

APRIL 2020

GKAR MEMBER NEWSLETTER

# Bearings

## GKAR NEWS

### COMMITTEE MEETINGS

April 3<sup>rd</sup>

- [Professional Development](#)

April 6<sup>th</sup>

- [Advocacy](#)

April 10<sup>th</sup>

- [Risk Management](#)

April 14<sup>th</sup>

- [MLS](#)

April 15<sup>th</sup>

- [Membership](#)

April 17<sup>th</sup>

- [Community Relations](#)

# GKAR

Greater Kalamazoo  
Association of REALTORS®

### GKAR is Operating Remotely

There is no greater priority than the well-being and safety of you, our Members, and staff. We are working hard during this difficult and unprecedented time to continue to serve you while also protecting your health and safety. This means that all activities at GKAR have been postponed at least until the Michigan State Executive Order 2020-21, regarding COVID-19, is lifted.

While GKAR staff are working remotely and the facility is closed, staff will be responding to your messages within one hour during normal business hours. For MLS vendor-specific assistance, visit our [MLS Resources & Vendors page](#) with all vendor contact information.

### NEW Resource—MichRIC® Study Hall

MichRIC® is now providing daily tips and tricks for you to master your MLS software, called “[Study Hall](#)”. There are daily updates and activities for you to try. MichRIC® also welcomes your suggestions for content; send them to email [studyhall@michric.org](mailto:studyhall@michric.org).

### NAR Resource Page

NAR is providing several resources for REALTORS® and the unique issues that the Coronavirus presents to the real estate industry. [View the Guide for REALTORS® here](#). There is also a [Shareable Guide for Property Owners](#) you can send to clients.

### April is National Fair Housing Month

Though our Housing Resource Fair is being postponed (see page 3), we encourage you to keep the topic of fair housing on your mind this month.

### Stay Connected— Stay Informed

#### [GKAR Member Facebook Group](#)

- This is a private Facebook group for REALTOR® Members

Follow [Michigan REALTORS®](#) and [NAR](#) on Facebook

Watch your email for communication from Michigan REALTORS® and NAR

# President's Message



**Jeff Lee**  
**2020 President**  
[Email Jeff](#)

[Contact a  
2020 Board Member](#)

[Contact a  
GKAR Staff Member](#)

Dear Members,

Well, as they say, "It's been a week!"

On March 17<sup>th</sup> the executive committee of your leadership responded to the COVID-19 threat by closing the Association office. Our Chief Executive Officer Robin Pompey, with foresight, transitioned communications and staff management to a cloud-based system. That is one reason members noted a seamless provision of service from our staff. Great job Robin! and thank you staff, you are doing a wonderful job!

It is clear that abiding to the COVID-19 government restrictions is what's best for everyone. Our community needs our Members to lead as an example by strictly following all the CDC directives. This means it is imperative to stay up to date with Michigan's executive orders. The most current real estate related advisory came out on March 24<sup>th</sup>, 2020 when Governor Whitmer issued further guidance on her executive order. Currently, REALTORS® are considered "non-essential" and that means showing homes, placing key boxes etc. are a violation of the COVID-19 Directive. A recent update from the STATE OF MICHIGAN DEPARTMENT OF INSURANCE AND FINANCIAL SERVICES now includes inspectors as an essential service.

As an active real estate agent, I understand what you, our Members, are going through. I want to impress upon you that your leadership prioritizes your health, your safety and the well-being of your profession. Keeping that in mind, we are diligently working to keep our Members informed and unified by providing stable support. Your leadership is carefully watching COVID-19 Governmental updates and the membership benefits of the CARES Act. If there is anything we can do for you, please do not hesitate to reach out.

Further, communication is key to helping each other. Please be sure to confirm that our Association has your updated contact information and take a moment to connect with GKAR on Facebook, where you will find many of your fellow Members offering words of encouragement, sound business practice suggestions and important updates.

Stay healthy, practice safely and remember you are not alone - GKAR is here for you!

Jeff Lee

# GKAR PROGRAMS

## HELPFUL LINKS

GKAR REALTOR® Member Facebook Group

- [Join](#)

NAR Right Tools Right Now—COVID-19 Resources

- [Learn More](#)

MichRIC® Study Hall

- [Learn More](#)

## Spring 4:01 Postponed to June 18<sup>th</sup>, 2020

This GKAR Member Networking event is set to be held at the [Trak Houz Bar & Grill](#) in Kalamazoo from 4:01 pm to 6:00 pm. More details will be coming soon!



## PD Series—Housing Resource Fair Postponed to June, 2020

Your GKAR Professional Development Committee is working with participating organizations and speakers to determine a new date. More details are coming soon!

# EDUCATION

## UPCOMING 6-HOUR CON ED AT GKAR

[Register Today!](#)

- September 29<sup>th</sup>, 2020
- October 27<sup>th</sup>, 2020

## Certified Pricing Strategy Advisor (PSA)—Sponsored by Chemical Bank New Date!

Start pricing homes with confidence; master this CMA course and learn how to evaluate the existing real estate market to take the guesswork out of pricing homes. The Pricing Strategy Advisor (PSA) Certification is specifically designed to enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values.

Dates: June 23<sup>rd</sup>, 2020 | Tuition: \$169 | [Register Now](#) | Instructors: [Robert Taylor and Martin Wagar](#)

New Agents:

- How Pricing Works
- Selecting Comps
- The Art of Making Adjustments
- Developing Price Opinions

Experienced Agents:

- Why it works
- Interacting with Appraisers & Lenders about Value
- How Lending Practices Impact Your Deal
- Financial Markets

## SALES REPORTS



Sales reports are published the following month once all data is received.

- [Cumulative Sales Report](#)
- Sub-Area Residential Sales Report
  - [February 2020](#)
  - [February 2019](#)
- [Create a Ranking Report](#)
- [Create a Production Report](#)

## REALTOR® MEMBER BIRTHDAY CALENDAR— APRIL

## REALTOR® EMERITUS ELIGIBILITY DETAILS

### Welcome New REALTOR® Members

Hayley Davidson - Neighborhood Realty Group  
Keith Dodich - Five Star Real Estate  
Jeanie Finney - Evenboer Walton, REALTORS®  
Michelle Kintz - Berkshire Hathaway HomeServices MI  
Claire Maxwell - Keller Williams Kalamazoo  
Joseph Negri - Five Star Real Estate  
Jenna Steele - Five Star Real Estate

### Transfers - REALTORS®

Bryan Bradley - Adrian Real Estate to EXP Realty  
Elizabeth Mann - Compass Realty to EXP Realty  
Mary Noneman - Jaqua, REALTORS® to Five Star Real Estate, Portage  
Mark Reisterer - Jaqua, REALTORS® to RECONNECT Real Estate  
Tammy Shimmel - Sneller Real Estate to RE/MAX Executive

### Drops - Existing Business Partner

Edward Jones  
Lighthouse Group

### Drops - Existing Business Partner Individuals

Tricia Hays - StageRight Home Staging

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### Don't Miss Qualifying for REALTOR® Emeritus

One year of service on a National Committee is now required as an additional condition of achieving REALTOR® [Emeritus](#) status and applications are now open to apply: [NAR Committee App](#) The deadline to apply is May 1<sup>st</sup>, 2020. If you are accepted on a Committee, please contact Heather Atteberry, Director of Professional Standards & Membership Services, at [HeatherA@gkar.com](mailto:HeatherA@gkar.com).

## KEY BOX CORNER

As the GKAR office is closed you may still need access to a Supra box. You may inquire with the Listing Agent about obtaining One-Time Only access. Supra has introduced this feature with their newest lockboxes. This One-Time Only access will provide access to the Supra keybox in a similar manner as SentiLocks 1 Day Codes.

### Accessing Supra lockboxes, key free, in three (3) easy steps:

1. Download the Supra eKey app on your smartphone.
2. Contact the listing agent to provide you with One-Time Only access (an email or text message will be sent to you confirming this access with a link to create an account).
3. Create your account by following the [Non-Member Instructions \(PDF\)](#).

## PEAK PERFORMANCE ARTICLE

[Think You Know Well and Septic Inspections Flat - Try this Test](#)

# MLS NEWS

## Updated Listing Policy Coming

As mandated by NAR, updates will be made to various GKAR MLS policies on May 1st, 2020. The updates now require a listing be added to the MLS within one (1) business day of the signature of the listing agreement or public marketing. Below are policy changes approved by the Board of Directors:

**Section 1 Listing Procedures:**... Listings of real or personal property of the following types, which are listed subject to a real estate broker's license, and are located within the service area of the MLS, and are taken by Participants on the listing agreement (see Notes 1 and 2) shall be delivered to the MLS within one (1) business day after all necessary signatures of seller(s) have been obtained: (Amended 03/2020)

**Section 1.1 Clear Cooperation:** Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants. Public marketing includes, but is not limited to, flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public. (Adopted 03/2020)

**Section 1.3 Exempted Listings:** ... MLS Participants must distribute exempt listings within one (1) business day once the listing is publicly marketed. See Section 1.1, Clear Cooperation. (Amended 03/2020)

Looking for the full GKAR MLS Rules and Regulations document? You can find it by signing into the Member Login and selecting MLS Rules and Regulations. Looking for the full GKAR MLS Rules and Regulations document? You can find it by [signing into the Member Login](#) and selecting MLS Rules and Regulations.

# MLS RESOURCES

## [MLS Quick Guide](#)

Get quick answers to those pesky questions that slow you down while entering listings!

## [MLS Tips](#)

Work smart; save time!

Training is included with your GKAR Membership and conducted by Sam Bartlett, your Director of Multiple Listing Service. **Reserve your seat online today** or call (269) 382-1597.

## MLS Training Available at GKAR

**Dotloop** – August 20<sup>th</sup>, 2020, from 10:00 am - 11:30 am in the Classroom

**RPR**® – October 29<sup>th</sup>, 2020, from 9:00 am - 11:00 am 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.