

June Newsletter



A s s o c i a t i o n L u n c h e o n

**SPECIAL
POINTS OF
INTEREST:**

- Association Luncheon
- MLS News: Agent Information
- Message from Public Relations Committee
- Message from MLS Committee
- Orientation Class COE Form
- Luncheon Reservation Form

The next luncheon meeting of the Association will be Wednesday, June 10, 2015 at Westlake Country Club at 12:30 pm. The program this month will be to recognize the graduating seniors who have received a scholarship from the Association. We also will have Columbia County School Superintendent Sandra Calloway speaking to us. Please be sure to make the necessary reservations with the Association Office. It is important that we let Westlake know how many.

CODE OF ETHICS CLASS:

JUNE 18TH!!

We will be having another Code of Ethics Orientation class on June 18, 2015 at 9 am—12 pm at the association office. The class starts promptly at 9 am.

Remember this is a mandatory class that you must take every four year period. New agents are supposed to take this class within 2 months after joining the Association. The next CE class will be in August. Be sure to watch for the reservation form.

D . A . N . G . E . R . R E P O R T A V A I L A B L E

Loss of listing data control, new regulations, and dilution of the REALTOR brand by substandard performance are among 50 issues keeping brokers, sales associates and executive of association and MLSs up at night in the D.A.N.G.E.R. Report, available on REALTOR.org. The report was commissioned by the NAR Strategic Thinking Advisory Committee and researched and compiled by industry analyst Stefan Swanepoel. Be sure to take a look at the report.

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

Notes from your MLS Committee

Can't find that listing?

When we are searching the MLS for houses to show our clients, it is very important that we can find the listing! Whether you are in a large subdivision, or out in the country where the road signs are vague at best, it becomes a real challenge to find some of our listings. It doesn't need to be that way. We have two ways to explain how to get to your listings. The first is to give a detailed route to the house. Saying "take Washington Road to Riverwood" is not very complete. The second is to locate the listing on the map. When you or someone in your office enters the listing, it is a simple one step procedure to click and move the red dot to the correct location! In some cases, when an assistant or secretary enters the listing, they do not know where it is located. Please, take an extra moment and explain where it's located. It might improve your showings!

One other challenge is the requirement that you have a front picture of your listing. We do understand that if you have a lake house, that a picture of the view might be a positive, but if we were to allow this, where would we draw the line. We had a picture of a wild boar for a listing picture, and while the agent was promoting the hunting possibilities of the land, we could have an unbelievable variety of pictures that would be submitted if we allowed this. Please enter the front picture of your listing and then use your imagination for the additional pictures. Most web sites show a minimum of 4 photos, so put your best photos up front.

Dennis Smith
MLS Committee Chairman



PUBLIC RELATIONS COMMITTEE

Seems like our Public Relations theme is to give, give, give, (time, money, cakes and oh yeah blood). On June 18, 2015, 11:00 am – 2:00 pm we will have our annual blood drive driven by Rachel Combs. We expect REALTOR Association Office parking lot to be full; after all, we are once again luring them by having grilled hot dogs. Where else can you be rewarded for saving three lives and losing a pound (my favorite part) and if you had an excuse for that date...hold on we do it again October 27, 2015. **Good food, good company, good deed and you can come join us! We can be super heroes!!!**

**Connie Harrison, Chairperson
Public Relations Committee**



GAAR

WANT TO HEAR FROM THE BOARD?

GET ALL THE CLASS NEWS?

EMAIL ADDRESS

Navica is our soul communication tool for our members. This is one of many ways that we communicate with you.

Please make sure that there is an accurate email address in Navica, under the Office/Management section. We have recently discovered that agents are not receiving emails. This is the email address that shows on printed documents from the Navica system. This also, applies to when you are transferring from one company to another company, it is important that you verify your Office/Management section to insure that all your new company information is correct.



GAAR



NAR BOARD APPROVES NATIONWIDE BROKER DATA ENTRY SYSTEM

The NAR Board of Directors at its 2015 meeting in May approved a partnership between NAR and its wholly owned subsidiary REALTORS Property Resource and another company, UpStream RE, LLC to create a data entry and collection system for the brokerage community using the RPRA advanced Multi-list platform (AMP). The system will give brokerages a single place to input their listing data for distribution on multiple platforms online, including REALTOR.com, local MLSs, and broker websites. Prior to the vote on the data entry system, NAR CEO Dale Stinton described this latest initiative as an important strategic “pivot” for NAR and RPR that helps brokers maintain control of their listing data while accomplished long-sought technology objectives of real estate brokerage companies, MLSs and associations by creating a single back-end entry point for all listing data that is then distributed to all the end-points identified by the broker. The data entry system is explained in a video on REALTOR.org.

COMMITMENT TO EXCELLENCE

The Board adopted the REALTORS Commitment to Excellence under which NAR members strive for excellence in a number of competencies, including the NAR Code of Ethics, the laws and regulations affecting real estate, and one’s advocacy efforts on behalf of strong real estate markets and healthy communities. The Commitment to Excellence also extends to the way REALTORS interact with one another and with consumers and to the need to maintain one’s professional education. The Commitment also requires broker-owners and principals of real estate companies to maintain an environment that promotes excellent customer service, consistent with the new standards.

To help oversee the Commitment, the Board created an advisory board comprised of nine members of the Professional Standards Committee. The board will develop systems to ensure competencies remain relevant and to provide the tools to administer the Commitment.

THE NEW CONSUMER FINANCIAL PROTECTION

BUREAU REGULATIONS “What REALTORS need to know”

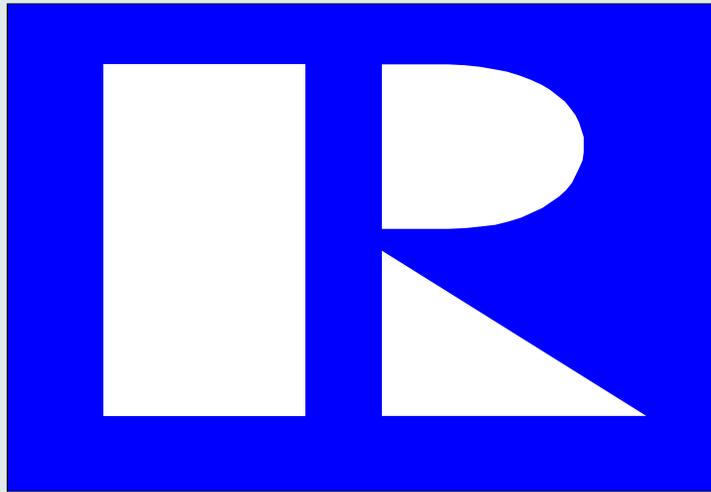
No more HUD-1s. No more Good Faith Estimates. No more seeing the closing documents for the first time at the closing table. Beginning August 1, 2015, the process of getting a mortgage loan will be very different than it is today! This is due to new federal rules called the Integrated Mortgage Disclosures Rules (or the “Know Before You Owe” rules in the vernacular of the mortgage industry). The goal of the new rules is to make it easier for borrowers to shop for a mortgage loan, to better understand the loans they are getting and to avoid surprises at the closing table. Go to garealtor.com and the Georgia REALTOR magazine Page 8. This article was written by GAR attorney Seth Weissman.

It has some very important information in the article.

TIPS ON PREPARING FOR AUGUST 1 CLOSING CHANGES

NAR Senior Counsel Finley Maxson shares tips on meeting the new closing requirements starting August 1. The tips are included in the latest “The Voice for Real Estate” news video at realtor.org.





REALTOR
CODE OF ETHICS
orientation school

We will be having a CODE OF ETHICS CLASS on
Thursday, June 18, 2015, at the Association Office.

There is no CE and There is no charge.

Class starts promptly at 9:00 AM.

Please Register online through Navica or
email: jsummers@augustarealtors.com

Name _____

Company _____

Phone # _____



JUNE
LUNCHEON RESERVATION

SCHOLARSHIP AWARD RECIPIENTS



WHEN: JUNE 10, 2015

TIME: 12:30 P.M.

WHERE: WEST LAKE COUNTRY CLUB

COMPANY: _____

HOW MANY: _____

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