

September 1, 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.
- Attempt to avoid major events in the region such as Labor Day Weekend (Sept. 5-6); 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 as the best possible, given the full calendar of events in Cincinnati. If Sunday is a problem, hold your open house(s) on Saturday; or vice versa. Choosing the weekend, overall, 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 explain “**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](#).

Should I Buy a Home Now or Wait? ... Click on [Should I Buy a Home Now or Wait?](#)

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

~ 2009 REALTOR Expo: Monday, September 14



Join CABR at the **2009 Realtor Expo - Monday, Sept. 14** at the **Sheraton Hotel** on Chester Road from 4-7 p.m. There will be wall-to-wall vendors who are anxiously waiting to see you. Check out their latest products and services. You'll have an opportunity to socialize with your REALTOR® friends, as well as, take in the exhibits.

Don't worry about parking. There is plenty of free parking available.

FREE Admission! **GREAT FOOD / cash bars!** **WIN Door Prizes from the Vendors**

RESERVATIONS ARE REQUIRED. REALTORS® [click here](#) and sign in to access the online registration. Go to “Calendar of Events” and register for the Expo. Affiliates contact **Chris Logan** at clogan@cabr.org or 513-842-3016.

Register by **Wednesday, Sept. 9th** to be eligible for a special drawing at 6:30 p.m. You must be present at the Expo to win the special drawing. This Expo is for REALTOR® and Affiliate members of the Cincinnati Area Board of REALTORS®. Non-members and spouses are not eligible to attend.

For additional information call **Chris Logan**, CABR Programs Coordinator, at 513-842-3016.

~ **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 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 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.](#)

~ **Price Hill Showcase of Homes – A Neighborhood-wide Open House:
Sunday September 13, 2009, 11 a.m. – 3 p.m.**



The Price Hill Showcase of Homes is a community event where homes currently for sale will be open for viewing.

A map of showcased homes will be available at **The Price Hill Housing Resource Center**, located at 3724 St. Lawrence Ave. The office will open at 10:30 a.m. on Sept 13.

Where: The Price Hill Housing Resource Center.

Who: Everyone is welcome.

Cost: Free

There will be refreshments, coupons, and prizes!!

Questions? Contact **Matt** at 513-251-3800 x105

✓ [Click here for information on Price Hill Will.](#)

~ **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 your requirement. The fee for this course is only \$80 for all 10 hours of instruction. 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.](#)

~ Record-Keeping: It's for Your Protection



Well-organized records make your life a whole lot easier--whether it's responding to an inquiry from the Ohio Division of Real Estate...the IRS--or even the attorney representing a disgruntled client or customer.

The question always arises, however, about what you should keep and what can be thrown away. To assist in that regard, the Ohio Association of REALTORS has assembled information about the records real estate brokers should retain and how long they should be kept.

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

~ 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 with questions or for more information.

~ Register Today for the OAR 99th 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.

~ CABR, MLS and Supra Offices Closed on September 7 for the Labor Day Holiday



The Cincinnati Area Board of REALTORS®,
Multiple Listing Service of Greater Cincinnati
and Supra offices will be closed on
Monday, September 7
in observance of the Labor Day holiday.

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



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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)