

Bearings

GKAR NEWS

COMMITTEE MEETINGS

February 1st

- [Advocacy](#)

February 5th

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

February 9th

- [MLS](#)

February 12th

- [Risk Management](#)

February 17th

- [Membership](#)

Congratulations to our Advocacy Committee on reaching 100% RPAC participation!



Call for Volunteers—Serve on a GKAR Task Force!

Your GKAR Board of Directors is looking for volunteers to serve on the various task force groups outlined in the 2021 GKAR Strategic Plan. A ‘task force’ is established to complete a specific purpose. There are five task force groups to choose from this year.

1. Clerical Access to MLS System Review
2. Potential Fair Housing Violation Identification Policy
3. Directors and Leadership Roles
4. Membership Recognition
5. GKAR Facility

Applications are due Friday, February 12th, 2021, at 4:00 pm.

[Apply today.](#)

MREA Advisory Board Wants to Hear From You

The GKAR Board of Directors has established an MREA Advisory Board. They are charged with examining the role of the Michigan Real Estate Academy by making recommendations to the GKAR Board of Directors regarding course offerings, policy, curriculum, oversight, and direction.

The MREA Advisory Board is looking for your input to help guide their strategic attention and hope you will participate in a brief survey. They are interested in your learning preferences (online or in-person), the types of education opportunities you would like to see offered, and if you find value in the Con Ed offered as a GKAR Member benefit.

The deadline to complete is February 12th, 2021, so the results of the survey may be reviewed at the February MREA Advisory Board meeting.

Take the survey now: [REALTORS®](#) | [Brokers](#)

RPAC Then and Now

2020 Recap

- 525 Members invested in RPAC
- 55.84% Member participation; a 4.52% increase from 2019
- Over \$44,000 raised; \$3,880 over goal

2021 Goals and Programs

- 2021 RPAC goal: \$38,848

Ways to participate:

- RPAC Fundraiser June 7th
- Annual GKAR Golf Outing & RPAC Fundraiser August 30th
- Donate now online:
 - [RPAC I \(Candidates\)](#)
 - [RPAC II \(Initiatives\)](#)

Questions? Contact Callie Reed at Callier@gkar.com or [visit the RPAC Frequently Asked Questions.](#)

President's Message



Rick Crepas
2021 President
[Email Rick](#)

[Contact a](#)
2021 Board Member

[Contact a](#)
GKAR Staff Member

Well just when you thought things couldn't get any more interesting, we have more excitement. From an insurrection, GameStop stock market debacle and new strains of COVID 19 all in the first month of 2021! What will February bring? Well for one thing, it brings us one month closer to our Spring Market. Warmer temps, and a hot market will ensue.

GKAR continues to provide essential services to our members, even when the world around us brings much uncertainty. We are currently offering free continuing education classes via Zoom, and hope to have some live offerings later in the year.

We have also formed five new Tasks Forces to tackle some challenges we would like to address in 2021. In the past, sitting Presidents would assign people to a Task Force, however, I have determined it would be better to ask the membership to volunteer for these positions. It is my goal to be more inclusive in the running of the Association. I would like to have more members participate in the decision making process, and the Task Forces are a great way to make that happen. I am hopeful we will have a good response.

I continue to be very optimistic about 2021, and encourage everyone to do there part in making 2021 a great year. United, we have the power to change the future. We are GKAR. Member driven, and a driving force in 2021.

Stay positive, and stay safe.

VIRTUAL PROGRAMS

UPCOMING

February 18th, 2021

- [Professional Development Series—Market Update](#)

March 20th—28th, 2021

- [Walk to End Homelessness](#)

April 6th, 2021

- [National Speaker Program](#)

Professional Development Series: Market Update with Southwest MI First— Topics Announced!

RSVP now if you haven't already, for this virtual program coordinated by your [GKAR Professional Development Committee](#). The morning will kick off with a virtual networking room at 8:30 am and the program will begin at 9:00 am. Topics will include: Pre-COVID areas of growth in the community; Ongoing impacts on our economy; Future opportunities; and Local demographic shifts.

[Market Update with Southwest Michigan First | Thursday, February 18th, 2021 | 8:30 am – 10:00 am](#)

Walk to End Homelessness Week—March 20th - March 28th

Walk to End Homelessness for 2021 kicks off March 20th! Join HRI and your Community Relations Committee for the Kick Off event at the Kalamazoo Growlers on March 20th, from 9:00 am - 11:30 am, followed by a week of virtual activities March 20th - 28th. [Registration is open](#), so create your team page and start collecting donations!

UPCOMING 2021 CON ED

February 23rd, 2021

- [2021 Bravo Course](#)

March 30th, 2021

- [2021 Charlie Course](#)

EDUCATION

2021 Virtual Continuing Education with GKAR

There are two more opportunities to complete Continuing Education virtually with GKAR. All Courses qualify for 2 Credit Hours Legal and are included with your GKAR Membership. [Register today!](#)

2021 Bravo Course - C084980	2021 Charlie Course - C084982
February 23 rd 2:00 pm - 4:00 pm	March 30 th 2:00 pm - 4:00 pm

Change in License Expiration Dates

LARA made a change to license expiration dates since transferring Real Estate licenses to the MiPlus database:

New Licensees—Going forward, all new licensees will have an expiration date reflecting three years from the month their license was issued.

Current Licensees—For current licensees, when you renew your license this year, by October 31st, 2021, your new license expiration date will coincide with the month your license was originally issued.

SALES REPORTS



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

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

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

[NAR REALTOR® EMERITUS ELIGIBILITY DETAILS](#)

[GKAR EMERITUS BENEFIT DETAILS](#)

Created in September 2020, at the request of Membership and is intended to honor REALTORS® who have been a Member of GKAR for a cumulative total of 40 years.

Welcome New REALTOR® Members

Nicholas Adams - EXP Realty
Craig Babb - Five Star Real Estate
Logan Benchina - Keller Williams Kalamazoo
David Dagher - Trident Realty
Patrick Dermeyer - EXP Realty
Esra Heisey - Keller Williams Kalamazoo
Katie McIntyre - EXP Realty
Rob Peterson - Dover Birch & Associates
Ryan Post - Keller Williams Kalamazoo
Tanner Sorenson - RE/MAX of Kalamazoo
Ashley Steele - Jaqua, REALTORS®
Tracey Vogt - Jaqua, REALTORS®
Samantha Young - CENTURY 21 Affiliated

Transfer—REALTORS®

Amie Proctor - Cornell & Associates to EXP Realty
Tammy Shimmel - RE/MAX Executive to CENTURY 21 Affiliated

Reinstatements—REALTORS®

Jamauri Bogan - RE/MAX Advantage
Tim Carra - Khoury Real Estate
Jackson Lee - Berkshire Hathaway HomeServices MI
Erienne Smith - CENTURY 21 Affiliated

Drop—REALTORS®

Bryan Bradley - EXP Realty
Thomas Whitener - Keller Williams Kalamazoo

Retiring—REALTORS®

James Cavanaugh - RE/MAX of Kalamazoo
Judith VanderVeen - Berkshire Hathaway HomeServices MI

Welcome New Secondary REALTOR® Member

Bryan Washington - EXP Realty

Welcome New REALTOR® Office

Dover Birch & Associates (Rob Peterson, Broker)

MEMBERSHIP

Welcome New Business Partner Offices

Stockton Mortgage Corporation - Amanda Lehman
Ultra Home Inspections, LLC - Kevin Crowe

New SentiLock Access for New Business Partner Offices

Kevin Crowe - Ultra Home Inspections, LLC

New SentiLock Access for Current Business Partner Offices

Andrew Alkire - Advantage Company Home Inspections
John Ringler - Advantage Company Home Inspections

Additions to Existing Business Partners

Mariah Mandeville (Office Manager) - Advantage Company Home Inspections
Mauri Story - Consumers Credit Union
Mathew Wolownik - Mite-E Exterminating

Change of Business Partner Office Name

Chemical Bank to TCF Bank

Drop—Business Partner Offices

Better Environmental Services
Preferred Insurance Services
ServiceMaster of Kalamazoo

Drop—Existing Business Partner Individuals

Cori Hutchins - Chicago Title of Michigan
Tom Kramer - Chicago Title of Michigan
Melissa Swetz - Northpointe Bank

Drop—Limited Service Only Participant

Colliers International

KEYBOX CORNER: SENTRICARDS DISCONTINUED

You may have seen the announcements last year, SentiLock will only support the smartphone app, SentiKey, as of January 1st, 2022. That will mean the use of **SentriCards will be discontinued by the end of the year.**

As of April 1st, 2021, SentiLock, will no longer be able to create new SentriCards. This will result in GKAR no longer being able to reissue replacement SentriCards for damaged or lost cards.

[Learn more about SentiKey and how it can be used in place of the SentriCards here.](#)

PEAK PERFORMANCE ARTICLE

[Ordering Title Insurance](#)

When ordering Title Insurance, there are some important factors to keep in mind, and questions your clients may have. Here is an overview of all things Title Insurance...

Virtual Staging Policy

Your MLS Committee has created new policy on virtual staging in MLS photos. As a reminder, the full GKAR MLS Rules & Regulations document can be found in your [Member login](#). Here are the newest polices:

Section 1.2.23 Virtual Staging: “Virtual Staging” involves adding and removing personal property (not real property) such as appliances, furniture, artwork, and accessories to the original photograph to enhance the marketability of the home.

“Virtually Staged” photos do not require a watermark. A copy of the original photograph may be included but is not mandatory. *(Adopted 12/2020)*

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 home. The altering or changing/editing could include, but is not limited to, changing colors or textures of walls, floor coverings, exterior, landscape, 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. *(Adopted 01/21)*

Realcomp Listings Now Available

MichRIC® and Realcomp have entered into an agreement with reciprocal access. To search the Realcomp MLS you can select “Realcomp” in the “MLS of” search field, when conducting a Quick Search. Your search results will then include only listings from Realcomp.

MichRIC® also has data share agreements with The Water Wonderland Board of REALTORS®, MiRealSource, and The Greater Lansing Association of REALTORS®. This data can also be accessed directly through Flexmls, giving MichRIC® agents access to over 30,000 listings.

MLS RESOURCES

Virtual MLS Training Available

RPR®—February 16th, 2021, from 10:00 am - 11:00 am, via Zoom

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.