



PBBR FRIDAY FLASH

9052 E. 13th Street, Suite D – Cadillac, MI 49601

Voice: (231) 775-2660 FAX: (231) 775-0462

Email: info@pbbbr.com URL: <http://www.pbbbr.com>

Editor: Sally Baker, Executive Officer sally@pbbbr.com



Friday, March 27th, 2009

You learn something every day if you pay attention. ~ Ray LeBlond

LEADERSHIP 2009

PBBR PRESIDENT
PBMLS PRESIDENT

JIM MEIER

PBBR PRESIDENT ELECT
PBMLSVICE-PRESIDENT

SHEILA RICHARDSON

PBBR/PBMLS
TREASURER

BOB INGLIS

PBBR SECRETARY
KATHY DAVIS

PBBR DIRECTORS

WEXFORD CO.
BARRY FALL

MISSAUKEE CO.
CAROLYN LANTZ

ROSCOMMON CO.
JO ELLEN SERUM

DIRECTOR AT LARGE
TBA

PBMLS DIRECTORS

PAUL HENRY
DAVE BECKER
BONNIE O'DELL
RICK LANTZ

PBMLS CORPORATE
SECRETARY

SALLY BAKER
Ex Officio

STAFF
ASSOCIATION AEO
SALLY BAKER

ADMIN ASS'T
AMBER YOUNGS



MEMBERSHIP

MEMBERSHIP

UPCOMING EDUCATIONAL OPPORTUNITIES

You Are Invited to the First of a Series,
“PBBR REALTOR® Community Brain Trust”

Thursday, April 9th, 2009
McGuire's Resort, Cadillac
Cadillac Rooms C & D (upstairs)

A CLASS ON SOCIAL MEDIA NETWORKING

9 a.m., Friday, April 17th
McGuire's Resort in Cadillac

Instructor: Matt Case, CBSR, Benzonia
Learn about using and how you can promote
yourself and your business through Social Media
Networking such as Facebook, Twitter, Flicker,
LinkedIn, real estate blogging and more.

“Utilizing MSHDA and Rural Development Programs to Maximize Your Business”

Monday, May 7th, 1:00 p.m.
McGuire's Resort

Carol Brita, MSHDA
Shelly Collins, Rural Development (USDA)
Diane Campbell, NWMCAA (locally)

WATCH FOR INFORMATION ON THE MICHIGAN INITIATIVE COMING SOON!

Help is on the way. A toolkit to help you find your way through Foreclosure and Short Sales, AND dealing with the economic impact on your real estate practice. This project and resource toolkit will be funded by a grant offered to local associations through their state association form NAR.

PBMLS DATABASE UPDATES

A. Microsoft Internet Explorer 8

As of March 19th, 2009 Microsoft released Internet Explorer 8 for download via the Microsoft download website. Microsoft is planning to push IE 8 to users via its automatic updating mechanisms, but has yet to set a date as to when it will do so. Additionally, on March 5th Microsoft released Vista Service Pack 2 as a Release Candidate.

At this time, FNRES strongly recommends that users DO NOT upgrade to IE 8 or Vista SP2 until further notice from their Association or MLS. Note that Paragon 4.1.6 will include compatibility for these upgrades.

B. AOL and Paragon Email

As of March 4th, 2009 several Paragon users began reporting that their customers were no longer receiving Prospecting Notifications sent to their AOL accounts. After further investigation, we were informed that e-mails being sent from Paragon servers for supporting Paragon functionality were being blocked by AOL and the Paragon IP's that provide the e-mails were subsequently “black listed.” There are several reasons why an e-mail/internet provider (AOL) can “black list” an e-mail IP (Paragon e-mail Server).

- A customer requested that AOL “black list” the e-mail sender by clicking on the “This is Spam” button.
- Too many requests sent from said IP.

Paragon e-mails being sent to AOL accounts were removed from the “Blacklist” status. In an effort to help avoid AOL blacklisting in the future, a change has been made to the headers for e-mails sent via Paragon. On March 13th this change was applied to e-mails manually sent via Paragon. On Wednesday, March 25th, the change will be applied to Prospecting Auto-

Notification e-mails. As a result, email headers will display as either “From: ParagonUser@emailaddress.com” (where ParagonUser@emailaddress.com is the e-mail address of the Agent as it is stored in Paragon) OR “From: mail@ParagonMessaging.com on behalf of ParagonUser@emailaddress.com.”

Realtors® Get the Right Tools, Right Now



To help Realtors® meet their clients' needs and succeed in today's economic climate, the National Association of Realtors® is offering its roster of business-building resources to members for free or at significantly reduced costs through the association's new "Right Tools, Right Now" initiative.

"NAR is the most trusted resource for real estate information, and we want to ensure that Realtors® have easy access to these powerful resources in today's market," said NAR President Charles McMillan, a broker with Coldwell Banker Residential Brokerage in Dallas-Fort Worth. "Every NAR division is contributing to this initiative so that Realtors® can better service their clients and enhance their business." More than 300 resources are being offered through "Right Tools, Right Now."

Realtors® can take advantage of education and online training opportunities, access NAR publications and research, attend conventions and events, and obtain technology services for free or at a discount. Local and state associations and boards also have access to resources and materials through the initiative. Among the many useful tools available to Realtors® at no cost are e-Product versions of the 2007 and 2008 NAR Profile of Home Buyers and Sellers and the 2007 Profile of Buyer's Home Feature Preferences, as well as valuable information on short sales, foreclosures, business tips and marketing.

For more information on the products, publications, services and enhancements available through the "Right Tools, Right Now" initiative, visit www.REALTOR.org/RightTools

Link for the Right Tools Right Now Campaign:

http://www.realtor.org/prodser.nsf/righttools/toolshome?opendocument&wt.mc_id=RT0026

LICENSING CYCLE INFORMATION



http://www.michigan.gov/dleg/0,1607,7-154-35299_35414_35475-115121--,00.html

We have been receiving calls about how DLEG is calculating their dates of con ed credit for the 3-year licensing cycle ending this year. Here is the information you need:

In a non-renewal year, the license year (as opposed to calendar year) begins on November 1.

In a renewal year, the license year begins on July 1.

First year: 07-01-06 to 10-31-07

Second year: 11-01-07 to 10-31-08

Third year: 11-01-08 to 07-01-09

The cutoff in July is due to DLEG's policy that dictates if a new license is to be issued for a term of less than 120 days (four months) the licensee will receive the next cycle's expiration date.

MAR BROKER SUMMIT – April 22-23 at The Inn at St. John's in Plymouth, MI

Register for Broker Summit before March 26 and save!

If you are a broker in Michigan, save the date and register today for the premier broker event of the year, MAR's Broker Summit. Planned by brokers for brokers, those who attend can be confident they will discover real solutions for real challenges. The event is being held April 22-23 at The Inn at St. Johns in Plymouth, MI. Take advantage of MAR's exclusive early registration rate of only \$119, by registering before March 26.

You Are Invited to the First of a Series,
“PBBR REALTOR[®] Community Brain Trust”
Thursday, April 9th, 2009

8:30 a.m. Continental Breakfast
9:00 a.m. Symposium Begins

**McGuire’s Resort, Cadillac
Cadillac Rooms C & D (upstairs)**



An Information Symposium on dealing with the impact of the Housing Crisis on Transactions

Topics to be Covered at each Information Round Table:

- *Mortgage Updates/Foreclosure Relief/Washington Stimulus Update*
Bruce Meek and Dianna Nicholas
- *Title Issues/Short Sales*
Sara Haskin
- *Appraisal Issues in Today's Market*
Bob Schaafsma
- *Home Inspection/Foreclosed Home Tips*
Jim Miller
- *Home Warranty Value*
Cal Dutton

Underwriters and presenters

Paul Bunyan Board of Realtors[®] in partnership with:

A& D Home Inspections

America’s Preferred Home Warranty

Fifth/Third Bank

Genisys Mortgage Group, Inc.

Lakeside Title

Quadrant Northwest Appraisal Service

REGISTRATION FORM

You Are Invited to the First of a Series,
“PBBR REALTOR[®] Community Brain Trust”

Thursday, April 9th, 2009

8:30 a.m. Continental Breakfast

9:00 a.m. Symposium Begins

**McGuire’s Resort, Cadillac
Cadillac Rooms C & D (upstairs)**



REGISTRANT NAME: _____

OFFICE NAME: _____

TELEPHONE CONTACT #: _____

EMAIL CONTACT: _____

PAUL BUNYAN BOARD OF REALTORS®

SOCIAL MEDIA: What it is and why it matters to REALTORS®

This is an exciting opportunity to learn more about how you can promote yourself and your business through Social Media Networking such as Facebook, My Space, Twitter, Flickr, LinkedIn, real estate blogging and more from an active real estate professional.

Matt Case, Instructor

*Matt is an Associate Broker with Coldwell Banker Schmidt REALTORS® in Benzie County.
Matt is also Director of Support Services for Coldwell Banker Schmidt REALTORS®*

**Friday, April 17th, 2009, 9:00 a.m., McGuire's Resort
in Cadillac C**

\$20.00 per person



REGISTRATION FORM

Paul Bunyan Board of REALTORS®
9052 E. 13th Street, Suite D – Cadillac, MI 49601
Voice: (231) 775-2660 FAX: (231) 775-0462 Email: sally@pbbr.com

Name: _____ Office: _____

Phone: _____ Email: _____

Association, if different than Paul Bunyan Board of REALTORS®

_____ Check # _____ Amount

Register by Friday, April 10th, 2009

Refund Policy: No refunds for requests received after April 10th, 2009