



August 10, 2010

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~ **The 2010 OAR Convention is September 12 – 15 in Cincinnati! Make plans NOW to attend.**



When you turn 100...well, it's cause for celebration!

That's exactly what your Ohio Association of REALTORS® is planning for its **100th Annual Convention & Expo – Sept. 12-15**. The event promises to capture all the excitement and grandeur befitting a centennial celebration. From top-notch professional development opportunities...to memorable parties featuring the best music talent found anywhere...to discussions on the latest industry trends...to a glitzy exhibition featuring the products and services designed to help you succeed in the marketplace – this convention has it all!

For a century, REALTORS® from all corners of Ohio have convened to share ideas, work toward a common goal and renew and develop friendships with their peers. Attendees of this year's Convention will find an array of opportunities to keep busy from dawn to dusk. REALTORS® from all over the state will gather to network, learn and share ideas on today's real estate issues.

✓ [Click here for information on the OAR Convention and to register for the Convention.](#)

~ **Free Ohio Association of REALTORS® (OAR) Convention Registration Available to One CABR Member Who Has Never Previously Attended a Convention as Part of OAR's TLT Program**



Each Ohio Local Board/Association of REALTORS® is invited to participate in a special program, **Tomorrow's Leaders Today (TLT)** to encourage member involvement in OAR. Experience has shown that if a member comes to his/her first state convention, he/she also becomes more active in his/her local Board. It's a win/win situation!

OAR is offering one free convention registration per local Board/Association (valued at \$100) for a member identified as having the potential to become involved in the Association, but has never been to an OAR Convention to experience OAR "up close and personal." *Note: This offer is for the registration fee only. Cost of hotel, meals, transportation, etc. is not included, and is paid by the individual.* This year's OAR Convention will be in Cincinnati, September 12 - 15, 2010.

If you are interested in attending this year's OAR Convention, and have never previously attended one, let us know by submitting your name **and reason for your interest**, by Aug. 20, using the link below.

✓ [Click here to submit your name, and reason for your interest, to be considered for the free registration.](#)

~ **Continuing Education Monitors/Volunteers Needed for OAR Convention**



The Ohio Association of REALTORS is in the process of identifying monitors/volunteers to assist in the continuing education process at the annual convention in Cincinnati, September 12-15, 2010. There are 8 programs this year.

[Click here to see the sessions and times.](#)

If you are interested in volunteering, please contact **Deanna Wright, Administrative Assistant, OAR Professional Development Group** by Monday, August 16. You can email Deanna directly at wright@ohiorealtors.org or call her at 614-466-4100. She will need to have your name, address, phone numbers and e-mail address. Each person will be sent an orientation package explaining their responsibilities.

Volunteers must be registered for the convention in order to participate and will receive full continuing education credit for attending the program that he/she is monitoring. If a volunteer has not registered for the convention yet they can register at ohiorealtors.org.

~ **Former CABR President, Chet Sudbrack, Passed Away August 6, 2010**



With deep sadness, we report that Chester 'Chet' Sudbrack Jr. passed away on Friday, August 6.

Chet was president of the Cincinnati Area Board of Realtors in 1966, and also served as president of the Ohio Association of Realtors in 1971. He was selected as CABR Realtor-of-the-Year in 1966 and again in 1971. He became president of the Ohio Association of Realtors in 1971. Chet also served as a trustee for OAR & NAR. He was recipient of the Distinguished Service Award (only one of two from Cincinnati) of the National Association of Realtors. He served locally as a member of the Realtor Political Action Committee for 40 years. He previously was a 15-year appointee by the governor as a commissioner of the Ohio Real Estate Commission.

Visitation: Tuesday, Aug. 10, 4:00 to 7:00 pm

Where: Thomas-Justin Funeral Home, 7500 Montgomery Road, Cincinnati, 45236

Services: Wednesday, Aug. 11, 10:00 a.m., Mass of Christian Burial

Where: St. Gertrude Church, corner of Miami and (7630) Shawnee Run Road in Madeira, 45243

In lieu of flowers, the family asks that memorials be made to:

Ohio Realtors Charitable and Education Fund

(in memory of Chester C. Sudbrack Jr.)

200 E. Town Street

Columbus OH 43215

or

Little Sisters of the Poor

476 Riddle Road

Cincinnati, OH 45220

~ **Wanted: A Good Slogan Line to Promote "NOW is the Time to Buy a Home"**



Winner gets a \$50 gas card.

The CABR Communications Committee is looking for slogan ideas that we can attach to articles and flyers we'll be sending to the membership and media for the balance of the year.

In our last MLS Super Open House weekend promotion, we used this tag line: "Catch the Opportunity."

Another idea that came up last week was, "More House, Same Payment." That's in reference to lower mortgage rates enabling buyers to buy more house today.

The Communications Committee wants an entry to be from 2 to 5 words. Please e-mail your idea(s) to http://www.cabr.org/email_us.htm **Deadline is Aug. 19.** The best entry, as chosen by the Committee, will win a \$50 gas card.

~ **Help Your Client Land a Spot on Desperate Landscapes!**



Help your client go from worst on the block to first on the block!

Does a client's recently-purchased home need a lot of work? Do you have a client who can't sell their property because of no curb appeal?

Desperate Landscapes, a locally-produced show that airs on the DIY Network, is casting now for show production in the fall and spring. They need homeowners who are in desperate need of improvements to the front of their home. The show will bring the material, the expertise, and the design. Improvements could include everything from landscaping greenery to structural improvements like a new screened-in front porch or new windows or a new driveway.

Think of all the referrals you'll get if you help a client land this great deal!

Desperate Landscapes needs pictures of the home in need of improvement and pictures of the surrounding neighborhood (which should have better curb appeal). Families can apply online at www.jaytv.net. See more details about the show and application process at www.diynetwork.com. You can also send your questions and pictures directly to casting producer **Valerie Miller** at vmiller1101@yahoo.com.

~ Agents! Do You Have a Great Personal Real Estate Website? Or, Do You Know of One?

Why Not Show it Off? The Business Technology Committee is searching for



The Best Agent Website in Cincinnati!!

Do you think you have it? Do you think you have found it? If selected, a nominated website may be shown to attendees at the Sept. 1 Business Technology Forum.

Please submit your nomination for the **Best Agent Website** to Annette Chmiel, CABR, by email to: achmiel@cabr.org. Deadline for submitting nomination is August 13.

~ Real Estate e-Marketing Using Microsoft Outlook: Tuesday, August 10, 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 course gives an overview of Microsoft Outlook 2007 highlighting the capabilities it has to manage, market and communicate to your real estate clients.



You will learn:

- How to send, reply, forward and delete e-mails
- How to send attachments
- How to send e-mails to folders and add your personal signature
- How to manage your contacts and market with distribution lists
- How to schedule meetings and appointments

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.](#)

~ Power Negotiating: Wednesday, August 11, 6 - 9 p.m.



In today's real estate market you may need to get an update on the skills necessary to effectively and successfully negotiate for your buyer or seller.

Dori Gehling will help you see the value of gaining these skills and setting a strategy for successful negotiations.

You will learn how to:

- Understand customer buying signals
- Recognize everyday negotiating situations
- Prepare your buyer or seller for the negotiating process
- Understand consumer comments, concerns and observations
- Ask for upfront concessions
- Present offers and counteroffers without opinion
- Reach a successful conclusion and acceptance of contract

3 hours CE credit—Ohio elective credit

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

Instructor: Dori Gehling

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

[✓ Click here to register.](#)

FINANCING UPDATE INFORMATION DAY AT CABR

~ **OHFA Programs Update: Thursday, August 12, 9a – noon**



As a real estate agent you are usually the homebuyer's first contact. It is important for you to understand OHFA's programs and know how to determine your customers' eligibility. OHFA is bringing this continuing education course specifically designed for real estate agents.

CABR will be hosting OHFA representative Dana Smith to help you understand how OHFA may be able to help your buyers.

Dana will cover two essential parts of OHFA's programs.

First-Time Homebuyer Program:

- How the First-Time Homebuyer Program can benefit buyers, sellers and agents
- Updates and changes to the First-Time Homebuyer Program
- Additional financial assistance options

OHFA Program Updates:

- The current MCC Program
- The new Grants for Grads Assistance Option
- Homebuyer Education program requirements

Don't miss this opportunity to find out about financing opportunities that are available for your potential buyers.

3 hours CE credit—Ohio elective credit

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

Instructor: Dana Smith

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

[✓ Click here to register.](#)

~ **FREE Forum: Renovation Financing Opportunities with 203K Loans: Thurs., August 12, 12:30 – 2:30 p.m.**

The CABR REALTOR®/Lender Committee has put together two programs for August 12 to help you meet the needs of potential buyers by helping them find mortgage financing:

How to Use 203K Loans to Help Buyers

Where can tomorrow's property values improve today's business prospects? Learn about this important tool for homeownership opportunities. The 203(k) is HUD's primary program for the rehab and repair of single family properties. A panel of lending experts will explain all of the details including:



- ▶ Renovation Loan Options
- ▶ One-time Close Renovation Mortgages
- ▶ Stages of the Renovation Loan Process
- ▶ "After-Improved" Appraisals
- ▶ Role of the HUD Consultant
- ▶ Feasibility Study
- ▶ Work Write-Up
- ▶ Benefits for the Real Estate Agent

Sign-up now and learn how you can help buyers purchase a home that needs repairs with just one loan.

**FREE EVENT
NO CE CREDIT**

[✓ Click here to register under the Event Module.](#)

~ NAR Provides Interpretations of the Code of Ethics to Assist Members in Understanding the Obligations of a REALTOR®



The National Association of REALTORS® has a library of sample complaints submitted to local Boards, based upon real cases, to assist members in interpreting the **Code of Ethics** and expected behavior. Read below an example of a case related to unauthorized use of competitive broker's name and the interpretation by the hearing panel of the facts of the case:

Case #2-16: Falsification of Credit Information (Adopted as Case #9-29 May, 1988. Transferred to Article 2 November, 1994.)

REALTOR® A, a property manager, had an agreement to manage Owner O's 24 unit apartment building. During the course of their negotiations, Owner O had repeatedly emphasized that REALTOR A was expected to use great care in screening the financial backgrounds of potential tenants.

Several months later, REALTOR® A received an application for a lease from prospective Tenant T. Following his usual procedure, REALTOR® A obtained a credit report that indicated that Tenant T had a generally satisfactory credit history but a concluding paragraph noted that Tenant T was several months in arrears on accounts with local department stores. REALTOR® A, anxious to rent the vacant apartment but recognizing that his management agreement with Owner O precluded rentals to individuals with questionable credit histories, used correction fluid to eradicate the reference to the delinquent accounts. Tenant T made a security deposit equal to one month's rent, signed a one-year lease, and moved into the apartment.

Early the following month, REALTOR® A noted that Tenant T had not mailed his rent check. A call to Tenant T's apartment revealed that his phone had been disconnected. REALTOR® A drove to the property, rang Tenant T's bell and, getting no response, let himself into Tenant T's apartment with a master key. It became quickly apparent that extensive damage had been done to the apartment since Tenant T had taken possession. Additional phone calls made it clear that Tenant T had moved out of state leaving no forwarding address and that Tenant T's security deposit would only cover a small part of the damage. Owner O, realizing that he would have to pay for most of the repairs, instructed his attorney to try to locate Tenant T. The attorney, in turn, asked REALTOR® A to provide all materials concerning Tenant T. REALTOR® A instructed his office manager to deliver the file on Tenant T to the attorney's office.

The attorney, in reviewing the documents, noted that an item had been eradicated from the credit report. Obtaining a duplicate copy from the local credit bureau, it became clear that the report in REALTOR® A's file had been altered. The attorney shared this information with his client, Owner O, who filed a complaint against REALTOR® A alleging that Article 2 had been violated.

At the hearing, REALTOR® A admitted that he had altered the credit report but defended his action on the basis that Tenant T's credit history had been generally satisfactory except for the delinquent department store accounts. Further, REALTOR® A indicated that in his opinion Owner O's insistence that any potential tenant have an unblemished credit history was unwarranted, made REALTOR® A's role in identifying potential tenants needlessly difficult, and could ultimately result in a large number of vacancies, a result not in Owner O's best interest.

The Hearing Panel concluded that REALTOR® A's defense was unfounded and that in altering the credit report he had knowingly misrepresented a pertinent fact in an attempt to circumvent specific instructions from his principal. REALTOR® A was found to have violated Article 2.

✓ [Click here for additional case interpretations of the Code of Ethics.](#)

~ WCR Business Networking Luncheon: August 18, 11:30 a.m. – 1:30 p.m.



Mary Jo Schuerman will speak on "Negotiations."

Where: Stone Ridge Estates, Cincinnati, Ohio 45247

Lunch Provided by Fischer Homes, Tim Kelley, Builder Representative.

RSVP by Aug 13 to **Pat Zirkelbach**, Treasurer. Cell: 513-505-9469, Email: pzirkelbach@sibcycline.com

✓ [Click here for details.](#)

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



Cincinnati Area Board of REALTORS®
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. 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)