

HUMBOLDT ASSOCIATION OF REALTORS®
BROKERS MEETING
Wednesday, May 16, 2012
2:00 p.m.

ATTENDANCE: Mikki Cardoza, Kathi Ray, Jeremy Stanfield, Jack Limmer, Clyde Akamine, Sabrina Hancock, Marie Williamson, Tom Whitely, Joanie Frederick, Joyce West, Debbi Bindel, Greg Anderson

Staff present: Lois Busey, Executive Officer; Kristen Zeck, Administrative Assistant; Staci Bishop, Bookkeeper/MLS Administrator

NOTES: Notes from February 15, 2012 meeting. Notes from the February 2012 Brokers Meeting were in the packets for informational purposes. This is not a standing committee, no action needed. Lois reported the Board of Directors recently agreed that if a broker is unable to attend the broker's meeting, they can send a designated licensed agent in their place.

AGENT TRAINING: Showing reminders for all members: Keep showing appointments or contact listing agents when unable to. Kathi Ray had asked for this to be on the agenda. She had a multi-family unit listed and twice tenants vacated for showings and the agents and their clients did not show the property. Please remind agents to keep appointments or at least call the agent if it is not possible to keep the appointment. The listing agent should at least go inside and leave a card. It's not courteous to misplace families and then no show.

Documents in Flex – be sure to look at before showing/offers made and upload important documents for your listings. Be sure to check listings for documents before making appointments to show and presenting offers. Likewise, if you have important information for other agents and buyers, please post them in the document section of your listing.

Check your vacant listing – rash of transient break ins. Be sure to check on your vacant listings, there has been a rash of transient break ins. Also, be sure to call out when entering listings, even when they are supposed to be vacant; better to be safe.

ALWAYS secure properties after showings (see showing checklist). The showing checklist was in the packet for the brokers to take back to their offices and promote their agents to use. It's helpful for agents to know the seller's requests on how to leave a property after a showing. It was suggested this can even be uploaded to the documents section, but there should be one at the property as well. Mikki told a story about leaving keys in the door while showing property and the importance of locking up after all showings, regardless if someone is home or not – the showing agent is responsible to lock up.

HAR Survey Questions for residential listings. Please encourage all agents to answer the survey questions accurately when closing out a residential listing. It only takes a minute to ask the buyer's agent the couple of questions about their buyers and enter accurate information.

NAR Quadrennial Code of Ethics Training. NAR's third quadrennial training period is from January 2009 – December 2012. You can take a free course at www.realtor.org, but if you have completed your four year renewal during this time, just get a copy to us and that covers you as well. Additionally, if an agent attended new member orientation during this time, that covers the mandate as well. Lois passed out lists to the brokers of the offices present showing who has and has not met this mandate to date.

HAR: 90th Anniversary Celebration. There will be a reception on May 30th at Morris Graves Museum to celebrate HAR's 90th Anniversary! This is free to members. We are asking offices to sponsor the cost of the reception and we have received some donations, but we are short. Anyone wanting to donate would be appreciated. Come join us!

Parcel Quest Navigator Free Trial. Parcel Quest gave a presentation to the MLS Committee about their new platform called “Navigator”. It’s a map-based system using Google Maps and has new searching, mapping and label features. We have a 60 day free trial starting June 1st. When you go to Parcel Quest through FlexMLS starting June 1st, you will be using the new features. Please test them out. At the end of the trial, we will survey the membership to see if they want to upgrade for a small cost to this new platform.

FBS Spark Platform. FBS is also moving to a new platform that will have three sections. We’ve signed a letter of intent to participate in the new platform, but we do not have to move to it once it’s live. Robin and Staci will learn more about it when they attend the summit in July. The new platform is scheduled to go live in August/September. FlexMLS will stay virtually the same, but there will be a section with a store where agents can purchase apps and a section that will standardize third party vendor requests and access. There is a revenue source to the Association through the store. There is no cost to upgrade to this new platform. This will be the largest venue for third parties to show their products.

HAR Product Knowledge Sheet. Kristen created these product knowledge sheets for a recent class and they were well received. Copies were given out to those present and everyone was encouraged to make copies for their clients.

CAR: State Directors Reports. Kathi Ray, as HAR’s Region 1 Chair, reported we had two members attend Legislative Day in Sacramento with the state directors this year and they thought it was very informative. Most regions reported low inventory with properties selling quickly, over the asking price with multiple offers. Lois reported it was a large gathering of Realtors and we were able to meet with Wes Chesbro, Noreen Evans and Jared Huffman. The reception had about 900 attendees, of which 58 were legislators. CAR’s membership is holding at 154,000. 53% are female, 47% male with the average age being 44. 74% are agents and 26% are brokers. CAR appoints 12 Realtors to represent CAR with NAR; out of 70 applicants, Ted Loring, Jr. was chosen again. Joanie brought up how Nevada has ordinances against allowing foreclosures, which screws up inventory. Lois reported that was some of the legislation CAR is lobbying against; we don’t want similar legislation for California.

CAR Legal Webinars – Monthly. CAR holds monthly legal webinars; the next one is June 4th from 2:00 – 3:00 on Short Sales. We always have the webinar going upstairs for any members interested in watching and we serve popcorn! Members can also sign up to attend from their homes or offices.

NAR: MVP Program. Information on signing up for NAR’s MVP program was in the packets. Each month, NAR will offer a new promotion and it’s easy to sign up; you can do so right from NAR’s main page at www.realtor.org.

HAR EVENTS: Recent: Real Estate Basics in Today’s Market Class on March 21st. This was a roundtable style class that was well attended and well received.

Candidate Forums for Supervisorial Races. HAR held three candidate forums for the Supervisorial candidates in their respective districts. They were great forums, but we had low attendance. The election is June 5th, please vote!

Tablet Class on April 23rd. There were 8-10 people at the tablet class where Ted Cabannis with Verizon Wireless presented tablet options and answered questions. The Tech Committee’s survey said this was a big topic for our members so we had the class. The feedback was positive.

Digital Signature Class on May 15th. This was the next highest rated item from the Tech Committee survey that members wanted to know more about. Andy Parker taught this class yesterday for 18 people and the feedback was positive.

The Tech Committee will also be holding “Get App’y” roundtables the first Tuesday of each month at 11:30.

Upcoming: Meet the Underwriter Class May 23rd at HAR. Come to this class to meet with a local underwriter and lenders to get your questions answered.

Not on the agenda are the upcoming Living Trust and Probate Class to be held at HAR on June 6th and a DISC class on June 22nd at Humboldt Land Title. DISC is a personality course for \$25.00 taught by a Realtor originally from Crescent City.

General Membership Meeting June 14th at Elk's Lodge. Please attend our next general membership meeting at the Elk's lodge on June 14th for \$15.00. Jennifer Budwig from Redwood Capital Bank will be speaking about our local economy.

Member Appreciation Mixer June 27th at Humboldt Crab's Ballpark. We don't have a flyer yet for the Crab's Mixer, but we have 300 tickets for members and their families to attend the double header on June 27th. Our BBQ will be in the picnic area starting at 5:00 with the first game starting at 5:30. We will be holding the drawing for the free iPad2 at the mixer; the drawing is for anyone who brings in a new affiliate member during our affiliate drive from April 1st – June 25th. We are also having a first pitch raffle; anyone interested in throwing out the first pitch for either game can enter the raffle - \$25 gets your name in the raffle once and \$100 gets your name in five times. Lois reported on the new affiliate's directory to be promoted to clients, this is one of the benefits of affiliate membership, and it is also available on our website. An updated directory will be released in July after the drive is over.

Bowling Tournament July 19th at Harbor Lanes. We have several ways to participate in this year's bowling tournament on July 19th. You can be on a team, sponsor a hole, sponsor the announcer booth, food, raffle items or just come and watch! The winner of our tournament will have their score turned into CAR. The team with the best score from all tournaments held this year will be awarded a \$250.00 gift card for each player.

Day at the Races Mixer August 17th at Ferndale Fairgrounds. At this time, we do not have a sponsor for the Day at the Races Mixer, but HAR will be sponsoring a horse race.

Golf Tournament & Auction September 13th & 14th. The dinner and auction will be at the Elk's Lodge on September 13th with cook your own steaks. This is open to all members and their guests for \$25.00 per person, not just people playing in the tournament. The tournament will be on September 14th at Beau Pre. Kathi asked people to vote for the Backpacks for Kids Program. May 23rd is the deadline to turn in your ballot with your vote for this year's beneficiary.

The "Member Forum" on HAR's website is up and running, check it out.

DISCUSSION/TOPIC LEADERS. Feedback forms were distributed and members were asked for topics for future meetings. Lois passed out a packet of CAR member benefits, many of which are free.

OPEN FORUM. Lois reported HAR is giving out three \$750 scholarships and one \$500 scholarship; two of the recipients will be at our general membership lunch in June. College of the Redwoods gave out the first Dennis McKenzie scholarship this year.

DRE is being re-organized and will come under consumer affairs and will be a bureau; CAR is supporting the re-organization.

There was discussion about E&O insurance; which company does everyone use, what is covered if you change carriers, etc. At least one person used CAR's RealCare, another CRES and another Black Ink. Brokers agreed to come back to the next Broker's Meeting in October with information on their E&O to discuss and share with each other.

Mikki thanked everyone for their support during her transition to MikkiMoves Real Estate and invited everyone to her grand opening on June 2nd.

Adjourned: 3:05 p.m.