



The Superior Area Association of REALTORS® Newsletter July, 2009

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[Superior Area Association of REALTORS®](#)

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Our Affiliate Members

M & I BANK
1425 Tower Ave
Superior, WI 54880
Main: (715) 395-2184
Fax: (715) 394-9188

NORTHERN STATE BANK
321 W Main Street
Ashland, WI 54806
Main: (715) 682-2772
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Dear Tracy,

MLS Meeting
Tuesday, July 14, 2009
10:00 am
Association Office (4031 Grand Avenue, Duluth, MN 55807)

Agenda

1. Welcome - President Peggy Kman
2. Right Tools, Right Now Program
3. Point2 Agent/Office Websites
4. SAAR Website
5. Nominations for Board of Directors
6. Potential to partner with the Duluth Area Association of REALTORS® to publish a monthly real estate/homes magazine with companion public website.
7. Other Business
8. Adjournment

Please RSVP to info@daar.com. Thank you!

NOW AVAILABLE! Free Paragon Webinar Training Sessions

Paragon will be hosting a series of complimentary one hour Webinar Training Sessions. They will be held every Tuesday at 11:00 AM EST / 8:00 AM PDT and running for one hour. Then the Webinar will be repeated the next day, Wednesday, at 1:00 PM EST / 10:00 AM PDT. Seats are available to the first 1,000 agents who sign up. The Webinars are absolutely FREE. Topics to be covered include: Searching & Customizing Searches, CMA's, and Mapping.

[Click here to sign up.](#)

DUPLICATE LISTING RULES - AVOID A \$100 FINE!

While the Superior Area MLS allows you to enter listings more than once - you are not allowed to mark both of those listings sold or off market. There is a \$100 fine for marking the duplicate listing as sold since it affects the statistics. When the listing is sold or goes off market, just contact the Association office so the duplicate listing can be deleted.

FROM THE PRESIDENT - Peggy Van Hollen-Kman



Summer is finally here and things are getting busy!

Please consider serving on the Association's Board of Directors. Nominations are now being accepted and you can access the form on the Association's website or click on the links provided in this newsletter.

We are working on creating a password protected site of the Association's

website. Once completed, we will have the ability to post minutes, upcoming events, MLS statistics and important information for our members. Watch your email to find out when this project is completed.

Please take advantage of the services offered by the Association. You can save money as a member of SAAR. For example, for SAAR members there is no charge to use the rDesk IDX Smartframing solution. This is a savings of \$180/year and the dues are only \$95. Don't forget about the NAR Right Tools, Right Now campaign. Materials that once cost are now free or at a substantially reduced cost. Go to www.realtor.org for more information.

Mark your calendars for the MLS meeting on July 14, the WRA Convention and the NAR Convention. This is your opportunity to find out important information and education to assist you in your business.

Happy 4th of July!

My email address is peggykman@vanhollen.com

NOMINATIONS NOW OPEN FOR THE SAAR BOARD OF DIRECTORS!

If you would like to serve on the SAAR Board of Directors - or know someone you would like to nominate - now is the time! Deadline for nominations is July 31, 2009.

[Click here to fill out the form online.](#)

[Click here for a printable copy of the form.](#)

2009 SUMMER OUTING - IT'S NOT JUST GOLF!

Golf, Cribbage, Bocce Ball & Miniature Golf!!!

Monday, August 17, 2009
Ridgeview Country Club
700 West Redwing Street
Duluth, MN 55803

The 2009 Summer Outing provides an opportunity for everyone, including families, to participate.

It's not just golf! You can also participate in Bocce Ball, Cribbage, or Miniature Golf!

Join in the fun while networking with other Association members. Sign up NOW to reserve your team's space!!!

[Click here for the registration form.](#)

HUD: TAX CREDIT CAN BE USED ON CLOSING COSTS

FHA-approved lenders received the go-ahead to develop bridge-loan products that enable first-time buyers to use the benefits of the federal tax credit upfront, according to eagerly awaited guidance from the U.S. Department of Housing and Urban Development on so-called home buyer tax credit loans that was released today.

Under the guidance, FHA-approved lenders can develop bridge loans that home buyers can use to help cover their closing costs, buy down their interest rate, or put down more than the minimum 3.5 percent.

The loans can't be used to cover the minimum 3.5 percent, senior HUD officials told reporters.

Thus, buyers applying for FHA-backed financing with an FHA-approved lender that offers a bridge-loan program can get a bridge loan to bring down the upfront costs of buying a home significantly but would still have to come up with the minimum 3.5 percent downpayment.

There remain many sources of assistance for buyers needing help with the 3.5 percent downpayment, including many state and local government instrumentalities and nonprofit

lenders.

In addition, some state housing finance agencies have developed their own tax credit bridge loan programs, so buyers in states whose HFAs offer such programs can monetize the tax credit upfront to cover all or part of their downpayment. These programs are separate from what HUD announced today. At this time, no agencies in Minnesota have developed a program.

The first-time homebuyer tax credit was enacted last year--and improved upon earlier this year--to help encourage households to enter the housing market while interest rates are low and affordability is high. The credit is worth up to \$8,000 and is available to households that haven't owned a home in at least three years. The credit does not have to be repaid, and is fully reimbursable, so households can get their credit returned to them in the form of a payment.

Learn more about the credit, including how to apply for it this year even if you've already filed your taxes, at [REALTOR.org](https://www.realtor.org).

REALTORS® CORE HEALTH INSURANCE (RCHI)

NAR is pleased to introduce REALTORS® Core Health Insurance (RCHI). RCHI offers affordable, guaranteed-acceptance, Limited Medical insurance plans exclusively for NAR members aged 18-65. REALTORS® Core Health Insurance (RCHI) provides guaranteed-issue, affordable Limited Medical plans which are exclusively designed and priced specifically for NAR members. Simply put, RCHI provides coverage for your everyday healthcare needs - helping to provide a safety net for people who do not have the luxury of being covered by a comprehensive health insurance plan.

Benefits and Highlights of RCHI*:

- It's guaranteed-acceptance** - No medical questions/exams required.
 - It's low cost - Plans start as low as \$70.69 per month.
 - Three plan types are available (Physician, NAR Value and NAR Platinum)
 - You have freedom to choose any provider, with the option of a PPO network, for added savings, in certain states.
 - The plans provide assignable benefits - the medical provider bills the insurance company directly.
 - Next day coverage is available.
 - No contract needed. Plans have a 10-day money back guarantee.
 - Benefits include: doctor office visits, wellness visits, emergency room benefits, surgery benefits, a prescription discount card and more!
 - Underwritten by United States Fire Insurance Company, rated A ("Excellent") by A.M. Best
- * Subject to limitations and exclusions.
** Based on eligibility (age, member of NAR, and state availability)

Who Can Benefit?

NAR Members who will benefit from RCHI include those who:

- Cannot afford - or are struggling to afford - major medical (comprehensive) health insurance.
- Have tried to get health insurance and have been turned down.
- Have a pre-existing condition that makes traditional insurance coverage expensive or difficult to obtain, but that is covered by RCHI.
- Have major medical insurance with very high deductibles, and who could use an extra layer of coverage to assist with everyday healthcare costs.

Note: There is a 12-month condition limitation on all hospital or surgical related expenses.

Major Medical vs. Limited Medical

It is important to understand the difference between Major Medical (comprehensive coverage) and Limited Medical insurance. Major Medical provides catastrophic coverage and high limits of coverage (typically \$1 million or more). Limited Medical (RCHI) provides the guarantee of affordable insurance but limits its coverage to everyday illnesses and accidents. In addition, the maximum benefits paid in each medical situation are capped. Unfortunately NAR is unable to offer a group Major Medical plan at this time. For more information on this issue, [please click here](#).

RECEIVE A FREE, NO-OBLIGATION QUOTE AND LEARN MORE ABOUT THIS PROGRAM. HAVE YOUR 9-DIGIT NRDS NUMBER HANDY. Visit the [Website](#) or call 1-877-267-3752

REALTORS® FEDERAL CREDIT UNION (REALTORS® FCU)

Created by the National Association of REALTORS®, REALTORS® Federal Credit Union (REALTORS® FCU) is an independent and member-owned financial cooperative with services designed to meet the unique financial and cash-flow needs of REALTORS®. REALTORS® FCU currently offers access to thousands of surcharge-free ATMs, secure online banking and bill pay, safe deposits, affordable loans and trusted advice. The credit union (based in Rockville, MD) is the first completely virtual credit union offering secure and friendly member service 24/7 online or by phone.

REALTORS® FCU MISSION STATEMENT:

Our mission is to be an innovative, secure and responsible financial services provider to REALTORS®. Through unique understanding and real partnership, we guide members to securing their financial independence, while supporting NAR's mission and benefiting the greater community. We're dedicated to serving the financial needs of REALTORS® and we're committed to:

- Meeting the financial needs of members in a cost effective way that recognizes the unique savings, lending and credit needs of people in the real estate profession including REALTORS® who may be self-employed;
- Protecting the information and assets of our members by maintaining a strong and stable institution;
- Educating members on financial fitness and providing consumer information and resources to help members make sound financial decisions; and
- Promoting the credit union philosophy of "people helping people" in a democratically controlled, cooperative structure.

PROGRAM BENEFITS & HIGHLIGHTS:

- REALTORS® FCU's services include money market savings accounts, no-fee eChecking with debit cards, personal loans & credit lines, real estate loans & credit lines, share certificates, access to thousands of CO-OP Network and CU24 Networks surcharge-free ATMs nationwide, 24-hour online account access, and 24-hour Member Care that offers friendly service and trusted advice.
- 100% virtual credit union, no brick and mortar branches. REALTORS® FCU provides the same key services members receive at a walk-in or drive-through branch, providing members 24-hour access by phone or computer from any computer, anywhere.
- Financially advantageous for members, REALTORS® FCU offers competitive interest rates on both savings and lending.
- Owned by its members and directed by an elected volunteer board, REALTORS® FCU earnings accrue to the benefit of the credit union's members, not stockholders.
- REALTORS® FCU is sensitive to the work habits and lifestyles of real estate professionals, most of whom are independent contractors, and designed customized products and services to meet their unique financial and cash flow needs.
- Federal credit unions are regulated and insured by an independent federal agency, the National Credit Union Administration. Funds at credit unions are federally insured to at least \$250,000 and backed by the full faith and credit of the United States government.
- As a not-for-profit financial cooperative, REALTORS® FCU offers members real partnership built through a unique understanding, common goals, and innovative solutions.
- U.S.-based Member Care provides 24-hour support by phone or online.
- Visit REALTORSFCU.ORG for updates about exciting developments planned for the future.

For more information contact Member Care 24-hours a day at (866) 295-6038 or [click here!](#)

JOIN IN ON THE WRA 2009 ANNUAL FALL CONFERENCE

The Fever is Just Beginning

Stay Friday night after convention at the Kalahari
and receive the convention rate on your room.

The WRA turns 100 this year and what better way to celebrate than by attending the 2009 Annual Convention? The real estate industry is changing at a record pace, and the WRA is in it

for the long haul. We've been here for you for the past 100 years and plan to be here for the next 100! We are committed to giving you the knowledge and tools you need to succeed. The nostalgia begins with a convention theme straight out of the '70s! Bring your favorite bell-bottoms or polyester leisure suit and revisit the days of "Saturday Night Fever" and disco dancing. In addition to fun, this year's convention has the requisite variety of designation classes and workshops, some addressing technology that wasn't even dreamt of in the seventies! You also have the opportunity to complete 12 of your 18 hours of real estate continuing education requirements. Join us for three days of seminars, workshops and main stage sessions, featuring top industry experts from around the country who will share advice and real world solutions on how to stay ahead in your market. We have a packed agenda this year. Be sure to check out the entire schedule, but don't forget to [register early](#) for additional savings!!!

Convention Attendees

If you're involved in real estate as a sales agent, broker, manager, mortgage broker, or appraiser, the WRA's Annual Convention is designed for you.

Why Attend?

Complete 12 of your 18 hours of real estate continuing education, included in the price of your convention registration.

Learn what works in the real estate industry NOW.

Attend the Icebreaker - "Wednesday Night Fever" for a blast from the past. Wear your bell-bottoms or polyester leisure suit and disco dance the night away.

Learn what's hot with today's buyers and sellers and how to engage the next generation.

Network with colleagues and make new connections.

Work towards earning designations.

Learn about new and emerging technologies.

Attend the Chairman's Dinner and welcome our incoming Chairman, John Flor.

Join us for the "Rock with You" Golf Scramble at Wild Rock Golf Club.

Walk away with what you need to remain COMPETITIVE.

Convention Highlights

This year's convention is held at the exclusive Kalahari Resort and Convention Center in the Wisconsin Dells. Its African-themed style resort and water park is perfect for the whole family. The grounds offer an indoor and outdoor water park, day spa and salon, championship golf course, shopping, restaurants, evening entertainment and more. Coupled with the natural beauty of the Dells and a few days of education, networking and R&R, it will be a trip well deserved.

Wednesday September 9

The convention kicks off on Wednesday with designation courses and continuing education running throughout the day. To get away and enjoy some action, participate in the WRA's Annual Golf Tournament at Wild Rock Golf Club or take a plunge into Kalahari waters. As you make your way back to the resort in the afternoon, stop by the Exhibit Hall and check out the vendor exhibits from 4 p.m. to 6 p.m. It's the perfect time to pick up some freebies while they last - or enjoy a beer on the house. In the evening, attend the RPAC Reception, Hospitality Rooms, WRA's Icebreaker - "Wednesday Night Fever" or hit the hay early for the next two days of activities. [See Wednesday's Program](#)

Thursday September 10

Thursday is when the convention kicks off in high gear. The main stage for the Opening Session welcomes Rebecca Ryan, who will discuss how to connect with the next generation. Rebecca is the founder of Next Generation Consulting (NGC), a research firm that helps clients engage the next generation. During the day, take your pick from more than 30 workshops covering sales, management, recruiting, maximizing your success, making money in a buyer's market, Web 2.0 and more. In the evening, join us for the Chairman's Dinner celebration where we welcome new Chairman, John Flor from Chetek. Enjoy an elegant evening of festivities, complete with dinner, wine, dessert bar and entertainment. If you can't attend the dinner, join us at the dance starting at 8:30 p.m. [See Thursday's Program](#)

Friday September 11

Friday is another big day for workshops and continuing education courses. First thing in the morning the main stage welcomes Dustin Luther for our General Session. Dustin first hit the real estate scene when he founded Rain City Guide, a popular real estate blog that covers the

Seattle market. He currently runs an industry Web site, 4realz.net, focusing on social media marketing and technology for the real estate industry. Dustin will present "Using Social Networking Sites to Drive Business." In addition, a \$500 door prize will be awarded at this session (must be present to win). Following the General Session, it's your final opportunity to attend convention workshops before they end in late afternoon. [See Friday's Program](#)

PARAGON TIPS AND TRICKS - Setting your Favorites for Views/Reports

Do you have certain views/reports that you use consistently? Paragon allows you to set those under the Favorites section so you can access them quickly and easily!

[Click here for the instructions.](#)

Are you missing out on important news and information sent from the Association office? Please take a moment to add the following email addresses to your contact list to ensure you are receiving all correspondence from the Association staff.

Tracy Huotari: Tracy@daar.com

Maranda Herrington: Maranda@daar.com

Brian Ekmark: Brian@daar.com

Tiffany Litman: Tiffany@daar.com

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