



PBRR FRIDAY FLASH

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There are no secrets to success. It is the result of preparation, hard work, and learning from failure.
- General Colin L. Powell



LEADERSHIP 2009

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ANNOUNCEMENTS



Former Member, Mike Loughray, returns to Paul Bunyan Board as a new member with Real Estate One Point North in Houghton Lake.

PBRR Con Ed, 10/22/09 at McGuire's Resort with Gwyn Besner from Acme Institute in Acme, MI

 **We will once again be scheduling a 2009 PBRR Flu Shot Clinic for our members within the next month of so at a cost of \$20 per person.** The clinic will be held at the association office. Day, Date and Time will be noticed along with the information flyer and sign up. At this time we do not know if the H1N1 shot will also be available to be administered during this clinic. We will try to schedule another clinic for the H1N1 inoculation if it becomes necessary.

The Association office has developed a simple wellness/seasonal flu policy for the winter of 2009/2010.

- Staff will be getting our regular flu shots and H1N1 inoculation. If a staff member becomes sick with flu symptoms, they will be expected to stay at home until 24 hours after symptoms have cleared. If they are able, they may work from home so as not to result in a loss of pay.
- The association respectfully requests that if members are exhibiting signs of illness such as coughing, runny nose, fever, sore throat, flu symptoms, et cetera, that they do not come to the association office to conduct business. We request that they send someone in their place who is healthy for whatever they needed to stop by for.
- If significant signs of a community-wide influenza outbreak occur, registration fees for classes scheduled at that time will be refunded. Any board of directors meetings and general membership meetings scheduled during this time will be rescheduled. Staff may choose to work from home until "the coast is clear."
- Under any circumstances, do not attend a meeting or a class when you are not feeling well. Be considerate of the health of those you would come in contact with.
- Any closures of the association office will be posted as a message on the association's membership forum PBRRMLSForum, on the association website, on the MLS Message of the Day and bulletin board, and our voice mail center will indicate any closures.



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



Here are all the reasons why it would be beneficial for you to attend the 2009 Annual MAR Convention and Expo being held almost in our own backyard this year! And recognition of our 2009 REALTOR® of the Year, Rick Lantz, Whitetail Realty in Lake City

F.A.C.T: Foreclosure Avoidance Comprehensive Training - Will Weaver

Learn the In's & Out's of Foreclosure Avoidance to Help Your Clients. Increased Sales & Increased Earnings from SALEABLE listings! This workshop will teach you how to handle all aspects of a difficult situation with the end result being the best possible resolution for all parties involved.

5 Social Media Tools for Building a Solid Business Foundation - Daniel Rothamel (The Real Estate Zebra)

Social Media is having a dramatic impact on the way real estate professionals manage their business and communicate with clients and prospects. In this session, you'll learn about 5 tools you can use to take advantage of the opportunity that social media provides to increase your effectiveness and ramp up your business.

Identity Protection - Yours and Your Customers - Andrew Wooten

We've heard about it and probably know someone who has experienced it...Identify Theft. It is now the #1 crime in the WORLD. This seminar explores identity theft, and what you can do to prevent it happening to you. **MARVELOUS CLASS – BROUGHT TO MEMBERSHIP BY DEMAND OF LEADERSHIP FOLLOWING THE LEADERSHIP ATTENDING HIS CLASS DURING THE ACHIEVE CONFERENCE IN JANUARY.**

Techniques in Property Tax Appeal - Brian Kirksey

An introductory course teaching users the basic process for property tax appeal, techniques for success, items to be avoided. Participants will understand the process, and be able to provide advice to clients in regards to the appeal process in the State of Michigan.

Living in a Time of Generational Change - Karl LePan

Just when you thought you had Gen-X, Baby Boomers and Veterans all figured out, here come the Millennials! Are you ready? They represent one of the most challenging generational changes business management has ever encountered, but their promise is just as great. Tapping all that potential while sidestepping the pitfalls is the subject of this highly-focus workshop.

Tax Relief for REALTORS® - Karen Ryan

Expect an entertaining and engaging session with Karen Ryan, filled with practical, take-away tips that you can begin using tomorrow. Karen will introduce you to ways of protecting your hard earned income from taxation in ways that are ethical and legal. Having served as a real estate broker herself, Karen has applied her knowledge of tax laws and her experience with the IRS to your unique issues and concerns. Karen uses real case situations realtors experience to demonstrate the pitfalls of poor tax planning and the benefits of taking simple preventive actions in reducing your tax exposure.

MSHDA's Homeownership Programs - Delivering the Dream to Michigan Families - Trevor Winterowd

REALTORS® will learn how to utilize MSHDA's products to provide homes for their low- to moderate-income customers. The program will be offered to any REALTORS® seeking additional information on MSHDA's mortgage products and services.

Millennium Tech Tools - Rich Sands

This course will take you directly to the heart of what tools are essential for a real estate professional, what valuable websites exist to make life easier and how to sort out the LinkedIn, Facebook, Twitter world. The tech train has left the station, here's your chance to climb aboard!

Coaching Sellers for Success - Jackie Leavenworth

The game has changed!!!! Today's economic climate calls for a different style of counseling. Learn to bring sellers' expectations closer to reality while earning their business and loyalty. When the game changes, we must change the game plan!

Leadership-How to Inform, Instruct and Inspire in a Turbulent Environment - Steve Harney

Today, leadership and confidence are at a premium. During these challenging times, morale slips, agents become fearful, and this reduces productivity and creativity. Learn the five keys to leading in today's atmosphere.

- * Managing fear with emotional intelligence,
- * Eliminating defeatism, through confidence
- * Building credibility by demonstrating competence
- * Creating loyalty by the use of tradition
- * Engaging in the discovery and development of talent

If you believe that leaders are responsible for creating and maintaining momentum, don't miss this class!

Using MLS Data and Excel to Model Real Estate Markets - Brian Kirksey

This hands on class will teach participants how to model real estate data from popular MLS systems. Within this class participants will learn how to correctly format data for use within Excel 2007, basic and advanced formulas to model market condition changes and effects on value.

Risk Management - Are you Protecting Your Assets? - Lisa Scoble

Hear about Errors and Omissions liability exposures agents and brokers face today. Discussion includes Risk Management basics, 12 risk reduction tips, and claim examples including potentially volatile areas of practice.

Visual Chi: How to Create the Perfect Electronic Presentation - Rich Sands

"The use of PowerPoint has been a disaster and it should be ditched." Those are the words of Dr. John Sweller. Once the panacea of the tech age, has PowerPoint outlived its usefulness in today's fast paced world? For many, yes, but it doesn't have to be that way. Presentation is really nothing more than communicating with others in an effective way. This class will take your PPT skills to a new level and allow you to focus on using the program to enhance your client service.

Coaching Buyers for Success - Jackie Leavenworth

Are you in real estate or "wheel" estate? Stop driving people around who will never buy! Today's buyers are different, they shop differently, they think differently and they buy differently. Learn fun, new approaches to get the buyers off the fence and ready to buy at a realistic price.

Systems Keep You Sane - Chandra Hall

This course will describe the differences of a typical day with and without proactive systems in place. Chandra will show the importance of and how to track your marketing dollars. She will also go through planning, proactive scheduling, including hard copies vs. electronic resources. She has many tips and tricks for: tracking systems and resources, planning systems, form use, and record keeping systems. After this course you should be able to develop an action plan to implement a minimum of two new systems and select the most appropriate systems for your business needs and personality.

Keeping Current Matters in Today's Market - Steve Harney

In this course you will learn how to use current trends and the media to your advantage in diminishing buyer uncertainty and educating uninformed sellers on pricing strategy. Learn how the top professionals help their clients understand the information and translate that into ACTION.

Smartphones, Wireless Technology Gadgets & Great Tech Tools - G. Williams James

Learn more about today's technology tools, opportunities to increase business and your business savvy. Explore the latest, most wanted gadgets for your real estate business. Learn to use PDAs, wireless peripherals and applications like a pro.

Drive More Business by Mastering Your Marketing - Steve Pancinelli

Real Estate isn't about Selling, it's about Marketing. Join this seminar to learn how you can boost your personal brand and increase sales by implementing a consistent and ongoing marketing program. Learn how to differentiate yourself from other agents through automatic communication plans, and leverage powerful marketing campaigns with customizable templates to excel in a competitive market. Drive new sales, encourage referrals, and develop a steady stream of repeat business by using the industry's most powerful sales and marketing solution, Top Producer 8i.

Recent Changes to the Rules & Use of 1031 Exchanges - Margo Rosenthal

This Session will cover the history of the §1031 tax deferred exchange, Reasons to do a §1031 exchange, and Benefits of tax deferral. Margo will also cover how to combine an installment sale with a 1031 Exchange in order to save a deal in today's tough market and How to use RC 121 (primary residence capital gain exclusion) And 1031 to maximize seller's tax advantage and How vacation homes and second homes can qualify as Investment Property.

Selling More Homes with Rural Development - Michael Urban

Rural Development (RD) would like to make more Realtors aware of the USDA Rural Development Home Loan Programs. RD finances between \$240,000,000 and \$275,000,000 of guaranteed and direct home purchase loans for low and moderate income applicants. RD would like to increase this amount by making more people aware of our programs.

Use Facebook and Twitter like a Pro! - Daniel Rothamel (The Real Estate Zebra)

Real estate professionals all over the country have been taking advantage of the power of Facebook and Twitter to establish relationships, promote their brand, and strengthen their business.æ In this session, you'll learn Facebook and Twitter from the basics to the advanced techniques that will help you establish and maintain relationships, grow your sphere, and give your business the boost you've been looking for.

Parliamentary Precision - Tom Kotzian

Learn about Robert's Rule, the standard for conducting meetings at all levels of business, including state and federal government, as well as profit and nonprofit organizations. It is also the means by which the will of the majority may be determined in an orderly manner. Robert's Rule represents the fundamental concept of a democracy at its very best.

New Financing Realities for a New Market - Chandra Hall

This course will reflect new guidelines and realities in FHA, VA, HUD, RESPA, and conventional financing, including the impact of credit scores. Other topics being discussed include: current changes in finance and the economy, the current state of affairs with Fannie Mae and Freddie Mac, and statistics and legislative events in the area of foreclosure and short sales. There will also be information on programs and resources (and how to access them) about foreclosure available to those in need.

Hooked on My Blackberry - G. William James

A Hands-On workshop for Blackberry devices later than the 7100 series will cover shortcuts and features to improve your usability and advanced multimedia techniques. Learn to use documents without your computer in addition to marketing and client management techniques.

How to be an Island of Excellence in an Ocean of Mediocrity - Nancy Friedman

Knowing where you fall in the customer service arena compared to where you need to be is normally an eye opening experience. Did you know?

FACT: 8 out of 10 people who won't be doing business with you ever again, won't tell you that. They just go away.

FACT: 8 out of 10 people will tell 11 others how bad you are.

FACT: 1 out of 10 will tell others how good you are.

Ya just gotta work smarter! The Telephone Doctor's 10 Point Self-Assessment Quiz helps you evaluate your current situation and identify the gap between where you are in the Customer Service arena and where you need to be. After you take the quiz, Nancy covers some of the 10 points covered on the quiz and gives you solid information you can apply immediately to improve your communication skills and connect better with your clients, friends and family.

Legal Update – Greg McClelland and Gail Anderson

A member favorite, with MAR's very own legal counsels Greg McClelland & Gail Anderson, this update will cover a variety of seller financing tools, current contract issues in a foreclosure or bank owned property environment, DELEG complaints, foreclosure & short sale issues, and a legal liability update.

Why REALTORS® Can't Survive Without A Smartphone - G. William James

Are you looking for solid information on compatible technologies? Then this session is for you, not only will we break down the differences in devices, their pros and cons, but discuss what to look for and what to consider when purchasing technology devices for real estate. Learn how you can use smartphones and mobile devices to maximize on business success.