



# PBBR FRIDAY FLASH

9052 E. 13<sup>th</sup> Street, Suite D – Cadillac, MI 49601

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

Website and Public Listings Display at <http://www.pbbr.com>

Editor: Sally Baker, Association Executive Officer [sally@pbbr.com](mailto:sally@pbbr.com)



## Friday, June 25th, 2010



### LEADERSHIP 2010

PBBR PRESIDENT

PBMLS PRESIDENT

**SHEILA RICHARDSON**

PBBR PRESIDENT ELECT

PBMLSERVICE-PRESIDENT

**BONNIE O'DELL**

PAST PBBR PRESIDENT

**JAMES MEIER**

PBBR/PBMLS

TREASURER

**VICKY BALL**

PBBR SECRETARY

**BARRY FALL**

PBBR DIRECTORS

WEXFORD CO.

**JONI HOLLY**

MISSAUKEE CO.

**CAROLYN LANTZ**

ROSCOMMON CO.

**JO ELLEN SERUM**

DIRECTOR AT LARGE

**KATHY DAVIS**

PBMLS DIRECTORS

**PAUL HENRY**

**DAVE BECKER**

**JAMES HERRON**

**DONNA TOMMAS**

PBMLS CORPORATE

SECRETARY

**SALLY BAKER**

Ex Officio

STAFF

ASSOCIATION EO

**SALLY BAKER**

ADMIN ASS'T TO AEO

**AMBER YOUNGS**

### MEMBERSHIP

#### New Firm

#### **SKI AND SHORE REAL ESTATE**

Tim Minder, Broker

119B East State St

Fife Lake MI 49633

(231) 944-6093

[timsells@torchlake.com](mailto:timsells@torchlake.com)

#### New Affiliate

#### **D. WRIGHT HOME INSPECTIONS, LLC**

David Wright

8694 S 33 Rd

Cadillac MI 49601

(231) 878-2128 (Phone) (866) 908-7008 (FAX)

[david\\_h\\_wright\\_1999@yahoo.com](mailto:david_h_wright_1999@yahoo.com)

[www.d-wrighthomeinspections.com](http://www.d-wrighthomeinspections.com)

#### New Members

Jean Boyd

Renee Kozlowski

Connie Hertzberg

Tim Minder

Bruce Hambell

Northern Lakes Properties, Houghton Lake

Exit Realty of Greater Cadillac

Exit Realty of Greater Cadillac

Ski & Shore Real Estate, Fife Lake

ERA Houghton Higgins.com, Prudenville

#### Transfer Member

Constance Friedrich

Ski & Shore Real Estate (transfer member from TAAR)

### PBBR REALTOR OF THE YEAR 2010 NOMINATIONS ARE DUE 7/30/2010

It's that time of year again! Time for us to nominate and name our 2010 REALTOR® of the Year for Paul Bunyan Board of REALTORS®. If you know of someone who would qualify for this recognition, here is a nomination form for you to get started. We will help you with expanding and detailing the information that include the reasons for why you have nominated this person. The nominations must be received at the board office of Paul Bunyan Board of REALTORS® no later than Friday, July 30th. [Nomination Form](#) If you are unable to open this link, go to <http://www.pbbr.com> and click on RESOURCES tab, ANNOUNCEMENTS tab and it is the first link on that page. The last 5 PBBR REALTORS of the Year will make the recommendation to the Board of Directors from the nominations received.

2009 Rick Lantz, Whitetail Realty

2008 Barry Fall, ERA Greater North Properties

2007 Bill Alderden, RE/MAX Professional

2006 Jilane Fenner, Exit Realty of Greater Cadillac

2003 Bill Heydenberk, RE/MAX Central

## MLS AND BOARD UPDATES

### Custom RETS Profile Service (PB MLS Data PALS 4)

- Does your staff re-input your listings for your website, for display of your listings on other websites, and for back office applications with a franchise or third party vendor?

As long as the consultants who do your website work are able to utilize the RETS data format, and/or third party vendor and back office applications are RETS enabled, this adjunct service will save your staff having to re-input your listings.

With this service your consultants can access your Custom RETS Data Profile to retrieve your data directly from the MLS. Not only will it save your staff time, but it will ensure that your authorized consultants and third party vendors will have your most up-to-date data available to them. Brokers, watch you mail early next week! We are sending out information and agreements for you to sign up!

- **On Tuesday, June 29th, LPS will be deploying code to our Paragon MLS system and this WILL involve downtime** for our members. This process will begin at 11:00pm (est) and conclude no later than 7:00am (est) on Wednesday, June 30th. During this time, your Paragon MLS system will be unavailable to you. A complete list of deployed items will be supplied after the release.
- **If you consider yourself a "power user" and have good technical skills, and/or use a MAC system, we need you!** Please email me with a request to contact you (and at what tx number) with important information that may be of interest to you IN GIVING Paragon 5 a test run. The Paragon 5 BETA Test system is running parallel to Paragon 4 tight now. You will not be able to use the input or maintain module in Paragon 5 at this time, nor do CMAs, but the search, the email and Client Connect Modules are operational.

### Board Forms Service

The board office carries both specialized listing agreements and purchase agreements created by the MLS directors and created based on the Traverse Area Association forms. We also carry a limited inventory of several of the MAR forms. You can view the sample PBBR forms in Members Area Only.

### RIGHT TOOLS, RIGHT NOW Initiative has been extended through 2010

NAR has extended the highly popular RIGHT TOOLS, RIGHT NOW initiative into 2010 to help members find continued success. In 2009, half a million members accessed tens of millions of dollars worth of NAR products and resources. Over 400 FREE or AT-COST products and services will be available in 2010. Check out the link to the RIGHT TOOLS, RIGHT NOW initiative on the board's website <http://www.pbbr.com>

### August Primary Elections

#### **Looking for 3 members to represent the board for Candidate Interviews on July 9th**

Looking for 3 Paul Bunyan members with a knowledgeable political interest to represent the board for Candidate Interviews on July 9<sup>th</sup>. We are sharing a candidate interview process in Reed City with West Central Association to interview the 5 candidates running for the 35<sup>th</sup> District State Senate seat:

#### 35TH DISTRICT STATE SENATOR 4 YEAR TERM CANDIDATES

- (R) Booher, Darwin L. Ewart, MI
- (R) Davis, Kevin Rapid City, MI
- (R) Finstrom, Gary A. Cadillac, MI
- (D) Dunigan, Roger Suttons Bay, MI
- (D) Huffman III, George E. Remus, MI

**NOTE:** We encourage people within the membership to be politically active and welcome their involvement, but please keep in mind that if have you or anyone else on the interview panel has contributed to or is personally active with one of the campaigns for the above five candidates, it might give the candidates the perception of bias and question of objectiveness to the process and could potentially be harmful to the credibility of our endorsement of the candidate we will eventually endorse. Therefore, if you are involved with the effort to elect of any of these candidates, the board president will be unable to appoint you as an interview representative on behalf of the membership.



**SOARING EAGLE CASINO AND RESORT, MT. PLEASANT  
September 29-October 1<sup>st</sup>**

<http://www.mirealtors.com> **Click on the convention link in the lower left area of the page**

**Register Early!**

**First Time Attendees – Save \$40:** See why members rave about MAR's Convention and take advantage of the first time attendee early bird rate and pay only \$139\* for a full registration.

**Returning Attendees – Save \$40** Return for another year of useful knowledge sessions, CE opportunities, building referral contacts & more for only \$199\* for a full registration.

**One Day Attendees – Save \$30** Great for Central Michigan and nearby area members, register for only \$149\* for an entire day of knowledge sessions, expo browsing, and fun at the REALTOR® Royale!

**Convention Knowledge Session Descriptions**

He Said, She Said: Bridging The Gender Communication Gap

Time Management in "The Cloud": Using Google Apps for Time, Life, Work, Project, & E-mail Management

Advanced Short Sale Negotiations – Double Your Short Sale Closing Rate!

Managing & Leading Great Staff & Team Meetings

Tax Relief for REALTORS®

Taming the E-mail and Info Overload Beast

Generational Selling

Green Real Estate Trends

Profit or Loss?... Coaching Your Agents To Peak Performance and Bottom-Line Results

Real Estate Marketing

What's It Worth?©

Step by Step Guide for Social Media Marketing

Facebook Business for Real Estate Agents

**APPOINTMENT OF JONI HOLLY, CBSR, TO WEXFORD COUNTY DIRECTOR FOR PBRR**

The board of directors for Paul Bunyan Board of REALTORS® has appointed Joni Holly of Coldwell Banker Schmidt REALTORS® in Cadillac to fill the vacant position on the board of directors due to the recent resignation of Jilane Fenner. Joni's term of service will be through December 31<sup>st</sup> of 2011.

Thank you to Jilane Fenner, for her long standing service to the membership. She has offered her time, knowledge, experience and commitment to the membership through her leadership as past President, past Director, past Treasurer, and previous REALTOR® of the Year.