

Bearings

a newsletter for GKAR Members
February 2018



At A Glance

Committee Meetings

February 2nd

- [Professional Development](#)
- [Community Relations](#)

February 5th

- [Advocacy](#)

February 9th

- [Risk Management](#)

February 13th

- [MLS](#)

CEO Robin Pompey
Editor Angela McMillan

GKAR News

Have You Claimed Your Free REALTOR.com Agent Profile?

The image shows a comparison between two REALTOR.com agent profiles. On the left, under the heading 'Empty Profile', is a computer monitor displaying a basic, incomplete profile page. A yellow car is parked next to it. On the right, under the heading 'Completed, Powerful Profile', is a computer monitor displaying a fully featured profile page with a photo, bio, and listings. A red sports car is parked next to it. A 'vs' icon is in the center. A red button at the bottom says 'Power up your profile'.

As a Member of the National Association of REALTORS®, you receive a complimentary agent profile on REALTOR.com. Be sure to [claim your profile now](#) and showcase your brand, enhance your listings, and promote your testimonials.

Congratulations Advocacy Committee on Being First to Reach 100% RPAC Participation in 2018

We are proud to announce the [2018 Advocacy Committee](#) reached 100% RPAC Participation at their first Committee Meeting of the year. Congratulations and thank you for setting the example by investing in RPAC!

2018 Advocacy Committee Members

Natalie Rowe, Chair	Michele Brown	Andrea Herron
Charlie Bradford, Vice-Chair	Colleen Dawson	DeAnna Phillips
Jill Kingsbury, Director Liaison	Tammy Graham	Julie Reisner
		Nita Snyder

Thank You 2018 Business Partner Sponsorship Fund Donors

We are proud to announce your [2018 Business Partner Sponsorship Fund Donors - view the list](#). 35 Business Partners have generously invested in your success. Their sponsorship dollars directly fund and support programs like the Professional Development Series, 4:01 Mixers, Membership Appreciation, and the Golf Outing. Thank you Business Partners!

At A Glance

Programs

February 17th

- [Bowl for Kids' Sake](#)

February 20th

- [Professional Development Committee Presents Series: Leadership Lessons w/ Speaker Tony Rubleski](#)

March 5th

- [Legislative Update Forum](#)

March 15th

- [Membership Appreciation Wine Down](#)

March 24th

- Walk to End Homelessness
Info coming soon

Courses

February 13th

- [2018 Continuing Education](#)

March 27th

- [2018 Continuing Education](#)

April 20th

- [2018 Continuing Education](#)

May 22nd

- [PSA Certification](#)

August 13th

- [e-PRO® Certification](#)

GKAR Programs



GKAR is Bowling for Kids' Sake - How About You?

It's that time again! Big Brothers Big Sisters is hosting their annual fundraiser Bowl for Kids' Sake. GKAR is representing on Saturday, February 17th, 2018, from 11:30 am - 1:30 pm and 4:30 pm - 6:30 pm. They're asking for teams of 5-6 people to raise a minimum of \$360. [Register your team today.](#)

Professional Development Committee Presents Series: Leadership Lessons w/ National Speaker Tony Rubleski

Join us on Tuesday, February 20th for networking and Leadership Lessons with Tony Rubleski. Tony will be sharing key traits you can use to grow your business, how to stand out in crowd, and tips to renew and recharge yourself, team, and clients. Start the new year off right; [reserve your seat now.](#)

You're Invited to Membership Appreciation Wine Down

WE APPRECIATE YOU! Please join us for this popular Member fellowship gathering and Business Partner expo (that's right, we have combined the Member Appreciation and Wine Down) on March 15th, at Cityscape, 4:00 pm - 7:00 pm.

Mix and mingle with your fellow REALTORS®, and catch up with your 2018 Business Partners as they showcase their products and services; we have over 35 Business Partner booths to explore. We will provide gourmet hors d'oeuvres, wine, beer, and soda (cash bar available); [RSVP today.](#)

See the fun we had last year:

[2017 Wine Down Photos](#) | [2017 Membership Appreciation Photos](#)

Real Estate Education MREA

Michigan Real Estate Academy

New Year - New Certification

The MREA wants to know which NAR Certification or Designation you would like to see added to the 2018 Schedule. If you're interested in elevating your skills, proficiency, and knowledge, [visit NAR online](#) for detailed information on the many Certifications and Designations, and [give us your opinion!](#)

Don't Forget About These...

[Pricing Strategy Advisor®](#) - Learn to guide sellers and buyers through the details of comparative market analyses, to select appropriate comparables, and make accurate adjustments to a property when developing home price opinions.

Dates: May 22nd & November 6th | **Instructor:** Dan Johnson

Tuition: \$169/Members; \$189/ non-Members

Credit: One-Day PSA Course; 7 hours of Con Ed

[e-PRO®](#) - Learn about the changing market and how to connect with consumers online, manage your online reputation, generate leads, and gain referrals by signing up for day one of the certification course.

Date: August 13th | **Instructor:** Angela McMillan

Tuition: \$149/Members; \$169/non-Members

Credit: Day one of two for e-PRO® Certification; 7 hours of Con Ed

Membership News

At A Glance

- [February Birthday Calendar](#)

Member Benefits

GKAR's Member to Member Email Service

Have a listing that needs more attention? Is your business running a promotion? Take advantage of GKAR's Member to Member Email Service! For just \$25, you can share your message with fellow GKAR Members. [Learn more...](#)

Housing Reports

- [Cumulative Sales Report](#)
- Sub-Area Residential Sales Report
[December 2017](#)
[December 2016](#)
- [Mortgage Rates](#)

Welcome NEW REALTOR® Members

Leigh Blackport - Five Star Real Estate
 Tracy Burgess - Jaqua, REALTORS®
 Bettye Daly - Jaqua, REALTORS®
 Riley Garant - CENTURY 21 Affiliated
 Cooper Grosteffon - Jaqua, REALTORS®
 Julie Hammel - Berkshire Hathaway HomeServices MI
 Jeff Harper - Five Star Real Estate
 Trisha Kidd - Trisha Kidd Real Estate, LLC
 Lori Knoll-Amb - RE/MAX of Kalamazoo
 Brian Magnuson - Jaqua, REALTORS®
 Mary Noneman - Jaqua, REALTORS®
 Jason Puls - Keller Williams Kalamazoo
 Brandon Rice - Keller Williams Kalamazoo
 Justin Ridderman - Berkshire Hathaway HomeServices MI
 Shari Riopel - McGrath Real Estate
 Kathleen Rothenberg - Chapple Realty
 Jessalyn Stuu - Live Local Properties
 Chad VanDerwall - Five Star Real Estate
 Dain Webster - Lakes & Country Real Estate
 Jennifer Weyenberg - Carlson, REALTORS® & Development
 Dean White - Khoury Real Estate
 Sarah Zabavski - Berkshire Hathaway HomeServices MI

Welcome REALTOR® Member Reinstatements (as of December 2017)

Ala-Star Officer - McGrath Real Estate Group
 Traci Seeley - Jaqua, REALTORS®
 Doris Thurmond - Five Star Real Estate

Welcome New REALTOR® Offices

Ananda Lakeside Realty - Kasandra Casterline (as of December 2017)
 T F Shank & Associates - Tim Shank
 Trisha Kidd Real Estate, LLC - Trisha Kidd

Welcome New Business Partner Offices

FloorCoverings International Kalamazoo - Alex Mikhailov
 (269) 271-8418 | FloorCoveringsInternational.com | Kalamazoo, MI
 Ruoff Home Mortgage - Cody Higley
 (269) 913-4727 | Ruoff.com | Paw Paw, MI
 Sun Title Agency of Michigan - Tom Cronkright (as of December 2017)
 (616) 458-9100 | SunTitle.com | Grand Rapids, MI
 Van Buren County Abstract - Angelina Nappier-Howe
 (269) 657-4250 | LightHouseGroup.net | Paw Paw, MI

Retiring - REALTORS®

Doris McLean - CENTURY 21 C Howard

Change of Business Partner Office Address

Nations Title Agency - 1822 W. Milham Ave, Portage, MI 49024

[View Drops and Transfers](#)



Key Box Corner

[Sign Up for the Bluetooth® Lockbox Upgrade Training](#)

On February 28th and March 1st, we will be exchanging the current lockboxes for new Bluetooth®

SentriLock Lockboxes.

SentriLock will be in the building to assist and offer valuable training on the new equipment.

Don't risk missing valuable information or incurring a fee for unreturned lockboxes.

Nearly 300 Members have already signed up for their session. There are still seven sessions with room for you; select the session that will work the best for you, registrations are required. [Register for Training](#)

Peak Performance

[Real Estate Scams - Rentals](#)

You list a property, and put photos and a description of this wonderful home on every website you can get your hands on. Scammers copy your marketing materials and utilize public information to glean the name of the seller. What do you do?

MLS News

MichRIC Survey

Do you like the current MLS system or lockboxes? Do you dislike them? You'll get a chance to share your feedback in early 2018. A MichRIC wide survey will be held, regarding the current MLS system and local keybox systems. Your feedback is essential!

The survey will be emailed to MichRIC Membership in the first quarter of this year. MichRIC has enlisted the help of a third-party survey provider, allowing Members to answer honestly. Keep your eyes out for this survey and take the chance to share your thoughts.

SentriLock Reciprocity with Ann Arbor Area Board of REALTORS®

GKAR has entered into an agreement of SentriLock Reciprocity with AAABOR. This will allow agents the ability to access AAABOR lockboxes and their agents to access GKAR SentriLock Lockboxes. Members can start using their SentriCard or SentriSmart App on showing appointments in the Ann Arbor area, with SentriLock boxes.

Updated Data Input Forms

All MichRIC Data Input Forms have been updated with the changes implemented during 2017. The forms are available on zipForms and dotloop. [To learn how to access these Input Forms, follow this quick and easy guide.](#) This guide and other tips are always available on your MLS Intranet.

zipForm Renewal Still Included with your GKAR Membership

Members that use zipForms will begin seeing a notice on zipLogix to renew Digital Ink and MLS Connect. There is no cost for this renewal, as this is an Association benefit. To renew the products, select Renew Now on the warning, you will then be able to select the two free items and add them to your cart. Once Digital Ink and MLS Connect have been added to your cart, you may check out with a \$0.00 cost. This will immediately allow you full access to your zipForm account.

MLS Training Available at GKAR

MLS Searching - February 6th, 2018, from 9:00 am - 11:00 am, in the Classroom

Dotloop - April 2nd, 2018, from 2:00 pm - 4:00 am, in the Classroom

Customization - April 30th, 2018, from 2:00 pm - 4:00 am, in the Classroom

MLS Training is a valuable benefit included with your GKAR Membership.

Trainings are conducted by Sam Bartlett, your Director of Multiple Listing Service.

Course sizes are limited, so reservations are required, [visit GKAR.com/mls](http://visitGKAR.com/mls).