

# Bearings

a newsletter for GKAR Members  
March 2018



## At A Glance

### Committee Meetings

March 2<sup>nd</sup>

- [Community Relations](#)

March 9<sup>th</sup>

- [Risk Management](#)

March 13<sup>th</sup>

- [MLS](#)

March 19<sup>th</sup>

- [Membership](#)

## GKAR News

### RPAC! RPAC! RPAC! 3 Things You Need to Know

1. GKAR's 2018 goal is to raise \$34,863. An investment of \$38+ per Member will get us there; [make your investment today!](#) How is this goal set? First, NAR sets each state's goal. Then, each state association determines the local association's goals based on fair share contribution and the number of Members. [Find out how RPAC is working for you at MIRealtors.com.](#)
2. To help us reach our goal, the [2018 Advocacy Committee](#) hosted a successful RPAC Major Investors Fundraiser on February 15<sup>th</sup>, with 26 attendees and \$13,750 raised! The theme was a roaring 20's, aces & eight balls murder mystery dinner; [check out the photos.](#) If you're interested in participating next year and becoming an RPAC Major Investor, contact Callie Reed at [CallieR@gkar.com](mailto:CallieR@gkar.com).
3. Due to decreasing attendance and participation in the RPAC Picnic & Auction, the GKAR Advocacy Committee is selling REALTOR® water bottles for donations of \$15+ (in lieu of auction baskets).

### The Governmental Legislative Update Forum is on March 5<sup>th</sup>

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. This month, we're honored to welcome the City of Portage's new mayor, Patricia Randall. Find out what's new in Portage; [register today.](#)

### Thanks to You, Bowl for Kids' Sake Was a Huge Success!

Thank you to everyone who participated in Bowl for Kids' Sake on February 17<sup>th</sup>. GKAR supported this important cause with a whopping 38 teams! We had a great time and we hope you did too. [Check out the photos.](#)

### 80 Members Attended Leadership Lessons with Tony Rubleski

Here's what GKAR Members had to say about Leadership Lessons:

*"Excellent Presentation."*

*"I enjoyed Tony Rubleski immensely. He was energetic, insightful, and had knowledge about our self-employed lifestyles that was "right on." I didn't know much about him, but I'm glad I attended."*

*"Thanks for setting it up! This is the first time I have heard Tony R. speak. He is a good speaker; it was interesting, and left me with a couple take-aways."*

[View photos from Leadership Lessons.](#)

## At A Glance

### Programs

March 5<sup>th</sup>

- [Legislative Update Forum](#)

March 15<sup>th</sup>

- [Membership Appreciation Wine Down](#)

March 24<sup>th</sup>

- [Walk to End Homelessness](#)  
*Be sure to mention you are with GKAR when you sign up!*

April 19<sup>th</sup>

- [Spring 4:01 Networking](#)  
*Info coming soon*

### Courses

March 27<sup>th</sup>

- [2018 Continuing Education](#)

April 20<sup>th</sup>

- [2018 Continuing Education](#)

May 22<sup>nd</sup>

- [PSA Certification](#)

August 13<sup>th</sup>

- [e-PRO® Certification](#)

# GKAR Programs



## Membership Appreciation Wine Down in 3 Weeks!

We're honored to serve you, so we hope you'll be our guest on Thursday, March 15<sup>th</sup>, at [Cityscape Events](#), from 4:00 pm - 7:00 pm.

Connect with your fellow REALTORS® and catch up with your 2018 Business Partners as they showcase products and services at this expo-style event. With 35 booths to visit, not to mention gourmet hors d'oeuvres, wine, beer, and soda (cash bar available), this event is a *must* on every Member's calendar. [RSVP today](#).

Want to reminisce? Check out last year's photos!

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

## Walk to End Homelessness - Saturday, March 24<sup>th</sup> at 10:00 am

Help End Homelessness! Join your fellow GKAR Members for a 5K walk, run, or jog benefiting Housing Resources, Inc. at Homer Stryker Field. The fundraising goal for this event is \$85,000. HRI needs our help! Gather a team and [sign up today](#) (*make sure to tell them you're with GKAR when you do!*)

## Real Estate Education **MREA**

Michigan Real Estate Academy

### 2018 Continuing Education - License Renewal

Check out the [2018 Education Calendar](#) and choose what Con Ed session you will be attending, to stay ahead. Remember that this is a renewal year and all requirements should be completed by October 31<sup>st</sup>, 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 22<sup>nd</sup> & November 6<sup>th</sup> | **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 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

# Membership News

## At A Glance

- [March 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  
[January 2018](#)  
[January 2017](#)

## Quarter Century - GKAR Member 25 Years!

Gail Mitchell - CENTURY 21 Affiliated

## REALTOR® Emeritus - GKAR Member 40 Years!

Rick Berner - Berner Real Estate

Marilyn Jones - Marilyn Jones Realty

Dave Schnelker - Berkshire Hathaway HomeServices MI

## Welcome NEW REALTOR® Members

Chelsy Bernard - Five Star Real Estate

Zachary Ruetz - CENTURY 21 C Howard

## Welcome REALTOR® Member Reinstatements

Carla McDonald - Cornell & Associates

John Pappas - Live Local Properties

## Welcome New REALTOR® Office

Landmark Real Estate Agency LLC - Mark Vickery

## Welcome New Business Partner Offices

American Arbor - Matthew Bainbridge

(269)244-8524 | americanarbor.net | Three Rivers, MI

Flagstar Bank - Tara Doll

(269) 321-1793 | flagstar.com | Portage, MI

## Welcome New Business Partner Office and Sentricard®

Pest Pros of Michigan - Maria Sorrentino

(269) 503-9860 | Kalamazoo, MI

## Transfers - REALTORS®

Joanie Becker - Carlson, REALTORS® and Development to Century 21 Affiliated

Maeva Bottex - Keller Williams Kalamazoo to Every Corner Realty

Jared Buchino - Lakes & Country Real Estate to Sharp Realty

Judy Curry - Maurer Real Estate to Five Star Real Estate

Karen Czuk - Keller Williams Kalamazoo to Five Star Real Estate

David Emmons - Maurer Real Estate to Five Star Real Estate

Jaime Gram - Jaqua REALTORS® (Milham) to Jaqua REALTORS® (Drake)

Erin Harris - Five Star Real Estate (Kalamazoo) to Five Star Real Estate (Portage)

Kerry Keefer - Five Star Real Estate (Kalamazoo) to Five Star Real Estate (Portage)

Jill Kingsbury - Five Star Real Estate (Kalamazoo) to Five Star Real Estate (Portage)

Anthony Leonard - Keller Williams Kalamazoo to Century 21 Affiliated

Tracy Maurer - Century 21Affiliated (Richland) to Century 21 Affiliated (Portage)

Troy McKenney - Sneller Real Estate to Five Star Real Estate

Gail Mitchell - Century 21Affiliated (Richland) to Century 21 Affiliated (Portage)

Michelle Rocco - Five Star Real Estate (Kalamazoo) to Five Star Real Estate (Portage)

Kim Toogood - Century 21Affiliated (Richland) to Century 21 Affiliated (Portage)

## [View Membership Drops](#)



## Key Box Corner

### Lockbox Upgrade Training

If you missed Lockbox Upgrade training or if you need a refresher, you're in luck!

SentriLock permitted us to record the training to share it with you.

- [Resource Information Sheet](#)
- [Video Training](#)

### Avoid a Fee - Return Your Old Lockboxes!

Return those lockboxes A.S.A.P. A \$25/per box fee will be assessed for boxes that are not returned. After April 1<sup>st</sup>, 2018, old lockboxes will no longer function. Don't delay!

## Peak Performance

### GKAR Real Estate Forms and Language (An Organizational Chart)

*DALG? SALY? ALDAR?  
What's the name of that form?*

With so many forms and abbreviations in this business, it's difficult to remember everything, especially if you're just starting out.

We have great news: *You don't need to remember everything!*

This handy chart developed by your GKAR Risk Management Committee can be your go-to resource. [Download it today](#) from the flexmls Intranet.

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

# MLS News

## MichRIC Survey - Coming Soon

You'll soon have the opportunity to share your feedback regarding flexmls and lockboxes during a MichRIC-wide survey.

MichRIC has employed a third-party survey provider to ensure you're comfortable providing honest feedback. Be on the lookout for this survey; your opinion is essential to the continuous improvement of the MLS system.

## New Features on flexmls

As of February 15<sup>th</sup>, 2018, flexmls added the capability to upload videos and virtual tours while a listing is **Incomplete**. Now, your listings can become **Active** and ready for the public as well as flexmls users.

To view this function, visit the **Edit** screen of an incomplete listing. **Videos** and **Virtual Tour** will appear as options in the **Multimedia** category of the **Edit** screen along with **Photos** and **Documents**.

## Guidelines on Listing Input and Changes in the MLS

Recently, GKAR Members have been fined for failing to input a listing or change the status of a listing in a timely manner. To avoid a fine, follow these MLS Policy guidelines:

- **New Listings** must be entered into the MLS within 48 hours of the seller's signature on the Listing Agreement
- **Withdrawn** and **Cancelled** status must be added to an MLS listing within two (2) business days of seller's signatures on authorizing documents
- **Pending** status must be reflected within two (2) business days of signature on the Sales Agreement
- **Sold** must be marked on an MLS listing within 48 hours of closing

## Upcoming MLS Trainings at GKAR

Dotloop - April 2<sup>nd</sup>, 2018, from 2:00 pm - 4:00 pm, in the Classroom

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

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

## New GKAR MLS Quick Guide - Available Now!

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.](#) Want a hard copy? The first 150 REALTORS® at Membership Appreciation Wine Down on March 15<sup>th</sup>, will receive their very own printed copy of this invaluable resource!