

# Bearings

## GKAR NEWS

### COMMITTEE MEETINGS

February 3<sup>rd</sup>

- [Advocacy](#)

February 7<sup>th</sup>

- [Professional Development](#)
- [Community Relations](#)

February 11<sup>th</sup>

- [MLS](#)

February 14<sup>th</sup>

- [Risk Management](#)

February 19<sup>th</sup>

- [Membership](#)



### Congratulations to Our First Committee to Reach 100% RPAC Participation

The 2020 Community Relations Committee is the first to have all their Members reach 100% RPAC Participation.

### Apply for the NAR Leadership Academy

The [NAR Leadership Academy](#) identifies, inspires, and mentors emerging leaders from the local and state level. Applications are being accepted now for the 2021 year. The deadline to submit your application is March 3<sup>rd</sup>, 2020. [Learn more and/or apply now](#)

In 2021, NAR Leadership Academy participants will have the opportunity to learn from industry leaders through a combination of in-person events and online learning. The experience will begin in January 2021 and culminate with graduation at the 2021 REALTORS® Conference and Expo in San Diego, California.

### REALTOR® Emeritus Qualifications

Just a reminder that NAR changed the qualifications for REALTOR® Emeritus status. In addition to 40 cumulative years as a REALTOR® member, one year of service on the National level was made a condition of achieving REALTOR® Emeritus status. For more information, please visit [NAR's REALTOR Emeritus Info](#).

Please visit [NAR Committee Info](#) to learn more about serving on a National Committee. The deadline to apply is May 1<sup>st</sup>, 2020.

### GKAR Receives Award for Exceeding 2019 RPAC fundraising Goal at the Michigan REALTORS® Achieve Conference Last Month

Only 27 Associations in the state were recognized for exceeding their 2019 RPAC fundraising goal. GKAR was ranked 4<sup>th</sup> in the state at the Medium-Size Association level by Percentage of Goal and Participation Percentage.

Thank you to the 466 [GKAR RPAC investors in 2019!](#)



# President's Message



Jeff Lee  
2020 President  
[Email Jeff](#)

[Contact a  
2020 Board Member](#)

[Contact a  
GKAR Staff Member](#)

Happy New Year, GKAR Members and Business Partners!

Be assured, your leadership will be making you, our Membership, the cornerstone of the next decade.

This is my first report to you since the Installation Lunch Spectacular. And, I am happy to report 2019 finished strong for our Membership. Record-setting average home pricing and unit sales are keeping everybody busy. Low inventory conditions exist and best practices for multiple offers are very important to keep in mind out of respect for our fellow Members.

I encourage you all to join, in supporting our wonderful staff at GKAR, as they tirelessly work to support your programs. Our association, our industry, our communities, and state rely on you to support our vibrant economy and successful home ownership.

If you think I am exaggerating the impact you are making, please consider this: Each home sale and mortgage closing generates more economic activity than just that income. Each home sale then goes on to produce a ripple effect in our economy, producing over \$59,500 of our states gross product. Our industry accounts for 16% of Michigan's GSP. We all deserve a pat on the back.

So, as you continue planning for 2020, I encourage you to include a longer-term goal. Ask yourself where you want to be at the end of the next decade. Whatever your mission, GKAR will be there to assist. [You can find important dates and information at www.GKAR.com](#).

Your leadership is waiting to assist you, so please feel free to contact myself or members of your Board of Directors; we stand ready to serve.

Thank you,

Jeff Lee

## UPCOMING PROGRAMS

February 19<sup>th</sup>

- [Professional Development Series: Market Update](#)

February 22<sup>nd</sup>, 2020

- [Bowl for Kids' Sake & Mixer](#)

March 12<sup>th</sup>, 2020

- [Membership Appreciation Wine Down](#)

March 16<sup>th</sup>, 2020

- [Governmental Legislative Update Forum](#)
- [RPAC Madness Fundraiser](#)

## UPCOMING 6-HOUR CON ED AT GKAR

[Register Today!](#)

- February 26<sup>th</sup>, 2020
- March 24<sup>th</sup>, 2020
- September 29<sup>th</sup>, 2020
- October 27<sup>th</sup>, 2020

### Professional Development Series: Market Area Updates

Hear from Trisha Dunham, Director and Ron Kitchens, Senior Partner & CEO, from Southwest Michigan First; enjoy yogurt parfaits, fresh fruit, and a mimosa bar, network, and more! [RSVP Now](#) for February 19<sup>th</sup>, 2020—  
*Market Area Updates Presented by Southwest Michigan First*

### Bowl for Kids' Sake 2020

Team spots are still available; sign up now before they're filled! New this year - we will have a Member Mixer at 4:00 pm between shifts with tasty appetizers and fun! [View Registration Instructions](#)

### Governmental Legislative Update Forum & RPAC Madness

Stay informed about legislative issues related to the local housing industry by attending the next Governmental Legislative Update Forum at GKAR on March 16<sup>th</sup>, 2020. Representative Beth Griffin, Representative Matt Hall, Representative Jon Hoadley, Representative Brandt Iden, Senator Sean McCann, and Senator Aric Nesbitt will be joining us. [RSVP Today](#) Then stay and enjoy our annual RPAC Participation Fundraiser, [RPAC Madness](#).

### Membership Appreciation Wine Down

Join us for this popular Member fellowship gathering and Business Partner expo. Mix and mingle with your fellow REALTORS®, and catch up with your 2020 Business Partners as they showcase their products and services; we have 40+ Business Partner booths to explore. [Learn More and/or RSVP Today](#)

## EDUCATION

### Take Graduate REALTOR® Institute (GRI) - I Course\* at GKAR This Month

The GRI Designation is one of the most prestigious designations and most widely held among those who hold any designations, held by 19 percent of REALTORS®, based on latest NAR Survey Data. The GRI - I includes 30 clock hours of approved course work toward earning your Brokers License as offered through LARA.

Dates: February 18<sup>th</sup>, 19<sup>th</sup>, 20<sup>th</sup>, and 21<sup>st</sup>, 2020

Tuition: \$350 | [Register now through CE Marketplace](#).

Instructor: Gwyn Besner

*\*If you have taken GRI - I or II prior to 2019, you will receive new materials as part of your Class Registration Only fee for the next segment you take. GRI - I or II taken in-classroom after 11-1-2019, new materials are included as your initial registration fee and will be used for the next segment. If you have misplaced your materials, you will need to pay \$55.00 for an additional copy.*

## SALES REPORTS



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

- [Cumulative Sales Report](#)
- [Sub-Area Residential Sales Report](#)  
[December 2019](#)  
[December 2018](#)
- [Create a Ranking Report](#)
- [Create a Production Report](#)

## REALTOR® Member Birthday Calendar— February

## Summary of 2019 GKAR Professional Standards Cases

In 2019, there were 10 formal ethics complaints filed, 8 Professional Standards ethics hearings, and 2 arbitration requests filed but were not referred for a hearing.

The Articles of the Code of Ethics found in violation were Articles 12, 15, and 16. If you have any questions, you may direct them to Heather Atteberry, Director of Professional Standards & Membership Services, at [HeatherA@gkar.com](mailto:HeatherA@gkar.com) or (269) 382-1597, ext. 111.

### Welcome New Members—REALTORS®

Bryan Bradley - Adrian Real Estate  
Matt Conlee - Community Relocation  
Rusty Gorter - Keller Williams Kalamazoo  
Goldman Greene - Kalvan Realty  
Daniel Hoffman - Five Star Real Estate  
Johnathan Kelsey - Golden Star Realty  
Ahmed Khalil - EXP Realty  
Dwane Mann Jr. - Berkshire Hathaway HomeServices MI  
Peggy Paige - Century 21 Affiliated  
Ali Park - Jaqua, REALTORS®  
Ben Thornton - Five Star Real Estate  
Stefanie Tull - Keller Williams Kalamazoo  
Amy Wright - EXP Realty

### Reinstatements—REALTORS®

Jermiah Boggerty - Century 21 Affiliated  
Wayne Caldwell - Keller Williams Kalamazoo  
Rob Ernsberger - Keller Williams Kalamazoo  
Amy Hall - Five Star Real Estate  
Heidi Truckey - Khoury Real Estate

### Welcome Limited Service Only— REALTORS®

Andrew Gyorkos - Kalamazoo Commercial Real Estate  
Trisha Kidd - Treystar  
Danielle Pojar - The Barton Group  
James Souers - Kalamazoo Commercial Real Estate  
TJ Ward - Kalamazoo Commercial Real Estate

### Name Change—REALTOR® Office

Miller Connection Realty, Inc. to Marcia Miller Realty, LLC

### Transfers—REALTORS®

Michele Brown - RE/MAX Advantage  
to Lakes & Country Real Estate  
Amanda Cline - Carlson, REALTORS® & Development  
to Lukeman Group

### 2020 NAR Code of Ethics Updates

[Download a copy of the 2020 Code of Ethics \(PDF\)](#)

Changes for 2020:

- There was an amendment to Article 1—revision of Standard of Practice 1-7
- There was an amendment to Article 3—adoption of Standard of Practice 3-11
- There was an amendment to Article 12—deletion of Standard of Practice 12-2 and revision of Standard of Practice 12-1

[Read full details on the changes](#)

### NAR Code of Ethics Required Training Update

At their meeting in November, the NAR Board of Directors extended the training requirement from every 2 years to every 3 years and extended the current cycle deadline from December 31<sup>st</sup>, 2020, to December 31<sup>st</sup>, 2021.

All Members are required to complete two and a half hours of ethics training within each 3-year cycle. If you have not completed your Ethics Training Requirement for the current 2019—2021 cycle, you may complete it online with NAR as a Member benefit: [Ethics Training](#).

# MEMBERSHIP

Judy Curry - Five Star Real Estate  
to RE/MAX Executive  
Gregory DeHaan - Evenboer Walton, REALTORS®  
to Rise Realty  
David Emmons - Five Star Real Estate  
to RE/MAX Executive  
Jennifer Emmons - Five Star Real Estate  
to RE/MAX Executive  
Robert Ernsberger - Keller Williams Kalamazoo  
to Live Local Properties  
Elicia Essenburg - Five Star Real Estate  
to RE/MAX Executive  
Ellen Jarl - Jaqua, REALTORS® Drake Office  
to Milham Office  
Susan Maurer - Five Star Real Estate  
to RE/MAX Executive  
Troy McKenney - Five Star Real Estate  
to RE/MAX Executive  
Shelby Nowak - Jaqua, REALTORS® Drake Office  
to Milham Office  
Michael Kerr - Keller Williams Kalamazoo  
to Advanced Realty Global  
William Zehner - RE/Max of Kalamazoo  
to O'Brien Real Estate

### Drops—REALTORS®

Frank Barber - EXP Realty  
Micki Brodie - RE/MAX Advantage  
Chris Brown - Jaqua, REALTORS®  
Cornelia Graham - Five Star Real Estate  
Kenneth Holmes - Five Star Real Estate  
Lori Lamb - Berkshire Hathaway HomeServices MI  
Christine Martinson - Keller Williams Kalamazoo  
Charles Taylor - Keller Williams Kalamazoo

### Drops—REALTOR® Offices

Five Star Real Estate, Allegan

### Drops—Business Partner Offices

HomeSpec Certified Inspectors

## KEY BOX CORNER

Did you hear the news? SentiLock will be retiring the SentiCard, effective January 1<sup>st</sup>, 2022.

That means the way an agent or other user will manage their lockboxes will be with the SentiKey™ mobile app. If you're already using the app then wonderful, keep using the system as you do currently. If you use the SentiCard, there will be plenty of time and resources to learn all about the app.

The SentiKey™ app offers several benefits:

- Immediate notifications when someone enters and leaves a property—no card related delays
- No need for card renewals—ever!
- The ability to use Touch ID and Facial Recognition to streamline the access process
- Property details through SentiLock's listing detail partners
- More features with the app—Agent Safety, report key missing, and listing agent information

## PEAK PERFORMANCE ARTICLE

[Think You Know Well and Septic Inspections Flat? Try This Test!](#)

## MLS NEWS

### Opportunity Zones in RPR®

Last year, RPR introduced Qualified Opportunity Zones (QOZ) as a map layer in their system. An opportunity zone is an economically distressed community that may be eligible for preferential tax treatment. Applying the layer to the RPR® map will make it that much easier to find properties in areas that have been deemed qualified. [View more information about QOZ areas and the map layer on RPR®.](#)

### Vendor Webinars on GKAR.com

Many of the MLS vendors (dotloop, flexMLS, RPR, etc.) offer webinars on various topics. We've added many of these webinars to our calendar on GKAR.com. This way, you can stop at one source to see the upcoming videos, webinars, and classes that will assist you further master the systems. You'll easily find the calendar on the MLS page of the GKAR website [or click here.](#)

### My Home by ShowingTime

ShowingTime has been a great asset to agents on both, the selling and buying side, for a few years now. In recent years, they have added functions to their system that allow the seller or buyer to be more of a part of the showing process. Now, they offer the clients an app to utilize in the home-buying process. The app, referred to as My Home, gives the client quick access to showing requests, showing feedback, listing snapshot, or even a commute-time calculator. This may be a great option for a client who likes to feel in the loop. If you or your client are interested in using My Home, you'll [find all the information you need here.](#)

### [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 RESOURCES

**Dotloop Training**—March 17<sup>th</sup>, 2020, from 2:00 pm—3:30 pm in the GKAR Classroom

- Create templates of forms
- Connect the MLS to pull information from the MLS system directly into forms
- Insert Common Clauses from the GKAR Clause Library into forms
- Add your own documents or forms into your dotloop transaction
- Email forms to your clients
- Use the free, built-in electronic signature option and go paperless
- Filter transactions based on Status