

August Newsletter



Association Luncheon

The next luncheon of the Association will be Wednesday, August 10, 2016 at the First Baptist Church on Walton Way Extension at 12:30 pm. Please be sure to make your reservations with the Association Office. Come and plan to have a great lunch, meet a new fellow REALTOR, and there will be two photo booths with lots of fun props and caricature artist. Sound like fun?

SPECIAL POINTS OF INTEREST:

- Association Luncheon
- RPAC NEWS
- MLS NEWS
- CE CLASS
- GAR COMMITTEE REQUEST FORM
- GAAR COMMITTEE REQUEST FORM
- Luncheon Reservation Form

GEORGIA ASSOCIATION OF REALTORS COMMITTEES

Some of you have indicated you might be interested in getting involved serving on one the GAR committees. Well now is your chance to sign up. One of the committee sheet request is attached.

2017 COMMITTEE SHEET REQUEST

We will be emailing the 2017 committee sheet request with this newsletter. If you would like to serve on a committee next year please complete the form and return to the Association Office by the deadline date on the request form.

CONTINUING EDUCATION CLASS

AUGUST 16, 2016

SECRET AGENTS MAKE NO MONEY — 3 HOUR CE

LOCATION IS AT THE ASSOCIATION OFFICE AT 1 PM. Please register online at Navica or email jsummers@augustarealtors.com

We want to know about our members!

Please notify the Association Office if you know or hear of a member being ill, in the hospital or might just need a phone call.

CALL US!
(706) 736-0429

RPAC COMMITTEE

As chairman of the REALTOR Political Action Committee (RPAC) for the Greater Augusta Association of REALTORS, I wanted to take time to thank those of you for the contribution you made to RPAC for 2016. As independent contractors it's always been my desire for all real estate agents to understand the value RPAC provides in keeping us aware of possible political laws and/or legislation that could adversely affect the real estate market at the stroke of a pen. Obviously your donation solidifies the same thought process as many REALTORS who have also provided time and money to stay not only aware of legislative issues but desire to place preventative measures in advance.

Additionally, for \$1,000 the National RPAC committee recognizes agents that want to provide additional monetary support by acknowledging that agent with a "Sterling R" designation. In response our local RPAC committee has voted to provide local recognition for your efforts in three ways:

A plaque containing a photo and company name of each "Sterling R" contributor will be displayed on an easel at every association event, continuing education class and luncheon through August 2017. A copy of the finished plaque is attached to this email and has already been displayed at the CE class last week.

All "Sterling R" contributors receive 3 months free MLS service fees for the months of October, November, December 2016.

All "Sterling R" contributors will be placed on the opening page of the Greater Augusta Association of REALTORS website for potential buyers to find while searching the association search engine.

Philip Jones

RPAC Committee Chairman

SOME TOP ETHICS ISSUES TODAY

According to NAR here are some of the top ethics issues today.

“COMING SOON PROPERTIES” To put a sign or advertise to let consumers know a property is coming on the market, you have to do it the right way. First you have to have the owner’s authorization before you can provide notice of sale of a property or advertise the property, and “coming soon” would constitute both a notice of sale and an advertisement. Second, you need to check your state license laws, because they might require you to have a listing agreement in place before advertising a property and saying a property is “coming soon” would constitute a form of advertising. Third, you can’t let other associates in your firm show the property if you say in the MLS that it’s not available for showing. If they do, that could be construed as a misrepresentation of its availability. Conversely, if it’s listed as available for showing, associates from any firm have to be able to show it. Fourth, if buyers are interested in the property, you have to direct them back to their exclusive representative, if they have one, and not provide them any substantive services.

SOCIAL MEDIA Public? Personal? Professional? Anything you say on Face book, Twitter, or any other social media platform about real estate, even if you’re just giving your informal opinion, must be accurate to the best of your knowledge. That’s because social media post, for all practical purposes are treated as marketing under the NAR Code of Ethics and Standards of Practice. That’s the case even though it’s typical in social media to blur the lines between what’s personal and professional. What’s more, anything you say must present a true picture of the market or the property. And your professional affiliation must always be clear. That means either including the name of your firm in your post or tweet or linking to it. On platforms such as Craigslist, where there is no link to another display, you have to include the firm name in the communication. Check your license law for any additional requirements. Be sure to go to realtormag.realtor.org to read the other four top ethics issues today.



MLS

Remember “Open House and Site Hours” are not to be put in the Property Description or the Driving Directions field. They are to be put in the REALTOR Remarks.

MAKE MY HOUSE BEAUTIFUL!!!

When we list a house, some homes are more photogenic than others. With the advent of “photo shop”, we are sometimes tempted to “enhance” the pictures to get more attention. This is a clear violation of our **MLS RULES**, and more importantly a **VIOLATION OF THE CODE OF ETHICS**.

We are getting more and more complaints from agents and from their clients, that the pictures they looked at were not representative of what they found when viewed the property. Please understand that with these complaints, we will be investigating the pictures, and will be required to address them as need.

WE CANNOT MISREPRESENT THE PROPERTY OR MISLEAD THE PUBLIC

Dennis Smith
MLS Committee Chairman



GREATER AUGUSTA ASSOCIATION OF REALTORS®

2017 COMMITTEE SERVICE REQUEST

RETURN TO: Greater Augusta Association of REALTORS®
1214 Roy Road
Augusta, Georgia 30909
bpardue@augustarealtors.com

I am interested in participating in the decision-making process of this Association for 2017.
I have indicated my **1st**, **2nd** and **3rd** choices for committee service.

____ Professional Standards

____ Grievance

____ Education

____ Finance

____ RPAC

____ Legislative

____ Constitution & Bylaws

____ Public Relations

____ Multiple Listing Service

Name _____ (Please Print)

Company _____

Address _____ City _____ Zip _____

Phone # (_____) _____

Email _____

Thank You for Your Willingness to Serve

PLEASE RETURN TO THE ABOVE ADDRESS NO LATER THAN OCTOBER 14, 2016.



2017 GAR Committee Application

Please circle which committees you would like to serve:

Broker's Council	Commercial Connection
Conference	Forms
Communications & PR	Global Alliance
GRI Board of Governors	Equal Opportunity
Legal Action	MLS Forum
Professional Development	Partnership
State & Local	Professional Standards
Technology	YPN

NAME: _____

BOARD/ASSOCIATION: _____

EMAIL: _____

Please email this form to GAR - email: cconway@garealtor.com

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**Georgia Association of REALTORS®
(GREC School #271)
in Conjunction with
GREATER AUGUSTA ASSOCIATION OF REALTORS
Presents:**

Secret Agents Make No Money

Instructor: Sharon D. Miller

Agents that do not work in a subdivision must understand why networking, phone etiquette and do not call lists are important. They need to know how to conduct an open house and show a house. Among agents and the public, your name is all you have...What are you known for? Crossing the line?...OR...being honest and hard working?

Course Code # 66252, 3 Hours Continuing Education Credit

LOCATION: GAAR OFFICE, 1214 ROY ROAD, AUGUSTA, GA, 30909

Tuesday, August 16, 2016

Check-in at 8:30 AM - Class begins promptly at 9:00 AM

***SIGN UP NOW! Register online on Navica
or email: jsummers@augustarealtors.com.***

MEMBER:

Regular: \$20

NON-MEMBER:

Regular: \$35





**Join us for an afternoon of extreme fun,
networking and shenanigans at the Greater
Augusta Association of Realtors' lunch
August 10! First Baptist Church of Augusta**

Fun starts at 12 and lunch begins at 12:30

About Faces Caricature Artist

We will have a caricature artist with us to do head shots. The lunch starts at 12:30, but the artist will be ready to get started at 12. He can only do 25-30 in two hours, so please pay attention to the line so you can jump in and get yours done. These are so much fun! If you have questions, please email me at abowles@blanchardandcalhoun.com



Photo booth fun!



We will also have two photo booths with lots of fun props available from 12–2. Grab your fellow agents, affiliates and friends and go have some fun! Prints will be available right away, and digital uploads will be available shortly thereafter. No sign up required for this! Just show up and have some fun!

AUGUST

LUNCHEON RESERVATION

WHEN: AUGUST 10, 2016

TIME: 12:30 P.M.

WHERE: FIRST BAPTIST CHURCH

COMPANY: _____

HOW MANY: _____

GAAR