

# Bearings

a newsletter for GKAR Members  
July 2018



## At A Glance Committee Meetings

July 13<sup>th</sup>

- [Community Relations](#)

Not Meeting in July

- [Advocacy](#)
- [MLS](#)
- [Professional Development](#)
- [Risk Management](#)

## GKAR News

### GKAR RPAC 4:01 Results Are In

We are excited to report that there were more than 50 attendees at GKAR's RPAC 4:01 last month, 31 of whom were **new** investors in the REALTOR® Party. The gathering raised \$1,135; and we thank everyone involved for their support.



[View RPAC 4:01 Photo Album](#)

### Save the Date - September 12<sup>th</sup> is GKAR Capitol Day in Lansing

Take advantage of this exciting GKAR Member Reward; tour the Capitol, see legislative panel discussions, and meet the legislators. Also, enjoy a complimentary lunch.

#### Event Details:

Tuesday, September 12<sup>th</sup>, 2018 | State Capitol, Lansing, MI

- Meet at GKAR if you would like to carpool or you may drive independently; we depart GKAR at 8:15 am and will return to GKAR by 4:00 pm.
- No cost to attend; included with your GKAR Membership.

### Is Your REALTOR.com Profile Up-to-Date?

Find out why you should definitely take advantage of this complimentary feature and how to do it on [page 5](#).

## At A Glance

### Programs

August 27<sup>th</sup>

- [Summer Golf Outing - SOLD OUT](#)

September 10<sup>th</sup>

- [Legislative Update Forum](#)

September 13<sup>th</sup>

- [Professional Development Committee Presents Series: REALTOR® Safety](#)

This revamped “Family Feud-style” program will cover vital topics regarding your safety and the latest safety technology. It’s not to be missed!

### Courses

August 13<sup>th</sup>

- [e-PRO® Certification](#)

September 24<sup>th</sup>

- [2018 Continuing Education](#)

October 25<sup>th</sup>

- [2018 Continuing Education](#)

October 31<sup>st</sup>

- [2018 2-hour Legal Update](#)

November 12<sup>th</sup> & 13<sup>th</sup>

- [Rene Certification Course](#)

# GKAR Programs



## Professional Development Committee Presents Series— Next Up: REALTOR® Safety

Join us Thursday, September 13<sup>th</sup> for networking and a presentation on the importance of staying safe. Be sure you’re signed up for our [email updates](#) and [visit GKAR.com/calendar](#) for the most up-to-date details.

## Nominate a Veteran for GKAR’s Thank You Day of Service

Our goal is to say thank you to veterans in our community for their sacrifice and service by providing a day of yard work and/or light home maintenance on Saturday, October 27<sup>th</sup>, 2018. The service is free for veterans to receive. We’re looking for nominations and volunteers. [Learn more...](#)

# Real Estate Education **MREA**

Michigan Real Estate Academy

## It’s Time to Renew Your License – Are You Ready?

It’s a renewal year, which means all Continuing Education requirements must be completed by October 31<sup>st</sup>, 2018. If you are still in need of educational hours, be sure to check out GKAR’s 2018 Education Calendar and register; there are only two Continuing Education courses left! If you only need Legal, you can sign up for Legal Update on October 31<sup>st</sup>, the last day of the cycle.

**IMPORTANT:** A green postcard outlining the renewal process will be mailed out by LARA in mid-July. **License renewal will only be accepted online through the State of Michigan** - NO paper renewals will be accepted. When submitting your license renewal, be sure to use a laptop or desktop computer. The State also recommends that you use Internet Explorer as your internet browser for renewing. If you are ready to renew your license, visit LARA’s [Online License Renewal Service](#).

## e-PRO® Is The Certification For You!

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

**Date:** August 13<sup>th</sup> | **Instructor:** Angela McMillan

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

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

## The RENE® Certification Has Arrived

The Real Estate Negotiation Expert (RENE) Certification is designed to help you sharpen your real estate negotiation skills and elevate your game in an interactive setting. During this two-day course, you will examine all types of negotiation formats and methods so that you can play the game to win. [Sign up today.](#)

**Dates:** November 12<sup>th</sup> & 13<sup>th</sup> | **Instructor:** Deanna DuRussel

**Tuition:** \$390/Members; \$430/non-Members

**Credit:** Day one & two for RENE® Certification; 14 hours of Con Ed

## At A Glance

- [July Member Birthday Calendar](#)

## Housing Reports

- [Cumulative Sales Report](#)
- Sub-Area Residential Sales Report  
[May 2018](#)  
[May 2017](#)

## Sales Report

Kalamazoo-Area Real Estate



# Membership News

## Mark Your Calendars—GKAR Dues Will be Sent August 10<sup>th</sup>

GKAR is excited to announce we are working on an online dues payment option for you this year, to streamline the process for your convenience; stay tuned for details. We will continue to accept payments by check or credit card in-person or by check in-mail.

## Congratulations to the following REALTOR® who has been a member of GKAR for 40 years!

Jerry Kamm, RE/MAX Advantage

## Welcome New REALTOR® Members

Lija Austrins - Gardner Realty  
Derek Bell - Keller Williams Kalamazoo  
Amanda Clark - Keller Williams Kalamazoo  
Zachary Daniels - Compass Realty LLC  
Darcy Frantz - Advanced Realty Global  
Amy Garber - Berkshire Hathaway HomeServices MI  
Steven Hanson - CENTURY 21 Affiliated  
Kelly Henry - Carlson REALTORS® & Development  
Ellen Jarl - Jaqua, REALTORS®  
Elizabeth Kahle - ERA Reardon Realty  
Colleen Lucas - Five Star Real Estate  
Monica Neyyer-Gill - Five Star Real Estate  
Michael Pelish - Berkshire Hathaway HomeServices MI  
Jennell Robinson - Keller Williams Kalamazoo  
Erica Saline - Berner Real Estate  
James Salmon - O'Brien Real Estate  
Timothy Vanderberg - EXP Realty  
Alyssa Wenzel - Jaqua, REALTORS®  
Chuck Wisner - Every Corner Realty  
Jeff Wright - Keller Williams Kalamazoo

## Welcome New MLS Only Member

Jeremy Veenstra - NAI Wisinski of West MI

## Welcome New Business Partner Offices

Independent Bank - AJ Harma  
1090 10th St. N., Kalamazoo, MI 49009 / (269) 207-3038

Mulder's Moving & Storage - Jim Murphy  
1313 Ravine Rd., Kalamazoo, MI 49083 / (269) 492-3944

Vandam and Krusinga Building and Restoration  
7858 Ravine Rd., Kalamazoo, MI 49009 / (269) 276-9922

## Welcome New MLS Only Office

Soper & Associates, LLC - Michael French  
4595 Broadmoor Ave. SE Suite #191, Kentwood, MI 49512 / (616) 554-6110

[View Drops and Transfers](#)



## Key Box Corner

### Need to Know

The SentriSmart App's Shackle Release Code is a time saving convenience which allows a listing agent to generate a code for another agent to remove the shackle of the listing agent's lockbox. The code does not unassign the box from the property, it only removes the shackle. Follow these steps to generate a shackle code:

1. Log into the SentriSmart App on your smartphone.
2. Tap the **Lockbox Tools** tab at the bottom of the application.
3. Select **Get Shackle Release Code**.
4. Select the date the shackle needs to be released.
5. Tap **Get Shackle Release Code**. A shackle code will generate with instructions



## MLS News

### Ann Arbor Reciprocal Access

MichRIC has entered into an agreement allowing reciprocal access with the Ann Arbor Area Board of REALTORS®. Reciprocal access offers compensation and cooperation between MichRIC agents and agents outside of MichRIC boards. Access to Ann Arbor listings is now through RPR. [View the updated map.](#)

### School District Map Overlay

The MLS will soon have an option to add a **Map Overlay** for school districts. This **Map Overlay** will allow you to view school district lines to further help with property searches. More information will follow when the **Map Overlay** is available.

To apply a **Map Overlay**, visit the **Map** in flexmls. While in the **Map**, click on **Overlays** found in the right-hand corner of the **Map**. This will give you the option to apply **Counties, MLS Areas, Zip Codes**, and soon **School District** overlays. Select the **Map Overlay** you would like to apply.

### RPR Webinar

RPR will hold a Webinar, *From Desktop to Smartphone: Making the Most of RPR*, on July 11<sup>th</sup>. This Webinar will help agents search properties, generate market activity reports, create CMAs, utilize the RPR Mobile App, and more. Set your calendar and [register here](#).

### MLS Fines

Three GKAR REALTOR® Members were issued fines for photo MLS violations, ranging from \$80 to \$290.

Additionally, a GKAR Broker Member was fined \$1,500 for multiple MLS violations on two listings.

Don't let this happen to you! For a refresher on the MLS, check out GKAR's [MLS Quick Guide](#) located on your flexmls Intranet.

### MLS Training Available at GKAR

[Top 10 MLS Tips – September 5<sup>th</sup>, 2018 from 1:30 pm – 3:00 pm 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. To reserve a seat visit [www.gkar.com/mls](http://www.gkar.com/mls) or call (269) 382-1597.

### Peak Performance

#### “As Is” Are You Sure You Know What it Means?

Save yourself and your client from the agony of a contractual misunderstanding...[Read full Article](#)

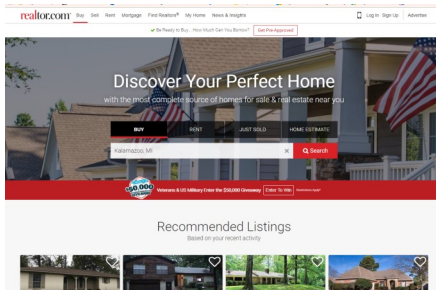
[View a complete list of Peak Performance Articles.](#)

# Maximize Your Membership

## Can potential clients find you?

Keeping your profile up-to-date online is key for credibility and attracting potential clients—what's more, on REALTOR.com it's available at no cost to you!

If you have never completed your profile on REALTOR.com or have not updated it in a while, now is the time!



Here's how:

1. Go to [REALTOR.com](https://www.realtor.com), click on **Sign Up**
2. Choose **Pro Sign Up** and enter the information requested (Note: MLS ID is their MLS sign-in without the ric. and the MLS selected should be MichRIC)
3. Once your information is entered, click on **Enter** and you will be taken to your new dashboard.
4. Click on the dropdown menu (on the left-hand side of the page) to edit your free profile.



## Are you Social...Enough?

Being visible on social media requires sharing other's content, tagging, commenting, liking, and posting. The more *you* participate and share, the more others will see and share *your* content and posts. It's a win, win! Get started today with the resources below!

### Hashtags for Facebook and Twitter

#GKAR

### Tag us on Facebook

@GreaterKalamazooAssociationofREALTORS

### Tag us on Twitter

@GKAR

### Share this Content

- [Cumulative and Sub-Area Sales Reports](#)
- [Community Involvement](#)
- [Thank You Day of Service for Veterans](#)
- [Why Hire a REALTOR®](#)

### Facebook Pages to “Like” and “Follow”

- [Greater Kalamazoo Association of REALTORS®](#)
- [Michigan Real Estate Academy®](#)
- [Michigan REALTORS®](#)
- [National Association of REALTORS®](#)

### Twitter Feeds to “Follow”

- [Greater Kalamazoo Association of REALTORS®](#)
- [Michigan REALTORS®](#)
- [National Association of REALTORS®](#)

