

## 2017 Residential Form Changes

Just a reminder to all that on January 1, 2017, changes to the state residential forms went into effect. If you have not yet had time to review the changes, here is a brief list of some of the changes that were made:

The following legal forms were revised and updated for 2017:

- ... Purchase Agreement (Improved Property)
- ... Purchase Agreement (Unimproved Property)
- ... Listing Contract (Exclusive Right to Sell) Improved Property
- ... Listing Contract (Exclusive Right to Sell) Unimproved Property
- ... Listing Contract (Exclusive Right to Lease)
- ... First Right Contingency Addendum
- ... Buyer's Inspection Response Conditional Acceptance
- ... Seller's Inspection Response
- ... Addendum to Inspection Response
- ... Residential Lease
- ... Radon Inspection Response

The following form was also added:

- ... REQUEST FOR EXTENSION OF TIME FOR INSPECTION RESPONSE/REPLY (Form #57A-C)

Please make sure you are using the correct forms in your transactions. For detailed information regarding this changes click on the following link:

<http://www.indianarealtors.com/wp-content/uploads/2016/12/2017-Residential-Forms-Changes.pdf>

## March General Membership Meeting

Our next general membership meeting will take place on March 14, 2017 at 5:30 p.m. at Portofinos. At this meeting we will announce the 2016 Affiliate of the Year so mark your calendars. We will also offer 2 CE hours immediately following the meeting. Registration and CE information will be announced soon.

There is no scheduled membership meeting for the month of February.



## Letter from the Board President

Happy new year, 2017 is promising to be an exciting year.

Our country is going through a lot of changes. Some things we may like and some maybe not so much, together we can get through them all.

This is a great time to remind us all how important RPAC is to our industry, and our communities. We need to keep up the fight to make sure our concerns and continued growth are protected. If you need further information on what RPAC does for us please feel free to contact any of our RPAC committee members.

As an association, we also need

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## Letter from the Board President *(continued)*

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to make changes, I am very excited that we have new board members this year who I believe will bring new thoughts, ideals and renewed energy. We will be working on ways to bring more recognition to our Association by participating in community Functions. Continuing with the Food Drive, The Charity Auction. And hopefully come up with few new ways to support our community. We will be discussing opportunities of shared services with other local Boards to help our association grow and keep up with current affairs.

This year our Association will work hard to offer our members additional Free CE oppor-

tunities. We our also looking to our members to get involved. There are many Committees within our board that could use your help. If you are interested in being on one of the committees please feel free to reach out to Myself, Iris, or any of your 2017 board members for more information.

We have a new committee this year Entertainment/Special Functions which will replace the golf outing committee. We look forward to a great 2017. I wish everyone good health, wealth and happiness throughout all of 2017.

Bernie Conners

LPCAR President 2017

## mobile text alerts

Stay up to date with information and events with our LPCAR text alert system. This system will allow any member to opt-in by signing up via this link: <https://mobile-text-alerts.com/lpcar> (members must opt-in/sign up...we will not add members with out their consent). If any member would

like the association to add you, please send your name and number to the office.

Any member that has opted in may at any time opt-out by texting the word "Stop". Click on the image above to sign up - **Full name and phone number are required fields!** Data & Message rates may apply depending on your carrier.

### Sunshine Committee

Sunshine Committee for this association are **Robin Umphrey/REMAX 1st for La Porte** and **Diana Hirsch/Merrion & Associates for Michigan City**.

Please contact them with any news that is relevant to this association.



### Upcoming CE Opportunities

**March 14, 2017:** CE night immediately following our general membership meeting. Course TBD. Stay tuned for details

Registration for both the membership meeting and CE will be available at: [www.laportecountyrealtors.com](http://www.laportecountyrealtors.com)

## LPCAR Scholarships Available to Area Seniors/College Undergrads

LPCAR is pleased to offer Scholarships in the amount of \$500 each to area seniors who plan on pursuing further education after graduation or are currently attending a college or trade school and who are related to a REALTOR or Affiliate member of LPCAR.

This award will be given to a person demonstrating outstanding community involvement who is planning to pursue further education through an accredited college, university, or trade school or are currently attending college or a trade school.

Applications will soon be available at all area public schools as well as the board office and will also be posted on our website to download.

Our scholarship committee will be meeting to make any updates or changes needed on the application. Once they have updated the form, we will release the application.

The application requires an essay of 200 words or less explaining why the scholarship should be awarded.



Any application received without the essay will not be considered during the selection process. It is important for the student to complete all parts of the application

The deadline for this year is **April 24, 2017**.

Please have your student contact their local high school for this application or download the form once it is available.

Students of family members of LPCAR (**REALTOR and Affiliate Members**) are eligible for this scholarship so we encourage them to apply as soon as possible.



### Indiana Association of REALTORS 2017 Legislative Conference— LPCAR members in action.

During the 2017 IAR Legislative Conference in Indianapolis, some of our board of directors had a chance to speak with our new House Representative, James Pressel to discuss legislation important to the real estate industry.

President-Elect Olga Sanchez, Treasurer Robin Umphrey and board director Joy Pawlak spoke with Mr. Pressel about infrastructure funding, our county septic/well ordinance, and taxes on services. They also had an opportunity to speak with State Senator Mike Bahocek regarding those issues.

Pictured left to right: Robin Umphrey, James Pressel, Olga Sanchez, and Joy Pawlak.



## Spotlight: Social Media and Ethics

It is without doubt that social media has changed the way members do business. A strong social media presence online can help real estate professionals attract more clients and keep up-to-date with the latest trends. As social media sites become the norm for advertising and marketing, it is crucial that agents are familiar with best practices and risk management and it is a good time to review the standards of practice which focus on social media. Below is an article from [www.nar.realtor](http://www.nar.realtor) from the NAR Conference in Orlando this past fall which provides some tips for any agent to follow:

According to the National Association of Realtors® 2016 Member Profile, 70 percent of all Realtors® now use social networking sites as part of their regular business practices, an increase from 65 percent in 2015. As more and more agents and brokers venture into the social media sphere, it is vital to have a thorough understanding how these sites are regulated, monitored and utilized, both by members of the real estate industry and clients.



Trista Curzydlo, principal member of C4 Consulting, spoke extensively during the session about how to minimize potential risk online and best practices to deal with the fallout from any social media missteps or negative online reviews.

"When we talk about social media and social media risk management, it is important to think about it in terms of who is viewing your online activity, as well as why and where online they are viewing it," said Curzydlo. "With 90 percent of buyers utilizing internet resources at some point during their home buying process, it is essential for agents and brokers to develop a social media policy with rules governing how these online tools are used to protect your online professional brand."



Curzydlo recommends the following best practices for maintaining control of a professional online presence:

- ... Do not assume that making a post viewable to only a certain set of people means that those people are the only ones who will see the post. Even with privacy settings, it should be expected that anyone and everyone can view posts.
- ... Establish a Google alert for your name, listings and business. These alerts can also make you aware of any online comments made about you, positive or negative, that could affect your brand.
- ... When faced with a negative online review or social media post, make sure that your response does not bring more negative attention to the issue. Always attempt to counter something negative with a positive reaction.

Curzydlo also said real estate professionals should be educated about their intellectual property rights when it comes to photographs they take of their listings.

"Real estate agents, as independent contractors, need to be aware of who owns the copyrights to their photographs — do they own them or their broker? This can affect future marketing efforts if agents ever decide to leave their brokerage," said Curzydlo. "When you use any social media tools, it is also necessary to look at the terms of use and know if you are giving up your rights to your intellectual property by posting it on that site." \*\*

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Our members need to be mindful of what they say online, even among friends to avoid any possible ethics complaints. They need to be professional at all times when commenting, sharing, or posting about listings whether their own or another's, as well as within their offices in conversation. They need to be careful not to make statements that imply anything negative about another office and/or agent, even if they do not mention them by name. A good reminder for this is **Code of Ethics Article 15:**

REALTORS® shall not knowingly or recklessly make false or misleading statements about other real estate professionals, their businesses, or their business practices. (Amended 1/12)

... **Standard of Practice 15-1** REALTORS® shall not knowingly or recklessly file false or unfounded ethics complaints. (Adopted 1/00)

... **Standard of Practice 15-2** The obligation to refrain from making false or misleading statements about other real estate professionals, their businesses, and their business practices includes the duty to not knowingly or recklessly publish, repeat, retransmit, or republish false or misleading statements made by others. This duty applies whether false or misleading statements are repeated in person, in writing, by technological means (e.g., the Internet), or by any other means. (Adopted 1/07, Amended 1/12)

... **Standard of Practice 15-3** The obligation to refrain from making false or misleading statements about their businesses, and their business practices includes the duty to publish a clarification about or to remove statements made by others on electronic media the REALTOR® controls once the REALTOR® knows the statement is false or misleading. (Adopted 1/10, Amended 1/12)

I have seen several postings over the last few months that I consider boarder line with regards to Article 15; Standard of Practice 15-2. Not only does this look unprofessional for the agent making the comments, but it is also a reflection on the association as a whole. Please review your social media policies within your offices and make sure to follow best practice guidelines.

Iris A Muccigrosso, Executive Officer.



\*\*Source: *www.nar.realtor*. "Protecting Your Brand Online: Social Media Tips for Real Estate Professionals" Jane Dollinger, November 2016

## Membership Update

The following have applied for membership in our Association:

**Amber Arciniega – D'Aprile Properties**  
**Renee Harbison – D'Aprile Properties**  
**Stacey Noetzel – Re/Max 1<sup>st</sup>**  
**Mark Hannon – Century 21 Middleton**  
**Amanda Poland – MTM Realty**  
**Erica Miller – Merrion & Associates**  
**Evelyn Moore – D'Aprile Properties**

Please contact the board office if you have any questions or comments.

A reminder to all new members of LPCAR, the association invites you to attend your first membership meeting courtesy of the association for you installation. Watch your email inbox for details.



## RPAC: Your Best Investment in Real Estate

Since 1969, the REALTORS® Political Action Committee (RPAC) has promoted the election of pro-REALTOR® candidates across the United States. The purpose of RPAC is clear: REALTORS® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from voluntary contributions made by REALTORS®. These are not members' dues; this is money given freely by REALTORS® in recognition of how important campaign fundraising is to the political process. RPAC doesn't buy votes. RPAC enables REALTORS® to support candidates that support the issues that are important to their profession and livelihood.



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Follow us on Twitter:  
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[www.laportecountyrealtors.com](http://www.laportecountyrealtors.com)

# February 2017

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3 REALTOR Safety Course with Tim Reed 10-2 p.m. at Michigan City Library	4
		Board Office Closed				
5	6	7 Board of Director Meeting at noon at Board Office	8	9	10	11
12	13	14 	15	16	17	18
19	20 President's Day—Office Closed	21	22	23	24	25
26	27	28	1	2	3	