

**President's Update:****2020 Is Upon Us**

When I think about 2020, I'm reminded of what was supposed to be the signature event of this century. It's hard to believe it's been 20 years since the Y2K scare. Before the year 2000 hit, "experts" predicted planes would fall from the sky, power grids would fail and there would be overall chaos throughout the land. Well, it just never happened.

But we real estate professionals experienced a chaotic event that DID happen and far more recently. From 2005-2009 we experienced the Great Recession. There were foreclosures, short sales, falling home prices and a glut of unsold properties. It was our own version of overall chaos.

Since 2009, however, we have been on a roll. It's been a record breaking 10 years of sustained economic growth and the real estate picture is the exact opposite from 10 years ago. Today, there are very few foreclosures, short sales are almost non-existent, home prices are on the rise, and there is even a shortage of inventory.

With all this prosperity, there is a concern that a recession is inevitable. I think it is nonsense. Australia has been on a 20 year run of economic success and their economy is still going strong. As REALTORS® we need to control the narrative and remind people that this is a great time to buy and sell a home. So, let's charge ahead and make the 2020 decade the best ever.

*Your President,*

Jim Addison

**Meet the Ambassadors**

2019 Past Presidents' Breakfast at GP Yacht Club

Henry Ford said, "If there is any one secret to success, it lies in the ability to get the other person's point of view and see things from his angle as well as from your own."

We agree!

Expect to raise the bar in 2020. It's the year of communication. We are successful when we share information; when you tell us what we are doing right and when we missed the mark. New in 2020, we have created the GPBR Ambassador Program to provide to member offices information about what is occurring at the Association, and in the industry, by attending office meetings and appearances at our regularly scheduled Broker/Owner meetings. The program is made up of Past President Association Leaders. They serve to promote the Association and to engender participation from you.

It is an honor we can take advantage of these Past Presidents' experience and leadership. The inaugural year's Ambassadors include:

**Doug Andrus, Keller Williams Lakeside**

**Judy Barker, William Adlhoch & Associates**

**Nanci Bolton, Bolton-Johnston Associates**

**Cathy Champion, Bolton-Johnston Associates**

**Mario Como, Real Living Kee Realty**

**Lori Jaglois, Coldwell Banker Weir Manuel**

Together these individuals, along with current association leadership, will be working in 2020 to further outline goals and objectives as well as strategies and tactics regarding how this group can best serve the membership. Stay tuned for more on the GPBR Ambassador Program.

**What's inside???**

- Upcoming Events & Classes
- Market Trends and Data
- Featured REALTOR & Affiliate

**...AND MORE**



## Mortgage industry professional Jason Kaleta enjoys working with REALTORS® and Clients

After Jason Kaleta bought his first home, he thought to himself, "I could do that." That was nearly 20 years ago. Jason, the January 2020 GPBR Featured Affiliate, has worked in the mortgage industry since then. For the past year he's served as

president and owner of Hill Mortgage in Grosse Pointe Farms.

"I would like to thank all of the GPBR customers and referral sources that helped make our first full year at Hill Mortgage successful," he said.

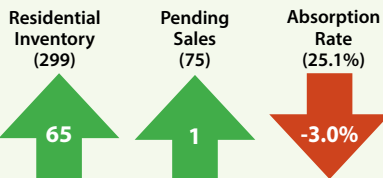
He joined the GPBR in 2012 to network with REALTORS® and affiliates in the community that he calls home. He believes working together provides a smooth relationship for the clients. He is on the GPBR's Affiliate Committee which he helped form in 2019, and is the Affiliate Regent on GPBR's Harper Woods-Grosse Pointe Chapter's 2020 Board of Regents. He also participates in Real Estate Masterminds, a networking group that specializes in continuing education and linking people who are buying a home with professionals in the industry.

"We look forward to helping even more families get into a home in 2020," he added.

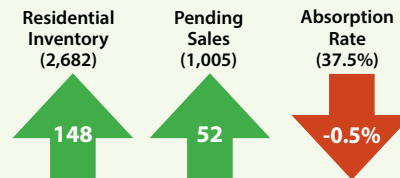
## Market Trends

(Featuring market data for Macomb County, Oakland County, St. Clair County and Wayne County)

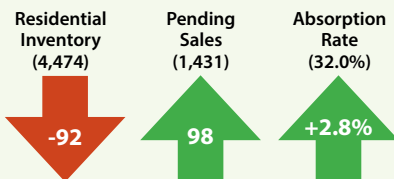
### Harper Woods / Grosse Pointes



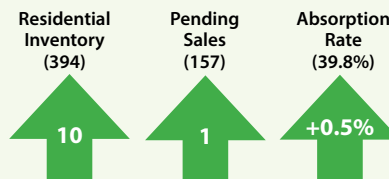
### Macomb County



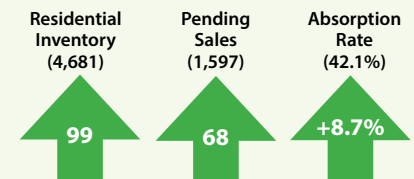
### Oakland County



### St. Clair County



### Wayne County



Year-over-year start of the month December inventories increased in all but Oakland County which saw a modest 92-unit (-2%) decline. Pending sales were up November 2019 over 2018 in all markets.

Additionally, while the key market indicator known as the absorption rate improved in three of five markets, there was a modest decline in two. Despite the improved inventories, all markets remain strong with a very healthy absorption rate well above balanced market percentages.

Also, no major economic forecasters see recession in the forecast for 2020 and interest rates are expected to remain stable and historically low, making 2020 perhaps one of the best years to buy a home.

The take-aways for real estate professionals this month:

- Those on the fence about selling should evaluate their equity position and plan for a 2020 sale if the numbers make sense.
- While home prices have increased, low interest rates are helping to offset these increases.
- January is a great month to get in touch with past clients and ask for a referral.

**Inventory:** Year-over-year for December 1st  
**Pending Sales:** Year-over-year for November  
**Absorption Rate:** Nov pending sales ÷ Dec 1st inventory (change is year-over-year)  
**Balanced Market:** 15.4% to 18.2%,  
**Buyer's Market:** Below 15.4%  
**Seller's Market:** Above 18.2%

## GPBR UPCOMING EVENTS & CLASSES

### January 2020

- New Years Day - Board Office Closed  
January 1st (9:00am - 5:00pm)
- Macomb Chapter Morning Pop-In Mixer  
January 9th at Sweetwaters Coffee & Tea (8:30am-9:30am)
- Happy Hour Member Meet-Up  
January 9th at The Charlevoix (5:00pm - 7:00pm)
- Roundtable Luncheon \*FREE\*  
January 10th at GPBR Board Office (12:00pm - 1:30pm)

- GPBR Leadership Orientation (by invitation)  
January 13th at WCCCD Center for Learning Technology (8:30am - 12:00pm)
- New Member Orientation (by invitation)  
January 15th at KW Lakeside Training Center (6:00pm - 9:00pm)
- Financial Planning Class \*FREE\*  
January 16th at GPBR Board Office (9:30am - 11:00am)
- Tax Planning Seminar \*FREE\*  
January 27th at GPBR Board Office (1:00pm - 3:00pm)



## Coming Soon?!?

The reason for many phone calls here at the Board Office and much confusion for the consumer, the uncertainty associated with "Coming Soon" listings will end no later than May 1, 2020. Passed by its Board of Directors, a new NAR measure **requires properties to be listed on the local MLS within one business day of being marketed to the public.**

Marketing includes flyers, yard signs, email blasts, applications available to the general public and digital promotions on public websites, such as Zillow or Realtor.com, brokerage websites, and agent networks that share listing information within a closed group.

There is an exception to the policy for sellers who want to avoid the prying eyes of the public. These properties can be listed as an "Office Exclusive" allowing them to be marketed internally at the brokerage. However, they can't be advertised publicly by the brokerage through signs, social media, blast emails or the brokerage's websites.

While NAR requires adoption of this rule by May 1, 2020, in communication with both MiRealSource and Realcomp senior staff, they are hoping for adoption long before the deadline.

Prior to passage, local solutions had been considered, some with pages of rules and exceptions which would have been a consumer nightmare. The recent changes at NAR will minimize the frustrating phone calls from a buyer client asking about a house with a sign on it but absent from the local MLS. Now, as in the past, agents sitting across the table from a seller willing to sign but wanting to wait before people come through the home can still do so, as long as the seller's agent adheres to this "coming soon" NAR policy.



At its meeting of the Board of Directors the National Association of REALTORS® adopted two significant changes. One addressed how listings sometimes referred to as "Coming Soon" are to be processed. The other was a change in the Code of Ethics education requirement changing it from every two years to every three years.

They are also allowing for those who maintain a C2EX Endorsement by NAR to use it as an equivalency to satisfy the Code of Ethics education requirement. **What is the C2EX Endorsement?**

- A. An endorsement from the NAR that says you are dedicated to practicing business at the highest professional standards.
- B. Costs no money to earn, only the completion of 10 on-line modules (11 if a broker)
- C. Must reapply every two years to retain the Endorsement (at no cost).
- D. Can be used by those so endorsed as a market differentiator.
- E. All of the above

Submit the winning answer in an email to [Bob@GPBR.com](mailto:Bob@GPBR.com) with the subject line "January Quiz". Correct entries, along with those for January and February, will be entered into a drawing for a \$50 gift card at our February Membership Meeting (you do not have to be present to win).

## LOOKING AHEAD...

### Looking Ahead...Additional Classes & Events:

- Happy Hour Member Meet-Up  
February 6th at Bar Louie, Partridge Creek (5:00pm - 7:00pm)
- MSHDA Class **\*FREE\***  
February 10th at GPBR Board Office (9:30am - 11:00am)
- General Membership Meeting **\*FREE\***  
February 13th at GP Yacht Club (8:30am - 10:30am)

- Roundtable Luncheon **\*FREE\***  
February 14th at GPBR Board Office (12:00pm - 1:30pm)
- New Member Orientation (by invitation)  
February 19th at GPBR Board Office (9:30am - 12:30pm)
- Realtor Safety Class + CPL Training  
February 20th at Action Impact! (8:30am - 5:00pm)

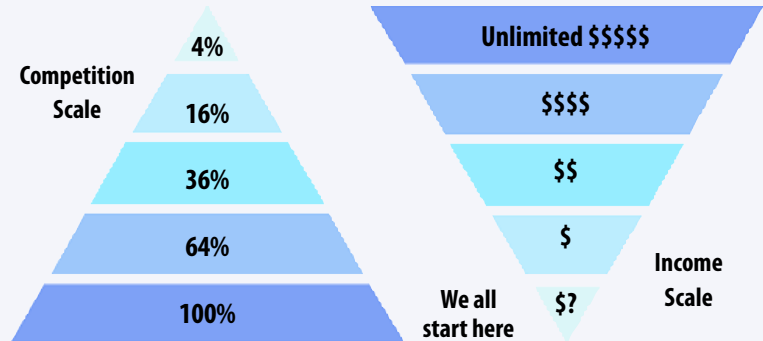


# Success Series: That's Who We "R"

Over the past several years, GPBR has worked hard to bring added value of membership to our members. One way we do so is by offering our free-to-members classes, titled our Success Series. The class topics range from tax planning workshops (next one January 27th!) to title insurance to RPR training. We try to schedule classes throughout the year, on a variety of useful topics, to help enrich our membership's knowledge base.

The value of soaking up as much knowledge as possible is immense for our members! An expert is always considered to be the person with the most knowledge on a given topic. GPBR is striving to give our members the opportunity to identify themselves as the true experts in our field! In the real estate industry, the expert is not just the person who has been in business the longest or has the highest sales, but is the person who has an irrefutable track record of success with the knowledge, understanding, and wisdom of the industry.

We invite you to join us for as many of our success series offerings as possible. We will continue to roll out the 2020 Success Series schedule over the next few months. Watch our website, [www.GPBR.com](http://www.GPBR.com), our newsletter, and weekly emails for more information. Don't miss out on wonderful opportunities to enrich your knowledge (for free).



## Featured REALTOR® Member

### Alexis DeLuca prepares for role as GPBR President

Alexis DeLuca, the January 2020 GPBR Featured REALTOR® and 2020 GPBR President-elect, didn't start her career as a real estate agent, but was always intrigued by the field.

For 10 years she worked in human resources for an automotive supplier, but in 2011 she decided to stay home to care for her young son. When he started preschool, DeLuca earned her real estate license.

For the past six years she has worked at Bolton-Johnson Associates in Grosse Pointe Farms. When she discovered the many opportunities available through the board, she jumped right in and got involved. "I have been extremely involved with the GPBR since becoming licensed in Michigan. With the support and encouragement from my broker, Nanci Bolton, I became involved in committees right away," she said. "Over the last several years I have acquired enough knowledge to be confident in what I know."

DeLuca has served as a member of the Community Outreach, Fair Housing and Diversity, Nominating, and Strategic Planning committees and the Strategic Thinking Work Group that formed to look into the development of chapters in late 2017. She chaired the Bylaws & Core Standards committee in 2018, when they laid the groundwork to pass the bylaw change to allow for formation of GPBR's chapters. In addition, she was a member of the 2018 Executive Committee as Secretary. "I love being involved with the Board. It's also a great chance to get to know other members outside of cooperative transactions," she said.

Education is important to DeLuca, a 2002 graduate of Albion College. She's attending a number of conferences in Michigan, Chicago and New Orleans in her position as GPBR President-Elect (and to prepare for her role as President in 2021). "I think education and networking is so important. It gives you a chance to really take in big picture topics that affect the profession."

DeLuca, who lives in Grosse Pointe, also serves as vice-chairperson of the Grosse Pointe Chamber of Commerce. She and her husband Lawrence have been married for 14 years. They have a son and a daughter. In her free time, she enjoys tennis, volunteering, and travel.



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