



The Voice of Real Estate in West Central Ohio

ISSUE 20

NOVEMBER 2015

West Central Association of REALTORS®

400 S. Cable Road Lima, OH 45805

Phone: 419.227.5432 Fax: 419.229.1842

www.wcare.net



OFFICERS

Dick Clark
President

Tim Heinz
President-Elect

Kim Eilerman
Vice President

Tammy Breneman
Past President

BOARD OF DIRECTORS

Dawne Anderson
Dawn Arheit
Ralph Haggard
Jason Liening
Maria Sanko
Tim Stanford

CEO

Roxann Shaffer

INSIDE THIS ISSUE

Welcome	Pg.2
Realtor Safety Tip	Pg.2
Legally Speaking	Pg.2
Upcoming Events	Pg.2
Upcoming Meetings	Pg.2
Sept. BOD Minutes	Pg.3
Toys for Tots	Pg.3
Banquet Flyer	Pg.4
Affiliates	Pg.5-6

VISIT OUR NEW WEBSITE!

The Board has a new modern and user friendly website.

Check it out today!

www.wcare.net

And follow us on Facebook!



NOTICE

THE BOARD OFFICE DOES NOT TAKE CASH PAYMENTS. CREDIT CARDS, CHECKS OR MONEY ORDERS ONLY.

Keep in Touch for the Long Haul

By Lynn Olson, Realtor.org

If you want clients to recommend you to others, stay in their lives well after the transaction.

Here are tips to earn their loyalty

Your best chance of ensuring a steady flow of future business is to build a legion of satisfied clients who will drive referrals to you. But beyond the transaction experience, what you do after the deal matters, too. Do you check in with your clients to see how they're doing, or do you disappear?

People recommend those they know and trust, and for many, that's a small circle. But earning that trust involves a delicate balance between too much and too little contact, says real estate coach Jared James, CEO of Jared James Enterprises in Milford, Conn. He advises reaching out at least quarterly—and making sure to keep it up long-term. "It's probably going to be five to seven years before they move again, so you can't stop reaching out after 18 months," James says.

GIVE UNDIVIDED ATTENTION

The quality of your communications with past clients is a factor in whether you win repeat and referral business. Technology can help you stick to a system, but don't become a robot, sending generic follow-up e-mails that sound like spam. Find ways to personalize your contact so that you remain just as important to clients a year after the sale as you were on the day the sale closed.

For quality, nothing beats face-to-face contact. And since busy practitioners don't always have time for one-on-one follow-up, the client appreciation party has become a popular way to connect with many people at once. Ideally, each person you invite gets some quality time, though in a room of 50 people, that may prove difficult. Bridget Martin, broker-associate at Heritage Texas Properties in Houston, organizes small events around clients' interests. She might throw a pool party for families with kids or host a happy hour for her single clients. She also holds movie nights and ornament exchanges around the holidays. "It's fun, but it's strategic fun," Martin says.

Or you can aim for intimate one-on-one interactions. Renee Mascia, a sales associate at RE/MAX Right Choice in Milford, Conn., believes taking clients to dinner offers a better opportunity to get personal. "It makes a lasting impression," she says, and it's an appropriate environment to ask questions that inspire deeper conversation than you might have in other venues.

KEEP ADDING VALUE

Whether you're sending a casual note or a newsletter to past clients, always include something that reiterates your value as a real estate professional. David Kent, abr, crs, broker-owner of The Real Buyers Agent HBC in Charleston, S.C., uses his newsletter to demonstrate his community knowledge, focusing on city cultural events and tourist attractions. That helps turn visitors into clients. The newsletter also includes a popular section on local housing statistics, including inventory and days on market. "Everybody's always interested in value," Kent says.

James suggests keeping an eye on the number of newsletter opt-outs. If they're increasing, you may need to re-examine the usefulness of the information you're including.

USE TECHNOLOGY TO DRIVE

PERSONAL CONTACT

Many practitioners set up their past clients on a drip campaign to maintain regular contact automatically, but clients who hear from you only via a marketing e-mail will learn to ignore you. Instead, use a drip campaign to set up future phone calls or visits. For example, send an e-mail letting clients know you are going to contact them on their closing anniversary with an update on their home value—then actually follow up by phone. "Use technology to remind you to pick up the phone and be personal," James says. "Hearing a voice humanizes the person you are talking to more than a text or e-mail can do."

Your authenticity is the key to developing loyalty. So remember that, on a call with past clients, their lives are more important than your business concerns. That means letting go of the idea that you have to end every conversation by asking for a referral. "It kills any attempt you've made to be sincere," James says. He suggests being more circumspect in seeking referrals: "Tell them, 'Oh, by the way, we have a new home evaluation tool that gives us the value of someone's home almost instantaneously. If you know of anyone who wants to try it out, let me know.'" And, of course, consistency matters. Don't fall off the face of the planet and stop calling past clients. "I follow up forever," Martin says, "until they die or tell me to go away."



2015 RPAC Chili Cook-Off Winners!

Overall Winner of the Chili Trophy: Linda Stemen

White Chili

1st Place— Tied

Linda Stemen &
Pam Jennings

3rd Place

Angela Hersh

Dark Chili

1st Place

Jeff Point

2nd Place

Michael Jordan

3rd Place

Dawn Arheit

Raffle

1st Place

Dawn Arheit

2nd Place

Dawn Arheit

3rd Place

Angela Hersh



West Central's Online CE Resource

GET YOUR CE TODAY!

Get 20% off your online continuing education all November long.

Just use promo code: **NOV20**



The CE Shop

To enroll in a Continuing Education class go to:

<http://www.wcaremls.net>

Then select West Central's Online Education link, from there you can select a class and use the discount code offered monthly !!

Upcoming Events

**97th Annual Awards
& Installation Banquet
November 18 @ 5:30
Shawnee Country Club
1700 Shawnee Road
Lima, OH 45805
See pg. 4 for details!**

Upcoming Meetings

**Board of Directors Meeting
November 11 @ 8:30 AM**

HOLIDAY HOURS

**THE BOARD OFFICE
WILL BE CLOSED
THURSDAY, NOVEMBER 26
FRIDAY, NOVEMBER 27**

**HAVE A WONDERFUL
THANKSGIVING HOLIDAY!**

BE HERE IT'S YOUR TIME TO SHINE

2015 REALTORS® Conference & Expo
November 13-16 | San Diego

REGISTER TODAY!



NATIONAL ASSOCIATION of REALTORS

REALTORS® Conference & Expo
Global Reach. Local Focus.

WELCOMENew Members

Kerry Acree– Cowan Realtors®
Erin Brown– Merritt Real Estate
Tom Jettinghoff– Schrader Realty
Ashley Meas– Cowan Realtors®

New MLS Members

Clyde Corle– Home Experts Realty
Kelly Haase– Century 21 Koehler & Assoc.
Josh Huber– Home Experts Realty
James Koehler Jr.- Century 21 Koehler & Assoc.
Kristin Lopez- Century 21 Koehler & Assoc.
Leslie Schoenle– Straley Realty
Kyle Springs– Zimmerman Realty
Penny Trumpy- Century 21 Koehler & Assoc.
Delilah Volsch- Century 21 Koehler & Assoc.

Realtor Safety Tip**Tip #9****KEEP TRACK OF COLLEAGUES**

Have a check-out employee board at your office, listing your name, destination, customer name, date and expected return time.

MLS Tip: Resizing Photos in InnoVia

Before uploading your photos in the MLS, it may be necessary for you to resize the photo so it is within the proper file size limitations. You may have found ways to resize photos within your digital camera software already. However, there is an easy way to resize photos through an install provided for Windows operating systems. It will allow you to resize any photo you have saved on your computer. Use the following links to download and install the software.

<http://imageresizer.codeplex.com/releases/view/828>

Legally speaking: Can an agent promote themselves as Jane Doe Realty?

By Peg Ritenour, OAR Vice President of Legal Services/Administration, Realtor.org

Q: I have an agent affiliated with me named Jane Doe. She wants to “brand” herself and advertise as Jane Doe Realty. I also have another agent that is forming a team and wants to use “The Miller Real Estate Team” as their name. Is it OK for agents or teams to use the term “Realty” or “Real Estate” in conjunction with their name in advertising?

A: No, neither of these suggested names is permissible under the license law, according to the Ohio Division of Real Estate and Professional Licensing (“ODRE&PL”).

Ohio Administrative Code Section 1301: 5-1-02 provides that the words “Realty” or “Real Estate” may be used by a **brokerage** in advertising even if not part of the brokerage’s licensed name or approved “DBA” (“doing business as”). With respect to advertising by an agent, the license law states that name identification in advertising shall consist **only** of the name of the agent as it appears on the agent’s license. There are some exceptions in this section that allow agents to use common nicknames, initials and middle names. However this section only allows a brokerage — not an agent — to add the terms “Realty” or “Real Estate” to its licensed name. Therefore, Jane Doe may not advertise as Jane Doe Realty.

As to teams, it is important to understand that teams are not licensed by the ODRE&PL. However a team name can be used in advertising as long as the requirements set forth in the [team advertising rule](#) are followed. Although this rule does not specifically prohibit the use of “Realty” or “Real Estate” in a team name, the ODRE&PL has indicated this is not permissible for two reasons. First, it interprets Section 1301: 5-1-02 as allowing only brokerages to use these terms. Further, the ODRE&PL believes the use of such terms by a team would be likely to mislead the public to believe the team is a brokerage, which of course it is not. Therefore, in the example above, use of the name the “The Miller Real Estate Team” would not be permitted.

For more information on the team advertising requirements, [click here](#).

- See more at: <http://ohiorealtors.org/2015/11/02/legally-speaking-can-an-agent-promote-themselves-as-jane-doe-realty/#sthash.ks1Vyhfy.dpuf>

BOARD OF DIRECTOR'S MEETING

Wednesday, September 9, 2015 at 8:30 AM

President Dick Clark called the meeting to order at 8:30. Vice President Kim Eilerman, Dawne Anderson, Dawn Arbeit, Tammy Breneman, Ralph Haggard, Jason Liening, Maria Sanko and Tim Stanford were present. President Elect Tim Heinz was absent.

There was a quorum.

Agenda approved.

August minutes approved.

August financial statements accepted for filing.

Approved new members: Lauren Honingford, Schrader Realty

Approved that the board use the current stock of purchase contracts and begin using the attorney revised page one with next printing.

Approved 2016 local dues

Tabled 2016 budget until October meeting

Meeting adjourned



Tis the Season for Giving!

Santa's elves need a little help this year collecting toys for Christmas!

**Please stop by the board office and donate new,
unwrapped toys to the Toys for Tots program.**

The collection box will be in our office until December 1.

**So get your generous donations in and help bring a smile to a young boy
or girl this holiday season!**



KEEP MOVING ON

*Please join us for the 97th Annual Awards and Installation
of our 2016 Board of Directors*

*The Shawnee Country Club
1700 Shawnee Road
Lima, Ohio 45805*

On Wednesday, November 18th

*Hors d'oeuvres will be served at 5:30
Dinner will be served at 7:00*

Dinner:

*Shawnee House Salad
Pan Roasted Fillet of Beef
Basil & Dijon Crusted Chicken Breast
w/ Stone Ground Mustard Sauce
Smashed Red Skin Potatoes
Baby Green Beans*

Dessert:

Elmer's Sundae

Please join us for an evening full of fun and fellowship

Cost is \$35 per person

Must purchase tickets through the Board Office by 5:00 November 10th.

THANK YOU TO OUR GREAT AFFILIATES

American Home Shield

Elizabeth Kimbler

10100 Atchison Rd.
Dayton, OH 45458
P: 800-735-4663 C: 937-716-3557
ekimbler@ahslink.com

Creating Intentions

Staging & Interior Design

Teresa Rampe

303 Birch St. Box 562
Kalida, OH 45853
P: 419-532-3479
dtr@bright.net

First Federal Bank

Gwen Sackinger

2526 Shawnee Road
Lima, Ohio 45805
P: 419 221-1312 F: 419 222-7434
gsackinger@first-fed.com

AmeriFirst Home Mortgage

Rex Whetstone

1075 Shawnee Rd, Suite B
Lima, OH 45805
P: 419-234-7310 F: 419-932-6675
rwhetstone@amerifirst.com

Farm Credit Svc of Mid-America

Alexis Moser NMLS#1207527

1120 Elida Avenue
Delphos, Ohio 45833
P: 419 695-6000 F: 419 695-6007
Alexis.moser@e-farmcredit.com

First Federal Bank

Elaine Evans

230 E. Second Street
Delphos, Ohio 45833
P: 419 695-1055 F: 419 695-5749
eevans@first-fed.com

Buckeye Home Inspectors

Jim Doseck

918 West Auglaize St
Wapakoneta, OH 45895
P: 567-356-7493
jjmdoseck@buckeyeinspectors.com

Fifth Third Bank

Greg Elmore

39 West Whipp Rd.
Dayton, OH 45459
P: 937 436-4714 F: 937 319-4142
Greg.elmore@53.com

First Lima Title Agency

Pam Jennings

1617 Allentown Ste 100
Lima, Ohio 45805
P: 419 228-2272 F: 419 228-3779
pam@firstlimatitle.com

Chase

Chris Hines NMLS#407073

2665 Ft. Amanda Rd.
Lima, OH 45804
P: 419 221-5877 F: 866-316-9044
Christine.c.hines@chase.com

Fifth Third Bank

Jack Hayzlett

1311 Bellefontaine Street
Wapakoneta, OH 45895
P: 419-738-7158 F: 419-738-9610
Jack.hayzlett@53.com

First Lima Title Agency

Staci L. Freeman

1617 Allentown Ste 100
Lima, Ohio 45805
P: 419 228-2272 F: 419 228-3779
staci@firstlimatitle.com

Chase

Jennifer Lombardi NMLS#295570

500 S. Main Street
Findlay, OH 45840
P: 419 424-7517 F: 866 628-9709
Jennifer.x.lombardi@chase.com

1st American Home Buyers Protection

Dawn Weinbrecht

3460 E. Lincolnshire Blvd.
Toledo, Ohio 43606
P: 419 494-2054
dweinbrecht@firstam.com

Homeside Financial

BJ Burden

6016 Waynesfield Rd
Cridersville, OH 45806
P: 419-230-0184 F: 419-648-9984
bburden@gohomeside.com

Chase

Cynthia R. Sawmiller NMLS#824021

801 Defiance Street
Wapakoneta, OH 45895
P: 419 739-3651 F: 855-244-0221
cynthia.r.sawmiller@chase.com

First Federal Community Bank

John England

130 S. Main St., Suite 108
Bellefontaine, OH 43311
P: 937-565-4557 F: 937-565-4514
jengland@ffcb.com

Huntington National Bank

Lisa Harding NMLS#482696

631 W. Market Street
Lima, Ohio 45801
P: 419 222-3241 F: 877 413-1164
Lisa.harding@huntington.com

Citizens National Bank

Mary Ann George

201 N. Main Street
Lima, Ohio 45801
P: 419 224-0400 F: 419 229-2095
maryann@cnbohio.com

Huntington National Bank

Chrisa McGhee NMLS#451617

631 W. Market Street
Lima, Ohio 45801
P: 419 226-6020 F: 877 238-4052
Chrisa.i.mcgee@huntington.com

THANK YOU TO OUR GREAT AFFILIATES

Kilco Title Agency
Ed Pedlow

119 N. West St, Ste 101
Lima, Ohio 45801
P: 419 228-8989 F: 419 228-9111
Kilcotitle@bright.net

Neidert's Mowers
Mark Kline

507 E. Kiracofe St.
Elida, OH 45807
P: 419-331-5296 F: 419-331-5296
mark@neidertsmowers.com

TopMark Federal Credit Union
Michelle Boughan

3800 S. Dixie Highway
Lima, Ohio 45806
P: 419 879-1500 F: 419 879-2223
mboughan@topmarkfcu.com

Lawyers Title Agency
David A. Rodabaugh

234 N. Main Street
Lima, Ohio 45801
P: 419 228-3330 F: 419 228-3304
drodabaugh@rodabaughlawoffice.com

Northwest Title Services
Chris DuBois

101 N. Elizabeth Street
Lima, Ohio 45801
P:419 222-1122 F: 419 224-6181
cdubois@corylpa.com

TopMark Federal Credit Union
Ana Ford

3800 S. Dixie Highway
Lima, Ohio 45806
P: 419 224-2941 F: 419 224-6338
aford@topmarkfcu.com

Lawyers Title Agency
Pam Wobler

234 N. Main Street
Lima, Ohio 45801
P:419 228-3330 x 4 F:419 228-3304
pwobler@lawyertitleallen.com

ServPro of Lima
Norman Nelson

1390 Findlay Road
Lima, Ohio 45801
P:419 516-4990 F: 419 516-4991
norm@servprooflima.com

The Union Bank Company
Kim Verhoff

100 S. High Street
Columbus Grove, Ohio 45830
P:419 659-2141 x 4224 F:419 659-2069
kverhoff@theubank.com

Liberty National Bank
Angela Hersh

118 S. Main Street, P. O. Box 135
Ada, Ohio 45810
P: 419 634-5015 F: 419 634-0335
ahersh@lnbbank.com

Sullivan Insurance Agency
Grant Sullivan

606 W. North Street
Lima, OH 45801
P: 419-229-5010
mail@sullivaninsuranceinc.com

The Union Bank Company
Vicky Gilbert

100 S. High Street
Columbus Grove, Ohio 45830
P:419 659-2141 x 4224 F:419 659-2069
vgilbert@theubank.com

Liberty National Bank
Joyce Rostorfer

100 E. Franklin Street, P. O. Box 234
Kenton, Ohio 43326
P: 419 673-1217
jrostorfer@lnbbank.com

Superior Federal Credit Union
Michelle Snyder

4230 Elida Rd.
Lima, Ohio 45807
P: 419 879-3491 F: 419 227-5258
msnyder@superiorfcu.com

Union Home Mortgage
Rex Gras

250 Highland Parkway, Suite D
Upper Sandusky, OH 43351
P: 567-998-4276 F: 866-269-6372
rgrasz@unionhomemortgage.com

The Lima News
Natalie Buzzard

3515 Elida Road
Lima, Ohio 45807
P: 419 223-1010 F: 419 221-2884
nbuzzard@limanews.com

Superior Title, LLC
Angie Allen

4230 Elida Rd
Lima, Ohio 45807
P: 419 221-5341 F: 419-227-5258
aallen@superiortitlellc.com

Vantage Land Title
Elijah Zamudio

1924 Allentown Rd.
Lima, OH 45805
P: 419-303-7545
elijahzmd@yahoo.com

Rite Cut Property Maintenance
James Benvenuto

519 N. Jackson Street
Lima, OH 45801
P: 419-204-8047
ritecutproperty@gmail.com

The State Bank
Greg Roebuck

903 W. Market St
Lima, OH 45805
P: (419)228-4425 F: (419)228-4425
Greg.roebuck@yourstatebank.com