



# PBBR FRIDAY FLASH

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## March 28th, 2008

*An investment in knowledge always pays the best interest. ~Benjamin Franklin*

### LEADERSHIP 2008

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### NEED TO KNOW



## LOCKBOX SERVICE COMING IN APRIL

You will be receiving an invitation by email to a Webinar by Sentrilock. This session will be via toll free conference call and a live presentation at their Internet website. The Webinar is a 15 minute preview of the products and service. You don't have to be an opted in broker or agent to view a session. Feel free to call in and check it out!

Go to: <http://www.pbbr.com/events.htm>  
For lots of new information about the service!



Lockbox



Office Smart Card Reader



Smart Card for Lockbox access

## PAUL BUNYAN BOARD

### LOCKBOX SERVICE INFO CONTINUED

We've been working on governance and policy in preparation for the start up of the service.

Our board attorney, Greg McClelland will be reviewing all the governance documents late next week in preparation for distribution, starting with the Service Agreements.

Service agreements are being prepared for all of the opted in brokers who signed opt in letters of intent.

There are all kinds of great features for the lockboxes that we know you will really find helpful.

As an example:

Show Code:

Of course the rules will require any Smart Card User to call ahead for a arrange for a showing appointment. But if an agent or broker wants additional reassurance about this, they can set the box to require a showing code. By entering a showing code requirement, the Smart Card User will insert the Smart Card into the box but must also have the Showing Code number to enter on the keypad before they can gain access to the property.

Go to the Board's website for printing off the Smart Card Reader Presale forms and more information:

<http://www.pbbr.com/events.htm>

# PAUL BUNYAN EDUCATION

## NEW MEMBER ORIENTATION

Thursday, May 8<sup>th</sup>  
9:00 to 5:00 p.m.  
Check in begins at 8:30 a.m.  
McGuire's Resort in Cadillac



Registration Forms will be available online this week. The Orientation will cover Anti-Trust, Fair Housing, Agency, Code of Ethics and association information.

### CODE OF ETHICS QUAD TRAINING DEADLINE FOR COMPLETION OF THIS 4 YEAR BLOCK IS DECEMBER 31<sup>ST</sup>, 2008

Every 4 years, all REALTORS® are required to complete 2 1/2 hours of Code of Ethics Training. NARs current quadrennial period ends December 31, 2008.

You can take the COE Training online through an online review and test or through a class offered locally. **We invite our "veteran" members to attend the two-and-one-half hours Code of Ethics Training for New Members at our New Member Orientation on Thursday, May 8<sup>th</sup>, at 1 p.m.** We hope to offer one more local class in the fall for our members to fulfill this mandatory membership requirement.

## PAUL BUNYAN MLS

### Paul Bunyan MLS Committee

Rick Lantz, Chair; Jim Meier, Barry Fall, Sheila Richardson, Keith Johnson, Jo Ellen Serum, Dave Becker, Mark Hacker, Sandy Keezer, Bonnie O'Dell

**Virtual Tour fields – Diane Babcock of RE/MAX Higgins Lake**, we hope you don't mind us using you and your listings as an instructional tool of the proper way to handle the Virtual Tour Fields on Paragon – and by the way, **GREAT JOB!!!**

Please search on Diane's active Residential listings and view in the All Fields Detail view to see how the Virtual Tour Fields can be utilized to your best advantage.

We didn't realize the extent of confusion about the virtual tour fields until mid week of this week.

As an example of how virtual tours should be entered and used properly, Diane Babcock has correctly entered unbranded tours in the Unbranded Virtual Tour field which will be utilized for the Realtor Professional view for emailing by other agents who want to send any of these listings to a prospective buyer without identifying the listing agent. She has done this so that the listing can be seen to its best advantage when another agent wants to send an email with a virtual tour included.

She also entered the URL for the Branded Virtual Tour she created into the Branded Virtual Tour field so she can use or send her own listings any way she wished and take advantage of the branded virtual tour she created as well.

There also seems to be confusion about where Virtual Tours and specifically Branded Virtual Tours are exported and how they can be used.

Unbranded Virtual Tours and Branded Virtual Tours are not included in our IDX feed.

The Realtor.com feed from PBBR doesn't include unbranded virtual tours nor branded virtual tours. However, if an office is a customer of Realtor.com and pays their fees to Realtor.com for special services, they can log in to their console access to Realtor.com and enter branded slideshows and branded Virtual Tour links to their own listings.

Our public listing display on the board's website DOES include Branded Virtual Tours because we want your listings to be associated with the agent and the firm, with branded virtual tours and with all leads going directly to you.

## MAR EVENTS

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

### BROKER SUMMIT – APRIL 15 & 16 HYATT REGENCY IN DEARBORN, MI \$149 Registration Fee

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>