Volume 22, Edition 259

December 2017

It is Not Too Late to Influence Congress on Tax Reform

Thanks to our members' engagement, REALTORS® have helped positively influence tax reform in some key areas. For example, both the House and Senate have agreed to maintain deductibility of state and local property taxes up to \$10,000, and to maintain Section 1031 tax-deferred exchanges in their present form for real estate investments.



REALTORS® have an opportunity to influence Congress to help make the tax reform bill more favorable to homeowners and consumers. Now that both the House and Senate have passed The Tax Cut and Jobs Act, a Conference Committee will begin to address the differences between the two bills.



Important improvements in the legislation are possible by encouraging Congress maintain the current law for the mortgage interest deduction and capital gains. Congress can also address the State and Local Tax Deductibility issue by expanding the provision to include income taxes, raising the cap and indexing the cap to inflation. These changes and retaining the current law makes the bill more favorable to homeownership.

Take action to tell Congress to protect middle-class homeowners: https://tinyurl.com/yanbkxdq.

Building a Smart Business

What is a Smart Business? We define it as a business that is sustainable over time and gives you a high economic return on your investment of time and money.

By Larry Kendall, author of Ninja Selling and chairman Emeritus of The Group, Inc. Real Estate

To build your smart business, start by helping your sales associates build their smart business, as well. Most of them are not business people, and they are easily distracted by shiny objects designed to take their money and time. Show them how to build a smart business and they will love you for it. They will stay loyal and help you recruit others who want a smart business too.

(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.

OFFICERS

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REALTOR® REVIEW

NEWS & NOTES

Building a Smart Business - (Continued from page 1)

To build a smart business, you'll need to re-focus your associates in three key areas:



- 1. Building relationships
- 2. Referral thinking
- 3. Build a database/CRM and flow activities

My observation is that most sales associates are not focused on these three areas. Instead, they spend their time and money chasing strangers (internet leads) and looking at screens. Why? Let's look at these three keys in detail.

- **1. Focus on Building Relationships.** A recent Zillow study of 13,249 households asked this question: "Did your REALTOR® contact you after closing?" Here are the results:
 - 74% said they never heard from their REALTOR® again!
 - 20% heard from their REALTOR® occasionally (once a year).
 - 6% heard from their REALTOR® regularly (at least once a month).

This state of the industry was confirmed recently by Lee Cockerell, retired executive vice president of Disney in charge of Disney World. Lee was the keynote speaker at the Colorado Real Estate Convention when he paused and said, "Can I give you an observation on your industry? My wife and I



have purchased and sold 11 homes in our lifetime. Never once did the REALTOR® follow-up with us after closing."

Why don't real estate professionals follow-up and build relationships? Why are they always chasing the next lead and running their businesses like a series of one -night stands? The next two areas are the reason.

2. Focus on referrals. Most real estate professionals think only in terms of the transaction. Here's their mindset: "These people bought this house, and they are good to go for the next seven to nine years. I need to look for another lead." Point out to your associates a Harris Interactive survey of Americans that showed on average they knew four people who moved last year. Think referrals! Think relationships! The two are tied together.

Lee Cockerell went on to say, "As the head of Disney World, I was interviewing two to three executives a week who were looking for housing. Had my REALTOR® built a relationship, I could have made their career!" Relationships and referral thinking are the greatest missed opportunities for most real estate professionals.

(Continued on page 3)

News & Notes - (Continued from page 2)

Member Disciplined for Violating Code of Ethics

A member of Capital Area was recently found guilty of violating Article 16-4 for soliciting an active listing of another brokerage firm. This hearing resulted in a finding that the Respondent violated article 16 of the Code and resulted in discipline as well as a \$500 administrative fee.

Article 16

REALTORS® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with clients. (Amended 1/04)

Standard of Practice 16-4

REALTORS® shall not solicit a listing which is currently listed exclusively with another broker. However, if the listing broker, when asked by the REALTORS®, refuses to disclose the expiration date and nature of such listing, i.e., an exclusive right to sell, an exclusive agency, open listing, or other form of contractual agreement between the listing broker and the client, the REALTOR® may contact the owner to secure such information and may discuss the terms upon which the REALTOR® might take a future listing or, alternatively, may take a listing to become effective upon expiration of any existing exclusive listing. (*A mended 1/94*)

Building a Smart Business - (Continued from page 2)

3. Build a database/CRM and flow activities. Why do most real estate professionals not follow-up and build relationships? They haven't built a database or Customer Relationship Manager (CRM). A study of 20,000 real estate professionals by Efficiency by Design found that 60 percent of them did not have a database or CRM. No wonder they don't stay in touch. They can't even make a phone call or write a personal note. The 40 percent with some level of database earned 251 percent more income!

Relationships are built through frequency of interaction—face-to-face, voice-to-voice, email, text, mail and social media. We call this frequency of interaction flow. Setting up a consistent flow system requires a data base/CRM. Help them set this up and it will pay huge dividends for them and for you.

In my 44 years studying sales associates with the highest income per hour and the highest percentage of net income, they have all had these three keys in place. This is a simple business. Show your associates the benefits of building a relationship business. Next, remind them to focus on referral thinking. Then, help them put together their CRM and flow system. Help them build a smart business, and you'll have built a smart business as well.

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



Award Nominations Due by December 15th

Nominations for CAR's 2018 Awards are due by December 15, 2017. Please submit the names of candidates you feel are worthy of consideration. Download the nomination form attached to this month's newsletter or, simply go 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

Dance the Night Away!

Special thanks to the following individuals and offices who donated prizes for our Holiday Raffle:

GIFT CERTIFICATE DONATATIONS:

Sudi Blood Gale Call Gail Chevalier Zini Hand of Fate **Hawaiian BBQ** It's All About Wine **John Kerstein Marine Bank** John McIntyre **Mekong Café** Mimosa Piper Glen **Prairie Land Title Jennifer Runkel Second Glance** Simply Fair **Yellow Door**

The Title Center

Over \$3,000
raised for
CAR's 2018 Charity
of Choice
"Compass for Kids"



ALCOHOL DONATIONS:

709 liquor
Sudi Blood, RE/MAX Professionals
Jim Bruce
Gail Chevalier Zini
Beverly Collins
Lorri Conn
Dockers Tavern
Keller Williams
John McIntyre
Stephanie Do
Prairie Land Title
RE/MAX Professional Brokers
Yolanda Saxbery
The Title Center
US Bank



Hanselman won the "Spirit Package" and Musso won the "Entertainment & Shopping Package". Thanks to everyone purchased tickets!



























TECHNOLOGY/MLS CORNER

Bylaws Vote Paves Way for Regional MLS

We are extremely pleased to report that the recent bylaws vote held to modify Article XX (Multiple Listing Service) was overwhelmingly

approved by a 96 percent margin. Specifically, there were a total of 181 votes cast representing a 27 percent turnout. There were 174 votes in favor while 7 votes were opposed. While other hurdles still follow, this is a significant step in enabling CAR to move forward with its plans for a Regional MLS. Many thanks to those of you who took the time out of your schedule to learn more about this proposal and to cast your vote.



CAR Eases MLS Participation Requirement

At its December meeting the CAR directors adopted a policy, effective January 1, 2018, that will give added flexibility in the way brokerages and agents use their MLS. For licensees affiliated with a brokerage that is a participant in more than one MLS, CAR will offer 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 and have no need for access to the CAR MLS. CAR adopts this policy ahead of the NAR mandate to take effect July 1, 2018. For more details contact Cathy Wagner at cwagner@caaronline.com.



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

Opening a SentriLock Box Using a Shackle Release Code

From time to time a lockbox owner may ask an Agent, who is not their card team member, to remove the shackle from their lockbox. A non-card team member can use the lockbox owner's shackle release code to remove the shackle.

Note: Before an Agent can use the shackle release code, the lockbox owner will need to check the **Enable Shackle Release with Code** check box on the **Agent Default Lockbox Settings window**.

- 1. Insert your SentriCard® into your lockbox. Wait until the CODE light displays then press your PIN + ENT.
- 2. Do not remove your SentriCard® from the lockbox.
- 3. When the lockbox displays the **READY** light, press **FUNC** + **1** + **Shackle Code** + **ENT**. The lockbox will begin beeping.

(Continued on page 7)



Technology/MLS Corner - (Continued from page 6)

Opening a SentriLock... (Continued from page 6)

4. While firmly holding the lockbox, gently press the shackle into the lockbox as the lockbox makes the triple beep sounds. After five triple beeps, the lockbox will display the green **READY** light, the red **DND** light, then, the green **READY** light again. You can pull the shackle from the top of the lockbox upon the illumination of the first green **READY**. Do not perform any other functions with the lockbox while the red **DND** light is illuminated. Wait for the second green **READY** light to illuminate before putting the shackle back into the lockbox. The shackle will come all the way out of the lockbox. If you are not holding onto the lockbox when the shackle unlatches, it could fall to the ground!

To replace the shackle, firmly press the shackle into the lockbox. The shackle is reversible, so it does not matter which way you insert it. You may have to wiggle it slightly to get it to go into the lockbox. Make sure you hear or feel a positive "click" that confirms the shackle latch has engaged.

When you remove the shackle from a lockbox, you may lose any custom settings you selected. In addition, if you assigned a lockbox to a listing, the lockbox may lose the listing assignment when you remove the shackle.

Never Worry About Late Fees Again

Use the CAR payment authorization form to authorize CAR to retain your credit card number or checking account number to charge expenses for Quarterly MLS/CREN and/or Annual Dues and/or Company fees. Download the form at the link below, complete and return to CAR. http://seehouses.com/Portals/0/Documents/creditcardauth.pdf.

Neighboring Properties

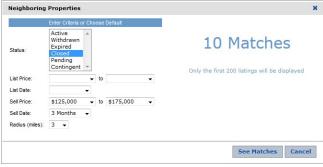
Located in the Links Bar at the top of the Full Display (and similar displays), this tool allows you to map neighboring properties in the vicinity of the listing you are

viewing.

• Click the "Neighboring Properties" icon: 🐬



- A new window will open with some search fields:
- Enter criteria to reflect the Status, List/Sell Price Range, and/or List/Sell Date Range of neighboring properties to view.
- Select a Radius (in miles) to search around the property you are viewing.
- As you change the search criteria, the right side of the window changes to show the number of matches your search criteria will return.
- Click **See Matches**. The results to your search will load on a map, with the area searched shown in the red circle. The target listing, or listing you were viewing, is marked with a blue "T" map pin. ❖





Local Market Update for November 2017

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



Capital Area Region

Single-Family Detached	November			Rolling 12 Months		
Key Metrics	2016	2017	Percent Change	Thru 11-2016	Thru 11-2017	Percent Change
New Listings	303	283	- 6.6%	4,716	4,824	+ 2.3%
Pending Sales	220	247	+ 12.3%	3,488	3,521	+ 0.9%
Closed Sales	241	262	+ 8.7%	3,534	3,517	- 0.5%
Cumulative Days on Market Until Sale	83	80	- 3.6%	84	81	- 3.6%
Median Sales Price*	\$118,000	\$130,000	+ 10.2%	\$121,090	\$122,000	+ 0.8%
Average Sales Price*	\$136,554	\$151,007	+ 10.6%	\$144,480	\$144,801	+ 0.2%
Percent of Original List Price Received*	90.9%	91.7%	+ 0.9%	93.2%	93.2%	0.0%
Inventory of Homes for Sale	1,225	1,112	- 9.2%	-		
Months Supply of Inventory	4.2	3.8	- 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	November			Rolling 12 Months		
Key Metrics	2016	2017	Percent Change	Thru 11-2016	Thru 11-2017	Percent Change
New Listings	25	29	+ 16.0%	427	465	+ 8.9%
Pending Sales	14	28	+ 100.0%	322	355	+ 10.2%
Closed Sales	19	27	+ 42.1%	324	342	+ 5.6%
Cumulative Days on Market Until Sale	168	86	- 48.8%	86	82	- 4.7%
Median Sales Price*	\$115,000	\$129,000	+ 12.2%	\$135,000	\$126,500	- 6.3%
Average Sales Price*	\$123,863	\$138,219	+ 11.6%	\$138,315	\$130,438	- 5.7%
Percent of Original List Price Received*	92.6%	93.2%	+ 0.6%	94.2%	94.2%	0.0%
Inventory of Homes for Sale	101	108	+ 6.9%			
Months Supply of Inventory	3.8	3.7	- 2.6%			

^{*} 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 All



Median Sales Price - Single-Family Attached Properties



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

WEST CENTRAL CHAPTER

2017 Annual Holiday Party

Please join Capital Area REALTORS® West Central Chapter for its 2017 Annual Holiday Party at Cherry Street Restaurant, December 14, 2017, 6:00 p.m. - 9:00 p.m. The menu includes heavy hors-d'oeuvres with a drink of choice (soft drink or bar option).

Every Affiliate, REALTOR® and REALTOR® office staff personnel are invited, including one guest per person! Cost is \$10 per person with RSVP or \$18 at the door.



To RSVP call 309-342-6225, email <u>westcentral@caaronline</u>, message us on Facebook or register via Constant Contact invite. RSVPs are needed by December 11, 2017, at 12:00 p.m. We look forward to seeing everyone there!❖

Visit the West Central Chapter Page at SeeHouses.com

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



Announcements CAR wishes to send its condolences to REALTOR Charlie Cooley who recently lost his sister. ****

Local Market Update for November 2017

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



West Central Region

Single-Family Detached	November			Rolling 12 Months		
Key Metrics	2016	2017	Percent Change	Thru 11-2016	Thru 11-2017	Percent Change
New Listings	57	51	- 10.5%	740	733	- 0.9%
Pending Sales	35	45	+ 28.6%	525	564	+ 7.4%
Closed Sales	39	42	+7.7%	534	555	+ 3.9%
Cumulative Days on Market Until Sale	87	84	- 3.4%	108	107	- 0.9%
Median Sales Price*	\$68,000	\$76,500	+ 12.5%	\$71,000	\$82,000	+ 15.5%
Average Sales Price*	\$80,195	\$101,848	+ 27.0%	\$88,861	\$97,981	+ 10.3%
Percent of Original List Price Received*	90.8%	90.3%	- 0.6%	89.9%	90.4%	+ 0.6%
Inventory of Homes for Sale	256	205	- 19.9%	-		
Months Supply of Inventory	5.9	4.4	- 25.4%			

^{*} 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.

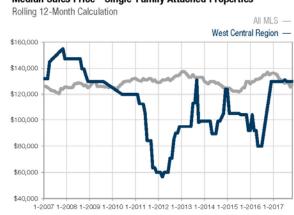
Single-Family Attached	November			Rolling 12 Months		
Key Metrics	2016	2017	Percent Change	Thru 11-2016	Thru 11-2017	Percent Change
New Listings	0	2		5	11	+ 120.0%
Pending Sales	0	1		2	4	+ 100.0%
Closed Sales	0	0	0.0%	0	5	
Cumulative Days on Market Until Sale					136	
Median Sales Price*					\$130,000	
Average Sales Price*					\$132,400	
Percent of Original List Price Received*					96.7%	
Inventory of Homes for Sale	2	8	+ 300.0%			
Months Supply of Inventory	1.0	8.0	+ 700.0%			

^{*}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



Median Sales Price - Single-Family Attached Properties

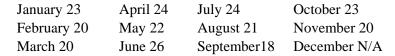


A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Current as of December 5, 2017. All data from Capital Area REALTORS® MLS. Report © 2017 ShowingTime.

COMMERCIAL REAL ESTATE NETWORK

2018 CREN Luncheon Schedule





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. ❖

SPONSOR CORNER

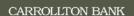
This CAR "Sponsor Corner" section is available to all sponsors to promote an upcoming event one time per year. We are also happy to promote the event in our e-bulletin as well with a link to your event flyer/info. This is all subject to timing and it is suggested that for the best results you contact 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 Dan Sale's attention or Kathy Nichelson's attention.

CREN Sponsors























PLEASE HELP US THANK OUR 2017 CAR Sponsors!

DIAMOND













GOLD



SILVER



















BRONZE



















FLOORING OF SPRINGFIELD









MEMBERSHIP NOTES

New Members

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

Full Affiliates

James E. House Safe House LLC

Local Affiliates

Katy Cogan Zelle Title (CAR Sponsor)

James D. House Safe House LLC

Name Change:

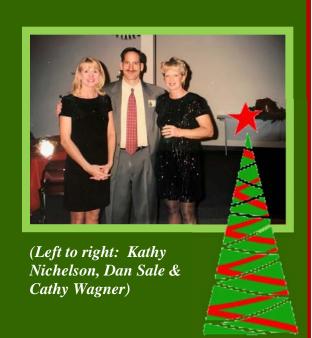
Keller Williams Capital BJ Armstrong, Managing Broker (Formerly Keller Williams Bloomington)

Accessing CAR Forms

We recently experienced an issue with our server which temporarily restricted access to the member's area of SeeHouses.com. Please note that blank CAR forms may also be printed from TransactionDesk in InnoVia. You should see the "TransactionDesk" icon on the right of the InnoVia home screen.

Blast from the Past

We hope you enjoy this month's picture from our archives. This month's featured is from CAR's 2000 Holiday Party. If you have an old picture or comment about a picture please share with us.





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

CALENDAR

AT A GLANCE

December

14	West Central Holiday Party	6:00
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- 15 Award Nominations Due
- 19 Awards Selection Task Force 11:00
- 25 Christmas Day CAR Offices Closed
- 26 CAR Offices Closed

January

- 1 New Years Day CAR Offices Closed
- 2 CAR Offices Closed

- 9 IR Professional Standards Training
- 10 WC Advisory Committee 9:00
- 11 Leadership Academy I......8:30-1:00
- 15 ML King Jr. Day CAR Closed
- 15-18 IR Public Policy Meetings

- 26 Admin Workshop

February

T, C	DI uai y	
1	Break for Hot Topics9:	00
6	Leadership Academy8:30-1:	00
7	WC Advisory Committee9:	00
8	MLS Committee9:	00
	Finance & Executive Comm 10:	30
12	Government Affairs Committee 1:	00
13	Board of Directors 9.	00

Capital Area REALTORS®

3149 Robbins Rd. Springfield, IL 62704

217.698.7000 Fax: 217.698.7009

www.SeeHouses.com

ANNOUNCEMENTS

CAR Offices will be closed December 25th & 26th and January 1st & 2nd for the holidays.



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)

☑ Award Nomination Form (Due December 15th)

Market Trends Indicator

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

☑ Monthly Market Trends Reports

West Central

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

☑ WC Holiday Flyer