

MAY 2020

GKAR MEMBER NEWSLETTER

# Bearings

## GKAR NEWS

### COMMITTEE MEETINGS

May 1<sup>st</sup>

- [Community Relations](#)
- [Professional Development](#)

May 4<sup>th</sup>

- [Advocacy](#)

May 8<sup>th</sup>

- [Risk Management](#)

May 12<sup>th</sup>

- [MLS](#)

May 13<sup>th</sup>

- [Membership](#)

**GKAR**  
Greater Kalamazoo  
Association of REALTORS®

### Reinstating Real Estate Safely

Governor Whitmer has revised and extended her “Stay At Home” order until May 15<sup>th</sup>. While the updated order loosened restrictions on many services, it still does not allow REALTORS® to resume beyond the digital landscape. Since the first order, GKAR has been in direct communication with Michigan REALTORS® and the National Association of REALTORS® regarding the state of real estate in Michigan and across the nation.

We are all disappointed real estate services continue to be listed as a non-essential service. However, the Governor also said she would be announcing “further economic re-engagement” in the coming weeks and we are hopeful our combined efforts as Local, State, and National Associations will allow real estate to resume while ensuring the safety of all involved.

Now is the time for the Governor to hear from all of us—real estate is critical to Michigan’s citizens and its economy! [Take action with this online communication to the Governor.](#)

Michigan REALTORS® is working on a set of guidelines and best practices for returning safely. They begin to outline [protocols for Members to follow for in-person meetings or showings] in their letter to the Governor. [Read the full letter here.](#)

Finally, your Board of Directors along with your Budget and Finance Committee continue to review the associations’ financial position to determine the best financial benefit for all GKAR Members in the coming months.

### Stay Connected— Stay Informed

We continue to serve you!

Even though our office remains closed, our GKAR Staff is available Monday - Friday; 8:00 am to 5:00 pm via phone, email, and Zoom.

#### Facebook

- [GKAR Member Group](#)  
*This is a private Facebook group for GKAR REALTOR® Members*
- [Follow Michigan REALTORS®](#)
- [Follow NAR](#)

#### COVID-19 Resource Pages

- [GKAR](#)
- [Michigan REALTORS®](#)
- [NAR](#)
- [Michigan.gov/Coronavirus](#)

# President's Message



[Jeff Lee](#)  
2020 President  
[Email Jeff](#)

[Contact a](#)  
2020 Board Member

[Contact a](#)  
GKAR Staff Member

Dear Valued Members,

I humbly express my deepest thanks. For the last five weeks I have had the opportunity to witness the true value of our Membership; our leaders continue to meet and show their commitment to us and our profession; Members have reached out to share their joys, frustrations, and struggles; and leadership has remained present through it all - thank you, leadership.

This has not been easy and none of us have been thrilled about the limitations, however, we have honored our duty to our community and exercised this responsibility of good citizenship.

I say to you, our members, as we face this invisible enemy, call upon the invisible ally of *COURAGE*. Forgive me for sharing a personal story - As some of you know I'm an avid skier. Years ago, when I worked at my father's adventure store, I met a father and his impressive daughter. They were there to get the young lady outfitted with a new set of boots, skis and bindings because she wanted to learn how to ski!

She was about 10 years old and born without knees. She explained to me she knew how hard it would be, but she really wanted to do it. That winter, she learned how to ski and became one of my heroes. Her determination and patience made her super in my book. Now when I ask myself if I have the courage, I think of her.

In closing, I would like to remind you that the many resources you will find at GKAR.com will inform you of special local offerings and resources from the National Association of REALTORS®. Continue to stay connected and stay healthy!

Jeff Lee

## HELPFUL LINKS

GKAR REALTOR® Member Facebook Group

- [Join](#)

NAR Right Tools Right Now—COVID-19 Resources

- [Learn More](#)

MichRIC® Study Hall

- [Learn More](#)

## UPCOMING 6-HOUR CON ED AT GKAR

[Register Today!](#)

- September 29<sup>th</sup>, 2020
- October 27<sup>th</sup>, 2020

### Spring 4:01 Postponed to June 18<sup>th</sup>, 2020

This GKAR Member Networking gathering is set to be held at the [Trak Houz Bar & Grill](#) in Kalamazoo, from 4:01 pm to 6:00 pm. We continue to monitor state guidelines and will be working closely with the Trak Houz to ensure this gathering is safe and in accordance with social distancing recommendations. Please stay tuned, as we will keep you informed on any adjustments. If you plan to attend, [mark, “going” on Facebook now](#).

### GKAR Annual Summer Golf Outing Update

With the return of golf season, we are hopeful we will be able to host GKAR’s Annual Summer Golf Outing as scheduled on Monday, August 24<sup>th</sup>, 2020. We are in communication with The Moors and looking to open registration in June or July, once we know more about whether golf carts will be permitted or not, etc. Thank you for your understanding and patience; stay tuned for details.

## EDUCATION

### Certified Pricing Strategy Advisor (PSA)—Sponsored by Chemical Bank New Date!

Start pricing homes with confidence; master this CMA course and learn how to evaluate the existing real estate market to take the guesswork out of pricing homes. The Pricing Strategy Advisor (PSA) Certification is specifically designed to enhance your skills in pricing properties, creating CMAs, working with appraisers, and guiding clients through the anxieties and misperceptions they often have about home values.

Dates: June 23<sup>rd</sup>, 2020 | Tuition: \$169 | [Register Now](#) | Instructors: [Robert Taylor and Martin Wagar](#)

#### New Agents:

- How Pricing Works
- Selecting Comps
- The Art of Making Adjustments
- Developing Price Opinions

#### Experienced Agents:

- Why it works
- Interacting with Appraisers & Lenders about Value
- How Lending Practices Impact Your Deal
- Financial Markets

## SALES REPORTS



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

- [Cumulative Sales Report](#)
- Sub-Area Residential Sales Report  
[March 2020](#)  
[March 2019](#)
- [Create a Ranking Report](#)
- [Create a Production Report](#)

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

## [REALTOR® EMERITUS ELIGIBILITY DETAILS](#)

### Welcome New Members—REALTOR®

Erienne Bailey - RE/MAX Executive  
Sam Davis - Century 21 C. Howard  
Andrew Diep - Five Star Real Estate  
Melissa Holtz - EXP Realty  
John Marchand - Jaqua, REALTOR®  
Ursula Marchand - Jaqua, REALTOR®

### Transfers—REALTORS®

Hillary Wilcox - Berkshire Hathaway HomeServices MI to RE/MAX Executive  
Brian Trainor - Keller Williams Battle Creek to Kalamazoo

### Drops—REALTORS®

Jimmy Chalenko - Live Local Properties  
Haley Otto - Keller Williams Kalamazoo

### Retiring—REALTORS®

Craig Andrina - Jaqua, REALTORS®

### NAR Committee Applications Accepted through June 1<sup>st</sup>, 2020.

There's still time to submit your NAR Committee application to be considered for a committee leadership or member position. To apply or more information, [visit the NAR Website](#).

**Apply for a  
2021 Committee**

Serve on a 2021 Committee and help shape the direction of your National Association of REALTORS®.  
Apply March 2 - June 1, 2020.  
Learn more at [CommitteeApp.realtor](#)

## SOCIAL DISTANCING STUDY HALL

Check out a list of daily activities to expand your knowledge on many of the MichRIC® products you are already using. Be sure to check back daily for more tips and tricks.

Have a specific activity you want to see listed? Send your recommendation to [studyhall@michric.org](mailto:studyhall@michric.org).

[Access MichRIC® Study Hall Now!](#)

## PEAK PERFORMANCE ARTICLE

[Think You Know Well and Septic Inspections Flat - Try this Test](#)

# MLS NEWS

## Virtual Open Houses

Have you seen the new open house option in flexmls? Last month, flexmls added the option to schedule virtual open houses. When adding an open house to a listing, you will find the option for “Virtual.” Because you cannot be present, and if a seller still resides in the residence, they can certainly assist you in holding a live web conference for potential buyers. [Find more information here.](#)

## Updated Listing Policy Effective May 1<sup>st</sup>, 2020

The new listing policy has been implemented, as of May 1<sup>st</sup>, 2020. The new policy, mandated by NAR, requires a listing to be added to the MLS within one (1) business day of public marketing or the listing agreement is signed.

The polices that were added or updated include, Section 1 Listing Procedures, Section 1.1 Clear Cooperation, and Section 1.3 Exempted Listings.

*Find the full and updated policy in the GKAR MLS Rules and Regulations document. You can find the document by [signing into the Member Login](#) and selecting MLS Rules and Regulations.*

# MLS RESOURCES

## [MLS Quick Guide](#)

Get quick answers to those pesky questions that slow you down while entering listings!

## [MLS Tips](#)

Work smart; save time!

Training is included with your GKAR Membership and conducted by Sam Bartlett, your Director of Multiple Listing Service. **[Reserve your seat online today](#)** or call (269) 382-1597.

## MLS Training Available at GKAR

**Dotloop**—August 20<sup>th</sup>, 2020,  
from 10:00 am - 11:30 am in the Classroom

**RPR**®—October 29<sup>th</sup>, 2020,  
from 9:00 am - 11:00 am in the Classroom

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 seat visit www.gkar.com/mls](http://www.gkar.com/mls) or call (269) 382-1597.