



# News You Can Use

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Cynthia Williams

## Message from the President.....

Did you know that the first Texas Association of REALTORS® Conference was held in 1920 at the Gunter Hotel in San Antonio?

It was attended by 89 delegates and the total cost of the conference was \$677.50. Today the Conference & Trade Expo attracts over 1,600 attendees per year. The annual trade show features 160+ vendors showcasing the latest real estate products and services.

**Texas REALTOR® Conference 2017** will be held in Dallas at the Hilton Dallas Anatole which is located just north of downtown Dallas. The hotel is a unique property, with a historic piece of the Berlin Wall on display. There are four onsite restaurants with varied cuisine. Between meetings you can take a dip in the pool, or stroll the Sculpture Garden.

The conference opens September 8 and goes through September 11. There are numerous meetings, forums, educational classes and the trade show for you to attend. Registration is open on the TAR website. For a full conference schedule and to register go to:

[Texasrealtorsconference.com](http://Texasrealtorsconference.com)



*Don't miss this great opportunity to attend this conference — being so close to home !! You'll be glad you did.*



## Community Service Committee

### Announces 2017 Project

### Raffle — benefiting Meals on Wheels of Palo Pinto County

Tickets on sale now  
**\$5.00 each or 5 for \$20.00**  
Drawing October 26—Membership Luncheon

Select either the man's or woman's package on each ticket

#### Man's Package:

- Vent-A-Matic Camo Floor Fan
- 4 Mavericks Tickets + parking pass
- Segway Adventure Tour
- \$50 gift card—Joe T Garcia's
- \$50 gift card — Home Depot
- \$50 gift card— Academy
- Golf Balls

#### Woman's Package

- Handmade Queen Quilt
- Picture Frame
- Spa Package
- \$50 gift card —Film Alley
- \$50 gift card—Fire Oak Grill
- Necklace & Earrings
- 8 x 6mm emerald cut blue topaz candle

## Help Us Fill the Parker County Food Bank

The Committee will also be collecting non-perishable items for the Parker County Food Bank. Please watch the expiration dates—the food bank cannot accept expired items.

Some suggestions: Dinty Moore Stews, Canned soups—no broths, canned meats, canned fruit, instant oatmeal packets, breakfast bars, cereal, peanut butter (smaller jars please), jellies, jams, individual packages of dried fruits and/or nuts.

These items can be delivered to the GMWAR office or brought to the October 26 luncheon.

**Your support for both of these projects is greatly appreciated.**



## Governor Abbott Has Signed SB 2212

### New Brokerage Advertising Rules on the Horizon

SB 2212 makes changes to regulations governing advertising for real estate brokers and agents.

It removes the current requirement that the advertiser be identified in each advertisement as a broker or agent, and clarifies that an advertisement is misleading if it fails to include the name of the broker, or if it implies that a sales agent is responsible for the operation of the brokerage.

Effective September 1, 2017 the Commission may not require license holders to include the term broker or agent, or a reference to the Commission, or the person's license number in the person's advertisement. The change in emphasis regarding these advertising policies highlights the critical importance of proper and timely delivery of the *Information About Brokerage Services (IABS)* form and the Consumer Protection Notice disclosures.



## TREC to emphasize enforcement of Information About Brokerage Services form rules

Is your IABS form filled out and posted to all your business websites?

"We're emphasizing IABS rules because too many license holders are still not in compliance," says Texas Real Estate Commission chairman Avis Wukasch. "Also, now that the requirement for license holders to identify themselves in advertising as a licensed broker or agent has been eliminated, it makes the proper display and delivery of the IABS notice even more important for consumer protection."

What's required: Texas law requires all agents and brokers to provide written notice regarding information about brokerage services at the first substantive communication with a prospective client. The *Information About Brokerage Services* form is the required method to provide that information to those parties.

Do You Have a Website? Even if you deliver the required form in person or via email to prospective clients, you're required to post a completed IABS form on the homepage of your business website. "Completed" means that all applicable fields are filled out—blank forms don't count.

What Counts as a Business Website? If the URL is listed on your business card, yard sign, or ad, it's a business website. TREC says it's "any website used to attract or conduct real estate brokerage activity"—that includes Facebook business pages. If you have more than one business website, a link to your completed IABS form must be provided on the homepage of each.



## Governor Abbott Has Signed SB 890

### New Notice Added to the Seller's Disclosure

HB 890 amends the Seller's Disclosure to add a general notice that a property may be located near a military installation and/or in a zone where high operational noise levels or installation compatible use restrictions may apply. The notice also directs a potential buyer to a local area impact study to obtain more information.

Home buyers should specifically be made aware of the large number of highly-valued military installations in various locations across Texas and the potential impact of each facility's operations on any nearby housing. This added notice attempts to accomplish both of these goals.

A revised TREC Seller Disclosure form containing this new requirement will be available on the TREC website prior to September 1, 2017.

## Confused about providing the IABS form via email?

**Here’s an easy way to comply with the Texas Real Estate Commission rules.**

If you choose to provide the *Information About Brokerage Services* form via email, you’re allowed to link to it as long as you make a reference to the form in the body of the email. (That’s the part above the signature block—your name and contact information.)

**Create an email signature that references and links to the IABS form above your name.**

**Every email you create will automatically include the required notice in accordance with TREC rules.**

**Here’s an example of an email signature that correctly links to the IABS form:**

[Texas law requires all license holders to provide the Information About Brokerage Services form to prospective clients.](#)

Thanks,

Jane Doe, REALTOR®  
1234 Main St.  
800-555-1212

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## How to Create a Link to your IABS Form

Go to the Texas Real Estate Commission’s website

Fill out the IABS form PDF with the appropriate information

Save it to your computer

# Welcome New Members



Shawna Allen  
Erica Cates  
Mary Jo Foster  
Elizabeth Hertz  
Brad Jones  
Marshall Lowe  
Dee Dee Luttrell  
Robin Jones

Marshall Lowe Real Estate  
Clark Real Estate  
Terin Realty  
Briscoe Real Estate  
Clark Real Estate  
Marshall Lowe Real Estate  
Slate Real Estate  
Terin Realty



Martin Buzbee  
Teresa Turnage  
Jessica Reyes  
Ralonna Fitzgerald  
Lindsey Calzacorta

Geographic Drone  
Legacy Texas Bank  
Providence Title  
Stewart Title  
Stewart Title

Upload the PDF to a cloud-based service, such as Dropbox, Google Drive, or Microsoft OneDrive.

Using the cloud service, create a hyperlink to provide access to the PDF via the Internet.

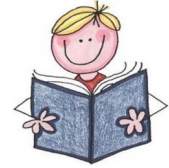
Post that link in your email and business website or any other social media outlet.

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Need to post the form on your Facebook business page? Create a post that says *Texas Real Estate Commission Information About Brokerage Services* and link to the PDF you created. Then pin that post to the top of the page. You can also use the link in your Twitter and Instagram profiles.—and anywhere else you need to comply with TREC’s rules regarding the IABS form.

The link to the form on your business website must say *Texas Real Estate Commission Information About Brokerage Services*, be in at least 10-point font, and be in a readily noticeable place on your home page.

# 2017 Education



## August Broadcast Class Schedule

Aug 9	Commercial Leasing 101	\$30.00	9:00am—12:00pm
	Commercial Leasing Contacts 101	\$30.00	1:00pm—4:00pm
Aug 10	Financial Fundamentals	\$30.00	1:00pm—4:00pm
Aug 14	Texas Vet: Housing & Loan Programs	\$10.00	10:00am—11:00am
Aug 14	Pricing Unique Properties	\$30.00	1:00pm—4:00pm
Aug 16,17 23 & 24	GRI: Real Estate Marketing	\$280.00	8:30am—5:00pm
Aug 25	Handling Multiple Offers & Multiple Buyers	\$20.00	9:00am—11:00am
Aug 30	TREC Legal Update I	\$40.00	8:30am—12:30pm
	TREC Legal Update II	\$40.00	1:00pm—5:00pm

Registration forms available on the GMWAR website [www.gmwar.org](http://www.gmwar.org)

### Matrix Patch Installed

Matrix update has been installed. This fixed issues that were discovered in the 7.0 implementation:

- Print to PDF function was not shrinking to fit page resulting in truncated display on the right edge
- Photo popup layout not displaying correctly
- Some displays, such as the Seller's net, would present a server error
- Google maps legend values changed to miles instead of km
- Google Street view tab presenting a blank page
- Messages page in the client portal included messages from disable emails
- Distorted images on Agent Header/Footer



### Cloud Streams New Features Added

Cloud Streams has been making improvements and have made the following updates to their product:

- Clients no longer receive "Photos were updated" notification emails. Feedback from users were that these emails were too frequent and did not add any great value.
  - Client emails now appear to come from the agent's email address rather than Cloud Streams
  - All property detail pages now have buttons to easily make a CloudCMA or Property Report using current listing data.
- Agents can now preview the stream before they click to send to their client.



**GMWAR**

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# August Birthdays

- |    |                     |  |
|----|---------------------|--|
| 1  | Kamisha Tuley       | <b>Century 21 Judge Fite</b>                     |
| 1  | Cheryl Pffingsten   | <b>Railhead Realty, LLC</b>                      |
| 1  | Cathy Atchison      | <b>Weichert, REALTORS/Team Realty</b>            |
| 3  | Susan Hawkins       | <b>Mitchell Real Estate &amp; Management LLC</b> |
| 5  | Beverlee Eddy       | <b>Slate Real Estate</b>                         |
| 5  | Vickie Newell       | <b>Eddleman-Riley Real Estate</b>                |
| 6  | Joni Dawson         | <b>Briscoe Real Estate</b>                       |
| 7  | Becky Parker        | <b>Keller Williams - Weatherford</b>             |
| 7  | Megan Padgett       | <b>Berkshire Hathaway</b>                        |
| 8  | Linda Jones         | <b>Worthington Realty &amp; Investments</b>      |
| 8  | Jacy Guynes         | <b>Jacy Guynes State Farm Insurance</b>          |
| 8  | Brad Booth          | <b>The Platinum Real Estate Group</b>            |
| 8  | Mark Robertson      | <b>Parker Douglas Realty, Inc</b>                |
| 9  | Kyle Philson        | <b>Mammoth Appraisal Services LLC</b>            |
| 10 | Kaye Alexander      | <b>Capital Real Estate</b>                       |
| 11 | Jeanette Ender      | <b>Clark Real Estate Group</b>                   |
| 11 | Madison Bradley     | <b>Re/max Crossroads</b>                         |
| 13 | Gene Ender          | <b>Ender &amp; Associates</b>                    |
| 13 | Kari Ellis          | <b>Century 21 Judge Fite</b>                     |
| 16 | Julie Neuman        | <b>Alamo Title Company</b>                       |
| 17 | Woody Willhite      | <b>Morris Williams Realty</b>                    |
| 17 | Jennifer Byrd       | <b>Diamond B Realty</b>                          |
| 17 | Kathryn McCravey    | <b>Briscoe Real Estate</b>                       |
| 18 | Eva Earl Rutledge   | <b>Rutledge Real Estate</b>                      |
| 19 | Zachary Hale        | <b>Century 21 Judge Fite</b>                     |
| 21 | Beth Dickens        | <b>Weichert, REALTORS/Team Realty</b>            |
| 21 | Brett Grier         | <b>Clark Real Estate Group</b>                   |
| 23 | Terri Stokes        | <b>Terin Realty</b>                              |
| 23 | Andy Sisk           | <b>Premier Home Inspections</b>                  |
| 23 | Dwight Dabbs        | <b>Re/max Crossroads</b>                         |
| 23 | Allison Denham      | <b>HBS Real Estate</b>                           |
| 26 | Cindy Davis         | <b>First American Home Buyers Protection</b>     |
| 27 | Jessica Reyes       | <b>Providence Title - Hudson Oaks</b>            |
| 28 | Krayton Kirkpatrick | <b>Kirkpatrick Realty</b>                        |
| 29 | Stacy Syptak        | <b>Syptak Residential Appraisals</b>             |
| 29 | Mandi Wetter        | <b>Century 21 Judge Fite</b>                     |
| 30 | Robin Jones         | <b>Terin Realty</b>                              |
| 31 | Tim Grissom         | <b>Grissom Real Estate</b>                       |
| 31 | Somer Lea Senior    | <b>Land of Texas Home &amp; Ranch</b>            |
| 31 | Jorden Wood         | <b>Associated Real Estate</b>                    |
| 31 | Tara Stark          | <b>Keller Williams DFW Metro SW</b>              |