



# PBBR FRIDAY FLASH

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## Friday, August 28, 2009

In summer, the song sings itself. ~William Carlos Williams

### LEADERSHIP 2009

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PBMLS PRESIDENT

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PBBR PRESIDENT ELECT  
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**RICK LANTZ**

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**SALLY BAKER**

Ex Officio

STAFF

ASSOCIATION AEO

**SALLY BAKER**

ADMIN ASS'T

**AMBER YOUNGS**

### Rick Lantz named PBBR's 2009 REALTOR® of the Year! Congratulations!



Rick was first licensed as a real estate sales agent in 1979 in Mt. Pleasant with ERA Realty. After two years, he took a position outside of the real estate industry, as a manager for Fuelgas Propane Company in Remus, MI. He promoted and moved to Cadillac. In 1998, Rick took a position with Thermogas in Cadillac, and then moved to Monroe as a result of another promotion. Rick and his wife, Carolyn, who also works in the real estate industry, moved back to Cadillac in 2000. Both were licensed at that time with ERA Greater North Properties. In 2003, Rick and Carolyn purchased Whitetail Realty from Wayne Everett (1981 President of Michigan Association of REALTORS®) and remain its current owners.

Rick has served on the MLS governance since 2004, first as a committee member, then as the committee chair from 2005 until 2008. In 2009, he was elected as a Director for the MLS. During Rick's tenure he has been committed to the common goal of the leadership and membership of Paul Bunyan Board of REALTORS® to merge the two operational MLS committees and their geographically unique databases into Paul Bunyan MLS, Inc. and one database. This goal of our association and its MLS was finally realized in January of 2009.

Rick is a member of the Lake City Area Chamber of Commerce, and was selected to serve on the planning committee that worked to develop the Ambassador program for the Chamber in 2001. He attends the state level of the Ambassadors conventions and continues to do fund-raising for them. He also assists with the monthly meetings of the Business After Five program for the Chamber. He has served as a coach for five years with the Cadillac Area Sports Association, focusing on softball and basketball, where he helps youth participants in the program to learn the techniques of the game, teaching them about good sportsmanship, encouraging them in developing their personal talents in both athletics and in their personal lives. Rick is active and participates in other community organizations such as the Northwest MI Homebuilders Association, assisting in planning and taking part in the annual homebuilders shows.

He maintains a special, personal interest in interacting with veterans, disabled veterans and supporting the families of our military personnel who are currently serving.

Rick is a fair-minded and patient individual, always looking toward maintaining a high level of professionalism. Having been in a leadership position for the last five years, Rick's kindness is the first thing people notice when interacting with him. As a member of the leadership team of Paul Bunyan MLS, Inc., his approach is to be a good listener in order to have the information to weigh all viewpoints objectively in the decision-making process, to provide balance to discussions and to work in the best interest of the membership. He is an asset to the leadership team and a respected member of the leadership team.

"Rick is a pleasure to work with, always making himself available for discussion and inquiry - and well deserving of the honor of REALTOR® of the Year representing PBBR members," says Sally Baker, AE for PBBR.

## **August 2009 Field Report - West Michigan**

### **By: Doug Merriam – West Michigan Field Director**

#### Legislation Introduced to Extend First Time Homebuyer Credit

Legislation to extend the \$8,000 first time homebuyer tax credit is pending on the federal level in both the House and the Senate. The current tax credit, which applies to first time home buyers expires December 1st. MAR's Federal Political Coordinators (FPCs) have been meeting with Michigan members of Congress during their August break to communicate the need to have the credit extended through December 2010. The National Association of REALTORS® homes sales data has shown that the portion of first-time homebuyers in the market during 2009 has been about 50%. Historically, about 35-40% of purchases are first-time buyers. Furthermore, it is the hope that the tax credit, if extended, will be expanded to all purchasers. [Click here to read more about the First Time Homebuyer Tax Credit.](#)

#### 2009 RPAC Silent Auction is Approaching

The 2009 MAR Convention and Expo is fast approaching! This year's Convention will be held October 7-9 at the Grand Traverse Resort & Spa in Traverse City, Michigan. As in previous years, one of the biggest highlights during the MAR Convention and Expo is the RPAC Silent Auction. Local REALTOR® associations from around Michigan generously contribute items and gift baskets which grab the attention of everyone who attends, while also helping raise RPAC dollars critical to safeguarding the real estate industry. The success of the auction is only as good as the items donated by our local associations and past contributions by each local association have been outstanding! We would love to have 100 percent participation from each of our boards, and if there is anything the MAR can do to help accomplish this, please let us know. As a reminder, local associations also have the option of making an RPAC II corporate contribution toward the Silent Auction in lieu of a basket or item. The contribution can come from either the local boards or their Multiple Listing Service (MLS). The MAR Auction Task Force and MAR staff will then buy items for the bidding with the local association corporate contribution. The locals will still get full credit for their contributions at the Auction. RPAC II Contributions should be sent to the MAR offices, attention Brad Ward by Friday, October 2nd.

Please let me know if I may assist you in getting your item or association contribution to this year's convention. I am always happy to assist.

#### News from NAR: Small Business Health Insurance Reform

For at least six years, and through periods of both Republican and Democratic congressional control, NAR has worked on health insurance reform legislation. The goal has been to devise bills that would allow small businesses and the self-employed to negotiate for improved health insurance products and have access to more affordable "group coverage." NAR has been a leading player involved in the drafting and advocacy of both bipartisan and majority-only legislation including the Small Business Health Option Program (SHOP), Small Business Health Cooperatives (CHOICE), Small Business Health Plans (SBHPs), Association Health Plans (AHPs), as well as a number of health-related tax measures.

The healthcare issue has also been one of the top four issues that REALTORS® have discussed with their Representatives and Senators during each NAR Midyear (Washington, DC) Meeting since 2003. In addition, NAR's leadership has testified before both the House and Senate on the need for reform to address the problems faced by the Realtor community. The issue has also been the focus of Calls for Action to our members urging enactment of the various bills that NAR has supported. In addition, our Issue Advocacy program has regularly put out both print and radio ads in the DC media market and in some Congressional districts, as well. These ads have called attention to the health insurance challenges that REALTORS® and other self-employed individuals face.

For more information on various aspects of small business health care reform, please click on NAR's Web site.

#### State Budget Problems Persist

The news has been anything but positive over the last few years regarding Michigan's budget situation. State government continues to spend at a rate higher than it is collecting revenue for the current fiscal year. While federal stimulus funds are the focus of filling the budget hole for the current fiscal year, the legislative leadership and Governor Granholm continue to meet and work toward an agreement to fill next fiscal year's budget gap of \$2.7 billion. This agreement needs to be in place prior to October 1st so as to avoid an unnecessary partial shutdown of government services.

The MAR staff has been meeting with legislators and other leading business groups during the summer season. Know that even though legislative session days in Lansing are limited, the REALTOR® message is continuing to be carried to our elected officials. We are keeping tabs on all potential spending and tax change proposals that would impact the residential and commercial real estate industries, as well as overall changes to Michigan's business, property, or sales taxation structure. Rest assured that an alert will be sent to the membership containing important information on these issues should it be warranted.

# ANNOUNCEMENTS



Promotion for the federal tax credit, produced by Michigan Association of REALTORS®  
Click here to view it or copy and paste it into your browser:

<http://www.youtube.com/user/MICHREALTORS>

Note there is also a neat clip about How RPAC Works for You on that page as well.

**Still need con ed credits for this 3 year cycle?  
We've got the class for you locally!**

Gwyn Besner from Acme Institute is scheduled as our instructor for October 29<sup>th</sup>. Registration forms will be posted online beginning the week of August 31<sup>st</sup>.



Michigan Association of REALTORS®  
October 7 – 9, 2009  
Grand Traverse Resort  
Register now! <http://www.mirealtors.com>

## GO FOR THE GREEN

**Thought you might be interested!**

The Traverse Area Association of REALTORS® is holding the NAR Green Designation course. NAR's Green Designation is the only environmental real estate designation addressing multiple specialties. It is also the only green designation for agents AND property managers recognized by the National Association of REALTORS®.

The GREEN designation comes at a time of increasing demand for green home features. Green buyers purchase homes that cost, on average, \$12,400 higher than the median home price in 2007, according to NAR's 2007 Profile of Buyers Home Features Preferences. The two-day course highlights what makes a property green and energy efficient, strategies for educating clients about green features, financial incentives and rebates available, and how to market yourself as a green real estate specialist once you obtain the GREEN designation.

To qualify for the Green Designation, both the Core Course and the Residential Elective Course must be completed. The Residential Elective Course is also available to take online following the completion of the Core Courses.

Core Course Date: September 2 & 3 - Core Course; September 4 - Residential Elective (optional) Time: 8:30 am – 4:30 pm Place: Crystal Mountain Resort, 12500 Crystal Mountain Dr., Thompsonville, MI 49683

Price \$295/core + \$125/Residential elective= \$420 Contact Bill Costley at (231) 947-2050 for details. CE Credit breakdown: Michigan Core class 15 hrs, Residential elective 7 hrs

REGISTRATION FORM: <http://members.taar.com/TAAR-GreenDesignationMailer%20r.pdf>.