



# Designated REALTOR® Office Manager Manual

A guide to services, programs and operations of Aspire North  
REALTORS®





## Aspire North REALTORS®

The purpose of Aspire North REALTORS® is to provide professional services and opportunities to our members, to ensure high ethical standards of practice, and to influence and maintain community awareness of real property issues, while providing to its members a means by which authorized Participants make blanket offers of corporation and compensation to other Participants (acting either as subagents, buyer agents, or both); by which information is accumulated and disseminated to enable authorized Participants to prepare appraisals and other valuations of real property; by which Participants engaging in real estate appraisal contribute to common databases, and is a facility for the orderly correlation and dissemination of listing information among the Participants so that they may better serve their clients and the public.

### Mission Statement

The mission of Aspire North REALTORS® is to serve the public by advancing the professional interests, education, and ethical standards of the real estate community while vigilantly protecting private property rights and the natural resources that surround us.



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## 2020 Aspire North REALTORS® Leadership Team

Joni Holly, President (City2Shore Real Estate)  
Dave Wilsey, President Elect (Century 21)  
David Hricik, Secretary Treasurer (Century 21)  
Carolyn Collins, Past President (Century 21)  
Tyler Bevier, Business Community Rep (Bay Area Transit Authority)  
Katie Hoyt, Affiliate Ambassador Chair (Mid-American Title)  
Autumn Haag, Reverse Mentor (RE/MAX Bayshore)

## 2020 Directors

Jessica Brutzman (Berkshire Hathaway)  
Chad Deville (Real Estate One)  
Rene Hills (Real Estate One)  
Matt Hodges (EXIT Realty)  
Ken Kleinrichert (Coldwell Banker Schmidt-522)  
Stephanie Koppe (Real Estate One)  
Toni Morrison (Real Estate One)

## 2020 Committee Chairs

Affiliate Ambassadors Committee	Katie Hoyt
Budget & Finance Committee	David Hricik
Educations & Technology Committee	Kellie Sergent
Grievance Committee	Debra J. Hall
Investment Committee	Dave Wilsey
Membership Committee	Erica Korndorfer
MLS Committee	Ken Kleinricht
Professional Standards Committee	Doug Meteyer
RPAC Committee	Matt Hodges
Volunteer Task Team	Alaina Korreck





## Aspire North REALTORS® Staff Organization

Aspire North REALTORS® employs a staff of professionals who implement policies set forth by the Board of Directors and provides an expanding variety of services to the membership as a whole. The Executive Vice President bears overall responsibility for the staff. In order to better serve the needs of the membership, staff duties have been divided into the following categories:

CEO	Kim Pontius
MLS Administrator	Lora Nesbit
Membership Services Director	Jennifer Kowal
Accounts Manager/Finance Officer	Laura Lynn Turmel
Government Affairs Director	Connor Miller
Communications & Marketing Director	Michael Kent
Events Coordinator	Lauren Tracey
Membership and Event Services Assistant	Ashley Lardie



## Procedures for New Members

Designated REALTORS® and managers are required to provide notice to the Board immediately after a licensee joins their firm.

1. **Complete the Membership Forms.** The “Application for REALTOR® Membership” must be signed by the Designated REALTOR® or sales manager. The Designated REALTOR® is responsible for dues and fees of any licensee affiliated with a firm. The new member must make an appointment with Association Staff to join.
2. **Dues are prorated monthly.** Dues for the Michigan Association of REALTORS® and National Association of REALTORS® are prorated monthly beginning in January. Dues for Aspire North REALTORS® are prorated monthly beginning July 1<sup>st</sup>. An accurate statement of dues and fees is included in the New Member Packet available at the Association office, on the Aspire North website and on the Members Only site. A copy of the fee schedule for new members is attached to this manual as “Attachment A”.
3. **New Member orientation** classes are scheduled approximately three months apart, depending on the volume of new members. New members should plan to take this course as soon as possible, as they will be sworn in as REALTORS® at completion of this class. Each new member will receive a REALTOR® pin at that time.
4. New members may receive **MLS information** only upon attending an indoctrination session, initial payment of dues and fees, and passing the Code of Ethics course. They must also be approved by the Membership Committee and the Board of Directors as Provisional Members. Once they have completed New Member Orientation, the Board of Directors must approve them as full REALTOR® members.
5. New members will receive a **manual** containing Bylaws, MLS Rules & Regulations and other important information.
6. New members may participate in the **Supra Lockbox System** by leasing a Superkey.





## Changes in Membership Status

All changes in membership status or details (office changes, address changes, etc.) must be sent to the MLS office in writing. Forms are available at the Association office, or online through the Members Only Page on [www.aspirenorthrealtors.com](http://www.aspirenorthrealtors.com)

### Change in Participant

A true change of ownership and/or a change in Participant (Designated REALTOR®) shall be considered a change, which requires a written application and the payment of a new Participant Application Fee.

Any member office that has resigned from membership in the Multiple Listing Service and wishes to rejoin the system is considered to be a new member applicant and is required to pay the prevailing new membership fee.

### Change in Subscriber

Participants are required to provide notice in writing to the Association of any changes to a licensee's (Subscriber) record—for example a transfer to another firm or office, or license that has been sent back to the State. Membership Status Change Forms are available at the Association office and on the Members Only site on [www.aspirenorth.com](http://www.aspirenorth.com). A transfer fee of \$25 will apply.

If an MLS Subscriber is dropped from the Association and then joins another office, a copy of the Membership Status Change Forms must be submitted to the Association office with the signature of the previous Broker and the Participant of the new office. Weekly MLS fees for any period between the drop and the reactivation will be billed to the transferee's new office.

### Change in Affiliate Subscriber

Any change in the list of those receiving access to the MLS information as stated in the original application of the Principal Affiliate should be immediately communicated to the Aspire North office in writing. New applicants should be Full Affiliates of Aspire North, and approved for Affiliate membership by the Board of Directors. Failure to do so may result in a \$100 fine.



## Change in Staff Administrators

The REALTOR®/Sponsor should send any deletion of a Staff Administrator in the MLS office immediately, in writing. Should the REALTOR®/Sponsor hire a new Staff Administrator, that person should apply as a Staff Administrator in order to obtain his/her own password.

## **Late Penalties for Membership Application**

The policy for late penalties for membership application is stated as follows: "Within 30 days of the issuance of a real estate license, the licensee must apply to the Association. If the licensee fails to apply, the Designated REALTOR® will be billed all dues and fees owing, calculated from the date of issuance, plus a \$100 penalty for violation of this policy."

## **Leave of Absence**

If a subscriber must take a leave of absence due to illness or seasonal travel, the Participant must notify the Association by submitting a Membership Leave of Absence Status Change Form. The Subscriber will be considered as deleted from the MLS, but not from the Association. Any listings in the Subscriber's name need to be reassigned by the Designated REALTOR® to an "active" MLS Subscriber. A \$25 fee will apply.

When the Subscriber returns to active status, a Membership Status Change Form must be completed and submitted by Aspire North along with a reactivation fee of the MLS weekly fee times the number of weeks of w=leave, or \$150, whichever is less. (The \$150 reinstatement fee may be waived in cases of extreme hardship.)

The Leave of Absence must be taken within the dues year. If the dues year changes during the leave and the Subscriber has not been reinstated or paid Association dues for the coming year, his/her membership to the Association will be terminated. At that point a subscriber must rejoin as a new member.





## Multiple Listing Service (MLS)

Aspire North REALTORS® is a modern, timely and comprehensive information system featuring: 1) an electronic data bank which collects and maintains listing information, and 2) a full range of distributed data. The information is available through electronic transmission, handheld computers, and – in some cases – print media.

The Participant is the principal broker in the office. Through the Participant, all licensees are Subscribers unless Participant is out of our MLS service area. It is the Participant's job to enforce the MLS Rules and to remit all charges in a timely manner. The Participant and the Subscribers must hold REALTOR® or Affiliate Membership in Aspire North or another Board of REALTORS®.

Participants are billed for MLS service in arrears on the last day of the month, and are responsible for payment at or before the following month's end. Unpaid bills as of the 10<sup>th</sup> of the following month result in withholding of materials, MLS access and service. On the 10<sup>th</sup> day of the succeeding month, MLS membership will be terminated. A reinstatement fee of \$150 will be assessed if membership is reinstated.

A fee schedule for MLS charges is attached as Appendix B.

All licensees affiliated with a Participant must become subscribers to the MLS, as REALTORS®, unless Participant is out of our MLS service area, and all listings of the Participant's office must be submitted to the system, with the exception of business opportunities, which have no related real estate. If Participant is outside the MLS service area, any or all of their licensees may join as subscribers to the MLS.

Payment to MLS service fees entitles the Participant to:

1. The right to access the MLS computer data bank with over 20 years of historical data. Unlimited computer access available using your local Internet carrier. Includes online photographs and capability of agent photos, available tax data from townships, mapping, and related information.
2. The right to place listings into the service and receive all MLS information; and to grant and receive the benefits of sub agency or other forms of compensation and cooperation (unless applying as an Affiliate Subscriber).



3. Online access to the BS&A Property Tax Database.
4. An Aspire North REALTORS® Internet list-serve (MLS Talk and Aspire North Nation), where MLS subscribers can exchange information and solicit information from other real estate professionals. (Attachment C-1)
5. Internet exposure for your listings. The following sites are free advertising for REALTOR® Members. Brokers may, however, opt out of these services on a voluntary basis.  
Aspire North ([www.aspirenorthrealtors.com](http://www.aspirenorthrealtors.com))  
REALTOR.COM ([www.realtor.com](http://www.realtor.com))  
International ([www.immobel.com](http://www.immobel.com)) and ([www.homes.com](http://www.homes.com))  
NAR ([www.rpr.com](http://www.rpr.com))
6. The ability to participate in the Internet Data Exchange Program. The broker may then place all MLS listings (select information) on the company or individual website, and the broker's listings will also achieve additional exposure. Individual or company websites may also be populated for a minimal charge with the company listings directly from the MLS. (RE/Fresh Data Program). The RE/Fresh Data Program may also be used to build a company's Virtual Office Website. (Contact the Aspire North office for further information.)

Aspire North REALTORS® MLS Rules & Regulations and the MLS Policy Manual are your primary reference guide for operation within the system. These rules are written and periodically reviewed by a Committee of MLS members. Additional questions or requests for clarification should be directed to the Aspire North REALTORS® office.



## MLS Computer System Access

1. **Individual Access.** Each MLS subscriber pays a weekly fee (see Attachment B-1) for MLS services and computer access. Included in this fee is unlimited computer access via the internet. All Staff Administrators pay a monthly fee (see Attachment B-1) for computer access.
2. **Billing.** All billing for system access will be sent to the Participant. Individual agents and staff administrators will not be billed directly by Aspire North REALTORS® MLS.
3. **Computer Classes.** Aspire North REALTORS® provides introductory Paragon training at no charge. Additional training is available for a fee. A quarterly schedule is available on the Members Only portion of the Association website at [www.aspirenorthrealtors.com](http://www.aspirenorthrealtors.com).
4. **Broker Load.** Listings can be added at the Broker level rather than by the Aspire North MLS Staff with the completion of a training program.

## Listings

Multiple Listing Service REALTOR® Members of other boards of REALTORS® and their MLS may file listings of property with Aspire North REALTORS® Multiple Listing Service for a fee.

Each listing filed with the MLS shall specify the amount of compensation (if any) offered to other MLS Participants for their services (whether as subagent, buyer agent, or other compensation), in the sale or lease of the listed property.

All listings of the Participant's office must be submitted to the MLS, with the exception of business opportunities, which have no related real estate, and listings located outside of the Aspire North MLS jurisdiction. Listings outside of Aspire North's MLS jurisdiction will be accepted if submitted voluntarily.

All listings must be submitted to the MLS within 72 hours (3 business days), unless excluded by Section 2 of the MLS Rules & Regulations. If this deadline cannot be met



due to mail delays, please contact the Aspire North MLS with an explanation. Late listings will be charged \$25 per day and incomplete listings will receive a \$25 charge.

Five (5) photos must be submitted to the MLS within three (3) business days or they will be considered incomplete and be assessed the determined penalty. (Attachment B-2)

### **Here's what you need to remember about Broker Load:**

1. You **MUST** complete the training to have access to the Add Listing Function.
2. Listing information and accuracy is still verified by the Association Staff, and MLS fines for incomplete or inaccurate listings will still be assessed on Broker Load properties.
3. The Broker owns the listing. The broker will always be asked to give approval for anyone who enters listings on his/her behalf.
4. Unlicensed Staff Administrators may take the Broker Load training at a cost of \$20 for the training and login/password. There is also a \$20/month fee for access.
5. The MLS staff is available to enter listings for a nominal fee in the event the individual that does Broker Load is unavailable due to illness or vacation.

### **MLS Forms**

All forms are available online on the Members Only site at [www.aspirenorthrealtors.com](http://www.aspirenorthrealtors.com). Currently, this service allows the Aspire North member to fill the form online, and save it, print it, or e-mail it. There is no additional charge for this service.



## Electronic Advertising vs. an MLS

**What is an MLS?** An MLS is the orderly dissemination of information about a listed property, and it is an offer of compensation in return for cooperation in selling that property. An electronic advertising service, such as the NAR Realtor.com program, is NOT an offer of compensation to other licensees.

**What are the standards and the structure of an MLS?** An MLS is a membership organization, and the members agree to offer compensation and cooperation. They also agree to do business in compliance with appropriate laws, resolve disputes internally through arbitration and the REALTOR® Code of Ethics, and comply with certain duties of membership such as keeping the data current and paying dues and membership fees as decided by the group.

**What does the Internet have to do with this?** An MLS organization decides how it wants to provide information to its members (either by printed material, computer link, or a combination). The job of an MLS is not to provide information to the public, although it may decide to do so, as Aspire North has done by providing a public search on [www.aspirenorthrealtors.com](http://www.aspirenorthrealtors.com). However, the information provided others is NOT an offer of compensation – its merely an electronic ad.

**Explain my weekly MLS fees and what they cover:** Your weekly MLS fees pay for the entire service, including staff assistance, tracking your listing, producing various reports and statistics, ethics and arbitration enforcement, the property tax information system, and the maintenance of a reliable and updated database, as well as online computer access to the listings and to the other programs available to you. Your fees are much more than just the “MLS Dues”.

**What’s the advantage of putting listings on the NAR website (realtor.com) or on another public website?** Your listings on the data aggregator sites and on the Aspire North website are maintained at no additional cost to you. It’s paid for from the allocation of Aspire North resources by the Aspire North Directors. These sites are updated on a daily basis and listing and photo information is accurate. The public has come to trust these sites as an accurate database that is kept up to date. On most of them, free links are provided to your company or personal website, and e-mail and telephone contact information is provided.





**How much should I advertise my listings on the Internet?** The answer to that question is entirely up to you. Vendors of Internet services include your office, your franchise, the national sites and the Aspire North public website, as well as a variety of private advertising services. The decision is yours, and you will no doubt make it on cost and reliability of the service, just as you do other forms of advertising. We think the important thing is that you monitor your advertising, just as you would in a newspaper or on TV, to make certain it is accurate and effective.

**What is ListHub and Point2?** Both allow YOU to select the Internet marketing channels where you would like your listings to appear. Your listing information is sent to the Internet marketing channels of your choice by leveraging the data that already exists in the MLS. *No re-entry of listing data!* ListHub and Point2 monitor and collect traffic information regarding your listings. ListHub provides detailed traffic reports, helping you determine the best Internet marketing outlets.

**If you have further questions, don't hesitate to call the Aspire North office, or contact an MLS Committee member.**



## Electronic Display Key, eKey, iBox BT / SUPRA / KIM

All new Aspire North members/MLS subscribers will be encouraged to participate in the SUPRA Key system. Fees are included in Appendix C.

**KIM** IS THE Key Information Manager. The KIM network stores Key holder and office information including but not limited to KEY status, Key holder identification, Key Box inventory, and activity reports. This information is accessible through the KIM website [www.suprakey.com](http://www.suprakey.com) or through voice access KIM VOICE: 1-888-968-4032.

**KEY BOX** Key boxes are leased. iBoxes BT are accessible by either a Display Key, an Active Key or an eKey. iBoxes BT are available for lease and programmable at the Aspire North office. Monthly cost for iBoxes BT is \$2.00 for 20 or fewer boxes, \$1.75 for 21 through 50 boxes and \$1.50 for 51 or more boxes.

**Electronic Keys** issued to real estate agents allow access to a home that has a SUPRA Key Boxed placed on it. The Display KEYS AUTOMATICALLY EXPIRE ON A DAILY BASIS. To update a Display Key, it is placed a Cradle. The battery is charged and the KEY is automatically connected to the KIM network and the KEY is updated and the information stored in the KEY is sent to the network. The Key also receives messages. The Active Key and the eKey update automatically.

The **Display Key and Active Key** have LCD screens for displaying menus and messages and runs on a lithium ion battery. The Display Key performs standard Key Box operations, displays error messages, showing notices, administrator and office messages, battery status, and a limited read of the latest showing accesses. The Display KEY is issued and programmed with a PIN code at the Aspire North office. It is procured via a yearly lease with SUPRA.

An **eKEY** must have a Smart Phone. eKEYs are available and programmable at the Aspire North office, with your phone.

**Supra Support** – 877.699.6787 or [www.suprakey.com](http://www.suprakey.com)



If you miss an automatic eSYNC, you can perform a manual eSYNC to update your Key at any time:

1. Press Enter to turn on your DisplayKEY.
2. Scroll to the MANUAL ESYNC option and press Enter.
3. Place the DisplayKey on the Cradle.
4. The eSYNC is completed when the update status is displayed.

**Obtain and Enter an Emergency Update Code into your Key** – If you miss an automatic eSYNC, you can obtain an emergency update code by calling KIM or accessing the KIM website at [www.suprakey.com](http://www.suprakey.com).

1. Call KIM at 1-888-968-4032.
2. Enter your three digit area code.
3. When prompted, enter your DisplayKEY serial number and your PIN code followed by the # on the telephone.
4. Press 1 for an update code.  
*Then enter the code into your DisplayKEY to update it:*
5. Press Enter to turn on your DisplayKEY.
6. Scroll to the INPUT UPDATE OR CBS option and press Enter.
7. Press 1 to select INPUT UPDATE.
8. Enter the update code KIM gave you and press Enter; 4 quick beeps indicated the operation is successful.

**Battery Information** – To view your Display KEY's battery status:

1. Press Enter to turn on your Display KEY.
2. Scroll to the BATTERY STATUS option and press Enter. Your Key's battery level is displayed.







## Education

Education is a primary ingredient for a member's success and is a major member service aimed at raising the level of professionalism and competency. The Association's education program seeks to encourage continued professional education of members by:

1. Offering a wide variety of seminars on current topics;
2. Informing members of courses offered by the Michigan Association of REALTORS® and the National Association of REALTORS®, and periodically sponsoring these courses;
3. Encouraging members to gain designations sponsored by the State and National Association and affiliated societies, institutes, and councils;
4. Recognition of members for educational achievements;
5. Ongoing awareness and education programs in key areas of liability, legislation, and current business trends.

### **Aspire North REALTORS® Education Services (RES)**

The REALTORS® Education Services (RES) is a separate corporation of Aspire North REALTORS®. The RES may develop and offer courses which meet the needs of our members or which benefit the public.

Courses are available on a regular basis. A schedule may be obtained by calling the Association office, or by going to the education tab on the [www.aspirenorthrealtors.com](http://www.aspirenorthrealtors.com) web page. Offices or franchises may also subcontract courses. Cost estimates and instructor choices are available. A selection of these courses includes: MLS software training; e-mails basics; Internet basics; an ethics training course; and a variety of special seminars.





## Professional Designations

The National Association of REALTORS®, through State Associations of REALTORS® and the societies, institutes and councils of NAR, offers programs of education which lead to professional designations and/or affiliate membership. These programs assist members in achieving higher levels of professional development and excellence in their field of specialized activity.

Listed below are the societies, institutes and councils of the NAR along with the designations they offer, where applicable. For more information of specific prerequisites needed to attain each designation, call the number provided, or contact Aspire North REALTORS® (947-2050).

- GRI Graduate, REALTORS® Institute  
Michigan Association of REALTORS® 1-800-454-7842
  
- ALC Accredited Land Consultant  
REALTORS® Land Institute (RLI) 1-312-329-8440
  
- CPM Certified Property Manager
  
- ARM Accredited Resident Manager  
Institute of Real Estate Management 1-312-661-0004
  
- CRB Certified Real Estate Brokerage Member
  
- CRS Certified Residential Specialist  
REALTORS® National Marketing Institute (RNMI) 1-312-321-4411
  
- CCIM Certified Commercial Investment Member  
Commercial Investment Real Estate Institute 1-312-321-4460
  
- SOIR Society of Industrial and Office REALTORS®  
Society of Industrial and Office REALTORS® 1-202-737-1150
  
- LTG Leadership Training Graduate  
Women's Council of REALTORS® 1-312-329-8483





CIPS Certified International Property Specialist  
Heidi Henning, NAR

E-Pro Real Estate Technology Certification

Green NAR'S Green Designation  
Green 100 – Sustainable Future  
Green 200 – Green Building  
Green 300 – Your Real Estate Business

## General Membership Meetings

Aspire North REALTORS® General Membership Meetings are held throughout the year. All members, affiliates and guests are welcome to attend. The primary purpose of these meetings is a time for Aspire North REALTOR® members to fellowship. New and affiliate members are introduced, and important announcements are made. A business meeting for REALTORS® is held at the annual General Membership Meeting in October. Additional special meetings each year include:

January	Awards and Installation of Officers
May	Strawberries and Toast Affiliate Expo and Breakfast
October	Annual General Membership Meeting
December	Christmas Party



## Building/Conference Room Policy, Fees and Charges:

A contract must be signed and on file at the Aspire North office prior to facility rental.  
(See Attachment C-1)

### PRIORITY LIST:

1. Regular meetings of member offices.
2. Aspire North official events and education classes (Orientation Class, REALTOR® Training, etc.)
3. Other Office meetings (special office training, etc.)
4. Professional activities of Members (condo associations, etc.)
5. Non-member use.

### FEES:

Large Conference Center**	\$0 Member; \$75.00 ½ Day Non-Member; \$150.00 Whole Day Non-Member
Small Conference Center**	\$0 Member; \$50.00 ½ Day Non-Member; \$75.00 Whole Day Non-Member
Coffee Charge	\$5.00 per half day \$10 per whole day (includes coffee, creamer/sugar and set-up) Member; \$10.00 per half day \$20 per whole day Non-Member
Computer Projector	\$25.00 ½ Day, \$40 Whole Day Member; \$35.00 ½ Day, \$50 Whole Day Non-Member

\*\*Member rates do not apply to revenue generating activities, use non-member rates.

Room Use after regular business hours (weekdays 8:00 am to 4:30 pm) \$50.00





## **Aspire North REALTORS® CONFERENCE ROOM REALTOR® Risk Management Room**

Aspire North REALTORS® recognizes the effects of today's litigious society on your business environment. As a result, we have designed an ongoing risk management program to assist you, your sales associates, and your employees to anticipate areas of potential litigation.

Our risk management program includes:

- a) Continuing legal education programs
- b) A set of standard forms, including disclosure statements, which have been approved by counsel.
- c) A Property Owner's Environmental Guide, which may be distributed to buyers and sellers, and which provides awareness of managing septic systems.
- d) A partnership with Conflict Resolution Services (CRS) to provide a means of helping your clients and customers resolve disputes arising from a real estate transaction without expensive legal costs through Mediation.

*CRS charges a non-refundable administration fee of \$75.00 per participant to schedule up to three (3) hours of mediation. CRS can waive or reduce administrative fees based on indigence. CRS utilizes volunteer mediators for most cases. Based on the nature and complexity of a dispute, CRS also reserves the right to assign a paid mediator; compensation shall be at the rate of \$150.00 per hour and is borne equally by the parties.*

### **Legal Hotline**

Members of Aspire North REALTORS® have access to the legal hotline provided by the Michigan Association of REALTORS®. The Legal Hotline number is 1-800-522-2820. The MAR Legal Hotline is operated six hours per day (9 am to 3 pm) five days a week, Monday through Friday. If the Legal Hotline is busy, an answering machine will take your call. Calls are returned within 24 hours, usually during the same day.





## Grievance Procedure

Aspire North REALTORS® will investigate written complaints or allegations regarding possible violations by its members of the Code of Ethics of the National Association of REALTORS®, as reviewed by the Michigan Association of REALTORS®. Aspire North REALTORS® does not have the authority to impose monetary awards as a result of a grievance or professional standards investigation.

An ethics complaint must be brought to Aspire North REALTORS® Grievance Committee within 180 days after the facts could have been known in the exercise of reasonable diligence.

Complaints must be in narrative format describing the incident and naming the REALTOR®/REALTORS® against whom the complaint is made. Legible copies of all pertinent documents should be attached. The complaint must be dated and signed.

Any complaints from the public received by the Aspire North REALTORS® office will first be re-directed to the principal broker involved. If a solution to the problem is not resolved, the Complainant will receive a complaint form and informational brochure from the Association office. Upon receipt of the written complaint as described above, a Grievance Committee hearing may be scheduled, at which time the Complainant and Respondent will appear.

If the complaint cannot be resolved, and if the complaint is found by the Grievance Committee to constitute a proper cause for action, it will be forwarded to the Professional Standards Committee for a hearing date at least twenty-one (21) days in advance.

If the complaint is found not to constitute a proper cause for action, it will be returned to the Complainant with the decision of the Grievance Committee.





## Professional Standards

The enforcement of the Code of Ethics of the National Association of REALTORS® is a responsibility of Aspire North REALTORS®.

The Professional Standards Committee of Aspire North REALTORS® has the power and authority to hear and determine all matters presented to it of a properly referred charge from the Grievance Committee of possible violations of the Code of Ethics of the National Association of REALTORS® and the Rules and Regulations and Bylaws of Aspire North REALTORS®, against members of the Association. Due process procedures must be strictly followed and due process must be afforded to all parties involved in the hearing.

Parties (Complainants and Respondents) may call witnesses and have legal counsel present at the hearing. After reviewing all the written evidence and hearing all the testimony, the Professional Standards Committee, in executive session, makes a decision by simple majority vote and the decision is transmitted to the parties and contains the findings of fact and a statement of the disciplinary action recommended, if any.



## Antitrust Laws and the Real Estate Broker

The most fertile source of antitrust liability for real estate brokers is the way in which they or their salespeople interact with sellers, buyers and salespeople affiliated with other firms.

The broker's compensation for services rendered in respect to any listing is solely a matter of negotiation between the broker and his or her client, and is not fixed, controlled, recommended, or maintained by any persons not a party to the listing agreement. The sub agency compensation paid by a listing broker to a cooperating broker in respect to any listing is established by the listing broker in his offer of sub agency, and is not fixed, controlled, recommended or maintained by any persons other than the listing broker and his or her subagent.

Statements made by salespeople in the course of soliciting a listing, showing a listing, cooperating with another brokerage firm, or simply in casual conversation with a colleague is the most frequent source of evidence that commission rates have been fixed or that a particular broker has been boycotted. The following are examples of words or phrases occasionally used by salespeople that would permit a judge or jury to infer that real estate brokers are engaged in an illegal conspiracy:

*"I would like to lower the commission rate, but the Board has a rule..."*

*"This is the rate that everyone charges."*

*"Before you list with XYZ Realty, you should know that nobody works on their listings."*

*"If John Doe were really professional (or ethical), he would have joined the Board."*

*"The best way to deal with John Doe is to boycott him."*

*"If you valued your services as a professional, you wouldn't cut your commission."*

People who use these or similar phrases are "accidents waiting to happen". They are a danger to their brokers and all other competitors in the market. You should review this material with anyone who answers your telephone, including secretaries. Antitrust laws have joined death and taxes as inevitabilities for a modern real estate broker. As such, they must be accepted, the problems they pose recognized, and the solutions must be understood and implemented.





## Fair Housing and the Real Estate Broker

There are five major U.S. Supreme Court decisions that pertain to fair housing. In essence, these decisions state that: discrimination, private as well as public, in the sale and rental of property is illegal; tenants and testers can bring suit and be awarded damages in discrimination suits; and that all individuals (regardless of intent to buy or rent) must be given equal service by real estate agents. How can agents and brokers protect themselves against discrimination suits? The best method is to maintain and retain good records for three to five years, including:

- keeping qualifying forms
- keeping records of showings
- keeping appointment books
- retaining all notes and correspondence
- keeping open house records with notes on follow-up
- retaining listing agreements
- retaining complete agreements and non-complete offers
- keeping record of unusual conversations
- keeping record of all missed appointments

It is very important to qualify prospects on an equal basis. That is, ask the same questions of all prospects. To do otherwise can and is interpreted as a form of discrimination. Most agents ask all prospects basic questions such as their income, amount they want to use as a down payment, type of home desired, employer, debts and obligations. The potential for problems arises when an agent ask some prospects but not others the above questions and others, such as spouse's income, marital status, length of employment, alimony payments, bankruptcy record and references.

Equally important is to avoid the practice of steering. Steering is defined as "influencing the choice of housing". This can be avoided by showing properties that fit the specifications put forth by the buyer. For example, agents may only show preference for one geographic area over another if the buyer has specifically made such a request. Otherwise, the agent is obligated to show the properties that fit the buyers' stated criteria (features, price range, style of architecture, etc.).





Brokers should note that these issues should be routinely incorporated into their training program. To schedule a program or contact the Fair Housing Center of West Michigan, call 616-451-2980 or go to the website [www.fhcwm.org](http://www.fhcwm.org).

### **Conclusion**

Aspire North is an association of real estate professionals in the five-county region of Northern Michigan, consisting of Antrim, Benzie, Grand Traverse, Kalkaska and Leelanau. It is the aim of the association to provide support services to real estate brokers, salespersons, lenders, title companies, and others who participate in the transaction. The association is proactive in its commitment to a healthy real estate environment locally, regionally, and internationally. It is our hope that we can meet your needs and that you will feel free to communicate with us so that we can better assist you.





## **Attachment A-1 – Aspire North NEW MEMBER INFORMATION**

**New Membership Process:** Your application for membership, signed by your Broker, is submitted to Sharon Lamesfield or JoAnn Overzet and an appointment is made to proceed. At that time, your application will be under review by Aspire North Staff and a Membership Committee for preapproval. At the time of the appointment, the Indoctrination Course will be given. The 2 ½ hour Code of Ethics On-Line Course must be completed **within 15 days of application\***.

Once the Indoctrination Course, Code of Ethics course, and preapproval have been completed: 1) The announcement of your application will be placed in the Aspire North Newsletter for the general membership to review. 2) If your membership is not contested, a Recommendation will be made to the Board of Directors for Provisional Membership, at which time MLS access will become available. Once Provisional Membership is approved, the Association New Member Orientation Program must be completed. Upon Orientation completion and Board of Directors approval, you will become a full REALTOR® member of Aspire North.

**Annual Fees:** Aspire North's fiscal year is July 1 thru June 30. Annual Aspire North, MAR and NAR membership dues are currently \$521 collected in June each year. You will also be billed \$50 RPAC (Realtor Political Action Committee) fee, which is optional. Your MLS weekly fees of \$18.25 are billed to your broker monthly; your broker bills you for your weekly fees.

**From the MLS Rules & Regulations:** 3 business days from Listing Agreement date to submit a listing, either by Broker Loading or to Aspire North for input. Thereafter there is a **\$25/day late listing fee**. 3 business days from Listing Agreement Date to submit 5 photos and/or sketches. Thereafter, a **\$25 late photo fee, plus \$100/week until photos are uploaded**. Listings must be complete when submitted/entered into MLS or \$5 fine, as determined by the MLS Committee. No Exceptions. See attached MLS Fees and Fines sheet.

**Benefits include Aspire North Website [www.aspirenorthrealtors.com](http://www.aspirenorthrealtors.com):** From the aspirenorthrealtors.com website, access Members Only Page by using the last 6





digits of your license number (Login Name) and your Password. From Members Only Page access Paragon. Login ID \_\_\_\_\_ PW \_\_\_\_\_

*Website Benefits:*

Aspire North.com Search MLS, Open Houses, (Residential & Vacation) Rentals, Education, Green Tips, Featured Listings (\$10/2 weeks), Advertising (Button Ad \$50/mo, Tower Ad \$100/mo, Search Application \$50/mo), Members Only (see Login ID and password above)

Members Paragon (MLS) access [see Login ID and password above], MLS Resources (RPR, Maps, Reciprocal Access, Rules & Policy, relnsight Mobile, Point2), Members Tools (Property Tax Tools, Viewer Stats, email Tools [MLS Talk & TAARNation], Membership Roster), Forms, Bulletin Board, Education

New member fees and dues are nonrefundable.

I have received a copy of this fact sheet.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**\*Code of Ethics** on-line training is required **within 15 days of joining** to begin the membership process. No exceptions. Call Aspire North, 947-2050, for your NRDS# for access to the on-line training program (link located on the Members Only Page), which will take approximately 3 hours to complete (see instructions). Call NAR at 800-874-6500 if you have any problem logging in or registering. No MLS Access will be available until Code of Ethics training has been completed.

**\*\*Orientation Class** is also mandatory. The next Orientation Class will be held on \_\_\_\_\_ from 8:30 am until 4:00 pm.



## Attachment A-2 - New Member Fees (2020)

Jan. 1 - Jan. 31, 2021	Application Fee	\$ 450.00
	Local Dues	124.96
	MAR Dues	223.00
	NAR Dues	185.00
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$1032.96</b>
Feb. 1 – Feb. 28, 2021	Application Fee	\$ 450.00
	Local Dues	104.12
	MAR Dues	210.50
	NAR Dues	172.5
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$ 987.12</b>
March 1 - March 31, 2021	Application Fee	\$ 450.00
	Local Dues	83.28
	MAR Dues	198.00
	NAR Dues	160.00
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$ 941.28</b>
April 1 - April 30, 2021	Application Fee	\$ 450.00
	Local Dues	62.44
	MAR Dues	185.50
	NAR Dues	147.50
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$ 895.44</b>
May 1 – May 31, 2021	Application Fee	\$450.00
	Local Dues	41.60
	MAR Dues	173.00
	NAR Dues	135.00
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$849.60</b>
June 1 – June 30, 2021	Application Fee	\$450.00
	Local Dues	20.76



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REALTORS®

	MAR Dues	160.50
	NAR Dues	122.50
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$803.76</b>
July 1 - July 31, 2021	Application Fee	\$ 450.00
	Local Dues	250.00
	MAR Dues	341.00
	NAR Dues	295.00
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$1,386.00</b>
Aug. 1 – Aug. 31, 2021	Application Fee	\$ 450.00
	Local Dues	229.16
	MAR Dues	328.50
	NAR Dues	282.50
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$ 1,340.16</b>
Sept. 1 – Sept. 30, 2021	Application Fee	\$ 450.00
	Local Dues	208.32
	MAR Dues	316.00
	NAR Dues	270.00
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$ 1,294.32</b>
Oct. 1 - Oct 31, 2021	Application Fee	\$ 450.00
	Local Dues	187.48
	MAR Dues	303.50
	NAR Dues	257.50
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$ 1,248.48</b>
Nov. 1 – Nov. 30, 2021	Application Fee	\$ 450.00
	Local Dues	166.64
	MAR Dues	291.00
	NAR Dues	245.00
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$1,202.64</b>
Dec. 1 – Dec. 31, 2021	Application Fee	\$ 450.00
	Local Dues	145.80
	MAR Dues	278.50
	NAR Dues	232.50
	MLS New Member	50.00
	<b>TOTAL</b>	<b>\$ 1,156.80</b>





## Attachment B-1

### Aspire North REALTORS® MLS MEMBERSHIP

#### The Costs of MLS Membership

- A \$500 "one-time" set up fee for each member office
  - A \$250 "one-time" set up fee for each branch member office
  - A \$25 Status Change within existing ownership structure
  - A \$150 "one-time" fee for each additional agent
- 
- A weekly fee of \$18.25 per user, which includes unlimited computer access and online access to property tax information. No listing or photo processing fees.
  - \$200 Annual Participation fee (per office) which is payable in December of each year.
- 

The SuperKey program is highly recommended, but not mandatory if the Broker opts out.

Please check with the Aspire North office regarding the current Key Box options available.



## Attachment B-2

### **MLS Charges (Costs, Fines and Fees)**

Individual Costs: A weekly MLS subscription fee per MLS member of \$18.25. A monthly fee of \$10.00 per Staff Administrator member.

New MLS Member Cost: \$150 one-time charge

Office Costs: An Annual Participation Fee of \$200 due in December.

New Office Setup: \$500 one-time set up fee

Change in Designated REALTOR® (no change in ownership): \$25

#### Fines:

Incomplete Listings are returned to the Listing Agent and charged \$25.00 after 3 business days. After an additional 7 days, a fee of \$100 shall be charged, continuing weekly until listing is corrected.

Late Listings (after 3 business days from listing agreement date) accumulate \$25.00 per day late charge.

Missing Photos (after 3 business days from listing agreement date) \$25.00

incomplete charge, plus \$100 per week after first week until photos uploaded.







## **Attachment B-3 – Internet List Serve – MLS Talk and TAAR Nation**

Aspire North supports two membership email discussion lists. Once subscribed, you'll receive list messages in your email, and can post messages of your own by mailing the addresses below. Please review the list rules when subscribing.

**MLSTalk** ([mlstalk@lists.aspirenorthrealtors.com](mailto:mlstalk@lists.aspirenorthrealtors.com)) is a moderated list available to all MLS subscribers and will be limited to these topics:

- New information about listings in the MLS
- Updated information about listings in the MLS
- Relisted properties, Rentals, and looking for a buyer or seller for a particular MLS listing
- REALTOR® Tours/Lunches
- Communication from the MLS Committee regarding the Multiple Listing Service

[Subscribe/Unsubscribe to MLSTalk](#) | [View MLSTalk archive](#) | [MLSTalk List Rules](#)

**TAARNation** ([share@taarnation.com](mailto:share@taarnation.com)) is a list which provides an open forum for discussion among REALTOR® peers. This is the place to discuss industry issues, opinions and other relevant discussion not appropriate for MLSTalk. It is not moderated. You must be a full REALTOR member, in good standing, of Aspire North REALTORS® in order to subscribe and participate in the TAARNation list; that means it is not intended for staff administrators, Affiliates or MLS subscribers who are members of another association.

[Subscribe/Unsubscribe to TAARNation](#) | [View TAARNation archive](#) | [TAARNation List Rules](#)

By joining and using Aspire North's e-mail lists, you agree that you have read and will follow the rules and guidelines set for these peer discussion groups. You also agree to reserve list discussions for topics best suited to the medium.

As with any community, there are guidelines governing behavior on the listserv. For instance, violating antitrust regulations, libeling others, selling and marketing anything other than your own listings is not permissible. Please take a moment to acquaint yourself with these important guidelines.





If you have questions, contact the list moderator ([lora@aspirenorthrealtors.com](mailto:lora@aspirenorthrealtors.com)). Aspire North reserves the right to suspend or terminate membership on all lists for members who violate these rules.

1. Do not challenge or attack others.
2. Do not post commercial messages. The cyberspace term for this is spamming. Contact people directly with products and services that you believe would help them. MLSTalk is not intended to be a marketing/advertising tool, nor is it the means to present personal opinions or request/offer services (plumber, electrician, etc.) Those types of communications should be channeled through the TAARNation list or Facebook.
3. Do not include attachments. Your message will bounce back and not be delivered to the list if it contains an attachment.
4. Use caution when discussing products. Information posted on the list is available for all to see, and comments are subject to libel, slander, and antitrust laws.
5. All defamatory, abusive, profane, threatening, offensive or illegal materials are strictly prohibited. Do not post anything in a list message that you would not want the world to see or that you would not want anyone to know came from you.
6. Please note carefully all items listed in the disclaimer and legal rules below, particularly regarding the copyright ownership of information posted to the list.
7. Remember that Aspire North and other e-mail list participants have the right to produce postings to this list.

The MLS Talk listserv is a moderated listserv, and is limited to the following types of communications:

- Announcement of new listings in the MLS
- Updated information about existing listings in the MLS
- Relisted properties, Rentals, and looking for a buyer or seller for a particular MLS listing
- REALTOR® Tours/Lunches
- Communication from the MLS Committee regarding the MLS

Please note that MLS concerns should be directed to either the MLS Committee chair, or the MLS manager, not posted to a Listserv.



## MLS Talk Etiquette and guidelines:

1. Include a signature line on all messages. Include your name, affiliation, location, and e-mail address.
2. If you are a staff administrator and posting for someone else, please indicate that in the subject line.
3. State concisely and clearly the specific topic in the subject line. This allows members to respond more appropriately to your postings and makes it easier for members to search the archives by subject.
4. Include only the relevant portions of the original message in your reply, delete any header information, and put your response before the original posting.
5. Only send a message to the entire list when it contains information that everyone can benefit from.
6. Send messages such as "thanks for the information" or "me, too" to individuals - not to the entire list. When you hit "REPLY" the default is for the individual. Hit "REPLY ALL" to include the entire list.
7. Do not send administrative messages, such as "remove me from the list", through the listserv. Instead, use the web interface to change your settings or to remove yourself from a list. If you are changing your email address, send an email to [lora@aspirenorthrealtors.com](mailto:lora@aspirenorthrealtors.com) giving your old address and the new one.

**Disclaimer and Legal Rules:** This list is provided as a service of Aspire North REALTORS®. Aspire North accepts no responsibility for the information posted on this site by others. Aspire North disclaims all warranties with regard to information posted on this site, whether posted by Aspire North or any third party; this disclaimer includes all implied warranties of merchantability and fitness. In no event shall Aspire North be liable for any special, indirect, or consequential damages or any damages whatsoever resulting from loss of use, data, or profits arising out of or in connection with the use or performance of any information posted on this site.

Do not post any defamatory, abusive, profane, threatening, offensive, or illegal materials. Do not post any information or other material protected by copyright without the permission of the copyright owner. By posting material, the posting party warrants and represents that he or she owns the copyright with respect to such material or has received permission from the copyright owner. In addition, the



posting party grants Aspire North and users of this list the nonexclusive right and license to display, copy, publish, distribute, transmit, print and use such information or other material.

Messages should not be posted if they encourage or facilitate members to arrive at any agreement that either expressly or impliedly leads to price fixing, a boycott of another's business, or other conduct intended to illegally restrict free trade. Messages that encourage or facilitate an agreement about the following subjects are inappropriate: prices, discounts, or terms or conditions of sale; salaries; profits, profit margins, or cost data; market shares, sales territories, or markets; allocation of customers or territories; or selection, rejection, or termination of customers or suppliers.

The purpose of TAAR Nation is to provide an open forum for discussion among its REALTOR® peers. Aspire North does not actively monitor the site for inappropriate postings and does not on its own undertake editorial control of postings. In the event that any inappropriate posting is brought to Aspire North's attention, Aspire North will take all appropriate action.

#### **TAAR Nation Etiquette and guidelines:**

1. Include a signature tag line on all messages. Include your name, affiliation, location, and e-mail address.
2. State concisely and clearly the specific topic in the subject line. This allows members to respond more appropriately to your posting and makes it easier for members to search the archives by subject.
3. Include only the relevant portions of the original message in your reply, delete any header information, and put your response before the original posting.
4. Only send a message to the entire list when it contains information that everyone can benefit from.
5. Send messages such as "thanks for the information" or "me, too" to individuals - not to the entire list. When you hit "REPLY" the default is for the individual. Hit "REPLY ALL" to include the entire list.
6. Do not send administrative messages, such as "remove me from the list", through the listserv. Instead, use the web interface to change your settings or to remove yourself from a list. If you are changing your email address, send an email to [lora@aspirenorthrealtors.com](mailto:lora@aspirenorthrealtors.com) giving your old address and the new one.





**Attachment B-4**      **Authorization to take Broker Load Class  
and Enter MLS Data**

email: [lora@aspirenorthrealtors.com](mailto:lora@aspirenorthrealtors.com)

Name of Attendee: \_\_\_\_\_

Date of Class: \_\_\_\_\_

Name of Office: \_\_\_\_\_

Office Address: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Name of Broker: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Please Check One:

I am entering listings for:     Myself     My Company

I am a Personal Assistant Member of Aspire North entering listings for:

Name: \_\_\_\_\_

I am a non-licensed staff administrator entering listings for:

Name: \_\_\_\_\_

(Cost for training and password is \$20 plus a monthly access fee of \$10)





\_\_\_\_\_ (Name of Attendee) is  
authorized to attend a Broker Load Class as presented by Aspire North REALTORS®,  
and to enter MLS data for;

Name of Office: \_\_\_\_\_  
(Office and branch: i.e. ABC Real Estate/Main Street Office)

Signed: \_\_\_\_\_  
(Broker)

Dated: \_\_\_\_\_



**Attachment C-1**

**Conference Center Rental Agreement**

Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

Office: \_\_\_\_\_ Phone: \_\_\_\_\_

Date Requested: \_\_\_\_\_ Time: \_\_\_\_\_

\_\_\_\_\_ Small Conference Room (Seats Eight)

\_\_\_\_\_ Large Conference Center (Seats up to 36 classroom style and up to 58 theater style)

\_\_\_\_\_ Coffee

Please Note: You are responsible for the following upon leaving the facility

1. Turn out lights in the meeting rooms
2. Check to make sure doors and windows are closed and locked
3. Turn heat off in small conference room or down to 62° in large conference center
4. Make certain all warming plates and the coffee maker are turned off.
5. ALL tables and chairs to be returned to their original configuration (4 rows of 3 tables across, 2 chairs at each table, extra chairs re-stacked)
6. Garbage and trash to be placed in proper recycling receptacles





A \$25 additional maintenance fee will be charged for non-compliance with the above plus reimbursement of any damages made.

\_\_\_\_\_  
Association Contact Person

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

Please complete this form and sign. Submit **one form for each date needed**.  
Return both pages to the Aspire North office. One signed copy will be returned to  
you to serve as your receipt.

\_\_\_\_\_  
For Staff Use Only:

Room Rental Charge: \_\_\_\_\_ Coffee Charge: \_\_\_\_\_

Maintenance Fee Charge: \_\_\_\_\_

