nebraska Realty

Seniors Real Estate Specialists® (SRES®)

- Justin Evers, Platinum Realty

CERTIFICATIONS

Military Relocation Professional (MRP)

- Joseph Horvath, The 1867 Collective

Home Finance Resource (HFR)

- Susan Klug, NP Dodge

PERSONALS

Congratulations

- To Ryan Kuehl, Investors Realty, on being awarded the Society of Industrial and Office REALTORS®



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A NOVEMBER TO REMEMBER

Autumn is a magical time, with vibrant fall foliage creating a kaleidoscope of color. It's a beautiful reminder that everything has a season.

We had an amazing time celebrating our members at the Membership Appreciation Event on October 24th at SpareTime Omaha! It was a night filled with fun, laughter, and connection, and we are so grateful for everyone who joined us to make it special.

As the holidays approach, families prepare for gatherings and last-minute errands. The WCR Holiday Boutique on November 21st at Champions Run from 9 AM to 1 PM is a great way to kick off your holiday shopping with handcrafted goods from local vendors.

Remember, scholarship applications are open for WCR members! You can apply for reimbursement for CEs and designations earned through November 30th—up to the amount of your membership fee. Additionally, award nominations for fellow members are open through November 22nd. Take a moment to recognize and nominate a deserving colleague!

This year, our WCR board is excited to travel to Boston for the WCR National Convention. We're especially proud to bring along our scholarship winner, Kristina Boehmer, to experience the event and connect with leaders from across the country. This convention always provides fresh inspiration to bring back to our chapter.

Serving as the 2024 WCR President has been an incredible honor. This year, I focused on growing member engagement and building stronger connections. I am proud of what we accomplished together and excited to hand over the reins to our new board, knowing they will build on our progress.

Please join us for the WCR Installation and Awards Ceremony on December 12th at Champions Run, where we'll introduce Trac Burkhardt as the next WCR Omaha President. I know this new board will achieve amazing things, and I am truly grateful for each of them.

Wishing you all a wonderful November filled with joy and gratitude.

Happy Thanksgiving!

SARINA MCNEEL
2024 President

OMAHA CHAPTER WCR

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President



TRAC BURKHARDT
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ANGIE THIEL
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Omaha Area Residential Snapshot

SEPTEMBER 30	2024	2023	%
NUMBER ON MARKET	2,461	2,003	22.8% ▲
NUMBER UNDER CONTRACT (MONTHS)	952	926	+2.8% ▲
NUMBER OF SALES CLOSED (YEAR TO DATE)	9,005	9,057	-0.6% ▼
EXISTING SALE PRICE (MEDIAN YEAR TO DATE)	\$294,500	\$282,000	4.4% ▲
NEW SALES PRICE (MEDIAN YEAR TO DATE)	\$420,647	\$437,406	-4.5% ▼

AFFILIATES Add Value!



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PAST PRESIDENT'S CORNER

**JOANN GRENNAN
2000 PRESIDENT**

It was the turn of the century, a new millennium, when JoAnn Grennan became the 2000 OABR President, but she remembers it like it was yesterday. The seasoned real estate veteran with 33 years of experience said, "Back then, real estate was so different than it is today. Back then, you knew everybody." She remembers a time when you had to drive over to meet the other agent when an offer was made on a property. It was a different time. "Now everyone uses email and text and electronic signatures."

She first entered the industry in 1979 while she lived in Columbus,

Nebraska. It was at the urging of her friend Helen Campbell, who told her, "You should get into real estate. You love to talk on the phone." Her friend had keen insight. JoAnn became a million-dollar producer, an impressive feat when the average home sold for around \$80k.

Then, she and her husband relocated to Omaha with his job at ConAgra. After taking a small break from real estate, she eventually found herself working at a new brokerage in Omaha in May of 1982. She remembers 17 percent interest rates. The REALTOR® didn't have any sales all summer until one fateful August day when she was on phone duty, and she received a call that would set a chain of events into motion. The person on the other end of the phone was an attorney from Kansas City who was relocating to Omaha and looking for a house.

JoAnn not only helped her buy a home but ended up doing multiple transactions that week that added up to nearly half a million dollars, and it all started with that one phone call.

"Real estate got in my blood. I really loved it when I was in it." She lived by a simple mantra: "We worked hard, and we played hard."



Tim Krof
Certified Inspector

When it comes to the shingles on your roof, weather plays a huge role in the lifespan of that shingle. Of course, hail is the most common weather condition that can bring about the need for shingle replacement. But wind and sun can also play a big part in wearing down a shingle.

Yes, every composition shingle gets exposed to the sun and is manufactured to resist the heat damage from that exposure for a certain period.

Weather & Roofs

However, if the shingles have a manufactured defect, sun exposure can reduce that expected lifespan and can show evidence of possible defects when the shingles are just a few years old. I was on an inspection recently with a 4-8 yr old roof that had severe stair-step and horizontal cracks through the entire shingle on most of the south side and some of the north. This was a 20-year shingle that was already experiencing failure less than $\frac{1}{2}$ its expected life span. The owner tried to caulk these cracks, but many more appeared shortly after! (The sun shows no mercy)

We all know the straight-line winds that occasionally blow through the Midwest can blow composition shingles off roofs, but it can also cause damage to the vinyl/composite (DaVinci) shingles as well. The wind can get underneath these types of shingles and lift them up off the roof. One eyewitness on a recent storm stated it was like the 'shingles were floating on air, waving up & down'. During a recent home inspection, one of our inspectors noticed a crack along the locking clip at the bottom corner of many of the shingles on this type of roof. This damage was located on both sides of the house. These roofs are very expensive, and marketed as lifetime



shingles, but Mother Nature somehow always finds a way to change the rules. So, after a big storm, and you see downed tree branches lining the streets across town, you should always be thankful everyone is OK.. then you can start to wonder if my house is OK? Your home can't speak for itself, you have to speak for it!



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