

JUNE 2011

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PUBLISHED MONTHLY
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WEST CENTRAL
ASSOCIATION OF REALTORS®
400 SOUTH CABLE ROAD
LIMA, OHIO 45805-3112
(419)227-5432
(419)229-1842 FAX



**NATIONWIDE
OPEN HOUSE**
REALTOR® WEEKEND JUNE 4-5, 2011

Summer Event Will Put Spotlight on Home Ownership

The 2011 REALTOR® Nationwide Open House will be held on the weekend of, June 4-5, 2011. This event, which began on a local level a few years ago, is a weekend when REALTORS® across the country—and across the globe—are invited to hold open houses in their area. It is designed to drive buyers' attention and interest to homes for sale and offers opportunities to educate the public about the benefits of home ownership.

4 Ways to Perk Up an Open House

Practitioners are increasingly looking for alternatives to the traditional Sunday open house that will successfully bring in buyers and grow their prospect list.

Change the time and day. Think that open houses can be held only for a two-hour window on Sundays? Think again. Evening open houses are one option gaining in popularity. Kelly Evans, an associate with RE/MAX Palos Verdes Realty in Palos Verdes, Calif., hosts "twilight" open houses so buyers can come directly after work.

Pick a theme. Margaret Rome, broker-owner of HomeRome Realty in Baltimore, says you have to make the event fun. She's hosted a popcorn-and-champagne soiree, a block party with a huge BBQ pit, and an evening cocktail party at the homes of her listings. The events garnered attention and directly led to the sale of the home.

Go virtual. Creating a stellar virtual tour can sometimes be even more effective in grabbing potential buyers than hosting an open house. Try Easypano.com or 3DVista.com, which produce virtual tours that you can host on your own Web site.

Wait until after the sale. If your favorite part of an open house is the new leads you get for your prospect database, consider a different approach that yields similar results. Sales coach Edward Hatch, CRB, CRS, of Ed Hatch Seminars in Gambrills, Md., suggests hosting a housewarming party for the buyer. Ideally, the buyer will give you a list of close friends so you can send out invitations. At the soiree, your client serves as a personal endorser of your services.

* * * * *



WELCOME NEW MEMBERS

*Real Living, CCR,
REALTORS®
Philip Centers*

Hartsock Realty
Devin Dye

Schrader Realty
Jodi Moenter

REINSTATEMENT

*Real Living CCR, REALTORS®
Jim Odenweller*

NEW OFFICE

Longfellow Appraisal
20429 Miller Road
Wapakoneta, Ohio 45895
Phone 419-568-1131

Lynette Miller

NEW AFFILIATE

Beacon Mutual FCU
2301 Allentown Road
Lima, Ohio 45805
Phone 419 228-4321
FAX: 419 228-2140

Heather O'Connor

MLS Tidbit

MLS Rules & Regulations

Section 1.2.0: Names, phone numbers, web site addresses, company slogans or any language or code that infers identification of a company or individual shall not appear in the remarks section of listings or on photos of listings. All data fields are to be populated only with that data field's requested information.

These can only be put in private remarks.

West Central Association Membership Statistics

	Year to Date thru 5/15/2011	Year to Date thru 5/15/2010	Year Ending 12/31/2010
# Offices	62	63	62
# Primary Members	313	334	332
# Secondary Members	5	4	4
# Affiliates	25	26	25

West Central Association MLS Statistics

	Year to Date thru 5/15/2011	Year to Date thru 5/15/2010	Year Ending 12/31/2010
# Offices	82	79	82
Total Membership in Multiple	333	361	350
New Listings	1033	1190	3325
Closings	444	465	1548



The Third Quadrennial Period for the NAR Professional Standards Requirement Code of Ethics Course began January 1, 2009. **THIS COURSE MUST BE COMPLETED BY DECEMBER 31, 2012.** Fax your certificate to the Board upon completion of your Ethics Course as your Certificate Number is needed to meet this requirement.

MAY MLS VIOLATIONS & WARNINGS

VIOLATION	Amount of Fine	Warnings	Fines
Bulletins over the 7 day limit	\$5/day	0	0
Unallowable Data in Public Remarks	\$50.00	0	0
Blank, Incorrect or Fictitious Information in Required Fields	\$50.00	0	0
No Photo	\$50.00	7	0
Non-Reported Closings (Solds)	\$50.00	0	0
Non-Reported Status Change	\$50.00	0	0
Non-Reported Dual or Variable Rate Commission	\$50.00	0	0
Listing Not Submitted to MLS within 48 hours	\$50.00	0	0
Entry of Branded Virtual Tour on Listing	\$50.00	0	0
Non-Existent Listing	\$500.00	0	0
Providing Login Name/Password to Non-Member	\$500.00	0	0



Happy Father's Day to All Dad's – June 19th



BOARD OF DIRECTORS

President Obringer called the meeting to order @ 8:30. President- Elect Linda Painter-Stemen, Vice President Joe Guagenti, Past President Jim Kitchen, Sandy Foreman, Veronica Fox, Dick Clark were present. Chris Fleischman and Tim Stanford were absent.

There was a quorum.

Agenda approved

April minutes approved

April Financial statements accepted for filing.

Approved new office: Longfellow Appraisals

Approved new members: Scott A. Neth, Real Living CCR, REALTORS; Philip E Centers, Ron Spencer Real Estate; Jodi M. Moenter, Schrader Realty; Lynette Longfellow, Longfellow Appraisals.

Approved new affiliate: Huntington Mortgage Group

Approved 3Q MLS Fees

Approved Dick Clark for PR Committee

The next meeting is scheduled for June 8, 2011

The next scheduled meeting of the BOD is June 8 at 8:30.

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Sandy Foreman for again preparing the lunch and arranging for the speakers at the Membership meeting on May 13th.

Thanks to Jenny Riethman, Farm Credit Services, for speaking to us regarding loans on farms, lots and manufactured housing.

Thanks also to Peggy Emerson, Allen County Soil and Water Conservation District, for giving us some information regarding drainage problems and web soil survey.

* * * * *

TAKE AN EXTRA MINUTE

When you are showing a house, please take an extra minute before you leave to make sure all of the lights are off and the door is locked.

The seller will appreciate this as will the listing agent.

Thank You!



Membership meeting Friday, June 10

Gary Hollenbacher, Huntington National Bank, will be telling us about the mortgage loans that Huntington has to offer (Doctor's Only, USDA, and FHA Financing) after providing lunch.

Remember Lunch is at 11:30 and the Meeting starts at Noon.

Mark this in your calendar so you don't forget!

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REALTOR® Party Political Survival Initiative (RPPSI)

The NAR Board of Directors overwhelmingly approved the REALTOR® Party Political Survival Initiative (RPPSI) at its May 14 meeting to raise NAR dues to \$120, from \$80, to pay for it. Under the initiative, the \$40 in new dues revenue will go to help fund and provide assistance to local, state, and national political and issues campaigns. Although some of the funds will be used to augment the REALTORS® Political Action Committee, a majority of the funds—73 percent—will be used for bolstering grassroots action. RPAC contributions are still critical, said former NAR President Cathy Whatley, who presented the initiative to the directors.

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RPAC AUCTION

The West Central Association RPAC Auction was a "Huge Success" on May 18th. We were able to more than double our goal with the auction bringing in \$ 6,825.00, and \$ 856.00 collected with dues...bringing our total to \$ 7,681.00.

This year for the first time, we had the band "Harmony" play. They did a fantastic job as well as put everyone in a "party" mood and boosted the enthusiasm. Mike Reindel was the auctioneer, as always, and as usual used his fantastic skills and outgoing personality to get the bids higher and higher! Special thanks to our bartenders Dick Clark and Ralph Haggard; Steve Uncapher and Veronica Fox for keeping track of the auctioned items, and to Roxann Dunno and Kathy Hughes for registering everyone!

* * * * *

Open Houses: 6 Ways to Capture Clients on the Spot

Try these tips for turning your open houses into a dependable flow of income for your business.

[By Rich Levin, Sales Coach](#) | April 2009

If you're getting ready to hold an open house, lock the door. And forget about programming all your visitors' numbers on your phone's speed dial: You never want to call them back.

That may not sound like your traditional advice for holding open houses. After all, isn't the idea to land more clients—not to mention, a buyer for the listing? But this unconventional strategy can work. Here's why.

Open houses are the perfect opportunity to expand your potential buyer pool. But if you're not careful, you may come across as too pushy, and that can be a quick turnoff that sends buyers running for the door. (No, that's not the reason you should lock it. I'll get to that shortly.)

Try these six tips to make open houses a more effective business tool.

Rule #1: Never plan on calling people later.

Instead of telling visitors you'll give them a call afterwards to follow up, you should use the valuable in-person time at the open house to say what you need to say. You're much more likely to make a stronger impression face-to-face than during a phone call at a later time. When meeting visitors at open houses, these are the main questions you want them to answer for you:

- Are they interested in the property?
- What other properties may be of interest to them? What are they looking for?
- Will they be willing to set up an appointment to talk further with you, or are they interested in viewing additional properties that may be a better fit?

Note there is an exception to the no-callback rule: When you have a crowded open house, you may not have enough time to talk with everyone. In this case, it may make sense to pick up the phone and ask if they needed any additional information.

Rule #2: Welcome visitors at the door.

The best way to welcome visitors to the open house: Lock the door. Neither you nor the owners want people walking into the house unannounced. This won't only ensure you get to talk to everyone who wanders in but it's also a safety issue.

Try this approach:

- Greet people at the door.
- Welcome and thank them for coming.
- Hand them information on the property.
- As they look at the information, talk about a special feature or two in the home that they may want to notice as they go through the property.
- Ask for their name, phone number, and e-mail address, or have them fill out an open house register so you'll have their contact information. If they decline to give you their contact information (and they don't appear threatening), you should still let them view the property. You'll find most visitors are willing to give you their contact information.
- Explain that there is additional information about the listing on the dining room or kitchen table that may be of interest to them.

Rule #3: Stage your informational packets.

The dining room or kitchen table can be a great spot to capture visitors' attention with extra information about the listing. Place a variety of items here, such as property details, school information, and community brochures. Don't forget to attach a bold label (in 24- to 48-point font) with your contact information on each type of information you provide. The goal is to get visitors to pause and look at these resources, encourage them to speak with you, and build your credibility as an important resource—not only about the listing, but about the community too.

Rule #4: Approach visitors during the walk-through.

After you've allowed visitors to wander through the house on their own, you'll want to catch up to them and see if they have any questions and gauge what they like or dislike. Approach carefully; you don't want to be a pest. This can be your prime chance to land them as a client.

Rule #5: Get the house in showing-shape.

You'll want the house looking its best outside and in. Instruct your sellers to trim shrubs, uncluttered rooms, shampoo rugs, add a fresh coat of paint, check the home's smell (Tip: Try fresh-baked cookies for a welcoming scent), and clean absolutely everything. (Provide sellers with a helpful checklist: "[18 Simple Tips for Better Home Showings](#)," part of REALTOR® Magazine's Handouts for Customers.)

Here's what *you* can do to prepare:

- Send invitations to the neighborhood and to anyone in your sphere of influence who lives in the area.
- Arrive early on open house day, turn on all the lights, open the curtains, and have soft, relaxing music playing in the background.
- Display signs throughout the house that point to special features: "Look down, hardwood floors"; "Gas fireplace, push this button"; and "Walk-in closet, walk in." These can help distinguish your listing as well as make it easier for you to engage visitors about certain qualities of the house.

Rule #6: Choose your open houses carefully.

Avoid holding an open house just because your seller wants it or another practitioner asks you to. Typically, open houses that garner the most traffic are newer listings, reasonably priced, and easy to access from main roads. (Not sure if an open house is right for your listing? [Read what other practitioners had to say in the YPN Lounge blog—"Open Houses: Are They Worth It?"](#))

When you invest the time and energy into conducting an open house, you'll be able to turn them into much more than just a neighbor snoop-fest. Open houses can serve as a dependable flow of leads for your other listings. And who knows, you may just find the perfect buyer for that listing.

* * * * *

DO YOU HAVE A QUESTION OR A CONCERN REGARDING THE BOARD????

Officers



President	Neal Obringer	419-222-2560	nealobringer@yahoo.com
President-Elect	Linda Painter-Stemen	419-222-1212	lindastemen@yahoo.com
Vice President	Joe Guagenti	419-991-3322	joebikeshop@earthlink.net
Past President	Jim Kitchen	419-222-3040	jkitchen2@woh.rr.com
Directors			
Dick Clark		419-695-2573	DC@dickclarkrealestate.com
Chris Fleischman		419-222-1212	criss72604@aol.com
Sandy Foreman		419-222-1212	sandyforealtor@wcoil.com
Veronica Fox		419-222-3040	d_fox2@hotmail.com
Dino Guagenti		419-222-0555	dino.g@ccrrealtors.com
Tim Stanford		419-222-3040	tim_s@yocumrealty.com

Email Addresses for Board

Roxann ceo@wcare.net Kathy secy@wcare.net

2011 REALTOR® OF THE YEAR

HONOR THY FELLOW REALTOR®

The Awards Committee of the
West Central Association of
REALTORS®

Requests nominations for
2011 REALTOR® of the year

Please submit your nominations in writing
(by fax, email or mail) to the Association
office by 5:00 p.m.

July 15, 2011

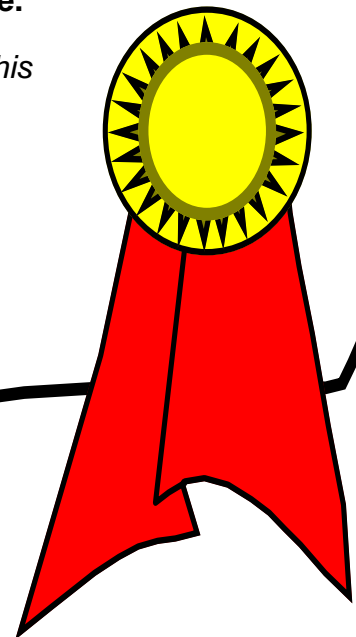
**Nominees will be notified and asked to
submit their resume for consideration.**

**Take a minute to think – Who would you
like to see rewarded for a job well done?**

Remember – Once a person has received
the award they cannot be nominated
again and nominees must be a member of
the board. The President of the Board
cannot be nominated while in office.

Nominate yourself or someone else.

*Who do you feel deserves this HONOR this
year???*



THANK YOU TO OUR GREAT AFFILIATES

American Budget Company

925 N. Cable Road
Lima, Ohio 45805
P: 419 – 227-5764 F: 419 - 227-0064
Chuck Bowen

Beacon Mutual Federal Credit Union

2301 Allentown Road
Lima, Ohio 45805
P: 419 228-4321 F: 419 228-2140
Heather O'Connor

Chase

121 W. High Street
Lima, Ohio 45801
P: 419 221-6988 F: 419 221-5991
*Beth Hawk, Christine Hines,
Rex Whetstone*

Curtis Gas Service

114 Candy Lane
Lima, Ohio 45805
Phone 419 234-2524
Larry Curtis

Citizens National Bank

201 N. Main Street
Lima, Ohio 45801
P: 419 224-0400 F: 419 229-2095
Mary Ann George

Invested Title Agency

212 N. Elizabeth, Ste 410
Lima, Ohio 45801
P: 419 228-6950 F: 419 229-1840
William "Sam" Kendall

Farm Credit Svc of Mid-America

1120 Elida Avenue
Delphos, Ohio 45833
P: 419 695-6000 F: 419 – 695-6007
Jennifer Riethman

Fifth Third Bank

225 N. West Street
Lima, Ohio 45801
P: 419 229-4450/F 227-5638
Doug Swinehart

Fifth Third Bank

2120 Harding Highway
Lima, Ohio 45804
P: 419 222-3579 F: 937-853-5038
Kelly Ruen

First Federal Bank

2565 Shawnee Road
Lima, Ohio 45805
P:419 221-1312 F:419 222-7434
Marlene Yant

First Federal Bank

2600 Allentown Road
Lima, Ohio 45805
P: 419 224-2265 F: 419 221-3142
Lisa Harding

First Federal Bank

230 E. Second Street
Delphos, Ohio 45833
P: 419 695-1055 F: 419 695-5749
Elaine Evans

First Lima Title Agency

1617 Allentown Ste 100
Lima, Ohio 45805
P: 419 228-2272 F:419 228-3779
Pam Jennings

First National Bank

102 E. Main Street
Pandora, Ohio 45877
P: 419 384-9112 F:419 384-7507
B. J. Burden

Huntington Mortgage Group

850 Shawnee Road
Lima, Ohio 45805
P: 419 226-6020 F: 877 258-9005
Gary Hollenbacher

Huntington Mortgage Group

631 W. Market Street
Lima, Ohio 45801
P: 419 222-3241 F: 877 413-1164
Karen Maag

Kilco Title Agency

119 N. West St, Ste 101
Lima, Ohio 45801
P: 419 228-8989 F: 419 228-9111
Ed Pedlow

Lawyers Title Agency

234 N. Main Street
Lima, Ohio 45801
P: 419 228-3300 F: 419 228-3304
Shaunna Covault

The Lima News

3515 Elida Road
Lima, Ohio 45807
P: 419 223-1010

Midwest Appraisal

400 W. Sandusky Street
Findlay, Ohio 45840
P: 419 423-4787 F: 419 423-4276
Judy Lamberjack

Northwest Title Services

101 N. Elizabeth Street
Lima, Ohio 45801
P:419 222-1122 F: 419 224-6181
Darlene Binkley

Rhodes State College

4240 Campus Drive – Galvin Hall
Lima, Ohio 45804
P: 419 995-8358 F: 419 995-8097
Diane Maloney

Royal Cellular

1115 W. Robb Avenue
Lima, Ohio 45801
P: 419 225-6337 F: 419 225-6351
Don Alsept

ServPro of Lima

1930 Findlay Road
Lima, Ohio 45801
P:419 516-4990 F: 419 516-4991
Cindy Nelson

The State Bank

930 W. Market Street
Lima, Ohio 45801
P: 419-3361 F: 416 99746
Chrisa McGhee

Superior Federal Credit Union

1205 E. Kibby Street
Lima, Ohio 45804
P: 419 223-9746 F: 419 222-2945
Michelle Snyder

Swartz Contracting

2262 Baty Road
Lima, Ohio 45805
P: 419 331-1024 F: 419 331-9524
Dan Maciejewski



TopMark Federal Credit Union

3800 S. Dixie Highway
Lima, Ohio 45806
P: 419 879-1500 F: 419 879-2223
Michelle Modica

The Union Bank Company

1410 Bellefontaine Avenue
Lima, Ohio 45804
P: 419 229-6500 F: 419 229-6502
Nanci Carroll

JUNE 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8 8:30 Meeting Board of Directors 12:00 Golf Committee	9	10 Membership Meeting 11:30 Lunch 12:00 Meeting See Page 3	11
12	13	14  FLAG DAY	15	16	17	18
19  HAPPY FATHER'S DAY	20	21	22	23	24	25
26	27	28	29	30 9:00 – 12:30 Basic MLS Training 3 Hrs CE (E)		



http://www.realtor.org/education/realtor_university/ruwebinars

[Housing Market Facts](#)

[NAR: Public Awareness
Campaign: Television](#)

[How NAR Works
For You](#)