

Coming Next Month...



▶ RESULTS OF THE PROPERTY TAX VOTE ...AND WHAT IT COULD MEAN FOR YOU!



▶ TECH CORNER: TIPS AND TRICKS TO MAKE YOUR LIFE EASIER, AND YOUR LISTING LOOK BETTER  
**CLASS FEB 7TH!!!**



▶ MARKET WATCH... YEAR END FIGURES FOR 2007 HOME SALES AND CONDOS

# NSB

## Board of Realtors focus

ADDRESSING THE NEEDS OF INDIVIDUAL REALTORS AND PLANTING THE SEEDS FOR A SECURE FUTURE.

*From the President's Desk...*

Team 2008!

That's what we are you know - a TEAM. 2008 will be a challenging year, but we are up to it. With the help of fellow Realtors, your broker, Affiliates and your Board we will be successful.

### We are all in this together!



We have many new things planned for this year. By the end of January, we should be on line with MLS Advantage and training will be scheduled for all Realtor members. We are forming a Realtor/Builder Alliance with surrounding Boards and Volusia Home Builders, which outlines specific expectations and guidelines, and provides a universal referral form. Both of these initiatives should help grow your business. Several ad hoc committees will be formed to provide better member input and involvement. A survey will be circulated with questions regarding member services and needs. Focus groups will discuss how we can improve our meeting content and attendance. You will be asked to complete a member profile sheet with your areas of expertise. Let your voice be heard - we need your suggestions! There will be a monthly message from the President. Look for more exciting news in February.....

*Gloria Weimer, 2008 President NSBBOR*



### MARKET WATCH

Home Sales	Single Family		Condominium	
	Dec 2006	Dec 2007	Dec 2006	Dec 2007
\$ 80,000- 89,999		1		
\$ 90,000- 99,999	1			
\$100,000-119,999	1	4		
\$120,000-139,999	3	10		
\$140,000-159,999	6	6		
\$160,000-179,000	12	3		
\$180,000-199,999	4	7		
\$200,000-249,000	12	2	1	1
\$250,000-299,999	7	4	2	2
\$300,000-399,999	12	4	4	1
\$500,000-549,999	2		2	
\$550,000-599,999	1		1	
\$600,000-699,999	1	2	2	
\$800,000-899,999	1	2		
\$900,000-999,999				1
\$1,000,000 +++	3	1		
<b>TOTALS</b>	<b>66</b>	<b>46</b>	<b>12</b>	<b>5</b>

### Calendar of Events

January 23 – 27	FAR Mid-Winter Meetings	
January 30	New/Renewal Code of Ethics	9:00 – 12:00
January 30	New Member Orientation	1:00 -- 4:00
February 4	Art of Controlling Sale Class	1:00 – 4:00
February 5	MLS Training	12:00 – 4:00
February 7	Digital Photography Class	9:30 – 10:30
February 8	Professional Standards Training	9:00 – 11:00
February 15	Chamber Leadership Class begins	
February 21	Board Membership Luncheon	
February 22	Time Management	9:00 – 1:00
February 27	Core Law	9:00 – 12:00
March 3	Brokerage Relationship	
March 25 – 25	Great Realtor Day's Tallahassee	
April 12	March of Dimes	
May 9	Golf Tournament – Special Events	

### Tech Corner by Angi Wallace

Wonder why you are getting very few calls on your listings? I know, I know, you are going to say "The Market". BUT, what if it's not? My first question to you would be: How many photos do you have in your listing? Less than 10 and you aren't doing much to help yourself, or your client. Let's say you do have 10, what then? Well, how is the quality of your photos? What about the lighting? Are you showing it's best features?

If you are having any issues, or want to maybe learn something new, I will be starting a tech class series with a digital photography class February 7th. You are encouraged to bring your digital camera and your laptop. I will show you how to make the most of your photos, and teach all the basics of working with the photos you take! If you have any suggestions on future classes, please email me at [angiwallace@juno.com](mailto:angiwallace@juno.com).

# MLS NEWS

## January 2008

### By Don Woods, MLS Chair

#### MLS Advantage coming to NSBBORs this month!

**What is MLS Advantage?** MLS Advantage is a co-operative search engine that allows an MLS and its participants/subscribers to have mutual access to available property listings in all other participating MLSs. Through a single search, a REALTOR® (NOT CUSTOMERS) can find all property listings that match search parameters regardless of the MLS which originated the listing.

**What are the benefits of MLS Advantage?** The key benefit of MLS Advantage is that it allows MLS participants the ability to view listings outside of their MLS without the need to join other MLSs, reducing participants' costs and admin burden.

**How do members access MLS Advantage?** Members access MLS Advantage via a link on their MLS website. Additionally, MLS Advantage can be accessed via [www.FloridaRealtors.org](http://www.FloridaRealtors.org). Only members of associations whose MLS participates in MLS Advantage will see the link.

#### Does MLS Advantage have an offer of cooperation and compensation?

Yes, the offer of cooperation and compensation made in the originating MLS is extended to all members. No one may opt out. Brokers can alter their offer to another broker pursuant to NAR policy.

#### Is training available for MLS Advantage?

Yes, there is a variety of training options for MLS Advantage that include:

- **Webinars:** Free webinars are currently available 24/7 and updated on an ongoing basis. You can access the free webinars at <http://technologytraining.webex.com>.
- **Onsite Training:** There is hands-on training offered from time to time at local associations and at the FAR Mid-Winter Meetings and annual convention.

## Lockbox Reciprocity

As a point of interest, our board is in the process of establishing lockbox reciprocity with Daytona, Space Coast, & West Volusia Realtor Associations, all neighboring members of MLS Advantage.

## Lockbox Keys

We are considering switching the present GE Supra D-Key over to their new ActiveSync key. Implementation is currently scheduled July 2007, if adopted by the BODs on Jan 16th.

ActiveKEY keeps itself updated 24/7 through frequent cellular connections to the Supra network.

When an ActiveKEY opens one of your iBoxes, you receive a real-time instant showing alert on your key device.

You know right away when someone has entered your listings!

ActiveKEY is easy to use. Simply scroll through the ActiveKEY menu and follow instructions displayed in the window.

ActiveKEY is adding a Panic (emergency) call feature in 2008.

ActiveKEY has lots of friendly features including a built-in flashlight and a fully lighted keypad for opening iBoxes in low light.

ActiveKEY comes with a power cord, a mini-USB cable and a clip-on pouch with a pocket for your business cards. An optional car charger is available.



## Legal Hotline

### ADVERTISING

**Q: I'm planning to send a mass mailing to all the homes in the subdivision I farm. Is there a legal requirement that says I must include a disclaimer informing recipients who have already listed their property to ignore the advertisement?**

**A:** No. There is no legal requirement to include any such disclaimer in the advertisement.

**Q: Must I disclose that an occupant of real property has AIDS (Acquired Immune Deficiency Syndrome)?**

**A:** No. Pursuant to Section 689.25(1)(a), Florida Statutes, the fact that an occupant of real property has been infected with HIV or diagnosed with AIDS is not a material fact that must be disclosed in a real estate transaction. A licensee should not answer such questions or disclose such information because the disclosure may be a violation of the Fair Housing Act.

(Source: Florida Realtor Magazine 09/2005)

## QUICK START GUIDE

Let your voice be heard! The Professional Development Committee will be designing a "Quick Start" Guide for new agents which will include: checklists for new contracts, listings, MLS input, Professional Courtesies, Common Mistakes and Useful Websites, etc. Please submit your ideas for items and topics directly to Maggie Hawk, Chair of the Professional Development Committee. [maggiehawk@cfl.rr.com](mailto:maggiehawk@cfl.rr.com)