

APRIL 2021

GKAR MEMBER NEWSLETTER

Bearings

GKAR NEWS

COMMITTEE MEETINGS

April 2nd

- [Professional Development](#)

April 5th

- [Advocacy](#)

April 9th

- [Community Relations](#)
- [Risk Management](#)

April 13th

- [MLS](#)

April 14th

- [Membership](#)

NAR Code of Ethics—Addition to Article 10

NAR is hosting free trainings to provide guidance on the changes to the Code of Ethics that were approved last November, and to provide an opportunity to ask questions of policy experts. [Next up is a panel discussion of commonly asked questions on new professional standards policies on discriminatory speech on April 6th, 2021.](#)

Article 10, SOP 10-5: REALTORS® *must not use harassing speech, hate speech, epithets, or slurs based on race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity.* (adopted 11/2020) [Learn more about the addition and view previous trainings here.](#)

April is Fair Housing Month

Every April, REALTORS® commemorate the passage of the Fair Housing Act of 1968 with events and education that shine a light on housing discrimination and segregation, and a recommitment to expanding equal access to housing. [Access information and resources on the National Association of REALTORS® Website.](#)

Nominate a Member for the NAR Good Neighbor Award—Due May 7th

NAR's Good Neighbor Awards recognize REALTORS® whose volunteer work has made an extraordinary impact on their community, the national, or world stage. Five winners are announced each fall in REALTOR® Magazine. Winners are recognized annually at the REALTORS® Conference & Expo, and receive \$10,000 grants for their charities. These esteemed REALTORS® also receive national and local media exposure for their community cause.

In addition, five honorable mentions each receive a \$2,500 grant. [Click here for more information or to submit a nomination.](#)

GKAR Emeritus Benefit Recipients

Congratulations to the following Members for achieving 40 years of Membership with GKAR during the month of April and receiving approval for the GKAR Emeritus Benefit!

Jared Arnold, Berkshire Hathaway HomeServices MI

Robert Mulder, Acura Valuation

Jack Poulsen, Michigan 1st Realty

REALTOR® Party Mobile Alerts

When a Call for Action is launched, subscribers get a short text message, letting you know what you can do to take action on important real estate issues. Sign up by texting: REALTORS to 30644. [Learn more.](#)

President's Message



Rick Crepas
2021 President
[Email Rick](#)

[Contact a](#)
2021 Board Member

[Contact a](#)
GKAR Staff Member

Happy Spring! Warmer temps, sunny days, flowers sprouting, and a crazy real estate market signal a fresh start for 2021. As we enter Spring, I am encouraged that we may all have our spirits lifted in knowing that we have made it through a Michigan Winter, and hopefully, the worst of the COVID-19 pandemic. Please remember we have ALL been in this together, and together we will be stronger when COVID-19 is a memory.

As millions of Americans are getting vaccinated, up to 2.9 million per day, we must all keep ourselves focused on continuing to be safe. Following CDC, State, and NAR requirements is extremely important. We are all weary of the last thirteen months, but with a little additional patience, we will come out on the other side. Continued social distancing, wearing a mask, and following hygiene recommendations, not only keeps you safe, but your family, Colleagues, and clients as well. Let's all continue to hold ourselves to the highest possible standards, and demonstrate the commitment REALTORS® have to our profession and community.

The finish line is in sight!

The GKAR Board of Directors and GKAR Staff have been busy ensuring your Association is doing everything it can to keep real estate moving during the pandemic. We continue to look at our Association with an open mind, and continue to look for ways to improve. As your President, I have formed five Task Forces to address multiple issues that I consider important for 2021, and beyond. I feel it is important for as many people as possible to be involved in decision making. We currently have approximately 125 GKAR Members participating in [GKAR Committees](#) and [Task Forces](#). Special thanks to those who are taking an active role in making GKAR the best Association it can be.

I hope everyone has a wonderful, safe, and prosperous Spring.

Rick Crepas
2021 GKAR President

UPCOMING

April 6th, 2021

- [National Speaker Program](#)

April 15th, 2021

- [Professional Development Series: Fair Housing](#)

GKAR Virtual National Speaker Program is April 6th, 2021

[Register to attend the National Speaker Program](#) and learn to harness, develop, and apply your Seven Powers™ to enrich your life and grow your real estate business. Exclusively for GKAR Members and included with your Membership. [View the guest list.](#)

Register Now! Professional Development Series: Fair Housing is April 15th, 2021

Register now! This informative virtual program coordinated by your GKAR Professional Development Committee and sponsored by the 2021 GKAR Business Partner Fund, will feature Patrese Griffin, Vice Mayor of Kalamazoo. [Fair Housing | Thursday, April 15th, 2021 | 9:00 am](#)

NAR Legislative Meetings May 3rd—14th, 2021

NAR invites you to join them in advancing issues important to the real estate profession and the livelihood of REALTORS® at the virtual 2021 REALTORS® Legislative Meetings & Trade Expo! [Get the details here.](#)

EDUCATION

UPCOMING

September 14th - 15th, 2021

- [SRES](#)

2021 Continuing Education with GKAR

If you took one of the Alpha, Bravo, or Charlie two-hour virtual Continuing Education Courses with GKAR, you earned your 2021 two Credit Hours Legal. If you took all three Courses, you earned the recommended six hours of CE per year. If you missed one of these courses, we have online CE providers listed below.

Online Continuing Education Options

The Michigan Real Estate Academy (MREA) recommends these independent providers for online education.

[Great Lakes Realty Systems, Inc.](#)

[REALTOR® University](#)

[The CE Shop](#)

[View a Full List of Courses at CEMarketplace.net](#)

Senior Real Estate Specialist® Two-Day Designation Course

This two-day Designation Course instills the knowledge and understanding required to meet the needs of clients over the age of 50. GKAR Members save \$40 on tuition and pay only \$390. Course includes two Credit Hours Legal and 11 General Credits. Thank you, TCF Bank, for helping to make it possible! [Get the details now.](#)

SALES REPORTS



Sales reports are published the following month once all data is received.

- [Cumulative Sales Report](#)
- [MarketStats](#)
- [Sub-Area Residential Sales Report](#)
[February 2021](#)
[February 2020](#)
- [Create a Ranking Report](#)
- [Create a Production Report](#)

[REALTOR® MEMBER BIRTHDAY CALENDAR— APRIL](#)

[NAR REALTOR® EMERITUS ELIGIBILITY DETAILS](#)

[GKAR EMERITUS BENEFIT DETAILS](#)

MEMBERSHIP

Welcome New Members REALTOR®

Nick Ailstock - Zuiderveen, REALTORS®
Chris Caporossi - Live Local Properties
Jessica Cooper - Carlson REALTORS® & Development
Kandi Free, Jaqua, REALTORS®
Lauri Hartzell - Five Star Real Estate
Bruce Harvey - Live Local Properties
Jamie Jager - Five Star Real Estate
Jessie Keener - CENTURY 21 Affiliated
Tamara Kramer - CENTURY 21 Affiliated
Jerry Maze - EXP Realty
David Molnar - recreyate
Mary-Frances Oliphant - Berkshire Hathaway HomeServices MI
Sandy Rose - Berkshire Hathaway HomeServices MI
Kala Stafford - RE/MAX of Kalamazoo

Welcome New Life Member

Jim Cavanaugh

Welcome New Secondary Member REALTOR®

Shelby Robinson - Evenboer Walton, REALTORS®

Welcome New REALTOR® Office

recreyate - David Molnar, Broker

Additions to Existing Business Partners Offices

Christine Hamlin - PrimeLending
James Langworthy - PrimeLending

Join an NAR Committee

NAR's Committee applications for 2022 are open from March 2nd—May 7th, 2021. Remember that a minimum of 1 year of service at the national level is required to qualify for NAR's REALTOR® Emeritus Status.

[Committee Application Info](#)

Transfer - REALTORS®

Brian Bay - ERA Reardon Realty to Keller Williams Kalamazoo
Bobbi Bloomquist - Berkshire Hathaway HomeServices
MI to Five Star Real Estate
Kristen Clancy - Jaqua, REALTORS® to Jaqua,
REALTORS® Commercial
Amy Garber - Jaqua, REALTORS® to Five Star Real Estate
Emily Guilford - EXP Realty to Jaqua, REALTORS®
Ashley Schneider - Jaqua, REALTORS® to Jaqua,
REALTORS® Commercial
Omar Shariff - Bellabay Realty to Live Local Properties
Jerry Thick - ERA Reardon to Keller Williams Kalamazoo

Drop - REALTORS®

Crystalle Demarest - Golden Star Realty
Johnathan Kelsey - Golden Star Realty
Gina Molinari - Evenboer Walton, REALTORS®
Mikkia Smith - Jaqua, REALTORS®

Drop - REALTOR® Office

Couch & Co.

Change of REALTOR® Office Address

Whitmore Realty Group - 5161 W Main St, Kalamazoo, MI
49009

Drops - Existing Business Partner Individuals

Drake Siwicki - EST Home Mortgage
Andy Svikis - Lake Michigan Credit Union

KEYBOX CORNER

SentriLock is updating the SentriLock website with a new look and features, including adding My Listings to the SentriKey™ app. You now have the option to add additional listing information into SentriLock so it may carry over to the app for you to view and manage. [You can find a brief video on the recent updates here.](#)

PEAK PERFORMANCE ARTICLE

[An Intro to Short Sales—Part 1 \(The Short Sale Addendum to the Listing Agreement\)](#)

Homesnap Pro is Now Available

Homesnap Pro is the agent-friendly platform of the future for real estate professionals to operate their business, collaborate with clients, and carry their MLS with them in a mobile-friendly format. The integrated Homesnap Pro platform provides over 1,000,000 agents with access to powerful, intelligent mobile tools that accelerate their success. MichRIC® has partnered with Homesnap Pro to bring all these benefits to you. Homesnap Pro is the professional version of the Homesnap consumer platform built specifically for real estate agents.

Benefits include in app messaging with clients or potential clients, free leads for your listings, profile and listing view counts, rapid CMAs, and more. [Here is a guide to help set up your free account and learn about the product.](#)

Updated Virtual Alteration Policy

Your MLS Committee updated the recently adopted Virtual Alteration policy in the *GKAR MLS Rules and Regulations*. The previous policy restricted virtual fires in fireplaces on MLS photos. The updated policy now allows for virtual fires to be edited into working fireplaces.

Section 1.2.24 Virtual Alteration: “Virtual Alteration” is not permitted. It is the act of altering or editing photographs of real property (not personal property) from the original format to enhance the marketability of the real property. The altering or changing/editing could include, but is not limited to, changing colors or textures of walls, floor coverings, exterior, landscape, and roof color, ~~and fires in the fireplace.~~

Editing of ‘contrast’, ‘brightness’, and the use of wide-angle lenses and auxiliary lighting are not considered part of virtual alteration. *(Amended 02/21)*

MLS RESOURCES

Virtual MLS Training Available

Dotloop—April 20th, 2021, from 9:00 am - 10:00 am, via Zoom

MLS Training is a valuable benefit included with your GKAR Membership. Trainings are conducted by Sam Bartlett, your Director of Multiple Listing Service. Course sizes are limited, so reservations are required.

[To reserve a spot, visit www.gkar.com/mls](http://www.gkar.com/mls) or call (269) 382-1597.

Frequently using Supra lockboxes? [You are able to lease the Supra app by contacting the Southwestern Michigan Association of REALTORS®.](#) They will assist you in a monthly lease to have full access to the Supra app without the need of One-Time Only access from the Listing Agent.