



# Impact



**David Botsford**  
**NOCBOR President**

## **“Coming Soon”**

Although it's not pointing a finger directly at Zillow, the National Association of Realtors® is warning brokers who do not act in the best interests of their clients and fail to disclose the pros and cons of marketing strategies, such as “coming soon” advertising, may be exposing themselves to legal and professional liability.

In an article posted on the trade group's website, NAR General Counsel Katherine Johnson listed the steps that brokers and agents should take to ensure that their clients are able to make an “informed determination” of whether a “limited” marketing campaign is in their best interests, and that they are in compliance with state real estate license laws and regulations, MLS policies and the Realtor® Code of Ethics.

Real estate listing portal giant Zillow launched a new feature allowing certain agents, brokers and MLSs to market homes on the search site as “coming soon” up to 30 days before they hit the MLS.

Zillow's “coming soon” feature has sparked a debate in industry circles about whether it could undermine the role of the MLS, and about potential legal and regulatory implications.

Zillow requires agents to certify when uploading a “coming soon” listing that they are complying with the rules and regulations of their local MLS, local association of Realtors®, their brokerage and their state's licensing laws. Agents also certify that they have their seller's permission to market the home before putting it in the MLS. Zillow has said it has a compliance system in place to monitor possible violations and keeps an audit trail of each “coming soon” listing.

Pre-marketing has become more common as inventory shortages in many markets have created an imbalance of buyers and sellers. That has made it easier for brokerages to market listings to buyers they've already lined up, rather than offering to split commissions with other brokers who can bring a buyer to a sale. Homes that are marketed outside of the MLS, and publicized only within a brokerage or on private networks, are often referred to as “pocket listings.”

Johnson's article on NAR's website noted that there are many definitions of “coming soon” marketing strategies.

Some involve unlisted homes “that may or will be listed with a broker in the near future, while others relate to properties that are subject to listing agreements where property is available to potential purchasers only through the listing broker and not available, temporarily or indefinitely, for showing or purchase through other MLS participants.” In either case, she said, “coming soon” properties are often withheld from the MLS.

Johnson said most sellers consider getting the highest possible price for their home, on the best terms, to be in their best interest. The way to best serve those interests is to maximize the home's exposure to potential buyers.

“Restricting the marketing of a seller's property to only small networks, private clubs, or even to national websites, without also making it available to other area brokers and agents and their buyer clients through the MLS, results in the property not being exposed to the widest group of potential willing and able buyers, and may not provide the seller the best opportunity to attract offers at the highest price,” added Johnson.

She also noted that MLS data helps determine home valuations through appraisals, comparative market analyses and broker price opinions, and aids buyers and sellers in deciding a property's fair market value.

In regards to the Realtor® Code of Ethics, brokers must, in addition to promoting the clients' interests, “present a true picture” in their advertising and make property available to other brokers for showing to prospective buyers when it is in the best interest of the sellers, Johnson said. “Failing to do so harms the reputation of the broker and Realtors® and may result in disciplinary action from the broker's local association of Realtors®.”

It's my opinion that withholding market information from the MLS hinders consumers' ability to receive useful estimates of value.

Enjoy your summer!  
David Botsford  
NOCBOR President



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David Botsford
Tom Kotzian

## Board of Directors April, 2016

**MOTION CARRIED** to approve Five (5) Primary Designated REALTORS®; Ninety (90) Primary REALTORS®; One (1) Secondary Designated REALTOR® and One (1) Affiliate member.

## Board of Directors May, 2016

**MOTION CARRIED** to approve Six (6) Primary Designated REALTORS®; Eighty-Two (82) Primary REALTORS®; One (1) Secondary Designated REALTOR® and One (1) Affiliate member.

**MOTION CARRIED** that the Board of Directors support the candidacy of incumbent State Representative **Jim Tedder** (R), House District 43, and request RPAC financial support in the sum of Two Thousand Five Hundred (\$2,500) Dollars.

**MOTION CARRIED** that the Board of Directors support the candidacy of incumbent State Representative **Tim Greimel** (D), House District 29, and request RPAC financial support in the sum of Two Thousand Five Hundred (\$2,500) Dollars.

**MOTION CARRIED** that the Board of Directors that NOCBOR support the candidacy of incumbent State Representative **Jim Runestad** (R), House District 44, and request RPAC financial support in the sum of One Thousand (\$1,000) Dollars.

**MOTION CARRIED** that the Board of Directors support the candidacy of Republican candidate **Joe Kent** for the position of State Representative, 46<sup>th</sup> House District, and request RPAC financial support in the sum of One Thousand (\$1,000) Dollars.

**MOTION CARRIED** that the Board of Directors support the candidacy of NOCBOR Realtor® **Todd Fox** for the position of District Judge, 51<sup>st</sup> Judicial District, and request RPAC financial support in the sum of Five (\$500) Hundred Dollars.

**MOTION CARRIED** to oppose the request of NAR that Realcomp contribute to the REALTOR® Party Corporate Ally Program.

**MOTION CARRIED** that Realcomp reimburse the settlement amount contributed to the *Allan et al v Realcomp, et al* by NOCBOR, within two (2) years, along with the legal fees in the amount of \$194,144.

**MOTION CARRIED** to elect R.W. Watson to the NOCBOR Board of Directors for a term expiring December, 2018.

## In Memoriam

The members, staff and Board of Directors of NOCBOR extend their deepest sympathy to the family and friends of **Jamie Cox** (Real Estate One-Clarkston) whose husband was tragically killed on April 16, 2016.

Sincere condolences to the family of **James Rocheleau** (Rech Realty Company), who passed away on April 26, 2016.

## “Billion Dollar Agent”

America's number one Realtor® for the last four straight years – **Ben Caballero**, President of Texas-based HomesUSA.com – has become the first billion-dollar producer in the world for total home sales in 2015.

Caballero personally was responsible for 2,491 home sales, totaling \$1,022,000,000 last year. Uniquely, nearly all of his transactions were new home sales for more than 40 homebuilder brands that he represents throughout Dallas-Ft. Worth, Houston, San Antonio and Austin metro areas.

## NORTH OAKLAND COUNTY BOARD OF REALTORS®

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## 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.*

## Chinese Homebuyers

The Chinese make up the largest segment of U.S. real estate foreign buyers, and this group's interest is expected to continue growing according to NAR. The main reasons for this interest are diversification, immigration and education. Pollution is another factor that has become important for overseas Chinese buyers.

Real estate agents have a range of different experiences when dealing with overseas Chinese buyers. Some are great, and some are not so good. The first positive aspect of working with Chinese buyers is that they are typically looking for a more upscale property. The second positive item is that Chinese buyers often pay in cash. The third positive aspect is that once Chinese buyers have their money ready, it could be a pretty fast decision for them when viewing properties. Seventy-five percent of clients who viewed properties in the U.S. end up buying during their trip.

Maybe the most important challenge when dealing with overseas Chinese buyers is that almost all of them use different agents at the same time and they sometimes do, until the day before they give an offer. Although this could happen with many overseas buyers, this behavior of using multiple agents is the result of the common practice for property purchases in China.

In China, there is no single MLS system for a city. Although there is data-sharing among some property agents, you will find that different agents are specialized in properties of different price levels and communities. As a result, overseas Chinese homebuyers think that this experience in China is also the same in the U.S. As a result, they will talk to different agents at the same time, especially at the early information-collection stage.

## Safety Rules For Realtors®

Every day, real estate agents put themselves at risk. Common real estate practices, like marketing yourself, showing a property or hosting an open house can put you in a dangerous situation especially when showing a property to a client you've never met or hosting an open house all day, alone. The most important thing you can do for yourself and your business is develop a personal and professional safety protocol that you follow every day, with every client every time. A safety protocol is good business practice. It means you take your safety, and that of you clients, seriously.

According to the *2015 Realtor® Safety Report*, 40% of real estate professionals have experienced a situation that made them fear for their personal safety or the safety of their personal information. Having a proactive philosophy can help guide your interactions, communications and activities, and keep safety at the forefront of your business.

The typical real estate professional meets 50% of their prospective buyers they do not know in a real estate office or a neutral location before first viewing a home. Only 18% of Realtors® have participated in a safety course. Statistics show that 20% attending are females and 12 % males.

The National Association of Realtors® has developed the second in the *"Little Book" series, The Little Red Book SAFETY RULES to LIVE BY FOR REALTORS®*, joining *The Little Blue Book: Rules to Live By for REALTORS®*, which focuses on instructions, philosophies and rules members of NAR utilize to be successful in their real estate careers.



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# NOCBOR Events

JUNE

JULY

AUGUST

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>6</b> <b>11 a.m. – 2 p.m.</b> Free Workshop Renovate, Repair & Remodel; Septic's & Wells and Going Green Randy Patterson	<b>7</b> <b>8:15 a.m. Breakfast</b> General Membership Meeting @ MSU Management Center	<b>8</b>	<b>9</b> <b>10 a.m. – 3:30 p.m.</b> Floyd Wickman Program Graduation Day!!	<b>10</b> <b>1-2:30 p.m.</b> Free Workshop "Pre-Listing Package" Tom Kotzian	<b>11</b>
<b>13</b> <b>9:30 a.m.</b> Education/Technology <b>11:30 a.m.</b> Government Affairs	<b>14</b> <b>9 a.m.</b> Membership Services	<b>15</b>	<b>16</b> <b>9:30 a.m.</b> Grievance Committee <b>5:30 – 8:30 p.m.</b> Parking Lot Party @ NOCBOR	<b>17</b> <b>1-3 p.m.</b> Free Workshop "Listing Presentation" Tom Kotzian	<b>18</b>
<b>20</b>	<b>21</b> <b>10 a.m. – 12 p.m.</b> "Agency Disclosure" (Con-ed) Jack Waller	<b>22</b>	<b>23</b> <b>1-2:30 p.m.</b> Free Workshop "Handling Objections" Tom Kotzian	<b>24</b> <b>1-2 p.m.</b> Free Workshop "Business Planning" Tom Kotzian	<b>25</b>
<b>27</b> <b>6-10 p.m.</b> (New) Pre License Class	<b>28</b> <b>9:30 a.m. – 3:30 p.m.</b> Course 1700-2016 (6 hours con-ed) Sally Bell	<b>29</b> <b>12:30 pm.</b> Executive <b>1:30 pm.</b> BODs' Mtg <b>6-10 p.m.</b> Pre License Class	<b>30</b>	<b>1</b> <b>1-3 p.m.</b> Free Workshop "Top Producer Coaching & Accountability" Tom Kotzian	<b>2</b>
<b>4</b> <b>INDEPENDENCE DAY</b> <b>OFFICE CLOSED</b>	<b>5</b>	<b>6</b> <b>6-10 p.m.</b> Pre License Class	<b>7</b>	<b>8</b>	<b>9</b>
<b>11</b> <b>9:30 a.m.</b> Education/Tech <b>11:30 a.m.</b> Government Affairs <b>6-10 p.m.</b> Pre License Class	<b>12</b> <b>9 a.m.</b> Membership Services	<b>13</b> <b>11 a.m. – 2 p.m.</b> Grow Houses, Structural Defects & EIFS Siding Issues <b>6-10 p.m.</b> Pre License Class	<b>14</b>	<b>15</b> <b>9:30 a.m. – 3:30 p.m.</b> Course 1700-2016 (6 hours con-ed) Jack Waller	<b>16</b>
<b>18</b> <b>6-10 p.m.</b> Pre License Class	<b>19</b>	<b>20</b> <b>6-10 p.m.</b> Pre License Class	<b>21</b> <b>9:30 a.m.</b> Grievance	<b>22</b>	<b>23</b>
<b>25</b> <b>6-10 p.m.</b> Pre License Class	<b>26</b> <b>9:30 a.m. – 3:30 p.m.</b> Course 1700-2016 (6 hours con-ed) Sally Bell	<b>27</b> <b>12:30 pm.</b> Executive <b>1:30 pm.</b> BODs' Mtg <b>6-10 p.m.</b> Pre License Class	<b>28</b>	<b>29</b>	<b>30</b>
<b>1</b> <b>6-10 p.m.</b> Pre License Class	<b>2</b>	<b>3</b> <b>9 am – 12:30 pm.</b> New Member/COE Jack Waller	<b>4</b> <b>7:30 a.m.</b> Golf Outing-Pine Knob Golf Course <b>9 a.m. – 5:30 p.m.</b> Broker License Preparation	<b>5</b>	<b>6</b>
<b>8</b> <b>9:30 a.m.</b> Education/Tech <b>11:30 a.m.</b> Government Affairs	<b>9</b> <b>9 a.m.</b> Membership Services	<b>10</b>	<b>11</b> <b>9 a.m. – 5:30 p.m.</b> Broker License Preparation	<b>12</b>	<b>13</b>
<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b> <b>9 a.m. – 5:30 p.m.</b> Broker License Preparation <b>9:30 a.m.</b> Grievance	<b>19</b>	<b>20</b>
<b>22</b> <b>9:30 a.m. – 3:30 p.m.</b> Course 1700-2016 (6 hours con-ed) Sally Bell	<b>23</b>	<b>24</b>	<b>25</b> <b>9 a.m. – 5:30 p.m.</b> Broker License Preparation	<b>26</b>	<b>27</b>
<b>29</b> <b>9:30 a.m. – 3:30 p.m.</b> Course 1700-2016 (6 hours con-ed) Jack Waller	<b>30</b>	<b>31</b> <b>12:30 pm.</b> Executive <b>1:30 pm.</b> BODs' Mtg			





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## Great Lakes Repository Update

Realcomp's implementation of the listing data obtained from the Great Lakes Repository (GLR) is now complete. All listings have been added to Realcomp's MLS system and are automatically available to Realcomp MLS Subscribers, as you search Realcomp's MLS database through the following MLS-related products: RCO3®, Realcomp Mobile®, the RealcompMLS® App, Cloud CMA, Cloud Streams, and more.

When searching the RCO3® MLS system by address or street name, it's important to refrain from entering the type of street (i.e. road, rd., street, st., drive, dr., avenue, ave., etc) in the street name field. The best way to search for listing when searching by address or street name is to use the first few letters of the street name (leaving off street type) and to use the asterisk (\*) character (which acts like a wildcard, allowing you to perform a "begins with" search). If you know the MLS number of a listing from one of the GLR participating MLSs, you can always locate this listing in RCO3® using its original MLS number.

The GLR data is updated in Realcomp's systems repetitiously throughout the day and night in order to keep Realcomp's MLS database up-to-date within 15 minutes of GLR availability. Online documents (i.e. disclosures, addendums, etc) are not available through the GLR data sharing.

## Save Time & Money

Since Realcomp has joined the Great Lakes Repository (GLR), Subscribers and Users have access to MLS data through RCO3® to the following markets and/or MLSs: **Ann Arbor; Down River; Flint; Hillsdale; Jackson; Lenawee; MiRealSource; Montcalm; Monroe; Saginaw and Shiawassee.**

For those of you who have traditionally maintained more than one MLS subscription in the past in order to ensure your access to data for the markets/organizations listed above...**YOU NO LONGER NEED TO DO THIS!!**

Realcomp automatically pulls this data from the GLR database repetitiously throughout the day and evening so you have timely access to listing updates. Realcomp now provides you access to all of this timely data, plus all of the powerful products and services that only Realcomp delivers.

What's more important for you to know is that you only need to submit your listings to Realcomp **ONCE** and leave the rest up to automation. Your listings will get disseminated to all of the MLS organizations that participate in the GLR. You no longer have to enter your listings into Realcomp and other participating GLR MLSs. **Once is enough!** Entering listings into any other MLS, beyond Realcomp, creates more occurrences of duplicate listings that will need to be removed.

## Direct Mail Baby Boomers

Did you know that baby boomers control 70% of all disposable income? The boomers' demographic is arguably one of the best age groups to target because of its significant buying power. So when marketing to this target audience, it's worth mentioning that this group has a high direct mail response rate.

Conventional wisdom has long been that retirees value comfort, stability and the relaxation of a quiet life. Just as they defied the conventional wisdom of their era as teens, baby boomers are defying today's stereotypes of retirees. Far from wishing for a quiet life, boomers are the most active retirees in history! Baby boomers don't like to sit still, both literally and metaphorically. Instead of focusing on the comfort factor that defined retiree marketing to generations before, the boomers focus on activity, adventure, change, growth and personal happiness.

Fifty-nine percent of baby boomers report feeling younger than they are, although the boomers are getting older, their interests and lifestyles have a surprising amount in common with younger generations. They are seeking to downsize their home to free up funds for vacations, and they're looking for fun neighborhoods that encourage outdoor activities and community. Don't rule out online tools for this generation, since they engage in social media and flock to innovation rather than shying away from it. Engagement with direct mail marketing can be used to lead your audience to online tools such as unique market reports and virtual tours.

Baby boomers tend to respond positively to marketing that's up-to-date, modern and doesn't make their age a major point of focus. However, there are some subtle differences to keep in mind, for example, font size. Using small and narrow font is not ideal for any audience but it is especially important to avoid even with image captions when targeting boomers. To make any marketing piece more readable, it's recommended to maximize the font size, leave white space and include more visuals than writing. (*Eric Cosway, author of article posted on Inman.com*)

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## Free Workshops

### **"Pre-Listing Package" (With Pre-Qualifying Questions)**

Friday, June 10 (1-2:30 p.m.)

Tom Kotzian

### **"Listing Presentation" (With Director's Cut Workbook)**

Friday, June 17 (1-3 p.m.)

Tom Kotzian

### **"Handling Objections" (With Closing Question Techniques)**

Thursday, June 23 (1-2:30 p.m.)

Tom Kotzian

### **"Business Planning for Listing Success" (With Numbers Analyzer)**

Friday, June 24 (1-3 p.m.)

Tom Kotzian

### **"Top Producer Coaching & Accountability" (With Coaching Worksheets)**

Friday, July 1 (1-3 p.m.)

Tom Kotzian

### **"Grow Houses; Structural Defects & EIFS Siding Issues"**

Wednesday, July 13 (11 a.m. – 2 p.m.)

(includes 3 hours con-ed)

Randy Patterson

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

Location: NOCBOR

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## **New Members & Realtors® Code of Ethics Training**

Jack Waller, Trainer and President of NCI Associates, will provide NOCBOR members the required 2 ½ hours of ethics training, which also qualifies for 3 hours of continuing education. Your Code of Ethics training is free, however to take advantage of the con ed credits there is a \$20 fee.

**Wednesday, August 3**

**Tuesday, August 30**

**Friday, October 21**

**Tuesday, November 29**

**All REALTORS® MUST Complete 2 1/2 hours training no later than 12-31-16**

Classes begin at 9 a.m.

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

Location: NOCBOR

MICHIGAN REALTORS®

# **THE CONVENTION**

Soaring Eagle Casino & Resort, Mt. Pleasant • Oct. 5-7, 2016

## *Engagement Counts*

## 2016 Con-ed (Course 1700)

**Tuesday, June 28**

**Tuesday, July 26**

**Monday, August 22**

Instructor: **Sally Bell**

9:30 a.m. – 3:30 p.m. (6 hrs con-ed)

9:30 a.m. – 1:30 p.m. (4 hrs con-ed)

9:30 a.m. – 12:30 p.m. (3 hrs con-ed)

9:30 a.m. – 11:30 a.m. (2 hrs con-ed)

Course fee: (6 hrs) \$35 member/\$45 non-member

(4 hrs) \$25 member/\$30 non-member

(3 hrs) \$20 member/\$25 non-member

(2 hrs) \$15 member/\$20 non-member

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

Location: NOCBOR

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## 2016 Con-ed (Course 1700)

**Friday, July 15**

**Friday, August 29**

**Thursday, September 26**

**Monday, October 17**

Instructor: **Jack Waller**

9:30 a.m. – 3:30 p.m. (6 hours con-ed)

Course fee: \$40.00 member/\$50 non-member

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

Location: NOCBOR

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## **"Agency Disclosure"**

**Tuesday, June 21**

Instructor: **Jack Waller**

10 a.m. – 12 p.m. (2 hours con-ed)

The two hours of training, which was developed by educator and trainer, Jack Waller, will offer students the opportunity to address the distinguishing characteristics that will help you succeed as a seller's or buyer's agent. The class will provide you with the basics of agency disclosure in order to guide you in maximizing your agency relationships.

Course fee: \$10.00

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

Location: NOCBOR

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# **COMING SOON!!**

## **GRI I, II & III**

**Pre License Training**  
**40 hours**  
**Monday, June 27, 2016**

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

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

6 – 10 p.m.

Register no later than June 24, 2016  
with Visa/Mastercard

586-247-9800 or 586-247-9820 (fax)  
\$240 includes materials

## Broker License Prep (RES 201)

**Thursday, August 4, 11, 18 and 25**

9 a.m. – 5:30 p.m.

Instructor: Jack Waller

*This "flagship" course provides the information you need to successfully complete your real estate broker's license exam. No gimmicks, no unnecessary materials just to fill time. The class concentrates on solid information, testing techniques, developing good preparation habits, and confidence building.*

• **30 hours**

**\$325.00** includes textbooks and instructions

**To register:** [nciassociates@comcast.net](mailto:nciassociates@comcast.net) or 586-247-9800 x21

Location: NOCBOR

## **Policies & Procedures For Real Estate Risk Management (RES 203)**

**Thursday, September 8, 15, Wed 21 & Thurs 29**

9 a.m. – 5:30 p.m.

Instructor: Jack Waller

*This program is the only one of its type to actually help you create or upgrade the most important tool in your risk management arsenal – A Policy & Procedure Manual. While our industry is under constant legal assault, it's amazing how little attention is focused on this critical issue. Learn from industry and legal experts how to: (1) Create or upgrade a personalized, comprehensive policy manual, (2) How to integrate it into your company practices, and (3) How to train staff so everyone is "signed on" to your new or revised policy!*

• **30 hours**

**\$325.00** includes textbooks and instructions

**To register:** [nciassociates@comcast.net](mailto:nciassociates@comcast.net) or 586-247-9800 x21

Location: NOCBOR

## **Broker Law Specialty: Contracts & Fair Housing (RES 202)**

**Thursday, October 13, 20, 27 & November 3**

9 a.m. – 5:30 p.m.

Instructor: Jack Waller

*This fast-paced program covers two critical risk management issues for Brokers and Managers. Learn what skills agents must possess when breaking down and communicating contract and form details to their increasingly savvy customers and clients. Learn from a Broker's or Manager's perspective how to teach and coach you agents to do this correctly. This course also delivers the required 9 hours of fair housing in a practical, real world format. You already know the history and theory. Now it's time to focus on what to do and say, when to do it, and how! • 30 hours*

**\$325.00** includes textbooks and instruction

**To register:** [nciassociates@comcast.net](mailto:nciassociates@comcast.net) or 586-247-9800x21



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# 12 Things You Can Do Every Day On LinkedIn

LinkedIn can be a virtual gold mine of information for your business, if you integrate it into your daily practice. Here are 12 things you can do every day on LinkedIn to build your book of business, grow your online influence, and earn more referrals. None take very long, and you can do just one of them and you will see a return on your time investment, or you can do all of them, and watch your business soar.

**1. Update your Status** – Every day, share a catchy headline, along with a link of company news, of industry news, or of what you're passionate about, in order to stay in front of your customers, prospects, and referral sources.

**2. Look at Who's Viewed Your Profile**-People who view your profile are typically interested in you and what products and/or services you have to offer. Many times these viewers are prospects and customers who found you via LinkedIn search. Once you see who they are, pick up the phone and strike up a conversation.

**3. Keep in touch with 5 people using the "Keep In Touch" feature**-on the LinkedIn home page, every day, LinkedIn tells you who has a new job, who has a work anniversary, and who has a new job title. Pick up the phone to have a conversation with these people.

**4. Connect with "People You May Know" that you actually do know**-LinkedIn is very good about people you might know and suggesting them to you as possible contacts. Anyone you actually know, take the time to reconnect to them and catch up with them if it's been a while since you talked.

**5. View Most Recent Updates**-By default on the LinkedIn home page, it shows Top Updates. Change the filter from that to Recent Updates, and see what's happening in your network very recently and use this for conversation pieces with anyone you want to reach out to.

**6. Use the Search to find an existing contact and see who "People Also Viewed"**- to see if any of them are connected to someone in your network. The "People Also Viewed" are frequently people just like the person you know, only they may or may not be in your network. If they are connected to someone in your network, ask for an introduction via phone or email.

**7. Review the profiles of anyone you have a meeting with this week**-and search inside their network for 2-4 people who are your ideal customer. The best time to ask for a referral is right after a client meeting. If you have a few people you can ask specifically for, instead of asking "who do you know who might benefit from my services," you stand a much greater chance of getting the referral.

**8. Review Your Updates and see who has interacted with your posts.** If you're posting interesting articles to LinkedIn on a daily basis, eventually you will get some interaction on the posts. Review Your Updates, see who has interacted and send them an e-mail asking to talk more about the information in the update.

**9. Send personalized connection requests to people you've met in the past week.** Every week, you meet new people. New people start at your company. You get an unexpected call. Each of these might be a customer or a referral source of yours. Send them personalized connection requests that remind them, and you, how you met and that you are there as a resource.

**10. Accept any outstanding connections requests you want to actually connect with.** Every day, people are connecting with other people on LinkedIn. Two people join LinkedIn every second. Chances are, some of them are people you want to do business with. Take the time to accept their connection requests, if you want to actually connect with them. Or you can...

**11. Reply to (don't accept) any other connection requests.** One of the great things about LinkedIn is you can reply to any invitation and not give up your e-mail address. If someone looks like a real person, reply to (but don't accept) their connection request to see if you might be able to help them with something else, and to vet out whether or not they might be a good source of referrals to you.

**12. Respond to any inbox messages.** Some people use LinkedIn Messages like e-mail. So every day, go in and see if any messages in your inbox need to be responded to. If your compliance department doesn't let you send replies to inbox messages, pick up the phone and call the other person, or e-mail them from your work inbox.

## Bonus Tip (to make it a baker's dozen)

**13. Introduce two of your connections that need to meet that are first level to you.** Via your work e-mail address. Offering a referral to two people makes everyone happy. More business for your existing connections will eventually lead to more business for you. Focus on how the two people can work together and you will be the first topic of conversation when they get together.

*(Phil Gerbyshak, Your Nerdy Friend)*



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## Legal Q & A

**Q:** I am a licensed salesperson selling my own home to a friend who is not working through an agent. Should I act as a dual agent or transaction coordinator in this transaction?

**A:** You cannot act as either a dual agent or a transaction coordinator in this transaction. Either role requires you to serve as a "neutral" which you cannot do if you are one of the parties to the transaction. In other words, it would be impossible under these circumstances for you to represent both parties equally. You will need to act as a seller's agent and the buyer will be a customer without a principal/agency relationship.

**Q:** I am a REALTOR® representing sellers on the sale of their house. They entered into a purchase agreement with a buyer yesterday. Today the buyer's agent called me and said that the buyer wishes to exercise his three day right of rescission. Does such a right exist?

**A: No.** There is no three day right of rescission on a contract for the sale of real estate.

**Q:** My seller bought a house at Sheriff's sale. Now that the redemption period has expired, he has decided to list it for sale. Is he exempt from the Seller Disclosure Act?

**A: No.** The foreclosure exemption from the Seller Disclosure Act applies only if the lender acquires the property through foreclosure and not to third-party purchasers.

**Q:** I am a broker who had a salesperson recently leave my company on good terms. She is now with another broker but had a number of pending transactions that are now scheduled to close. I would prefer to pay her directly instead of going through her new broker. Can I pay my former salesman directly for these sales?

**A: Yes.** You can make these payments directly to your former salesperson. Rule 339 states:

*If an individual earned commissions or other income while licensed to a broker, it shall not be grounds for disciplinary action as a violation of Section 2512 of code for the broker to pay such earned commissions or income to that individual, regardless of whether that individual is now licensed to another broker or is no longer licensed under the code.*

**Q:** I own a brokerage which practices traditional agency. Would it be possible to have one of my agents represent the seller and another of my agents represent the buyer in the same transaction without establishing dual agency?

**A: No.** In the above circumstance, all of the agents in the firm would be dual agents. In order to have your agents represent the buyer and seller exclusively, your firm would have to practice designated agency.

**Q:** I own a 2 bedroom rental home. Can I restrict large families from leasing this property due to the house's limited capacity?

**A:** Landlords can restrict the number of persons that may occupy a home or apartment and, in fact many municipalities license rental units for a particular number of occupants. While it is appropriate to restrict the number of occupants, a restriction should never refer to "large families" or a specific number of children.

**Q:** I have clients that are in the process of selling one of their properties to their adopted granddaughter. It is my understanding that this is an exempt transaction for purposes of state transfer tax transfer. Am I correct?

**A: Yes.** Under Section 207.526(k) of the State Real Estate Transfer Tax Act, this is an exempt transfer. No state transfer tax is owed.

*(This column is provided by the law firm of McClelland & Anderson)*

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