



# Impact



**Jake Porritt**  
**NOCBOR President**

The National Association of REALTORS® (NAR) had a convention for the REALTOR® Party in Washington D.C., May 12-17 and several of your NOCBOR representatives attended. As usual our presence was known to the entire convention and we inspired healthy debate. We paid particular attention to the issues that would be voted on at the end of the convention.

As a member of the Commercial Committee and as a Director at NAR I had several votes to make. The two most relevant issues that were addressed in votes were the adoption of the new Core Standards for Associations and the mandate for REALTOR® run Multiple Listing Services to make data available to brokers so they may utilize it for Automated Valuation Models.

Here was how the two questions were framed by NAR:

1. That Mandatory Core Standards for Associations of REALTORS® be adopted.
2. That MLS Policy Statement 7.79 Reproduction of MLS Information be amended.

Because of the length of both of the recommended changes, I will paraphrase these motions.

First, the Mandatory Core Standards that were recommended were developed by the Leadership Team, which includes the current President. The Leadership Team believed that Core Standards should be implemented related to the Code of Ethics, Advocacy, Consumer Outreach, Unification Efforts, Technology, and Financial Solvency. The only item in this list that appeared controversial relates to Financial Solvency.

Requiring Financial Solvency appears to be an important stated goal. The Associations should be safe custodians of the members' funds. However, it wasn't requiring solvency that was the issue, it was that NAR moved to require all Associations with revenue of \$50,000 or more to have audited financial reports created on an annual basis.

Audited Financials are expensive will not be affordable by many Associations. This mandate will therefore create pressure for many small boards to consolidate. While I see this as a challenge for NAR at large, certainly for NOCBOR it may be a positive development. For that reason, I voted for the motion and it did pass by a heavy margin.

The second issue related to MLS policy seemed to me to be a Trojan horse. Once again something that appears on the surface to be well intentioned may have significant negative consequences, if not bad intent.

The MLS was created to share information between brokers. The evolution of the MLS has seen far more development in how information is shared with the consumer than how it is shared between brokers. The dollars, YOUR DOLLARS, that have been spent have gone towards the development of these services. In order to remain "competitive" with new consumer facing portals, brokers have placed pressure on their respective MLS systems to provide access to the aggregated information to make it available to consumers for marketing.

NAR has attempted to satisfy this pressure by continuing to implement rules that make it easier for brokers to capture and utilize the data for their marketing efforts to consumers. One of the tools that non-REALTOR® consumer marketing portals have is Automated Valuation Models (AVMs). This is where, without personal interaction, a consumer might interface with a

software component and receive an estimate of the value of their respective property. Until the current recommended change by NAR, MLS's could determine on their own if their data would be provided to brokers to push to AVMs for consumer use.

*"The amendments clarify that AVMs are included among the valuations participants can develop for clients and customers, and that MLSs **MUST** (emphasis added) make information available to participants in a manner that makes development of fully-automated AVMs possible."*- NAR.

When the aggregated data is forced to be provided to individual brokers, there is understood risk. The competition has been trying to gain access to that data since the MLS was created. REALTOR® data is unquestioned to be the most accurate and complete. By forcing the pipeline to be created, NAR may be imposing greater exposure to one of the greatest risks facing MLSs.

NAR's response to this reservation in policy is that the MLSs are encouraged to have a licensing policy. They didn't, however, provide a minimum standard for that licensing, and they didn't require the licensing, as they mandated the MLS to provide the data. This is a very clear message to MLS systems that NAR's policy is that getting the information out quickly is more important than protecting it.

I found the lack of attention given to the protection of the data created by our predecessors unnerving. Ultimately, I voted against the MLS policy change. It was the closest vote of the day nearly 50/50 each time it was voted upon (at least 4 attempts). However it passed and is now officially NAR policy.

I only hope that we do not find out as the Greeks did, that a "gift" contrived by the competition becomes our undoing.

Jake Porritt  
Porritt Group, PLLC

*(The preceding article is solely the opinion of the author, the views and opinions of the author do not necessarily reflect the views and opinions of the North Oakland County Board of REALTORS®.)*



## Board of Directors April, 2014

**MOTION CARRIED** to approve two (2) Primary Designated REALTORS®; One (1) Secondary Designated REALTOR®; Ninety-one (91) Primary REALTORS® and One (1) Affiliate.

**MOTION CARRIED** to recommend to MAR RPAC Trustees to fund the re-election campaign of State Representative Tim Greimel (D) in the sum of One Thousand (\$1,000) Dollars.

**MOTION CARRIED** to recommend to the MAR RPAC Trustees to fund the re-election campaign of State Senator James Marleau (R) in an amount not to exceed Five Thousand (5,000) Dollars.

**MOTION CARRIED** that NOCBOR support the candidacy of **Allan Daniels** for the position of 2015 MAR Treasurer.

## Elesa Elected Treasurer

Congratulations to **Dan Elesa** (Real Estate One) who was recently elected **2014 Treasurer of Leading Real Estate Companies of the World (LeadingRE)**, a global network of over 500 premier real estate firms with 4,000 offices and 120,000 sales associates in over 40 countries around the world. Members dominate the U.S. list of top 500 real estate firms.

## What Do You Know?

This quiz was prepared by the **Real Property Valuation Committee** to test your knowledge of real estate property taxes. Each can be answered "yes" or "no."

1. Real estate property taxes are based on the sale price of the home? **NO**

2. Each year, taxes on homes goes up by as much as prices have increased in the area? **NO**

3. You can only correct information about a home's age, number of baths, bedrooms, at the March Board of Review? **NO**

4. Owners cannot appeal their property taxes at the Assessor's March Board of Review? **YES**

## Board of Directors May, 2014

**MOTION CARRIED** to approve two (2) Primary Designated REALTORS®; One (1) Secondary Designated REALTOR® and fifty-eight (58) Primary REALTORS®.

**MOTION CARRIED** to recommend to the Realcomp Governors to consider removing the public Web-site **moveinmichigan.com**.

**MOTION CARRIED** to approve the Resolution which requires Realcomp II, Ltd. to deposit installment assessments and cost savings in a separate segregated account for which the sole purpose shall be to pay the Allan settlement

## New Name For MAR

On May 5, the Michigan Association of REALTORS® changed its name to Michigan REALTORS®. The Association's Web site, **www.mirealtors.com** has been streamlined and enhanced with all the information which you need and use regularly. There is a portal site with distinct micro sites for important segments of services available to you.

## AMC Requirements

Public act 505 of 2012, effective April 1, 2014, makes it mandatory for appraisal management companies (AMC) to be licensed in Michigan for the first time. The fee for a three-year license is \$2,000.

The Occupational Code, provides that a person shall not do any of the following in this state without an AMC license:

- Directly or indirectly engage or attempt to engage in business as an AMC.
- Directly or indirectly perform or attempt to perform appraisal management services.
- Advertise or hold itself out as engaging in or conducting business as an AMC.
- Use the term "appraisal management company," "mortgage technology company," or any similar term that indicates the person is licensed under the Occupational Code.

## MISSION STATEMENT

The purpose of the North Oakland County Board of REALTORS® is to enhance the ability and opportunity of its members to conduct their business successfully and ethically, and to promote the preservation of the right to own, transfer and use real property.

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**NORTH OAKLAND COUNTY BOARD OF REALTORS®**  
 4400 West Walton | Waterford | MI | 48329  
 Phone (248) 674-4080 | Fax (248) 674-8112  
 E-mail: info@nocbor.com  
 www.nocbor.com

## Occupancy Charges & Security Deposits

Some REALTORS® are writing addendums which describe the seller's occupancy charge, following the closing, as a "Security Deposit." Some addendums further state that the parties acknowledge the occupancy period will become a "Landlord-Tenant Relationship."

According to an article published in the *Michigan REALTOR®* (March, 1997), occupancy charges do not appear to fall within the definition of security deposit as set forth in the Landlord-Tenant Relationship Act (LTRA) and should not be treated like a security deposit under the LTRA. If we begin to treat occupancy charges as security deposits, a number of other issues may be raised. Example, many home owner insurance policies do not cover rental or income property. If the home is destroyed (e.g., fire, tornado) one week after closing, the buyers' insurance company may deny coverage since the home was being used as a rental property. Likewise, the sellers' insurance company may deny coverage based on the fact the sellers no longer have any insurable interest in the home.

Guess who the attorneys representing the parties would look to for damages? Guess who prepared the addendum and its language? Can you spell the word "Defendant?" It is strongly recommended that REALTORS® do not treat occupancy changes as security deposits or have their clients sign such forms without an attorney review. *(This article was written by Tom Kotzian and Greg McClelland)*

## Is Your Number Up?

The Membership Services Committee of the North Oakland County Board of REALTORS® has sponsored "Is Your Number Up?" program to area elementary schools since 1992.

The purpose of the program is to emphasize the importance of keeping street addresses clearly visible on all homes, which reduce the time that it takes for police, fire and other emergency services to find a residence. The program also reinforces children's awareness of their correct address.

In recognition of being selected the school chosen by the NOCBOR Membership Services Committee, Divine Grace Lutheran School in Lake Orion.



*This year's winner, Kindergartner, Trenton, of Divine Grace Lutheran School in Lake Orion.*

## Support NOCBOR Affiliate Members

<b>Bankston, Justin</b> (First American Title Insurance)	248-789-6371
<b>Barnett, Larry</b> (Attorney at Law)	248-625-2200
<b>Bartram, Scott</b> (Diversified Heating & Cooling)	800-680-6244
<b>Bartus, Barb</b> (Michigan First Financial)	248-666-2700
<b>Becker, Jeff</b> (America's Preferred Home Warranty)	800-648-5006
<b>Berryman, David</b> (Talmer Bank & Trust)	248-498-2867
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<b>Jacobs, James</b> (Air Serv Heating & Air Conditioner)	248-627-7000
<b>Jarvis, Beth</b> (Title Connect)	586-226-3506
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<b>Taylor, Nikki</b> (Seaver Title)	248-338-7135
<b>Vigillius, Pete</b> (Troy Abstract & Title Agency)	248-989-1100
<b>Webberly, Mark</b> (U.S. Bank Home Mortgage)	248-866-9460
<b>White, Kaitlyn</b> (White Star Movers)	586-977-0400

## An Interesting Fact!

\$68,000 is the average amount of economic activity generated by one home sale. This activity takes the form of things like moving expenses, home furnishing purchases, landscaping, insurance and more. Real estate and related industries account for about 18% of the U.S. Gross Domestic Product.

## Free Member Benefit

NAR is pleased to provide to members a free pharmacy program designed to help lower the cost of some prescription drugs. This benefit is provided by SASid, the same trusted REALTOR Benefits® Partner who manages REALTORS® Core Health Insurance and REALTORS® Dental Insurance. This discount prescription drug card may be used at over 60,000 pharmacies nationwide, including most major chains, such as CVS, Walmart, Walgreens, Target, Rite Aid, Kmart and more. This program provides savings of up to 60% on select generic prescriptions and up to 15% on select name brand prescriptions.

All NOCBOR members with a NRDS ID are eligible to create and use a free discount prescription card. NAR members can add the name(s) of their spouse and dependents to their card and these family members are able to take advantage of the savings this card can provide. To obtain this offer: visit [www.drugcardamerica.com/NAR](http://www.drugcardamerica.com/NAR) to obtain your **free** card. Call 877-27-3752 if you need assistance.

# 2014 NOCBOR Golf Outing

# 2014



## Early Registration for Best Selection!

This will be an outstanding opportunity for business networking as well as a fun packed day at a great course. Please consider contributing and/or participating in this event. Even if you are not a golfer or if the date doesn't work for you, please consider the **sponsorship opportunities** to promote your business.

## Sponsorship Registration:

Hole Sponsorship \$100.00 \_\_\_\_\_

Special Sponsorship \$250.00

- Breakfast
- Lunch
- Dinner
- Keg/Water Hole

Contest Sponsorship \$100.00

- Closest to the pin
- Longest drive
- Longest putt

Other - Gift cards and/or baskets for prizes at the end of the outing for golfers (min. of \$25 value). Please describe your donation: \_\_\_\_\_

## Four Person / 18 Hole Scramble Thursday, August 7, 2014

7:30 am Breakfast & Registration

8:30 am Shotgun Start

## Fountains Golf & Banquet

6060 Maybee Road, Clarkston, MI

.....  
\$100.00/person

\$35.00/dinner only - arrive at 2:00 pm

*Includes golf cart, continental breakfast, lunch at the turn, water and beer, 3-entree buffet dinner and all contest holes.*

For Sponsorship Information contact:

David Niezgoda  
Phone: 586.246.9413

Justin Bankston  
Phone: 248.789.6371

Angela Batten  
Phone: 248.343.0979

.....  
Please send sponsorship form and your payment no later than July 15, 2014.

**Send to:**  
**NOCBOR**  
**4400 W. Walton Blvd, Waterford, MI 48329**

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Golf Registration

Name: \_\_\_\_\_ Company Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Team Player 2 \_\_\_\_\_

Team Player 3 \_\_\_\_\_

Team Player 4 \_\_\_\_\_

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# What New Mortgage Rules Mean for REALTORS®

As of January 1, 2014, the new Consumer Financial Protection Bureau (CFPB) rules and requirements for buying a home and refinancing a mortgage, also known as the “qualified mortgage” or “ability-to-repay” rules, are in effect. There may be a few challenges ahead for buyers who may not be prepared for the heightened level of financial scrutiny. The good news is that by having a firm handle on the changes, brokers and their agents can stay ahead of the game, guiding their buyers as they navigate the new requirements.

The new rules, designed to discourage the predatory and risky lending that led up to the recent financial and housing crisis, stem from the **Dodd-Frank Act** (2010). Among other things, the sweeping legislation established an independent consumer bureau within the Federal Reserve to protect borrowers against abuse in mortgages and other types of lending. Predatory lending practices are a thing of the past. The goal is that the new rigor in ensuring home buyers can afford to repay their mortgages will stabilize the housing market for the long term.

For brokers and agents, the new mortgage rules mean that buyers must jump through more hoops than in the past. As such, the new ability-to-repay guidelines require more documentation for both borrower and lender. And the new qualified mortgage (QM) guidelines, if adhered to, mean that both the lender and borrower are protected in event of a loan default. In a nutshell, for buyers, these guidelines mean:

No more interest-only, negative amortization, balloon payment loans or prepayment penalties, since these are risky products;

Upfront points and fees must not exceed 3% of the total loan amount;

Debt-to-income ratio may not exceed 43%

For brokers and agents, this means helping buyers understand that to qualify for a QM, they may have to stick within a specific price range unless they can put down a bigger down payment or find a co-signer.

According to Housing & Consumer analyst Dani Babb, new housing requirements mean it may become more difficult for real estate professionals to sell higher-priced homes. Borrowers who need jumbo loans might find them harder to come by. Between 12-14% of higher-end home buyers use interest-only loans to secure their profile, which means those buyers may be inched out of the market.

Entrepreneurs and small business owners may also have a harder time getting loans. Many will find themselves disqualified for QMs due to the more rigorous and less flexible income verification requirements.

It's not all doom and gloom, though. New lenders are emerging to fill the gap to provide loans, even though they aren't QMs under the rules. There are portfolio loans available, particularly offered by smaller institutions like community banks and credit unions that will work with people with a high credit score to figure out a way to qualify.

Mortgage brokers are more important than ever, given their access to lenders, as well as credit unions and community banks. While the bad rap suffered during the sub-prime crisis caused many brokers and agents to distance themselves from mortgage brokers, Babb sees mortgage brokers as key players on the market.

Now is the time for brokers and their sales associates to get to know the lending market and to get closer to its key players, such as community banks and mortgage brokers. It's important for REALTORS® to be able to explain the basics to borrowers, such as how they can structure their finances to be able to borrow and referring them to accountants to understand how to structure their income. Help them understand realistically that while they can no longer buy home they could have purchased in December, there may be something one zip code away. *(Reva Nelson is a freelance writer and marketing consultant based in Chicago.)*

## Legal Q & A

**Q:** The seller just sent a counteroffer and now has received a better offer. Can the seller rescind his/her counteroffer?

**A:** A counteroffer can be rescinded up until the time it has been accepted. The recession must reach the buyer or the agent for the buyer before the seller or the agent for the seller receives an acceptance.

**Q:** My sellers are not going to provide a Seller's Disclosure Statement because they have never lived in the residence, but have only used it as a rental. Is this proper?

**A: NO.** Sellers are not exempt from Seller Disclosure Act requirements just because they have never lived in the property. Sellers who have owned and leased a residence must nonetheless fill out the Seller's Disclosure Statement to the best of their knowledge. The list of exceptions can be found in Section 3 of the Seller Disclosure Act. MCL 565.953.

**Q:** We had a buyer come to our office who has plainly stated that he does not want a woman representing him. What should I tell him?

**A:** The Fair Housing Act prohibits a broker from matching clients with agents on the basis of gender (or on the basis of any other protected class).

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## NOCBOR Events

June  
July  
August

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5 9:30 a.m. "Selling HUD Homes- Advance 2014 Training" (2 hrs con-ed)	6	7
9 9:30 a.m. Education/Tech 11:30 a.m. Government Affairs	10 9 a.m. Membership Services 9:30 a.m. New Members J. Waller	11 10 – 11:30 a.m. "Break Through By Design™" Colin Jacobs	12	13	14
16	17 10 a.m. Backdoor Workshop "Mortgage 101" (2 hrs con-ed)	18 10 a.m. Backdoor Workshop "Going Green"; "New Homes" & "Deck Construction" (3 hours con-ed)	19 9:30 a.m. Grievance	20	21
23 9:30 a.m. (for brokers) Virtual Tours 10:30 a.m. (for agents) Virtual Tours	24 10 a.m. Backdoor Workshop MSHDA- "New Rates in Select Cities"	25 12:30 p.m. Executive 1:30 p.m. BODs' Mtg	26 9:30 a.m. – 3:30 p.m. Con-ed (Course 1500) J. Waller 6-10 p.m. Euchre' Tournament	27 10:30 a.m. Real Property Valuation	28 9:30 a.m. – 3:30 p.m. Con-ed (Course 1500) S. Bell
30	1	2	3	4 <b>OFFICE CLOSED</b>	5
7	8 9 a.m. Membership Services	9	10 9:30 a.m. "Selling HUD Homes- Advance 2014 Training" (2 hrs con-ed)	11 9:30 a.m. – 3:30 p.m. Con-ed (Course 1500) S. Bell	12
14 9:30 a.m. Education/Tech 11:30 a.m. Government Affairs	15	16	17 9:30 a.m. Grievance	18	19
21	22 9:30 a.m. – 3:30 p.m. Con-ed (Course 1500) J. Waller	23 10 a.m. Backdoor Workshop "Roofs"; "Heating & Cooling" & Electrical (3 hrs con-ed)	24	25 10:30 a.m. Real Property Valuation	26
28	29	30 12:30 p.m. Executive 1:30 p.m. BODs' Mtg.	31 8 a.m. – 5 p.m. GRI I Tom Kotzian	1 8 a.m. – 5 p.m. GRI I Tom Kotzian	2
4 8 a.m. – 5 p.m. GRI I Tom Kotzian	5 8 a.m. – 5 p.m. GRI I Tom Kotzian	6	7 <b>NOCBOR Golf Outing</b> 7:30 a.m. Breakfast/Registration 8:30 a.m. Shotgun Start @ Fountains Golf & Banquet 6060 Maybee Rd. Clarkston 9:30 a.m. "Selling HUD Homes- Advance 2014 Training" (2 hrs con-ed)	8	9
11 9:30 a.m. Education/Tech 11:30 a.m. Government Affairs	12 9 a.m. Membership Services	13 9:30 a.m. – 3:30 p.m. Con-ed (Course 1500) S. Bell	14	15	16
18	19	20 12:30 p.m. Executive 1:30 p.m. BODs' Mtg.	21 9:30 a.m. Grievance 9:30 a.m. New Members J. Waller	22	23
25	26	27 9:30 a.m. – 3:30 p.m. Con-ed (Course 1500) J. Waller	28	29 10:30 a.m. Real Property Valuation	30

# Earn the GRI Designation



In today's competitive business environment, it often takes more than just motivation and initiative to succeed. Earning the Graduate, REALTOR® Institute (GRI)

designation is a way to stand out to prospective home buyers and sellers as a REALTOR® who has gained in-depth knowledge on technical subjects as well as the fundamentals of real estate.

## GRI-I (Broker Basic)

Topics Covered:

- 1 Building a real estate business
- 2 Construction, home inspection, environmental/health issues
- 3 Fair Housing and Civil Rights
- 4 Michigan license law, contract law, real estate finance
- 5 Professional standards, condominiums and cooperatives

Broker Licensure & Fair Housing Hours: GRI-I: 30 hours Broker license, licensure credit, 9 hours Fair Housing; GRI-II: 30 hours Broker license credit, 0 hours of Fair Housing; GRI-III: 30 hours Broker

Date: July 31, August 1, 4 & 5, 2014

Instructor: Tom Kotzian

Location: North Oakland County Board of REALTORS®  
4400 W. Walton Blvd  
Waterford, MI 48329  
Phone: 248-674-4080

Time: 8:00 a.m. - 5:00 p.m. • Registration 7:30 - 8:00 a.m. first day

Registration: NOCBOR/MAR Members: \$350.00 • Non-members: \$400.00 Registrations must be in by July 15, 2014

## GRI-II (Broker Advance)

Topics Covered:

- 1 Law and agency, antitrust, misrepresentation
- 2 Real estate economics, pricing property
- 3 Closings
- 4 Sales and marketing, federal income taxation and real estate agents
- 5 Taxation

Broker Licensure & Fair Housing Hours: GRI-I: 30 hours Broker license, licensure credit, 9 hours Fair Housing; GRI-II: 30 hours Broker license credit, 0 hours of Fair Housing; GRI-III: 30 hours Broker

Date: September 25, October 9, 10, 17, 2014

Instructor: Tom Kotzian

Location: North Oakland County Board of REALTORS®  
4400 W. Walton Blvd  
Waterford, MI 48329  
Phone: 248-674-4080

Time: 8:00 a.m. - 5:00 p.m. • Registration 7:30 - 8:00 a.m. first day

Registration: NOCBOR/MAR Members: \$375.00 • Non-members: \$425.00 Registrations must be in by **September 12, 2014**

# Free\* Backdoor Workshops

## Thursday, June 5

"Successfully Selling HUD Homes-Advanced Training 2014"  
**9:30 a.m.**  
(2 hours con-ed)  
Evdzuza Ramaj, Inside Realty

## Wednesday, June 11

"Break Through By Design™" **10 a.m.**  
Colin Jacobs

## Tuesday, June 17

"Mortgage 101" **10 a.m.**  
(2 hrs con-ed)  
J. Nummer, Somerset Lending Corp

## Wednesday, June 18

"Going Green," "New Homes" & Deck Construction" **10 a.m.**  
(3 hours con-ed)  
Randy Patterson, Pillar To Post

## Monday, June 23

Virtual Tours **9:30 a.m. (for brokers)**  
Virtual Tours **10:30 a.m. (for agents)**  
Mike Barrett, Property Panorama

## Tuesday, June 24

MSHDA – "New Rates In Select Cities" **10 a.m.**  
Brian Seibert, Michigan First Financial

Location: NOCBOR

(\*Free for NOCBOR members)

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## 2014 Con-ed (Course 1500)

### Saturday, June 28

### Friday, July 11

### Wednesday, August 13

### Tuesday, September 16

Instructor: Sally Bell

9:30 a.m. – 3:30 p.m. (6 hrs con-ed)  
9:30 a.m. – 1:30 p.m. (4 hrs con-ed)  
9:30 a.m. – 12:30 p.m. (3 hrs con-ed)  
9:30 a.m. – 11:30 a.m. (2 hrs con-ed)

Course fee: (6 hrs) \$35 member/\$45 non-member  
(4 hrs) \$25 member/\$30 non-member  
(3 hrs) \$20 member/\$25 non-member  
(2 hrs) \$15 member/\$20 non-member

### Thursday, June 26

### Tuesday, July 22

### Wednesday, August 27

### Friday, September 26

Instructor: Jack Waller

9:30 a.m. – 3:30 p.m. (6 hours con-ed)

Course fee: \$40.00 member/\$50 non-member

Location: NOCBOR

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## Technologies To Advance Your Business CRS 206

Today's internet-enabled real estate market requires sales agents to work faster and be more responsive than ever before. The ability to quickly access and exchange information – anywhere, anytime – can be the difference between making and breaking a transaction. The Technologies to Advance Your Business course guides students through a process for analyzing the technology needs of their business. Course topics focus on using technology tools that enable sales agents to become more productive, increase their profits, and differentiate themselves in the marketplace. This course combines targeted discussion topics, technology demonstrations, and engaging activities to prepare students to select the right technology tools and systems to advance their business.

### Course Content:

- Time-saving technology tools
- Automatic contact management and follow-up systems
- Strategic mass e-mail and internet marketing
- Successful marketing via websites, blogs, and other communication tools
- Effective multimedia technologies for enhanced listing and buyer presentations

CRS 206 two-day course, has credits of sixteen (16) education credits toward the CRS Designation.

**Thursday, September 11 & Friday, September 12, 2014**

**8 a.m. – 5 p.m.**

**\*\$328.00** (\$375.00 after August 30)

(\*Eligible for the NOCBOR Education Loan Program)

## NOCBOR Benefit

NOCBOR is the only Board of REALTORS® in Michigan offering its members **FREE** virtual tours of each property submitted to Realcomp. NOCBOR and Property Panorama is offering Primary and Secondary broker owners the opportunity to add an “**InstaView Lite**” virtual tour without any assistance from the REALTOR®.

Join Mike Barnett, President of Property Panorama at NOCBOR on Monday, June 2, to learn about the exclusive NOCBOR member benefit. Barnett will provide information at **9:30 a.m. (brokers) 10:30 a.m. (sales agents)**. E-mail [info@nocbor.com](mailto:info@nocbor.com) or call 248-674-4080.

## Home Buyer & Seller Generational Trends

NAR just published “Home Buyer and Home Seller Generational Trends.” Here are the highlights:

- Gen Y comprises the largest share of home buyers at 31%, followed by Gen X at 30%, and both Younger (16%) and Older Boomers (14%) at 30%. The Silent Generation has the smallest share home buyers at 9%.

- Gen Y has the largest share of first-time buyers at 75%. The share of first-time buyers declines as age increases. Among the Silent Generation only 2% of buyers are first-time buyers.

- Among all generations of home buyers the first step in the home buying process is looking online for properties for sale. Gen Y is most likely among generations to also look online for information about the home buying process, while the Silent Generation is most likely to contact a real estate agent.

- More than half of Gen Y and Gen X buyers used a mobile device during their home search. Among those who did, 2% of Gen Y and 22% of Gen X found the home they ultimately purchased via a mobile device.

- Younger buyers were predominately referred to their agent through a friend, neighbor, or relative, while older buyers were more likely to use an agent again that they previously used to buy or sell a home.

- Overall 88% of recent buyers financed their home purchase. Nearly all (97%) of Gen Y buyers financed compared to just 55% of Silent Generation buyers.

- Among the generations, Gen X (29%) is the largest group who are recent home sellers followed by both Older Boomers (22%) and Younger Boomers (21%).

- Younger sellers are more likely to use the same real estate agent or broker for their home purchase than older sellers, as they are typically moving closer to their previous residence.

### 40 Hours Pre License Training

Monday, September 8, 2014  
(Monday & Wednesday for 5 weeks)

### NCI ASSOCIATES

North Oakland County Board of REALTORS®  
4400 W. Walton Blvd  
Waterford, 48329

6-10 p.m.

\$235 includes materials

Register by phone with Visa/Mastercard  
No later than 8/27/14  
586-247-9800 or 586-247-9820 (fax)



# GRI-I

**(Broker Basic)**

**July 31, August 1, 4, & 5, 2014**

Registration first day: 7:30 a.m. – 8:00 a.m.

Class: 8:00 a.m. – 5:00 p.m.

Location: North Oakland Board of REALTORS® Office  
4400 W. Walton Blvd.  
Waterford, MI 48329  
(248) 674-4080

Instructor: Tom Kotzian

Cost: \*\$350.00 NOCBOR/MAR Member  
\$400.00 Non-Members

*\*NOCBOR education loan available*

**Topics Covered:** Law and Agency, antitrust, misrepresentation, Real estate economics, pricing property, closings, sales and marketing, federal income taxation and real estate agents and taxation.

**To register, please call NOCBOR248-674-4080 or register online at [www.nocbor.com](http://www.nocbor.com)**

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[www.ncjwgds.org](http://www.ncjwgds.org)

10:00 a.m. - 6:00 p.m. (Tuesday-Saturday)  
Noon - 4:00 p.m. (Sunday)



Donations Welcome  
Proceeds benefit community service projects of  
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Greater Detroit Section