

# ON THE MOVE



## President's Update:



### Commitment to Excellence

What does commitment to excellence mean?

According to CHS (Children's Home Society) it means never settling. It means working harder, working smarter. It means being a leader in delivering only high-quality solutions that impact your business. At GPBR it means "a pledge or promise to do something with the quality of being excellent; a state of possessing good qualities in an eminent degree; exalted merit; superiority in virtue." At GPBR that includes having a dedication to membership engagement and community involvement. Like you, we see a decline in our industry's commitment to excellence. Let's raise the bar!

I am happy to list my Top Ten Commitments to Excellence in Business:

10. Never give up.
9. Be adaptable.
8. Focus your efforts.
7. Go all out; Work really hard.
6. Do not limit yourself.
5. Seek feedback.
4. Maintain self-respect.
3. Nurture relationships.
2. Be passionate.
1. Risk failure.

NAR wants you to be an advocate for the future of our industry. Be committed to excellence. Begin today with NAR's new C2EX (Commitment to Excellence) cutting-edge-program that empowers you to evaluate, enhance, and showcase your highest levels of professionalism. Get started at [www.C2EX.realtor](http://www.C2EX.realtor)

Your president,

*Usel Mayo*

## Featured REALTOR® Member

**Tamara Smith**  
**ABR, ePro, GRI, SFR, SRES**

Tamara Smith, the GPBR Featured REALTOR® for May, believes every home has a life of its own and a story to tell. "I love the journey when it's the person's first home, but likewise, I enjoy working with seniors who are leaving their homes for good. Each home has a journey. It's a living breathing entity to me," she said.

Smith, who has worked as a REALTOR® for nearly 20 years, is affiliated with Coldwell Banker Weir Manuel in Grosse Pointe Farms. She joined the real estate industry because she wanted flexible hours and the opportunity to work with the public. Prior to 1999, she had a long career in law.

A GPBR member since 2016, Smith is also an active volunteer in many arenas, and is a firm believer in giving back to the community. She's served on the GPBR Community Outreach, Professional Standards, and Governmental Affairs committees as well as Realcomp's User Committee. She also helped plan the association's first Charity Euchre Tournament in 2018 and is helping to organize the second event, which is May 9th from 6 to 10 p.m. at Premier Events Center in Clinton Township.

Smith is active in the community as well. The Detroit resident often assists the American Red Cross with blood drives and volunteers for Detroit Public Television. She recently received the City of Detroit Distinguished Service Award for her efforts at the St. Clare Montefalco Catholic School in Grosse Pointe Park. For the past nine years, she has volunteered at the school, serving as PTO President for part of that time. She has also chaired various fundraisers which raised about \$500,000 for the school.

"It's always been very important to me to give back," she said. "We have a duty to give back not only in our profession, but also in our community. Of course you can always write a check, but you still need boots on the ground. I will always give back in some way."



## Market Trends

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

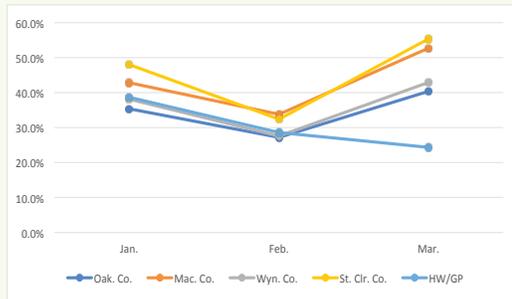
See Page 2 for more details on the current market trends.



# Market Trends

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

The chart below shows Absorption Rate (pendings ÷ inventory) for the last three months. A balanced market is 15.4% to 18.2%, below 15.4% is considered a buyer's market and above 18.2% is considered a seller's market.



The pace of sales across our market is significant. With inventory creeping up, it appears buyers are taking advantage of the increase in supply with the absorption rate across the GPBR marketplace now above 40% and in some markets approaching 60%. Only in the Harper Woods/Grosse Pointe Market has the absorption rate declined, but that is due almost entirely to the significantly low inventory that continues to constrict sales in Harper Woods.

The combination of increased inventory, strong demand and low interest rates sets the stage for a strong Spring (is it finally here?). Market for both buyers and sellers. Those positioned to take advantage of these conditions will likely see a record second quarter in 2019. By the way, pay attention to your News You Can Use as it frequently contains additional market data you will find helpful in your practice.

# Anything Worth Doing is Worth Measuring

I can recall the first time I heard this said by a very successful entrepreneur. It comes from the statement coined 50 years ago, "You can't improve it if you don't measure it." Applying the common sense derived from both statements to your real estate career can produce huge results.

## Buyers

- How many buyer contacts produce an office appointment or "interview?"
- How many office appointments produce a showing appointment?
- How many homes do you show before you produce an offer to purchase?
- How many offers get accepted?
- How many close?
- What is your average buyer commission?

## Sellers

- How many contacts produce a seller appointment (break it down further by where the lead came from: Social Media, FSBO, Referral, Snail Mail, Expired, etc.)
- How many appointments produce a listing?
- How many listings sell?
- What is your average listing sold commission?

Just starting in the business? Start keeping score. Been doing it for a while but don't know the numbers? Start keeping score.

How many hours do you work? How many hours do you spend with a buyer or seller? If buyer/seller time is what generates the offers to purchase and the resulting commissions, is the cost of buyer/seller time worth more than all the rest of the time you clock in a day?

If what you have been doing isn't getting you where you want to go, doing it over and over again is not going to produce a different result. But if you make one more FSBO contact a day or call one more past client a day and both of those produce four more appointments a month, and they produce 12 more deals for the year, now that's getting a different result.

It doesn't sound so bad when all you have to do is make 5 more calls a week. We hope you will join us for the "Generating Buyer and Seller Leads" 1-day class coming up on May 29th and, as you decide to implement changes to your marketing strategy, remember to start keeping score.

## GPBR UPCOMING EVENTS & CLASSES

### May 2019

- Lending 101 Part 3 **\*FREE\***  
May 1st at GPBR Board Office (1:00pm - 3:00pm)
- Happy Hour Member Meet-Up  
May 2nd at El Charro of Fraser (5:00pm - 7:00pm)
- Charity Euchre Tournament  
May 9th at Premier Events Center (6:00pm - 10:00pm)
- Roundtable Luncheon **\*FREE\***  
May 10th at GPBR Board Office (12:00pm - 1:30pm)
- New Member Orientation (by invitation)  
May 15th at GPBR Board Office (9:30am - 12:30pm)
- Cyber Fraud Awareness **\*FREE\***  
May 20th at GPBR Board Office (9:30am - 11:00am)
- Generating Buyer & Seller Leads  
May 29th at Premier Events Center (8:30am - 5:00pm)

# Visit with Dr. Lawrence Yun

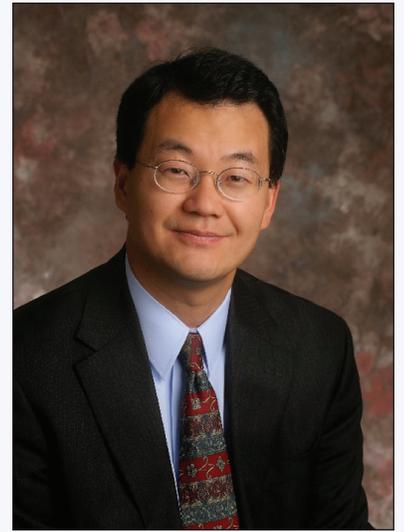
## — June 2019 —

Visiting the GPBR this June will be Dr. Lawrence Yun. Dr. Yun is the Chief Economist and Senior Vice President of Research at the National Association of REALTORS®. He received his undergraduate degree from Purdue University and a Ph.D. in economics from the University of Maryland at College Park. Few are aware that his wife is an active REALTOR®, that he taught economics in Russia for several years and has a son in college.

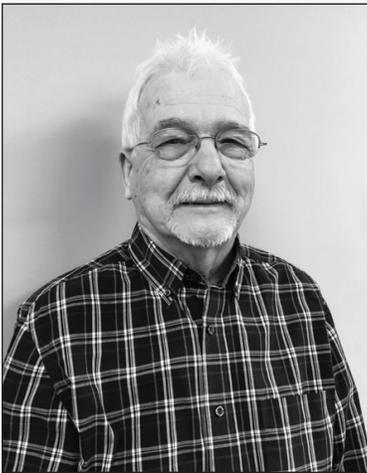
Lawrence oversees and is responsible for a wide range of research activity for the national association including NAR's Existing Home Sales Statistics, Affordability Index, and Home Buyers and Sellers Profile Report. He regularly provides commentary on real estate market trends for NAR's 1.3 million REALTOR® members.

Dr. Yun creates NAR's forecasts and participates in many economic forecasting panels, among them the Blue Chip Council and the Wall Street Journal Forecasting Survey. He also participates in the Industrial Economists Discussion Group at the Joint Center for Housing Studies of Harvard University. He appears regularly on financial news outlets, is a frequent speaker at real estate conferences throughout the United States, and has testified before Congress. Dr. Yun has appeared as a guest on CSPAN's Washington Journal and is a regular guest columnist on the Forbes website and The Hill, an "inside the beltway" publication on public affairs.

We are honored to have Dr. Yun back as keynote speaker at our General Membership Meeting on June 5th at the Premier Events Center. Please join us for networking, breakfast and an enlightening morning. There is no cost to attend, but please remember to register in advance at [www.GPBR.com](http://www.GPBR.com).



## Featured Affiliate Member



### Ron Jazowski, Backer Landscaping

As a senior landscape designer with Backer Landscaping in Roseville, Ron Jazowski knows the importance of curb appeal.

"A redo of a landscape for a house going up for sale can dramatically change the curb appeal," he said. "A neat trim

landscape conveys a neat owner that translates to a house that is kept up."

Jazowski, this month's GPBR Featured Affiliate, has worked as a landscape designer for over 35 years. He's a dedicated designer who values listening to his customers, working in the community and his field. "I have to pinch myself daily to think I'm so fortunate to be doing what I love," he said.

When he's not busy landscaping or designing new landscapes, Ron spends time with his wife, children, and grandchildren. He joined the GPBR to meet others who serve the community and commented, "I have met numerous people who I highly respect."

## LOOKING AHEAD...

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

- General Membership Meeting **\*FREE\***  
June 5th at Premier Events Center (8:30am - 10:30am)
- Happy Hour Member Meet-Up **\*FREE\***  
June 6th at They Say in Harper Woods (5:00pm - 7:00pm)
- REALTOR Safety Class  
June 10th at GPBR Board Office (9:30am - 10:30am)
- Roundtable Luncheon **\*FREE\***  
June 14th at GPBR Board Office (12:00pm - 1:30pm)
- New Member Orientation (by invitation)  
June 19th at GPBR Board Office (9:30am - 12:30pm)
- Summer Networking Event benefiting RPAC 2  
June 19th at Cherry Creek Golf Club (4:00pm - 7:00pm)

# Who Looks Out for You?

\$10,000	No mortgage insurance allowed and a minimum 20% down required for conventional financing
\$ 8,000	Complete elimination of the Mortgage Interest Deduction
\$ 5,400	Flood Insurance no longer available
\$ 3,225	Minimum 10% down required for FHA financing
<b>\$26,625</b>	<b>Total</b>

## Congressional Occupations prior to entering Congress

1.	24.1%	Public Service/Politics (Politician)	6.	3.2%	Real Estate
2.	22.0%	Business	7.	2.9%	Farmer
3.	19.9%	Lawyer	8.	2.5%	Labor
4.	9.6%	Education	9.	1.8%	Clerical
5.	4.0%	Health Care	10.	1.7%	Journalism
<b>91.7% Total</b>					



91.7% of those making decisions about your ability to work know nothing about real estate other than what you encounter with the average consumer. Scary thought!

In the last 5 years, legislation and regulations were proposed that would have reduced the average real estate agent's income by \$26,625. Even scarier!

Fortunately, the NAR has your back, getting the job done through your REALTOR® Party Political Action Committee (RPAC).

### **Education:**

Federal Political Coordinators (a member like you assigned to each person in Congress)  
Issues awareness and prepared "Talking Points"  
Hill visits by members

### **Optics (click-click-submit)**

Calls to Action (text REALTOR to 30644 to receive notifications)  
Broker Involvement Program (BIP)

### **Investments:**

Funding candidates that champion REALTOR® issues (RPAC 1)  
Funding issues critical to how you do business (RPAC 2)

What you can do?

Respond to the Calls for Action (text REALTOR to 30644)

Meet with politicians

[Click here to make your fair share investment of \\$35](#) (less than \$1 per week)

*you will need your NRDS number which you can get by clicking [HERE](#) or by contacting GPBR staff*

Contributions are not deductible for Federal income tax purposes. RPAC contributions are voluntary and used for political purposes. You may refuse to contribute without reprisal or otherwise impacting your membership rights. For individuals investing \$1,000.00 or greater, up to 30% of this total investment may be forwarded to the National Association of Realtors® RPAC. All amounts forwarded to the National Association of Realtors® RPAC are charged against the applicable contribution limits under 52 U.S.C. 30116. Nothing herein shall be construed as a solicitation of contributions from non-members. A copy of the federal report, filed by National RPAC with the Federal Election Commission, is available for purchase from the Federal Election Commission, Washington D.C.20463. State reports are filed with the Michigan Secretary of State, Elections Division, Lansing, Michigan.



*Supporting RPAC is fun, too! Save the dates for our upcoming Summer Networking Events benefiting RPAC 2 (the "issues" fund): June 19th at Cherry Creek Golf Club in Shelby Township and August 8th at the Country Club of Detroit in Grosse Pointe Farms.*

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