



Tuesday News

August 18, 2009

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~ Last-Minute Closing Issues Can Create Problems, if Not Handled Properly

Just when you are ready to celebrate the sale or purchase of your client's home, the phone call comes. Sometimes it's the settlement statement that hits you, sometimes it's a new demand from a buyer after a walk-through. Often, there are multiple solutions to the issue. The Joint Committee of the Cincinnati Area Board of REALTORS® and Cincinnati Bar Association has created a series of "what-ifs" designed to provoke discussion. Read the scenarios and discuss the possible solutions with your colleagues.

✓ [Click here to read the article.](#)

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.

~ Lead Paint Compliance Video Guides Now Available On-Line



These compliance guides provide information for REALTORS® and property managers on the EPA's new **Renovation, Repair and Painting Rule**. The guides describe the new lead-based paint safety practices established by the rule, and what steps REALTORS® and property managers need to take to comply with the new procedures.

The guides include a short introduction, two narrated presentations, and two sets of frequently asked questions (FAQ) answered by EPA officials and regulatory experts--one video each for REALTORS® and property managers.

✓ [Click here for lead paint video guides and other lead paint resources.](#)

~ 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.](#)

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, and register for prizes! Your business card is your ticket to attend. **Preview Party (September 11, 6 – 9 p.m.)**. Contact **Shawn Sell** for details at (513) 851-6300 or ssell@cincybuilders.com

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

~ 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.](#)

~ Complaints Regarding Misleading Advertising on the Rise

The Cincinnati Area Board of REALTORS® Professional Standards Committee has seen an increase in complaints filed against REALTORS® for misleading advertising and representations to the public. **Article 12 of the Code of Ethics** states:



REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. (Amended 1/08)

Violations have been found against REALTORS® for inaccuracies in advertising pertaining to sales volume, agent ranking, success rate and more. Additional violations have been found for misrepresentations in marketing presentations with regard to services to be provided upon the securing of a listing.

It is important for REALTORS® to always provide accurate and truthful information to the public, whether it is with regard to experience, success or service. Remember...only say what you will actually do and do everything you say. And, don't embellish on your experience. Otherwise, you, too, may find yourself facing a hearing panel and sanctions for your actions.

✓ [Click here to read the Code of Ethics.](#)

~ Shirley Davis Elected as Ohio Real Estate Commission President



This month, **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.

~ 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.](#)

~ 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)