



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



August 22nd, 2008

Expect the Best. Prepare for the Worst. Capitalize on what comes! Zig Ziglar

LEADERSHIP 2008

PBBR/PBMLS

PRESIDENT

JILANE FENNER

PBMLS

VICE-PRESIDENT

JIM MEIER

PBBR/PBMLS

TREASURER

BOB INGLIS

PBBR SECRETARY

KATHY DAVIS

PBBR DIRECTORS

WEXFORD CO.

BARRY FALL

MISSAUKEE CO.

BRENDA MORRISSEY

ROSCOMMON CO.

JO ELLEN SERUM

DIRECTOR AT LARGE

Vacancy

PBMLS DIRECTORS

BARRY FALL

PAUL HENRY

DAVE BECKER

LINDA COOPER

RICK LANTZ

PBMLS CORPORATE

SECRETARY

SALLY BAKER

Ex Officio

PBMLS COMM CHAIR

RICK LANTZ

STAFF

ASSOCIATION EO

SALLY BAKER, AEO

ADMIN ASS'T TO AEO

AMBER YOUNGS

MLS CLERK

DARLENE CLAPPER



PAUL BUNYAN BOARD ANNOUNCEMENTS

➤ General Membership Meeting 9/12/08

Senator Michelle McManus and Representatives Joel Sheltroun and Darwin Booher will be our special guests at our 9/12 General Membership meeting, which as many of you know is our annual governmental and legislative affairs themed meeting. It will be held at Noon at Mr. John's Restaurant. We already have members calling in early reservations to make sure they get a seat and a lunch. Don't miss this opportunity!

➤ Code of Ethics Quadrennial Training Membership requirement must be fulfilled before 12/31/2008

We will be holding a COE Quad Training Requirement Fulfillment Class on October 27th at McGuire's Resort in Cadillac. More information to follow.

NOMINATIONS AND ELECTIONS

If you are interested in being nominated for an officer or directorship position on PBBR and/or PBMLS, call Sally at the Board Office for eligibility and requirement lists.

Open seats:

PBBR: President Elect (3 year commitment), Secretary (1 year commitment), Treasurer (1 year commitment), and Missaukee County Director (2009 and 2010).

PBMLS: Wexford/Missaukee Director 2009
Roscommon Director 2009

PAUL BUNYAN MLS

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

Merge of the database work continues. As many of you may know, we are in the process of merging the two databases – Rosco and Wexford/Missaukee. The merge doesn't mean everything just simply flows into a new database. It takes lots of thought, lots of planning, lots of programming and lots of testing. Sally and Amber have been working with the MLS committee and the Senior Project Manager of the FNIS MLS Implementation Department. Target date is still January 5th, 2009.

In addition to Sally and Amber ensuring the existing data will merge well into new fields, the MLS committee has been making decisions to implement improvements to the database, revising and updating fields.

We have a new area list that combines the "legacy" areas together and we also have some new locations in the list. The list will be in alphabetical order, so you will be easily able to pick out our "old" fields and recognize the new fields. We will not be using the number system any longer.

Home Code selections have been revised and simplified to Home on Lot, Home on Acreage, Home on Golf Course.

Listings associated with waterfront or private or shared access to water will now be identified by "Water Rights" in a new Keyword field.

One of the biggest changes will be to the Rosco database Commercial Land type. Wexford/Missaukee carried Commercial Land in Commercial Class and Rosco carried it in the Land Class. In the new database, all Commercial Land will now be carried in Commercial Class only.

SENTRILOCK LOCKBOX SERVICE

HELPFUL TIP

When you are using the WWW.SENTRILOCK.COM website you can change your display settings to automatically view the data without having to fill out search criteria. For instance... if you click on the lockbox tab it will automatically pull up a list of your lockboxes.

- Log into the website
- Click on "Manage My Account"
- Select "Display the first page of data when I open a page"
- Click "Save Changes"
-

REPORTED VIOLATIONS

- (1) Key removed from lockbox and not replaced by showing agent.
- (2) Access to a home without Call Before Show appointment scheduled.

REALTOR SAFETY WEEK SEPTEMBER 14-20, 2008

To raise awareness about this important issue, September 14–20, 2008 has been officially designated as the fifth annual REALTOR® Safety Week

Take a quiz to test your safety sense!

1. Before showing a home for the first time, I should ask the sellers:

- a) Have you ever seen ghosts in the house?
- b) Do you mind if I turn on the television?
- c) Do you have any dogs?
- d) All of the above

2. To find a first-rate self-defense course in my area, I should:

- a) Ask family and friends for recommendations
- b) Look for a course with a broad focus
- c) Meet the instructors before signing up
- d) All of the above

3. To protect against theft during a home showing, I should:

- a) Treat every potential buyer like an escaped convict
- b) Be especially wary of men who come to view the home alone
- c) Remind sellers to put all valuables in a safe place
- d) All of the above

4. One way to stay safe on the job is to have a distress voice signal for when you want to call for help without alarming someone who can overhear you. To create such a signal, I should:

- a) Establish a secret phrase that's not commonly used but can be worked into any phone or in-person conversation when I'm feeling uneasy about a situation
- b) Carry a dog whistle that is mute to humans but will irritate canines, and blow into the whistle whenever I'm feeling uneasy about a situation
- c) Think of a common distress word such as "help" or "fire" that I can shout to grab everyone's attention when I'm feeling uneasy about a situation
- d) All of the above

5. When holding an open house, I should:

- a) Inform a neighbor that I'll be showing the house and ask if he or she would keep an eye and ear open for anything out of the ordinary
- b) Check all rooms before anyone arrives and determine several "escape" routes. Make sure all deadbolt locks are unlocked to facilitate a faster escape
- c) Don't assume that everyone has left the premises at the end of the day. Check all rooms and the backyard prior to locking the doors, and be prepared to defend myself
- d) All of the above

6. When meeting prospective clients for the first time, I can stay safe by:

- a) Asking them to meet me at the brokerage office
- b) Finding out their motivation for buying or selling
- c) Writing their first name and e-mail address on a note card and leaving it with a colleague
- d) All of the above

7. The 10-second rule is a smart and quick way to keep safety at the forefront throughout the day. How does it work?

- a) I take 10 seconds to review self-defense strategies right before getting out of the car
- b) I breathe deeply and count backwards from 10 to gain composure before meeting new people
- c) I take 10 seconds as I arrive at each destination to evaluate my surroundings and check for anything that's out of the ordinary
- d) All of the above

8. When I'm working at the office, I should take this safety precaution:

- a) Make sure that my desk is not visible from the front door
- b) Secure all unused doors and windows, especially if they're in the rear of the office or out of sight and earshot
- c) Listen to music on headphones to boost my concentration
- d) All of the above

(Answers on are on page 3!)

SEPTEMBER MEMBERSHIP MEETING 9/12/08 AT MR. JOHN'S IN LAKE CITY

The next General Membership Meeting will be held on Friday, September 12th at Noon at Mr. John's Restaurant in Lake City.

Our special guests will be Representatives Darwin Booher (102nd District) and Joel Sheltroun (103rd District) and our Western District Governmental Affairs Director from MAR, Doug Merriam.

We hope that with this advance notice you will be able to schedule time to attend to hear what they have to say and to offer your comments to them as well.

We will also be recognizing and honor our new 200 Realtor of the Year Barry Fall at this meeting.

EDUCATIONAL OPPORTUNITIES



The 2008 MAR Convention & Expo is coming to Detroit! MAR's Convention & Expo is the premier educational and trade show event for real estate professionals. The event is being held September 17-19 at the Detroit Marriott at the Renaissance Center. Be sure to attend the largest real estate event in Michigan!

This is the perfect year for you to make the MAR Convention & Expo part of your plan to improve your business. The market is changing. We all need to know how to stay on top of technology, ways to create new business models and more aggressive ways to market our listings and communicate with our clients. Join us for three days of education featuring some of the top industry experts from around the country who will share advice and real world solutions on how to stay ahead in your market. We have a packed agenda this year. Be sure to check out the entire schedule, but don't forget to register early for additional savings!

Visit the MAR website at: <http://www.mirealtors.com>

EXPAND YOUR MARKET

TAAR is offering a class with Marcus Wally as Instructor. You may call TAAR office at (231) 947-2050 for more information.

Learn how you can take advantage of the ever increasing international real estate market for homes in the United States. Internationally known and respected instructor for the Certified International Property Specialist series, Marcus Wally can teach you! The international real estate presentation "Expand Your Market" with Marcus Wally has been moved to September 9, 2008, at the TAAR Office.

Answers to the Safety Quiz:

- 1) c 2) d 3) c 4) d
5) d 6) a 7) c 8) b