

# Stark County Association of REALTORS®

## Your County · Your Career · Your Association



### - January 2012 Association Update -

## Quick Links to What's Trending

(Click text for easy navigation)

Association Calendar

CE Shop - 20% Discount!

Membership Changes

NEOHREX Rules: Off Market

Stark County WCR

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[www.starkrealtors.com](http://www.starkrealtors.com)

[info@starkrealtors.com](mailto:info@starkrealtors.com)

330-494-5630

Association Hours

8 a.m. - 4:30 p.m.

Supra Service

9 a.m. - 4 p.m.

4344 Metro Circle N.W.  
North Canton, Ohio 44720

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Happy New Year! A New Year is the time to leave the challenges and hurdles of the previous year behind and make a fresh start. It's the time to think about what goals you want to accomplish and what new ideas you want to implement this year.

"Participation Equals Success" is my goal for 2012. Our 2012 leadership team is going to help with this. If you have any questions, concerns, ideas or comments, please let leadership team members know. The best way to become a stronger and more successful organization is to share ideas and concerns with leadership so these concerns can be addressed. With that, I would like to introduce the 2012 SCAR Leadership Team:

**Officers:** President-Elect Sony Taylor, Secretary/Treasurer Lenny Lawrence and Immediate Past President Rick Perkins

**Directors:** Sharon Barker, Charlyn Bridges, Mark Esber, Dick Kiko Jr., Jack Lang, Joe Lorenz, Dave Maltese and Debi Zeren

**Committee Chairs and Vice-Chairs:** Affiliate - Sharon Barker and Bev Battershell, Communications - Dick Kiko Jr. and Ellen McNally, Constitution, Bylaws and Policy - Marty Galentine and Diane Burroughs, Housing Opportunity - Joe Clark and John Ring, Grievance - Dan Spring and Pat Adolph, Legislative Affairs - Rick Perkins and Arden Lingenhoel, Nominating - Rick Perkins, Past Presidents - Rick Perkins, Professional Services - Linda Parker and Lisa Grzybowski, Professional Standards - Debi Zeren, Real Estate Investment & Facility Management - John Nader and Jon Caiazza and Technology - Dave Maltese.

Also, thanks to the 2011 Affiliate Sponsors. Without their continued support, many of the Association's programs would not happen. Please utilize the services of our SCAR Affiliate members.

2012 will bring several positive changes to our Association. The first noticeable change will be a new, user friendly, phone system. When you call the Association you will be greeted by a staff member not an automated system, so staff will be able to meet your immediate needs. Staff members still have access to voice mail. Following are the new extensions:

- 1 - Lisa Yelichek - Administrative Assistant
- 2 - Stefanie Easterling - Director of Public Affairs
- 3 - Collene Burgess - Financial Administrator
- 4 - Tom LaRochelle - Chief Executive Officer
- 5 - Reservation Hotline
- 0 - General Voice Mail

There also will be positive and proactive changes to the Association's committees as committees will be collaborating and communicating with each other and working jointly on projects to benefit our membership and our customers. Please do not hesitate to become a member of a committee. We need your participation to become a successful organization.

In addition, the Association will be collaborating with the Building Industry Association and other REALTOR® Associations on projects and programs to benefit our respective members.

Being a real estate agent in today's housing environment can be daunting. Fortunately, home buyers and sellers can rely on the expertise and knowledge of real estate professionals to help. I wish you much success in 2012. Remember, your Association is not a success unless you are a success. See you at our Association in 2012! Participation equals success.

Carol Ann Bonk - 2012 President

- President's Message -

## - Membership -

Nancy Hoffman  
Kristy Varrecchia  
Julie Worstell

### NEW MEMBERS

Keller Williams Legacy Group Realty  
RE/MAX Crossroads Properties  
Cutler Real Estate - North Canton

### MEMBERSHIP TRANSFERS

Jonathan Burris  
Tyler Tremelling

Howard Hanna - Canton  
Kolp Real Estate

### MEMBERSHIP REINSTATEMENTS

Dwain Angle  
Ron Goddard  
Karen Monaco  
Patricia Strait  
Donna Wilson

Another Listing LLC  
Another Listing LLC  
Another Listing LLC  
Another Listing LLC  
Another Listing LLC

### MEMBERSHIP CANCELLATIONS

Beth Cavalier  
Donna Dannemiller  
Mike Edwards  
James Pepper  
Katherine Petrey

Eric Wohlwend  
Lila Wohlwend  
Adam's Septic Repair  
Centralized Showing Service  
Clear Sky Realty

**Legislative Affairs** - The Association is taking a proactive approach to the My REALTOR® Party initiatives. Look for increased political involvement in 2012. As always, your RPAC support is appreciated and you are encouraged to answer the NAR Calls for Action that are sent to your email.

**Professional Services** - Will be offering the complete 30 hours of continuing education this year! Have ideas for a class you want to see? Contact Lisa at [lyelichek@starkrealtors.com](mailto:lyelichek@starkrealtors.com).

**Real Estate Information and Management** - Working on property management education seminar, constantly monitoring the property management forms for the membership and monitoring the landlord tenant law in Ohio.



Please Join us for the 103rd Installation of the Stark County Association of REALTORS® Officers and Directors and the Stark County Association of REALTORS® Lifetime Achievement Awards, REALTOR® Emeritus, Member of the Year Awards

Saturday, January 14, 2012  
6:15 p.m. - Cocktails & Cash Bar • 7 p.m. - Dinner & Program

LaPizzeria Fresco Room  
4715 Hills and Dales Road N.W., Canton

- 2012 Officers -  
Carol Ann Bonk - President  
Sony Taylor - President-Elect  
Lenny Lawrence - Secretary/Treasurer  
Rick Perkins - Immediate Past President

- 2012 Directors -  
Sharon Bonker, Charlyn Bridges, Mark S. Esben, Dick Kiko Jr., Jack Lang, Joe Lorenz, David Maltese, Debi Zeren

Entertainment • Business Journal / Cocktail Attire

Cost is \$35 per person. Call 330-494-5630 for reservations

## Director's Actions

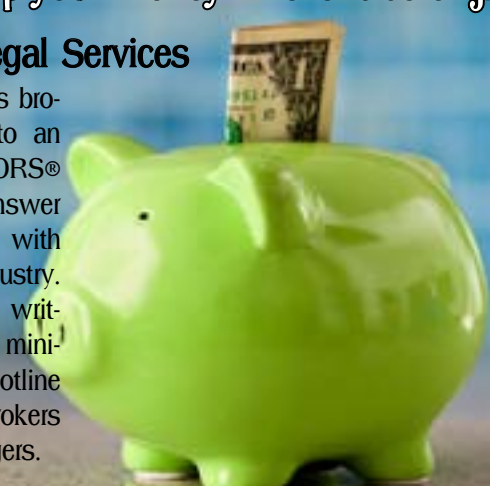
The following actions were taken at the December 15, 2011, meeting of the SCAR Board of Directors:

1. Approved the new member report
2. Approved the financial report
3. Approved the committee minutes
4. Heard an update on the building.
5. Approved the New Member Orientation format.

## We want you to keep your money where it belongs

### \$125 per call for Legal Services

This toll-free hotline connects brokers and office managers to an Ohio Association of REALTORS® staff attorney who can answer any type of legal question with regards to the real estate industry. This hotline is free unless a written opinion is needed, then a minimal \$25 will be charged. Hotline can only be accessed by brokers and designated office managers.



### \$2.70 Per Day: Your Dues Dollars at Work

Where else in America can you go in to business for yourself for \$2.70 a day - including inventory?

## - Education -

Online Continuing Education

Happy New Year

SAVE 20% Promo Code JAN20

## - Advertising Rules -

### Advertising Properties Listed by Another Broker of "FSBO's"

Section 1301:5-1-02 also addresses the issue of whether a licensee can advertise property that is not listed with the licensee. This could occur where a REALTOR® mails out a newsletter listing all of the available properties in a particular area, including those listed by him/her and those listed by competing REALTORS®. This administrative rule clarifies that a licensee cannot advertise property that he/she does not have listed without the consent of the owner, or the owner's authorized agent (i.e., the actual listing broker or agent). It goes further and clarifies that such consent must be given in writing. When such permission is granted on property being offered for sale by the owner or listed with someone else, the licensee must disclose the fact that he does not have the property listed and must include the name of the listing broker. This must be done in a type size that is the same or larger than the type size used to describe the property.

Another recent development to which the above rule applies is what is called "IDX", or Internet Data Exchange. This is a policy adopted by the National Association of REALTORS® that became effective January 2002. Under the IDX policy MLS participants give each other permission to display one another's listings on their websites; each participant giving this permission also receives reciprocal permission from other participants. Only the listings of participants who have not opted out of IDX can be displayed on other participants' sites. Display is subject to the rules of the MLS(s).

Because IDX basically permits a broker to display the listings of other brokers, the requirements of Section 1301:5-1-02 apply. Therefore, the consent of the listing broker is required as well as the need to display the name of the actual listing broker. Most MLS's have adopted rules to provide that participants give their consent to other participants to display their listings unless they notify the Board accordingly. If this is done, it is not necessary for each participating broker to obtain the consent of other brokers to display their listings via IDX.

Source: Ohio Association of REALTORS® Advertising White Paper

## - NAR Washington Report -

### NAR Calls for Expansion of FHA's 203(k) Program

Moe Veissi, the 2012 President of the National Association of REALTORS®, sent a letter to Shaun Donovan, Secretary of Housing and Urban Development (HUD) requesting that investors be permitted to participate in the Federal Housing Administration's (FHA) Section 203(k) Rehabilitation Mortgage Insurance Program to purchase vacant and foreclosed properties in need of significant rehabilitation. Amending the 203(k) Program will help restore vibrant housing markets and neighborhoods across the country and people will be put to work fixing these homes.

FHA's 203(k) Program allows homebuyers and homeowners to a) purchase a house including the cost of its rehabilitation through a single mortgage, or b) finance the rehabilitation of their existing home. Section 203(k) fills a unique and important need for homebuyers in another way as well. Section 203(k) insured loans save the borrower's time and money, and also protect lenders by allowing them to have the loan insured even before the condition and value of the property may offer adequate security.

### FHFA Releases Statement on GSE Guarantee Fee Increase

On December 23, 2011, President Obama signed legislation extending the payroll tax reduction and requiring the Federal Housing Finance Agency (FHFA), the conservator of Fannie Mae and Freddie Mac (the GSEs) to raise GSE guarantee fees (g-fees) by at least ten basis points. In addition, the new law requires The Department of Housing and Urban Development (HUD) to establish and collect annual premiums, in addition to existing premiums, of ten basis points of the unpaid principal balance on all FHA loans. Despite NAR's strong opposition to the diversion of housing resources to pay for non-housing uses, the increase in g-fees is being used to pay for the extensions. HUD is required to phase in the increase over two years, as it determines appropriate, and will use the premium increase to shore up the FHA insurance fund. FHFA has directed Fannie Mae and Freddie Mac to increase their guarantee fees effective April 1, 2012. The increases will remain in effect through September 30, 2021. Lenders who choose to pass this increase on to borrowers will likely increase the rate offered to a borrower by .1% sometime before April 1, 2012. Several sources have placed the increase in cost at approximately \$4000 - \$5400 over 30 years on a \$200,000 loan. On a monthly basis, the increase will amount to an approximately \$11-15 increase.

### Government Offers to Review Foreclosure Handling in More than 4 Million Individual Cases

Borrowers who faced foreclosure in 2009 or 2010 may be eligible for a free independent review of their foreclosures. The reviews, which were ordered by the Office of the Comptroller of the Currency (OCC) and the Federal Reserve in April of 2011, cover foreclosures handled by most major loan servicers. They are intended to determine whether borrowers suffered financial injury due to improper handling of the foreclosure action and, if so, how much compensation should be paid.

OCC has mailed 4 million letters to likely eligible borrowers notifying them of this opportunity. Other borrowers who believe they are eligible for this review of their foreclosure can request application forms by calling (888) 952-9105. Applications are due by April 30, 2012. Complete information about the Independent Review program can be found at: [www.occ.gov/independentforeclosurereview](http://www.occ.gov/independentforeclosurereview).

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330-874-2019  
Fax: 330-874-3244

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# - Stark County WCR -

*Mission Statement: We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.*

*Our Vision: Through our influence as successful business professionals, women will effect positive change in the profession and in the broader community.*



Happy New Year to each of you! First of all, allow me to introduce the 2012 officers of the Stark County Chapter WCR:

- Sony Taylor - President
- Betty Gray - President-elect
- Candy Chester - VP Membership
- Sharon Barker - Secretary
- Beth Campbell - Treasurer

Join us at WCR so we can be that vehicle to assist you to grow your business to another level. We have monthly resource meetings from 11:15 a.m. to 1:30 p.m. to network and learn. Our goal is to have each person in attendance learn at least one thing to assist them in furthering their career. Hopefully, you will join us and find that to be true. Networking at its finest with your fellow REALTORS® and Affiliate Members. This is invaluable to put more transactions together with professionals you know personally.

Welcome to our new members! We are so happy you joined us. Please allow me to introduce you to all reading this newsletter:

Pat Douds, Debi Gulling, Bonnie Fall, Amanda Smith, Darcy Friel, Brenda Julian, Dennis Sarbak, Christie Schell, Toby Hoy, Bill James, III, Lisa Grysbowski, Shawna Byer, Debbie Ferrante, Michelle McDonald, Monica Santucci and Loretta Kyser.

We ask any and all affiliate members to sponsor our WCR Chapter. Betty Gray is the person to contact with any questions regarding sponsorship (\$100 - bronze sponsor, \$250 - silver sponsor and \$500 - gold sponsor). We need your assistance to operate our chapter effectively. Please consider helping us meet our goals.

**Host Your Business or Social Events at the  
Stark County Association of REALTORS®**  
Flexible Scheduling • Day & Evening Availability  
Affordable Rates • Kitchen Access



Large Conference Room (Seats up to 40 people, classroom style)-

1-3 Hours:

Member Rate - \$50

Non-Member Rate - \$75

4 or More Hours:

Member Rate - \$20 per hour

Non-Member Rate - \$25 per hour

For rental inquires, contact Lisa at 330-494-5630,  
or lyelichek@starkrealtors.com

# - Ethics -

## Misleading Advertising

REALTOR® A's business included real estate brokerage, property management and home building. In one of his newspaper advertisements of his home building activities, in which he identified himself as a REALTOR®, there was prominently featured the words, "Buy Direct and Save." REALTOR® B sent a copy of the advertisement to the Board of REALTORS® as the basis of a complaint that REALTOR® A in his advertising was, through use of the quoted phrase, seeking to take unfair advantage of other REALTORS®.

At the hearing, it was brought out that REALTOR® A's properties had been listed with his real estate firm and processed through the MLS. He defended his advertising by asserting it was no more than reasonable for him to seek the sale of houses in his subdivision through his own brokerage office to the greatest extent possible. He was not able to show the Hearing Panel any instances of reduced prices on direct sales even though several such sales had occurred.

It was the conclusion of the panel REALTOR® A violated Article 12. The panel's decision indicated just because he engaged in home building he could not be exempted from the standards that apply to REALTORS® generally; and the phrase "Buy Direct and Save" in his advertising was an attempt to convince prospective buyers a lower price would be offered those purchasing direct rather than through cooperating brokers when, in fact, he had maintained the same prices and there was no saving by buying direct.

# - NEOHREX -



## NEOHREX Rules To Remember!

Section 2 Listing Procedures:  
Article 2.9 Off Market

Listings that cannot be shown until a future date must be entered into the Services' system within 72 hours, or 3 days (except Saturdays, Sunday and postal holidays) of the list date and placed in the Off Market status. The listing's Broker Remarks section must disclose the date on which the property can be shown. These listings must be transferred to an Active status on the date that they can first be shown. Listings in an off market status will expire on their original expiration date.

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