



# PBBR FRIDAY FLASH

9052 E. 13<sup>th</sup> Street, Suite D – Cadillac, MI 49601

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Editor: Sally Baker, Executive Officer [sally@pbbr.com](mailto:sally@pbbr.com)



## February 1st, 2008

“When it snows, you have two choices: shovel or make snow angels”

### LEADERSHIP 2007

PBBR/PBMLS  
PRESIDENT

**BILL ALDERDEN**

PBMLS

VICE-PRESIDENT  
**JO ELLEN SERUM**

PBBR/PBMLS  
TREASURER

**BOB INGLIS**

PBBR SECRETARY  
**KATHY DAVIS**

PBBR DIRECTORS

WEXFORD CO.

**JILANE FENNER**

MISSAUKEE CO.

**BRENDA MORRISSEY**

ROSCOMMON CO.

**JO ELLEN SERUM**

DIRECTORS AT LARGE

**JIM MEIER  
DANIELLA BELL**

PBMLS DIRECTORS

**BARRY FALL  
PAUL HENRY  
DAVE BECKER  
RICK LANTZ**

PBMLS SECRETARY  
**SALLY BAKER**

Ex Officio

PBMLS COMM CHAIR  
**RICK LANTZ**

STAFF

ASSOCIATION EO  
**SALLY BAKER, AEO**

ADMIN ASS'T TO AEO  
**AMBER YOUNGS**

MLS CLERK  
**DARLENE CLAPPER**



### NEED TO KNOW

#### MEMBERSHIP UPDATES

#### ANNUAL REALTOR DUES

2008 Annual Renewal Dues for your Realtor® Membership were due by 12/31/2007. A late fine of \$25 will be applied after January 31<sup>st</sup>, along with suspension of membership. If a Designated Realtor is suspended, each associate in the office is subject to the suspension of services (including MLS) until payment has been received.

#### AGREEMENTS FOR 2008 MLS PARTICIPATION AND SUBSCRIPTION

If we haven't received your MLS Participation or Subscriber agreements sent to you along with your dues by January 31<sup>st</sup>, your MLS service will be suspended until the agreement is submitted. If you require another copy of the agreement, please call (231) 775-2660 and ask for Sally or Amber.

#### QUOTES TO MAKE YOU THINK

“When it comes to the future, there are three kinds of people: those who let it happen, those who make it happen, and those who wonder what happened.”  
~ John Richardson

“Leaders establish the vision for the future and set the strategy for getting there; they cause change. They motivate and inspire others to go in the right direction and they, along with everyone else, sacrifice to get there.” ~ John Kotter

## PAUL BUNYAN BOARD & MLS

PBBR and PBMLS announce the launch of Data PALS

We are pleased to announce the launch of our newest member service, Data PALS.

Our Data PALS program is a data pass and link options program. The data pass will apply to your IDX service. The data link will apply to our partnerships with media services such as newspapers, television and industry periodicals online.

Through Data PALS, we will be able to continue to seamlessly provide your IDX service and also provide your listings with even more exposure through our public partnerships!

Our first media customer, the Cadillac News, will begin to display the board's public listings search page in a framable format sometime in February.

This partnership will provide even more exposure for the public to view your active listing inventory on a daily basis all the while keeping you at the center of any inquiries.. You will retain all leads associated with your listings.

The Cadillac News has forwarded their sample display and information on purchasing select marketing positions which will frame the listing display along with a letter explaining more about this opportunity. Their information follows on page 3 and 4 for you to review.

Call Charity Plaxton, at the Cadillac News, at (231) 779-4127 for more information.

## INSTALLATION OF YOUR 2008 BOARD OF DIRECTORS AT ON JANUARY 31<sup>ST</sup>



2008 MAR PRESIDENT, JEFF YOUNG



2008 PBRR PRESIDENT JILANE FENNER AND DOUG MERRIAM, OUR MAR W. MI GOV'T AFFAIRS LIAISON



## PROFESSIONAL STANDARDS WORKSHOPS **REQUIREMENT** FOR OFFICERS, DIRECTORS AND GRIEVANCE AND PRO STDS COMMITTEE

All officers and directors of Paul Bunyan Board and Paul Bunyan MLS, as well as Grievance and Professional Standards Committees must attend the Professional Standards Workshop this year as a requirement of service. Most of us are going to Traverse City on February 6th at the Hagerty Center located at Northwestern Michigan College Campus to fulfill this obligation. If you cannot join us there are two other location during the same week (different days to choose from). If you are a Grievance or Professional Standards Committee member form 2007 and wish to remain on the committee, you must attend. A list of the people who need to attend a Professional Standards Workshop this year is posted below. First leadership, then followed by committee.

### 2008 PROFESSIONAL STANDARDS WORKSHOPS

Wednesday, February 6, 2008  
Fetzer Center  
Western Michigan University  
Kalamazoo, MI 49008  
Phone: 269-387-3232  
12:30 – 1:00 p.m. Registration  
1:00 – 4:30 p.m. Workshop

**Wednesday, February 6, 2008 – Video Conference Link**  
**Hagerty Conference Center**  
**Northwestern Michigan College**  
**715 E. Front Street**  
**Traverse City, MI 49686**  
**Telephone: 231-995-1146**  
**12:30 – 1:00 p.m. Registration**  
**1:00 – 4:30 p.m. Workshop**

**Thursday, February 7, 2008**  
**Horizons Conference Center**  
**6200 State St.**  
**Saginaw, MI 48603**  
**Phone: 989-799-4122**  
**12:30 – 1:00 p.m. Registration**  
**1:00 – 4:30 p.m. Workshop**

Friday, February 8, 2008 – AM Session  
Rock Financial Showplace  
46100 Grand River Ave  
Novi, MI 48374  
Phone: 248-348-5600  
8:30 – 9:00 a.m. Registration  
9:00 a.m. – 12:30 p.m. Workshop



## 2008 RPAC

**RPAC NEEDS YOUR CONTRIBUTION THIS YEAR MORE THAN EVER! THINK OF IT AS YOUR JOB INSURANCE!** If you didn't make a contribution with your dues payment, you can make a contribution to RPAC at any time during the year and submit it to Sally at the Board Office (2312) 775-2660. Your contribution will be forwarded to MAR and NAR.

CADILLAC

# News

**Trusted. Local. Connected.**

January 31, 2008

TO: All Paul Bunyan Board of Realtor Members  
RE: Online advertising opportunity – **Only 12 Positions Available**

The Cadillac News is pleased to announce our new partnership with PBBR and the exciting online advertising opportunities for YOU that go along with it.

As you may or may not know, the Cadillac News recently added the PBBR website & its arsenal of MLS listings to cadillacnews.com on our Classified pages. The Cadillac News Classifieds are one of the most visited areas of cadillacnews.com – which currently **serves nearly 6,000 visitors per day** and is therefore a perfect vehicle to drive readership to PBBR listings. It is our belief that this service will be of great benefit to the local Real Estate related community.

To that end, the Cadillac News created a select number of marketing positions framing the PBBR site/listings. These annual positions are open to all PBBR members as well as local businesses that DO NOT compete with PBBR in any way. We write today to invite you to market your Real Estate Office and/or yourself as an agent.

**Only 12 Positions are Available.**  
**Positions will only be available starting**  
**Friday Feb. 15th at 8:30 am**

Positions will be reserved on a first come, first serve basis with a signed agreement!

Prices, size & position information is available on the back side of this sheet. Choose your space and your Cadillac News marketing consultant can help you plan your monthly or weekly campaign. Reserve early and enjoy **2 weeks FREE of online promotion**. Spaces reserved in February will be posted online immediately, but billing will not begin until the end of March.

As an added value to your presence on the PBBR portion of our site - the Cadillac News will promote this new MLS listings feature of our site almost DAILY in our newspaper, monthly in our Real Estate Guides and drive readers to the site any other way we can. Our goal is to present your message to as many people as possible, assist your clients in the sale of their present home & guide them in the search for their NEW one.

**Plan to Call Early - 8:30 am, February 15th. Positions won't last long.**

Please contact me with any questions. We look forward to this new partnership.

Charity Plaxton  
Advertising Leader  
Cadillac News  
231-779-4127  
[charity@cadillacnews.com](mailto:charity@cadillacnews.com)  
231-779-4127  
[charity@cadillacnews.com](mailto:charity@cadillacnews.com)



← **\$350<sup>00</sup>** • (950X110) →



**PAUL BUNYAN MLS, INC.**

9052 E. 13th Street, Suite D, Cadillac, MI 49601  
(231) 775-2660 or Toll Free (877) 290-6016 Mon-Fri, 9-5

Member of the Real Estate Council of Michigan

MLS #113885 [View Listing Details](#)



Cadillac MI, 49601  
Cadillac Schools  
Bedrooms: 3  
2 Baths  
Square Feet: 1846  
Type: SINGLE FAMILY

Price: 77,500  
COLDWELL BANKER  
SCHMIDT CADILLAC  
DANIELLA BELL  
[Request Information](#)  
✉ ☎ S



MLS #114157 [View Listing Details](#)



Cadillac MI, 49601  
Cadillac Schools  
Bedrooms: 3  
1 Bath  
Square Feet: 1240  
Type: SINGLE FAMILY

Price: 78,000  
EXIT REALTY GR CADILLAC  
SHEILA RICHARDSON  
[Request Information](#)  
✉ ☎ S



MLS #113073 [View Listing Details](#)



Cadillac MI, 49601  
Cadillac Schools  
Bedrooms: 4  
2 Baths  
Square Feet: 1900  
Type: SINGLE FAMILY

Price: 78,000  
ERA GNP  
BARRY FALL  
[Request Information](#)  
✉ ☎ S



MLS #114709 [View Listing Details](#)



Cadillac MI, 49601  
Cadillac Schools  
Bedrooms: 2  
1 Bath  
Square Feet: 1050  
Type: SINGLE FAMILY

Price: 79,500  
COLDWELL BANKER  
SCHMIDT CADILLAC  
JONI HOLLY  
[Request Information](#)  
✉ ☎ S



MLS #115054 [View Listing Details](#)



Cadillac MI, 49601  
Cadillac Schools  
Bedrooms: 4  
1 Bath  
Square Feet: 1971  
Type: SINGLE FAMILY

Price: 79,900  
COLDWELL BANKER  
SCHMIDT CADILLAC  
PETER NEMISH  
[Request Information](#)  
✉ ☎ S



**\$175<sup>00</sup>** • (300X250)

← **\$50<sup>00</sup>** (145X90) →

↑ **\$100<sup>00</sup>** (145X162) ↓

**\$175<sup>00</sup>** • (300X250)

← **\$50<sup>00</sup>** (145X90) →

↑ **\$100<sup>00</sup>** (145X162) ↓

↑ **\$100<sup>00</sup>** (145X162) ↓

← **\$50<sup>00</sup>** (145X90) →

**Your ad will appear on EVERY page of the search in the PBBR listings.**