



# Impact



**Jenifer Rachel**  
**NOCBOR President**

I cannot believe the kids are heading back to school. Summer of 2018 went by in a flash, don't you agree?

I have been receiving a lot of inquiries about some agents' bad behavior in the past few months. I was reminded while taking an Ethics class with Jack Waller, President of NCI Associates, that if we don't take the time and file the complaints, uneducated Realtors® stay uneducated and the bad players continue to practice, giving us all a bad name. So what do you do?

There are two types of complaints which can be filed. At the local level, you can file an Ethics Complaint. At the State level, you can file with the Department of Licensing and Regulatory Affairs. The forms are available at the NOCBOR web site, [www.nocbor.com](http://www.nocbor.com).

The first place to begin when you have a problem is with your broker or manager. Most problems can be resolved by a simple phone call by your broker/manager. If this has been tried, your broker/manager will guide you with the next step.

## Ethics

Only Realtors® are subject to the Code of Ethics. If the individual(s) is not a Realtor® (member of local, state and national), the Department of Licensing and Regulatory Affairs or the courts may be your only option.

Boards of Realtors® can only discipline Realtors® for violating the Code of Ethics. Typical forms of discipline include attendance at education courses and seminars designed to increase Realtors®' understanding of the ethical duties or other responsibilities of real estate professionals. Additional examples of authorized discipline are letters of discipline and fines up to \$15,000. For serious and/or repeated violators, a member's membership can be suspended or terminated.

Realtor® Associations/Boards cannot require Realtors® to pay money to parties filing Ethics complaints; cannot award "punitive damages" for violations of the Code of Ethics; and cannot suspend or revoke a real estate professional's license.

The primary emphasis of discipline for ethical lapses is education and to create a heightened awareness of and appreciation for the duties the Code imposes. At the same time, more severe forms of discipline, including fines, suspension and termination of membership may be imposed for serious or repeated violations. It's important to remember that you must file your complaint within 180 days from the time of when you became aware of the alleged violation or after the closing of the transaction. You must cite the alleged article(s) and explain in detail. [www.nocbor.com](http://www.nocbor.com) has a step by step helpful guide for you.

## Arbitration

When a Realtor® wants to file a Request to Arbitrate due to a commission dispute arising out of a real estate transaction as defined by Article 17 of the Code of Ethics, you will first need to learn the Primary Board of the other principal broker. Just because a Realtor® is a member of a certain Board, does not mean the broker is a Primary member. Consult your Board for a clear answer on this. If the other broker in the complaint is not a Primary member of your Board, you will need to file an Interboard Arbitration form instead. There is a fee for this and it varies. NOCBOR has a filing fee of \$250. If you prevail, this is refundable.

## State Licensing Complaints

NOCBOR once again, is here to serve you. There is a link to the Department of Licensing and Regulatory Affairs at their website, [nocbor.com](http://nocbor.com).

I hope this helps many of you to clarify the correct steps to take in filing complaints. I know this all seems like a real pain, but if we don't file complaints on the bad players, they will continue to think their unethical behavior is acceptable and even rewarded when we do nothing. We have a great profession and it will take hard work to keep our clients and the public protected from uneducated and unethical individuals who don't respect the trust and professionalism that goes into being a great Realtor®.

**Jenifer Rachel**  
**Keller Williams Premier**



## 2018 OFFICERS

President Jenifer Rachel	394-0400
President Elect Ann Peterson, GRI, ABR, SRES, e-PRO	495-8877
Treasurer David Elya, GRI, ABR, CRS, SFR, e-PRO	652-7000
Secretary David Niezgoda	625-0200
Past President Tom Kotzian, GRI	652-8000

## BOARD OF DIRECTORS

David Botsford	626-2100
Jon Devine	625-5700
Maddy Dishon	620-1000
Matt Diskin	228-4647
Dana Fox	884-6600
Cheryl Gates-Beers	620-8777
James Gillen	845-2669
Geoff Leach	360-9100
Ray O'Neil, GAA, RAA	674-3333
Marcy Soufrine	360-2900
Susie Stemper	810-238-8888
Steve Stockton, SFR	360-2900
R.W. Watson	644-4700

## STAFF

Patricia Jacobs	Executive Vice President
Katie Balkwell	Assistant, Membership Services
Janet Sneckenberger	Director, Finance
Millie Traylor	Administrator, Member Services
Tonya Wilder	Executive Assistant

## CHAIRMEN

Budget & Finance	Ann Peterson, GRI, ABR, SRES, e-PRO
Bylaws	Tom Kotzian, GRI
Education/Tech	David Elya, GRI, CRS, ABR, SFR, e-PRO
Executive	Jenifer Rachel
Government Affairs	Ray O'Neil, GRI, GAA, RAA
Membership Services	David Niezgoda
Nominating	Tom Kotzian, GRI
Professional Standards	
Arbitration	Kay Pearson, CRS
	Eric Pernie
Ethics	Sally Bell
	Mary Rettig
Grievance	Joan Falk

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Geoff Leach	360-9100

## REALCOMP USER GROUP

Matt Diskin
Geoff Leach
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Ray O'Neil, GAA, RAA
Jenifer Rachel

## NAR® DIRECTORS

Tom Kotzian, GRI
Ray O'Neil, GAA, RAA

## MR® DELEGATES

Ann Peterson, GRI, ABR, SRES, e-PRO
Jenifer Rachel

## NORTH OAKLAND COUNTY BOARD OF REALTORS®

4400 West Walton | Waterford | MI | 48329  
Phone (248) 674-4080 | Fax (248) 674-8112  
E-mail: [info@nocbor.com](mailto:info@nocbor.com)  
[www.nocbor.com](http://www.nocbor.com)

## Board of Directors June, 2018

**MOTION CARRIED** to approve Two (2) Primary Designated Realtors®; Seventy-four (74) Primary Realtors®; Two (2) Secondary Designated Realtors® and Two (2) Affiliate members.

**MOTION CARRIED** to approve up to Two Thousand Five Hundred (2,500) Dollars for a survey of 4408 W. Walton, Waterford.

## Candidates Needed!

NOCBOR members will elect four (4) Realtors® to serve for a term of three (3) years on the Board of Directors. Also, the members **MUST** elect an Affiliate member to serve for a term of one (1) year.

The Nominating Committee, chaired by Tom Kotzian, NOCBOR 2018 President, met on Thursday, August 23, 2018, to interview member candidates applying for nomination for the positions of Director. Four (4) Director Realtor® candidates must be elected and will serve three (3) years. The Affiliate member will serve one (1) year. Candidate **Dana Fox**, (Lake Michigan Credit Union), is recommended and will appear on the 2018 NOCBOR Official Voting Ballot.

The following Realtor® candidates' names will appear on the 2018 NOCBOR Official Voting Ballot:

**Brenda Davis** (Century 21 Town & Country); **David Elya** (Brookview Realty); **Ray O'Neil** (O'Neil Appraisal Services); **R.W. Watson** (Keller Williams Home)

Members who would like to be considered for a position on the Board of Directors may file Petition with twenty-five (25) signatures of NOCBOR Primary Realtors®. Petitions must be submitted to NOCBOR office at least five (5) business days, September 17, prior to online voting, September 25. The last day of voting will be on Tuesday, October 9, 2018, during NOCBOR Annual Membership meeting at MSU Management Center in Troy.

## Board of Directors July, 2018

**MOTION CARRIED** to approve Two (2) Primary Designated Realtors®; One Hundred Seventeen (117) Primary Realtors®; Two (2) Secondary Designated Realtors® and One (1) Secondary Realtor®.

**MOTION CARRIED** that NOCBOR oppose the distribution of the Realcomp sold data through the GLR beyond the agreed conditions as provided in the terms of the agreement executed by the Realcomp Shareholders.

**MOTION CARRIED** to recommend to Realcomp Governors that the escalating fine structure for the failure to submit a listing within the required 48 hours be as follows: first offense, \$1,000 followed by increments of \$500 for each additional violation.

## In Memoriam

Jim Hanoute, beloved brother of **Pat Jacobs**, (NOCBOR), passed away on June 29, 2018. NOCBOR members, Directors and staff extend their deepest sympathy to the Hanoute/Jacobs/Locricchio family.

The members, staff and Board of Directors of NOCBOR extend their deepest sympathy to the family and friends of **John & Julie Burt** (Real Living John Burt Realty) whose father, Walt, passed away on July 28, 2018.

**Cam Gonzalez**, Legacy Realty Professionals passed away Saturday, August 18, 2018 after a short illness. NOCBOR members, Directors and staff extend their deepest sympathy to the Gonzalez family.

## MISSION STATEMENT

*The purpose of the North Oakland County Board of Realtors® is to enhance the ability and opportunity of its members to conduct their business successfully and ethically, and to promote the preservation of the right to own, transfer and use real property.*



# NOCBOR 2018 GOLF OUTING

## A Big Thanks To Our Generous Sponsors

Bloody Mary/Mimosa Bar – Real Estate One, Angie Batten  
Breakfast – Realcomp  
Lunch On The Turn – Pillar To Post  
Buffet Dinner – Sentrilock & Realcomp  
Beverage Cart – Genisys Credit Union, Don White  
Beer & Water Hole – Linnell & Associates  
Corporate – Genisys Credit Union

## Hole Sponsors

John Bowman -Hole in One Sponsor with Car  
1<sup>st</sup> National Home Mortgage  
Century 21 Town & Country – John Kersten  
Changing Places Moving Co. – Ron St. Amant  
Check This House  
Cutco – Luke Sasek  
Floor Trends  
Main Street Bank  
Marketplace Home Mortgage – Lauren Zetye  
MBA Real Estate – Chris Mersino  
MNY Locksmith  
National Home Lending  
NOCBOR  
Property Valuation – Matt Diskin  
Title One  
Titlecity

## Drawings

Envoy Mortgage- Lynn Oates  
Lake Michigan Credit Union – Dana Fox  
Century 21 Town & Country – Tina Zudell  
1<sup>st</sup> National Home Mortgage – Mary Katsiroubas  
Membership Services Committee  
John Adams Mortgage – Rose Balhorn  
Home Warranty of America – Stacey Kraft  
Marketplace Home Mortgage – Lauren Zetye





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# HUD Alleges Violations

A formal complaint filed on Friday, August 17, 2018, by the U.S. Department of Housing and Urban Development (HUD) accused Facebook of allowing landlords and homeowners to use targeted Facebook ads to discriminate against potential tenants and buyers based on race, color, religion, familial status, sex, national origin and disability. HUD alleged Facebook's "targeted advertising" limits housing options for individuals protected by the Fair Housing Act.

According to the complaint, the agency alleged Facebook's platform allows advertisers to:

- Single out either men or women in housing-related marketing.
- Enable ad blocking for users categorized by Facebook as interested in disability-related content such as "assistance dog," "mobility scooter," "accessibility" or "deaf culture".
- Market to or block ads for residents of specific zip codes.
- Choose to promote to or neglect users categorized by Facebook as interested in specific religions or places of worship, such as "Christian Church," "Sikhism," "Hinduism" or the "Bible" Block ads to users categorized by Facebook as interested in "Latin America," "Canada," "Southeast Asia," "China," "Honduras" or "Somalia".
- Enable ad blocking for users categorized by Facebook as interested in "child care" or parenting," as well as single out recipients with children above a certain age.

"Facebook mines extensive user data and classifies its users based on protected characteristics," according to the complaint. "Facebook's ad targeting tools invite advertisers to express unlawful preferences by suggesting discriminatory options, and Facebook effectuates the delivery of housing-related ads to certain users and not others based on the users' actual or imputed protected traits."

"The Fair Housing Act prohibits housing discrimination, including those who might limit or deny housing options with a click of a mouse," said Anna María Fariás, HUD's assistant secretary for Fair Housing and Equal Opportunity, in a statement. "When Facebook uses the vast amount of personal data it collects to help advertisers to discriminate, it's the same as slamming the door in someone's face."

In March, the National Fair Housing Alliance (NFHA) and other housing groups filed against Facebook also alleging discrimination through its advertising platform. The U.S. Attorney for the Southern District of New York filed a statement of interest, which allows that lawsuit to continue.

Of both actions, Facebook issued a statement: "There is no place for discrimination on Facebook; it's strictly prohibited in our policies. Over the past year, we've strengthened our systems to further protect against misuse. We're aware of the statement of interest filed and will respond in court; we'll continue working directly with HUD to address their concerns."

## Mail Wire & Fraud Duo

The U.S. Department of Justice has indicted Minneapolis-based real estate duo Jeffery and Lori Detloff for a wire and mail fraud scheme targeted at companies and financial institutions that owned or had an interest in foreclosed properties.

The Department of Justice said that from Sept 2007 to June 2015, the couple, who operated as Detloff Marketing and Asset Management Inc., defrauded victim companies, including Fannie Mae and Freddie Mac, by carrying out a scheme where repair contractors were required to pay the couple kickbacks.

According to court documents, Jeffery managed and sold the properties on behalf of the victim companies. One of his responsibilities, as a real estate agent, was to obtain multiple bids from independent contractors who would repair foreclosures before they went on the market. Jeffrey would then submit bogus bids, awarding the contracts only to those that were willing to pay him a kickback.

Although Lori didn't set up the deals, court documents say she was in charge of accounting and bookkeeping, which included sending invoices to contractors for the kickback payments.

"As alleged, the defendants created a scheme to siphon as much money as they could from these properties, no matter the method, no matter the victim," said FBI Special Agent in Charge Jill Sanborn of the Minneapolis Division in a statement.

"These scams victimize all of us, and the FBI and our law enforcement partners will continue to unravel these schemes and hold accountable anyone found responsible for defrauding the system."

The couple is facing up to 30 years in jail and a fine of up to \$1 million. The DOJ says that number may be "increased to twice the gain derived from the crime or twice the loss suffered by the victims of the crime. The final outcome depends on whether either of those amounts is greater than the statutory maximum fine."

"This indictment affirms the Antitrust Division's commitment to protecting the American housing market from fraud," added Assistant Attorney Makan Delrahim of the Department of Justice's Antitrust Division. "We will continue to work with our law enforcement partners to protect the integrity of the competitive process."

# NOCBOR Events

August

September

October

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
20	21	22	23	24	25
27	28	29 9:30 a.m. – 12 p.m. Free Workshop “Process of Appraising” 2 hours con-ed Matt Diskin 1:30 p.m. BODs Mtg	30 9:30 a.m. Grievance	31	1
3 OFFICE CLOSED LABOR DAY	4 9 a.m. – 12:30 p.m. New Members & Code of Ethics Training	5 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Jack Waller	6	7	8
10 9:30 a.m. Education 11:30 a.m. Government Affairs	11 9:30 a.m. Membership 1 p.m. Free Workshop “New Construction Financing” Dana Fox	12 9:30 a.m. – 12:30 p.m. Free Workshop “Comprehensive HUD Training 2018” 3 hrs con-ed	13 11 a.m. – 12 p.m. Free Workshop “Understanding Appraisals Through The Underwriter Eyes” 1 hr con-ed Brenda Brosnan	14 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Sally Bell	15 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Marguerite Walker II
17 6-10 p.m. Pre License	18	19 10 a.m. – 1 p.m. Free Workshop “Hot Water Heating” “How Old Is This House?” & Prepare for the Unexpected” 3 hrs con-ed Randy Patterson 6-10 p.m. Pre License	20 9:30 a.m. Free Workshop “Coaching With A Twist” 4 hrs con-ed Luigi Berisha 9:30 a.m. Grievance	21	22 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Sally Bell
24 6-10 p.m. Pre License	25 1:30 p.m. Board of Directors Online Voting For NOCBOR Directors	26 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Sally Bell 6-10 p.m. Pre License	27 11 a.m. – 12 p.m. Free Workshop “Learn Everything You Must Know About VA Loans” 1 hr con-ed Brenda Brosnan	28 10 – 11:30 a.m. Free Workshop “HomesConnect; Listrac; Remine and ShowingTime Market” Realcomp Staff	29
1 10 – 11:30 a.m. Free Workshop “Selling New Construction” 1 hr con-ed Julie Garrisi 6-10 p.m. Pre License	2 8:30 a.m. – 3 p.m. New Members & Code of Ethics Training	3 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Sally Bell 6-10 p.m. Pre License	4 9:30 a.m. Free Workshop “Coaching With A Twist” 4 hrs con-ed Luigi Berisha	5 9:30 a.m. – 12:30 p.m. “Common Ground” 3 hrs con-ed Appraisers/Real Estate	6 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Marguerite Walker II
8 9:30 a.m. Education 11:30 a.m. Government Affairs 6-10 p.m. Pre License Voting Concludes	9 8:15 a.m. Buffet Breakfast 9:00 a.m. Meeting Annual Membership Meeting @ MSU in Troy	10 9 a.m. – 5 p.m. SRES “Senior Real Estate Specialist” Lori Chmura 6-10 p.m. Pre License	11 1 p.m. Free Workshop “New Construction Financing” Dana Fox	12 9 a.m. – 5 p.m. SRES “Senior Real Estate Specialist” Lori Chmura	13 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Sally Bell
15 6-10 p.m. Pre License	16 9:30 a.m. Free Workshop “Coaching With A Twist” 4 hrs con-ed Luigi Berisha	17 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Sally Bell 6-10 p.m. Pre License	18 9:30 a.m. Grievance 11 a.m. – 12 p.m. Free Workshop “T.B.D.” 1 hr con-ed Brenda Brosnan	19 10 a.m. – 1 p.m. Free Workshop “Radon” “Home Energy Inspection” & “Setting Expectations” 3 hr con-ed Randy Patterson	20
22	23	24 1:30 p.m. BODs’ Mtg	25	26	27 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Sally Bell
29	30 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Jack Waller	31 9:30 a.m.–3:30 p.m. Course 1900 Con-ed Sally Bell			

MR® Convention-Grand Traverse Resort



## Special Awards

It's time to nominate your favorite and most deserving business associate for the **NOCBOR 2018 Special Awards Program**. Listed below are the award categories. Nominations must be submitted to NOCBOR no later than November 5, 2018.

**Broker/Manager-Of-The-Year:** You know who this is! It's that person who you can always count on and consider part of your support system. This candidate can be nominated by any NOCBOR member. A narrative must accompany nomination.

**Distinguished Service:** The nominee must be a Realtor® member. To nominate a candidate for this award, please submit a narrative describing a real estate transaction in which the nominee displayed a true sense of professionalism and ethical behavior. This is your chance to express your appreciation for a "job well done!"

**Rookie-Of-The-Year:** Must be nominated by the Designated Realtor® of the office with which the nominee is affiliated. The award will be given to an individual who has been in the business 18 months or less, and will be based on productivity and congeniality.

**Humanitarian & Community Service:** This award must go to a Realtor®. It will be in recognition for outstanding contributions and dedication toward the betterment of the community.

**Affiliate-Of-The-Year:** This award must go to an Affiliate member. Realtors® can nominate Affiliate-Of-The-Year nominees on the basis of outstanding professionalism and Board activity.

This is your opportunity to nominate your favorite Realtors® and Affiliate members.

## Online Real Estate Renewal

Michigan real estate licensees **MUST** renew their licenses online at [www.michigan.gov/icola](http://www.michigan.gov/icola). The State of Michigan will no longer accept paper renewals. All license renewals and continuing education requirements are due to the Department of Licensing and Regulation Affairs by **October 31, 2018**.

To renew, licensees must have completed 18 hours of continuing education, including **TWO** hours of legal education per calendar year of the cycle. Licensees are responsible for tracking and recording all continuing education to meet the renewal requirements.

Visit CE Marketplace [www.cemarketplace.net](http://www.cemarketplace.net) today to view reported courses. Licensees need their ten-digit license number to create an account.

**Refer to pages 8 & 9 for all your continuing education needs**

## Homesnap™ Will Offer Free Leads

Homesnap™, the national home-search platform, powering the Broker Public Portal, and soon to be a Realcomp user benefit, has announced it has now sent more than one million free leads to listing and buyers agents. Launched by brokers and multiple listing services to provide an industry friendly alternative for home searchers, Homesnap™ was designed to help real estate agents build their brand and connect with potential clients.

When consumers click on listings they see on Homesnap™, they are sent directly to the listing agent for that home, rather than to an agent who has paid to advertise on that listing. More than 145 MLSs across the country representing over 875,000 real estate agents share their listings on Homesnap™, giving the platform a nationwide footprint. Homesnap™ also shares free leads from inquiries on properties that are not for sale.

"The philosophy of the Broker Public Portal with Homesnap™ is to provide consumers with accurate, real-time data straight from the MLS, and to connect potential buyers with the agents representing the homes they are interested in. Our best-in-market technology, combined with our adherence to Fair Display Guidelines, sets us apart from our competitors and gives agents and consumers a platform that they can use together to find the right home," said President Steve Barnes.

## NAR Building Renovations

The National Association of Realtors® building in Chicago is preparing for a \$45 million face-lift. The 10-year project will have a lot of benefits for both the association and its members.

The building, located at 430 N. Michigan Ave. in Chicago, was built in 1962 as a 10-story building. In 1991, NAR added two floors. The current building, which is fully occupied, needs updated infrastructure and modernization of tenant and common areas. These enhancements will provide greater efficiency, showcase new technology, provide greater access and set a new bar for excellence in Chicago office buildings. In addition to renovations, there will be a floor added to accommodate swing space (space where staff and tenants can move while their floors are being renovated) and a conference center with cityscape views.

This exciting new meeting space will serve as a great location for meetings and special events, both for Realtors® and for other companies. Renovations will include: all new mechanical, electrical and plumbing for greater efficiency and modernization of technology; all new elevator infrastructure; all new tenant and common area interior; full ADA accessibility; upgraded code compliance and design enhancements to increase Realtor® brand recognition.

The \$30 dues increase, which NAR will impose in your 2019 dues, is focused on your business success, including the building that represents the power and strength of the Realtor® brand. None of this would have been possible without the vision and commitment of the NAR Leadership Team, Board of Directors and the members for driving the association forward.

## Free Workshops

Wednesday, August 29 (9:30 a.m. – 12 p.m.)  
**“Process of Appraising”**  
 (2 hours con-ed)  
 Matt Diskin, Property Valuation Group

Tuesday, September 11 (1 – 2 p.m.)  
**“New Construction Financing”**  
 Dana Fox, Lake Michigan Credit Union

Wednesday, September 12 (9:30 a.m. – 12:30 p.m.)  
**“Comprehensive HUD Training”**  
 (3 hours con-ed)  
 Evduza Ramaj, Inside Realty

Thursday, September 13 (11 a.m. – 12 p.m.)  
**“Understanding Appraisers Through The Underwriter Eyes”**  
 (1 hour con-ed)  
 Brenda Brosnan, Summit Funding

Wednesday, September 19 (10 a.m. – 1 p.m.)  
**“Hot Water Heating” “How Old Is The House” and “Prepare For The Unexpected”**  
 (3 hours con-ed)  
 Randy Patterson, Pillar To Post

Thursday, September 20 (9:30 a.m. – 1:30 p.m.)  
**“Coaching With A Twist”**  
 (4 hours con-ed)  
 Luigi Berisha,

Thursday, September 27 (11 a.m. – 12 p.m.)  
**“Learn Everything You Must Know About VA Loans”**  
 (1 hour con-ed)  
 Brenda Brosnan

Friday, September 28 (10 – 11:30 a.m.)  
**“HomesConnect; Listrac; Remine and ShowingTime Market”**  
 Realcomp Staff

Monday, October 1 (10 – 11 a.m.)  
**“Selling New Construction”**  
 (1 hour con-ed)  
 Julie Garrisi, Clearview Homes

Thursday, October 4 (9:30 a.m. – 1:30 p.m.)  
**“Coaching With A Twist”**  
 (4 hours con-ed)  
 Luigi Berisha,

Thursday, October 11 (1 – 2 p.m.)  
**“New Construction Financing”**  
 Dana Fox, Lake Michigan Credit Union

Friday, October 19 (10 a.m. – 1 p.m.)  
**“Radon” “Home Energy Inspection” and “Setting Expectations”**  
 (3 hours con-ed)  
 Randy Patterson, Pillar To Post

**To register: [nocbor.com](http://nocbor.com)** Location: NOCBOR

## 2018 Con-ed (Course 1900)

Wednesday, September 5	Jack Waller
Friday, September 14	Sally Bell
Saturday, September 15	Marguerite Walker II
Saturday, September 22	Sally Bell
Wednesday, September 26	Sally Bell
Wednesday, October 3	Sally Bell
Saturday, October 6	Marguerite Walker II
Saturday, October 13	Sally Bell
Wednesday, October 17	Sally Bell
Saturday, October 27	Sally Bell
Tuesday, October 30	Jack Waller
Wednesday, October 31	Sally Bell
Friday, November 2	Marguerite Walker II

9:30 a.m. - 11:30 a.m. (2 hrs con-ed)  
 9:30 a.m. - 12:30 p.m. (3 hrs con-ed)  
 9:30 a.m. - 1:30 p.m. (4 hrs con-ed)  
 9:30 a.m. - 3:30 p.m. (6 hrs con-ed)

Course fee: \$40 member/\$50 non-member (6 hrs)  
 \$30 member/\$40 non-member (4 hrs)  
 \$25 member/\$35 non-member (3 hrs)  
 \$20 member/\$25 non-member (2 hrs)

**To register: [nocbor.com](http://nocbor.com)** Location: NOCBOR

## New Members & Realtors® Code of Ethics Training

**Jack Waller**, trainer and President of NCI Associates, will provide NOCBOR members the required 2½ hours of ethics training as mandated by the National Association of Realtors®. The training is free, however to take advantage of the con ed credits offered, there is a \$20 fee.

**Tuesday, September 4**  
**Tuesday, October 2** (classes begin at 8:30 a.m.)  
**Friday, November 16**

**All Realtors® MUST Complete 2½ hours training no later than 12-31-18**

**To register: [nocbor.com](http://nocbor.com)** Location: NOCBOR

### Pre License Training 40 hours

**Monday, September 17, - Wednesday, October 17, 2018**

**NCI ASSOCIATES**  
*(Monday & Wednesday for 5 weeks)*

**NOCBOR**  
**4400 W. Walton Blvd**  
**Waterford, MI 48329**

6 – 10 p.m.

Register no later than September 14, 2018  
 with Visa/Mastercard

586-247-9800 or 586-247-9820 (fax)  
 \$275 includes materials





## Seniors Real Estate Specialist

*Wednesday, October 10 &  
Friday, October 12, 2018*

**Time:** 9:00 a.m. - 5:00 p.m.

**Cost:** \*\$300.00  
(includes material and SRES Council annual dues)

**Instructor:** Lori Chmura

To receive the Seniors Real Estate Specialist® designation, you must be a Realtor® in good standing with the National Association of Realtor® and complete the SRES® training course, successfully passing the final exam. SRES® designees are also required to complete at least three transactions with senior clients within twelve months of their training course. This course counts as 15 hrs. Broker Pre-licensing credit and includes 1.5 hours of Fair Housing or can be used for 12 hours of Real Estate Continuing Education. \*NOCBOR members qualify for interest free loan.

**Register at** [nocbor.com](http://nocbor.com)

**Location:** NOCBOR

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## Seniors Real Estate Specialist

*Thursday, January 17 &  
Friday, January 18, 2019*

**Time:** 9:00 a.m. - 5:00 p.m.

**Cost:** \*\$300.00  
(includes material and SRES Council annual dues)

**Instructor:** Lori Chmura

To receive the Seniors Real Estate Specialist® designation, you must be a Realtor® in good standing with the National Association of Realtors® and complete the SRES® training course, successfully passing the final exam. SRES® designees are also required to complete at least three transactions with senior clients within twelve months of their training course. This course counts as 15 hrs. Broker Pre-licensing credit and includes 1.5 hours of Fair Housing or can be used for 12 hours of Real Estate Continuing Education. \*NOCBOR members qualify for interest free loan.

**Register at** [nocbor.com](http://nocbor.com)

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## Accredited Buyer Representative\*

*Thursday, December 13 &  
Friday, December 14, 2018*

**Time:** 9:00 a.m. – 5:00 p.m.

**Cost:** \*\$310  
(includes elective, materials & first year dues)

**Instructor:** Lori Chmura,

“Marketing Practice” & “Office Policy, Negotiations and Relocations.” Both classes are approved by REBAC (Real Estate Buyer’s Agent Council) and fulfills the educational requirements for the ABR Designation. ABR counts as 15 hours of real estate continuing education credit or can be used toward 90 hour broker pre-licensing requirement. Must take an elective for designation see below. \*Qualifies for the NOCBOR interest free Education loan.

\*\$310.00 includes elective, materials & first year dues

**Register** [nocbor.com](http://nocbor.com)

**Location:** NOCBOR

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## Common Ground: Reconciling Differences Between Realtors® & Appraisers

*Friday, October 5, 2018*

**Time:** 9 a.m. – 12 p.m.

**Cost:** \$30.00  
(Class is accredited for Michigan appraisal & real estate continuing education)

**Instructor:** Rich Heyn

Appraisers and Realtors® provide valuable services to the public, but they operate in different ways and can have different perspectives on the same issues. Understanding these differences can enhance the competence of both Appraisers and Realtors® and lead to better service to consumers.

The intent of this workshop is to foster a spirit of understanding and cooperation between the two professional groups. There is much to be learned about how other industry participants go about their respective tasks and a knowledgeable and well-rounded professional is in a superior position when it comes to providing expert services. Using numerous examples and illustrations, this program includes an abundance of practical information that can be immediately applied to the daily practice of an Appraiser and/or Realtor®.

**Register at** [nocbor.com](http://nocbor.com)

**Location:** NOCBOR

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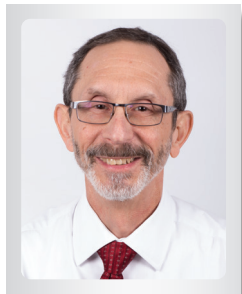
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**Dana Fox**

Mortgage Loan Originator  
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**(248) 592-5521**

Dana.Fox@LMCU.org

\*Money Magazine, November 2017. Rated #1 out of all banks and credit unions in Michigan.

\*\*Our Low Rate Guarantee: Lake Michigan Credit Union will match legitimate competitor offers or credit the borrower \$300 off closing costs. Our low rate guarantee cannot be combined with any other offers.



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Romero, Kim (First American Home Warranty)	248-595-9773
Sable, Brian (1 <sup>st</sup> Security Mortgage)	248-760-3713
Sasek, Luke (Cutco)	616-295-5537
Seaver, Phil (Seaver Title)	248-338-7135
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## Legal Q & A

**Q:** My seller was home when the inspector showed up with the buyer's agent. The seller was told that he could not be present during the inspection. Is this true?

**A: No.** There is no law that requires the sellers to leave their property during an inspection.

Based on a large volume of questions on promotional incentives, the following reference was created to emphasize the basic rules.

**Q:** I have a small, two-person, brokerage firm. My office policy is that my company does not hold earnest money deposits. Our purchase contract form provides that the earnest money deposit will be held either by a local title company or the listing broker. Is my firm required to have a trust account?

**A: No.** If your firm does not ever hold earnest money deposits (or any other funds belonging to others) you are not required to set up a trust account.

**Q:** Can I agree with my church that I will donate \$500 to every member of my church who lists and sells their home with me?

**A: No.** While you can agree to make a charitable donation for every property you list and sell, you cannot pay a fee to an organization for referring its members to you. The fact that the organization is a religious or charitable organization does not change the analysis.

**Q:** I am a real estate salesperson purchasing a home for myself. Can I act as a transaction coordinator in this purchase?

**A: No.** According to agency law, a transaction coordinator is an agent that represents neither the buyer nor the seller. Under these circumstances, you are the buyer of this property and clearly cannot hold yourself out as a "neutral" transaction coordinator.

**Q:** My buyer made an offer that the seller countered. Before we could respond, the listing agent sent me a text stating that her seller was withdrawing the counter offer and going with highest and best. Can a counteroffer be withdrawn in a text message?

**A: Yes.** The seller may withdraw the counteroffer at any time prior to receipt of an acceptance by any means of communication.

**Q:** My buyer client made an offer on a house listed by another company. The listing agent told me that he had called his seller and that the seller had accepted my client's offer. I never received the written acceptance and I have since found out that the seller entered into a contract with another buyer. My buyer believes that he should get the house because of the verbal acceptance of his offer. Is he correct?

**A: No.** The statute of frauds requires that a contract for the sale of real estate be in the form of a signed written document in order to be enforceable. Since the so-called acceptance came through verbal communications between the seller, the listing agent, and the buyer's agent and was never reduced to a signed writing, the contract is unenforceable. MCL 566.108. Based on a large volume of questions on promotional incentives, the following reference was created to emphasize the basic rules.

**Based on a large volume of questions on promotional incentives, the following references was created to emphasize the basic rules.**

1. If an incentive program does not involve any element of "chance," then it is permissible. Example: A broker may offer a commission rebate or discount to every seller who lists with him before a particular date.

2. If an incentive program involves both "consideration" and "chance," then it is not permissible. (The question of whether there has been "consideration" is typically determined by whether or not the promotor gained some type of financial benefit from the method of entry.) Example: A listing broker may not offer a chance to win a new car to every seller who lists with him before a particular date.

3. If an incentive program involves "chance," but no "consideration," then it is permissible unless it is being used to promote a specific piece of real estate. Example: A listing broker may not offer everyone who visits his open house for 123 Main Street a chance to win a gift certificate.

## Cybercrime Ring Nabbed

Authorities in the United States and Africa have arrested eight people for alleged involvement in an international online fraud scheme that targeted Crye-Leike, a real estate company based in Memphis, Tenn., as well as other entities.

The suspects, along with four others who are still at large, are accused of attacking computer servers and using bogus email messages to steal millions of dollars from individuals and companies involved in property transactions in the U.S., according to the Justice Department. Five of the suspects, who are citizens of Ghana, Mexico, Nigeria and the U.S., were arrested stateside. The other three were taken into custody overseas and are awaiting extradition to the U.S. In addition to its efforts to disrupt real estate deals, the ring, which has been in operation at least since 2012, also was involved in credit card and gold buying scams, law enforcement officials say. The suspects allegedly stole a total of approximately \$15 million.

The type of scam the suspects are alleged to have carried out against the real estate industry, known as a business email compromise, is a continuing challenge for brokerages of all sizes. Typically, cybercriminals penetrate an email account belonging to someone involved in a real estate transaction, then monitor correspondence to scrape together logistical and financial details related to the deal. Often, just before the targeted transaction is scheduled to be finalized, the scammer poses as a closing agent or other trusted party and instructs the buyer by email to send funds intended as a down payment, or even to cover the entire purchase price of a property, to a fraudulent account. To combat the threat, NOCBOR advises members to make sure clients know that they will not receive instructions to transmit funds by email and that any such directions should be treated as suspect.

Crye-Leike, which has offices across the Southeast, played a key role in helping the FBI track the suspects. The firm contacted the FBI because its agents and customers were receiving suspicious emails, then helped authorities in their investigation. Crye-Leike stressed that information on its systems is secure and immediately took all the necessary steps to block attacks. Crye-Leike has not discovered or been made aware of any smuggling or theft of data from its servers.

The FBI continues its efforts to combat the kind of cyber attacks that have been directed at the real estate industry.

## Tax Break Possible

If you're watching home prices head north and wonder how potential buyers will ever come up with a down payment, the so-called "first-time home buyer savings accounts" might be their answer. Various State Legislatures have authorized the program, which come with varying tax advantages for people saving to buy a house. Oregon and Alabama recently joined about a half-dozen other states that have passed bills creating these options. Others, including the Michigan Legislature, are actively considering the program. First-time buyers are a shrinking portion of home sales. Last year, the share stood at 32%, according to a 2017 survey by the National Association of Realtors®. That's lower than the long-term average of 40%.

## 5%,10% or 20% Down Payment

According to a study by the NAR, the median down payment for first-time buyers has actually held steady at 6% for the past few years. It makes sense, to some degree; a smaller down payment makes it more possible for people to buy in the first place, keep some savings on hand, and invest in preferred upgrades. At the same time, a large down payment remains fairly attractive to buyers, lenders and sellers due to lower interest rates, lack of mortgage insurance more affordable monthly payments and reduced risk.

## Tough Market Ahead

Millennials are starting to follow in the footsteps of earlier generations and buy suburban houses after fueling a boom in city apartments. The share of 25-35 year olds who own homes, which had been falling since 2005 as renting grew in popularity, ticked up slightly in 2017. Student debt is a big obstacle to buying a home for many millennials.

The median student debt for millennials is \$41,000, and they typically put off buying their first home for seven years after they wanted to buy. Young people with college debt typically spend close to half of their income on loan payments, according to a 2017 study in the Journal of Consumer Affairs. This makes it almost impossible to qualify for a home mortgage with a small down payment. Contrary to popular opinion, millennials are not buying avocado toast instead of saving for a down payment. They're paying their student debt.

## Article 17 Code of Ethics

In the event of contractual disputes or specific non-contractual disputes as defined in Standard of Practice 17-4 between Realtors® (principals) associated with different firms, arising out of their relationship as Realtors®, the Realtors® shall mediate the dispute if the Board requires its members to mediate. If the dispute is not resolved through mediation, or if mediation is not required, Realtors® shall submit the dispute to arbitration in accordance with the policies of the Board rather than litigate the matter.

In the event clients of Realtors® wish to mediate or arbitrate contractual disputes arising out of real estate transactions, Realtors® shall mediate or arbitrate those disputes in accordance with the policies of the Board, provided the clients agree to be bound by any resulting agreement or award.

The obligation to participate in mediation and arbitration contemplated by this Article includes the obligation Realtors® (principals) to cause their firms to mediate and arbitrate and be bound by any resulting agreement or award.



# Local Market Update – July 2018

This is a research tool provided by Realcomp.



## NOCBOR® Report

Covers the following northern areas of Oakland County: Auburn Hills, Bloomfield Twp, Brandon Twp, City of the Village of Clarkston, Springfield Twp, Fenton, Groveland Twp, Holly Twp, Holly Vlg, Independence Twp, Keego Harbor, Lake Angelus, Lake Orion Vlg, Orchard Lake, Orion Twp, Ortonville Vlg, Oxford Twp, Oxford Vlg, Pontiac, Rose Twp, Sylvan Lake and Waterford Twp.

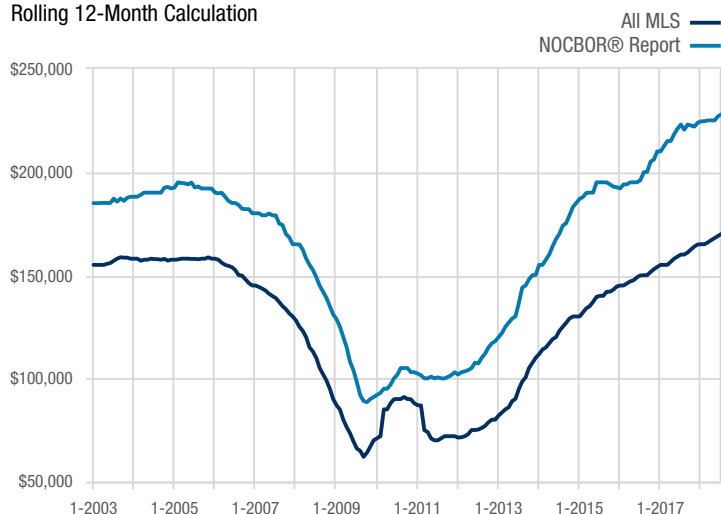
Residential	July			Year to Date		
Key Metrics	2017	2018	% Change	Thru 7-2017	Thru 7-2018	% Change
New Listings	779	819	+ 5.1%	4,852	4,661	- 3.9%
Pending Sales	448	453	+ 1.1%	2,922	2,828	- 3.2%
Closed Sales	434	488	+ 12.4%	2,648	2,519	- 4.9%
Days on Market Until Sale	32	27	- 15.6%	40	36	- 10.0%
Median Sales Price*	\$249,000	\$250,500	+ 0.6%	\$226,000	\$236,400	+ 4.6%
Average Sales Price*	\$297,640	\$319,585	+ 7.4%	\$289,360	\$297,273	+ 2.7%
Percent of List Price Received*	98.1%	98.2%	+ 0.1%	97.8%	98.0%	+ 0.2%
Inventory of Homes for Sale	1,625	1,366	- 15.9%	—	—	—
Months Supply of Inventory	4.2	3.6	- 14.3%	—	—	—

Condo	July			Year to Date		
Key Metrics	2017	2018	% Change	Thru 7-2017	Thru 7-2018	% Change
New Listings	93	106	+ 14.0%	620	712	+ 14.8%
Pending Sales	78	78	0.0%	481	527	+ 9.6%
Closed Sales	79	94	+ 19.0%	438	465	+ 6.2%
Days on Market Until Sale	39	31	- 20.5%	47	36	- 23.4%
Median Sales Price*	\$185,000	\$192,000	+ 3.8%	\$164,750	\$168,000	+ 2.0%
Average Sales Price*	\$224,204	\$222,251	- 0.9%	\$201,557	\$201,646	+ 0.0%
Percent of List Price Received*	98.5%	97.6%	- 0.9%	97.9%	97.8%	- 0.1%
Inventory of Homes for Sale	169	131	- 22.5%	—	—	—
Months Supply of Inventory	2.6	1.9	- 26.9%	—	—	—

\* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

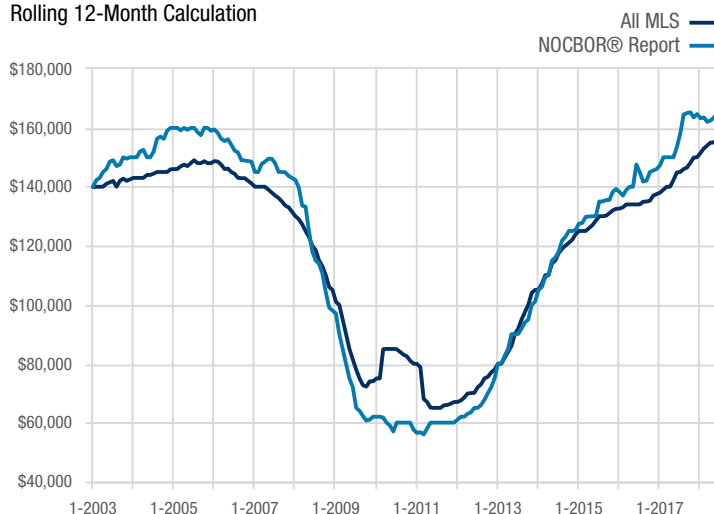
### Median Sales Price - Residential

Rolling 12-Month Calculation



### Median Sales Price - Condo

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

## Why The MLS Isn't Dead!

Every so often, so frequently it's become banal, someone inside or outside the real estate industry will predict the death of the multiple listing service. The latest example came from *Forbes*, in a recent piece titled "Is the MLS Dead?" The "*Threat of Tech and New Homebuying Habits*," which acknowledges that MLSs encourage competition in the real estate market and offer robust, standardized, reliable data, but also claims MLSs are not relevant to buyers because they have other places to go for listing information and are doing more of the work that agents used to do themselves, and that new technology like big data and artificial intelligence is doing the work of finding buyers outside of the MLS.

Is that accurate? Not if you know how real estate data gets to buyers in the first place and how real estate transactions work in the real world. The way listing data makes it onto Zillow, Trulia, realtor.com and Homes.com today is through the MLS. At the option of each broker, the listing data is entered into the MLS and syndicated to other portals. The MLS facilitates the services of the many broker portals. That common set of standards and policies makes MLS data "the gold star standard of data." The third-party portals that receive MLS data have rules that if another data source about the same listing offers conflicting information, the MLS data "trumps" that source.

The MLS is not dead, not on its last legs nor soon to be extinct. It's fair to say that consumers may not think much about the MLS or understand its value, and to be honest, that's okay. The MLSs are the gears that move behind the scenes to help Realtors® work with their customers. Does the consumer realize that the listing information that they see online represents legitimate properties for sale represented by real estate professionals and that it is monitored for accuracy? Probably not. Do they expect that the images and the data they review about a property when doing their online searching is accurate? Of course they do.

Do sellers want to see their home posted online in as many locations as possible to be seen? We know they do. Do they want the same information to be uniform across the multiple broker web sites and consumer portals? We know they do. Do potential buyers want to trust the information they receive in their email or on their customized portal? We know they do.

Technology will certainly change the way real estate is bought and sold, and that requires not only brokers and agents to be ready to embrace those changes, it requires MLSs to evolve even faster to keep things moving. That need for evolution may ultimately lead to less MLS than the 600 plus MLSs, but it won't be the death of the MLS. What if the MLS was gone tomorrow? How would the consumer be served with the chaos of trying to get current information, consistent information, valid information?

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## Female Tenants Harassed by Landlord

A northern Alabama landlord is facing a lawsuit from the Department of Justice (DOJ) over allegations that he demanded sexual acts from female tenants in exchange for rent or to prevent eviction.

Randy Hames of Cullen, Alabama, is accused of violating the Fair Housing Act by engaging in sexual harassment according to the DOJ, which is seeking monetary damages to compensate the victims, civil penalties and a court order to bar future discrimination.

Hames allegedly demanded or pressured female tenants at his property, Hames Marina, to engage in sex acts, evicted them when they refused his advances and made them feel unsafe by stalking and entering their residences without permission, according to the lawsuit.

The alleged behavior of Randy Hames is abhorrent and repulsive," U.S. Attorney Jay E. Town for the northern District of Alabama said in a statement. "We will not let women, or any person, in our district be threatened, harassed or retaliated against by landlords."

In October, 2017. DOJ launched a new initiative called the Sexual Harassment in Housing Initiative in an effort to fight harassment by landlords, property managers and other individuals involved in housing. Since it was launched, the department has filed and recovered over \$1.6 million in damages.



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# Outlook On Housing

After years of demand, the housing market is finally loosening up. Builders are scrambling to put up more homes and more homeowners are putting up for sale signs. But the rebound will be slow and uneven.

The process is just getting started. Listings across the U.S. are up 1% from a year ago, not much of a gain, but the first increase since 2015. In 130 nations' 500 largest metro areas, inventories are rising. That's up from 70 a year ago.

Inventories will remain low a while longer. And prices figure to keep climbing, up 5% on average this year, because of the low supply. Still it's the start of a more normal market.

Some western regions will see more listings. In many cases, because of steep price gains that are forcing would be buyers out of the market while encouraging more owners to cash out. Seattle, Portland, Oregon, and most of California are in that situation.

Buyers are giving up on the tightest areas, such as Boise, Idaho, and Reno, Nevada. Sales drops now give builders a chance to catch up and bring those markets into better balance later. Hot markets in Colorado such as Denver and Colorado Springs, could see sales fall, too.

A few local markets are getting back to a more balanced state between supply and demand. Inventories are nearly keeping up with sales in most of Florida and Texas, for example. A building boom in southwest Florida is keeping sales growing swiftly.

Much needed new construction is coming, especially in the South and West, where 75% of new single family-homes are going up in Montana, Idaho, Utah and Florida.

Areas where home building is going strongest to catch up with demand: California, Colorado and Texas. In the Golden State, building permits are up 22% on a yearly basis, even as scarce lots and shortages of skilled workers hinder builders. Brisk construction in Denver is helping to grow supply, though builders are focusing on higher end homes and largely passing on starter homes, despite heavy demand. In Dallas, by contrast, much of the abundant new construction is targeting buyers looking to pay less than \$300,000, good news for younger folks seeking a first home.

The biggest worry for the market now: **affordability**. Prices are 12% higher than they were at the peak of the bubble in 2006, and many buyers are straining to swing a home purchase. Mortgage rates have risen from their lows reached in 2012 and will keep on climbing, to 4.8% on the average 30 year fixed loan, from 4.54% today. Meanwhile, expect banks to remain relatively stingy when it comes to home loans. Getting approved requires a substantially higher credit score now than a decade ago. More homes for sale will help eventually, as buyers start to see more choices.

*(The Kiplinger Letter)*

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# "Common Ground: Reconciling Differences Between Realtors® & Appraisers"

Friday, October 5, 2018

9:30 a.m.-12:30 p.m.

Pre-paid \$30

Walk-in \$40

Instructor: Rich Heyn, SRA

The intent of the class is to foster a spirit of understanding and cooperation between Appraisers and Realtors®. There is much to be learned about how other industry participants go about their respective tasks. A knowledgeable and well-rounded professional is in a superior position when it comes to providing expert services.

Using numerous examples and illustrations, the class will include an abundance of practical information that can be immediately applied to your daily practice of appraising, or listing and selling real estate.

**Pre-paid deadline is Wednesday, October 3, 2018**

Course qualifies for 3 hours of continuing education for both real estate and appraisal licensees.

**Go to [nochor.com](http://nochor.com) to register.**

## HiTech Real Estate

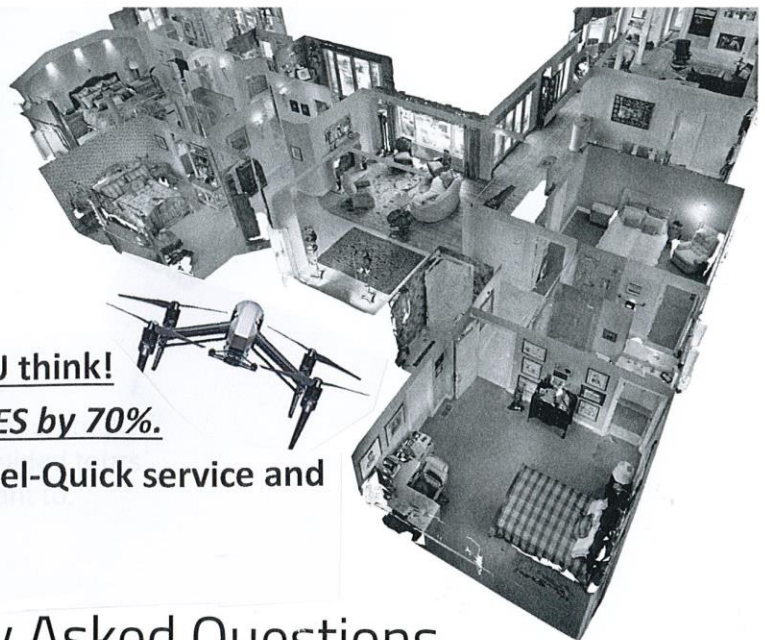
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