

MEMBERSHIP UPDATES

June 2013

JUNE MEETING

Luke Erickson, Associate Professor, University of Idaho Extension, spoke about identity theft.

Did you Know:

- ID theft is the fastest growing white collar crime in the U.S.;
- ID theft is the #1 fraud complaint in the U.S.;
- \$1.7 billion reported paid out because ID theft/fraud;
- in 2010, the same percentage of children had their ID stolen as adults 60-69!;
- 729 ID theft victims in Idaho in 2010!
- 50 victims in the Twin Falls area in 2005.

Minimize Your Risk

1. Obtain free credit report yearly. Visit: www.annualcreditreport.com or call 1-877-322-8228
2. Remove your name from pre-approved credit card mailing lists for life. go to www.optoutprescreen.com or, call 1-888-5-OPTOUT
3. Stop telemarketers from calling your home and cell phone numbers. You can do this by going to www.donotcall.gov, or call 1-888-382-1222. Your phone numbers will be removed for life.
4. Use a cross cut shredder.
5. Do not reply to spam mail-even to remove your name. Forward spam email to the Federal Trade Commission (FTC): spam@uce.gov
5. Reduce unwanted mail (catalogues, magazines, etc) Register with the Direct Marketing Association's Mail Preference Service at www.dmchoice.org

\$100 Gift Card HOMESEEKER - Brittany Kane
1/4 Page Ad POST REGISTER -Tom Fisher, Brett Magleby, Jean Henninger, Ron Clawson, Russ Bradley, Peggy Hankins.
Full Page Color ad HOMETEAM -Patrick Malone
\$25 Affiliate Prize, courtesy of GIFAR: Brandee Bache, 1st American Title

DATES TO MARK: (at GIFAR Office, unless noted)

- 7-4: Office Closed - Happy 4th of July!
- 7-17: GIFAR BOD Meeting, 8:30am
- 7-17: GIFAR RPAC Picnic, Tautphaus Park, 11:30am
- 7-18: Continuing Ed: a) Core, b) Contracts & Forms
- 7-20: *Finally Home!*, 8:00am-5:00pm
- 7-24: 8:30am-11:30pm; Continuing Ed, Mold Class

UPCOMING:

- 8-2: 10am - 12:00noon, Tax Class, no ceu, FREE
- 8-15: GIFAR Golf Tournament, Country Club Golf Course

EDUCATION

July 18: 8:30am-11:30am, *Commission Core* (C2013), 3 ceu, Maris Cukurs, instructor. Cost is \$50 if paid by check, cash, or money order.



July 18: 1:00-5:00pm, *Contracts & Forms 2013-2014* (E1007), 4 ceu, Maris Cukurs, instructor. Cost is \$50 if paid by check, cash or money order.

July 24: 8:30am-11:30pm, *Understanding Mold in the Restoration Industry*, (E0150) Steven deBlois (ServPro Industries), instructor, 3 ceu. Cost is \$10 if paid by check, cash or money order.

August 2: 10:00am-12:00noon, Bradford and Company, Inc. will be teaching a 2 hour class, *Tax Reduction Solutions for the Self-Employed*. The class is free, no ceu available. Registration forms will be available at a later date.



Association Membership - 284
REALTOR® members (as of date
of publication)

APPLICATION FOR REALTOR® MEMBERSHIP

Robert 'Waldo' Sessions Keller Williams Realty

MEMBERSHIP TERMINATION

Diane Sermon Silvercreek Realty Group IF
Dee Nelson Green Tree Realtors
Ladon Harriell Green Tree Realtors
Patricia Handres C21 High Desert

AGENCY CLOSURE

Green Tree Realtors Dee Nelson, Broker

The next *Finally Home!* class is July 20, 8:00am to 5:00pm. Cost is \$20 per person and interested parties need to come to the Board office to register.



Jeff Metcalf taught the June class. Thanks for all your help, Jeff, we appreciate you!

Lenders & REALTORS® - Don't let your first time home buyers miss out on the opportunity to discover more about the process for the biggest purchase of their life!

Here it comes - The Annual RPAC Picnic Fundraiser!

When: July 17, 2013

Where: Tautphaus Park, Shelter 1

Why?: To help raise money for the organization that benefits all REALTORS® - Tickets are available from the Board office, Ann Krause, Jeff Metcalf, Patrick Malone.

Cost: \$15 which includes 3 raffle tickets - fantastic prizes await you!



10 Quick Ideas for Your Real Estate Blog

Daily Real Estate News | Friday, June 28, 2013

Blogs enable real estate agents to attract an audience of buyers or sellers looking for an agent in a specific geographic area. It's also a great tool to showcase their knowledge and build trust with readers.

Blog posts have the potential to generate a stream of serious leads, however, real estate blogs tend to fail due to a lack of fresh, relevant content.

Agents must also understand that it is rare for a blog to immediately drum up a ton of business. A successful online journal takes a lot of hard work, so agents without the time or the desire should avoid blogging altogether.

Those who want to give it a try will need to come up with original content on a regular basis -- especially if they want visitors to "like," "g+," "pin," or "tweet" their posts. There are hundreds of topics to cover. It's important to select subjects that complement personal business goals, target markets, interests, and personalities.

Here are just a few ideas:

- Agents could write about their pets
- Answer questions posed to them through e-mail
- Discuss conversations they had with other agents
- Cover local events
- Explain sales pitfalls
- Give decorating ideas
- Report industry news
- Offer first-time buyer programs
- Give advice on buying and selling foreclosures
- Target advice toward FSBOs



Source: "101 Topic Ideas for Your Real Estate Blog" Inman News (06/27/13)

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IMPORTANT E-MAIL ADDRESSES, PASSWORDS & URLS

chiefeo@gifar.org	Jana Merkley – Chief Executive Officer.
assoc@gifar.org	Diana Dahl - Information and questions regarding Association: Membership, orientation, education classes, Finally Home!
snrrmls@gifar.org	Marcia Killian - Information and questions regarding MLS, IDX, lockboxes
acctg@gifar.org	MaryAnn Keating - Information and questions regarding bookkeeping: Billing, committee budgets, credits
realtor.com	Public website for MLS listings (*realtor.org can be accessed through this site)
snakerivermls.com	MLS public website containing listings, agency information, etc. If you have questions regarding MLS or Association programs, etc. please e-mail a staff member listed above. The 'Contact Us' option is for the public ONLY.
usamls.net	SEI (NAVICA) Public site for listings
**navicamls.net	Agent website for listing entry.
gifar.org	Greater Idaho Falls Association of REALTORS® website.
idahorealtors.com	Website for Idaho Association of REALTORS®. *Legal forms available.
*realtor.org	NAR public & private website with a variety of links, including AE & NRDS.
irec.idaho.gov	Website for Idaho Real Estate Commission. Information regarding Continuing Ed, licensing, etc.

*Your personal 9 digit NRDS (National Realtor Database System) is required to access realtor.org andidahorealtors.com (just for forms).

InstaNet Tech Support 1-800-668-8768, or, tech@instanetsolutions.com

Navica Tech Support: 1-800-367-8756 (8:00am to 5:00pmEST, or 1-866-571-8922MST)

Navica E-mail Support: support@navicamls.net

Navica Live Chat: Located under Help on the left hand side of the Main Welcome menu

Supra Field Support 1-877-699-6787

*must use NRDS 9 digit number to access - **must use Navica user Password to access

Greater Idaho Falls Association of REALTORS® & Snake River MLS	523-1477
Greater Idaho Falls Association of REALTORS® & MLS – Fax #	522-7867
Idaho Association of REALTORS®	1-800-621-7553
Idaho Real Estate Commission (free 800#)	1-866-447-5411
NAR Help Line: Mon-Fri, 8:30am-5:00pm Central Time	1-800-874-6500

VALUABLE INFORMATION - KEEP IT IN A SAFE PLACE!