

# Northeastern Michigan Board of REALTORS®

## Connections

[www.NortheasternMichiganBoard.com](http://www.NortheasternMichiganBoard.com)

December 2012



### Welcome New Members

**Linda Banes** of Century 21  
Tawas Realty

**Andrew Minard** of Tawas  
Sunshine Realty Co., Inc.

**Be sure to welcome the new members!**

### Upcoming Events

- \*\*BOD Meeting – 12/6/12
- \*\*NGLRMLS Mtg– 12/4/12
- \*\*Broker's Mtg – 12/13/12
- \*\*2013 MAR Achieve – 1/23-25/12 MGM Grand Detroit
- \*\*2013 MAR Convention – 9/25-27/13 – Soaring Eagle Casino

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MLS Email: [MLSNEBoard@ProHomeSellers.com](mailto:MLSNEBoard@ProHomeSellers.com)

Board Email: [NEBoard@ProHomeSellers.com](mailto:NEBoard@ProHomeSellers.com)

### Broker's Meeting

A broker's meeting has been scheduled for December 13<sup>th</sup>, 2012, at the Hale United Methodist Church. Breakfast will be served at 8:30AM and the meeting will follow.

It is very important that if the broker cannot attend this meeting that a representative of the office be in attendance.

**Because a meal is planned, please RSVP to the Board Office by December 11<sup>th</sup> with names of those that will be in attendance.**



### Professional Standards Workshops.....

The MAR Professional Standards workshops will be held in 2013 during the first week of February. This class is very informative and brings you up-to-date regarding changes to the Code of Ethics. It covers the difference between ethics and arbitration issues as well as covering what your responsibilities are as a REALTOR® and what is expected of you in becoming a member of the REALTOR® association.

This class will also count as your Code of Ethics training requirement that is required of REALTORS® every four years. The new cycle starts January 1, 2013, and will end December 31, 2013.

Details will be provided as they become available.



## 2012 NEMBOR Board of Directors

Ric Braun  
President

Marty Kempf  
Secretary/Treasurer

Debra Rice  
VP-Arenac County

Kimberly Lingo  
VP-Iosco County

Christine Thibault  
VP-Ogemaw County

Directors:  
Deb Richardson  
Ron Doak  
Dennis Stanley  
Jennifer Yealey

Greg Morris  
Past President

## BOARD STAFF

Kristi Benedict  
Association Executive

Deb Malan  
MLS Administrator

## Important things to remember.....



**December 19, 2012** – Classroom Code of Ethics training (for those that don't want to take it online for free) will be held at the Bay County REALTOR® Association, 901 Saginaw Street, Bay City, MI 48708. Cost is \$35, instructor will be Bob Adamowski. Time is from 9:00 am to 11:30 am.

**December 24 & 25, 2012** – The Board Office will be closed for the holiday.

**December 31, 2012** – End of the 4-year cycle for the mandatory Quadrennial Code of Ethics training, which is a membership requirement of the National Association of REALTORS®. **You can take in online for FREE ([www.realtor.org](http://www.realtor.org))** but you will need to have an account set up to access the course. If you do not have an account, you will need to create one and you will need your NRDS number to do so. Call the Board Office to get your NRDS number.

**December 31, 2012** – 2013 Board Dues must be paid in full by 12/31/12 to avoid termination of membership. If you had not paid at least \$165 of the total due by 10/31/12, a \$50 late fee will be assessed. Note that the Board Office will close at noon on 12/31/12.

**December 31, 2012** – The Board Office will close at Noon

**January 1, 2013** – Board Office will be closed – Happy New Year!!

Achieve is MAR's premier event created specifically for current and upcoming association leaders. The two day conference provides an excellent speaker lineup and knowledge sessions, capped by Reception 5:01. This event honors 2013 and 100th MAR President Bill Milliken, along with incoming officers and board of directors.

Achieve also honors the RPAC achievements of our local associations at a festive awards luncheon. You'll not want to miss this chance to mingle with the best of the best in Michigan's real estate industry.

Get Complete Details at:  
<http://www.mirealtors.com/content/Achieve2013.htm>



## RPAC Update

As of 11/9/12, NEMBOR members have contributed a total of \$4,033 to RPAC. The 2012 state goal was set at \$2,388 for NEMBOR so the members have exceeded the state goal. NEMBOR has approximately 46% of the membership that has contributed. Members have until 12/17/12 to make contributions that will apply to the 2012 goal. NEMBOR will continue to strive for 100% participation by the members as this is an opportunity to invest in your profession.

Thank you to all that have contributed. You may contribute any amount at any time throughout the year and you can choose if you want your contribution to go to RPAC 1 or RPAC 2.

RPAC 1 dollars are used to support candidates for local or state office only.

RPAC 2 dollars are used to support or oppose ballot question initiatives, or issues that the Michigan Association of REALTORS® or its locals have an interest in (ex. Private Property rights, tax on services, etc.)



## 2012 \* MLS STATISTICS

<u>MONTHLY - NOVEMBER</u>	<u>YTD – NOVEMBER 30</u>
Number of Residential Units Sold	Number of Residential Units Sold
2012 – 49	2012 – 670
2011 - 49	2011 - 560
Dollar Volume of Residential Sales	Dollar Volume of Residential Sales
2012 - \$3,919,495	2012 - \$55,380,698
2011 - \$2,797,580	2011 - \$42,340,620

### Form Central/Doc Central Product

**If you want to reactivate a file, you can currently do this by changing the view to “Inactive Folders” (LH side at the “Show” dropdown box). Once the “inactive” folders are showing, at the bottom of the list, you will see the “activate” button. Select the file and “activate” it.**

**When you first create a file in FormCentral, if you add the Data Sheet as one of the forms in your library, by completing as much of the information as possible, it will auto fill to the other forms you have selected as the fields allow.**

You can access DocCentral through the “Resources” tab in Paragon. Login using your Paragon credentials. You can access FormCentral by clicking on the FormCentral logo which is on the DocCentral homepage or go to <http://www.myformcentral.com/PL/User/Login.aspx> **click on the “Login using your DocCentral Account”** and use your Paragon login and password. **The “sitename” is neboardmi**

**Kristi is available via phone to help you with either product or you can set up a time for in-office training or a session at the Board Office.**

## Brokers Must Verify Compensation Terms

Article 3 of the Code of Ethics does not inherently guarantee payments for working with listing brokers.

JULY 2012 | BY BRUCE AYDT

**Question:** What does Article 3 of the NAR Code of Ethics mean when it talks about cooperation not including compensation? Are we required to speak with the listing broker to verify cooperative payment?

**Answer:** In some cases, yes. Article 3 of the Code sets out a unique obligation in business industries by mandating “cooperation” between competitors. “REALTORS® shall cooperate with other brokers except when cooperation is not in the client’s best interest. The obligation to cooperate does not include the obligation to share commissions, fees, or to otherwise compensate another broker.” The second sentence explains that, while the Code mandates “cooperation,” it doesn’t require compensation as part of the obligation to cooperate. Standard of Practice 3-10 says the duty to cooperate “relates to the obligation to share information on listed property, and to make property available to other brokers for showing to prospective purchasers/tenants when it is in the best interests of sellers/landlords.” The last sentence of Standard of Practice 3-1 says, “Terms of compensation, if any, shall be ascertained by cooperating brokers before beginning efforts to accept the offer of cooperation.”

Taken together, the listing broker must share information on listings with other brokers and must make listings available to show by other brokers, but cooperating brokers must “ascertain” if they are going to be paid by the listing broker before they begin efforts to cooperate. If the property is listed in an MLS, the cooperating broker would simply look at the listing in the MLS to see what compensation is offered. If the property isn’t published in an MLS or the cooperating broker doesn’t belong to the MLS in which it’s listed, then the cooperating broker must contact the listing broker to find out the terms of compensation. By these provisions, the Code has, for a long time, expressed that cooperating brokers are responsible for finding out whether and how much they’re going to be paid.

## Public Advocacy Campaign

Each year \$35 of every member’s annual board dues will fund the Public Advocacy Campaign administered by the National Association of REALTORS®.

### What Is It?

The National Association of REALTORS® is confronting the challenges faced by the real estate industry head on through the new Public Advocacy Campaign. Formerly the Public Awareness Campaign, NAR’s national advertising efforts are now focused on the advocacy issues that affect REALTORS® and their clients’ ability to buy, sell and own real estate.

The Public Advocacy Campaign will allow NAR to deliver messages quickly and effectively to consumers and public policymakers about issues that matter to REALTORS® and their clients – issues like access to affordable mortgage financing, tax incentives to home ownership, overly stringent credit requirements and cumbersome short sales and foreclosures.

**For complete details visit:**

**<http://www.realtor.org/pac.nsf/pages/pachome>**

On these pages, you can:

- Learn about the strategy behind the current campaign and the results of past efforts
- View campaign materials for association and member use
- Order materials and contribute to the campaign's success within local markets

**Now when you see the \$35 Public Advocacy Campaign (fka REALTOR® Public Awareness) on your board dues invoice, you’ll know how it’s being used.**



## Manually Geocoding or Mapping Listings

It is **highly recommended** that all Paragon users verify that your listings are properly geocoded.

The full guide that will show you how to manually geocode a listing can be found at:

[http://producthelp.lpsreg.com/p5/user/pages/guides/pdf/manually\\_geocoding\\_listings.pdf](http://producthelp.lpsreg.com/p5/user/pages/guides/pdf/manually_geocoding_listings.pdf)



## New Winter Theme for Paragon

A new winter theme is available for the top banner display in Paragon.

Click on the “Preferences” tab. Select “User” under Preferences. In the “System Preferences”, select the “User Interface” and then you can select the Theme that you want for your top banner display. After selecting the theme you want, click on Save.

## Mapping

### Exclude Mapping Option

In response to customer requests, Paragon has added the option to set map shapes areas to be excluded from a map search. Users can simply draw the shape and click the “In” icon button to set it to “Ex” which turns the shape red and will exclude that area from the Map search. Simply click the icon again to toggle back to the original *Include* setting. All shapes are defaulted to *Include*.

### Using Multiple Shapes to “Exclude” to Refine Search

Multiple shapes can be used on the map to exclude various areas on the Map search.

### Overlap of Shapes using Include and Exclude to Refine Search

Shapes can be overlapped and one can be set to *Include* and the second can be set to *Exclude* to further refine the results set. Only results between the two shape boundaries will be returned.

## Discontinuation of Printing of MLS Sold Books

Upon review of its Print Media Services, LPS has determined that it is no longer cost effective to continue printing bound books. LPS will publish active and sold books through Dec 2012 which will include the 4<sup>th</sup> quarter sold books. The books will no longer be available after 2012.

## Easy Christmas Decorations.....

Grab some cinnamon sticks, candle holders, ribbon, mason jars, Epsom salts, jute string, and bells. Assemble as shown in pictures below for some easy Christmas decorations.



## RISCO Lock Box Phone Access for Tamper Reset or Update Codes

Out showing property on the weekend and you forgot to update your ReaderKey?

- Dial: (913) 722-3212
- Touch Tone your Board ID: 4890
- Touch Tone your ReaderKEY serial number (ignore the leading zeros)
- Touch Tone your ReaderKEY PIN code
- Choose from the menu

## AGENCY CONCEPTS EVERY REALTOR® SHOULD KNOW

1. THE ROLE OF A DUAL AGENT IS NOT THAT OF A MEDIATOR; THE ROLE IS SIMPLY TO FACILITATE THE TRANSACTION.
2. YOU CAN WORK WITH A BUYER IN A NON-AGENCY CAPACITY (I.E., AS A CUSTOMER) – AND MAY CHOOSE TO DO SO IF YOU REPRESENT THE SELLER AND DO NOT WANT TO BE A DUAL AGENT.
3. NEVER ATTEMPT A DUAL AGENCY ROLE (OR A TRANSACTION COORDINATOR ROLE) WHEN YOU HAVE A SPECIAL CONNECTION WITH ONE SIDE OR THE OTHER – FOR EXAMPLE, WHERE THE BUYER IS YOUR RELATIVE, YOUR BEST FRIEND FROM HIGH SCHOOL, ETC.
4. A CLIENT CAN ALWAYS TERMINATE AN AGENCY RELATIONSHIP. TERMINATION MAY CONSTITUTE A BREACH OF CONTRACT SUCH THAT THE SELLER OR BUYER OWES DAMAGES, BUT THAT DOESN'T MEAN THE AGENCY RELATIONSHIP CONTINUES.
5. DELIVERY OF A DOCUMENT (OFFER/ACCEPTANCE/NOTICE, ETC.) TO THE LISTING AGENT IS THE SAME AS DELIVERY TO THE SELLER. (DELIVERY TO A COOPERATING AGENT IS THE SAME AS DELIVERY TO THE BUYER ONLY IF THE COOPERATING AGENT IS A BUYER'S AGENT.)
6. REPRESENTATION OF TWO BUYERS INTERESTED IN THE SAME HOUSE IS NOT A DUAL AGENCY SITUATION (SO YOU CANNOT ADDRESS THE PROBLEM BY ENTERING INTO A DUAL AGENCY AGREEMENT), BUT IT IS A CONFLICT OF INTEREST. SUCH AN AGENT WOULD OWE BOTH BUYERCLIENTS THE DUTY OF FULL DISCLOSURE AND THE DUTY OF CONFIDENTIALITY. BUYER'S AGENCY CONTRACTS SHOULD ANTICIPATE THIS SITUATION.
7. IN A TRADITIONAL AGENCY FIRM, YOU NEED TO GET A DUAL AGENCY AGREEMENT SIGNED WHENEVER THERE IS AN IN-HOUSE DEAL; IN A DESIGNATED AGENCY FIRM, YOU ONLY NEED A DUAL AGENCY AGREEMENT SIGNED WHEN THE SAME AGENT REPRESENTS BOTH THE BUYER AND THE SELLER.

## Legal Hotline Questions

### QUESTION:

I am a REALTOR® who just recently acquired a real estate license in Arizona. I have moved to my new home in Arizona and am trying to sell my home here in Michigan. Can I claim the Conditional Rescission of a Principal Residence Exemption (PRE) on my Michigan home?

### ANSWER:

NO. You can only claim the Conditional Rescission of a Principal Residence Exemption if both of the residential properties you own are in Michigan.



## Email Signatures in Paragon

Email signatures is a tool in Paragon that allows you to have multiple Email Signatures inside Paragon and then choose the signature you want for each email that you send out of Paragon. This includes one-time emails and automatic email notifications. As you change a signature's contact information (i.e., agent image, office logo, office name, address, phone number(s), email address, etc.), paragon will:

1. Automatically update all automatic email notifications using that specific Email Signature.
2. If you have updated the Default Signature, Paragon will create an Exceptions Report indicating which of your automatic email notifications are not using the default signature. If you want to update an automatic email notification signature, with three clicks, a signature is updated to the default signature's information.

**The agent webinar for Email Signatures was recorded and is now available under the Paragon 5 help button.**

Once you click 'Help', select 'Recorded Webinars' on the left side, and the Email Signature Webinar is currently under the New section.

### CREATE A NEW EMAIL SIGNATURE

Click on **Preferences > Email** A tab will open. In the new tab with the Email folder expanded, expand the Email Signature folder by clicking the "+" sign and click on **Add New**. Using the Rich Text Editor, add your contact information and other details you want to communicate to the recipient of your emails. Give your signature a name that describes the content in your email signature. When you have completed the email signature, click on **Save** in the upper left hand corner of the workspace. The new signature is added to your list of email signatures.