

June 8, 2010

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~ HBA CitiRama 2010: **REALTOR® Day TODAY...Tuesday, June 8, 11:30 a.m. – 1:30 p.m.**



Home Builders Association of Greater Cincinnati CiTiRAMA® 2010 will feature homes beginning at \$205,000 with many "green building" features.



This year, CitiRama will be held at **Rockford Woods** located off Hamilton Avenue in the Northside Community. Show dates are June 3 – 13, 2010.

REALTORS® can tour the 7 homes on **Tuesday, June 8** from 11:30 a.m. to 1:30 p.m. for **FREE**.

Your business card is your ticket to the June 8 event (complimentary catered lunch).

Admission includes:

- Catered lunch
- Opportunity for prize registration (up to \$1,000 in value)
- "Hunt for the Green"
- *Saks Fifth Avenue* 15% off "Shop for SIDS" pass
- Door prizes and much more

[✓ Click here for directions and details on the event.](#)

~ **Mark Your Calendars! The 2010 OAR Convention is September 12 – 15 in Cincinnati!**



This year, the Ohio Association of REALTORS® Convention will be held in our own backyard – Downtown Cincinnati!

From September 12-15, REALTORS® from all over the state will gather to network, learn and share ideas on topical issues.

It will be several years before the OAR Convention is hosted in Cincinnati again. So make plans to attend this event, without the need to travel to another part of the state. Save the dates and prepare to participate in meetings, attend up to 12 hours of continuing education courses, socialize with your colleagues, network with vendors and have an enjoyable and productive time.

CABR will be giving away a FREE registration to the Convention (\$99 value). To sign up for the drawing, stop in the CABR office and drop your business card in one of the Registration Drawing boxes or use the link below to submit your name and contact information and indicate that you are signing up for the drawing.

Registration for the Convention will open in July. The FREE CABR registration drawing will take place on August 2, 2010.

[✓ Click here to sign up for the drawing to win a FREE OAR Convention Registration.](#)

~ CABR Seeking New Leadership for Board of Directors



If you've been a REALTOR® member of CABR for a minimum of 2 years, or know someone who has, and are interested in serving in a leadership role as a member of the Board of Directors for both the CABR and MLS, please submit your nomination by Friday, June 11, 3:00 p.m. to the Nominating Committee for consideration. Elected candidates will serve a 3-year term (2010-12).

If you have questions about the responsibilities as a Director or the nomination process, contact Paul Jacob, Chair, Nominating Committee at 513-247-6900 or e-mail him at pjacob@starone.com.

You can submit your nomination via the CABR contact link below, by fax: 513-761-8813 or by postal mail: PO Box 37889, Cinti., OH 45222.

✓ [Click here to submit your nomination.](#)

~ Increasing Your Social Media Networking ROI: Tuesday, June 8, 9 a.m. - noon

CABR Presents...Increasing Your Social Media Networking ROI with LinkedIn and Facebook



If there was a networking event with several hundred people attending, surely at least one would be interested in the services that you have to offer. However, attending networking events is a challenging endeavor - you have a lot of people who are not interested in your services, it is hard to find the right people to speak with, there is only so much time, and if you missed somebody, there is nothing you can do. So how can we improve the networking ROI (return on investment), or in this case, RON (Return on Networking)?



In this 3-hour class, we will learn how to use LinkedIn, Facebook and just a little bit of Twitter to improve your RON by spending less time, and by networking with the right people. Learn how to use these sites to prepare for business meetings, find potential leads, and communicate with people who can help you drive your business. There are thousands of people who leverage social networks for their businesses, learn what works for them, and do it better themselves. This is not the class to miss!

3 hours CE credit—Ohio elective credit

Fee: \$30 CABR members/\$40 non-members

Instructor: Michael Loban

Where: CABR Office/14 Knollcrest Drive/Cinti/OH 45237

✓ [Click here to register.](#)

~ 2010 Operation Sunshine Campaign



The **2010 Operation Sunshine Picnic** campaign is underway. Letters were mailed to the broker/office manager in April.

The CINCINNATI AREA BOARD OF REALTORS® has funded this program for 38 years. It helps provide adults and teenagers with intellectual and developmental disabilities to attend a summer camp.

Donations are being accepted at this time. Checks should be made payable to "Operation Sunshine" and mailed to Chris Logan at the CABR, 14 Knollcrest Drive, Box 37889, Cincinnati, OH 45222, by June 30.

~ **Microsoft PowerPoint for RE Professionals: Tuesday, June 8, 1 – 4 p.m.**



Prerequisite: A basic level of Microsoft Office or Vista operating system experience. This means that you can use a mouse and are able to save documents.

This is an introductory level course that will help you understand what capabilities Microsoft PowerPoint 2007 has to offer.

By the end of the course you will be able to create your own presentation.

You will learn:

- How to create powerful and professional presentations
- How to create slides
- How to format slides
- How to insert clip art and pictures
- How to run a slide show

3 hours CE credit—Ohio elective credit

Fee: \$30 CABR members/\$40 non-members

Instructor: Jean Bissell

Where: CABR Office/14 Knollcrest Drive/Cinti/OH 45237

[✓ Click here to register.](#)

~ **How to Attract More Buyers and Create More Sales: Thursday, June 10, 9 a.m. – 4 p.m.**

NEW LOWER PRICE! 4 Hours of CE Credit for \$15!



Would you like to be able to utilize absolutely the best financing program and the most recent tax laws to help you increase your business? Do you want to stand out today from your competition? Jeff Elias, this country's premier teacher of real estate finance, will show you how a better grasp of financing and tax law will *substantially increase your sales volume* while giving your buyers and sellers exactly what they want.

Jeff Elias provides tools & strategies to help you become more successful.

Topics covered in this morning half-day seminar include:

- How to help buyers improve their credit scores and loan qualifications.
- How to overcome lenders' more stringent underwriting guidelines now in force.
- How to get the buyer excellent terms while getting the seller full price.
- How the seller can advertise "cash" concessions in lieu of price reductions.
- How relatives can act as co-borrowers to help buyers qualify and provide down payments.
- How to use VA and FHA financing when the buyer's credit score is too low for conventional loans.
- How real estate investors and real estate agents can shelter \$25,000 yearly from federal taxes.
- How to get your clients \$50-500 per month so they can budget a move up home or vacation home.
- How to provide "annual reviews" to generate listings, move-up sales and vacation home sales.
- And much, much more.

4 hours CE credit—Ohio elective credit

\$50 Value...Fee: \$15 in advance / \$20 at the door CABR members/non-members

Instructor: Jeff Elias

Where: CABR Office/14 Knollcrest Drive/Cinti/OH 45237

[✓ Click here to register.](#)

~ **OAR Industry Update Comes to Cincinnati, Tuesday, June 15, 9:00 a.m. – 12:15 p.m.**



One of the most widely attended, highly popular programs offered by the Ohio Association of REALTORS® is once again ready to hit the road next month...with new **Chief Executive Officer Bob Fletcher** taking the reins of the session.

"This marks the most significant change for our Industry Update Seminars in nearly two decades and will give attendees a fresh perspective on the important issues confronting the industry," said Tim Lockwood, OAR's vice president of professional development. "The program will provide members across Ohio the opportunity to interact with the organization's new CEO and gain a better understanding of where things are headed."

Among the topics that will be covered during the session:

- Appraisal Management Companies and pending regulations;
- The statutory prohibition of private transfer fee covenants;
- Mortgage foreclosure legislation;
- State budget implications;
- Taxation issues, such as leasehold improvements, mortgage interest deduction and the capital gains exclusion on the sale of a principle residence.
- The various Federal Housing Authority programs and reforms;
- An update on the REALTORS Property Resource;
- RESPA;
- Short sales and REO issues;
- Foreclosure and tenant rights; and
- Legal case updates.

Fletcher will be joined by either **Peg Ritenour**, OAR's vice president of legal services, or **Lorie Garland**, OAR's assistant vice president of legal services, at the session. **The program is approved for three hours of core law credit.**

The program will be conducted at the Cincinnati Area Board of REALTORS®, 14 Knollcrest Drive, Cincinnati, OH 45237, on Tuesday, June 15 from 9:00 a.m. to 12:15 p.m.

"Our Industry Update programs have continually received high marks from attendees and have become a 'can't miss' event for many members," Lockwood said.

"We're certain that this year's program will continue to surpass all expectations, especially with the opportunity that members will have to meet Bob Fletcher."

✓ [Click here to register.](#)

~ **CABR Presenting Health Fair in October 2010**



The CABR Membership Services Committee is planning a Health Fair for October 2010. At this time, the Committee is asking for the assistance from the membership for health-care related vendor suggestions to be contacted regarding participation in the Fair. If you know of a health-care service provider that may be interested in participating, please contact **Cathy Petersman**, CABR Membership Administrator at cpetersman@cabr.org or 513-842-3018.

~ ZipForm Offering Special Pricing on Newly Enhanced zipForm6 Through June 18

 **Cincinnati Area Board of REALTORS® Members – Take advantage of an End-of-Spring Special from zipLogix**

Newly enhanced zipForm® 6, the Exclusive and Official Forms Software of the National Association of REALTORS®, is the easy-to-use real estate forms software designed to help agents and brokers increase productivity while decreasing the amount of time spent on paperwork. Available in two versions:

[zipForm® 6 Professional \(online\)](#) and [zipForm® 6 Standard \(desktop\)](#).

CABR agents order zipForm® 6, the number one tool in your success strategy for \$79* (Regularly \$129.85). Go to: <http://www.ziplogix.com> to order, get more information or sign-up for a demo. Also available for \$79 (Regularly \$99) is the [relay® the Transaction Management](#) tool designed to help streamline your business and achieve the highest level of customer service. These special prices have been set up exclusively for CABR members – When ordering, **Use Promo Code D1069 - Expires June 18, 2010.**

CABR Brokers – are you looking for [ways to set your brokerage](#) apart from the competition? **Call our broker specialists today at 866-627-4729 for an additional 10% off* already low broker pricing on zipForm® and relay®.** Brokers get a total forms management solution, set up group templates and clauses and have the tools that help with efficiency and risk management. Brokers – report at the agent, office and corporate levels in addition to so much more. For more info, call today and mention **Broker Promo DB59.**

*New user license only, 1-user, 1-year license, 1-library

[✓ Click here for more information.](#)

~ The Road to Success is Paved with Education – Get Yours Online at the CE Shop!



Cincinnati Area Board of REALTORS® Inc.
Need CE? Don't Procrastinate! Enroll in online CE today!

Simply visit our course catalog at:

<http://theceshop.com/affiliate/cabr>

One of the greatest benefits of online CE is that you can enroll today to take advantage of the great savings and complete the course when the time is right for you.

Note: You have one year to complete course work after ordering.

Archived issues of the CABR *Tuesday News* can be accessed by going to www.cabr.org. Click on the [News](#) drop-down menu and then on the [Tuesday News](#) link.

Sincerely,

Cincinnati Area Board of REALTORS®

email: cabr@cabr.org

phone: 513-761-8800

web: <http://www.cabr.org>

Staff Directory: <http://www.cabr.org/phoneguide.htm>

CABR Member Savings Programs: <http://www.cabr.org/savings2.htm>

OAR Tech Hotline: **866-95-FIXPC** (not a free service)

OAR Legal Hotline (Brokers only): **614-228-6675** (to obtain access code)