

The Exclusive Write

February 2012

Step Up to the Plate

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Have you checked out lately all the things LBAR has to offer?

A message from David Powell, 2011-2012 LBAR President



We have kept some of the great traditions that LBAR has done over the years but we have also made a few improvements (changes) that I wanted you to be aware of.

First, when is the last time you attended a LBAR membership meeting? The next one is February 9th and we will have a city inspector touch on a current hot topic which is building permits and how the city is handling finished basements that don't have a permit. IF you weren't aware that this is a problem you better come to the meeting to see what all the fuss is about!

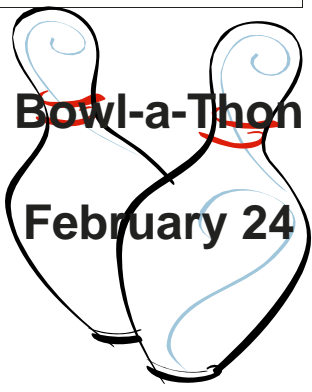
A big Thank You to our awesome program committee that has done a great job of bringing us relevant community and real estate topics to educate our members.

Next, do you work in a small brokerage or are you an independent? We have launched a monthly meeting to help those wanting to get together, share ideas and network. The group will decide the path they want to take and I would invite you to "Step up to the Plate" and see what coming together as a group could assist you in your ongoing education and growth as a Realtor.

Lastly, do you need room for a presentation, meeting a client, room for a closing or a place to hold a meeting? Contact LBAR to schedule the conference room.

Don't forget about our upcoming events; Bowl a Thon, Texas Hold-Em Golf Tournament, and that's to just name a few!!

Have a great February; Spring is right around the corner!!!!

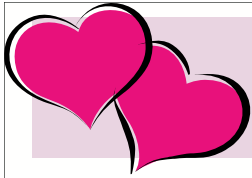


Sign Up NOW !!

www.lbaronline.com

Check out the Education Classes that LBAR is having:
 See Pages 8 and 9 of this newsletter.
FREE Lunch and Learn Class,
2012 Forms & Contracts Review,
2012 Commission Update Courses and NAR Ethics Classes.

Registration forms are located on the LBAR website:
www.lbaronline.com/education



February 2012



Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 Realtor® Day @ the Capitol	3	4
5	6	7 9:30 a.m. Government Affairs Meeting	8	9 8:45-10:00 Membership Mtg @ The Garden Room	10 8:30 a.m. Community Relations Meeting	11
12	13	14 9:00 a.m. Independent/ Small Brokers Meeting	15	16 8:30 a.m. Affiliate Committee Meeting	17 9-12:00 2012 Contracts Class	18
19	20	21 NOON Board of Directors Meeting	22 Realtor® Rally	23	24 11:30 Bowl-a-Thon	25
26	27	28 2:30-4:30 IRES Class	29	<div data-bbox="824 1146 1528 1381" data-label="Text"> <p>February 28th IRES Class Stats for NoCo and Beyond will be held at Loveland-Berthoud Association of REALTORS®, 730 N Railroad Ave, Loveland 2:30—4:30 p.m. Sign Up at IRES office (970)593-9002</p> </div>		



Membership Report Where Are They?

* **Secondary Member**

NEW REALTOR® Members:

Diane Kuligowski – Independent
Maria McLain – RE/MAX Alliance

REALTOR® Members on the move:

Deborah A. Guinn – The Group, Inc. to Guinn Real Estate Marketing, LLC
Kimberly K. Knight – RE/MAX Eagle Rock to The Group, Inc.
Tammy VanUffelen – West USA Realty to RE/MAX Eagle Rock
Terry W. Younglove – Foothills Premier Properties to RE/MAX Eagle Rock

Be Proud to wear your
REALTOR "R"





Ethics Corner by Steve Stazel

FROM NAR--- A RECENT CASE INTERPRETATION-- INTERNET ADVERTISING

As we use the internet more and more the Code attempts to be current on our use of the internet. You might want to re-read article 12, particularly the last six Standards of Practice. They all relate to internet advertising. What follows is a recent case interpretation published by NAR which relates to internet advertising.

REALTOR A, a residential broker in a major metropolitan city, spent several weeks each year in his cabin in the north woods where he planned to retire one day. Even while at home in the city, REALTOR A stayed abreast of local news, events, and especially the local real estate market by subscribing to the print and on-line editions of the local paper. He also bookmarked a number of north woods brokers' websites to stay current with the market and to watch for potential investment opportunities.

One evening while surfing the internet, REALTOR A came across a URL he was not familiar with---northwoodsandlakesmls.com. REALTOR A was pleased to see the MLS serving the area where he vacationed for so many years had created a publicly-accessible website. Clicking on the link, he was surprised to find that the website he was connected with was not an MLS's website but instead was REALTOR Z's company website. Having had prior dealings with REALTOR Z, REALTOR A spent some time carefully scrutinizing the website. He noted, among other things, that the name of REALTOR Z's firm did not include the letters MLS.

REALTOR A sent an e-mail to the association's executive officer asking whether REALTOR Z had been authorized by the association to use the URL northwoodsandlakesmls.com and whether the association felt it presented

a true picture as required by Article 12 of the Code of Ethics. The association executive responded that their association did not assign, review, or approve URL's used by their members, but added that if REALTOR A felt a possible violation of the Code of Ethics had occurred, the appropriate step was to file an ethics complaint. REALTOR A did just that, alleging in his complaint that when he clicked on what appeared to be a real estate-related URL that included the letters "MLS" he expected to be connected with a website operated by a multiple listing service. He stated he felt that REALTOR Z's URL was deceptive and did not meet Article 12's true picture test.

At the hearing, REALTOR Z defended his URL on a number of grounds including the fact that he was a participant in good standing in the MLS and that he was authorized under the MLS's rules to display other participants' listings on this website. "If I used MLS in the name of my firm, I could see how that might be perceived as something less than a true picture," he argued, "but by simply using MLS in my URL I am telling consumers that they can get MLS-provided information about properties in the north woods from me. What could be truer than that?"

The hearing panel disagreed with REALTOR Z's reasoning. While REALTOR Z's website included information about other participants' listings that the MLS had provided --and that REALTOR Z was authorized to display-- the fact remained that a real estate-related URL that included the letters MLS would leave reasonable consumers to conclude that the website would be an MLS's and not a broker's website. REALTOR Z was found in violation of Article 12 as interpreted by Standard of Practice 12-10.



Nancy Walkowicz and **Todd Murray** were the selected participants for the **Minute to Win It** event. This was held during our Monthly Membership Meeting on January 12th.



Launch
and
Catch



Todd Gilchrist of Fidelity Title sponsored the event with the help of **Debby Myers** and **Becky Warner**.

Marshmallows !!!



Government Affairs UPDATE



Barbara Koelzer,
Regional Government Affairs Director
bkoelzer@ires-net.com 303.886.5675

Loveland

- **Reapportionment Means Uncertainty in HD 51:** Changes to the boundaries of Colorado's General Assembly districts, known as reapportionment, mean that Reps. BJ Nikkel and Brian DelGrosso both live in House District 51. Rep. Nikkel will continue to represent HD 49 through this year. But the two representatives, who have similar views and consider themselves friends, say they have decided that only one of them will seek the nomination of the Republican Party to run for the seat in November's election. They have not made a final decision on the matter and have been under some pressure from the Larimer GOP to make a formal announcement quickly.
- **Shaffer Announces Bid for House:** Attorney Mark Shaffer, husband of Loveland City Council member Joan Shaffer, announced his decision to run for House District 51. The Staffers moved to Loveland in 2000 and several years later led a successful campaign to limit campaign donations in the city. Shaffer, who is a Democrat, said he is "fed-up with being represented by people who do nothing and then complain and blame others when things don't improve." The seat is currently held by Brian DelGrosso, who serves on the powerful House Appropriations Committee and is Chair of the Budget Committee.
- **Council Considers 2012 Agenda:** This year the City Council agreed to focus on improvements to its water and electrical infrastructure, which could mean rate increases or bond sales. However there was consensus that these upgrades are necessary for

economic development. The Council also decided to focus on planning the Colorado 402 and US 287 corridors. The 402 Corridor has been on the planning radar for years but is gaining more impetus now that it will serve as the entrance to the Rocky Mountain Center for Innovation and Technology in the former Agilent campus. The US 287 plan will focus on infill and a revitalization of the City's north-south gateway.

Larimer County

- **County Commissioner Race Heats Up:** Karen Stockley, who was ousted from the Thompson School Board by newcomer Bob Kerrigan, has announced her decision to run against incumbent Tom Donnelly in this November's Larimer County Commissioner race. Stockley says she'd like to "streamline county government and represent all the residents of Larimer County." According to the *Reporter-Herald*, Donnelly ran for the seat in 2008 on a platform of budget reform -- a stance he has stood behind while serving on the board the past three years. He said he wants to continue his mission with another four years as county commissioner. Note: Steve Johnson has also announced his intent to run for a second term on the Board of County Commissioners but has no opponent yet.
- **Perry Buck Announces for HD 49:** Perry Buck, wife of Weld County DA Ken Buck, has announced her intent to run for House District 49. The district, which includes unincorporated Larimer County and the western edge of Weld County (Windsor), has been held by BJ Nikkel since 2009 (see related story, below). However, changes in the district's

boundaries in 2011 moved Nikkel's residence into the 51st district. Buck is a conservative, who recently moved to Windsor from Greeley. She is a Board member of the Northern Colorado Legislative Alliance and is a former small business owner who has been endorsed by Nikkel.

COLORADO ASSOCIATION OF REALTORS®

- **Legislative Committee Begins Bill Review:** CAR's Legislative Policy Committee (LPC) began combing through bills that have been introduced so far during the 2012 session and voted to support two bills.
- **HB-1029 "Economic Stimulus Personal Property Tax Exemption"** HB-1029 exempts business personal property that is purchased at any time during the 2013 calendar year from the levy and collection of property tax.
- **SB-52 "Local and Statewide Assessed Property Tax Exemption"** SB-52 increases the exemption from property tax for business personal property. Bills that the LPC will consider next include diverse issues such as eliminating the requirement for residential sprinkler systems in new construction, graywater use and landlord and tenant regulations.

NATION

- **Housing Taxed to Extend Payroll Tax, Medicare, and Unemployment Benefits:** The political controversy over the payroll tax was big news at the end of December. But did you know that the cost for extending the tax will be funded by increasing mortgage fees? Despite NAR's strong opposition to the diversion of housing

(Continued on page 5)

Government Affairs *UPDATE* (cont'd)

(Continued from page 4)

resources to pay for non-housing uses, increases in Guarantee Fees on Fannie/Freddie mortgages and premium charges for FHA loans will offset the cost of the extensions.

The Mortgage Bankers Association (MBA) says the increases will translate into additional costs for housing consumer and will divert fees needed to minimize the loss exposure of the government-sponsored enterprises, investors, and ultimately, the taxpayer. The MBA estimates the increases could amount to an extra \$4,000 in fees on a \$200,000 mortgage. Other analysts say that although the fees will likely be passed along to borrowers, it will not slow a housing market recovery. The fee increase will expire in 10 years.

- **NAR Pushes for Investor Participation in Section 203(k) Loans:** NAR sent a letter to Shaun Donovan, Secretary of Housing and Urban Development (HUD) requesting that investors be permitted to participate in the Federal Housing Administration's (FHA) Section 203 (k) Rehabilitation Mortgage Insurance Program to purchase vacant and foreclosed properties in need

of significant rehabilitation. Amending the 203(k) Program will help restore vibrant housing markets and neighborhoods across the country and people will be put to work fixing these homes. FHA's 203(k) Program allows homebuyers and homeowners to a) purchase a house including the cost of its rehabilitation through a single mortgage, or b) finance the rehabilitation of their existing home. Section 203(k) fills a unique and important need for homebuyers in another way as well. Section 203 (k) insured loans save the borrower's time and money, and also protect lenders by allowing them to have the loan insured even before the condition and value of the property may offer adequate security.

- **NAR Says Comprehensive Mortgage Reform Unlikely This Year:** NAR analyst Tony Hutchinson says more than 19 bills have been introduced that relate to mortgage reform. Even so, NAR doesn't believe anything significant will happen because it's an election year. Four bills have been introduced that would take a comprehensive approach to reform, including a bill by Rep. Gary Miller (R-Calif.) that

very closely matches up with NAR's priority, which is to encourage private investors to return to the secondary market while replacing Fannie Mae and Freddie Mac with an entity that will back conforming loans as a nonprofit company.

Sen. Johnny Isakson (R-Ga.) also has a bill out that matches up with NAR aims in many respects, and the association is working with him and his staff to refine his approach this spring. A key point of Isakson's bill is that it would define conforming loans as those that are based on sound underwriting, not on the amount of down payment. In addition to these and a couple of other comprehensive reform bills, lawmakers have introduced other bills that look at specific aspects of reform. NAR does not support any of these single-issue bills because it wants reform to be comprehensive, not piecemeal. NAR says that even if nothing significant happens in Congress this year, it is still important to begin the push now and so NAR members can expect to be hearing more about this issue soon.

Check Out *2011 Year End*

LBAR HOUSING STATS

2011 YEAR END STATS

located on our website
homepage

www.lbaronline.com



**Mark Your
Calendars**

**February 22—
REALTOR Rally**

**February 24—
Bowl-a-Thon**

**April 20—
Texas Hold-Em**

Spotlights

Spotlights



Jake Atchison

Exodus Moving & Storage

How long have you been in the business?

16 years

What services do you offer?

Moving services locally, interstate, commercial and internationally with storage options.

What inspired you to choose your profession?

I have been in the moving industry since college. I love meeting new people every day and making a stressful time in people's lives easy.

What sets you apart from your peers?

Not only do we care about our clients, but we also take very good care of our employees, which is very uncommon in our industry.

What is something that only a few people know about you?

I am a Certified Massage Therapist.

What are your interests and hobbies, outside of working?

Anytime spent with my family is always my top priority, outside of work. I also enjoy snowboarding, fishing and biking with my daughters and playing basketball.

Tell us about your family.

I have 3 women in my life that help to keep everything in perspective for me; my wife Jen, my 12 year old daughter Kacie and my 2 1/2 year old daughter Lilly.



Russ Batz

RE/MAX Alliance

HOW LONG HAVE YOU BEEN IN REAL ESTATE?

15 years

WHAT HAS MADE YOUR BUSINESS SUCCESSFUL?

Keeping the customer foremost in mind.

DO YOU HAVE ANY ADVICE YOU'D LIKE TO GIVE NEW AGENTS?

Listen to the customer, act accordingly and offer "what if" questions for him/her to think about.

WHAT DO YOU LIKE BEST ABOUT YOUR PROFESSION?

Two things: working with good sincere people and time flexibility.

WHAT ARE YOUR HOBBIES AND INTERESTS:

hiking, camping, touring, hunting, personal security.

WHAT IS SOMETHING THAT ONLY A FEW PEOPLE KNOW ABOUT YOU?

For 9 years I volunteered with the U.S. Forest Service as a volunteer coordinator, public liaison and lookout at the Deadman Fire Lookout Tower west of Red Feather Lakes.

TELL US ABOUT YOUR FAMILY.

I have 3 grown kids and 7 grandsons...all, thankfully, within a 1 1/2 hour drive.

WHAT ARE YOUR GOALS FOR THE NEAR FUTURE?

To seek out more great customers, new real estate experiences and to go where I've not gone before.

Education

Loveland-Berthoud Association of REALTORS®

2012 Commission Update Classes

Tuesday, March 27, 2012

Tuesday, May 22, 2012

Friday, August 24, 2012

Friday, September 21, 2012

All classes:

Time: 8:30 a.m. – 12:30 p.m.

**Location of Class: LBAR Office,
730 N. Railroad Ave., Loveland**

Instructor: Lorraine Roemer

REALTOR® Fee: \$40.00

Non-REALTOR® fee: \$50.00

COMMISSION UPDATE COURSE - Requirement for all active licensees (4 Hours)

Topics for this course are advertising on social media, property management issues, Dodd Frank legislation, and Green Appraisal endorsements and much more.

(Real Estate Agents must take this 4-hour class each year during your 3-year renewal cycle)

NAR ETHICS

Brought to you by:

The Loveland-Berthoud Association of REALTORS®

Date:

Time:

Instructor: Lorraine Roemer

March 27, 2012

1:00 – 5:00p.m.

Cost \$40.00

May 22, 2012

1:00 – 5:00p.m.

August 24, 2012

1:00 – 5:00p.m.

September 21, 2012

1:00 – 5:00 p.m.

NAR ETHICS - (4 HOURS-CE). This course provides a basic review of the REALTOR Code of Ethics. You will be presented with relevant data to develop an awareness of the new broker relationships and the ethical considerations each presents. This course satisfies the NAR mandatory requirement for membership renewal

The Loveland-Berthoud Association of REALTORS® requires its members to take the class every three years. LBAR sends letters to their members reminding them of this requirement.

Location of Classes:

LBAR Office: 730 N. Railroad Ave, Loveland

Non-Realtor Member fee: \$50.00

Education

Lunch and Learn

What Buyers Don't Know What YOU Need to Know

Come Learn How to make a
Potential Buyer Work for You!

Friday, March 2, 2012
12:00 noon – 1:00 p.m.

LBAR office
730 N. Railroad Ave., Loveland

Free, Educational Class – 1 hr. C.E. Credit
Written by local author and presenter,
Dan Beck, Credit Management Specialist

FREE CLASS AND FREE LUNCH
1-hr. C.E. Credit

Making the Obsolete Buyer Your Lifetime Referral



Teri Rogers
North American Title Co.
750 W. Eisenhower Blvd
Loveland, CO 80537

Sponsored by
**NORTH AMERICAN
TITLE
COMPANY**
Like Clockwork®

A 2012 Forms & Contract Review

Brought to you by:

The Loveland-Berthoud Association of REALTORS®

Friday, February 17, 2012

9:00 a.m. – 12:00 noon

at the LBAR office

730 N. Railroad Avenue, Loveland

REALTOR fee: \$35.00

Non- REALTOR® fee: \$45.00

A 2012 Forms & Contract Review is designed to acquaint licensees with the approximate 45 changes to the Contracts to Buy and Sell Real Estate. Students will also learn of the newly adopted Estoppel Statement, Post Closing Occupancy Agreement and Short Sale Addendum to a Listing Contract. The course provides a timely discussion of all other form revisions while granting 3 hours of elective CE credit. Mandatory use of all new contracts and forms is January 1, 2012.

Written and presented by Lorraine Roemer

Jan 12th

LBAR Happenings

Mark Your Calendars for the next meeting on February 9th. Bring a non-perishable food item for House of Neighborly Service.



David Powell, 2011-2012 LBAR President, conducted the meeting.



PROGRAM:

Tracey Wilson, Senior Consultant and Managing Director of Business Development for Investment Property Exchange Services, Inc.

His presentation covered an Introduction to 1031 Exchanges: There's more than just one tax. How to calculate the gain and the pain of taxes on your real estate investment. what happens if you don't do a 1031 Exchange?

He also covered the Six Rules of doing a 1031 Exchange, the New Rules for Vacation Homes and Exit Strategies, or "How to get out of the game, *tax free!*"
303-883-5846



Melissa Doherty and Kurt Albers pitched properties that they have listed.



MetLife was our Breakfast Sponsor. **Jan Jordan** represented.



Minute to Win It

was sponsored by **Todd Gilchrist** of Fidelity Title. See Page 3 photos.



Dave Powell won the door prize presented by **Ryan Martin**.



Attendees

Technology Teasers

By Greg Colley

“Customer Relationship Management and the IRES My Site tool”



Hello fellow Realtors®! This month I wanted to focus on the concept of CRM or Customer Relationship Management and the great benefits of using the IRES My Site tool as a component of your CRM strategy to help you with your lead management process. The entire concept of automating the marketing, selling and customer service process in any industry has been around for many years now. Many of you are probably using a contact manager like ACT, Goldmine, or even Outlook as a basic CRM tool that has allowed you to better organize your leads, customers and general service contacts. While there are over 33 Real Estate CRM offerings and 100's of contact management offerings for our industry, there are no “perfect” choices for us all. Each of our requirements and each of our capacities to learn and implement these types of software technologies are different. What may be right and comfortable for one Agent may be a living nightmare for another.

I am sure by now many of you have seen the IRES training videos or have sparingly used the IRES My Site tool on occasion. When used correctly this tool can be one of the best ways of helping you convert your Buyer Leads into active and qualified real Buyers. In our early use of the My Site tool Nancy and I would reserve its' use for only qualified Buyers and even then we were admittedly selective about when and if we would use it. As we saw the great feedback and responses we were getting from our qualified Buyers using the tool, we developed a change in our thinking about how the My Site tool should be used. We are now using the My Site tool as our standard response to an internet lead inquiry for a particular property. So now when we get an email inquiry on a property, we are responding by quickly creating a My Site website for them with their requested property posted on that site along with other similar properties. We then send an email response letter to them with a link back to their new “Buyers Website”. Using this tool with out-of-town Buyers is particularly effective at keeping them with you instead of with one of many other Agents that they have also talked with.

We now have over 40 active “Buyers Websites” and as a result of this recent change in our thinking, we will have over 150 as we now implement My Site as our way of responding to email or internet lead inquires to a particular property. The My Site activity report will give you a day by day account of what your prospective Buyers are doing with their personal Buyer's Website. You can drill down on each of these line items in the report to view the detailed property information. As your Buyers use the new Buyer's Website, you can constantly add manual postings to their Websites and send them notes on the yellow note pad next to each listing. But most importantly, the credibility this tool gives you with your Buyers is just fabulous! Every night the My Site search engine wakes up and looks for properties for each of your Buyers and sends them a custom branded email message reminding them of how great an Agent you really are! I constantly get thank you emails from my prospective Buyers that believe I wake up each night at 2:45 am and look for new properties for them!

We are truly blessed with having such a talented development team at IRES. Their willingness to take suggestions from any of us and constantly add improvements to an already great MLS system is just remarkable in my opinion. Yet I am amazed that so few Agents are using the My Site tool. If you are not currently using this tool you should consider getting started as soon as you can. And the best part is that its' FREE!!!

Good Selling!

LBAR Information

2012 Membership Meeting Sponsors

January 12th—Sponsored by MetLife
February 9th—will be Sponsored by First National Bank

June 9, 2011— Sponsored by Royal Crest Dairy
July 14, 2011— Sponsored by Unified Title
August 11, 2011— Sponsored by Metrolist
September 8, 2011— Sponsored by Home State Bank
October 13, 2011— Sponsored by North American Title
November 10, 2011— Sponsored by Bank of America
December 8, 2011—Sponsored by Heritage Title

2011 Membership Meeting Sponsors were:

March 10, 2011— Sponsored by Bank of America
April 14th, 2011— Sponsored by Metrolist
May 12, 2011— Sponsored by Century 21, Humpal

2011-2012 COMMITTEE CHAIRS

If you are interested in being on any of these Committees please fill out the form located on the LBAR website. <http://www.lbaronline.com/docs.asp>

Affiliate Committee, **Alie Daniel**

CARHOF, **Kurt Albers**

Orientation Facilitator, **Teri Rogers**

Finance, **Kurt Albers**

Golf Tournament, **David Powell**

Government Affairs, **Renae Hupp**

Grievance, **Betsy Burns**

Independent/Small Brokers, **Sharon Cook**

Installation, **Miki Roth**

Community Relations, **Miki Roth**

Education, **Nancy Baxter**

Professional Standards, **Linda Sioux Stenson**

Program, **Debb Manderscheid**

PSF Fundraising, **Robert Walkowicz**

State Legislative Rep, **Kurt Albers**

Technology, **Greg Colley**

CARHOF PARTICIPANTS

CARHOF is a 501(c)3 charitable foundation created in 1990 for the purpose of promoting safe, decent and affordable housing for all in Colorado. CARHOF collects interest on escrow accounts and donates the money to nonprofit and public agencies that help low to moderate income families with their housing needs.

1st CHOICE, Realtors® - Cathy Forsythe

CB/Residential Brokerage—Kris Anderson

Century 21 Humpal, Inc.—Jason Humpal

Cottage Realty, Ltd—Kevin Cook

Porch Light Real Estate—Lydia Bliven

Premier Lifestyle Real Estate, LLC—Cory Roberts

RE/MAX Alliance—David Powell

RE/MAX Town & Country—Gary Maggi

Sale Realty—Nels Sale

Stroh and Company Realty—Dan Stroh

The Group, Inc., Centerra—Ceri Anderson

The Group, Inc., 29th St—Ceri Anderson

Foothills Premier Properties—Louis Gassner

Velocity Real Estate & Investments—Chris Lombardi

Wild Real Estate Services—Kitty Wild

Fidelity National Title

Land Title Guarantee



2012 REALTOR® Rally: Make Your Market!

February 22, 2012

On February 22, 2012 attend the 2012 REALTOR® Rally and "Make Your Market!" This year's Rally will prove to be better than last year, with an amazing selection of speakers and classes, more exhibitors, and new vendors.

Extra! Extra!

Keynote Speakers Announced!

Keynote Speaker: Jairek Robbins – Rapid Results Strategist

At only 23 years old, Jairek was awarded the Congressional Gold Medal from the United States Congress. By 25, he became an international phenomenon by developing a revolutionary approach to accelerating results for businesses in different industries. Today, the 27-year old is unlocking secrets for maximizing employee performance and organizational success (and he's just getting started).

Larry Kendall – Founder of Ninja Selling

Larry Kendall is the creator of the Ninja Selling program. He has been engaged in the real estate business for 35 years. He is Chairman-Emeritus and one of the founding partners of The Group, Inc., a real estate firm owned equally by its sales associates and staff.

Oliver Frasca – Real Estate Attorney and Educator

Oliver presents various programs, workshops and seminars for The National Association of REALTORS®. The Colorado Association of REALTORS® and approximately 350 various boards/associations of REALTORS® throughout the Continental United States, Alaska, Hawaii and Canada.

For more information on the Realtor® Rally go to <http://realtorrally.com/>

The following legislators participated in our afternoon program at the Capitol.

Senate Minority Leader **Bill Cadman**, House Minority Leader **Mark Ferrandino**, House Majority Leader **Amy Stephens**, Speaker **Frank McNulty**, Senate Majority Leader **John Morse**, Attorney General **John Suthers**, **R.D. Sewald**—Legislative Liaison to Governor Hickenlooper, State Senator **Cheri Jahn**, State Representative **Robert Ramirez**, State Representative **J. Paul Brown**, State Representative **Cherilyn Peniston**

February 2, 2012



Renaë Hupp, Government Affairs Committee Chair for LBAR



Barbara Koelzer, Government Affairs Director for LBAR

Realtor Day at the Capitol



Renaë Hupp and Debbie Long, LBAR Association Executive



Scott Matthias, CAR President

Dick Clark, CAR Legal Counsel



How Far Do Your MLS Fees Go?

By Julie Dahl, IRES, LLC



When was the last time you said to yourself about a product or service, “What a great deal?” Whether it’s your mobile phone service, cable company or internet provider, you expect to get what you pay for, but it’s really nice when you get a lot more. Consider your IRES MLS fees.

An IRES subscriber pays \$35 per month for unlimited use of the system. But how far do your MLS fees really go? Well, for example, to integrate eProspecting into your business plan it may cost about \$70 per month, but with IRES, automated Prospect searches are free. Also, there’s no need to buy additional contract software because it too is included with your subscription.

“We strive to continually integrate new, user-friendly features to our system with minimal or no cost to our subscribers,” said Lauren Emery, CEO of IRES, LLC.

Let’s take a look what else is included in your IRES MLS Fees:

Contracts Online

For online Contracts on IRESis.com, all you need is your login and an internet-enabled computer and you’re ready to go 24-7. All contracts are integrated with listing data from IRES, Metrolist and PPAR. There are options to add office clauses and also have your contracts branded with your office logo for an added professional touch. And you can email them to your clients in PDF format with one click of the mouse. Don’t forget—DocuSign is deeply integrated as well and Realtors® receive 5 free envelopes per month!

“We are proud to offer a user-friendly contracts system that includes all Real Estate Commission approved documents which are tagged automatically with DocuSign eSignatures,” said Niki Moran, Projects Manager, IRES, LLC.

Public Records

Through our public records module you can perform a variety of searches including foreclosure activity for counties along the Front Range. The Realist system uses Microsoft Bing to view parcel boundaries, measure distances and view recent market activity such as the last six months of sales. Need to create mailing labels? You can do that too.

Showing Software

Schedule appointments, follow-up on tasks, run reports and also have the system automatically email showing feedback requests with the IRES showings module. After the showing agent submits the feedback it is emailed to defined individuals and also populated into the Showings system. In addition, because listing and showing information is pulled from IRESis.com, you can be assured of real-time accuracy.

“The internet is such an integral part of property searches today and it makes sense to offer this exciting marketing opportunity to our subscribers,” said Emery. “We pride ourselves in listening to our subscribers because they have made our system what it is today.”

February 28th IRES Class Stats for NoCo and Beyond

will be held at Loveland-Berthoud Association of REALTORS®, 730 N Railroad Ave, Loveland

2:30—4:30 p.m.

Sign Up at IRES office (970)593-9002



730 N Railroad Ave
Loveland CO 80537

Phone: 970-669-1822
Fax: 970-669-1858
E-mail: admin@lbaronline.com



Our Mission Statement

The Purpose of the Loveland-Berthoud Association of REALTORS® is":

To serve its members by developing, providing, and promoting programs and services to enhance members' freedom and ability to conduct their business successfully with integrity and competency;

To promote through collective action, the extension and preservation of the right to own, use, and transfer property;

And to increase the public's confidence in the REALTORS® professionalism, skills, and knowledge.



REALTOR® Store

We have a large variety of OPEN HOUSE and HOME FOR SALE Signs. Stop by the office and take a LOOK!!



Heart Stickers **\$5.00** (roll of 500)



Combo Dial / Push Button lockboxes \$28.50 ea.



Flyer Box on stake \$13.00 ea.

MAGNETIC #'S ALSO AVAILABLE @ \$.75 ea.

Stop by our office at 730 N. Railroad Ave. or Call 669-1822 and we will have your order ready.

DO YOU HAVE A CHANGE???

Please notify the Association whenever you have a change of office, address, phone or email.



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