

**TAAR GENERAL MEMBERSHIP MEETING  
OCTOBER 19, 2017 9:00AM TO 11:30AM  
TRAVERSE CITY COUNTRY CLUB  
DOORS OPEN @ 8:30AM**

**9:00AM - WELCOME/CALL TO ORDER - JAMIE GRACE**

- Jamie Grace welcomed everyone and then led the pledge of allegiance.

**QUORUM CALL**

- Jamie called for a quorum, we did not have enough REALTORS® present for a quorum.

**INTRODUCTION OF SPONSOR – WEST SHORE BANK**

- West Shore Bank thanked TAAR for the opportunity to speak and for the opportunity to be the sponsor of the TAAR Annual General Membership Meeting for 2017.

**APPROVAL OF AGENDA**

- Motion was made to approve the agenda for the TAAR General Membership Meeting. Seconded. Motion carried.

**APPROVAL OF PREVIOUS GMM MINUTES**

- Motion to approve the minutes from 2016. Seconded. Motion carried

**PRESIDENT’S REPORT**

- Jamie started by thanking everyone for making the time to be at the TAAR Annual General Membership Meeting. Jamie thanked staff and his TAAR Board of Directors colleagues for all their efforts to continue the course of a strategic plan established back in 2013. Jamie stated that the state of the association is very good. He recognized all the efforts by volunteers and the selflessness TAAR Members have shown over this past year. Part of his charge as TAAR Board President for 2017 has been to continue the good work by others. Volunteers have been essential to this continued good work and success. Rarely does a week go by that TAAR is not recognized by for their presence and efforts to grow the community. This region is our home and we are committed to it. Jamie mentioned that he has also been focused on the growth of the TAAR building, mentioning that the TAAR building project is well on its way. There is a high level of interest from the community in renting out our space and we looking forward to be able to provide this once the building project is complete. Jamie stated that he has been impressed by the thoughtfulness of TAAR members and staff. We have been able to do great things

without increasing TAAR dues since 2007 (got an applause). Jamie mentioned that a dues increase may be something to consider in the future. A lot of work has been done to keep real estate agents at the center of the real estate transaction. Jamie mentioned that communications has helped TAAR to be visible throughout the community, working to keep REALTORS® at the center of all real estate transactions and lending TAAR's voice to real estate happenings. Help us to continue to be one of the best and strongest REALTOR® associations in the country.

#### TREASURER'S REPORT

- Joni Holly started by thanking the budget and finance committee members for all their efforts as well as the TAAR Accounts Manager Laura Lynn for the new layout of the TAAR budget. Joni shared that TAAR has moved the reserved fund from 4 and half months to 6 months which TAAR is building up to get our association in a resilient position. Joni mentioned that the Fern Street property was purchased this past fiscal year and is currently being rented out. For the TAAR building project the TAAR building was remortgaged. TAAR has placed ourselves in a more resilient position and we have done all this without raising dues. We ended the year with \$100,000 net income. Most of our expenses have been the expansion focused on the expansion of TAAR and the NGLRMLS Region. Our association is in a strong economic position.

#### INTRODUCTION OF 2018 PRESIDENT

- Kellie Sergent spoke on her excitement to be the TAAR Board of Directors President for 2018.

#### INTRODUCTION OF REALTOR® OF THE YEAR

- Kellie - read Ann Porter's message as REALTOR® of the Year:
  - "Getting back into a career of selling Real Estate after a 14 year hiatus was intimidating to say the least! When I left the industry downstate in 1999 we barely had email, not to mention Facebook, Zillow, Trulia and any other unreliable resource we can mention, and the area that I focused on was about 3 square miles. How things changed for me! What hasn't changed is the ethics and professionalism that we as REALTORS® stand for and uphold both on the job and off. It is my honor to be named TAAR's REALTOR® of the Year, and I thank the Board for the opportunity to represent our area in this way. In addition to my ongoing commitment to serve our great community in many ways outside our industry, with this award I take up the task to challenge all of you to be the most ethical, professional and honest REALTORS® you can be, treating each client with dignity and giving back to our community on a consistent basis. Thank you for this honor. I look forward to many years working with all of you! Ann"

## INTRODUCTION OF DIRECTOR CANDIDATES

- Kellie gave an introduction of the three TAAR Board of Directors candidates: Penny Herberger, Matt Hodges, and Dave Wilsey. Thanked Steve Karas and Beccy Janis as outgoing TAAR Board of Directors Members for their service.
- Penny Herberger mentioned that she is with Coldwell Banker Schmidt, is in her 4th year in real estate, and thought it was time to give back to the TAAR Board of Directors. When she started she didn't know just how much help she needed and she was amazed by all the support that TAAR has provided her and now she wants to give back to TAAR for all the support it has given her. Penny has been a supporter of RPAC, active with the welcome committee, and she has helped to support the Traverse City Children's Advocacy Center as the beneficiary nonprofit of the TAAR Christmas Party. Outside of real estate Penny is a member of Zonta, a local and international organization of professionals empowering women worldwide through service and advocacy, where they have helped train a woman who wanted to be a firefighter and supported women taking an around the world trip to help others. Penny volunteers at the Dennon Museum, she works with people at Grand Traverse Area Literacy Council, and she is a mom. Penny has taught and coached a debate team which taught her a lot of things that she uses throughout her life. She thinks she'll have an open ear for people to talk to and to give back to the community.
- Dave Wilsey shared that he is a Traverse City native. He was born in Traverse City and went to Grand Valley State where he got a degree in hospitality training. Dave and his wife Julie moved back to TC in 2014. After his first year in real estate he was approached to be in the Affiliate Ambassador Committee and has now been a part of this committee for a couple years. Before this past year Dave was approached by Jamie Grace to be the TAAR Reverse Mentor for 2017. Being the Reverse Mentor for 2017 has been a great and rewarding experience, to learn about what TAAR is doing. Dave hopes to get our TAAR REALTORS® support for him to take the next step to be on the TAAR Board of Directors.
- Matt Hodges introduced himself mentioning that many TAAR Members may know that he has been doing real estate for a while. He was the first Reverse Mentor in the country with TAAR. TAAR and his business mean a lot to him. Matt has worked with EXIT Realty for 12 years now in October. Matt stated that TAAR has a lot more to do than just NGLR. There is a lot coming down the pipe and there is new technology coming that we need to explore to make us viable and helpful to clients. Matt mentioned that he has been a co-chair for the RPAC Committee and he has interviewed quite a few local and state government candidates. Some big things happening are the short-term rentals and educating our membership on this issue. Matt also mentioned the National Association of REALTORS® Call to Action that came out yesterday for tax reform. Matt thanked Kellie Sergent for revitalizing the TAAR YPNs and getting them involved in the community and Matt mentioned that he will be co-chairing the TAAR YPN committee for 2018 along with Marrison Bennett.

## MEMBERSHIP COMMENTS

- No membership comments

#### INTRODUCTION OF GUEST SPEAKER - Chris DeRosa, RCE, CAE, IOM Managing Director of Financial Information Systems with the National Association of REALTORS®

- Chris DeRosa started out by providing the learning objectives for her presentation. She mentioned that everyone is a target for a cyber-attack. Chris stated that small businesses have seen increased targets in the past year. 50% of all small businesses report they have been the victim of a cyber-attack and 60% of those have been hit twice. It is important to protect yourself because you're not going to work with an organization after they have been hacked. Small businesses represented 52% of the overall number of breaches in 2016 representing an increase of 8.2% over 2015 figures. Small does not mean you are not a target. The leading causes of breaches in 2016 were hacking/skimming/phishing (55%). Many of those were CEO spear phishing, where fake emails are created and sent out that look as though a company's CEO sent them out which gets people to email out their secure information. Chris mentioned that LinkedIn was breached so everyone should change their passwords on LinkedIn and Dropbox had the same issue. She mentioned that it is easy to just use one password over and over, but don't, that is how Dropbox was hacked after LinkedIn. 500 million Yahoo accounts were breached and then were breached again in 2013 this time it was their entire 3 billion member accounts. Then in February 2017 Yahoo was hacked again.
- Chris also stressed the importance of protecting your networks from ransomware; there were more than 4,000 ransomware attacks in 2017. Chris talked a bit about WannaCry ransomware. WannaCry is a new ransomware where your computer is just locked up and paying the ransomware does nothing because the hackers cannot get the key to you. Remembering to backup your computer everyday will save you. Take the time to stop and wait and make sure not to open attachments you shouldn't. Chris stressed that it does not hurt consumer service by taking one more minute to make sure the you don't open a hacking email. Chris mentioned that if you have not changed your password from the factory setting then you are opening yourself up to getting hacked. She mentioned that Gmail got hacked May 3, 2017 and in that 1 hour it was hacked the hackers got 1 million user accounts. Chris mentioned that brokerages can be breached, like Keller Williams was in July. Chris mentioned that 90% of the Microsoft updates are patches for security issues. In 2017 60% of emails were spam. Chris stated that all brokerages should get anti-virus software and USE IT. Update them regularly. 10% of scams impersonating a boss work. Chris shared that hacking getting PII (personally Identifiable information) is one thing that will affect REALTORS® most.
- Chris then went over how to protect yourself; starting with patching your software. Make sure your security software is up and running. Fax machines are not secure. Chris mentioned not to use unsecured wi-fi and to have passwords for all your devices. Remember the cloud is just someone else's computer. 63% of breaches have just been bad password management, don't share the passwords, don't place in areas easy to find. Chris shared that the best password is a phrase where you alternate between uppercase, numbers, and signs. She suggested people using

password managers and not to tell the truth on password questions because they have been hacked time and time again. Use more privacy on Facebook and use "Common Sense"

10:30AM

## OLD BUSINESS

### BUILDING UPDATE

- Kim shared that TAAR is currently in the middle of a building renovation. Kim also mentioned that with the loss of Lars this year we have not had the tech aspects now that we had when he was with us. We miss him every day.

## NEW BUSINESS

### DOTLOOP

- Kim mentioned that we have previously be able to offer to TAAR Members DotLoop, free of charge, however, since Zillow Group purchased DotLoop and they wanted to shutdown TAAR's current DotLoop services and we got an extension of DotLoop for 60 days, but then people would have to contact DotLoop directly if they wanted to maintain their services beyond this. Kim shared that TAAR tried to work with DotLoop and but will be unable to deliver the DotLoop service for the TAAR membership anymore. Unfortunately this DotLoop service is no longer free and is now \$30 a month for members to maintain the DotLoop service.

### ATB - V - PENDING

- Kim read the definition and difference between Active Taking Backups (ATB) and Pending. They are defined as:
  - **Active Taking Backups** - Allowing showings and considering backup offers.
  - **Pending** - Property under contract, not allowing showings or backup offers.

### RPAC UPDATE

- Meagan Luce and Kellie Sergent provided a RPAC Update where they mentioned the current National Association of REALTORS® call to action for tax reform. Meagan stated that RPAC is what protects your business, that current tax reform legislation is looking at getting rid of the Mortgage Interest Deduction (MID). This would have a large effect on your business as a REALTOR® and your clients. Kellie stated that RPAC is your insurance for your business. It is an investment in your business and your industry. Kellie also mentioned that Affiliates can be involved in RPAC. It is important to invest even just a little bit. Kellie then had all attends who have participated in RPAC stand to show just how many TAAR Members are RPAC Investors.

## Women's Council of REALTORS® (WCR)

- Erika Korndorfer shared that WCR just recently voted in their new leadership board. WCR will be ramping up their marketing and use of Facebook in 2018. They are now getting 130 guests at their luncheons and they had a very successful Bras for a Cause event this year raising over \$40,000 at the event and over \$250,000 total in the 8 years in which this event has been held. Erika mentioned that anyone interested in learning more about WCR can go to an event for free if they attend with a Past-President. She also mentioned that there is a WCR Luncheon on November 9th which attendees will be able to receive 1 hour of Con-Ed for attending.

## CLOSING COMMENTS – JAMIE GRACE

- Jamie Grace gave a thank you to all the TAAR Board of Directors, especially Past-President Beccy Janis and President-Elect Kellie Sergent and outgoing TAAR Board of Directors Members Steve Karas and Beccy Janis.

## MEMBERSHIP COMMENTS

- No membership comments

## 11:06AM ADJOURN

Meeting adjourned at 11:06 am