

# REALTOR® Review

The Voice For Real Estate in the Capital Area

## CAAR's 50<sup>th</sup> Annual Summer Outing

### "CAAR's 50 Golden Years of Golf"

The Social Committee will be hosting CAAR's 50th Annual Golf Outing on June 10th at Edgewood Golf Course in Auburn again this year. The theme for this year's event is "CAAR's 50 Golden Years of Golf". If you are interested in participating in the golf and/or dinner that evening be sure to return the registration form as soon as possible. Questions regarding sponsorship opportunities can be directed to Kathy Nichelson at 217.698.7000 or knichelson@caaronline.com. Please note that the Association office will close at noon on this day. For more information download event flyer at [http://www.seehouses.com/temp\\_summerouting.pdf](http://www.seehouses.com/temp_summerouting.pdf).



## Getty Images Issues Demand Letter to CAAR Member

In March of this year a CAAR member received a letter from Getty Images alleging infringement of copyright on her website for displaying a photo that Getty holds the copyright to without a license and demanding a settlement sum of \$965.00. The demand letter included a screen shot of the main page of the member's website showing the copyrighted image being displayed, a welcome mat. The member contacted the MLS about the situation and we were able to share with her information about similar situations that had recently occurred with members of other MLSs.

Copyright infringement is a "strict liability" violation, meaning a person can be found liable even if they had no knowledge that infringement occurred. Furthermore, the liability for infringement does not disappear when someone becomes aware of an infringement or possible infringement and removes the copyrighted image.

Immediately, upon receipt of the demand letter the member wrote a reply to Getty which, among other things, recognized the gravity of the situation and the importance of copyright law. The letter also indicated that the member immediately pulled the image upon receipt of the letter. The letter explained that the member had paid a national vendor several years ago to develop the website for her and had no idea that she was violating their copyright. She concluded by stating that she was assured that the website developer held the copyright to all of website design elements. We are pleased to report that the CAAR member recently received a reply from Getty indicating that they have dropped their demand.

This serves as a valuable reminder to ensure that you have the right and license to use all images that are included on your website and any marketing pieces that you produce. ❖

May 2013  
Volume 19, Edition 221

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**MISSION**

*The Capital Area  
Association of  
REALTORS® helps its  
members maintain the  
highest standards of  
professionalism and  
achieve the highest  
levels of success.*

**NOTICE**

Under the long established policy of the Capital Area Association of REALTORS®, IAR and NAR:

1. The broker's compensation for services rendered in respect to any listing is solely a matter of negotiation between the broker and the client, and is not fixed, controlled, recommended, or maintained by any persons not a party to the listing agreement.
2. The compensation paid by a listing broker to a cooperating broker in respect to any listing is established by the listing broker and is not fixed, controlled, recommended or maintained by any persons other than the listing broker.

**OFFICERS**

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Daniel R. Sale, CAE, RCE, e-PRO

**NEWS & NOTES**

**Pirates of the CAARibbean Trivia Night**



CAAR's Community Service Committee hosted an extremely successful Pirates of the CAARibbean Trivia Night on May 2<sup>nd</sup> to benefit Contact Ministries. Attendance was quite good with 21 tables. Preliminary estimates indicate that CAAR raised \$620 via food sales, \$4170 from attendees, \$1466 from the silent auction, \$5365 from the live auction, \$333 from "Parlay" sales and \$355 from "Spirit Wall" donations. Thank you to Mary Contri who donated her half of the 50/50 back adding another \$486 to our income. Thanks also to the winning team who donated back their \$200 winning prize. Total revenue was \$12,995 and although we do not know the total of our expenses yet we feel confident that we raised at least \$10,000. Final figures will be published as soon as they are available. Special thanks to Greg and Kristie DeBrun for conducting the trivia portion, Ron Canterbury for his auction services, Kathy Nichelson and the many Committee members who put in countless hours on this project. All proceeds from this event will be donated to Contact Ministries which is CAAR's 2013 charity of choice. ❖



# PIRATES OF THE CAARIBBEAN



## News & Notes - (Continued from page 2)

### caar palooza

#### Member Appreciation Week (June 25 & 26)

The Marketing & Member Services Committee of CAAR extends an invitation to all CAAR Members to join them at the association office for Member Appreciation Week June 25th & 26th between 11:00 - 2:00 p.m. Come enjoy a casual lunch and network with your peers. Back by popular demand is Taco Tuesday on June 25<sup>th</sup> featuring all the fixings for a great taco. On Wednesday its pulled pork sandwiches with your favorite sides. We also have a couple of Hot Topic programs for you to take in while you are here in conjunction with Member Appreciation Week. These programs are outlined below. The association extends a special thank you to SentiLock for its generous sponsorship of this event again this year.



### InnoVia/SentiLock Top Ten

Join us for a special Hot Topic program in conjunction with caar palooza on June 26<sup>th</sup> from 11:30-12:30 p.m. featuring MLS Director Cathy Wagner who will offer a presentation that will include her Top Five InnoVia Tips along with her Top Five SentiLock tips. You will want to be sure and attend this FREE program and stay for lunch. RSVP to voldfield@caaronline.com or at 217.698.7000.

### Past-president's Luncheon June 27th

As part of the Member Appreciation Week festivities, on Thursday, June 17<sup>th</sup>, CAAR will be holding its Third Annual Past-President's Luncheon in honor of CAAR's past-president's.

### Homebuyer Counseling Classes Scheduled

#### June 8, 2013 - Credit & Budget Skills

- Tips on how to establish, repair and maintain credit
- What you need to know about credit scoring
- Ideas for creating and following a budget
- Keys to homeownership
- Identity theft

#### June 15, 2013 – The Home Buying Process

- Working with a lender
- Working with a REALTOR®
- Fair housing
- Home inspections
- Home insurance
- Financial assistance/grants
- What to expect at the closing

Classes held at IATP's Conference Room Downtown Springfield, Myers Bldg. 5th & Washington. RSVP Required - Call (217) 522-7985 Ext. 114. Flyer is included as an attachment to this month's REALTOR® Review. ❖

### Learn How Property is Assessed and the Appeal Process

Join us for a special Hot Topic program in conjunction with caar palooza on June 25<sup>th</sup> from 11:30 - 12:30 p.m. featuring Jerry Skilbeck, Appraiser and Jason LeMar, Chief Assessment Officer for Morgan County. Do you have questions on how property taxes are determined? Do you think your taxes reflect a higher value than the actual market value? Do you think your property may not be fairly assessed compared to similar properties in your neighborhood? Have you ever wondered how to appeal your property taxes? Want to learn more about when and if you should file an appeal? What about those exemptions? You will want to be sure and attend this FREE program and stay for lunch. RSVP to voldfield@caaronline.com or at 217.698.7000.



## News & Notes - (Continued from page 4)

### CAAR Broker Outreach Scheduled for June 14<sup>th</sup>

Managing Brokers are asked to keep open June 14th for CAAR's next Broker Outreach meeting. The meeting will be held from approximately 8:45 a.m. 10:45 p.m. and will include a continental breakfast. The purpose of the meeting will be to provide an update to CAAR broker-owners and managers on various association initiatives that are under way and to provide a forum for discussion. Broker-owners and managers who are interested in attending are asked to RSVP by June 10<sup>nd</sup> by calling Vicki Oldfield at 217/698-7000 or [voldfield@caaronline.com](mailto:voldfield@caaronline.com).  
❖❖❖

### Flexible Dues Pre-Payment Plan

Now is the time to jump onboard with CAAR's Flexible Dues Pre-Payment Plan, you have the option of making payments toward your 2014 membership dues anytime throughout July of 2013 when it's most convenient for you. Download additional information from the attachments page or contact Diane Ahem at 217.698.7000 or [dahem@caaronline.com](mailto:dahem@caaronline.com) for more information.



### Blast from the Past

We hope you enjoy this month's picture from our association's archives. This month's featured picture is the American Home Week Committee from 1987. If you have an old picture or comment about a picture please share with us.

(Left to right: unknown, unknown, Betty Shuster, Sharon Oakes and Sue Wise) ❖



## Help Us Surpass Last Years Total!

**RPAC: Invest your Best**  
2012 RPAC Total:  
**\$26,505**



#### **Sterling R - \$1,000**

Philip Chiles  
Steven Dove  
Richard Hanselman  
Kyle Killebrew  
James Kuhar  
Susan Madison  
Todd Musso  
Daniel Sale  
Al Young

#### **\$250**

Patti Bauer  
Steve Bochenek  
Kimberly Elliott  
Suzie Feeder  
Jim Fulgenzi  
Kathy Garst  
Jane Hay

Rebecca Hendricks  
Cindi Kruse  
Ed Mahoney  
Cindy Nagle  
Peter Steward  
Natchure Stockton  
Melissa Vorreyer

#### **\$99**

Kaye Brittin  
Nicholas Campo  
Tina Davidson  
Sandra Hamilton  
Henry Helton  
Terry Nuding

#### **\$500**

Michael Buscher  
Linda Nelson



Disclosure: Contributions are not deductible as charitable contributions for federal income tax purposes. The Illinois REALTORS® Political Action Committee (RPAC) collects contributions from members of the National Association of REALTORS (NAR) for political activities. A portion of each contribution will be used for state political activities; at least 30% will be used for federal campaign purposes. The federal portion will be charged against an individual's federal contribution limits under 2 USC 441a. Contributions are VOLUNTARY and refusal to contribute does not affect membership rights. A member may contribute more or less than the suggested amount. A copy of our report filed with the State Board of Elections is (or will be) available on the Board's official website [www.elections.il.gov](http://www.elections.il.gov) or for purchase from the State Board of Elections, Springfield, Illinois.

## GOVERNMENTAL AFFAIRS

### Governmental Affairs Update

By Neil Malone, Governmental Affairs Director



#### Lobby Day Successful, But More Challenges Ahead

On Tuesday, April 16<sup>th</sup>, hundreds of REALTORS® from across Illinois converged on the Capitol Building to support private property rights, and to influence public policy on issues affecting the real estate industry by participating in the 37<sup>th</sup> Annual Illinois Association of REALTORS® Capitol Conference. Members of the Capital Area Association of REALTORS®, joined colleagues from every region of the state to make their voices heard. After lunch at the Hilton which featured a thorough legislative issues briefing from IAR lobbyists, members were given the opportunity to interface with their elected officials and to share the REALTOR® perspective on proposed legislation. Members received a first-hand demonstration of the value of reinforcing the work of the governmental affairs team with direct involvement through personal relationships between IAR members and their elected policymakers.

There has been perhaps no better example so far this session of the importance of direct grassroots action on legislation than SB 41 (Sponsored by Sen. Munoz). This legislation is an initiative of the politically-powerful Cook County Assessor Joe Berrios, allowing him to file TAX LIENS and to impose significant penalties and interest when a homeowner has received one or more homestead exemptions they were not eligible to receive, even if the violation was unintentional or the homeowner did not realize they were no longer eligible. Incredibly, this could be done even when the error was MADE BY THE ASSESSOR'S Office! While IAR certainly DOES NOT support individuals receiving exemptions to which they are not entitled, this proposal takes a reckless and far-reaching approach.

IAR has been successful in stopping this proposal TWICE in the previous General Assembly; however it is currently back under consideration by the Senate. So far, due to strong direct lobbying by staff and effective grassroots participation by our State Legislative Contacts (SLCs), and by all the members who replied to the "Call for Action", the sponsor has chosen to not call this legislation for a vote.

Overall, Capitol Conference was a tremendously effective day. However, we must remain energized and engaged. This and other legislative challenges still remain before the General Assembly reaches its scheduled adjournment date of May 31<sup>st</sup>. Be sure to keep up-to-date by reading the IAR State Capitol Report, which is available every Friday during legislative session weeks. Also, if you receive a Call for Action email, asking you to contact your legislator, please make every effort to respond as quickly as possible. It only takes two clicks of your mouse (or your smartphone) to respond and share information generated by IAR with your legislators. ❖

### CAAR Sponsors

#### Diamond



#### Gold



#### Silver



#### Bronze



## AFFILIATE CORNER



### SPONSOR CORNER

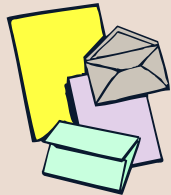
Welcome to the “Sponsor Corner” which is a new addition to the REALTOR® Review. The purpose of this corner is to help shed a spotlight on our sponsors and their upcoming events. Each CAAR sponsor is entitled to promote one event per year in this space.

### Available on CAARewind

#### *Critical Appraisal Issues (April 19<sup>th</sup> Hot Topic)*

In case you couldn't join us for the April 19<sup>th</sup> Hot Topic program titled “Critical Appraisal Issues” we videotaped the program and have it archived on the web.

To view this program simply log on to the member's area of [www.seehouses.com](http://www.seehouses.com) and look for the video on the center of the page.



### Newsletter Inserts

Flyers referenced in this newsletter and listed below may be downloaded at <http://www.seehouses.com/memb/newsletters.php>

#### Inserts

- Summer Golf Outing
- caar palooza



## IN THE...

### Security Bank's Women of Influence

Security Bank and Springfield Business Journal request the pleasure of your company at a reception and ceremony in honor of the 2103 Security Bank's Women of Influence. The reception and ceremony will be held Tuesday, May 14<sup>th</sup>, 2013 at Erin's Pavilion at Southwind Park. The Reception begins at 5:00 p.m. and the ceremony at 6:00 p.m. Please join us in celebrating the accomplishments of these recipients: Julie Davis; Deb Marsaglia; Pam Molitoris; Janette Peak; and, Valera Yazell.

## SPOTLIGHT

About In the Spotlight: This CAAR Sponsor section is available to all sponsors to promote an upcoming event one time per year. We are also happy to promote the event in our e-bulletin as well with a link to your event flyer/info. This is all subject to timing and it is suggested that for the best results you contact us a minimum of 45 days prior to your event. This will ensure that we can afford you the best possible exposure. “Promotion requests” should be sent to [knichelson@caaronline.com](mailto:knichelson@caaronline.com). Please feel free to direct any questions regarding this to my attention or Kathy Nichelson's attention. ❖

**TECHNOLOGY/MIS CORNER**

**Real Estate Technology Training Underway**

The MIS Spring training schedule is underway. Below is a list of upcoming classes. There is no cost to attend (FREE) but RSVP's are required.

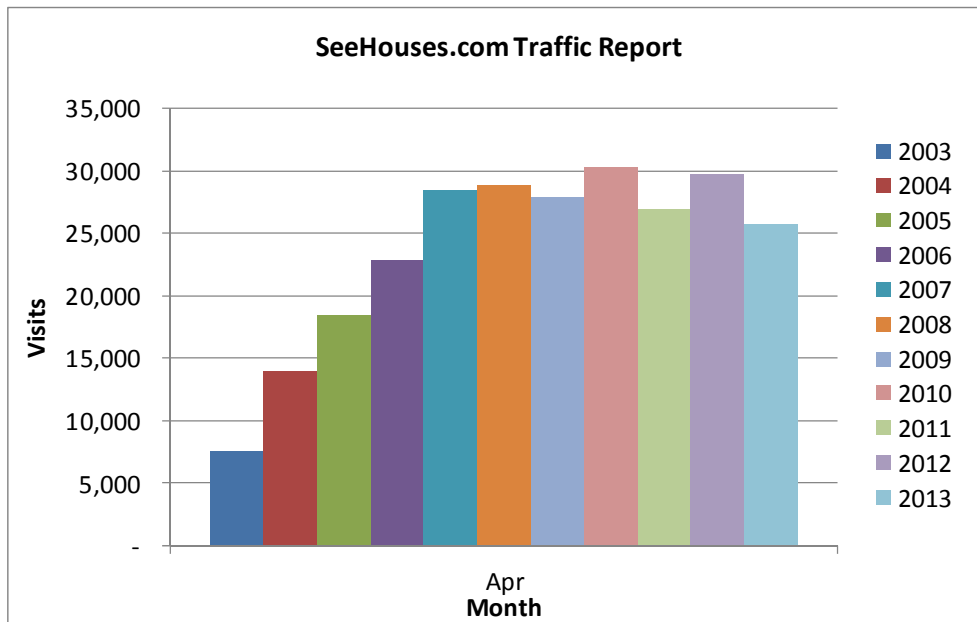


- May 7<sup>th</sup> (9:00-9:30 a.m.) - TransactionDesk Pro
- Jun 4<sup>th</sup> (9:00-11:00 a.m.) - InnoVia Overview
- May 23<sup>rd</sup> (9:00-10:00 a.m.) - Prospecting and Buyer Match
- May 30<sup>th</sup> (11:00-12:00 noon) - CMA 2.0

**SeeHouses.com Traffic Down 12.1 Percent in April**

During the month of April 2013 there were 25,735 visitors to www.SeeHouses.com, reflecting a decrease of 12.1 percent from the same period in 2012 when there were 29,283 visitors. YTD through April 2012 there have been 100,195 visits to the site, reflecting a 5.7 decline from the 106,242 visits during the same time in 2012.

Unique visits during April of 2013 amounted to 8,824, reflecting a decrease of 10.9 percent from the 9,901 unique visits in April of 2012. YTD through April 2013 unique visits to the site have been 33,745, reflecting a decrease of 10.9 percent from 30,505 unique visits during the same time in 2012. ❖



**SentiLock Tip**  
*Always assign your REALTOR® lockbox to the listing*

There are many benefits to assigning your lockbox to a listing. With the box assigned, it will be much easier to locate the appropriate box on the website when looking at your list of lockboxes. This will also allow the lockbox access report to show the assigned listing address. Go to <http://www.sentrilock.com/wp-content/uploads/2009/11/Assign-Lockbox.pdf> for a PDF with step by step instructions to assign your lockbox to a listing, or go to <http://www.youtube.com/watch?v=2D47yDiloI0> for our tutorial YouTube video.



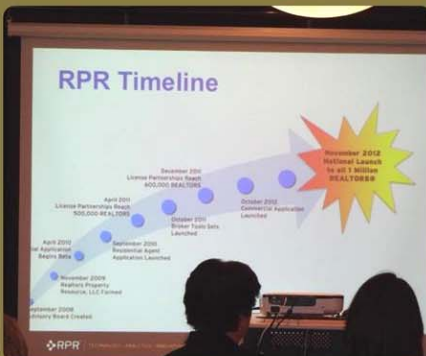


# REALTOR® Review

## Break For Hot Topics - April 19, 2013 - Critical Appraisal Issues



## MIS Breakfast - April 25, 2013 - RPR Presentation



## COMMERCIAL REAL ESTATE NETWORK

### CREN Sponsors

MARINE BANK



CARROLLTON BANK



CHICAGO TITLE



Happy  
Mother's  
Day!

### CREN Luncheon - May 21<sup>st</sup>

The next CREN Luncheon will be held on May 21<sup>st</sup> at CAAR. Special thanks to our sponsor **First Bankers Trust Company**. The speaker will be architect Chuck Pell who will talk about the recent SDAT study. CREN luncheons are limited to members and sponsors. To RSVP email [voldfield@caaronline.com](mailto:voldfield@caaronline.com) or call 217.698.7000.



### Technology/MIS Corner - (Continued from page 8)

#### Wireless InnoVia

Listings in the palm of your hand! InnoVia Wireless is a mobile MLS application for smart phones, iPads & tablets that use the iPhone™, Windows® Mobile, Palm® and BlackBerry® operating systems. InnoVia Wireless lets users view AND edit MLS listings (includes all property types, all statuses and all property photos anywhere, anytime. The alias feature is now available with Wireless InnoVia.

The URL for Wireless InnoVia is:  
**wireless.caaronline-mis.com** (do not enter www.)

If you need your Wireless InnoVia password (it may be different than your Scout password) please contact the CAAR office @ 217-698-7000.

#### Capital Area Multiple Information Service



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Wireless InnoVia has many new powerful features, including:

- Hotsheet Search
- Contact Manager (Access your list of Prospects & Look up Agent/Look up Firm)
- Ability to EDIT your listings (price changes, status changes)
- Message Center
- Listing Cart Access ❖

## MEMBERSHIP NOTES

### New Members

The following individuals have been approved for membership in the Association, subject to completion of Orientation were applicable:

#### Designated REALTORS®

Paul Moriconi Moriconi Appraisal

#### REALTORS®

Dina Tisdale Coldwell Banker Honig-Bell

#### Local Affiliates

Tayesha Frye Illini Bank

#### TRANSFERS

##### Care Realty

Ryan Louis (*from Coldwell Banker Honig-Bell*)

##### The Real Estate Group

Kathy Park (*from RE/MAX Professionals*)



### Frequently Used Phone Numbers:

#### Capital Area Association of REALTORS®:

Phone: 217/698-7000  
(centrex) 8000

Fax: 217/698-7009  
(centrex) 8006

#### Websites:

[www.SeeHouses.com](http://www.SeeHouses.com)  
[www.SeeBuildings.com](http://www.SeeBuildings.com)

#### Illinois Association of REALTORS®

Phone: 217/529-2600  
Fax: 217/529-3904

#### REALTOR®

Store: 800/529-2696

#### Member

Line: 800/752-3275

#### Website:

[www.illinoisrealtor.org](http://www.illinoisrealtor.org)

#### National Association of REALTORS®

Phone: 312/329-8200  
Fax: 312/329-8576

#### Website:

[www.realtor.org](http://www.realtor.org)

#### Office of Banks and Real Estate:

Phone: 217/782-3414

#### SentriLock:

Phone: 877/736-8745  
[support@sentrilock.com](mailto:support@sentrilock.com)  
<http://lockbox.sentrilock.com/>

#### MarketLinx:

Phone: 800/334-0831

## REALTOR® Store

### SentriLock

### Lanyard

### \$3.00



## CALENDAR

### AT A GLANCE

#### May

10	MIS Committee	9:00
	Finance/Exec Committees	10:30
14	Community Service Comm	10:00
14-17	NAR Meetings	
21	Board of Directors	9:00
	CREN Luncheon	11:30
	Social Committee	1:00
27	Memorial Day - Assoc Closed	

#### June

6	MIS Committee	9:00
	Finance/Exec Committees	10:30
10	Golf Outing	11:30
	Association Office Closed at Noon	
11	Board of Directors	9:00
14	Broker Outreach	9:00-10:30
18	CREN Luncheon	11:30
25	caar palooza - Member Appreciation	
26	caar palooza - Member Appreciation	
27	Past President's Luncheon	11:30

#### July

1	3rd Quarter MIS Fees Due	
4	Independence Day - Assoc Closed	
9	MIS Breakfast	8:30
11	MIS Committee	9:00
	Finance/Exec Committees	10:30
16	Board of Directors	9:00

*Capital Area  
Association of  
REALTORS®*

*3149 Robbins Rd.  
Springfield, IL  
62704*

*217/698-7000  
Fax: 217/698-7009  
www.SeeHouses.com*

## ANNOUNCEMENTS

The Association extends its deepest sympathy to the family of **REALTOR® Appraiser Ed Hofferkamp** (Hofferkamp Appraisal Service) who passed away unexpectedly on April 30<sup>th</sup>. Ed had been a member of CAAR since 1971.

Congratulations to CAAR past-president **REALTOR® Julie Davis** on being named to the Springfield Business Journal and Security Bank's Women of Influence.

The association extends its condolences to **REALTOR® Nick Campo** on the recent passing of his father.



## CAAR MONTHLY REPORT

### Single Family Residential

Time Period	Apr 12	Apr 13	YTD 12	YTD 13
<b>Listings Processed</b>	505	575	1,730	1,862
<b>Units Sold</b>	311	291	933	981
<b>Dollar Volume</b>	38,746,103	36,130,335	120,083,335	118,626,278
<b>Ave. Sale Price</b>	124,586	124,159	128,707	120,924

### All Property Classes

Time Period	Apr 12	Apr 13	YTD 12	YTD 13
<b>Listings Processed</b>	570	645	1,989	2,208
<b>Units Sold</b>	357	315	1,059	1,068
<b>Dollar Volume</b>	45,318,616	39,495,165	142,948,706	126,185,121