



PBBR FRIDAY FLASH

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“Thirty days hath September, / April, June, and November; / All the rest have thirty-one,
Excepting February alone / And that has twenty-eight days clear / And twenty-nine in each leap-year.”

LEADERSHIP 2008

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NEED TO KNOW



LOCKBOX SERVICE INSTALLED
THE WEEK OF **APRIL 21ST!**

MARK YOUR CALENDARS

The Lockbox Service is being implemented and installed for those opted in Participants whom previously signed Opt In Letters of Intent.

There are some details for which you will need to give advance consideration to and start planning for:

Where to store your lockboxes – you will be receiving programmed lockboxes and smart cards for 90% of your active residential listing inventory at the end of the training session. DR/Participants must be present to take receipt of their inventory.

Transporting your lockbox inventory – Your pre-programmed lockboxes will be ready for pick up in 2'x2' cartons containing 10 boxes each, and weighing 30#. You will need to plan in advance how you will transport your order and have your agents available to assist you.

Mandatory Training for Opted In DR/Participants and eligible subscribers for Electronic Lockbox and Smart Card Service - Who is required to take the Mandatory Training? Everyone., including office staff. Training offered in several sessions on one day only – April 22nd, .
Inventory will be distributed on that day.

DRS watch your mail! Letters coming!

PAUL BUNYAN BOARD & MLS

\$\$\$ 2 CLASSES FOR THE PRICE OF 1 \$\$\$

Early bird payment rate will end today. If you send your registrations now with payment included they will be accepted on Monday at the early bird rate.

REALTOR® Challenges: This class is all about handling earnest money deposits, disclosures of latent defects, unresolved contingencies, misleading information found on MLS printouts, procuring cause, and scenarios dealing with responsibilities of sales agents and their clients.

Mortgage Fraud, Foreclosures, and Short Sales: This course explores the basics regarding the current mortgage market, circumstances with mortgagors, lenders and fraud leading to default. Learn the processes step-by-step through foreclosure, sheriff's sales, and rights of owners under Michigan redemption laws. Learn how to protect your commissions too. Also included are common definitions and terms, and risk management for the sales agent. **(4 hours of approved Con Ed credit – includes legal)**

Co-Sponsors: PAUL BUNYAN BOARD OF REALTORS® And REAL ESTATE EDUCATION PROFESSIONALS OF MICHIGAN, INC.

Presenter: Rick Conley

Class: 1 pm to 5 pm and available for your convenience at two different locations.

Tuesday, March 11, 2008 (Cadillac)
Tuesday, March 18, 2008 (Houghton Lake)

Registration forms are now online at
<http://www.pbbr.com>



IMPORTANT CHANGES TO CODE OF ETHICS ARTICLE 12

Affects your advertising
Affects your IDX display
Affects your website representations

ARTICLE 12

REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. **(Amended 1/08)**

Standard of Practice 12-5

REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise listed property in any medium (e.g., electronically, print, radio, television, etc.) without disclosing the name of that REALTOR®'s firm in a reasonable and readily apparent manner. **(Adopted 11/86, Amended 1/07)**

Standard of Practice 12-8

The obligation to present a true picture in representations to the public includes information presented, provided, or displayed on REALTORS®' websites. REALTORS® shall use reasonable efforts to ensure that information on their websites is current. When it becomes apparent that information on a REALTOR®'s website is no longer current or accurate, REALTORS® shall promptly take corrective action. **(Adopted 1/07)**

Standard of Practice 12-9

REALTOR® firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner.

Websites of REALTORS® and non-member licensees affiliated with a REALTOR® firm shall disclose the firm's name and that REALTOR®'s or non-member licensee's state(s) of licensure in a reasonable and readily apparent manner. **(Adopted 1/07)**

Standard of Practice 12-10

REALTORS®' obligation to present a true picture in their advertising and representations to the public includes the URLs and domain names they use, and prohibits REALTORS® from:

engaging in deceptive or unauthorized framing of real estate brokerage websites;

manipulating (e.g., presenting content developed by others) listing content in any way that produces a deceptive or misleading result; or deceptively using metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic, or to otherwise mislead consumers. **(Adopted 1/07)**

Standard of Practice 12-11

REALTORS® intending to share or sell consumer information gathered via the Internet shall disclose that possibility in a reasonable and readily apparent manner. **(Adopted 1/07)**

Standard of Practice 12-12

REALTORS® shall not:

use URLs or domain names that present less than a true picture, or register URLs or domain names which, if used, would present less than a true picture. **(Adopted 1/08)**

Standard of Practice 12-13

The obligation to present a true picture in advertising, marketing, and representations allows REALTORS® to use and display only professional designations, certifications, and other credentials to which they are legitimately entitled. **(Adopted 1/08)**



BROKERS REGISTER FOR ONLY \$149!
Prepare to be informed, inspired & amazed!
Broker Summit • April 15-16, 2008 • Hyatt Regency • Dearborn, MI

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

The Broker Summit, is an event full of non-stop training and information, specifically designed for brokers, managers, and local leaders. It's the largest Broker Summit in the state of Michigan and you won't want to miss it. You'll learn from top-notch real estate professionals.

Register online at <http://www.mirealtors.com>