

REALTOR® REVIEW

Volume 22, Edition 249

February 2018

2018 Leadership Academy

The Leadership Academy Work Group led by Chair Susan Madison has put together an awesome program for the 2018 Leadership Academy and is proud to announce the selection of candidates for this year's academy which is currently underway. The selection process required candidates to complete and submit a detailed application. Those participating individuals listed below, upon completion of the program, will be recognized at the Annual Awards Program on March 21st:

2018 CAR Leadership Academy Participants

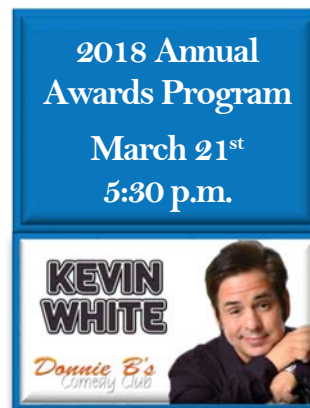
Erika Bottoms	Chicago Title Insurance Co.
Rebecca Carver	Coldwell Banker Springfield
Susan Disco	The Real Estate Group
Janna Durkee	The Real Estate Group
Brenna Jeffers	RE/MAX Professionals
Jake Kindred	Diamond Residential Mortgage
Bridget Moore	Town & Country Bank Mortgage, Inc.
Emily Rabin	RE/MAX Professionals
Lynn Plattner	The Real Estate Group
Zach Shaw	Mel Foster Co.
Lisa Smith	Bank of Springfield
Kelly Stotlar	The Real Estate Group
Noah Vaughn	Chicago Title Insurance Co.

(See photos on page 2)

2018 Annual Awards Program

March 21st

Invitations are in the mail for the CAR Annual Awards program to be held March 21st at Donnie B's Comedy Club. The event will kick off with an hors d'oeuvres buffet and cash bar. The program will begin at 6:15 p.m. followed by entertainment provided by comedian Kevin White. Special thanks to CAR's sponsors for helping to make this event possible. Call 217-698-7000 or email admin@caaronline.com to RSVP by March 16th.



Pre-empt Disrupters

Follow the Road less Traveled

By Larry Kendall, author of *Ninja Selling* and chairman emeritus of *The Group, Inc.*

At a recent *Ninja Selling* workshop, a woman came up to me and asked if I was concerned about all the so-called industry disruptors Zillow Leads, Instant Offers, Open Door, Redfin, Purple Bricks, etc. She was obviously distraught and said, "We won't even have a chance to compete for the business. They will have the business before we ever get in the game!"

(Continued on page 2)



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Capital Area REALTORS®

MISSION

The Capital Area REALTORS® helps its members maintain the highest standards of professionalism and achieve the highest levels of success.

NOTICE

Under the long established policy of the Capital Area REALTORS®, IAR and NAR:

1. The broker's compensation for services rendered in respect to any listing is solely a matter of negotiation between the broker and the client, and is not fixed, controlled, recommended, or maintained by any persons not a party to the listing agreement.
2. The compensation paid by a listing broker to a cooperating broker in respect to any listing is established by the listing broker and is not fixed, controlled, recommended or maintained by any persons other than the listing broker.

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REALTOR® REVIEW

NEWS & NOTES

Pre-empt Disrupters - (Continued from page 1)

As she continued her rant, she suddenly stopped and said, "You don't seem too concerned! Why aren't you concerned?" I replied that we have a different business strategy a road traveled by only 6 percent of our industry. The other 94 percent are trying to compete with or buy leads from the disruptors. Here's what the industry looks like.

The typical American household buys and sells a home every seven to nine years let's say eight years on average. The wheel above represents this eight-year cycle. Nearly our entire industry (94%) as well as the disruptors are focused on that last 12 months of the cycle (green section). Who's moving? How do we capture them? How do we sell (or buy) the leads? Lead generation, capture, and conversion is the name of the game here.



(Continued on page 3)



2018 Leadership Academy Candidates



2018 Reception



Session I



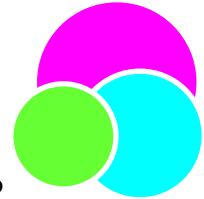
Session II



News & Notes - (Continued from page 2)

"Glo for Kids" Fundraiser Sponsorship Opportunities

The Capital Area REALTORS® (CAR), through its Community Service Committee, is currently raising funds for "Compass for Kids". The mission of Compass for Kids is to provide academic and social-emotional support to empower at-risk children and families. To this end, Compass for Kids has an after-school program, a summer program, and a Backpack Feeding Program to support at-risk children and youth in Springfield School District 186 in Springfield, Illinois.



This is where we need your help. In addition to soliciting contributions the Committee is planning various fund raisers including a fundraising "Glo Bingo" night **'Glo for Kids!'** (April 20th). Please see page 4 for event sponsorship opportunities. Auction items and cash donations are also being sought for this event. Please note that donors will receive recognition in various forms, including www.SeeHouses.com, in several promotional publications and at the fund raising event April 20th.

Mark your calendars for April 20th, the Glo Bingo event registration form will be available soon! ***All proceeds benefit Compass for Kids.***

Pre-empt Disrupters - (Continued from page 2)

At closing, the pattern starts over and the real estate professional runs back to the green section looking for leads and the next deal. According to the Zillow Consumer Housing Trends Report, only 6 percent of real estate professionals have a consistent (monthly) follow-up program with their customers after closing. An amazing 74 percent of buyers surveyed said they never heard from their real estate professional again after closing! Their real estate professional is back chasing the next lead in the final year of the eight-year cycle rather than building and maintaining a relationship.

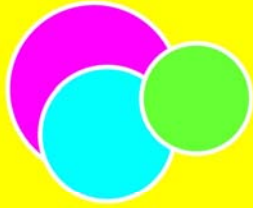
Here's the Ninja Business Strategy, which is the road traveled by only 6 percent of the real estate professionals in our industry. The Ninja Business Strategy is built around three principles:

1. Relationship Activities. The closing is the START of the relationship not the end. Stay in flow with three touches a month that create value for the client. Maintain your relationship with them, and you will know well in advance when they are ready for a move pre-empting the disruptors who are swarming in the last 12 months of the home buying/selling cycle.
2. Referrals Mindset. According to Harris Interactive, Americans know at least four people who will move this year. The Ninja Mindset is, "How do I discover and earn those referrals?" Four referrals a year over the eight-year cycle is 32 transactions, plus the client's purchase and sale in year eight, results in 34 potential transactions over this eight-year cycle.
3. Lifetime Value. Assuming your client moves four times in their lifetime (four 8-year cycles), there are 136 potential trans-actions available to you. The relationship with this client is solid gold. Do the math. Take 136 times your average commission. What if you have 100 of these clients? You are swimming in abundance!

Why jump into the mosh pit with the disrupters and 94 percent of the real estate professionals who are chasing leads in the last 12 months of the process? Pre-empt them! Build a lucrative and fun relation-ship business by following the road less traveled.

(This article originally appeared in the February 2018 issue of the REAL Trends Newsletter and is reprinted with permission of REAL Trends Inc. Copyright 2018.) ❖

REALTOR® REVIEW



"Glo for Kids!" Sponsorship Opportunities!



REALTORS® Giving Back to the Community!

The Capital Area REALTORS® (CAR), through its Community Service Committee, is currently raising funds for "Compass for Kids". The mission of Compass for Kids is to provide academic and social-emotional support to empower at-risk children and families. To this end, Compass for Kids has an after-school program, a summer program, and a Backpack Feeding Program to support at-risk children and youth in Springfield School District 186 in Springfield, Illinois.

This is where we need your help. The Committee is planning various fund raisers including a fundraising "Glo Bingo" night "**Glo for Kids!**" (April 20th). In addition to auction items, the following cash donations are being sought for this event. Please note that donors will receive recognition in various forms, including www.SeeHouses.com, in several promotional publications and at the fund raising event April 20th. **All proceeds go to Compass for Kids.**

If you would like to assist in this worthwhile project please contact the Kathy Nichelson at the Capital Area REALTORS® at 271-698-7000 or knichelson@caaronline.com.



One Main
Event Sponsor

\$1500

One
Venue Sponsor

\$800

Food
Sponsor

**Thank You
Don Gray**

One Bar
Sponsor

\$400

Ten
Bingo Round
Sponsors

\$100

REALTOR® REVIEW

News & Notes - (Continued from page 3)

Wine Down with the Affiliates - Another Success!

The REALTOR® and Affiliate Committee's Annual Wine Down event that was held on January 18, 2018 was a major success with 14 Affiliate exhibitors and approximately 75 in attendance. As always, our exhibitors had plenty to offer the guests including their services, food and door prizes. We would like to thank Illinois National Bank (INB) for its generous sponsorship of the wine and wine glasses once again this year. Also, thank you to the many exhibitors that participated and provided door prizes. Finally, thanks to our many attendees! ❖

2018 Wine Down Exhibitors

B-Safe Home Inspections of IL
Chicago Title Insurance Co.
Formea Insurance Group, Inc.
Heartland Credit Union
Illinois Educators Credit Union
Illinois National Bank
Marine Bank

Prairie Land Title Co.
Prairie State Bank & Trust
Springfield Area Home Builders
Teague Inspections
The Title Center
Town & Country Bank
West Central Bank



CAR Sponsors

Diamond



Gold



Silver



Bronze



REALTOR® REVIEW

News & Notes - (Continued from page 5)

REALTOR® of the Year Banquet Honoring Michael D. Oldenettel

Date:

April 9, 2018

Location:

Abraham Lincoln
Presidential
Museum
112 N. 6th St
Springfield, IL

Reception:

6:30 - 7:15 p.m.

Dinner:

7:15 - 9:00 p.m.

Banquet Ticket:

\$75

Register:

[https://tinyurl.com/
y9pvzdsr](https://tinyurl.com/y9pvzdsr)

Congratulations Michael D. Oldenettel 2018 Illinois REALTOR® of the Year



Michael D. Oldenettel

Michael D. Oldenettel, managing broker of RE/MAX Professionals in Springfield, has a real estate career that has spanned nearly three decades, Oldenettel has been active in all levels of the REALTOR® association. In 2013, he led the statewide association as president of Illinois REALTORS®.

Oldenettel served two terms as president of the Jacksonville Area REALTORS®. He is a long-time member of the National Association of REALTORS®' Board of Directors and has chaired two national committees.

He is a strong believer in the power of REALTOR® political advocacy and is among an elite group of REALTORS® who have been inducted into the RPAC Hall of Fame for lifetime contributions of at least \$25,000.

Oldenettel is a real estate industry trainer who is committed to promoting education, ethics and professional development. He is a past president of the Illinois Real Estate Educational Foundation and has served as dean of the REALTOR® Institute Working Group. In 2016, he was appointed by Gov. Bruce Rauner to serve on the Illinois Real Estate Administration and Disciplinary Board.

He is equally committed to volunteering and lending a hand in his community and in 2017 was honored as Capital Area REALTORS®' REALTOR® of the Year. He is a past Director of the Capital Area REALTORS® and currently serves on its MLS Committee and Forms Committee.

In his hometown, Oldenettel is active with the Jacksonville Area Chamber of Commerce, with Salem Lutheran Church and School and is vice chair of the city of Jacksonville's Plan Commission and Zoning Board of Appeals. He has served on the Board of Directors for the Chamber, on the advisory board for the Salvation Army, as a youth soccer coach for the Jacksonville Soccer Club, a co-chair for the school district's Vision 117 Committee, as a diver for the Jacksonville/Morgan County Underwater Search and Rescue Dive Team and is past president of the Jacksonville Kiwanis Club. ❖



REALTOR® REVIEW

GOVERNMENTAL AFFAIRS

Join us for Lobby Day on April 10, 2018!

We need your voice!

As a REALTOR®, you represent Illinois homeowners, commercial real estate, and real estate professionals. Make your concerns known to legislators and show you care about protecting private property rights.



Reasons to attend:

- Get a private legislative briefing on issues that affect REALTORS®. Learn what critical issues are in play and where Illinois REALTORS® stand on them and why.
- Talk with fellow REALTORS® about issues at the state and local level.
- Visit the Capitol and potentially make personal contact with legislators.

Schedule of Events: Tuesday, April 10, 2018

10:00 am - 1:00 pm	Capitol Conference Registration
11:00 am	Doors Open
11:45 am - 1:00 pm	Capitol Conference Luncheon & Legislative Briefing
1:00 pm	Load Buses for Capitol Visits
1:00 - 4:00 pm	Legislative Visits
1:30 - 2:00 pm	Illinois REALTORS® Member Picture - Outside State Capitol
4:00 - 4:30 pm	RPAC Major Investor Early Entrance to Reception
4:30 - 6:30 pm	Lobby Day Reception

Register online at: <https://tinyurl.com/y9k697y3>.



Pledge to be an RPAC Pacesetter by March 15, 2018 at www.RPACnow.com and get early recognition!

RPAC Pacesetter Perks

- 2018 Real Estate Advocate Digital Seal
- Recognition in the April edition of the Illinois REALTORS® magazine
- Recognition at the April 10 Capitol Conference in Springfield
- Major Investor benefits (<https://tinyurl.com/ybgprxpf>)
- Paying \$300 by March 15th ensures you receive your Major Investor Pin

There will be many elections this year that will need our help to elect business friendly, pro-REALTOR® candidates for public office.

Contributions to RPAC are not deductible for federal income tax purposes. Contributions are voluntary and are used for political purposes. The amounts indicated are merely guidelines and you may contribute more or less than the suggested amounts. The National Association of REALTORS® and its state and local associations will not favor or disadvantage any member because of the amount contributed or decision not to contribute. You may refuse to contribute without reprisal. Up to thirty percent (30%) may be sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a. A copy of our report filed with the State Board of Elections is (or will be) available on the Board's official website or for purchase from the State Board of Elections, Springfield, Illinois. Except as may be required by state or federal law, the Illinois REALTORS® PAC (Illinois RPAC) is not required to refund political contributions. However, a refund request made by a contributor within 30 days of the date of his or her RPAC contribution is received will be considered on a case-by-case basis. ❖

REALTOR® REVIEW

PROFESSIONAL DEVELOPMENT

2018 Winter Continuing Education Schedule

Included as an attachment to this month's REALTOR® Review is CAR's 2018 Winter CE schedule and below is a summary listing of these courses that are held in conjunction with the Illinois REALTORS® Licensing and Training Center:



- 3/1 Radon & Real Estate . . . (ENV 1240)
- 3/15 Core A: Fair Housing (Pending Approval)
- 3/15 Code of Ethics (Pending Approval)
- 3/27 Core B: Marketing, Mishaps, etc. . . . (COR 1697)
- 3/27 Real Estate Safety Matters (RD 900)

NAR's Code of Ethics Training Requirement

New Biennial Cycle

Begins January 1st

NAR's current Code of Ethics training policy requires all REALTOR® members to complete not less than 2 1/2 hours of Code of Ethics training every two years. The current cycle began January 1, 2017 and ends December 31, 2018.

Members are encouraged to take a 3 hour elective Code of Ethics continuing education course each license renewal period which will then fulfill NAR's Code of Ethics training requirements as well.



What Tasks Can Unlicensed Assistants Legally Perform?

Attend the Unlicensed Assistant Course to Find Out

Instructor: Kerry Kidwell
March 16th (9:00-12:00 noon)
Cost to Attend: \$45

Many real estate brokerage offices and/or teams hire unlicensed assistants to assist them in their day-to-day business activities. However, often times there is a fine line between what these unlicensed individuals are able to do. It is imperative that unlicensed individuals and those licensees that employ them have a clear understanding as to what duties they can legally perform. Allowing an unlicensed assistant to engage in activities which are indicated as activities requiring a license may result in discipline against the employing licensee.

Download registration form attached to this month's REALTOR® Review. ❖



CONFERENCE & EXPO 2018

Discover Your Wow Factor

KAREL MURRAY

Social Media Strategies

KATIE LANCE

Real Estate Compliance

KIM DAUGHERTY

Transaction Pitfalls

LYNN MADISON

Register at:
<http://www.illinoisrealtors.org/event/conference>

❖

TECHNOLOGY/MLS CORNER

InnoVia Tip - Buyer Match

The Buyer Match tool is a powerful program that allows an agent to see how many potential buyers have been entered into InnoVia, with criteria matching the listings in their inventory. It will be located in the group of buttons on the right side of the home page.



The screen is divided into 2 panes. The upper pane displays your listing inventory, including several columns of prospecting information for each listing:

- **Active:** The number of active prospect carts to which this listing has been added.
- **Deleted:** The number of carts from which this listing has been deleted by either the prospect, the agent, or the system (some InnoVia systems delete the oldest listings when the maximum number of listings that can be in a prospect cart for that system is reached).
- **Last Added:** The last time this listing was added to a prospect's cart.
- **#Views:** How many times prospects have clicked to view the detail display of this listing in their cart.
- **Avg Rating:** The average rating given to this listing by prospects in their listing carts.
- **#Show Request:** The number of times a prospect has requested to schedule a showing of this property from their listing cart.
- **#Show Complete:** The number of completed showings for this listing.

PR	MLS	ST	Address	List\$	DOM	Active	Deleted	Last Added	#Views	Avg Rating (out of 5)	#Show Request	#Show Complete
H	206148	A	13114 NE NE 26TH AVE.	\$215,000	295	7		11/22/14		4	1	
H	206177	A	0 N 0	\$20,000	0	5		03/21/14		0		
H	201018	A	14 Late Dr.	\$10,000	0	5		03/21/14		0		
H	206178	A	0 N 0	\$20,000	130	5		03/21/14		0		
H	201020	A	3328 NW 2nd St.	\$10	249	5		03/20/14		0		
H	201018	A	1200 Thompson Lane	\$1	0	8		03/20/14		0		
H	206141	A	13114 NE NE 26TH AVE.	\$205,000	18	9		03/04/14		0		
H	206142	A	5601 Garden Village Way	\$199,000	18	6		07/17/13		0		
H	201021	A	9720 NW Ted Beck Road	\$1,000	0	1		05/09/13		0		
H	200994	A	123 N Main Street	\$20,000	1					0		

Click on any row above to view the detailed prospect activity for that listing.

Clicking anywhere on any of the rows in the top pane loads the bottom pane with detailed prospect activity for that listing, breaking down each individual prospect with matching criteria for that particular listing.

Agent	Firm	PrspID	Added	Add Method	Status	#Views	Last Viewed	Last Rating (out of 5)	#Show Requests	#Show Complete
Dev User	MarketLinx Inc.	885	11/22/14	Auto	Active			0		
Dev User	MarketLinx Inc.	857	03/04/14	Manual	Active			0		
Dev User	MarketLinx Inc.	750	07/17/13	Manual	Active			4	1	
Matt Cohen	MarketLinx Inc.	8	05/06/13	Manual	Active			0		
Dev User	MarketLinx Inc.	317	10/10/12	Manual	Active			0		
Dev User	MarketLinx Inc.	543	10/10/12	Manual	Active			0		
Dev User	MarketLinx Inc.	478	10/10/12	Manual	Active			0		

(Continued on page 10)

Winter Technology Training

Take advantage of our FREE training offered one or more of the following remaining Winter 2018 dates:

February 6

TransactionDesk
(9:00 - 10:30 a.m.)

February 8

Authentisign
(9:00 - 10:00 a.m.)

February 20

InnoVia Overview
(9:00 - 10:30 a.m.)

February 26

Prospecting Manager & Buyer Match
(9:00 - 10:00 a.m.)

March 6

TransactionDesk
(9:00 - 10:30 a.m.)

March 15

Authentisign
(9:00 - 10:00 a.m.)

March 22

InnoVia Overview
(9:00 - 10:30 a.m.)

March 27

Prospecting Manager & Buyer Match
(9:00 - 10:00 a.m.)

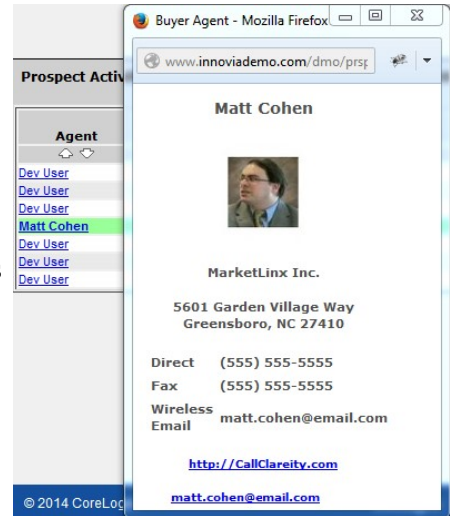


REALTOR® REVIEW

Technology/MLS Corner - (Continued from page 9)

InnoVia Tip - Buyer Match - (Continued from page 9)

The first few columns display the Name and Firm Name of the agent who owns each prospect. Clicking the agent's name opens a window that displays their contact information.



The Prospect ID column shows the ID number that was assigned to that prospect when he/she was saved in InnoVia. Click this number to load a window showing a summary of that prospect's search criteria. Prospect ID is also a column in the Prospect Manager.

The remaining columns give information on the activity of that particular prospect and listing:

- **Added:** The date this listing was added to the prospect's cart.
- **Add Method:** How the listing was added to the cart: manually, by the agent, or automatically by InnoVia prospect searches.

Prospect ID	Date Added	Add Method	Status
885	11/22/14	Auto	Active
824	03/04/14	Manual	Active
750	07/17/13	Manual	Active

- **Status:** Where this listing is currently located, in either the Active or Deleted section of the prospect's cart.
- **# Views:** The number of times the prospect has clicked to view the detail display of this listing in their cart.
- **Last Viewed:** The date of the last time the prospect clicked to view the detail display of this listing in their cart.
- **Last Rating:** The last rating that this prospect gave to this listing in their listing cart.
- **#Show Requests:** The number of times this prospect has requested a showing of this property in their listing cart.
- **#Show Complete:** The number of showings completed by this prospect and their agent for this property. ❖

Unassigning a Lockbox From a Listing

There are various ways you can unassign a lockbox from a listing address:

- You can assign the lockbox to another listing in the **REALTOR® Lockbox Web Site** or from the lockbox keypad.
- You can click the **Remove from Listing** button in the **Listing** group on the **Edit Lockbox** window in the **REALTOR® Lockbox Web Site**.
- You can release the shackle from the lockbox to clear the listing assignment.
- You can release the shackle more than 24 hours after assigning the lockbox to a listing in order to clear the listing assignment.



REALTOR® REVIEW

Technology/MLS Corner - (Continued from page 10)

RPR Workshop (FREE)

RPR Basics - Tools for Building Your Business

RPR's dynamic data and client-friendly reports help REALTORS® achieve professional success. In this 1 hour FREE workshop you will learn to:

- Search hundreds of datasets on more than 160 million on-and-off market properties
- Create the ultimate listing package with the RPR comp Analysis tool
- Calculate the ROI for home improvements
- Send customized and branded reports . . anywhere, anytime.

Join Kerry Kidwell on March 16 at 1:00 p.m. for an information filled presentation on how this powerful technology tool can save you time and help you make more money. RSVP by March 14th at 217-698-7000 or admin@caaronline.com. ❖

MLS Luncheon February 12, 2018

Guest Speaker:
Chris Bird's
(Tax Update)



COMMERCIAL REAL ESTATE NETWORK

February CREN Luncheon

The next CREN luncheon is scheduled for February 20, 2018 with guest speaker to be Chris Hembrough, President of the Greater Springfield Chamber of Commerce. The sponsor for this month's luncheon will be the Greater Springfield Chamber of Commerce. ❖



CREN Sponsors



Bank & Trust
Company

CARROLLTON
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REALTOR® REVIEW

Local Market Update for January 2018

This is a research tool provided by the Capital Area REALTORS®



Capital Area Region

Single-Family Detached	January			Rolling 12 Months		
	2017	2018	Percent Change	Thru 1-2017	Thru 1-2018	Percent Change
Key Metrics						
New Listings	304	298	- 2.0%	4,774	4,827	+ 1.1%
Pending Sales	224	224	0.0%	3,503	3,554	+ 1.5%
Closed Sales	174	169	- 2.9%	3,540	3,528	- 0.3%
Cumulative Days on Market Until Sale	86	108	+ 25.6%	85	82	- 3.5%
Median Sales Price*	\$126,500	\$105,450	- 16.6%	\$120,500	\$122,000	+ 1.2%
Average Sales Price*	\$139,917	\$128,417	- 8.2%	\$144,364	\$144,411	+ 0.0%
Percent of Original List Price Received*	92.3%	90.4%	- 2.1%	93.2%	93.1%	- 0.1%
Inventory of Homes for Sale	1,050	992	- 5.5%	--	--	--
Months Supply of Inventory	3.6	3.3	- 8.3%	--	--	--

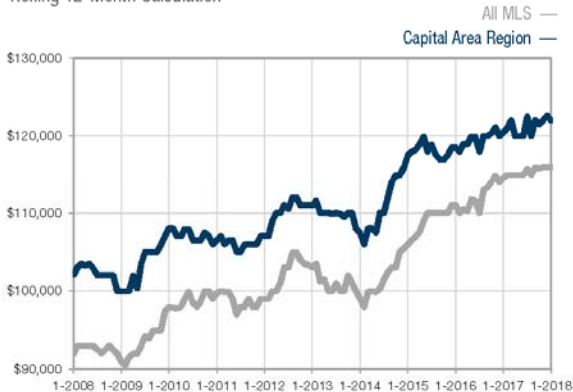
* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Single-Family Attached	January			Rolling 12 Months		
	2017	2018	Percent Change	Thru 1-2017	Thru 1-2018	Percent Change
Key Metrics						
New Listings	28	14	- 50.0%	406	453	+ 11.6%
Pending Sales	19	26	+ 36.8%	326	365	+ 12.0%
Closed Sales	16	20	+ 25.0%	325	358	+ 10.2%
Cumulative Days on Market Until Sale	64	78	+ 21.9%	85	83	- 2.4%
Median Sales Price*	\$94,450	\$127,500	+ 35.0%	\$137,000	\$128,000	- 6.6%
Average Sales Price*	\$108,534	\$130,160	+ 19.9%	\$140,548	\$132,170	- 6.0%
Percent of Original List Price Received*	92.4%	91.7%	- 0.8%	94.2%	93.9%	- 0.3%
Inventory of Homes for Sale	85	77	- 9.4%	--	--	--
Months Supply of Inventory	3.1	2.5	- 19.4%	--	--	--

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

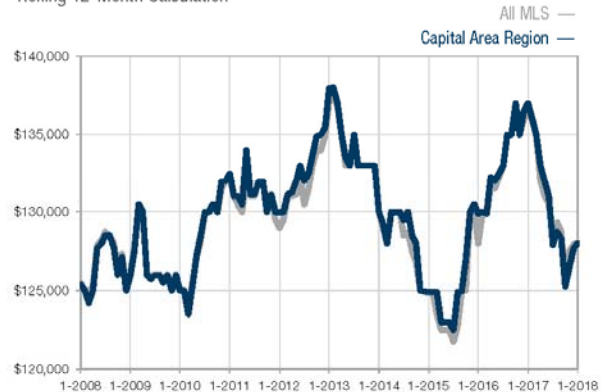
Median Sales Price - Single-Family Detached Properties

Rolling 12-Month Calculation



Median Sales Price - Single-Family Attached Properties

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Current as of February 5, 2018. All data from Capital Area REALTORS® MLS. Report © 2018 ShowingTime.

WEST CENTRAL CHAPTER NEWS

Register Today for Galesburg Area CE!

March 8th

Registration for continuing education classes in Galesburg is open. Classes will be held March 8, 2018, COR 1634 9:00 a.m. – 12:00 p.m. and ETH 1517 1:00 p.m. – 4:00 p.m. at First Mid-Illinois Bank & Trust, 101 E. Main Street, Galesburg, IL 61401. Information is provided on www.seehouses.com or contact the West Central Chapter Office at 30-342-6225 or via westcentral@caaronline.com for more information.

Chapter Quarterly Meeting

April 18th

The West Central Chapter Quarterly Meeting will be held at the Galesburg Public Library April 18, 2018, 11:30 a.m. – 1:00 p.m. featuring Buenos Aires Bakery Café for lunch and local mortgage lenders as guest speakers for an open panel Q&A.

West Central Chapter "Charity of Choice"

The Capital Area REALTORS® (CAR) West Central Chapter, through its Community Service Committee, is currently in the process of selecting its annual charity of choice for its 2018 fund raising efforts. All non-profit organizations who wish to be considered must complete and submit this application by 5:00 p.m. on Friday, March 23, 2018. Completed applications will be reviewed by the committee and the potential recipients will be narrowed down to a select few. A representative from each of the selected organizations will be asked to give a brief ten minute presentation to CAR's Community Service Committee between 9:00–10:00 a.m. on Wednesday, April 4, 2018, followed by questions from the committee members. Our final selection will be made after the presentations and event details will be finalized thereafter. ❖

Welcome New Members!

We would like to welcome two new REALTOR® members **Joyce Graves** of Charter Oak Realty, Dahinda, IL, and **Jennifer Whiteside-Field** of RE/MAX Beyond Excellence, Washington, IL as well as new Affiliate member **Jim Dietrich** of F&M Bank, Galesburg, IL.

❖❖❖

The graphic features the Capital Area REALTORS® logo on the left, which includes a stylized building icon. To the right of the logo, the text "WEST CENTRAL CHAPTER" is written in a bold, blue, sans-serif font. Below this, "CHARITY" is written in a large, orange, serif font, followed by "of Choice" in a smaller, green, cursive font. At the bottom, there is a row of colorful handprints in shades of blue, yellow, orange, red, and purple. Text is overlaid on the handprints: "REALTORS® = REAL activists, REAL fund-raisers, REAL results!" and "Let your local REALTORS® give back to your non-profit!". Below the handprints, it says "Apply Today!" and "Email westcentral@caaronline.com for an application".

REALTOR® REVIEW

Local Market Update for January 2018

This is a research tool provided by the Capital Area REALTORS®



West Central Region

Single-Family Detached	January			Rolling 12 Months		
	2017	2018	Percent Change	Thru 1-2017	Thru 1-2018	Percent Change
Key Metrics						
New Listings	37	50	+ 35.1%	710	759	+ 6.9%
Pending Sales	50	37	- 26.0%	542	540	- 0.4%
Closed Sales	24	21	- 12.5%	532	552	+ 3.8%
Cumulative Days on Market Until Sale	140	142	+ 1.4%	104	109	+ 4.8%
Median Sales Price*	\$64,900	\$74,500	+ 14.8%	\$72,000	\$81,750	+ 13.5%
Average Sales Price*	\$93,985	\$82,950	- 11.7%	\$91,085	\$96,671	+ 6.1%
Percent of Original List Price Received*	87.1%	85.8%	- 1.5%	90.2%	90.0%	- 0.2%
Inventory of Homes for Sale	188	205	+ 9.0%	--	--	--
Months Supply of Inventory	4.2	4.6	+ 9.5%	--	--	--

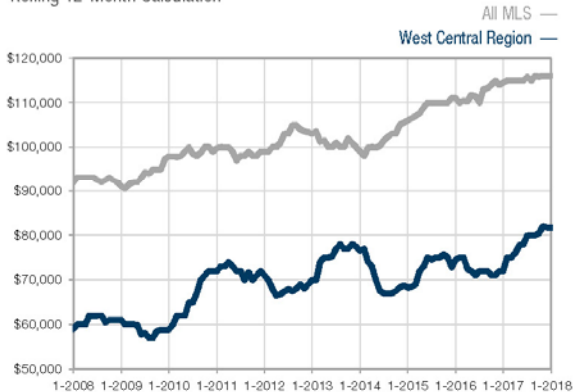
* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Single-Family Attached	January			Rolling 12 Months		
	2017	2018	Percent Change	Thru 1-2017	Thru 1-2018	Percent Change
Key Metrics						
New Listings	0	0	0.0%	6	10	+ 66.7%
Pending Sales	0	0	0.0%	3	5	+ 66.7%
Closed Sales	0	0	0.0%	3	4	+ 33.3%
Cumulative Days on Market Until Sale	--	--	--	38	191	+ 402.6%
Median Sales Price*	--	--	--	\$130,000	\$130,000	0.0%
Average Sales Price*	--	--	--	\$134,000	\$124,500	- 7.1%
Percent of Original List Price Received*	--	--	--	97.7%	92.1%	- 5.7%
Inventory of Homes for Sale	2	6	+ 200.0%	--	--	--
Months Supply of Inventory	1.3	4.8	+ 269.2%	--	--	--

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

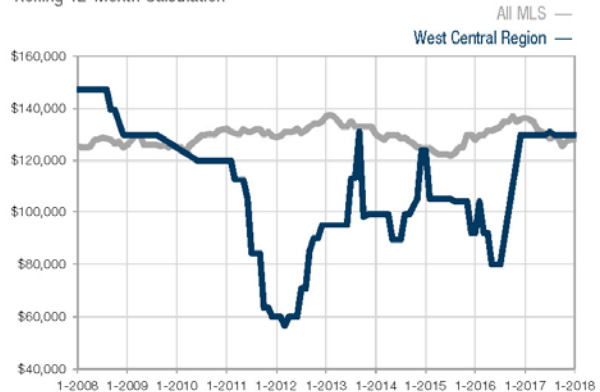
Median Sales Price - Single-Family Detached Properties

Rolling 12-Month Calculation



Median Sales Price - Single-Family Attached Properties

Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Current as of February 5, 2018. All data from Capital Area REALTORS® MLS. Report © 2018 ShowingTime.

AFFILIATE CORNER

FHA Appraisals - Julie Boots

March 1 Hot Topic

The REALTOR® and Affiliate Committee has several information-packed "Hot Topic" seminars planned for 2018. All of these events are held at the association office unless otherwise noted. The next program is scheduled for March 1st with Julie Boots, Boots Appraisal. Ms. Boots will give a presentation on FHA Appraisals. If you missed the February 1st Hot Topic program on "Busting the Credit Reporting Myths" you can view it online in the member's area ("CAR Rewind") of seehouses.com. ❖



Break For Hot Topics February 1, 2018 Busting the Credit Reporting Myths



SPONSOR CORNER

This CAR "Sponsor Corner" section is available to all sponsors to promote an upcoming event one time per year. We are also happy to promote the event in our e-bulletin as well with a link to your event flyer/info. This is all subject to timing and it is suggested that for the best results you contact us a minimum of 45 days prior to your event. This will ensure that we can afford you the best possible exposure. "Promotion requests" should be sent to knichelson@caaronline.com. Please feel free to direct any questions regarding this to my attention or Kathy Nichelson's attention.



SPOTLIGHT

REALTOR® REVIEW

MEMBERSHIP NOTES



Frequently Used Phone Numbers:

Capital Area Association of REALTORS®:

Phone: 217/698-7000

Fax: 217/698-7009

Websites:

www.SeeHouses.com

www.SeeBuildings.com

Illinois Association of REALTORS®

Phone: 217/529-2600

Fax: 217/529-3904

REALTOR®

Store: 800/529-2696

Member

Line: 800/752-3275

Website:

www.illinoisrealtor.org

National Association of REALTORS®

Phone: 312/329-8200

Fax: 312/329-8576

Website:

www.realtor.org

Office of Banks and Real Estate:

Phone: 217/782-3414

SentriLock:

Phone: 877/736-8745

support@sentrilock.com

<http://lockbox.sentrilock.com/>

MarketLinx:

Phone: 800/334-0831

New Members

The following individuals have been approved for membership in CAR, subject to completion of Orientation were applicable:

REALTORS®

Scott Stewart

CENTURY 21 Tucker-Swanson, Inc.

Full Affiliates

Jerry Boster

Prairie State Bank & Trust (CAR Sponsor)

MLS Participation Only

Diane Danzy Odell

Xome, Inc.

TRANSFERS

Coldwell Banker Springfield

Pam Biswell, Becky Jo Carvery, Diane Davenport, Andrew Kinney, Julie McCormick, Jodi Moscardelli, Kerris Osborn, Hero Tameling (*from Freedom Real Estate*)

Keller Williams Capital

Karen Eickenberg (*from Coldwell Banker Springfield*)

The Real Estate Group

Dan Sperry (*from Illinois Land Sales LLC*)

Blast from the Past

We hope you enjoy this month's picture from our association's archives. This month's featured picture is from CAR's 2007 Awards Program. If you have an old picture or comment about a picture please share with us.



(Left to right: Kyle Killebrew receives the 2007 Rising Star Award presented by Past President Mike Buscher)

REALTOR® REVIEW

CALENDAR

AT A GLANCE

February

26 Prospecting Manager 9:00-10:00

March

1 Break for Hot Topics 9:00

Cont. Ed. (ENV 1240) 1:00-4:00

6 Transaction Desk 9:00:10:30

Leadership Academy V 2:00-5:00

7 WC Advisory Committee 9:00

8 MLS Committee 9:00

Finance & Executive Comm..... 10:30

Community Service Committee ... 1:00

9 Government Affairs Committee ... 9:00

13 Board of Directors 9:00

15 Authentisign 9:00-10:00

Cont. Ed (COR A) 9:00-12:00

Cont. Ed. (Code of Ethics).... 1:00-4:00

16 Unlicensed Asst Training ... 9:00-12:00

RPR Training 1:00-2:30

20 CREN Luncheon 11:30

21 Awards Program 5:30

22 InnoVia Training 9:00-10:30

27 Prospecting Manager 9:00-10:00

Cont. Ed. (COR 1697) 9:00-12:00

Cont. Ed. (RD 900)..... 1:00-4:00

30 Good Friday - CAR Offices Closed

April

1 2nd Quarter MLS Fees Due

4 WC Advisory Committee 9:00

5 MLS Committee 9:00

Audit, Finance & Exec Comm.... 10:00

9 Governmental Affairs 1:00

**Capital Area
REALTORS®**

**3149 Robbins Rd.
Springfield, IL
62704**

**217.698.7000
Fax: 217.698.7009**

www.SeeHouses.com

ANNOUNCEMENTS

CAR extends its condolences to Affiliate member **Greg Tally** on the recent loss of his mother.

CAR extends its deepest sympathies to **REALTOR® Connie Heskett** on the recent passing of her mother.

CAR extends its deepest sympathies to **REALTOR® Deb Sarsany** and her family on the recent passing of her niece.

CAR extends its condolences to **REALTOR® Gail Chevalier Zini** and her family on the recent passing of her stepson.

Mark your calendars...

"Glo for Kids!"

Glo Bingo - April 20, 2018

Registration form will be available soon!
All proceeds benefit Compass for Kids.

Newsletter Inserts

Flyers referenced in this newsletter and listed below may be downloaded from SeeHouse.com as noted:

Event Flyers

(<http://seehouses.com/MemberPortal/Calendar/EventFlyers.aspx>)

- Springfield area Winter 2018 CE Schedule
- Technology Training Schedule
- Break for Hot Topics (March 1st)
- RPR Training

Market Trends Indicator

(<http://seehouses.com/AboutCAAR/NewsRoom/MarketTrends.aspx>)

- Monthly Market Trends Reports

West Central

(<http://seehouses.com/MemberPortal/WestCentralChapter.aspx>)

- Galesburg area Winter 2018 CE Schedule