



PBBR FRIDAY FLASH

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

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NEED TO KNOW

LOCKBOX SERVICE IS COMING NEXT WEEK!

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



Lockbox



Office Smart Card Reader



Smart Card for Lockbox access

Broker's packets, which included Lockbox Annual Lease Agreements, Smart Card User Agreements, Rules and Regulations with regard to the Lockboxes and Smart Card use and Policies and Procedures for the Lockbox and Smart Card Service, were mailed last Friday. The agreements need to be returned by today at 5 p.m.

The training classes are filled! Thanks to all of you in demonstrating your commitment to getting the training so we can begin the service with knowledgeable and eager users!

PAUL BUNYAN BOARD

NEW MEMBER ORIENTATION

Thursday, May 8th
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 31ST, 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 8th, at 1 p.m.** We hope to offer one more local class in the fall for our members to fulfill this mandatory membership requirement. A sign up request sheet will be at <http://www.pbbbr.com>

We will also be offering Lockbox and Smart Card Training for all new users and **for those who received an excused absence from the training on April 23rd. Your cards will be activated at that time.**

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.

Following is a copy of what I sent out to area newspapers and Chambers of Commerce for publication as well as neighboring associations and their leadership.

Area Realtors® offer a new service for Sellers

Paul Bunyan Board of Realtors®, the professional trade association serving Wexford, Missaukee, Roscommon counties and surrounding communities since 1946, announces the inception on April 24th of a state of the art electronic lockbox service for use by area real estate professionals who have opted in to the service.

The lockbox system, vendored by Sentrilock, uses ISO standard smart card key technology. The smart cards, combined with a user PIN, provide a two-factor authentication security, which offers local professionals a way of being accountable to a client for activities concerning the marketing and showing of their home. The Sentrilock Lockbox system recognizes and provides trackable results as to who was granted access to and showed the home and even how long they stayed, all through a web-based system management program log of the last 70 times someone accessed the lockbox. All lockbox settings and showing information can quickly and easily be accessed and managed by agents for their clients.

Area professionals who will be using the service specifically chose the Sentrilock system because of its state of the art electronic operating capabilities, which positioned Sentrilock as the number one lockbox provider in four out of five key areas, according to a survey by National Association of Realtors. SentiLock was tops in lockbox product, service, system and overall satisfaction.

