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Volume 41, Issue 12

News & Views

December 2018

President's Message

Where has 2018 gone...

I can't believe we're in December and my year as President of our Board is coming to a bittersweet end. It has been an experience of a lifetime that I will always reflect back on. I've had the pleasure of working with so many of you and appreciate all your hard work throughout the year, especially Kathy Lore, Locke Haman, Susan Wright, Ben Hause, Jordan LeBlanc, and Darlene Rossi (our Board of Directors) and all of our committee chairs and volunteers!

Looking back on some of our successes:

- * Triple Crown recipient – given to associations that meet their participation, dollar and major investor RPAC goals.
- * New logo for our association.
- * Launched monthly Lunch 'n Learn sessions to offer more professional development opportunities for our members.
- * Revamped the monthly News & Views newsletter, and much more.

But all of this couldn't have been accomplished without the help of our fantastic members!

I recently completed all classes necessary to earn my GRI (Graduate Realtor Institute) designation. I would strongly recommend all REALTORS who do not have this designation to consider pursuing it for 2019. You have three years to complete it. The knowledge you take away will only help you to be more successful in your real estate career. The calendar is now available (<http://www.marealtor.com/events/education-events/designations>) and I believe the first class is free (savings of \$250).

To wrap up the year, our Holiday NCMAR Night Out will take place again at the Old Mill in Westminster on December 20th,

5:30pm. A special thank you to our sponsors who make this event a possibility:

- * Shauna Roberts, bankHometown (Athol, Fitchburg, Lancaster)
- * Kurt Thompson, KW Homes Just For You
- * Locke Haman, Exit New Options
- * Stephanie Pandiscio, Foster-Healey
- * Tom Ruble, Exit New Options
- * Christina Sargent, Foster-Healey

It is my pleasure to welcome our incoming 2019 Leadership:

Susan Wright, President
Kendra Dickinson, President-Elect
Rick Vallee, Treasurer
Darlene Rossi, Secretary
Laura Shifrin, Director

Wishing you much success Susan during your year as President!

Wishing you all a wonderful holiday season with friends & family. Happy New Year and cheers to 2019!

Signing off as 2018 President... J



Yasmin Loft
2018 NCMAR President

NCMAR Leadership

President

Yasmin Loft
Paula K. Aberman Associates

President Elect

Susan Wright
EXIT New Options Real Estate

Treasurer

Ben Hause
Keller Williams Realty North Central

Secretary

Jordan LeBlanc
Keller Williams Realty North Central

Director

Darlene Rossi
Morin Real Estate

Business Partner Director

Brianna Kelley
Village Mortgage

Past President

Locke Haman
EXIT New Options Real Estate

Premiere Sponsor



Justin Davidson, Legislative & Regulatory Counsel
Catherine Taylor, Staff Attorney

Q: What changes have been made to the MAR Forms Library?

A: The Forms Content Advisory Committee has been working diligently all year long to improve the forms offered to MAR members. The following changes have already been implemented, or will be available to members imminently:

Form 501: Contract to Purchase Real Estate – A section has been added to identify the agent submitting the offer and disclose the capacity in which they are operating in the transaction. This does not eliminate or replace the Mandatory Agency Disclosure. This new language ensures compliance with Standard of Practice 16-10 of the REALTOR Code of Ethics, which requires buyer representatives to disclose their relationship with the buyer to the seller or their representative in writing not later than the execution of a purchase agreement.

Forms 707, 708, 709, 715, 718, 721: Exclusive Right to Sell Listing Agreement – In the section relating to the Broker's Fee, we have included the option to select whether the percent due is of the net or gross selling price of the property.

Form 712: Notice of Dual Agency – We have added two additional signature lines to accommodate those transactions that have more than one buyer and seller.

Form 713: Notice of Designated Agency – We have added two additional signature lines to accommodate those transactions that have more than one buyer and seller.

Form 521: Referral Fee Agreement – This is a brand-new form. Use this to memorialize the details of your referral agreements.

The Committee has several other amendments “in the works,” so stay tuned for additional updates!

Q. I want to have someone from my office cover an open house for me – is that allowed?

A. Yes, you can have another person from your office cover your open house, as long as you obtain your client's permission ahead of time. It is critical to have a conversation with your seller prior to having another agent host an open house on your listing. Your seller should be informed of the options available for coverage – is the person an unlicensed assistant? Will they be acting as a seller's agent or a facilitator hoping to land a buyer client?

Massachusetts Regulation (254 CMR 3.00(13)) requires a conspicuous disclosure of any pre-existing agency relationship at an open house. If a seller agrees to have an agent from your office host an open house as a facilitator, not only does that agent need to have a signed agency 2

disclosure with the seller, but their role as facilitator must be displayed at the open house. The following is an example of an appropriate disclosure:

The agent hosting this Open House is a FACILITATOR and not an agent for the seller.

A facilitator owes the duty of honesty and a duty to account for funds. Working as a facilitator does not change the legal duties to disclose any fact known about a property that may influence a prospective buyer not to enter into a transaction. However, all Brokers/Salespersons have a legal obligation to conduct business honestly and fairly with the buyer in all transactions.

Remember to keep the best interests of your client in mind when having this conversation, and don't try to “steer” them to the choice you want.

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North Central MA Association of REALTORS Market Stats

Local Market Update – October 2018

A RESEARCH TOOL PROVIDED BY THE MASSACHUSETTS ASSOCIATION OF REALTORS®



North Central Massachusetts Association of REALTORS®

+ 3.4%

Year-Over-Year
Change in
Closed Sales
All Properties

+ 5.1%

Year-Over-Year
Change in
Median Sales Price
All Properties

- 9.5%

Year-Over-Year
Change in
Inventory of Homes
All Properties

Single-Family Properties

	October			Year to Date		
	2017	2018	+ / -	2017	2018	+ / -
Pending Sales	267	250	- 6.4%	2,563	2,556	- 0.3%
Closed Sales	261	262	+ 0.4%	2,444	2,419	- 1.0%
Median Sales Price*	\$250,000	\$273,500	+ 9.4%	\$245,000	\$265,000	+ 8.2%
Inventory of Homes for Sale	819	772	- 5.7%	--	--	--
Months Supply of Inventory	3.3	3.2	- 4.7%	--	--	--
Cumulative Days on Market Until Sale	58	52	- 10.8%	69	57	- 17.4%
Percent of Original List Price Received*	97.7%	97.2%	- 0.5%	97.1%	98.1%	+ 1.0%
New Listings	290	346	+ 19.3%	3,268	3,402	+ 4.1%

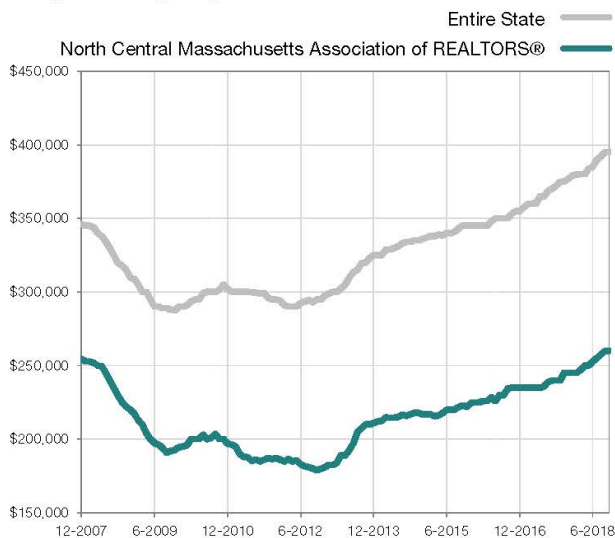
Condominium Properties

	October			Year to Date		
	2017	2018	+ / -	2017	2018	+ / -
Pending Sales	28	40	+ 42.9%	381	397	+ 4.2%
Closed Sales	31	40	+ 29.0%	364	375	+ 3.0%
Median Sales Price*	\$186,000	\$172,250	- 7.4%	\$162,500	\$185,000	+ 13.8%
Inventory of Homes for Sale	108	67	- 38.0%	--	--	--
Months Supply of Inventory	3.0	1.8	- 39.0%	--	--	--
Cumulative Days on Market Until Sale	66	42	- 36.8%	76	59	- 22.6%
Percent of Original List Price Received*	99.2%	98.3%	- 0.9%	97.6%	98.8%	+ 1.2%
New Listings	40	51	+ 27.5%	455	460	+ 1.1%

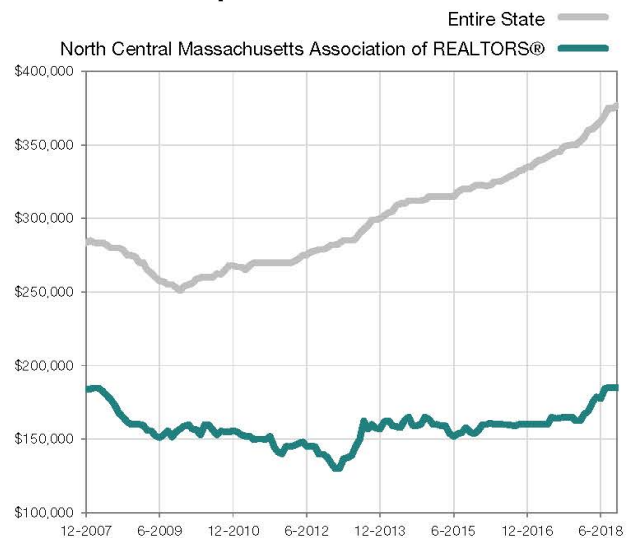
* Does not account for seller concessions. | Activity for one month can sometimes look extreme due to small sample size.

Median Sales Price BASED ON A ROLLING 12-MONTH AVERAGE

Single-Family Properties



Condominium Properties



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.



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Great news – Cloud CMA is now FREE for MLS PIN customers! This complimentary product offering greatly increases the value of your MLS PIN subscription, saving you up to \$34.95 a month.

This means FREE access to the most comprehensive CMAs in the business, with options you can include in the package like a marketing action plan, a showings/open house checklist, and dozens more.

It also means FREE access to the Interactive Presentation version of your CMA, plus FREE Buyer Tours, Property Reports, and Listing Flyers, all of them customizable.

Cloud CMA has been integrated seamlessly into MLS PIN's Pinery. A single sign-on takes users into Cloud CMA's website, where they can create and edit reports and take advantage of its lead-generating feature, "What's My Home Worth," which can be shared on social media and embedded in email correspondence.

We hope you find free access to Cloud CMA to be a valuable addition to the suite of tools included in your subscription. The sky's the limit with Cloud CMA!



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800-695-3000 | www.mlspin.com

Find it in Pinery's Main Navigation, Quick Links, and Tools!



Continuing Education Offerings

One of your many member benefits, is free continuing education classes. Take one or all. The choice is up to you. Here are a few to choose from.

Wednesday, Dec 12th 10 am to noon
 Property Management taught by Andy Consoli
 Fidelity Bank Community Room

MLS PIN Training

MLS PIN offers free, hands-on training classes for our customers to learn the different levels of the Pinery system.

Registration is required to reserve your seat in each class. We recommend doing so in advance as seating is limited.

All classes are free of charge for MLS PIN customers.

To register go to www.mlspin.com/schedule_registration.aspx

If you have problems registering online, please call our Customer Service at (800) 695-3000, option 1, to register by phone.

Pinergy Overview: 3rd Party Programs, Settings, and Tools
NCMAR Office - Fitchburg
12/6/2018 9:30 AM

Duration: 2 hours

This class provides a general overview of the Pinery program, including how to access the various functions of the system. You will learn about the Home Page items, the Training Library, and useful links to 3rd-party programs that provide additional services. The course also reviews the Tools page, where you will learn how to customize some of your settings, update your agent profile, access public records, and more.

[Getting Started with PInergy—Searching for Listings](#)
NCMAR - Fitchburg
12/6/2018 12:30 PM

.Duration: 2.5 hours

This class will cover the fundamental skills necessary to utilize the Pinery system. You will learn how to search for properties listed within the Pinery database and how to display, print, and email those listings. Also explained will be the linked icons displayed on listing reports that give you access to additional programs, information, and resources. You will also be introduced to the new Map Search, which allows you to draw shapes to define your search area and more.

2018 Committee Chairs

Executive Committee

Yasmin Loft

Finance Committee

Ben Hause

Government Affairs

Brian Cormier

Member Services

Susan Wright

Technology/YPN

Emma Weisman

Jordan LeBlanc

Community Involvement

Denise Wortman

Grievance

Gayle Sabol

Professional Standards

Gary Bourque

Scholarship

Christina Sargent

Awards & Recognition

Kurt Thompson

Top Producer

Laura Shifrin

Gail Lent

MAR Directors

Yasmin Loft

Locke Haman

Alternates

Susan Wright

Ben Hause

MLS PIN Directors

Rick Healey

Paula Savard



**NORTH CENTRAL MA ASSOCIATION OF REALTORS
LUNCH AND LEARN**

HOME INSPECTIONS

Attendees will learn

1. The basics of the home inspection standards of practice.
2. What inspectors are prohibited from doing... Examples: talking about building code or giving estimates on repairs.
3. The requirements to become a home inspector
4. The law allowing real estate agent to directly recommend a home inspector.
5. The basics of the home inspection code of ethics.
6. Discuss a couple real life lawsuits involving a real estate agent and home inspector.
7. Questions and answers.

WEDNESDAY, DECEMBER 12, 2018 NOON TO 1:30 PM

LUNCH SPONSORED BY ROSS MORTGAGE

Mark Dalbon, Sara Baer and Job Turini

Held At Fidelity Bank, 9 Leominster Connector, Leominster

REGISTER AT NCMAR.COM



NCMAR NIGHT OUT

THURSDAY, DECEMBER 20, 2018

5:30 PM TO 8:30 PM

OLD MILL RESTAURANT, WESTMINSTER

Sponsored by Shauna Roberts of Bank Hometown,
REALTORS Stephanie Pandiscio, Kurt Thompson, Locke Haman,
Tom Ruble, and Christina Sargent.

Come and enjoy networking with your fellow REALTORS and Business Partners
while enjoying appetizers at this fabulaous location. This an event you
will not want to miss!

REGISTER AT NCMAR.COM

Another Way for NCMAR to Communicate with you!



Text Messaging

Don't miss out on important news.

If you want to be notified of special events, urgent messages, or meeting reminders, take out your phone and

Text NCMAR to 41411

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P rggd|/G hfrp ehu#5ug#
K rbd|/Bdw|2Iqwdwlrq#
8#p #c#13#p #
J udx#z rd#Drgjh/# lfkexuj#

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