

August 25, 2009

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## ~ REALTOR Open House Super Weekend! September 12 & 13, 2009 – Catch the Opportunity!

We are asking all MLS Brokers and agents to participate in this event and hold an Open House for your active listings. **Our goal is to have Realtors hold 2,000+ Open Houses that weekend in Greater Cincinnati and the surrounding areas serviced by the MLS.**

Why this weekend over others? The results of a recent survey recommended this weekend so as to:



- Allow enough time for buyers to take advantage of the \$8,000 tax credit on property that closes on or by Nov. 30, 2009.
- Avoid major events in the region such as Labor Day Weekend (Sept. 6); Cincinnati Oktoberfest (Sept. 19-20), and highly attended sporting events, all of which occur on other weekends. The Susan G. Koman Race for the Cure is on Sat., Sept. 12 (morning) and a Bengals game on Sun., Sept. 13 (afternoon).

The weekend dates of Sept. 12-13 were chosen for the REALTOR® Open House Event. If Sunday is a problem, hold your open house(s) on Saturday; or vice versa. Choosing the weekend allows greater flexibility for your scheduling.

Other local MLSs participating in this event include the Northern Kentucky MLS and the Southeastern Indiana MLS. If you are members of those MLSs, please follow their instructions to add your open houses to their sites as well.

Please find attached two handouts which explains “**3 Reasons to Buy Now!**” and “**Should I Buy a Home Now or Wait?**” Please distribute these handouts to each of your potential buyers to further explain some important benefits of buying now.

**3 Reasons to Buy Now** ...Click on [Great Time to Buy](#) or <http://www2.cabr.org/files/Great Time to Buy Open House Handout 09-12-13-09.pdf>

**Should I Buy a Home Now or Wait?** ... Click on [Should I Buy a Home Now or Wait?](#) or <http://www2.cabr.org/files/Should I Buy a Home Now or Wait.pdf>

Please help get the word out to prospective buyers to, “**Catch the Opportunity.**”

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## ~ CABR Provides Guidelines for Handling and Submitting Offers



The Professional Standards Committee of the Cincinnati Area Board of REALTORS® develops and publishes various tools for use by members in their day-to-day business. The CABR **Guidelines for Handling and Submitting Offers** is a resource for members to consult when determining the proper manner with which to handle some common situations that arise in the presentation and negotiating of offers.

These *Guidelines* have been developed, taking into consideration obligations of the Code of Ethics and basic law of contracts. They are general in nature and do not address every specific situation. The *Guidelines* can be used as a general guide for all types of properties, whether they are for-sale-by-owner, short sale, lender-owned, estate, residential, commercial or any other type of listing.

Keep in mind that, even if addressed by the *Guidelines*, if the situation warrants, legal counsel should be contacted for advise.

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

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## Advanced Microsoft Outlook for Real Estate Professionals : Tuesday, August 25, 1-4 p.m.

If you are already using Microsoft Outlook to send your e-mails and want to know more about any of the following:



- How to organize your contacts
- Organize e-mails as they come in with grouping and color coding
- Send e-mails to your phone
- Do mail merges using your contacts
- Track your Outlook activity
- View your e-mails in an organized way
- Set up reminders in your calendar
- View multiple weeks of your calendar
- Plus more . . .

this is the class for you. Get organized, save time and maintain a high level of communication you're your clients.

**3 hours CE credit**— fulfills Ohio technology credit

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

**Instructor:** Jean Bissell

✓ [Click here to register.](#)

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## ~ 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. A separate function, **Preview Party (September 11, 6 – 9 p.m.)**. Contact **Shawn Sell** for details at (513) 851-6300 or [ssell@cincybuilders.com](mailto:ssell@cincybuilders.com).

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

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## ~ Ethics for Commercial Real Estate: Wednesday, August 26, 9:00 a.m. - noon

The Commercial Real Estate Council is presenting an ethics course that is designed specifically for the commercial real estate practitioner. Professor **Paul Fiorelli** will be the featured instructor. He presents an innovative and interesting program commercial agents will enjoy. Dr. Fiorelli has consistently received a 100% rating from the students in attendance. **This year—all new scenarios.**

Topics include:

- Review of Ohio Canons of Ethics
- Licensees general duties to the public and the industry
- Skills to make better ethical decisions in your business transactions
- Group discussion of hypothetical transaction scenarios
- Discussion of legal v. ethical duties

**3 hours CE credit**—fulfills Ohio and NAR ethics requirement regardless of specialty

**Fee:** \$35 CRECGC & CABR members/\$45 non-members

**Instructor:** Professor Paul Fiorelli, Director of the Center for Business Ethics & Social Responsibility at Xavier University Williams College of Business

✓ [Click here to register.](#)

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~ **Real Estate Marketing With Twitter 102: Tuesday, September 1, 1 - 4 p.m.**



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

This course is for REALTORS® who have attended their first Twitter class. Now is the time to dig deeper and make Twitter work for you.

Share your feedback on your experience with Twitter so far and learn how to keep on track with your marketing goals. Track your response rate and find out how to use Twitter for research.

Start expanding your social media reach with Twitter and build your followers. Learn how to develop and manage multiple accounts and to manage your followers.

Get examples of the companies using Twitter most effectively and find out who isn't. See how other REALTORS® are using Twitter for their business.

Debba will give you more marketing ideas you can put to use yourself.

**3 hours CE credit**— fulfills Ohio elective credit

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

**Instructor:** Debba Hauptert

✓ [Click here to register.](#)

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~ **Register Today for the OAR 99<sup>th</sup> Annual Convention, September 20 – 23 – Just \$99!**



Only a few spots left to be one of the first 750 REALTORS® who sign-up to attend the Ohio Association of REALTORS® Annual Convention (Columbus, September 20 – 23) and 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.*

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~ **REALTOR/Lender Roundtable on FHA Condo Approval Process Changes: Thursday, Sept. 3, 9 – 10:30 a.m.**

**FREE Roundtable Event! Presented by CABR REALTOR®/Lender Committee**



Are You Listing or Selling Condos?

Effective for case numbers issued on or after **October 1** of this year, FHA condo approvals issued prior to 10/1/2008 will be eliminated and the condominium project will have to be recertified with HUD.

What does this mean for home buyers and sellers trying to negotiate the sale of a condo with an FHA loan? What does it mean for you as a REALTOR® working with FHA buyers? Listen to the experts at this special roundtable program.

Attorneys, lenders and FHA representative Jim Cunningham will present and discuss this new information and then answer your questions.

**The program is FREE**, but you must make a reservation to attend.

✓ [Click here to register.](#)

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## ~ Complaints Regarding “Unprofessional Behavior” on the Rise



The Cincinnati Area Board of REALTORS® Professional Standards Committee has seen an increase in complaints voiced against REALTORS® for behavior that is less than “professional.” While the Committee does not have the authority to process formal complaints with regard to this lack of professionalism (unless the complaint also includes a potential violation of the Code of Ethics), it does strive to promote compliance with the “*Pathways to Professionalism*” developed by NAR.

The *Pathways to Professionalism* addresses issues of courtesy and etiquette that REALTORS® should strive to uphold in their day-to-day business. It focuses on three areas of importance in projecting a positive, professional code of conduct that conveys an even higher level of skill, competence, or character expected of a member of a highly trained profession.

- Respect for the Public
- Respect for Property
- Respect for Peers

It is important for the industry and your business to leave a positive impact on those you encounter in your day-to-day dealings, so you will receive compliments rather than complaints when they share their experiences with you in conversations with others.

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

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## ~ Member Selected for Free Registration to OAR Convention



**Lori O'Brien** of Sibcy Cline, Inc. was selected from the entries submitted for the complimentary registration to the upcoming OAR Convention (September 20 - 23 in Columbus). The complimentary registration is valued at \$99. We are pleased with the interest shown by our members in becoming new convention attendees and hope that all convention-goers will take advantage of the educational and networking opportunities at the Convention.

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## ~ 10-Hour Post Licensure Course: Thurs. & Fri., Sept. 3 & 4, Noon – 5:00 p.m. Both Days

Ohio license law requires all new licensees to complete a 10-Hour Post Licensure Course within one year of licensing. Let the Cincinnati Area Board of REALTORS® help you meet your 10-hour post-licensure requirement. This course is designed to give exceptional information that can help get you up-to-date on current issues affecting your real estate career. You will also receive comprehensive reference material on the following topics:

- ✓ License law issues
- ✓ Real estate ethics
- ✓ Legal matters
- ✓ Environmental concerns
- ✓ Financing updates . . . And more!

The **Real Estate Salesperson’s 10-Hour Post-Licensure Course** is taught by experts in the field of real estate. Don’t wait until the last moment to meet this requirement. The fee for this course is only \$80 for all 10 hours of instruction. Walk away with information you can use! For new CABR REALTOR® applicants, this is the only 10-Hour Post Licensure Course that will fulfill the NAR new member required ethics requirement.

**Fee:** \$80 CABR members/\$95 non-members

**Instructor:** Joyce Sterling, DRE

✓ [Click here to register.](#)

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~ Home Buyers Expo: October 3, 11:00 a.m. – 3:00 p.m.

The Cincinnati Area Board of REALTORS® will hold a Home Buyers Expo on Saturday, October 3rd. The event is being held in cooperation with the city of Cincinnati Neighborhood Enhancement Program (NEP) targeting Madisonville. Partners in the event include the City of Cincinnati, the Madisonville Community Council, the Cincinnati Area Board of REALTORS®, Freddie Mac and the Home Ownership Center of Greater Cincinnati.

**Where:** The Brand New - John Parker Elementary School  
Corner of Redbank Road and Madison Road

As a member of the real estate community, this is an excellent opportunity for you to meet face-to-face with prospective home buyers.

Table space is limited to 30 vendors and will be accepted on a first-come, first-served basis.

[Click Here for Details on How You Can Participate](#)

Contact Annette Chmiel at [achmiel@cabr.org](mailto:achmiel@cabr.org) with questions or for more information.

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~ 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!**

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Archived issues of the CABR *Tuesday News* can be accessed by going to [www.cabr.org](http://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](mailto: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)