



PBBR FRIDAY FLASH

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HAVE A QUESTION? WE HAVE THE ANSWER!

Q On Paragon when I go to Firm Inventory I see something that says "Client Hit Count" what does this mean?

A With a recent Paragon Update, a new feature was added - Paragon MLS Agent and Client Hit Counters. With Agent and Client Hit Counters, you can see how many MLS users who have logged into Paragon and viewed your listing. You can also see how many clients have viewed your listing in emails sent from Paragon.

When an MLS user who has logged into Paragon views your listing in a detail report view (such as "Agent or Client Detail Reports"), a "hit" will register on the listing. Spreadsheets, summary one-line views, and multi-up report views will not record "hits" since multiple listings appear on the same page.

Multiple views of the same listing will only be recorded as a single "agent hit" during each agent login session, therefore multiple views will not skew the "hit counts". A view by the same agent in a subsequent login session will be counted as an additional "hit".

When a client views a listing in an email sent from Paragon, a "hit" will be recorded on that listing in the "Client Hit Count" field. "Client Hit Counts" are limited to one "hit" per day per client. When multiple listings are sent in a single email, "hits" will only be counted when a client selects each individual listing for view (by MLS number).

The email must be sent using the "Hyperlink" option for "Client Hit Counts" to register.

"Hit counts" are available only to the listing agent and broker in the default Agent report, the MAX Agent large pic report, the EBRD agent reports and the spreadsheet views. Additionally, agents will only have access to "hit counts" on their listings. "Hit counts" can be reset to zero on the listing maintenance screen. Counts will only be recorded on listings in "Active Statuses" (ACTV, NEW, BOMK, PCH, AC). Counts on "Off-Market" listings will be retained. Hit Counts are viewable in Firm Inventory as well.

PARAGON 5 COMING SOON!

Paragon 5 will be here in the first quarter of 2010! It will be fully cross browser and cross operating system compatible. In addition, it will include innovative multi-tasking capabilities, a new CMA Wizard and Client Connect (the latest in client collaboration tools). Paragon 5 will be fully compatible with Microsoft Internet Explorer, Firefox, Apple Safari, Google Chrome, and Opera. With the addition of Safari to the family of browsers this means that Paragon will be fully operational on any Mac operating system!

Excerpts from NOVEMBER 2009 Governmental Affairs Field Report
By: Doug Merriam – West Michigan Field Director

Budget Woes Continue

Lansing continues to be challenged by the budget situation. We have scored a big victory in the process as a budget for the current fiscal year is now in place without a tax increase being concurrently enacted to fund it. Even though the Fiscal Year 2010 budget has been signed into law there continues to be a push for targeted business taxation increases. There are lots of politics being played to try and force a tax increase vote. Discussions are ongoing about what can be done in this area, but so far there is not sufficient support to increase any form of taxes by our elected leaders.

The MAR Public Policy Committee and Board of Directors continue to direct our efforts as a leader of the 'One Voice for Reform Coalition' which recently presented a petition to the Legislature and Governor asking our elected leaders to make the tough choices to reduce spending, avoid taxation increases and pass meaningful reforms to revitalize state government. The petition carried the names of about 500 real estate offices among thousands of businesses from across the state.

Our position on the budget situation remains clear...under our specific tax structure the state is only generating a set amount of income for public sector operation. The way out of our structural budget deficit will be for governmental units to look inward and embrace true government reform that will make more efficient and less costly the actual operation of government. Making reforms to the 'spending' side of the ledger is exactly what families and real estate industry practitioners have had to do recently to survive during these challenging times and the public sector should not be held harmless from this standard. After enacting such cost saving measures we can then focus on reforming our state's tax and regulatory system to become one of the most competitive states in which to do business in America.

Commercial Broker Lien legislation on the Move in the Senate

Senate Bill 610, legislation to protect commercial brokers against losing rightfully earned commissions, has passed out of Senate Economic Development and Regulatory Reform Committee and it is anticipated that it will move out of the Senate in the coming days. This legislation which has been introduced by Senator Jason Allen (R- Traverse City) would create the "Commercial Broker Lien Act" and will allow a lien to be placed on commercial property for non payment of commission. Certain requirements will need to be present in order to record the lien including, but not limited to;

A written commission agreement must be present and the broker is entitled to the commission under terms of the agreement.

The broker records the lien before the conveyance of the property.

Many commercial brokers have reported difficulties in collecting commissions on deals that have taken months or even years to complete. Increasingly, our commercial members are finding themselves falling victim to, what has been termed in the industry as a "commissionectomy", especially in leasing situations. More often than not, the cost of pursuing a lost commission far outweighs the commission itself.

Another purpose of this legislation is to prevent future lawsuits in regard to commissions. While commercial real estate brokers make up a portion of our membership, it is necessary to do everything possible to avoid costly litigation procedures with buyers or sellers who might be looking to take advantage of brokers not wanting to lose a sale. Avoiding litigation is a good thing for all REALTORS®, whether they sell commercial or residential properties. Approximately two dozen other states already have commercial broker lien laws in place, including the neighboring states of Illinois and Ohio. The MAR staff will continue to meet with legislators in the House and the Senate to express the importance for why this legislation is needed.

Home Valuation Code of Conduct (HVCC)

As many of you already know, the Home Valuation Code of Conduct (HVCC) came out of an agreement between New York Attorney General Andrew Cuomo and Fannie Mae and Freddie Mac. The HVCC provides a code of conduct for appraisals used in Fannie and Freddie loans and sets up an Independent Valuation Protection Institute to monitor the appraisal business. The institute will accept complaints from consumers and appraisers regarding the conduct of appraiser professionals. The largest concern stemming from the proposed HVCC dealt with Appraisal Management companies.

On the federal level, HR 3126 was introduced to create the Consumer Financial Protection Act. The bill cleared the House Financial Services committee with an amendment that would sunset the HVCC. The amendment requires the new Consumer Financial Protection Agency to come up with rules on appraisal independence within 60 days of passage. The HVCC would sunset at the adoption of this rule. We continue to monitor the progress of this legislation, and will keep you informed of any new updates.