



PBBR FRIDAY FLASH

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

LEADERSHIP 2008

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NEED TO KNOW

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, your MLS service may have been suspended. They were due by December 31st, with a grace until January 31st. If you find that your service has been suspended, it will be immediately reactivated when your agreement has been received. If you require another copy of the agreement, please call (231) 775-2660 and ask for Sally or Amber.

2008 RPAC

RPAC NEEDS YOUR INVOLVEMENT THIS YEAR MORE THAN EVER!

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 (231) 775-2660. Your contribution will be forwarded to MAR and NAR.



MEMBERSHIP UPDATES

CJ RYDER, C21 PROGRESSIVE, CADILLAC
It has just come to our attention that CJ Ryder's mother and step-father were involved in a serious accident in Jacksonville, Florida, 2-1/2 weeks ago. His stepfather did not survive the accident and his mother, Carole, was very seriously injured. She remains in Intensive Care in the hospital in Florida. I spoke with CJ on Tuesday and his mother is beginning to respond to her surroundings and talk to family. Our condolences to the Ryder family and our prayers and positive thoughts are with his mother, Carole, and her family as she undergoes continued care for her injuries.

JIM SMITH, EVERETT REALTY, LAKE CITY is recovering from surgery. He has been back in the office for a few hours at a time. We just learned of his hospitalization on February 8th.

PAUL BUNYAN BOARD & MLS

WORK TO BEGIN MERGING OF WEXFORD/MISSAUKEE MLS DATABASE AND ROSCO MLS DATABASE BEGINS MAY 2ND.

Board Staff will begin the initial phases of merging the Wexford/Missaukee MLS Database and Rosco MLS Database beginning May 2nd. The MLS committee and task force will be having periodic meetings to work through areas where the databases do not match.

At this point in time, both databases only use what is described as Minor areas for search, meaning specific provincial or regional locations labeled by letters. We will begin by initiating Major areas, which will be labeled by County, then broken down to those provincial or regional areas that you are used to seeing.

We will most likely be adding a For Lease/For Rent Class to cover Residential, Land and Commercial/Industrial Types.

This is an exciting project for our members, and one long in coming.

IDX BEING MOVED TO DATA PALS

Our IDX service, both Smart Frame and Flat File/ftp, will be moved under our new comprehensive data sharing and link service named Data PALS. The IDX Rules and Regulations are currently under review with some recommended changes being considered. We will keep you updated.

COMING SOON!

LOCKBOX SERVICE TO BE IMPLEMENTED IN EARLY APRIL



**BROKER SUMMIT – APRIL 15 & 16
HYATT REGENCY IN DEARBORN, MI**

Lawrence Yun - Chief Economist and Senior Vice President of Research for the National Association of REALTORS®. He writes regular columns on real estate market trends, creates NAR's forecasts, and participates in many economic forecasting panels, including Blue Chip and Harvard University Industrial Economist Council.

Dr. Yun has been quoted on the real estate market and the economy in the mass media, including the Wall Street Journal, the New York Times, and the Washington Post. He has also appeared on CNBC and Bloomberg TV. Dr. Yun received his undergraduate degree from Purdue University and earned his Ph.D. from the University of Maryland at College Park.

John Tuccillo is one of the foremost real estate economists in the United States. His presentations on the economic outlook, real estate markets and change in the real estate business are invariably witty, informative and accessible to both lay and professional audiences. His experience and counsel are sought out by major real estate firms and technology firms interested in entering the real estate space.

He was educated at Georgetown University and Cornell University, and holds a doctorate in economics. Dr. Tuccillo's book, *The Eight New Rules of Real Estate*, is a best seller and has been instrumental in shaping the thinking of real estate industry leaders as they approach the challenge of changing their business models. From 1987 to 1997 he was Chief Economist for the National Association of Realtors. He now runs his own consulting business, JTA, LLC, specializing in strategic and business planning.

Dr. Tuccillo's clients have included Fannie Mae, Microsoft, GMAC, Prudential Real Estate Associates, Cendant, Kaplan College Online, Windermere Real Estate, and host of other large real estate firms. He is also on the Board of Directors for iProperty.com and 9keys.com, as well as a member of the Board of Advisors for Homebid.com and iSucceed.com. Dr. Tuccillo is a regular columnist for *The Real Estate Professional*.

Sherry Chris - Realogy Corporation appointed Sherry Chris as president and chief executive officer, Better Homes and Gardens Real Estate LLC. The appointment came after Realogy signed a 50-year licensing agreement with Meredith Corporation (NYSE: MDP) to build a new, international residential real estate franchise company under the Better Homes and Gardens Real Estate brand. The new brand will launch its franchise system in the residential real estate marketplace in July 2008. Chris comes to the position with more than 25 years of real estate sales, management and executive experience in all facets of local, regional and franchise operations.

Previously, Chris served Coldwell Banker Real Estate as its chief operating officer (COO) beginning December 2006. In her capacity as COO, Chris directed the company's operations, education, mortgage and field services programs. She also focused on communication between Coldwell Banker® corporate headquarters, regional offices and its nearly 4,000-office affiliate network around the world.

Steve Harney, Steve Harney, Inc. has been in the business of residential real estate for more than 20 years. He started as an agent in the difficult market of the early 1980's. As an agent for seven years, Steve averaged over 50 transactions annually.

In May of 1995, Steve started his own real estate firm. Eight years later, the firm had grown to 13 offices, with over 500 agents. It had become the #1 firm in the county in which it operated, and was also recognized as one of the Top 250 Power Brokers in America by RISMedia.

After his company was purchased by a large conglomerate in 2003, Steve started a training firm, named Steve Harney, Inc. Here, he continues to train and coach hundreds of agents monthly.

Greg McClelland, McClelland and Anderson, LLC acts as primary outside general counsel to the Michigan Association of REALTORS®, and as counsel for numerous local REALTOR® Boards and Associations (including PBBR)

Brian Westrin - has served as **MAR's Manager of Legal Affairs** since August of 2004. His role at MAR encompasses a concentration in Fair Housing Law and Education, RESPA Compliance and Education, policing Unlicensed Real Estate Practice, Mortgage Fraud, and Research and Legal Writing for MAR publications. Brian also facilitates meetings of the MAR Legal Action Committee and handles all requests made for Legal Action Fund.



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JANUARY 2008 FIELD REPORT

By: Doug Merriam – West Michigan Field Director

Embrace a New Year

As we start a new calendar year, I am reinvigorated by our membership on the west side of our great state. This month I attended educational events that included non-REALTOR® association staff, lobbied in Lansing, attended Government Affairs committee and general membership meetings, prepared long-term plans to better connect our elected officials to the membership, and saw a celebration that featured the work MAR's west Michigan local associations are doing to foster greater efforts related to RPAC. Through these events, I feel fortunate to be working within truly one of the best trade associations. If there are ways that I can aid your association in the coming months, let me know and we can work on it together.

Lansing Update

The Legislature was given some breathing room over the holiday break and everyone has returned to town. Governor Granholm will deliver her annual State of the State address on January 29th outlining her policy objectives for the coming year. Hopefully our elected officials can use the coming months to find ways to reform state government to be more efficient with regard to state budget expenditures. While recognizing that there exists a wide array of opinions concerning the initiatives our state should be pursuing, we value the input of all interested parties and will work to ensure that the REALTOR® voice is being communicated on all fronts.

Along with the policy priorities that the Governor mentions, MAR continues to work to address issues facing the real estate industry. We have been working with the business community, leadership in each legislative chamber, the Michigan Treasury Department, and our commercial members to realize progress in creating a more just tax policy with regard to the Michigan Business Tax. In the next couple months some legislation will be passed that further defines and clarifies the existing law and we will have bills of interest in the mix. More details to come.

In the coming weeks we are expecting action on the Agency Responsibility Act which will provide more clarification to consumers, the duties a licensee owes a client and the services the client can waive via a limited services agency agreement. There hasn't been any consensus, yet, on a greater mortgage fraud package

by the House, so legislation that would create a mortgage loan officer registration has yet to move. The Commercial Broker Lien Act, allowing for placement of a lien on property for the non-payment of commissions, stands a good chance to move this year. And talks have resumed with Sen. Birkholz about septic system inspections, which are staying away from point-of-sale mandates.

Are You One of 9,000?

The MAR RPAC Trustees are gearing up to start a new strategy with regard to collecting contributions in the future: 9,000 members contributing \$200 each. It's an ambitious goal but will provide the membership the means to continue to be a "driver" and not a "passenger" at the federal, state, and local levels of government.

Will you join me today with your annual contribution? Consider payment via a monthly installment plan as I do. It's the most painless way to protect our business interests. Please visit our RPAC Web site at:

www.mirealtors.com/advocacy/fieldreportwest.html

FROM THE ARCHIVES

Front page of the PBBR Newsletter then known as ***Tales of Paul Bunyan***. It is a June edition, and from what I can ascertain circa late 1970s. It looks like a mimeograph page – remember that, anyone? Mimeograph copies?

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