

REALTOR® REVIEW

Volume 22, Edition 258

November 2017

NAR President Mendenhall Calls Tax Reform All-out Assault on Homeownership!

The House of Representatives recently passed H.R. 1, the "Tax Cuts and Jobs Act," a bill National Association of REALTORS® President Elizabeth Mendenhall has called an all-out assault on homeownership.

Mendenhall issued the following statement:

"It's disappointing to see this legislation move forward, but the real work to shape this debate is just getting started. REALTORS® will now look to the Senate as we make our case that the tax reform proposals pending before Congress overwhelmingly remove the tax incentive to purchase and own a home in America.

"This is about much more than a cap on the mortgage interest deduction. Rather, it is about whether homeowners will have the rug pulled out from under them with a tax system that suddenly favors renting over owning in a big way.

"Make no mistake, middle-class homeowners will see their home values fall if this proposal moves forward, while large corporations walk away with the bulk of the tax cuts.

(Continued on page 2)

"Dance the Night Away!"

December 7th, West Side Pub & Grill (aka Donnie B's)

The Social Committee will host the 2017 Holiday Party - on December 7, 2017 from 5:00-9:00 p.m. (3455 Freedom Dr, Springfield). All CAR members and their significant others are invited to attend this free event. *(Sorry, non-members are not eligible to attend.)* There will be an hors d'oeuvre buffet and cash bar. Attendees are asked to bring an unwrapped toy to be donated to the Kids Café in memory of Steve Unverzagt. There is no cost to attend this event but reservations are required for planning purposes. Early registrations are always appreciated. Please RSVP by 5:00 on December 5th. To register call CAR at 217-698-7000 or e-mail admin@caaronline.com. ❖



Dance the Night Away!
Annual Holiday Party
December 7th
5:00-9:00 pm
West Side Pub & Grill



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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

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President Elect

Jane Hay, GRI, SRS

Secretary/Treasurer

Suzie Duff, ABR, CRS, GRI

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REALTOR® REVIEW

NEWS & NOTES

NAR President Mendenhall... (Continued from page 1)

“American homeowners shouldn't have to pay for corporate tax cuts with their home equity. It's a matter of basic fairness; 1.3 million REALTORS® have known since the beginning, and America's 75 million homeowners are just beginning to learn, that homeowners will be the ones paying the tab. REALTORS® will do our part to spread the word as we work with the Senate to address this impending assault on homeownership.”



The National Association of REALTORS®, “The Voice for Real Estate,” is America's largest trade association, representing 1.3 million members involved in all aspects of the residential and commercial real estate industries.

(Source: NAR.REALTOR®)

How to Budget and Gauge

Artificial intelligence can give brokers insight into operational relationships and patterns.

By Paul Salley, director of business acquisition

Budgeting your marketing spend is a critical part of building a successful business plan. With so many platforms and vendors competing for your money, it's important to be diligent and disciplined with your marketing spend. Finding what works best for your business with your target markets requires A/B testing of different marketing tools and messages to different target audiences.

Here are some important considerations to help maximize the ROI of your marketing expenditures:

1. Don't spread yourself too thin. Select a few platforms in which you have confidence.
2. Compare and contrast. Commit to using a few platforms for a set period of time, then use the same marketing dollars in another two platforms. This will allow you to compare the performance of each and help guide you to what is working best.
3. Keep it relevant. Make sure that you select a specific target audience and then produce an ad specific to that audience. Connecting and engaging with one specific audience is better than trying to appease multiple audiences at once.
4. Research pays off. Take time to research which platforms are working the best for the target audience that you would like to reach. In some instances, social media advertising might work better than Search Engine Marketing.



Finally, remember to track quality leads generated by each marketing medium. The ultimate litmus test is the number of quality leads. Should you have any questions about which digital marketing platforms are worthy of your pursuit, contact a member of the REAL Trends Technology Team at <mailto:tech@realtrends.com>.

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

REALTOR® REVIEW

News & Notes - (Continued from page 2)

CAR Well Represented at Illinois REALTORS®

Congratulations to the following CAR members who have been appointed to serve on Illinois REALTOR® Committees for the coming year.

Mike Buscher	Board of Directors
Phil Chiles	Advisory Committee, Board of Directors & REALTORS® Political Involvement Working Group
Kristie DeBrun	Illinois Bi-Centennial Task Force, Business Issues and License Law Forum (Chair) and Professional Standards Committee
Ed Mahoney	Commercial/Industrial/Investment Committee
Todd Musso	Illinois Bi-Centennial Task Force
Steve Myers	Illinois REALTORS® Plaza, Commercial/Industrial/Investment (Chair), REALTORS® Political Involvement Working Group
Mike Oldenettel	Performance/Compensation Review Committee, Finance Committee, Strategic Planning Committee, Nominating Committee, NAR Director, Advisory Committee, Board of Directors
Randy Raynolds	Advisory Committee
Dan Sale	Conference and Expo Working Group, RPAC Fundraising Working Group, Association Executives Committee
Dena Turner	Business Issues and License Law Forum, Leadership Development Working Group, Nominating Committee

"Compass for Kids" 2018 Charity of Choice

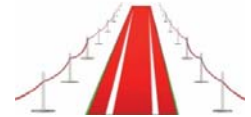
Recently, the Board of Directors approved our 2018 Charity of Choice recommendation from our Community Service Committee. The organization chosen is the Springfield based "Compass for Kids" program.

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.

Compass works on educating the children as whole persons, and recognizes that social, emotional, and life skills contribute to overall well-being and academic success.

Money raised throughout the year will be earmarked for their Summer program which currently accommodates about 100 kids.



Award

Nominations Due by December 15th

This is to advise you that the nomination process is now open for CAR's 2018 Awards. Nominations are due back at CAR by December 15, 2017. Please submit the names of candidates you feel are worthy of consideration. To download the nomination form to be used to nominate a person for an award please refer to this month's attachments located at <http://seehouses.com/MemberPortal/Calendar/EventFlyers.aspx?> or simply to online at <https://www.surveymonkey.com/r/TQ9CPDT> to submit your nomination(s). Awards will be presented March 21, 2018 at the CAR Annual Awards Program.

**REALTOR® of the Year
Rising Star
Community Service
Affiliate of the Year**



(Continued on page 4)

News & Notes - (Continued from page 3)



Excessively Altering Images Could Land You in Trouble

Recently, the NAR Board of Directors voted to update the Standards of Practice to make clear that members are prohibited from using misleading imagery in real estate marketing materials. The change reflects the board's position that as consumers increasingly rely on photos to assess properties, images that have been excessively altered or distorted can harm the credibility of the real estate industry and members.



"Compass for Kids"- (Continued from page 3)

Camp Compass is a free summer program for at-risk elementary students of Springfield School District 186. Camp Compass is designed to improve reading and math skills to prevent learning loss over the summer months. Camp Compass is an academic intervention where licensed teachers instruct the students three hours per day, five days per week, for the six weeks of camp.

Camp Compass incorporates enrichment activities and field trips to create a fun camp-like environment. Mornings are reserved for academics while afternoons are filled with a wide array of activities coordinated around a weekly theme (such as STEM, the Arts, Sports, Healthy Living). Transportation, breakfast, lunch, and an afternoon snack are provided.

Compass also includes a Backpack Feeding Program which is an add-on to their after-school program and their summer program and is a partnership between Compass, HSHS St. John's Hospital, and the Central Illinois Foodbank. The program sends home food with the children in Compass for over the weekend. The goal is to provide each child with two breakfasts, two lunches, two snacks, and two dinners.

Children in Springfield School District 186 receive free breakfast and lunch at school, but many of them do not have access to food (or nutritious food) during out-of-school hours. We believe our kids need healthy food so they can grow into healthy adults!

We hope that you will take advantage of the opportunity to support this wonderful cause when called upon during the coming year.

CAR B2B Communications Task Force Meets

We now live in a messaging world and messaging has become the primary way many people communicate in their professional lives. In real estate, agents are migrating away from phone calls and emails, and messaging is now a primary communication channel. Countless brokers are negotiating deals and conducting business over their personal text messages. Brokers often times don't know who they are messaging with, there is no context of the real estate data, and there is no historical record of the transaction communication. This task force, chaired by past-president Ron Duff, recently met to review this issue and to determine the extent of this problem. The Task Force will also review potential solutions or market-wide messaging systems out there that can bridge communication between all agents and transaction participants enabling everyone involved in the real estate transaction to communicate on one seamless platform. Finally, this Task Force will provide conclusions and recommendations, if any. ❖

Broker to Broker Communications Task Force



TECHNOLOGY/MLS CORNER

2018 MLS Fee Schedule Available

Included as an attachment with this month's REALTOR® Review is the MLS fee schedule for 2018. This can also be downloaded from <https://tinyurl.com/y9ob3m3v>. As a reminder, balances can be monitored and fees can be paid online at any time via the Online Member Information / Bill Pay link that is on the InnoVia home page and is located at <https://mdweb.marketlinx.com/caar/>.



Please note the following due dates for quarterly MLS fees:

Quarter	Invoice Date	Due Date	MLS Fees	SentriLock	Total
1st Qtr 2018	December 1st	January 1st	\$189.75	\$54.00	\$243.75
2nd Qtr 2018	March 1st	April 1st	\$189.75	\$54.00	\$243.75
3rd Qtr 2018	June 1st	July 1st	\$189.75	\$54.00	\$243.75
4th Qtr 2018	August 31st	October 1st	\$189.75	\$54.00	\$243.75

Lockbox Policy Clarified

The MLS Lockbox policy has been clarified to make it clear that, as a real estate licensee, in order to participate in the lockbox program you must be a subscriber in the MLS or CREN. Additionally, it was clarified to make it clear that any individual that is listing and selling residential property and wishes to utilize the System shall first be a subscriber in the MLS.



The following paragraph shows the actual verbiage of the Lockbox policy change:

(1) Every REALTOR® and secondary member who is a Participant in the MLS, and every non-principal broker, sales associate and licensed or certified appraiser affiliated with a REALTOR® who is a Participant in the MLS, shall be eligible to lease a Entry Card, subject to their execution of a Lease Agreement with the MLS and subject to that individual being a subscriber in the MLS or CREN. Notwithstanding the previous sentence any individual that is listing and selling residential property and wishes to utilize the System shall first be a subscriber in the MLS. In the case of non-principal brokers, sales associate, and licensed or certified appraisers, the Lease Agreement shall be co-signed by the MLS Participant, or the office's broker of record. Unlicensed personal assistants, administrative and clerical staff, and individuals seeking licensure as real estate appraisers, who are **UNDER THE DIRECT SUPERVISION OF A DESIGNATED REALTOR®, OR MLS PARTICIPANT, OR THEIR LICENSED DESIGNEE**, may hold an Entry Card on the same terms and conditions as non-principal brokers and sales licensees. ❖

NAR Board Eases MLS Participation Requirement

At the meeting NAR directors adopted a policy that will give added flexibility in the way brokerages and agents use their MLS. It prohibits multiple listing services from compelling participation by all offices of a real estate firm within the jurisdiction of the shareholder association. For licensees affiliated with a brokerage that is a participant in more than one MLS, MLSs will be required to provide a no-cost waiver option of MLS fees, dues, and charges if those licensees can show they have a subscription to another MLS in which their broker participates. Going forward, NAR will use the term "service area" in place of "jurisdiction" or "territory." These changes are effective as of July 1, 2018. At its December meeting the CAR MLS Committee will consider adopting a voluntary rule change to implement this mandate effective January 1, 2018.



Technology/MLS Corner - (Continued from page 5)



Upcoming Technology Training

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

TransactionDesk
November 28th
9:00-10:30 am

Authentisign
November 30th
9:00-10:30 am

Classes are also available via webinar. Please contact Cathy Wagner at cwagner@caaronline.com for webinar information.



SentriLock Mandatory Password Change Requirement

The password must be at least 6 characters long and contain 1 Upper Case letter, 1 lower case letter, and one number.

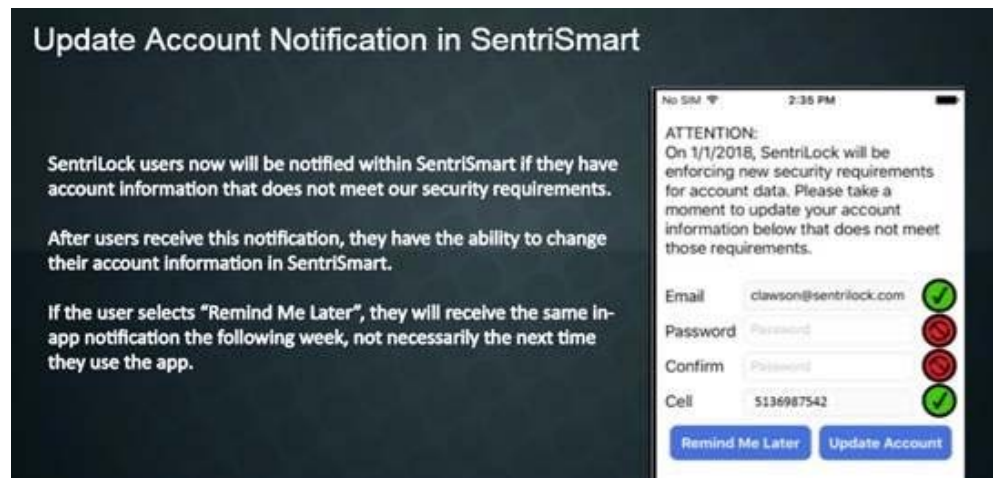
On January 1st, 2018 SentriLock will be enforcing new security requirements for account data. We are asking that you take a few minutes between now and January 1st to update the information below. Information that meets the new security requirements will have a Green check and any information that does not meet requirements will have a Red X next to it.

You will continue to receive this alert each time you log into the website until your information is updated.

Email Address	<input type="text" value="...@... .com"/>	✓
Password	<input type="password"/>	✗ <small>Passwords must contain a minimum of 6 characters, 1 uppercase letter, 1 lowercase letter, 1 numeric value.</small>
Confirm Password	<input type="password"/>	✗ <small>Passwords do not match.</small>
Cell Phone Number	<input type="text" value="...-...-..."/>	✗ <small>Your cell phone number must be entered as a 10-digit number and not already assigned to a SentriLock account.</small>

[Remind Me Later](#) [Update Account](#)

This message on the SentriSmart app will occur every week (5 days) until your information matches the new requirements.



See photos from the November 16th
MLS Breakfast on page 13.

REALTOR® REVIEW

Local Market Update for October 2017

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



Capital Area Region

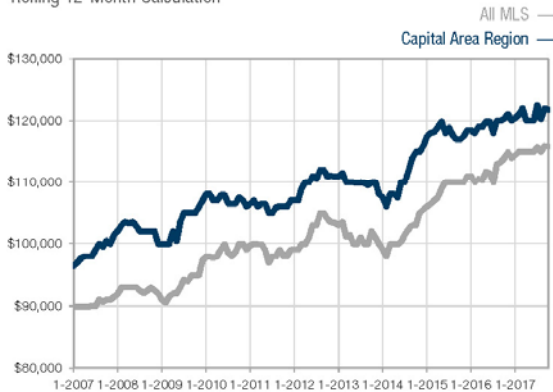
Single-Family Detached	October			Rolling 12 Months		
	2016	2017	Percent Change	Thru 10-2016	Thru 10-2017	Percent Change
New Listings	369	358	- 3.0%	4,695	4,837	+ 3.0%
Pending Sales	240	254	+ 5.8%	3,497	3,498	+ 0.0%
Closed Sales	318	287	- 9.7%	3,491	3,497	+ 0.2%
Cumulative Days on Market Until Sale	82	71	- 13.4%	84	81	- 3.6%
Median Sales Price*	\$116,500	\$114,950	- 1.3%	\$120,350	\$121,750	+ 1.2%
Average Sales Price*	\$143,989	\$139,688	- 3.0%	\$144,543	\$143,764	- 0.5%
Percent of Original List Price Received*	92.4%	92.4%	0.0%	93.2%	93.2%	0.0%
Inventory of Homes for Sale	1,285	1,221	- 5.0%	--	--	--
Months Supply of Inventory	4.4	4.2	- 4.5%	--	--	--

* 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.

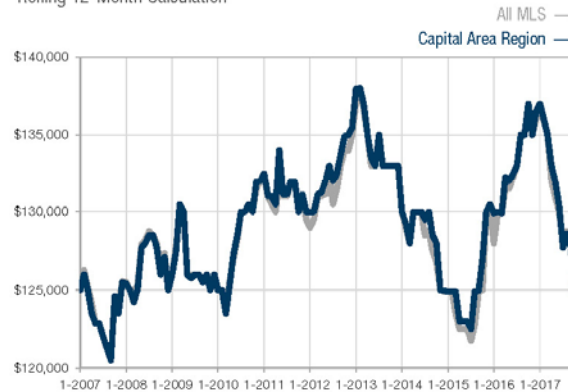
Single-Family Attached	October			Rolling 12 Months		
	2016	2017	Percent Change	Thru 10-2016	Thru 10-2017	Percent Change
New Listings	33	39	+ 18.2%	430	459	+ 6.7%
Pending Sales	25	31	+ 24.0%	324	341	+ 5.2%
Closed Sales	25	33	+ 32.0%	328	333	+ 1.5%
Cumulative Days on Market Until Sale	83	79	- 4.8%	79	87	+ 10.1%
Median Sales Price*	\$160,000	\$101,500	- 36.6%	\$137,000	\$125,000	- 8.8%
Average Sales Price*	\$166,060	\$115,249	- 30.6%	\$139,352	\$129,463	- 7.1%
Percent of Original List Price Received*	94.5%	94.6%	+ 0.1%	94.3%	94.3%	0.0%
Inventory of Homes for Sale	101	114	+ 12.9%	--	--	--
Months Supply of Inventory	3.7	4.0	+ 8.1%	--	--	--

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

REALTOR® REVIEW

COMMERCIAL REAL ESTATE NETWORK

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November CREN Luncheon

The next CREN Luncheon is scheduled for November 21, 2017.

Joining us for this luncheon will be **Mayor Jim Langfelder and Molly Berns**, Assistant Director (Springfield-Sangamon County Regional Planning Commission) to discuss the proposed Comprehensive Plan for the City of Springfield. Also, attending will be Steering Committee members **Val Yazell**, Interim Director (Springfield Economic Development Agency), **Mark Mahoney**, and **Bonnie Drew** (Executive Assistant to the Mayor). Special thanks to **Springfield Business Journal**, our sponsor for this month. Special thanks to Springfield Business Journal, our sponsor for the luncheon. To RSVP email admin@caaronline.com or call 217-698-7000. ❖



Technology/MLS Corner - (Continued from page 7)

Configure Your Email Signature

To access and edit your email signature for outgoing emails in InnoVia:

- Access your agent profile by clicking on your name in the upper left corner of InnoVia. You can also go to **Maintenance > Agent Maintenance** and search for your profile there.
- Scroll to the bottom and find the "Email Signature" section.
- Type in your signature in the available text area. Options available include:
 - Format the text style, font, and size.
 - Text and background color.
 - Insert your existing agent photo or firm logo. If you do not have these uploaded, this can be done from the **Maintenance** menu.
- Be sure to save your changes by clicking the **Save** button on the left side of the page.



Note: If you do not create your own signature, a default one will be included automatically. However, the default signature will only be included if the "Email Signature" field is completely empty. If you create and then later delete your customized signature, be sure to delete all characters, including any blank spaces.

The custom signature is included in any manual emails that you send from your searches, any manual emails from Prospect Manager, and automatic prospecting emails as well. ❖

REALTOR® REVIEW

PROFESSIONAL DEVELOPMENT

November is Designation Awareness Month

This month CAR salutes those members who have attained one of the NAR sponsored designations. Enclosed with this month's REALTOR® Review is a list of members by designation.

REALTORS® who pursue a professional designation have a distinct competitive edge as a result of their increased expertise and marketability. The most commonly held designation by our members is GRI with 24 percent having earned this designation. A complete list of the REALTOR® Family Designations can be accessed online at www.REALTOR.org or see pages 10-12. ❖



Managing Broker Outreach - 11/16/17



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 1999 holiday party held in lower level classroom. If you have an old picture or comment about a picture please share with us.

(Center: Jim Peters, Sr.
Background left to right: REALTOR Roger Nesch and Affiliate Joe Londrigan)



CAR Sponsors

Diamond



Gold



Silver



Bronze











REALTOR® REVIEW



November is NAR Designation Awareness Month

NAR encourages members to Celebrate REALTOR® Designation Awareness Month by starting or completing the courses necessary to earn an official REALTOR® designation. Earning a designation from NAR or one of NAR's Affiliates, Councils or Societies can help you succeed in all aspects of your business - and help you earn more money. According to the 2005 National Association of REALTORS® Member Profile survey, REALTORS® with a designation earned a median income of \$82,900 while members without a designation had a median income of \$40,900. There is an official NAR designation for practically every specialty area in the real estate industry. The NATIONAL ASSOCIATION OF REALTORS® has nine affiliated Institutes, Societies, and Councils that provide a wide-ranging menu of programs and services that assist members in increasing skills, productivity and knowledge. Designations and certifications acknowledging experience and expertise in various real estate sectors are awarded by each affiliated group upon completion of required courses. A complete list of the REALTOR® Family Designations can be accessed online at www.REALTOR.org.

Listed below are members of the Capital Area REALTORS® who have earned one or more of NAR'S Designations:

<p> ABR, Accredited Buyer Representative</p> <table border="0"> <tr> <td>RuthAnn Ayers</td> <td>John Kerstein</td> </tr> <tr> <td>Shelley Berendt</td> <td>Cindi Kruse</td> </tr> <tr> <td>Jan Brewer</td> <td>Nancy Long</td> </tr> <tr> <td>Kaye Brittin</td> <td>Susan Madison</td> </tr> <tr> <td>Nicholas Campo</td> <td>Ed Mahoney</td> </tr> <tr> <td>Anne Carter</td> <td>Linda McDermith</td> </tr> <tr> <td>Bonnie Cartwright</td> <td>Teresa Nargelenas Martin</td> </tr> <tr> <td>Jeromy Chevalier</td> <td>Renee Oreshkov</td> </tr> <tr> <td>Gail Chevalier Zini</td> <td>Karen Overbey</td> </tr> <tr> <td>Philip Chiles</td> <td>Malinda Ratliff</td> </tr> <tr> <td>Beverly Collins</td> <td>Suzie Sables Duff</td> </tr> <tr> <td>Kimberly Elliott-Birtch</td> <td>Cheri Shadis</td> </tr> <tr> <td>Jennifer Franklin</td> <td>Peter Steward</td> </tr> <tr> <td>Larry James</td> <td>Jackie Turner</td> </tr> </table>	RuthAnn Ayers	John Kerstein	Shelley Berendt	Cindi Kruse	Jan Brewer	Nancy Long	Kaye Brittin	Susan Madison	Nicholas Campo	Ed Mahoney	Anne Carter	Linda McDermith	Bonnie Cartwright	Teresa Nargelenas Martin	Jeromy Chevalier	Renee Oreshkov	Gail Chevalier Zini	Karen Overbey	Philip Chiles	Malinda Ratliff	Beverly Collins	Suzie Sables Duff	Kimberly Elliott-Birtch	Cheri Shadis	Jennifer Franklin	Peter Steward	Larry James	Jackie Turner	<p> CRB, Certified Real Estate Brokerage Manager</p> <table border="0"> <tr> <td>Julie Davis</td> <td>Chuck Ross</td> </tr> <tr> <td>Janet Jordan</td> <td></td> </tr> </table>	Julie Davis	Chuck Ross	Janet Jordan					
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Kimberly Elliott-Birtch	Suzie Sables Duff																																				
Marsha Engle	Peter Steward																																				
Jim Fulgenzi	Jackie Turner																																				
Richard Hanselman	Pat VanEtten																																				
<p> CCIM, Accredited Land Consultant</p> <table border="0"> <tr> <td>David Barber</td> <td>Douglas Kent</td> </tr> <tr> <td>Geoffrey Jones</td> <td></td> </tr> </table>	David Barber	Douglas Kent	Geoffrey Jones		<p> GREEN, Green <small>NAR's Green Designation</small></p> <table border="0"> <tr> <td>Nicholas Campo</td> <td>Debbie Lewison</td> </tr> <tr> <td>Kristie DeBrun</td> <td>Jacquelyne Turner</td> </tr> </table>	Nicholas Campo	Debbie Lewison	Kristie DeBrun	Jacquelyne Turner																												
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REALTOR® REVIEW



GRI, Graduate REALTOR® Institute

Randy Aldrich	Tina Davidson	Matthew Holcomb	Judy Rader
Christine Anzalone	Derrel Davis	Dana Hudson	Malinda Ratliff
RuthAnn Ayers	Julie Davis	Cody Huson	Randall Raynolds
Kathy Badger	Kristie DeBrun	Schuyler Huston	Patrick Regan
Cristi Bartolomucci	Christie DeFrates	Carolyn Hymes	Chuck Ross
Patti Bauer	Stephanie Do	Galen Johnson	Suzie Sables Duff
Jackie Bellis	Beverly Dorworth	Janet Jordan	Larry Sapp
Julia Benoit	Bill Drago	Helen Kennedy	Chuck Sattler
Martin Benoit	Sandy Drago	John Kerstein	Art Seppi
Shelley Berendt	David Drobisch	Kyle Killebrew	Cheri Shadis
Melissa Betty	Ronald Duff	Barbara Krueger	Tracy Shaw
Cheryl Block	Rick Duffy	Cindi Kruse	Michael Snow
Sudi Blood	Kimberly Elliott-Birtch	Mari Landgrebe	Renee Sommer
Edward Bowen	Barbara Endzelis	Lisa LaRue	Dianne Steinberg
Miriam Boyd	Marsha Engle	Bill Lash	Peter Steward
Mitzi Brandenburg	Lisa Ernst	Cheryl Lawrence	Natchure Stockton
Marsha Branson	Sharon Esslinger	Debbie Lewison	Philip Stone
Cindy Brent	Gaye Evans	Jane Locascio	Dawn Stremsterfer
Kaye Brittin	Gary Farley	Nancy Long	David Sullivan
Rod Brown	Carolin Faulkner	Lori Luster	Dowd Sullivan
John Broyles	Stepheni Ferguson	Susan Madison	Elaine Taylor
Krystal K Buscher	Michael Finley	Linda Mahan	Tracie Taylor
Michael Buscher	Jackie Frost	Jerri Mazzotti	Jennifer Teimeyer
Michael Call	Wendi Fryman	Barbara McCord	Joseph Tetzlaff
Dominic Campo	Jim Fulgenzi	Ki McCurley	Annette Thompson
Nicholas Campo	Kassie Furman	LeAnne McKee	Joann Tiemann
Laura Catherwood	Kevin Graham	Angela Miller	Mary Beth Tillitt-Pratt
Gail Chevalier Zini	Mary Gray	Cindy Mitchell	Jackie Turner
Philip Chiles	Paul Green	Bob Moberg	Pat VanEtten
Robert Chipman	Sarah Grussenmeyer	Roni Mohan	Gary VanHise
Judy Cole	James Gvazdinkas	SueAnn Mullen	Vincent Veseling
Beverly Collins	Sandra Hamilton	Nick Musso	Rita Victor
Charles Colonius	Richard Hanselman	Todd Musso	Sherry Washburn
Paula Conder	Gary Harvey	Samuel Nichols	Betty Webb
Lorri Conn	Jane Hay	Sharon Oakes	Mary Jo Welch
Steve Contri	Steve Hayden	Michael Oldenettel	Scott Whittington
Steve Cramer	Henry Helton	Karen Overbey	Cherri Williams
Ted Curtis	Rebecca Hendricks	Kathy Park	Jami Winchester
Bernard Curvey	Robert Hendrickson	Christine Pepmeyer	Caron Yates
Joseph Curvey	Malia Hepburn	Ronald Peterman	Al Young
Cheryl Dambacher	Constance Heskett	Fritz Pfister	Mark Zeigler

SRES, Seniors Real Estate Specialist

Philip Chiles	Jane Locascio
Beverly Collins	Susan Madison
Dean Hawk	Chuck Sattler
Kim Hayden	Hero Tameling
Kevin Jarvis	Jacquelyne Turner





SRS, Seller Representative Specialist

Sudi Blood	Jane Hay
Mitzi Brandenburg	Janet Jordan
Kaye Brittin	Kassie Kern Furman
Nicholas Campo	Cheryl Lawrence
Gail Chevalier Zini	Lori Luster
Philip Chiles	Ki McCurley
Lorri Conn	Chuck Sattler
Bernard Curvey	Dawn Stremsterfer
Joseph Curvey	Gary VanHise
Kristie DeBrun	Caron Yates

REALTOR® REVIEW



NAR Certifications

 ATWD, At Home With Diversity Miriam Boyd Mary Davis Casey Collins Michael Carnduff Gaye Evans Larry James Norman Jones Connie Kennedy Ann Ott Penny Rinehart Harry Stern Mark Zeigler	 BPOR, Broker Price Opinion Resource Nicholas Campo Rick Duffy Donna Fedor Dana Hudson Randall Jones John Kerstein Teresa Nargelenas Martin Randall Richardson Chuck Sattler Renee Sommer Jacquelyne Turner
 e-PRO RuthAnn Ayers Cindy Brent Bonnie Cartwright Paula Conder Tina Davidson Donna Fedor Jennifer Franklin Tom Frost Diane Green Steve Hayden Dana Hudson Lisa LaRue Kathy Nichelson Troy Roark Dan Sale Renee Sommer Elaine Taylor Tina Tullis Vince Veseling Melissa Vorreyer Cathy Wagner Mary Jo Welch	 SFR, Short Sales & Foreclosures Resource Marie Bard Cindy Brent Jan Brewer Beverly Collins Kristie DeBrun Rick Duffy Jake Ebert Jackie Frost Steve Hayden Malia Hepburn Larry James Lisa LaRue Cheryl Lawrence Barbara McCord Todd Musso Karen Overbey Larry Shaw Renee Sommer Peter Steward Thomas Stout Jacquelyne Turner

(October 30, 2017)

REALTOR® REVIEW

WEST CENTRAL CHAPTER

★ ★ ★ ★ ★
**Thank You
VETERANS**

Thanks to
everyone
who served
our country
and
protected
our
freedom!

And thanks
to their
families
who
sacrificed
as well.



2017 West Central Holiday Party

December 14th

The West Central Chapter is excited to invite you to our annual holiday party on December 14th beginning at 6:00 p.m. at Cherry Street Restaurant. All REALTORS®, affiliates and office staff personnel are invited, including one guest per person! The cost per attendee is \$10.00 which will include heavy hors d'oeuvres and one drink (soft drink or bar option). Please have check (preferred) or cash at the door. We will not be accepting charges to CAR accounts for this event.

Please RSVP by December 11, 2017! You can RSVP by calling 309-342-6225, email westcentral@caaronline.com or message us on Facebook! ❖

**WEST CENTRAL
CHAPTER ANNUAL
HOLIDAY PARTY!**

December 14th



MLS Breakfast - 10/20/17



REALTOR® REVIEW

Local Market Update for October 2017

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



West Central Region

Single-Family Detached	October			Rolling 12 Months		
	2016	2017	Percent Change	Thru 10-2016	Thru 10-2017	Percent Change
Key Metrics						
New Listings	54	67	+ 24.1%	728	738	+ 1.4%
Pending Sales	46	55	+ 19.6%	521	557	+ 6.9%
Closed Sales	43	37	- 14.0%	524	552	+ 5.3%
Cumulative Days on Market Until Sale	87	127	+ 46.0%	110	107	- 2.7%
Median Sales Price*	\$69,000	\$78,500	+ 13.8%	\$71,000	\$80,500	+ 13.4%
Average Sales Price*	\$84,900	\$86,651	+ 2.1%	\$88,946	\$96,422	+ 8.4%
Percent of Original List Price Received*	90.4%	88.4%	- 2.2%	89.7%	90.4%	+ 0.8%
Inventory of Homes for Sale	258	218	- 15.5%	--	--	--
Months Supply of Inventory	5.9	4.7	- 20.3%	--	--	--

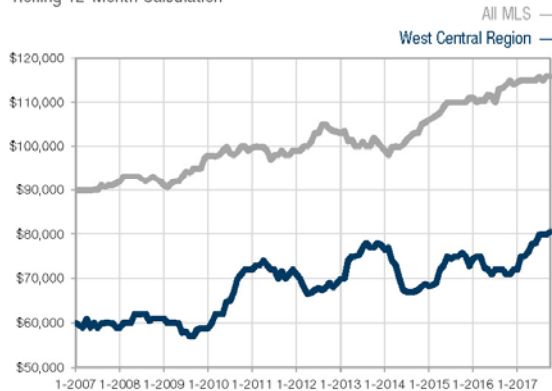
* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Single-Family Attached	October			Rolling 12 Months		
	2016	2017	Percent Change	Thru 10-2016	Thru 10-2017	Percent Change
Key Metrics						
New Listings	0	1	--	6	9	+ 50.0%
Pending Sales	2	0	- 100.0%	2	3	+ 50.0%
Closed Sales	0	0	0.0%	0	5	--
Cumulative Days on Market Until Sale	--	--	--	--	136	--
Median Sales Price*	--	--	--	--	\$130,000	--
Average Sales Price*	--	--	--	--	\$132,400	--
Percent of Original List Price Received*	--	--	--	--	96.7%	--
Inventory of Homes for Sale	2	7	+ 250.0%	--	--	--
Months Supply of Inventory	1.0	7.0	+ 600.0%	--	--	--

* 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.

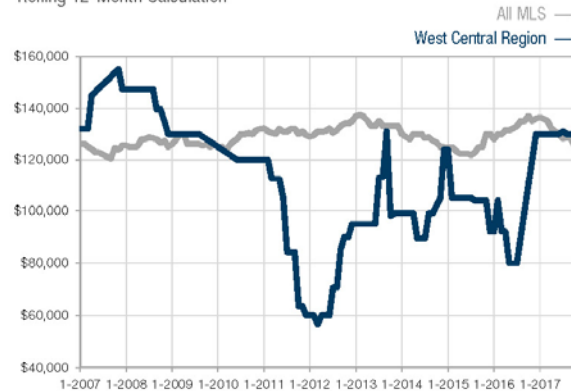
Median Sales Price - Single-Family Detached Properties

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

REALTOR® REVIEW

AFFILIATE CORNER

Wine Down with the Affiliates

Looking for an inexpensive way of getting in front of several REALTORS®? Do you know about our popular upcoming event called Wine Down with the Affiliates? This is a great opportunity for Affiliate members to expose their products or services to the general membership. The event will be held January 18, 2018 from 4:00-6:00 at CAR. There is no fee to be an exhibitor but space is limited and will be made available on a first-come first-serve basis. To secure your spot for this event return the exhibitor form attached to this month's REALTOR® Review by no later than December 31, 2017.



CAR Seeking Investors for its 2018 Sponsorship Program

The Member Services Committee has begun reaching out to valued association sponsors inviting them to renew their sponsorship investment for 2018. Sponsors will be receiving a mailing with renewal information in the near future. Sponsors who renew by November 30th receive a 10 percent discount. Committee members will be making follow up calls to answer any questions. Non-sponsors also received information regarding this unique opportunity.

CAR and CREN Sponsors receive an excellent forum to promote their company and its services, a variety of networking opportunities with REALTORS®, added exposure on the popular portal seehouses.com or seebuildings.com and special recognition throughout the year. There are a variety of sponsorship categories so no matter the size of the company we offer something for any budget. For additional details and CAR or CREN Sponsorship agreement go to <http://www.seehouses.com/AboutCAAR>. Questions can be directed to Dan Sale dsale@caaronline.com or Cathy Wagner cwagner@caaronline.com or via phone at 217-698-7000. ❖



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

Break for Hot Topics - 11/16/17



REALTOR® REVIEW

MEMBERSHIP NOTES

New Members

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

Designated REALTORS®

Jonathan Woelfel Margekey Real Estate, LLC

REALTORS®

Cheryl Allan RE/MAX Professionals
Gregory Blevens Margekey Real Estate, LLC
Mark Clayton RE/MAX Professionals
Carie Cycholl Capital Area Real Estate
Nancy Hall Century 21 Tucker-Swanson, Inc.
Lauren Tomten RE/MAX Professionals

Full Affiliates

Tracy Formea Formea Insurance Group, Inc.

Local Affiliates

Alicia Boesdorfer Williamsville State Bank and Trust (CAR Sponsor)
Holly Forden PNC Financial Services Group (CAR Sponsor)
Jake Kindred Leader 1 Financial Corp (CAR Sponsor)

TRANSFERS

Keller Williams Bloomington

Lisa Ernst, Dana Hudson (*from The Real Estate Group*)

The Real Estate Group

Patti Austin, Kathy Badger (*from RE/MAX Professionals*)



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

Dance the Night Away!

Annual Holiday Party

December 7th - 5:00-9:00 pm

West Side Pub & Grill

There is no charge for this member event, however the Social is asking everyone to please bring a new unwrapped toy for the Kids' Café!

REALTOR® REVIEW

CALENDAR

AT A GLANCE

November

- 23 Thanksgiving - CAR Offices Closed
- 24 CAR Offices Closed
- 28 Community Service Committee . 10:00

December

- 4 Chapter Advisory Committee 9:00
- 5 Bylaws change vote 10:00-12:00
- B2B Communication TF 1:00
- REALTOR/Affiliate Committee .. 2:00
- 7 MLS Committee 9:00
- Finance & Executive Comm..... 10:30
- CAR Holiday Party..... 5:00
- 11 Government Affairs Committee ... 1:00
- 12 Board of Directors 9:00
- 14 West Central Holiday Party 6:00
- 15 Award Nominations Due
- 20 Awards Selection Task Force 1:30
- 25 Christmas Day CAR Offices Closed
- 26 CAR Offices Closed

December

- 1 New Years Day CAR Offices Closed
- 2 CAR Offices Closed
- 3 Chapter Advisory Committee 9:00
- 4 MLS Committee 9:00
- Finance & Executive Comm..... 10:30
- Leadership Academy
- Kick-off Reception 4:30-6:30
- 5 Government Affairs Committee ... 1:00
- 8 Board of Directors 9:00
- 9 IR Professional Standards Training
- 11 Leadership Academy (Session I)

ANNOUNCEMENTS

Congratulations to **REALTOR® Cindy Nagle** (The Real Estate Group) and her husband Dick on their 50th wedding anniversary.

CAR wishes to express it's deepest sympathies to the family and friends of **Jim Peters** who passed away November 20th. Jim was a REALTOR® for twenty-three years, he was also a member of CREN. Arrangements are pending at Kirlin-Egan & Butler Funeral Home.



**Capital Area
REALTORS®**

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

**217.698.7000
Fax: 217.698.7009**

www.SeeHouses.com

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>)

- CAR Holiday Party
- 2018 MLS Fee Payment Schedule
- Awards Nomination Form
- Wine Down

Market Trends Indicator

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

- Monthly Market Trends Reports

West Central

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

- WC Holiday Party