

Bearings

a newsletter for GKAR Members
April 2018



At A Glance

Committee Meetings

April 2nd

- [Advocacy](#)

April 6th

- [Professional Development](#)

April 10th

- [MLS](#)

April 13th

- [Risk Management](#)
- [Community Relations](#)

April 16th

- [Membership](#)

GKAR News

What is the Power of Your RPAC Investment?

Tax Reform: REALTORS® won the battle as a sweeping federal tax reform proposal is now law. The deductibility of state and local property taxes and mortgage interest remains an option to incentivize ownership. The 1031 like-kind exchange provision remains for real property; and we defeated potentially detrimental changes impacting sellers from a capital gains perspective.

First-Time Homebuyer Savings Account: Legislation that will create a tax-free savings account for a first-time Michigan principal residence purchase has passed the Senate; and the first hearing was recently held in the House. In the spirit of both saving for educational expenses and realizing tax benefits, three other states have successfully implemented this concept. This tool will help support our market long-term given student loan debt concern facing potential buyers.

And much more! [Take a look.](#)

Also, GKAR won the Michigan REALTORS® March Madness RPAC Tournament and is being recognized by Michigan REALTORS® for our achievements, [check it out. Read/Share the GKAR News Release.](#)

GKAR in the Community Representing the REALTOR® Brand

We have the 2018 Bowl for Kids' Sake numbers: GKAR teams raised \$16,867.01—well done Members! [See how we did compared to previous years; 2012-2018 overview.](#)

Then, on Saturday, March 24th, GKAR supported HRI's Walk to End Homelessness with over 15 walking teams and \$8,385 raised. [See the pictures on our Facebook page.](#)

Thank you for continuing to show Kalamazoo that the REALTOR® Family cares deeply about the community they serve.

By the Numbers - 2018 First Quarter Member Report

We are proud of our robust membership and our ability to offer many unique services to our Members, as seen in the [2018 First Quarter Member Report.](#)

Also, in case you missed it, here is [NAR's 2017 Member Profile.](#)

Barry-Eaton District Health Department Repeal Time of Sale or Transfer (TOST) program effective May 5th, 2018

The current program and regulations remain in effect until May 5th, 2018 for On-site Sewage and On-site Water Supply Systems. For more information, [see the TOST repeal letter](#) or [visit their website.](#)

At A Glance

Programs

April 19th

- [Spring 4:01 Networking](#)

May 7th

- [Legislative Update Forum](#)

May 10th

- [Professional Development Committee Presents Series: Advertising License Law & Social Media](#)

August 27th

- Summer Golf Outing
Info coming next month...

Courses

April 20th

- [2018 Continuing Education](#)

May 22nd

- [PSA Certification](#)

August 13th

- [e-PRO® Certification](#)

September 24th

- [2018 Continuing Education](#)

October 25th

- [2018 Continuing Education](#)

GKAR Programs



Thank You for Attending Membership Appreciation!

We are honored to serve you and so delighted that 200 of you attended the Membership Appreciation Wine Down gathering last month. We had 100+ REALTORS® mixing and mingling, and 29 Business Partner Offices showcase products and services. Check out the photos! [2018 Membership Appreciation Photos](#)

Next Governmental Legislative Update Forum is on May 7th

Why attend when you're already so busy? GKAR Members report that Legislative Update Forums keep them informed and knowledgeable about the community, so they can best serve their clients. Next month, we're honored to welcome the Kalamazoo County Treasurer, Mary Balkema. [Register today.](#)

Professional Development Committee Presents Series— Next Up: Advertising License Law & Social Media

Save-the-date and [save-your-seat](#) for the Thursday, May 10th networking and presentation; details are coming soon. Be sure you're signed up for our [email updates](#) and [visit GKAR.com/calendar](#) for the most up-to-date information.

Real Estate Education **MREA**

Michigan Real Estate Academy

2018 Continuing Education - License Renewal

Check out the [2018 Education Calendar](#) and choose what Continuing Education session you will be attending, to stay ahead. Remember that this is a renewal year and all requirements should be completed by October 31st, 2018.

If you are ready to renew your license now, visit LARA's [Online License Renewal Service](#).

Which Certification Will You Receive This Year?

If you're interested in elevating your skills, proficiency, and knowledge, [get signed up](#) for a certification today!

[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, manage your online reputation, generate leads, and gain referrals by signing up for day one of the certification course. e-PRO® gives you a roadmap to build your business and serve the hyper-connected consumers of today and tomorrow.

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

At A Glance

- [April Member 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
[February 2018](#)
[February 2017](#)

Membership News

Welcome New Life Member Jim Allen!

Welcome New REALTOR® Members

Jennifer Beam - Jaqua, REALTORS®
Michelle Bennett-Siwula - CENTURY 21 Affiliated
Nicholas Bobo - Five Star Real Estate
Gary Butcher - GNSA Real Estate
Anthony DeRyder - Boris, REALTORS®
Timothy Carra - Khoury Real Estate
Kevin Flanders - Jaqua, REALTORS®
Parker Gray - Keller Williams Kalamazoo
Jaimee Hart - Khoury Real Estate
Kenneth Holmes - McGrath Real Estate
Aaron Hovestadt - Landmark Real Estate Agency LLC
Alexander Jones - Berkshire Hathaway HomeServices MI (Oakland)
Dan Kajpust - Berkshire Hathaway HomeServices MI (Plainwell)
Debra Keeley - Kalvan Realty, Inc.
Laura Koziarski - Jaqua, REALTORS®
Lorraine Lehane - Berkshire Hathaway HomeServices MI (Stadium)
Mang Lian - Keller Williams Kalamazoo
Chris Nelson - Keller Williams Kalamazoo
Caley Noble - Keller Williams Kalamazoo
Scott Parker - Berkshire Hathaway HomeServices MI (Stadium)
Courtney Porter - Berkshire Hathaway HomeServices MI (Oakland)
Jordan Roberts - Keller Williams Kalamazoo
Koren VanderWeele - Keller Williams Kalamazoo
Joseph Vergunst - Keller Williams Kalamazoo

Welcome REALTOR® Member Reinstatements

Justin Gregory - American Professional Homes
Darcy Harmsen - Select, REALTORS®
David Kinney - Doorlag Real Estate

Welcome New REALTOR® Office

GNSA Real Estate - Gary Butcher

Change of REALTOR® Office Address

Golden Star Realty - 116 S. Gremps Street, Suite A, Paw Paw, MI 49079
West Michigan REALTORS® - 435 Whitcomb St. Lower Lever, Kalamazoo, MI 49001

[View Membership Transfers](#)

[View Membership Drops](#)



Key Box Corner

Assigning a Lockbox - What You Need to Know

When **assigning a lockbox** to a listing with the mobile app, you must deshackle the box before assigning.

If the listing has not been in the MLS for more than 24 hours, follow these steps:

1. Once deshackled you can assign and place on the property
2. Assign to the property by **Can't find property** and entering the property address. This will become a Pending assignment in SentiLock
3. Manually add the address to SentiLock.com

Keep your eye out for more Lockbox Tips which will be shared on the MLS Sign In Screen. You can find a complete list of tips in **My Messages**, found in the Menu of flexmls.

For Members that receive broadcast emails from the MLS, these emails can be saved for your reference at a later time.

MLS News

Reverse Prospecting

Changes to Reverse Prospecting made on March 22nd will allow users to choose if the feature is automatically enabled or disabled for new contacts.

To change the default, the user must visit their **General Preferences**, found in the MLS Menu. Under **Contact Management** select **Yes** or **No** on **Default for Enable Reverse Prospecting checkbox on Add Contact**. Now, each time a new contact is created the option will default to the user's preference.

FlexMLS Email Updates

The MLS has made an update to the text editor in emails and reports. This update adds fonts, insert link options, preview of the message, ability to edit tables, and insert source code options. These updates will allow users to send their clients messages with a personalized look and information. [Read more here.](#)

ShowingTime Showing Index

ShowingTime offers reports on showing activity throughout the country. These reports track the average number of showings on active residential properties. This is a monthly index that they post monthly. Reports can be filtered by area such as Midwest Region and South Region and time period. [See the reports here.](#)

Upcoming MLS Trainings at GKAR

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

Contacts - May 17th, 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, [visit GKAR.com/mls](http://visitGKAR.com/mls).

New GKAR MLS Quick Guide - Available Now!

- General Best Practices
- Due Dates
- Marketing Do's and Don'ts
- And More!

In real estate, time is money, right? Get quick answers to those pesky questions that slow you down while entering listings. [This guide is available for download on the flexmls Intranet now.](#)

Peak Performance

An Agency Disclosure is Not a Buyer Agency Agreement

There are buyers who sign an agency disclosure, thinking that they have signed an agreement and even REALTORS® who believe the same thing, however these documents are not one in the same.

[Download the article today](#) from the flexmls Intranet, to learn why; developed by your GKAR Risk Management Committee as your go-to resource.

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

Hello, my name is...

“Maximize Your Membership” and I am the newest page in the *Bearings*. Each month, I will highlight a few Member benefits already included with your GKAR Membership to help you take full advantage of your [GKAR Member Rewards Program](#). My goal is to help make your life easier and make you more profitable by ensuring you don't miss out.



What is MichRIC?

MichRIC was formed in 1996 with the purpose of reducing expenses for all parties involved by utilizing collaborative buying power and eliminating barriers between associations by having access to one another's listings and forms. Currently, MichRIC is a consortium of [11 local associations](#) sharing data for ease of transaction while still maintaining their own membership and MLS rules.

MichRIC is governed by a Board of Managers who meet regularly throughout the year. Two members from every local association serve on the board and all associations have equal voting rights regardless of association size.

Maximize Your Membership

Get the Emails You Want in Your Inbox. Here's How!

Did you know? Your behavior when checking email affects which messages you receive and which are flagged as “spam” or “junk.”

Here are 5 simple steps you can take to get the emails *you* want in your inbox:

1. **Open** Actually open your emails. It sounds simple enough, but many people preview their messages but never click to open them. When you click to open them, it sends your email service provider (ESP) the message that you want to read email from a particular sender.
2. **Click Links** Click on links within your email. This sends your ESP the message that you are interested and accepting of the content the sender has provided.
3. **Say “No” to Junk/Spam** Don't mark an email as “spam” if you may want to receive emails from the sender in the future. When you mark an email as “spam” or “junk,” you are telling your ESP that you didn't expect to receive the email and don't want it. These flags should be reserved for emails that actually fit this criteria.
4. **Use Caution When Unsubscribing** Be careful with unsubscribing. When you click on a link to unsubscribe from an email, it is difficult to reverse if you change your mind later. It's best to reserve this action for emails you truly didn't expect, solicit, or want. If you want to receive fewer emails, it is wise to change your email preferences instead of unsubscribing.
5. **Add Safe Senders** Want to ensure you receive emails in the future? Add the sender's email address to your Email Contacts or Safe Sender List. This tells your ESP that you expect, like, and want to receive emails from a certain sender.

These tips will help ensure you receive emails you want and need from senders you trust. This is also good to keep in mind when you are sending marketing emails to your clients; make sure there are links for them to click and interact with; encourage them to add you to their contacts list; and always respect their right to unsubscribe.

[To update your GKAR email preferences, click here.](#)

[To access free REALTOR® content to share with your clients, click here.](#)

Announcing Your Newest MichRIC Member Benefit: FREE Instant Websites via AgentSquared

We are excited to announce that MichRIC has selected AgentSquared as a preferred partner and they are offering you a high quality, free website, powered by flexmls— included with your GKAR Membership.

Get Started!

1. Log into flexmls and click **Menu** in upper left corner.
2. Then, go to the bottom left under **Products** and click **AgentSquared - IDX Instant Website** - that's it!

[Download instructions with screenshots.](#)

Here are some other features you get as a MichRIC member:

- Get a FREE website instantly
- Feature your active listings & previously sold
- Instant setup through MLS
- Real-time property updates