

KAR Convention & Expo - September 2008

The 2008 KAR Annual Convention & Expo will be held in Covington, Kentucky at the Northern Kentucky Convention Center and Embassy Suites from September 23 - 25.

The Northern Kentucky Convention, the first in five years, is always a huge hit with attendees and expect this year to be even better. Members can network with colleagues from across the state while picking up free CE credits to satisfy annual requirements. New this year are one and a half hour educational sessions giving attendees more learning opportunities than ever before. If that's not enough, check out these 10 reasons why you can't afford to miss this year. If you have never been to Convention, now is the time to **rethiNK**.



1 & 2) Hear Michael Tchong and Terry Watson, two great nationally known speakers that you would be crazy to miss

3) Tuesday night at Gameworks - 2 FREE drink tickets and appetizers with FREE game play

4) Wednesday night at the Great American Ballpark - again, 2 FREE drink tickets and appetizers, this time with a great 360 degree view - tours of the Hall of Fame Museum are free, tours of the ballpark are \$5 and require a separate registration (login to IMS and click under Events)

5) The chance to win a two year lease on one of two Cadillac CTSs at the expo



6) More educational courses and sessions than you can shake a stick at (get both elective and CORE credit free at Convention)

7) Golf outing on Monday at Twin Oaks Golf Course (call Judy Ball at 859.344.8400)

8) CRS/GRI course on Tuesday - The New Negotiating Edge-A 5-Step Behavioral Strategy - taught by Ed Hatch - HUGE group discounts are available – separate registration required

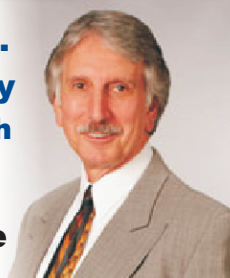
9) Field of Bling - your chance to win a 1 carat loose diamond - get yours today, deadline is noon on Sept. 24

10) Installation dinner on Thursday night to formally announce next year's association leadership

Registration is available online at www.kar.com, by mail/fax or at the door. A one-day pass is available for Wednesday only. Call 800.264.2185 for more information.

**The New Negotiating Edge...
A 5-Step Behavioral Strategy
with Ed Hatch**

**Download the form at
www.kar.com or click here**



CRS/GRI Elective Course

**Tuesday, September 23
Northern Kentucky Convention Center
Covington, Kentucky**

Ten Clever Ways to Use Video in Real Estate

Video, particularly online video, has become one of the most talked about trends in the real estate industry. Agents and brokers are already incorporating video into their Web sites and virtual tours are being uploaded to places like YouTube, Google and Yahoo.

Here is a list of 10 smart ways to incorporate video into your business:

1. Live like a local
2. Video testimonials
3. Save gas with video caravans
4. Preview neighborhoods and houses for relocation clients
5. Go mobile
6. Get a jump on the competition
7. Architectural tour
8. Before-and-after staging videos
9. Inspection videos
10. Syndicate and/or distribute your videos



As our current bandwidth continues to expand, video will become increasingly important in both personal and business communication. Static pictures and text messaging will no longer be satisfactory to the next generation of Web users.

[Find out more about each of these tips here.](#)

Kentucky Creates Foreclosure Prevention Center

Although the federal government has taken steps to alleviate the housing contraction on a national scale, individual states, like California and New York, are passing their own legislation to combat rising foreclosure numbers and allow regional housing markets. The state of Kentucky was one of the first to embark on such localized reform, and just last week announced the creation of the Kentucky Homeownership Protection Center.

Through a toll-free number and Web site, Kentucky homeowners currently delinquent on their home loans, in danger of becoming delinquent, or those that are having financial troubles that could affect their ability to keep mortgage payments current can get free assistance. Local counselors are available to help homeowners understand the foreclosure process; options for keeping their homes; locate available resources and provide financial management guidance; as well as help homeowners avoid predatory lending practices. Legal advisors are also available.

The center was created as part of the state's mortgage reform bill (House Bill 552), which was signed into law by Governor Beshear in April.

**Facts At
A Glance**

Get Out and Vote

The Kentucky General Election will take place on **Tuesday, November 4** with polls open from 6am to 6pm local time. This election will feature a U.S. President, a U.S. Senator and U.S. Representatives on the ballot. Additionally, all 100 members of the Kentucky House are up for election and nearly half of the Kentucky Senate.

If you are not yet registered to vote, check with your county clerk before **October 7** and get out and vote!

Trying to Sell a Vacant House?

In today's market, many homes are left vacant by sellers who are facing foreclosure or those who have found other living spaces before being able to sell. This can create a hardship for REALTORS® for a number of reasons. When homes are vacant, every flaw is apparent. Normal wear and rear are much more evident when there is nothing else to look at. A room that has an odd shape or is lacking in features can look "difficult" and or "boring" when they are not furnished. It is difficult to visualize how a space can be used when it is empty. By adding or keeping some furniture in the home, it can feel warm and inviting. Home furnishings also offer a place for potential buyers to sit and contemplate an offer. They can visualize how their furniture will fit in the space and start to mentally "move in."

Here are some tips on what to consider when selling a vacant home.

- 1) Hire a professional stager to help determine what items should stay and go. Moving is an opportunity to edit possessions and a stager can help stage a home in the most cost effective manner using items already found in the home.
- 2) Vacant homes can feel cold and/or abandoned. Don't be tempted to try to save a few dollars by lowering the temperature, or turning off the water. A buyer may interpret that as poor insulation or worse.
- 3) Pride of ownership needs to always be evident. Landscaping and routine junk mail pick up are important so ask a neighbor or family member to make sure routine maintenance items are handled as needed. The house should not appear abandoned.
- 4) The disadvantages when negotiating the sale. Believe it or not, some buyers may think that now that the sellers have relocated, they must be desperate to sell, and will often submit a much lower price.
- 5) Corporate transfers. You may be able to negotiate with your company to help off set the cost of staging in your relocation offer. Savings could be gained from temporary housing expenses, and carrying costs associated with the house sitting vacant.

Source: Realty Times

Make Your BUSINESS THRIVE!
 If success is your destination, we have a GPS that will take you to it.
 Growth, Possibilities and Solutions from the greatest pros in real estate.
 Get the learning, ideas, contacts and resources to make your business thrive. Take advantage of a family-size portion of entertainment and value.

It's good for YOUR BUSINESS

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- The latest business-building technology
- Referral building networking with REALTORS® and developers worldwide

It's good for YOU

- A motivating and energizing experience!
- An affordable, enjoyable long weekend in Orlando
- See superstars including Lionel Richie and Lance Armstrong

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REALTOR.org/Conference
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REALTOR® Safety Week is September 14-20

NAR will mark the sixth annual REALTOR® Safety Week this September. Resources in NAR's Safety Kit, including articles, tips and videos, are designed to help educate and inform members about the potential risks they face all year long. For more information on REALTOR® Safety Week, the new online safety course and a number of other great safety materials and resources, visit the NAR website at realtor.org.

[Click here to learn more.](#)



Unemployment Rates Rise in Majority of KY Counties

Unemployment rates rose in 112 Kentucky counties between July 2007 and July 2008, fell in six counties and stayed the same in two counties, according to the Kentucky Office of Employment and Training, an agency of the Kentucky Education and Workforce Development Cabinet.

Woodford County recorded the lowest jobless rate in the commonwealth at 5.3 percent. Other counties with low unemployment rates were Fayette County, 5.4 percent; Boone County, 5.6 percent; Bourbon and Oldham counties, 5.7 percent each; Jessamine and Scott counties, 5.9 percent each; Franklin, Kenton and Livingston counties, 6 percent each.

Magoffin County recorded the state's highest unemployment rate — 11.5 percent. It was followed by Jackson County, 11.2 percent; Wolfe County, 10.8 percent; Grayson County, 10.6 percent; Clay County, 10.5 percent; Elliott, Harlan and Morgan counties, 10.1 percent each; and Bell, McCreary and Muhlenberg counties, 9.9 percent each.

Unemployment statistics are based on estimates and are compiled to measure trends rather than actually to count people working. Civilian labor force statistics include non-military workers and unemployed Kentuckians who are actively seeking work. They do not include unemployed Kentuckians who have not looked for employment within the past four weeks.

Increase Home's Perceived Value

You've heard it before: more pictures on the Internet equals more interest in a listed property. And, a new survey supports that the use of a video in marketing a property increases the perceived value of a home by nearly 6 percent while professional photography increases the perceived value by nearly 12 percent, according to a survey conducted by VHT Inc. and PropertyPreviews.com. On a \$500,000 home, this equates to an increase in perceived value of \$30,000 and \$60,000 respectively.

Additionally, when asked how likely respondents were to visit the homes marketed with professional photography, seven times as many indicated that they were "very likely" to visit the home as compared to those who said they would visit a home which showed only property information.

In today's housing environment, real estate professionals and home sellers need to do all they can to differentiate their property and this is a trend that is only gaining speed. While perceived value is not the same as what someone ultimately pays for a property, it sets the benchmark as to what a property is worth in a buyer's mind compared to other homes in the same neighborhood.

KREC Update

At its August 21, 2008 meeting, the Commission looked at the issue of escrow accounts in which brokers are holding more than \$100,000. The Commission determined that brokers can have more than one escrow account, so long as they are all registered with the Commission, or the broker or the bank can provide additional insurance above the standard \$100,000 cap from FDIC in order to protect those deposits.

FIELD OF BLING

If you choose it...you may win

Win a **1 carat** loose diamond



Order online at www.kar.com or download a form.

Get yours before noon on Wednesday, Sept 24.

Getting It Sold Brochures

Getting It Sold - Your Resource for Staging Curb Appeal and Selling Success! brochure is an informative resource to help consumers prepare their home for sale with tips on curb appeal, staging, showing, and updating a home for selling success.

The Getting It Sold brochure addresses the sellers side of the changing real estate market, provides consumers with information on what they can do to improve their chances of attracting a buyer, and helps them get their home in selling shape so that REALTORS® can do their job marketing the property.

It reviews areas such as:

- Preparing a home for sale
- Do's and Don'ts Showing Checklist
- 5 Ways to Improve Curb Appeal
- Introduction to Staging with the 3 Key Staging Basics
- Inexpensive upgrades that can better stage a home

This brochure is designed for REALTORS® to provide to consumers to help them make informed decisions in this changing market.



[Click here](#)

Kentucky REALTORS® On Facebook

The Kentucky Association of REALTORS® has established a presence on Facebook, one of the leading social networking sites on the Internet. The launch represents KAR's expanding presence into new media venues.

Members may view KAR's Facebook page without joining the group (but not without a Facebook profile), however, members are encouraged to sign up and join. It's free and is a great way to get started into social networking and to network with colleagues.

The page includes an overview of the Association and its mission, information about upcoming events, a discussion board and networking and sharing options.

[Take a tour of the new KAR Facebook page.](#)

Education Calendar

The education calendar has been updated for the remainder of the 2008 calendar year.

Visit the KAR website for an updated list of courses or call 800.264.2185.

GRI Elective Course

Friday, October 10
Lexington Bluegrass Association of REALTORS®

Expanding Your Market:
Global Clients, Local Markets
9am-12pm • 3 hours elective

Risk Reduction: International Business
Factors Affecting Your Local Market
1pm-4pm • 3 hours law



Approved for GRI elective credit and CE credit. Call 800.264.2185 for more information or register at ims.kar.com.

GRI Courses

The entire 2008 GRI schedule is now available on KAR's website. [Click here](#) for the entire pdf.

September 10 & 11
GRI 4: From Offer to Contract to Closing
Edgewood, KY
859.344.8400

September 25 & 26
GRI 4: From Offer to Contract to Closing
Bowling Green, KY
270.781.1623

October 7 & 8
GRI 1: Professionalism in Real Estate
London, KY
606.878.9711