

# Bearings

a newsletter for GKAR Members  
June 2018



## At A Glance Committee Meetings

June 1<sup>st</sup>

- [Professional Development](#)

June 4<sup>th</sup>

- [Advocacy](#)

June 8<sup>th</sup>

- [Risk Management](#)

June 12<sup>th</sup>

- [MLS](#)

Not Meeting in June

- [Community Relations](#)

## GKAR News

### GKAR Represented at NAR's Legislative Meeting & Expo

GKAR leadership attended [NAR's Mid-year Convention](#) in Washington, DC, this past May, to help advance the real estate industry, public policy, and our association. They participated in special issue forums and attended various presentations regarding our legislative and economic status, and future.



### NAR's Board Approved a \$30 Annual Dues Increase for 2019

In a major move to keep REALTORS® positioned for success into the future while ensuring NAR no longer needs to use reserves to cover expenses, the board approved a budget that sets national association dues at \$150 per year per member beginning in 2019.

That's a \$30 increase. Seventeen dollars of the increase is for REALTOR® Party advocacy programming. The remaining \$13 will fund programs such as the new Commitment to Excellence professionalism initiative, the popular forms and transaction management benefit, and upkeep of the association's buildings

### Join us for the RPAC 4:01 Thank You Celebration

Each year, GKAR Members invest in RPAC to support issues and candidates important to the real estate industry. As a thank you for your 2018 RPAC investment, we invite all [2018 RPAC Donors](#) to a celebratory gathering on Thursday, June 14<sup>th</sup>, 2018, at [Green Door Distillery](#) in Kalamazoo, from 4:01 pm - 6:00 pm. Join us for great conversation, appetizers, and hand-crafted cocktails. Still need to make your donation? We'll gladly accept your \$15 minimum donation at the door.

[View on GKAR.com.](#)

CEO Robin Pompey  
Editor Angela McMillan

## At A Glance

### Programs

June 14<sup>th</sup>

- [RPAC 4:01](#)

August 27<sup>th</sup>

- [Summer Golf Outing](#)

September 10<sup>th</sup>

- [Legislative Update Forum](#)

September 13<sup>th</sup>

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

### 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](#)

# GKAR Programs



## Registration is Open for the Annual GKAR Golf Outing

This is a premier GKAR Member event, with 200 Members in attendance. Teams are limited, so [register now](#)! \$120/golfer or \$480/team, includes lunch, after-golf reception, 18-hole scramble with cart, beer, Bloody Marys, and soda.

## 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 information.

# Real Estate Education



## 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. e-PRO® gives you a roadmap to build your business and serve the hyper-connected consumers of today and tomorrow.

The evolution of e-PRO® was developed through a partnership of the NAR and the Social Media Marketing Institute (SMMI) to familiarize today's agents with the latest technology and social media tools to enhance their business and help them engage with customers and other real estate professionals.

**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

## 2018 Continuing Education – License Renewal Year

There are only two Continuing Education courses left! Be sure to check out the 2018 Education Calendar and get registered. If you only need Legal, sign up for the 2018 2-hour Legal Update on October 31<sup>st</sup>, the last day of the cycle.

**Important:** This is a renewal year and all requirements should be completed by October 31<sup>st</sup>, 2018.

*"The license must be renewed online using a debit or credit card containing a MasterCard, Visa, or Discover, or by electronic check (e-check). If you pay by debit or credit card, please allow for three business days for processing. If you pay by e-check, please allow 10 days for processing. The renewal fee is \$78. Payments received by mail or in person will not be accepted and the renewal will not be processed"* - LARA

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

## At A Glance

- [June Member Birthday Calendar](#)

## Housing Reports

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

# 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.

## Welcome New REALTOR® Members

Bonnie Fleckenstein - Home Marketing Systems, Inc.  
Scott McNees - Keller Williams Kalamazoo

## Welcome Business Partner Office Reinstatement

Kalamazoo Mortgage - Brian Methner  
2425 S. 11th Street Ste. A, Kalamazoo, MI 49009, (269) 364-6000

## Welcome New Business Partner Offices

Inspection Time - Nick Multhauf  
26124 Red Arrow Hwy, Mattawan, MI 49071, (269) 290-2844

Sheridan Home Inspections - Paul Mahoney  
1428 Sheridan Drive, Kalamazoo, MI 49001 (269) 420-7355

## New Business Partner SentiCards

Inspection Time - Nick Multhauf  
Sheridan Home Inspections - Paul Mahoney

## Drops - REALTORS®

Mary Foley-Wilson - Berkshire Hathaway HomeServices  
Tracy Maurer - Century 21 Affiliated

## Transfers - REALTORS®

Maeva Bottex - Every Corner Realty to Keller Williams Kalamazoo  
Laura Frazee - Jaqua, REALTORS® (Drake) to Jaqua, REALTORS® (Milham)  
Ala-Star Officer - McGrath Real Estate to EXP Realty  
Kathleen Rothenberg - Chapple Realty to EXP Realty  
Jennifer Valente - Advanced Realty Global to McGrath Real Estate Group  
Eugenia Zacks Carney - Keller Williams Kalamazoo to Live Local Properties

## Retiring - REALTORS®

Catherine McCormick - Berkshire Hathaway HomeServices MI



## Key Box Corner

### Need to Know

Did you see the new SentiSmart release? Starting May 29<sup>th</sup>, 2018, the SentiSmart App has the ability to set up Touch ID and Facial Recognition for use in the App. Touch ID or Facial Recognition can be used in place of the PIN number. Access a lockbox and lockbox tools is even simpler with these enhancements.

Make sure the newest version of the app is downloaded on your phone to utilize this new feature.

## MLS News

### MLS Primary Photo Reminders

All listings, excluding vacant and unimproved land, must contain a photo unless specifically precluded in writing by the seller. This must be entered within seven (7) days of listing entry in MLS.

The primary photo on an MLS listing must be predominately the front exterior of a property. An aerial photo may not be the primary photo, as it is not predominately the front exterior.

Watermarks may not be placed on photos added to a GKAR listing on the MLS. The MichRIC logo will be added to all listing photos by flexmls, to protect copyright.

### Did You Catch the flexmls Webinars Offered Last Month?

In response to MichRIC members questions, FBS held a number of Webinars in the month of May. Topics varied from searching to CMA's. Recordings of the Webinars are expected to be available for those that were unable to attend.

Flexmls offers non-MichRIC specific webinars all year. Watch the most recent Webinar offered on [mapping and map overlays](#). More recorded Webinars can be viewed anytime by visiting the **Help** tab and selecting **Video Tutorials** in the MLS.

### Upcoming MLS Training at GKAR

- MLS Searching - June 26<sup>th</sup>, 2018, from 10:00 am -12:00 pm in the Classroom
- 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

### GKAR Condominium Addendum

When to use, when NOT to use, and why...[Read full Article](#)

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



# Maximize Your Membership

At all three levels of your Association Membership, there are a wealth of resources and tools available to you—many of which are included with your annual dues. The goal is to support you in building your network, marketing your business, increasing your professional knowledge, keeping you in compliance, and connecting you with your community.

## GKAR Member Rewards Program

- Special Reports
  - [Cumulative and Sub-Area Sales Reports](#)
- Tools & Technology
  - [Dotloop](#), [MichRIC](#), [Peak Performance Articles](#), [ShowingTime](#), and more!
- Professional Development Opportunities
- [Networking, Programs, and Fun](#)
- [Community Involvement](#)

## Michigan REALTORS® Member Benefits

- Realtors Property Resource® (RPR)
- Brown & Brown Insurance - Health/Life Insurance
  - [FREE Discount Prescription Card](#)
- Art Van Home Rewards Program
  - A gift from you to your client: \$300 in Gift Cards
- Frankenmuth Insurance - Home and Auto-owners Insurance
- Pearl Insurance - Errors & Omissions Insurance
- Realtor.org - Store Member Discount
- UPS Discounted Shipping
  - [Up to a 28% discount on UPS shipping](#)
- Industry Affiliate: WCR Michigan Chapter

## NAR REALTOR® Benefits Program

- Personal Insurance
- Electronics & Mobile Technology
  - Discounts with DELL, Lenovo, Sprint, and Xerox
- Travel & Automotive
  - Up to 25% off with AVIS, Budget, and Hertz
- Financial Services & Credit Card
  - Organize your finances and make tax prep easy; enjoy exclusive savings on the [QuickBooks® Self-Employed app](#)
- Risk Management
- Office Supplies & Services
- Marketing Resources
- Transaction Management
- Technology Services
- Educational Tools
- Unique Alliances

