

Welcome!

Questions are welcome, but whispering, cell phones, texting, emailing, or being late from breaks...
are not. 😊

Instructor, Jan Pringle



Let's start with the
Crossword Puzzle

Put on your thinking cap!

Advertising Issues



YouTube, Pinterest and all of them!

15 across

Federal laws about advertising are known
as _____

7 across

Advertising, “\$980/mo. for this dream home.”
Is this copy complete or incomplete by law?

“Coming Soon”

Is yours legitimate or inappropriate?

Is it being marketed to only a select group of agents?

Is it being marketed to a limited pool of buyers?

Is it in the best interests of the Client?

Can “Off-Market Listings” create the wrong impression?

Consider the Fair Housing Act...

4 down



The Fair Housing Act

Race, Religion, Color, Sex, Handicap, Familial Status and

_____ ?

REALTOR Code of Ethics – Article 10

“... race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity. “

1 down

Don't hide your _____.



If it's a brochure, article, blog post, or anything else that promotes you, your team, your listings, or your real estate services, you need to include your company's name. AND PHONE NUMBER.

Size and location of this info matters!

Remember:

You must have a **current, active** listing agreement before you can advertise.

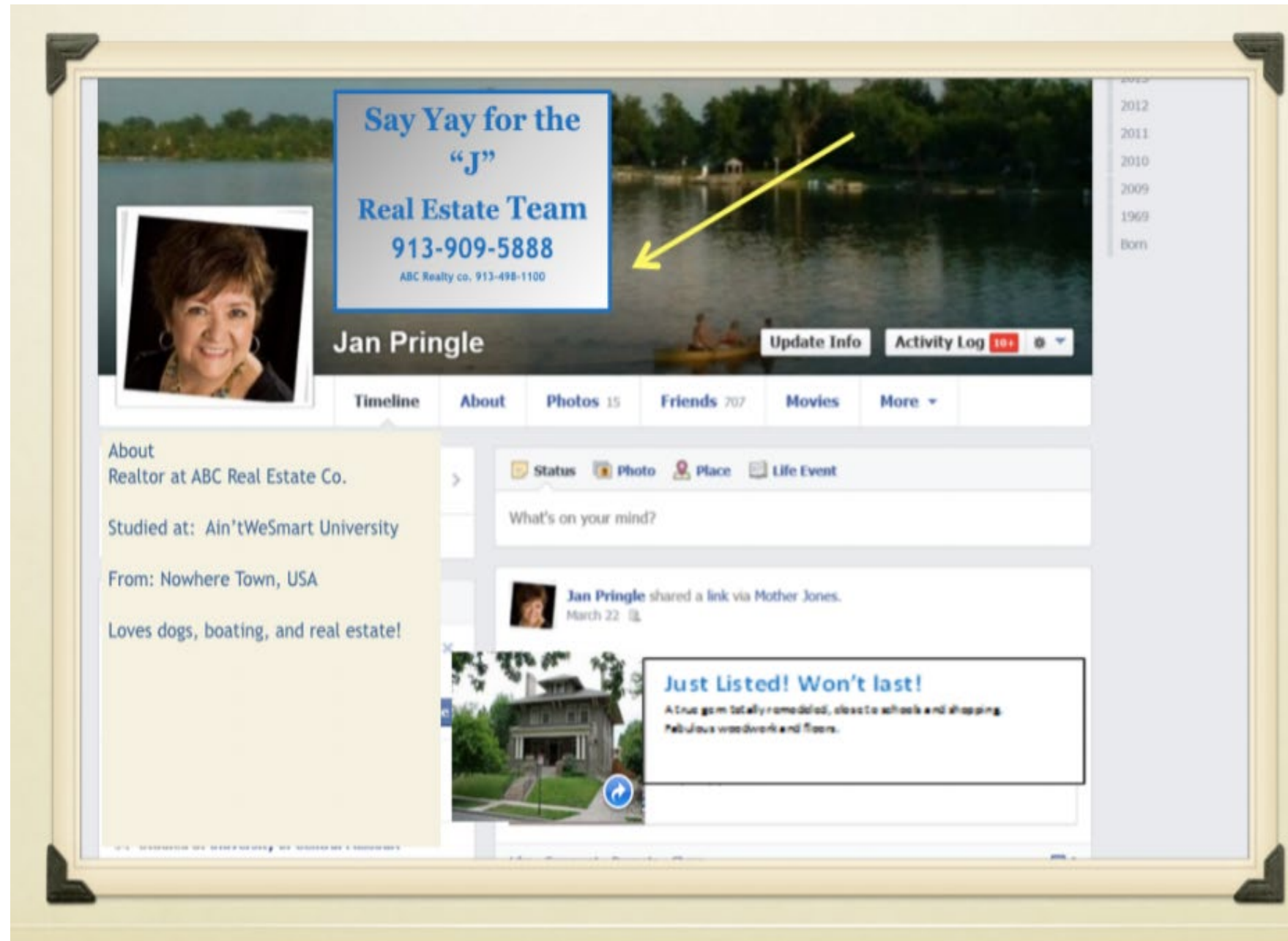
Think of “effective date.”

It may be a date in the future...

Teams: Beware!

Don't make it
sound like you
are the
brokerage.

No team is an
island.



Say your team name is *Smith/Jones and Associates*. That sounds like a company name. If your company name is Green Hills Realty, then “Green Hills Realty” must appear be large enough and prominent enough in your ads to make it clear that the Smith/Jones and Associates is connected to Green Hills Realty.

From attorney Bruce Aydt, ABR, CRB, SRS, national real estate educator, Missouri real estate broker, and past chair of the NAR Professional Standards Committee.

Craigslist?!?!?

Is your listing being
scammed as a rental?
Will your seller be
confronted by a
hopeful renter?

Is your seller running
their own ad? Is it a
legal ad? (KCStar, November, 2018)

The screenshot shows the Craigslist website for housing in Kansas City. The browser address bar displays the URL: <https://kansascity.craigslist.org/d/apts-housing->. The page title is "apts/housing for rent". The search bar contains the text "search apts/housing for rent". The left sidebar contains filters for "apts/housing for rent", "search titles only", "has image", "posted today", "bundle duplicates", "include nearby areas", "MILES FROM ZIP" (mile, from zip), "PRICE" (min, max), "BEDROOMS" (min, max), "BATHROOMS" (min, max), "FT²" (min, max), "AVAILABILITY" (all dates), and checkboxes for "cats ok", "dogs ok", "furnished", "no smoking", and "wheelchair access". The main content area displays four listings:

- The Dolores Lanell in West Plaza**: \$1550, Nov 2, Courtyard Setting, Gourmet Kitchens, Balconies, Pool - (Plaza). 2br - 1080ft².
- The Charming Blenheim & Sylvester**: \$1400, Nov 2, Beautiful Restored Apartment - Historic Building - Blenheim&Sylvester. 2br - 1200ft² - (Plaza Westport).
- Unique 2 bedroom apartment homes!**: \$2315, Nov 2.
- Are you in need of housing?? Try**: \$1350, Nov 2.

Friends don't let friends advertise for them

“Come to this Open House on Sunday at 1212 Primrose Lane! It's totally remodeled and only \$165,000. 2 bedrooms, 2 baths and it's great for retirees! Located near Holy Saints church and parochial school.”

- A. Friends aren't licensed, nor do they know when they're violating the Fair Housing Act.
- B. Your friends should stick with: “Check out my friend's FB page. She's a great real estate agent!”
- C. **You** must have this to do business in any state. _____

9 across

12 across

Best
Instructor
Ever



Wink!

10 down

Safety
precautions
are vital for
both me and
my _____



Client Protection is a Priority

Always have a “Safety Speech” when listing

An important contract _____ is the Cyber Protection Notice
13 down

Instruct Sellers to allow entry to no one without an appointment

Remind sellers to hide prescription drugs and valuables

Eliminate hazards like loose carpeting, poor basement lighting, etc.

Remind Sellers to have good locks on windows and doors

Client Protection, continued

Never post Buyer's last names or addresses on your "Congratulations" Facebook posts

Don't show after dark- you and your clients are at risk

Be extra careful when showing vacant properties – look for signs of squatters

Download a "safety" cell phone app and activate when showing

During the Inspection Period an important search about insurance issues is a _____ **5 down**

Client Protection, continued

Don't use listing photos that show valuables like the coin collection or a wine cellar

Don't use a lockbox unless properly secured

Don't park in the driveway where your car can be trapped

Always lock the door behind you when showing

When showing always leave your handbag, etc. in your car trunk-
carry only keys and phone.

Client Protection, continued

Make sure your office always knows the whereabouts of you and your Clients

Use the Buddy System at Open House, rural locations and vacant properties

If you carry pepper spray, keep it handy at all times

An alternative to the parties suing each other or going to small claims court for resolving problems is _____ 16 across

Client Protection, continued

6 down

An underfunded _____ in a neighborhood or condo building can mean financial trouble for buyers

14 down

Incomplete writing of a _____ can lead to misunderstandings and trouble on both sides




**Beware of rental
fraud scams.**


Google your listing
addresses! Post a
sign that says,
“For sale only. Not
for rent or lease.”


(story October, 2018)

KC real estate agent stops potential Craigslist scam

480 Shares

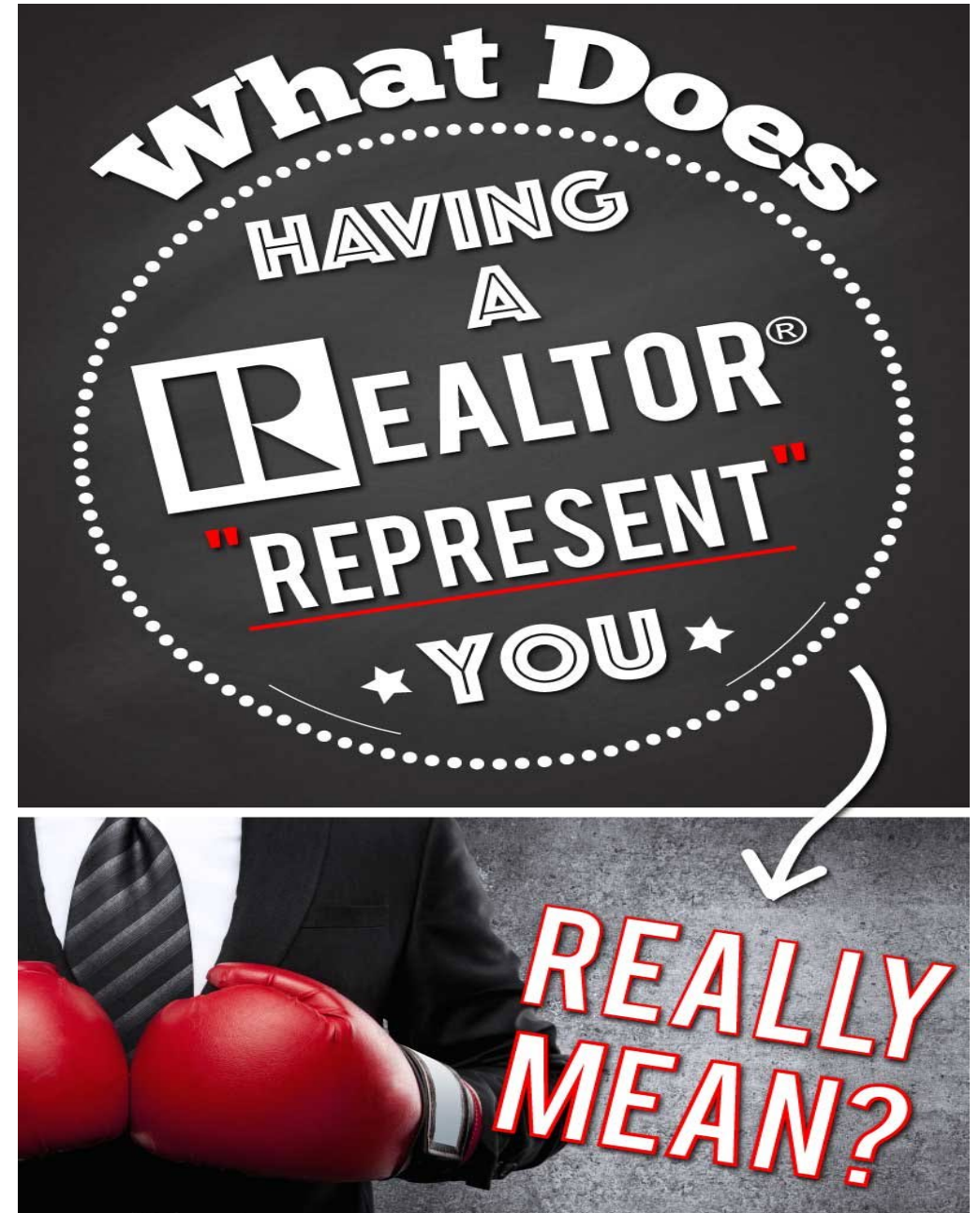
 **Matt Flener**  
KMBC 9 News Reporter



 SHOW TRANSCRIPT

KANSAS CITY, Mo. — A savvy Kansas City-area real estate agent stopped a potential scam over the weekend.

Agency & Representation



What you owe your Client

Undivided L_____ 11 across

Care

Obedience

Accounting

Disclosure

Confidentiality

Advice

BTW:

1. What about a past inspection report?
2. How hard are you working to find new properties for your buyer-client?

8 down

If you are not familiar with a particular segment of real estate business, you should _____ to another agent.

(Code of Ethics applies here, too.)

Examples?

17 across

If you are a **Transaction Broker** you don't take sides.

You are _____



Print the Transaction Broker flow chart from KCRAR: <http://kcrar.com/course-materials>

How do you become a Transaction Broker?

1. Start that way and stay that way.
Verbal or with a signed agreement
2. When you already represent both sides.
Use the TBA form
3. When you don't represent either side.



2 down

If it's your listing . . .
and an unrepresented buyer wants to see it,
whom do you represent? _____

3 across

If you are writing an offer, who completes
all of page 13? _____

Final Thoughts

→ **Don't** fall into the “common complaints” category with the Real Estate Commission.

Don't avoid disclosing things

Ask for help

Remember the Rules & Regs

→ **How many CE classes** will you attend this year? Education is the key to client service.



Now... go forth and prosper

