

# REALTOR® REVIEW

Volume 22, Edition 254

July 2017

## Build Brand Presence with Video

Brand videos do more than promote your business; they tell the story of your brand.  
*By Deirdre LePera, director of business development*

Did you know that video content will represent 74 percent of all internet traffic in 2017? Cisco, an information technology and networking company, projects that global internet traffic from videos will make up 80 percent of all internet traffic by 2019. Listing videos provide real estate brokerages and sales associates with a steady stream of original video content for their websites, which is great for search engine optimization. However, there is so much more that real estate professionals and firms can do to promote their brand. Here's why you want to develop brand videos:



Housing market videos are the second most popular type of video found on a residential real estate website. These videos educate consumers and sales associates about the current state of the market. Housing market videos are usually released monthly and offer coverage for multiple markets, so they are valuable for SEO. However, a majority of these videos rarely give insight into what a brand is all about.

*(Continued on page 2)*

## Congratulations 2018 Officer & Director Nominees

Congratulations to the following individuals who have been nominated to serve as officers of CAR for a one year term beginning October 1, 2017:

\*President -- Ed Mahoney (RE/MAX Professionals)  
President-elect -- Jane Hay (The Real Estate Group)  
Secretary/Treasurer -- Suzie Sables Duff (RE/MAX Professionals)

Congratulations to the following individuals who have been nominated as At-Large Directors of CAR for three-year terms beginning October 1, 2017:

Nick Campo      Campo Realty, Inc.  
Jennifer Franklin      RE/MAX Professionals  
Deb Sarsany      The Real Estate Group

\* President-elect automatically becomes the President the following year.

Download full Nominating report <http://seehouses.com/MemberPortal/Governance/NominationProcess.aspx>. ❖



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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.

### OFFICERS

#### President

John W. Klemm

#### President Elect

Ed Mahoney, ABR

#### Secretary/Treasurer

Kristie L. DeBrun, GREEN,  
GRI, SFR, SRS

### DIRECTORS

Randy Aldrich, CRS, GRI

Michael Buscher, GRI

Nicholas Campo, ABR, BPOR, CRS,  
GREEN, GRI, SRS

Robert Chipman, GRI

Stephanie Do, GRI

Ronald Duff, GRI

Jim Fulgenzi, CRS, GRI

Gary Harvey, GRI

Galen Johnson, CRS, GRI, SRS

Jane Locascio, GRI

Greg Tally

Dena Turner

Jami Winchester, GRI

### Chief Executive Officer

Daniel R. Sale, CAE,  
e-PRO, RCE, SPHR

# REALTOR® REVIEW

## NEWS & NOTES

### *Build Brand Presence...* (Continued from page 1)



#### *Tell Your Story*

A brand video does more than promote a business; it tells the story of a brand, building the connection between the brand and the consumer. Studies have shown that consumers are 64 percent more likely to buy a product or service that has video representation. For a real estate firm, a consumer may be a potential buyer or seller, or that person could be the next sales associate or staff person to join the company.

Unlike listing or housing market videos, brand videos don't need to be created on a daily or monthly basis. This type of video should be created on a quarterly basis and will require a significant investment. And, producing four videos a year is the bare minimum for keeping your personalized video content relevant.

#### *Most Consumers Prefer Video*

According to Garlic Media Group, four times as many consumers prefer to watch a video about a product or service than to read about it. The next time your brand hosts or participates in a community event, document it with video. If your brand is recognized for its achievements, use video as well as a press release to announce your success. Is your brokerage or brand going through an office redesign? Use a time-lapse video and tell the story of why growth is important to your brand.

Seven out of ten Millennials are likely to watch a brand video when shopping online. Don't miss out on the opportunity to tell your story through video. ?

*(This article originally appeared in the June 2017 issue of the REAL Trends Newsletter and is reprinted with permission of REAL Trends Inc. Copyright 2017.)*

## Killebrew Wins NAR 2018 Vice Chair Challenge

Congratulations to CAR member Kyle Killebrew who won the 2018 Vice Chair Challenge and will serve as the 2018 NAR Vice Chair of the Emerging Business & Technology Forum. Killebrew received the most votes among the 17 participants in the challenge, which allowed members to participate in the selection process. Congratulations, Kyle. ❖



*Kyle Killebrew*

## News & Notes - (Continued from page 2)

### REALTOR® Conference and Expo

November 3-6, 2017

For the first time in 16 years the 2017 conference will be held in Chicago November 3-6. This is a great opportunity to take advantage of a world class real estate trade show including hundreds of exhibitors and lots of great information. By now you should have identified a buddy to attend the NAR Annual Conference in Chicago with you. This will help keep your expenses down and provide you with a travel partner. Next, if you haven't already, you will want to register for the conference and book your hotel room before they sell out). You will also want to check out the RPAC Big Stakes Summer Raffle that gets underway June 9th - the top prize is \$1,000 cash OR a VIP trip to the REALTOR® Conference and Expo. For more information about the conference go to [www.conference.realtor](http://www.conference.realtor).



### TRID Update: It's 'appropriate' for agents and brokers to access Closing Disclosure

In response to concerns from NAR and others the CFPB amended its rules to make it clear that the mortgage document can be shared with real estate professionals. In early July, the Consumer Finance Protection Bureau (CFPB) finalized updates to the 560-page TRID rules, including an update about privacy and sharing of information that should make it easier for agents and brokers to access the Closing Disclosure (CD). "The Bureau understands that it is usual, accepted, and appropriate for creditors and settlement agents to provide a Closing Disclosure to consumers, sellers, and their real estate brokers or other agents," the CFPB said in its update. ❖

### Does it Feel Like Your Being Watched?

Have you ever had the feeling during a showing that you and your buyer client were being watched? It could be more of a reality than you realize. With technology making it easier and easier for sellers to "spy" on prospective buyers this has become a topic of concern. Last fall and earlier this spring this topic was the subject of CAR's popular Hot Topic series. It was also discussed at the June Managing Broker Outreach meeting. Additionally, in a recent episode of a new Legal Minutes video series, Betsy Urbance, Illinois REALTORS® Director of Legal Services, takes a look at prudent practices for REALTORS® regarding homes with audio and video surveillance and recording technology. To view this 7 minute video go to <http://www.illinoisrealtor.org/legal/webinars>. (member login required)



# REALTOR® REVIEW



## Market Yourself with a Professional Real Estate Headshot

As a member benefit CAR has negotiated favorable rates with photographer Ed Clark (Ed Clark Photography & Music Services) to offer you an opportunity to have your business photo taken at the CAR office. Photos are scheduled to be taken on Tuesday, August 8th from 9:00 - 11:30 a.m. There is no sitting fee. The cost for a retouched digital file is \$50.00 with full copyright release for any purpose.

Interested members should call Ed Clark's studio directly at 217-496-3686. Appointments will be scheduled on a first come first serve basis. Please call Kathy Nicholson at 217-698.7000 or email knichelson@caaronline.com if you have any other questions.



**Primo Outing Sponsors:**  
Chicago Title Insurance Co  
Cornerstone Title Groupe, LLC  
Prairie Land Title Company, Inc.  
Zelle Title, LLC

# Thanks to All the Sponsors

Allied Capital Title, LLC  
American Home Shield  
Athens State Bank  
Bacon Termite & Pest Control  
Bank & Trust Company  
Bank of Springfield  
Brown, Hay & Stephens, LLP  
B-Safe Home Inspections of IL  
Carrollton Bank  
CEFCU  
Chicago Title Insurance Co  
Cindy's Appraisal Service  
Cornerstone Title Groupe LLC  
Diamond Residential Mortgage  
Estes, Bridgewater & Ogden  
Fidelis Pest Solutions, Inc.  
Flooring of Springfield, Inc.  
Heartland Credit Union  
Heartland Homes  
Hickory Point Bank & Trust  
Home Inspections by Dana  
Home Warranty of America  
Illinois National Bank  
Illinois Real Estate Title

Lincoln Land Title Company  
Marine Bank Mortgage Services  
Michael J. Call Appraisal Service  
Morgan County Abstract  
Company  
Pillar to Post Home Inspectors  
PNC Financial Services Group  
Prairie Land Title Company Inc.  
Radon Fighters  
Regions Bank  
Ridgeline Complete Home  
Inspection Co  
Security Bank, SB  
Teague Inspections  
The Radon Guy  
THE Radon Measurement  
Professional  
Town & Country Banc Mortgage  
Service  
United Community Bank  
US Bank Home Mortgage  
Warren-Boynton State Bank  
Williams Appraisals  
Williamsville State Bank

# REALTOR® REVIEW

## News & Notes - (Continued from page 4)

### CAR 53<sup>rd</sup> Annual Summer Outing Wrap-up

Over 120 golfers and countless affiliate sponsors braved the heat to participate in Capital Area REALTORS® 53rd Annual Golf Outing held on June 12<sup>th</sup> at Edgewood Golf Course.

This year's fundraisers for Community Foundation for the Land of Lincoln included hole sponsorship donations (\$1300). Mulligan sales raised \$235 for "Springfield Art Association at Edwards Place". Thank you to the hole sponsors. Without their generosity this event would not be possible. Thank you to those businesses who contributed door prizes. Also, thank you to the Social Committee members who helped with this year's event. ❖



## Member Appreciation June 22, 2017



# REALTOR® REVIEW

## Managing Broker Outreach June 16, 2017



## Past President's Luncheon June 23, 2017



**Front row left to right:** Cheryl Dambacher ('06), Gail Chevalier Zini ('05), Cindy Nagle ('95), Barb Krueger ('03), Kristi DeBrun ('16)

**Back row left to right:** John Klemm, President, Ed Mahoney, President Elect, Bud Denton ('97), Todd Musso ('12), Phil Chiles ('08), Ron Ladley ('87), Phil Gebben ('79), Pat Regan ('02), Mike Buscher, President ('00, '15), Terry Nuding ('11), Rick Hanselman ('04), Randy Raynolds ('82), Pete Steward ('07)



# REALTOR® REVIEW

## WEST CENTRAL CHAPTER

### West Central Chapter Quarterly Luncheon—July 17<sup>th</sup>

You're invited to the West Central Chapter Quarterly Luncheon on July 17th. The topic of this luncheon will be septic systems and will include a guest speaker from the Knox County Health Department as well as an open discussion with Ted Lambasio from Lambasio Inc. and Ted Bailey from Roto-Rooter. If you have any questions about the event or how to register please contact Angela Roberts at <mailto:westcentral@caaronline.com> or 309-342-6225.

### Chapter Annual Meeting Set

The West Central Chapter will hold its Annual Meeting on August 21, 2017 at Sidtrax Bar and Grill from 11:30 a.m. – 1:00 p.m. Guest speaker is Ken Springer President of the Knox County Area Partnership for Economic Development. In addition to chapter updates a Chapter 2018 Chapter Vice-president will be voted on for the period October 1, 2017 - September 30, 2018. If you would like to be considered for Chapter Vice-president please contact Chapter President Dena Turner (Century 21 Tucker-Swanson) or Dan Sale (CAR CEO) for details. RSVP to [westcentral@caaronline.com](mailto:westcentral@caaronline.com) or call 309-342-6225 by no later than August 18<sup>th</sup> at 12:00 p.m.



*Ken Springer*

### Nominations are Open for 2018 Vice-president Candidates

Anyone who has an interest in serving as the West Central Chapter Vice-president for the coming year (October 1, 2017 through September 30, 2018) is encouraged to fill out and return the "Interest Form" attached to this month's REALTOR® Review by no later than July 21, 2017. The Annual meeting to be held on August 21, 2017 REALTOR® members will cast their vote choosing from the list of nominees. For a detailed description of what the Chapter Vice-president is expected to do please refer to the attachment to this month's REALTOR® Review.

### Seeking Volunteers for the 2018 Advisory Committee

The organization's calendar year begins anew on October 1<sup>st</sup>. With that comes the arrival of new leadership and committee members. In the coming weeks CAR leadership will work to appoint 2018 committees which will include the West Central Chapter Advisory Committee. This is for a one-year term (October 1<sup>st</sup> - September 30<sup>th</sup>). Anyone interested in serving should forward their request via email to Angela at the Chapter office at [westcentral@caaronline.com](mailto:westcentral@caaronline.com).

Questions can be directed toward Chapter President Dena Turner or CEO Dan Sale. ❖



## Upcoming Dates:

### August 21

Annual Meeting  
(11:30-1:00 p.m.)  
Galesburg Public  
Library

### Advisory Committee meetings:

August 7, 2017  
September 5, 2017



## Visit West Central Chapter's Webpage

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



## Announcements

CAR & the West Central Chapter wish to extend its condolences to the family of **James Turke** who passed away in February.

Congratulations to **REALTOR® Josh Kilpatrick** and his wife on the recent birth of their daughter on July 16th.



# REALTOR® REVIEW

## Local Market Update for June 2017

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



## West Central Region

Single-Family Detached	June			Rolling 12 Months		
	2016	2017	Percent Change	Thru 6-2016	Thru 6-2017	Percent Change
<b>Key Metrics</b>						
New Listings	85	64	- 24.7%	719	738	+ 2.6%
Pending Sales	33	56	+ 69.7%	500	534	+ 6.8%
Closed Sales	65	51	- 21.5%	530	524	- 1.1%
Cumulative Days on Market Until Sale	73	77	+ 5.5%	91	109	+ 19.8%
Median Sales Price*	\$72,500	\$75,000	+ 3.4%	\$71,000	\$78,000	+ 9.9%
Average Sales Price*	\$99,110	\$86,146	- 13.1%	\$88,608	\$94,175	+ 6.3%
Percent of Original List Price Received*	91.1%	90.1%	- 1.1%	89.3%	90.1%	+ 0.9%
Inventory of Homes for Sale	249	219	- 12.0%	--	--	--
Months Supply of Inventory	6.0	4.9	- 18.3%	--	--	--

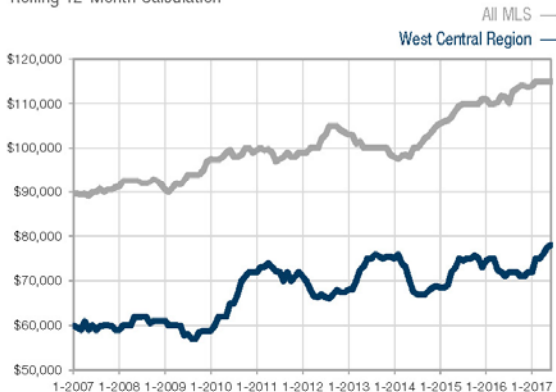
\* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Single-Family Attached	June			Rolling 12 Months		
	2016	2017	Percent Change	Thru 6-2016	Thru 6-2017	Percent Change
<b>Key Metrics</b>						
New Listings	1	1	0.0%	4	9	+ 125.0%
Pending Sales	0	1	--	1	4	+ 300.0%
Closed Sales	0	0	0.0%	1	3	+ 200.0%
Cumulative Days on Market Until Sale	--	--	--	48	38	- 20.8%
Median Sales Price*	--	--	--	\$80,000	\$130,000	+ 62.5%
Average Sales Price*	--	--	--	\$80,000	\$134,000	+ 67.5%
Percent of Original List Price Received*	--	--	--	100.1%	97.7%	- 2.4%
Inventory of Homes for Sale	2	6	+ 200.0%	--	--	--
Months Supply of Inventory	2.0	4.5	+ 125.0%	--	--	--

\* 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.

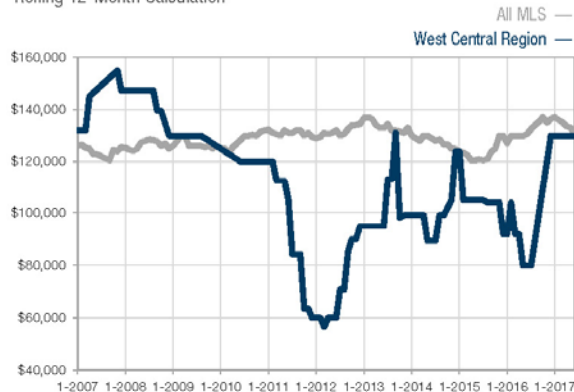
### Median Sales Price - Single-Family Detached Properties

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 July 5, 2017. All data from Capital Area REALTORS® MLS. Report © 2017 ShowingTime.



## TECHNOLOGY/MLS CORNER

### July 18th MLS Breakfast

#### *Staging to \$ell*

A 2017 survey by the National Association of REALTORS® suggests that staging wins over buyers, can result in more money to the seller and speed up the amount of time the home is on the market. At our July 18th breakfast you will learn from our panel of experts on how you can incorporate Staging into your business to increase listings & sales. Learn from our panel of experts on how you can incorporate Staging into your business to increase listings & sales. Our panel members include Jane Hay, Jane Hay Sales & Staging (The Real Estate Group) and Melissa Lockwood and Jamie Graff of Design Eyes Photography.



There will also be a check presentation to CAR's 2017 Charity of Choice the "Springfield Art Association at Edwards Place" at the breakfast.

Special thanks to Chicago Title Insurance, our sponsor for the event. The breakfast will be held on July 18<sup>th</sup> beginning at 8:30 a.m. and the cost to attend is \$10.00. No shows will be billed \$15.00. RSVP by calling 217-698-7000 or emailing [admin@caaronline.com](mailto:admin@caaronline.com) no later than 5:00 p.m. on July 13th.

### Upcoming Technology Training

Consult the 2017 Summer Technology Training Schedule and take advantage of one or more of the many great FREE training sessions offered by MLS Director Cathy Wagner.



#### **InnoVia Overview 9:00-11:00 am**

August 29

#### **Prospecting Manager & Buyer**

##### **Match 9:00-10:30 am**

August 17

September 27

##### **TransactionDesk - 9:00-10:30 am**

August 10

September 19

##### **Authentisign 9:00-10:30 am**

August 1

September 14

##### **CMA 2.0 9:00-10:30 am**

August 22

Classes are also available via webinar. Please contact Cathy Wagner at [mailto:cwagner@caaronline.com](mailto:mailto:cwagner@caaronline.com) for webinar information. ❖



### SentiLock Tips

Showing notifications are sent to the listing agent almost instantly when a lockbox is accessed via the SentiSmart App. However, when using a SentiCard, these notifications are not sent until the card has been updated at a Card Reader. For this reason, we strongly encourage SentiCard users to update their cards at the end of any day that you have been showing property.



## Technology/MLS Corner - (Continued from page 10)

### InnoVia Help Tips

#### How to Save and Retrieve Search Criteria

Members can set up search criteria and save those selections in InnoVia to make it easier to use the same selections at another time. This is especially helpful for creating templates of commonly used geographic areas in map-based searches, as well as for county, city, school district, and tract choices.

Step 1: Set up your generic search criteria:

From the InnoVia search or hotsheet criteria screen, select the criteria you want to use for this search template. You may want to include geographic areas or draw areas in on a map.

Step 2: Save your Search Criteria as a template for future searches

On the left-hand side of the InnoVia screen, click on the **Save Search** button.

Give your search template a name that will make it easily recognizable.

If this is a new template (not one that you are updating), put a check mark in the “New” box. Click OK to save this search template.

When you click OK, your screen will change and tell you that your new search template has been saved.

Saved Search # 1415

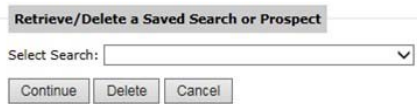
Retrieving your Saved Search template:

Go to the InnoVia property type search or Hotsheet screen.

On the left-hand side of the InnoVia screen, click on the **Get Search** button.

Use the **Select Search** pull-down menu to select the saved search template you wish to use, and then click the **Continue** button.

Your saved criteria will load on the search screen. You can then edit or add to the criteria and execute the search.



#### How to Edit a Saved Search template:

1. Retrieve the saved search template by clicking the Get Search button, selecting the search template you wish to edit, and clicking the Continue button. The criteria will appear on the search screen.
2. Edit the criteria as desired.
3. Click the Save Search button on the left side of the screen and save the template under the same name (do not click on the “New” button unless you want to create a second copy of the template).

#### How to Delete a Saved Search template:

1. Click the **Get Search** button on the left side of the search or hotsheet screen.
2. Use the **Select Search** pull-down menu to select the saved search template you wish to delete
3. Click the **Delete** button. InnoVia will ask for confirmation that this is the template you wish to delete; click OK to confirm. ❖



# REALTOR® REVIEW

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## Capital Area Region

Single-Family Detached	June			Rolling 12 Months		
	2016	2017	Percent Change	Thru 6-2016	Thru 6-2017	Percent Change
<b>Key Metrics</b>						
New Listings	498	531	+ 6.6%	4,646	4,837	+ 4.1%
Pending Sales	313	348	+ 11.2%	3,428	3,510	+ 2.4%
Closed Sales	367	394	+ 7.4%	3,449	3,547	+ 2.8%
Cumulative Days on Market Until Sale	79	69	- 12.7%	76	84	+ 10.5%
Median Sales Price*	\$129,900	\$126,500	- 2.6%	\$119,900	\$120,000	+ 0.1%
Average Sales Price*	\$162,580	\$150,053	- 7.7%	\$144,627	\$141,714	- 2.0%
Percent of Original List Price Received*	94.3%	94.6%	+ 0.3%	93.0%	93.3%	+ 0.3%
Inventory of Homes for Sale	1,233	1,191	- 3.4%	--	--	--
Months Supply of Inventory	4.3	4.1	- 4.7%	--	--	--

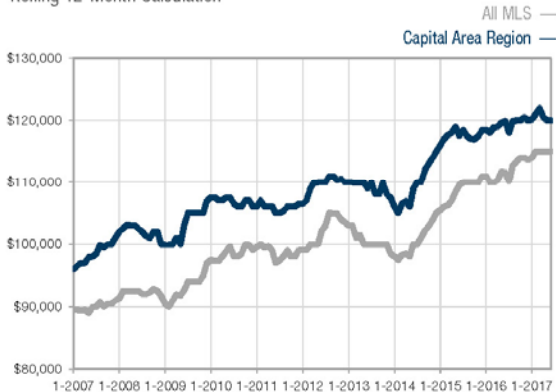
\* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Single-Family Attached	June			Rolling 12 Months		
	2016	2017	Percent Change	Thru 6-2016	Thru 6-2017	Percent Change
<b>Key Metrics</b>						
New Listings	54	57	+ 5.6%	429	417	- 2.8%
Pending Sales	31	31	0.0%	329	306	- 7.0%
Closed Sales	35	40	+ 14.3%	325	303	- 6.8%
Cumulative Days on Market Until Sale	72	63	- 12.5%	89	87	- 2.2%
Median Sales Price*	\$156,000	\$135,000	- 13.5%	\$131,000	\$131,000	0.0%
Average Sales Price*	\$152,333	\$140,091	- 8.0%	\$135,024	\$136,309	+ 1.0%
Percent of Original List Price Received*	94.6%	95.0%	+ 0.4%	94.0%	94.3%	+ 0.3%
Inventory of Homes for Sale	108	110	+ 1.9%	--	--	--
Months Supply of Inventory	3.9	4.3	+ 10.3%	--	--	--

\* 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.

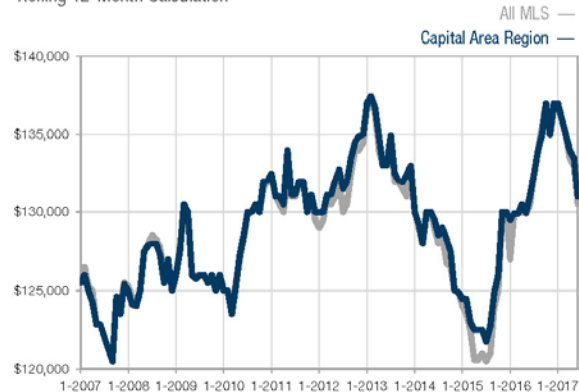
### Median Sales Price - Single-Family Detached Properties

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 July 5, 2017. All data from Capital Area REALTORS® MLS. Report © 2017 ShowingTime.

# REALTOR® REVIEW

## GOVERNMENTAL AFFAIRS

### RPAC Big Stakes Summer Raffle

*Tickets are \$25 each or 5 for \$100!*

Capital Area REALTORS®' RPAC fundraising goal for the year ending November 30th is \$63,000, however, we've got a ways to go having raised about \$24,000. Our annual RPAC raffle is a big part of our fundraising and you can help by buying tickets. We have several great prizes, including:



1st - \$1,000.00 cool cash! OR \*REALTOR® Conference and Expo Package

\*REALTOR® Conference and Expo Package includes:

- 1 full conference registration (\$450.00 value)
- 2 nights lodging at Loews Hotel in downtown Chicago (\$575.26 value)
- \$100 Amtrak voucher

2nd - \$500.00 cool cash!

3rd - Five \$100.00 cool cash prizes!



Tickets can be purchased from CAR or members of the Government Affairs Committee (listed below).

**Government Affairs Committee:** Kim Elliott-Birtch, Misty Buscher, Phil Chiles, Ashley Coker, Kristie DeBrun, Susan Denby, Brad Dyer, Jennifer Franklin, Courtney Joyner, John Klemm, Jake Mabus, Susan Madison, Ed Mahoney, Teresa Martin, Julie McCormick, Steve Myers, Mike Oldenettel, Trent Peterman, Emily Rabin, Stephen Shields, Jon Sturgeon.

Disclosure: 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 [www.elections.il.gov](http://www.elections.il.gov) or for purchase from the State Board of Elections, Springfield, Illinois.

### 2017 RPAC Major Investors

Thank you to the many individuals that have stepped up already this year and invested or pledged to invest as a Major Investor in RPAC this year.

#### 2017 RPAC Major Investors (RENEWED)

Anthony Buscher, The Real Estate Group  
Mike Buscher, The Real Estate Group  
Mitzi Brandenburg, The Real Estate Group  
Dominic Campo, Campo Real Estate  
Nick Campo, Campo Real Estate  
Phil Chiles, Capital Area Real Estate  
Bob Chipman, Chipman REALTORS® & Appraisers  
Kristie DeBrun, Campo Realty  
Susan Denby, RE/MAX Professionals  
Kathy Garst, Keller Williams Bloomington  
Courtney Joyner, Joyner Construction  
John Klemm, Sangamon Realty  
Jane Locascio, The Real Estate Group

Susan Madison, RE/MAX Professionals  
Edward Mahoney, RE/MAX Professionals  
Ki McCurley, RE/MAX Professionals  
Todd Musso, The Real Estate Group  
Steve Myers, Myers Commercial Real Estate  
Michael Oldenettel, RE/MAX Professionals  
Chris Pempeyer, RE/MAX Preferred Properties  
Trent Peterman, Diamond Residential Mortgage  
Dan Sale, Capital Area REALTORS®  
Deb Sarsany, The Real Estate Group  
Tracy Shaw, Keller Williams Bloomington  
Peter Steward, RE/MAX Professionals  
Dena Turner, Century 21 Tucker-Swanson, Inc.

*(Continued on page 13)*

## *Governmental Affairs - (Continued from page 12)*

### *2017 RPAC Major Investors - (Continued from page 12)*

#### **2017 RPAC Major Investors (NEW)**

Misty Buscher  
Ashley Coker, The Real Estate Group  
Diane Davenport, Freedom Real Estate  
Helen Kennedy, Kennedy Real Estate  
Suzie Sables Duff, RE/MAX Professionals  
Melissa Grussenmeyer, The Real Estate Group  
Julie McCormick, Freedom Real Estate  
Emily Rabin, RE/MAX Professionals



## What is RPAC?

As a member of the Illinois REALTORS®, you are among 44,000 colleagues who care deeply about how the real estate industry is regulated. Many of our members make voluntary contributions to the REALTORS® Political Action Committee, or RPAC, which promotes the election of pro-REALTOR® candidates. These contributions are not members' dues; this is money given freely by REALTORS® in recognition of how important campaign fundraising is to the political process.

(Source: <http://www.illinoisrealtor.org/rpac>)

## **Capital Area REALTORS® Legislative Update**

*By Jim Clayton, Local Governmental Affairs Director*

### **Local Update**

The City of Galesburg has recently started drafting language to adopt a new Housing Code. Preliminary reports showed that Galesburg was planning on implementing a mandate to require fire sprinklers in each residence. The issue was brought to our attention by Capital Area REALTORS® West Chapter members and after working with the Galesburg administration, they city has decided not to mandate fire sprinklers and since has been removed from the new Housing Code language. Capital Area REALTORS® Government Affairs Committee will be receiving the final draft of the new Housing Code in the near future and will continue to work with Galesburg's city officials to ensure that all language is in compliance with the Capital Area REALTORS® positions.

### **Early Statehouse Scorecard - (All bills that have passed, are still waiting for the Governor's Signature)**

#### **Wins for the REALTORS®**

##### **Real Estate License Act – HB 3528 (passed)**

An initiative of the Illinois REALTORS® and the Illinois Department of Financial and Professional Regulation (IDFPR) HB 3528 absorbs the Real Estate Education Advisory Council into the Real Estate Administration and Disciplinary Board. The duties of the EAC will be accomplished as a subcommittee of the Board. This bill also consolidates and streamlines the licensing of Real Estate Education pre-license, post-license, and CE instructors and schools. Updating the education requirements to ensure that courses focus on the most important issues for licensees to know how to best protect the consumer and modernizing course delivery options to ensure the best access and use of technology to reflect today's marketplace.

**HB 3528  
PASSED**

*(Continued on page 13)*

## *Governmental Affairs - (Continued from page 13)*

### *Capital Area REALTORS® Legislative Update - (Continued from page 13)*

#### **Repeal of Rent Control Prohibition – HB 2430 (defeated)**

A bill that sought to repeal the Rent Control Preemption Act, an initiative of the REALTORS® back in 1997 to prohibit local governments from imposing rent control measures. HB 2430 did not advance out of committee, but the REALTORS® were there to reinforced that rent control is a bad idea. Rent control shrinks a property owner's income to maintain and upgrade the property. While maintenance and property tax costs continue to rise, the owner's revenue would be frozen. Rent control is viewed as bad housing policy by most housing policy analysts and economists.

**HB 2430  
DEFEATED**

#### **Mandatory "Section 8" Statewide Requirement – SB 1331 (defeated)**

SB 1331 would have added "Source of Income" to the Real Estate Article of the Illinois Human Rights Act. This bill would have required any rental property owner to accept a Section 8 tenant and sign an HUD-dictated contract, or face a human rights violation. The main concern of the REALTORS® was the requirement of property owners to sign a 12-page contract with HUD that would have given HUD much of the control over the rental property. Illinois REALTORS® Statehouse lobbyists did not believe owners should be subjected to a mandatory inspection of their property. HUD would have also been able to decide not to consider rent increase requests by owners, giving HUD the ability to terminate a lease in circumstances that the typical landlord's lease would not permit.

**SB 1331  
DEFEATED**

#### **Commercial/Investment Property Issues – HB 2831 (passed)**

HB 2831 will create the new Property Assessed Clean Energy (PACE) Act. These bills create a voluntary and innovative financing mechanism for commercial, industrial and multi-family building owners for clean energy projects. A city or county will be authorized to establish a PACE bond program and the owner will have a written agreement for the assessments on the property. The cost of the program and the improvements are recovered over time through payments on assessments on those participating buildings. Other key benefits will be that the rate available in a PACE program may be better than traditional financing. The clean energy improvements can be paid back over a longer period of time; and the loan will stay with the property, if sold. ❖

**HB 2831  
PASSED**

## What's RPAC done for you?

It may be tempting to look at the relative ease with which you can practice real estate in Illinois and assume that today's marketplace evolved naturally, that policy makers had your interests in mind all along. But that's just not so. Without your associations' efforts – local, state and national – you'd be inundated in ridiculous red tape and legal liability, and your customers and clients would have a steeper climb toward homeownership.

(Source: <http://www.illinoisrealtor.org/rpac>)

# REALTOR® REVIEW

## COMMERCIAL REAL ESTATE NETWORK

### July CREN Luncheon

The next CREN Luncheon is scheduled for July 18, 2017 with guest speaker to be Norm Simms, Executive Director, Springfield/Sangamon County Regional Planning Commission. Mr. Simms will discuss the changing demographics in Sangmon County/State of Illinois and the impact on Economic Development and future tax structure. Special thanks to Marine Bank, our sponsor for the luncheon. To RSVP email [admin@caaronline.com](mailto:admin@caaronline.com) or call 217-698-7000.



## CREN Sponsors



## PROFESSIONAL DEVELOPMENT

### NAR's Code Ethic Training Requirement New Biennial Cycle Begins January 1<sup>st</sup>

NAR's current Code of Ethics training policy states:



*"REALTORS® are required to complete quadrennial ethics training of not less than two (2) hours and thirty (30) minutes of instructional time. REALTORS® completing such training during any four (4) year cycle shall not be required to complete additional ethics training in respect of this requirement as a requirement of membership in any other Board or Association.*

*Failure to complete the required periodic ethics training shall be considered a violation of a membership duty. Failure to meet the requirement will result in suspension of membership for the first two months (January and February) of the year following the end of any four (4) year cycle or until the requirement is met, whichever occurs sooner. On March 1 of that year, the membership of a member who is still suspended as of that date will be automatically terminated."*

The current cycle ends December 31, 2016. Future cycles will be *two years* in duration with the next cycle beginning January 1, 2017 and ending December 31, 2018. Members are encourage to take a 3 hour elective Code of Ethics continuing education course each license renewal period which will then fulfill NAR's training requirements as well.

### Upcoming Code of Ethics CE

The Illinois REALTORS® Licensing Training Center Capital Area REALTORS® has scheduled the following Code of Ethics CE Courses which will be held at the CAR office:

**October 18, 2017 (Instructor Kerry Kidwell)**

2:00 - 5:00 p.m. - ETH 1518 - Code of Ethics Overview (3 Hrs Elective) ❖

# REALTOR® REVIEW

## AFFILIATE CORNER

### CAR Sponsors

#### Diamond



#### Gold



#### Silver



#### Bronze



### How to Navigate Mine Subsidence to Save Your Deal



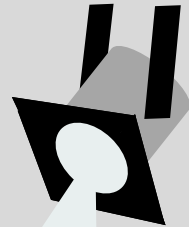
Join the REALTOR® and Affiliate Committee for its next Hot Topic Program and Happy Hour to be held July 26th at Donnie B's Comedy Club (3455 Freedom Dr., Springfield). The Hot Topic will begin at 3:30 p.m. with a presentation on Mine Subsidence by Bruce Schottel, Engineer with State of Illinois' Office of Mines and Minerals. Immediately following this presentation you will want to stick around for pizza and happy hour. Special thanks to our sponsor Diamond Residential Mortgage. RSVP to [admin@caaronline.com](mailto:admin@caaronline.com) or 217-698-7000. Go to <http://seehouses.com/MemberPortal/Calendar/EventFlyers.aspx> to download flyer.



### July 26th Hot Topic & Happy Hour!

### 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](mailto:knichelson@caaronline.com). Please feel free to direct any questions regarding this to Dan Sale's attention or Kathy Nichelson's attention.







# REALTOR® REVIEW

## CALENDAR

### AT A GLANCE

#### July

- 26 Break For Hot Topic &  
Happy Hour (Donnie B's) 3:30

#### August

- 1 Authentisign 9:00-10:30  
Member Services Committee 1:30  
3 MLS Committee 9:00  
Finance & Executive Comm. 11:30  
4 Government Affairs Committee 10:00  
7 Chapter Advisory Committee 9:00  
8 Board Photos 8:00  
Board of Directors 9:00  
10 Transaction Desk 9:00-10:30  
17 Prospecting Manager 9:00-10:30  
21 West Central Annual Meeting 11:30  
22 CMA Training 9:00-10:30  
CREN Luncheon 11:30  
24 Break For Hot Topics 9:00

#### September

- 4 Labor Day - CAR Offices Closed  
5 Chapter Advisory Committee 9:00  
6 CAR Tailgate Party 4:30-7:30  
7 MLS Committee 9:00  
Finance & Executive Comm. 11:30  
11 Government Affairs Committee 10:00  
12 Board of Directors 9:00  
14 Authentisign 9:00-10:30  
19 CREN Luncheon 11:30  
21 CAR Annual Meeting 11:30  
27 Prospecting Manager 9:00-10:30  
28 Installation 5:30

### Capital Area REALTORS®

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## ANNOUNCEMENTS

### 2018 Dues Billing Disseminated

REALTOR® member dues billing statements have been disseminated and payment is due by August 1st. If you have not received your statement please contact Nina Ferree at 217-698-7000 or [nferree@caaronline.com](mailto:nferree@caaronline.com). You can also view/pay invoices online at <http://seehouses.com/MemberPortal/E-Commerce.aspx>.



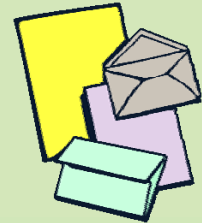
### July 26th Hot Topic & Happy Hour!

3:30 p.m.

Donnie B's Comedy Club  
(3455 Freedom Dr., Springfield)

### 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>)

- Break For Hot Topics & Happy Hour (July 26)
- Head Shot Photos (Aug 8th)

#### Market Trends Indicator

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

- Monthly Market Trends Reports

#### West Central

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

- Chapter Vice President Description
- Annual Meeting (August 21st)