

August 11, 2009

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~ Mortgage Fraud is Investigated by the FBI



Mortgage Fraud is investigated by the Federal Bureau of Investigation and is punishable by up to 30 years in federal prison or \$1,000,000 fine, or both. It is illegal for a person to make any false statement regarding income, assets, debt, or matters of identification, or to willfully overvalue any land or property in a loan and credit application, for the purpose of influencing in any way the action of a financial institution.

If you are concerned about possible fraudulent activity surrounding a real estate transaction, including the securing of financing, contact **Dawn Nolte**, FBI at 513-562-5815.

~ Real Estate Marketing With Twitter 101: Tuesday, August 11, 1 - 4 p.m.



Twitter and Your Business: Find 140 New Clients, 140 Characters at a Time

Just being on Twitter isn't enough. You need to integrate your Twitter strategy into your complete marketing plan to generate "real" results. Develop a Twitter strategy that works with an expert that is already doing it. This course is taught by Debba Hauptert, Twitter marketing expert and founder of www.girlfriendology.com.

Get the lowdown on Twitter and why you should be using it and how to use it effectively. Debba will help you understand:

- The power & potential of Twitter
- Benefits and how it can grow your business
- How to Tweet
- What to Tweet
- Tips & etiquette
- Twitter marketing

See how other Realtors are using Twitter for their business.

3 hours CE credit— fulfills Ohio elective credit

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

Instructor: Debba Hauptert

✓ [Click here to register.](#)

~ REALTOR Day at Paramount's Kings Island: August 21, 2009



The Cincinnati Area Board of REALTORS® has joined with other Boards of REALTORS® in the Southwestern Ohio area to unite for a day of fun with family and friends at Paramount's Kings Island. **August 21, 2009** is "Realtor's Day" at Kings Island where members and their families can enjoy discounted ticket prices and loads of fun.

Ages 3-61; 48 inches tall and taller: \$28.99

Ages 3 & up; under 48" tall / Ages 62 & up: \$24.99

✓ [Click here for details and to order tickets.](#)

~ Register Today for the OAR 99th Annual Convention, September 20 – 23 – Just \$99!



Be one of the first 750 REALTORS® who sign-up to attend the Ohio Association of REALTORS® Annual Convention to be held in Columbus, September 20 – 23, and you will be registered to win Two round-trip airline tickets to NAR's Convention in San Diego (value up to \$750) or \$750 cash.

Convention registration is just \$99! You will have the opportunity to network with REALTORS® from all over the State, register for up to 12 hours CE credit, visit expo exhibitors and more.

Highlights of the Convention include information on:

- Short Sales: Threat or Opportunity
- Blogging and Social Media
- Changing Markets: Where are we now?

✓ [Click here for links to exhibitors, schedules and registration information.](#)

REALTORS already registered for the Convention will be included in the drawing.

~ Free Ohio Association of REALTORS® (OAR) Convention Registration Available to One CABR Member Who Has Never Previously Attended a Convention



Each Ohio Local Board/Association of REALTORS® is invited to participate in a special program 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 \$99) 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 Columbus, September 20 - 23, 2009.

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 using the link below.

[Click here](#) for complete Convention details.

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

~ **Solid Start!: August 17, 18, 19 & 20, 6 – 9 p.m. Each Day**

Have you developed the solid foundation you need to build your real estate career? We have the solution to help you attain a high level of success.

The Cincinnati Area Board of REALTORS® is offering "**Solid Start Intensive Real Estate Training**" in four sessions, the week of August 17, for four consecutive evenings, from 6-9 p.m.

REALTOR® and CABR Education Chair, **Carolyn Wedding**, is the instructor for this program.

Find out how you can build your business. Carolyn will cover:

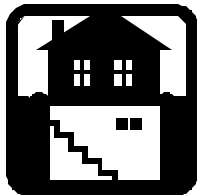
- Prospecting, networking and building a database
- Buyer counseling
- Building the CMA – pricing in today's market
- Seller counseling
- Effective listing presentations

We encourage you to attend this program. **You will attend four (4) sessions - for only \$100!** It's a small price for the quality of training you will receive.

Let us help you get the solid skills you need to be successful . . . come to **Solid Start.**

✓ [Click here to register.](#)

~ **Structural Issues for Homes: Wednesday, August 12, 6 – 9 p.m.**



Learn how you can work with the structural issues that homes may have and find out how to resolve these potential problems with buyers and sellers. The information Mike Montgomery will present can be of great value when an inspection report sites structural issues. Even bank-owned or foreclosures may honor a professional opinion. Learn how to get an impartial, professional evaluation of a structure. Know when to call an expert. Develop a pro-active plan for potential structural red-flags.

3 hours CE credit— fulfills Ohio elective credit

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

Instructor: Michael Montgomery, Robert Becker Group

✓ [Click here to register.](#)

~ **Jenni Bachman Recognized for 40 Years at MLS of Greater Cincinnati**



Jenni Bachman, MLS of Greater Cincinnati Operations Manager, celebrated her 40th year with MLS on Tuesday, August 4, 2009. Having grown up in Elmwood Place, Jenni currently lives in Hartwell. Her interests include gardening and home improvement.

Jenni started with the MLS at the age of “5” (just kidding), which, at that time, was called the Multiple Selling Service, with approximately 150 members. Computers and real estate books were not in existence at that time, so REALTORS® used printed paper sheets, a little larger than playing cards, which the listing was printed on. Jenni and the MLS distributed those sheets to each member office on a weekly basis.

Congratulations and “Hats Off” to Jennifer for her dedication and longevity with the MLS/CABR organizations.

CABR/MLS employees and their longevity follows:

CABR

Gene Snavley, Exec. VP / 28 yrs.
Chris Logan, Programs Coordinator / 29 yrs.
Annette Chmiel, Dir. Of Education / 24 yrs.
Cathy Petersman, Membership Admin. / 21 yrs.
Cindy Henninger, Dir., Prof. Services / 19 yrs.
Jeff Schwiers, Dir. Actg. CABR/MLS / 10 yrs.
Mark Quarry, Dir. Gov’t Affairs / 3 yrs.
Andy Clark, Admin. Assistant / 3 yrs. (part-time)
Lola Burell, Receptionist / 1 yr. (part-time)

MLS

Jim Abele, Manager / 25 yrs.
Jennifer Bachman, Ops. Manager / 40 yrs.
Deva Tolley, East Coordinator / 32 yrs.
Joyce Ryan, West Coordinator / 30 yrs.
Bob Halko, Systems Specialist / 20 yrs.
Tina Harvey, Actg., Ass’t / 9 yrs.
Amanda Lucas, Admin. Asst. / 6 months

~ **Shirley Davis Elected as Ohio Division of Real Estate President**



Last week, **Shirley Davis / Huff Realty** was elected President of the Ohio Real Estate Commission.

Shirley was appointed to the commission by Governor Taft in 2005, was Vice President from July 2008 until August 2009, when she was elected President. Shirley will serve as President until at least such time that the Commission has to reorganize and elect new officers.

Shirley is proud to represent the Cincinnati Board at the Commission.

~ Home Sales Are Rising. Use Social Media to Capture New Business:
Tues. and Wed., August 18 & 19, 8:30 a.m. – 5:00 p.m. each day.



The **Certified Social Media Marketer (CSM)** designation course teaches students to develop responsible, effective and ethical social media strategies for business.

This is a "get-your-hands-dirty" social media class that will change the way you farm for new business. Learn from the experts that are already using social media with success! The Cincinnati Area Board of REALTORS® is offering a 2-day Social Media Marketing class on August 18 & 19.

Fee: \$299/13 hours CE credit in Ohio

If you have any questions regarding this program, please contact CABR Director of Education, **Annette Chmiel**, at achmiel@cabr.org or 513-842-3011.

✓ [Click here to register.](#)

~ WCR Networking and Luncheon: **Wednesday, August 19, 11:30 a.m. – 1:30 p.m.**



**"The Truths of Real Estate and Spreading the Word"
Real Estate Truisms and Blogging**

The Cincinnati Chapter of Women's Council of REALTORS® will meet on August 19 at:

**The Lofts at Fountain Square
417 Vine Street
Cincinnati, OH 45202**

Lunch provided by The Lofts at Fountain Square.

Special Guest Speaker: Karen Schlosser, RE/MAX Unlimited

RSVP to: **Sheryl Short: sshort@sibcycline.com** or 479-7425.

✓ [Click here for details.](#)

~ **Tax Strategies for the Real Estate Agent: Thursday, August 13, 10 – 10:30 a.m.**

You don't want to miss this free special presentation. Create a Better Tax Outcome in 2009.

Susan Gruber, from the **Tax Reduction Institute** in Washington DC, will present a sneak preview of the upcoming nationally acclaimed seminar "Tax Strategies for the Business Professional." In this 25-minute presentation, Susan will share information, including tax tips that should generate up to \$2,500 in additional deductions for each and every one of us, including:

- Avoiding IRS audits by recognizing red flags
- Finding effective, time-saving documentation methods
- Maximizing your entertainment deductions
- Using business meetings to deduct vacation expenses
- Getting the most out of your auto deduction
- Helping your accountant help you

The **Tax Reduction Institute** has been featured in the *Wall Street Journal*, *Fortune*, *Money Magazine*, *Kiplingers* and *Newsweek*.

Fee: FREE – no CE credit

Instructor: Susan Gruber

✓ [Click here to register.](#)

Earn the SRES® Designation: August 20 & 21, 9 am – 4:30 p.m. each day



The SRES® addresses the fastest growing market in real estate. And the networking benefit, across North America, may be the single best reason to get connected right now. The SRES® Designation course gives you the knowledge, understanding and empathy for the 50+ client. You will develop the business-building skills and resources needed for the unique specialization in the 50-plus real estate market.

Why are 50+ clients moving? To be closer to grandchildren, to start that vineyard they've always dreamed of, to address health concerns. The list goes on and on. Can you speak to the unique motivation they have? Do you know how to counsel your client on their options? This is the kind of distinction that can set you apart. You can be the hero.

The SRES® Course will help you:

- Learn distinguishing characteristics and trends of the 50+ market so that you can identify them in your own market
- Evaluate your market area attractiveness to the 50+ client.
- Master the vocabulary of the range of housing options for your client.
- Learn the application of federal laws applying to the 50+ client.
- Develop business-building outreach methods for gaining the 50+ market share.
- Adapt methods for counseling buyers and sellers.
- Develop sensitivities to 50+ issues and priorities when counseling buyers and sellers, showing properties and managing transactions.
- Develop services that win and sustain client and customer relationships and position you as a trusted real estate advisor.
- Learn about the uses, benefits, procedures and issues involved in reverse mortgages.
- Learn about used of pensions, 401K accounts and IRAs in real estate transactions.
- Recognize how a home can be adapted for safety, comfort and aging in place.
- Help clients integrate disposition of real property into estate plans.

As an SRES® designee, you will be able to instantly:

- Join a group of REALTORS® who comprise one of the fastest growing markets in the country.
- Connect to a nationally advertised brand in the consumer market
- Market your personal brand with designs and tools you receive with membership.

Presented by the Cincinnati Area Board of REALTORS®

August 20 & 21, 2009: 9 am- 4:30 pm each day

Price Lowered: Now only \$299—12 hours of CE credit in Ohio

Instructor: Art Reed, CNHS, CRS, e-PRO, GRI, RFS, SRES®

[Click here to register on-line](#), call Annette Chmiel, CABR Director of Education, at 513-842-3011 or e-mail her at achmiel@cabr.org.

The largest and wealthiest buyer's group in the country is made up of Baby Boomers. Understand what motivates this mature demographic and make your business boom with an SRES designation. **Take The Course and Position Yourself as an Expert!**

~ REALTOR® Day at Homearama: September 15, 11:30 a.m. – 1:30 p.m.



Tour the homes, enjoy a catered lunch, register for prizes! Your business card is your ticket to attend. **Preview Party (September 11, 6 – 9 p.m.) tickets are available August 11.** Contact **Shawn Sell** for details at (513) 851-6300 or ssell@cincybuilders.com

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

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



Summer isn't over just yet! As a valued member, we would like to extend a 15% "SUMMER SAVINGS" discount on any online continuing education course in the month of August.

Visit our approved course catalog: <http://cabr.theceshop.com>
To save 15%, enter promotional code: SPLASH

GET YOUR SUMMER SAVINGS TODAY. IT'S EASY!

Try an on-line class from the comfort of your home anytime day or night.

[Click here](#) to see all of the options for taking your classes online. **Save gas!**

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: **866-478-8324**

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