

Bearings

a newsletter for GKAR MEMBERS

April 2015



At A Glance

Committee Meetings

April 2nd

- [Broker Exchange Forum](#)

April 6th

- [Governmental Affairs](#)

April 10th

- [Risk Management](#)

April 13th

- Membership

April 14th

- [MLS/Technology](#)

April 17th

- [Education](#)
- [Community Relations](#)

April 24th

- [Board of Directors](#)

GKAR News

SWMRIC Changes Name to MichRIC

SWMRIC™, LLC changed their name to the Michigan Regional Information Center, LLC. The new name better reflects the 22 county area the organization covers with their 11 Member Associations of REALTORS®. The Michigan Regional Information Center, LLC is a regional real property database containing on and off market real property listing information.

The 11 Member Associations that own the Michigan Regional Information Center, LLC are the Battle Creek Area Association of REALTORS®, Branch County Association of REALTORS®, Grand Rapids Association of REALTORS®, Greater Kalamazoo Association of REALTORS®, Hillsdale County Board of REALTORS®, Mason Ocean Manistee Board of REALTORS®, Montcalm Association of REALTORS®, Real Estate Information System of Southwestern Michigan, St. Joseph County Association of REALTORS®, West Central Association of REALTORS® and the West Michigan Lakeshore Association of REALTORS®. The database serves 5,700 REALTORS® who are Members of the above Member Associations.

The 22 counties covered by the Michigan Regional Information Center, LLC include the following: Allegan, Barry, Berrien, Branch, Calhoun, Cass, Hillsdale, Ionia, Kalamazoo, Kent, Lake, Mason, Manistee, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa, St. Joseph, and Van Buren.

The property search at their website can be located at either www.SWMRIC.com or www.MichRIC.com.

Social Media and Real Estate Advertising

“Social media tools may appear to provide a more informal way of presenting listing data, but ads posted to Facebook are subject to the same advertising standards as those that appear in print. When putting listings on social platforms, REALTORS® have a responsibility to identify themselves as real estate professionals and to show their company affiliation.”

([REALTOR® Magazine March/April 2015](#))

[Read Full Article Regarding NAR Social Media Advertising Policies](#)

Also on the Member side of GKAR.com → Membership Center → Marketing → Advertising on Social Media (PDF)

At A Glance

GKAR Events



Events

April 23rd

- [Spring 4:01](#)

May 6th

- [Membership Appreciation](#)

May 21st

- [Top O' The Mornin' Lender Panel](#)

Thank You GKAR Members
for Walking to End
Homelessness in Kalamazoo
[See Event Photos](#)

Welcome Spring and Socialize with GKAR Members!

April 23rd at Burdick's Bar & Grill Downtown join us for the Spring 4:01 from 4:01pm - 6:00pm. FREE EVENT to attend for all GKAR Members. 2 FREE drink tickets for first 75, and appetizers while supplies last. [RSVPs not required, but are accepted on GKAR's Facebook Page.](#) [Download a flyer.](#)

It's Time For You To Be Appreciated and Win Prizes; Membership Appreciation & Casino Night is May 6th

We are excited to announce Membership Appreciation will be a casino themed evening from 4:00pm - 7:00pm at GKAR! The best part - there is no cost for you to attend and participate! Every attendee will receive chips to play with. We will have blackjack, Texas hold 'em, craps, roulette, bingo, and a money wheel! Don't feel like playing? Head straight to the prize table and use your chips to buy fabulous items. Bar service and appetizers provided. [RSVPs required, let us know you will be there.](#) [Download a reminder flyer.](#)

Top O' The Mornin' Lender Panel May 21st

The Education Committee invites you to a Lender Panel on Thursday, May 21st at GKAR. Catered breakfast and networking at 8:30am, and panel discussion at 9:00am. Tell the lenders what you want to hear about, [take a brief, 6 question survey.](#) [RSVP now](#) (not required to attend).

Classes

April 9th - 17th

- [Real Estate 101](#)

June 23rd

- [Course 1600](#)

October 15th

- Blast Off

Upcoming Classes



Course 1600 - 6 hour CE Course w/ 2015 Legal Update

June 23rd at GKAR from 9:00am - 3:30pm

Instructor: Jack Waller

Investment: \$55 for GKAR Members | \$65 for Non-Members

Breakfast, lunch, and materials included with tuition.

[Register Now](#)

[Learn More About the Topics Covered](#)



At A Glance

Classes & Events

- [April Birthday Calendar](#)
- New Member Orientation
May 19th, 20th, & 21st

Housing Reports

- [Cumulative Sales Report](#)
- Mortgage Rates

Professional Standards

- [2015 Code of Ethics and Standards of Practice](#)
- [Social Media and Real Estate Advertising](#)

Membership News

Welcome New REALTOR® Members

Jean Brenton - Keller Williams Kalamazoo
 Tara Doll - Jaqua, REALTORS® (Drake)
 Jonathan Doorlag - Doorlag Realty Company
 Cory Dryer - Keller Williams Kalamazoo
 Collin Forrest - Berkshire Hathaway HomeServices MI (Stadium)
 Thomas Hohm - RE/MAX of Kalamazoo
 Michael Hussar - Berkshire Hathaway HomeServices MI (Stadium)
 Russ Koshar - Acura Valuations, Inc.
 Ric Stevens - Boris, REALTORS®
 David Wells - Berkshire Hathaway HomeServices MI (Oakland)

Welcome New Business Partner SentiLock Smart Card User

Down Home Inspections, LLC
 Brett Huckabee | 269-365-6473 | www.downhomeinspections.com

Transfers - REALTORS®

Nate Brussee - Berkshire Hathaway HomeServices MI
 to Evenboer-Walton, REALTORS®

Drops - Business Partner Office

Charter Communications - Scott Snow
 Gordon Water Systems - Tom Duisterhof
 Jason Woytal Agency, FB Ins. - Jason Woytal
 Monarch Community Bank - Jack Reed
 Staybridge Suites - Allison Krafft
 Talmer West Bank - Sue Wright
 VanTuinen Painting - Jim VanTuinen

Change of Business Partner Office Name

Eradico Pest Control to J.C. Ehrlich Co. Inc

Quarter Century Club

Congratulations to Jeff Lee (Berkshire Hathaway HomeServices MI)
 who reached 25 years with GKAR on March 15th!

Keybox Corner

If you want another agent to remove your lockbox from your listing, simply provide them your shackle code.

To Find Your Shackle Code:

- Login to Sentrilock.com using your MLS login and MLS password
- Click on **Default Lockbox Settings** button on left side of page
- Look for **Shackle Code** toward bottom right of settings

To Use Another Agent's Shackle Code:

- Insert your SentiCard
- Type your **PIN# + Ent**
- Press **Func + 1 + shackle code + Ent**

MLS News



MLS Training Available at GKAR

[Searching](#) (hands-on) - April 22nd 2:00pm-4:00pm in the Classroom

[Entering A Listing](#) - April 23rd 1:00pm-2:00pm in the Classroom

[Contacts](#) (hands-on) - April 28th 2:00pm-4:00pm in the Classroom

[Customization](#) - April 30th 2:00pm-3:30pm in the Classroom

Class sizes are limited. Reservations are required. To reserve a seat call (269) 382-1985, email ChristyP@gkar.com, or [register online now](#).

Need Some Extra Help Transitioning to flexmls System?

In addition to the monthly classes offered, you can sign up to receive a MLS Tip of the Week each Monday.

To sign up, log in to GKAR.com, then click Email Preferences. Fill in your name and email address, select ALL of the Distribution Lists you'd like to receive information from including the MLS Tip of the Week. When you click the Update Preferences button you will be added to the Distribution Lists you checked the box for.

If you have an idea for a tip, please share with ChristyP@gkar.com.

[Read a MLS Tip of the Week Sample](#)

RPR Coming Soon!

GKAR has signed a contract with REALTOR® Property Resource (RPR). We look forward to bringing you additional services with the RPR products and mobile app. Watch for updates coming soon!

Peak Performance

Forms Exchange Program of 2015

The Residential Buy & Sell Agreement is in stock and available for purchase in carbon forms at GKAR. The **FORMS EXCHANGE PROGRAM of 2015** allows you to trade in unused copies of the **2012 version** until May 30, 2015 in exchange for the new version of the Buy & Sell Agreement at no cost as a member of GKAR.

Brought to you by the [Risk Management Committee](#).