

REALTORS TODAY

NEWSLETTER



OGAR

Ozark Gateway
Association of REALTORS®

OGAR OFFICE HOURS:
MON - FRI
8-4:30
OPEN DURING LUNCH HOURS



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OGAR

Ozark Gateway
Association of REALTORS®

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Joplin, MO 64801
417-782-6161 ph
417-782-5212 fx
www.theogar.com



Calendar of Events

March 1: Local Leadership Academy Session Two (Rescheduled Date) 8:30

March 4: Nerd Herd (Formerly Governing Docs Task Force) Meeting 1:00-3:00

March 6: Membership Engagement Committee Meeting 10:00

Community Relations Committee Meeting 11:00

March 7: Finance Committee Meeting 10:00

MLS Committee Meeting 11:00

Program Committee Meeting 1:30

March 13: Local Leadership Academy Session Four 8:30-3:00

March 19: Awards Committee Meeting 10:30

Governing Docs Committee Meeting 1:30

March 20: Insurance Changes Informational Meeting 9:00

March 21: All Member Luncheon 11:30-12:30

March 26: Leadership Development Committee Meeting 10:00

Strategic Planning Committee Meeting 1:30

March 27: Reverse Mortgages CE Class (OGAR Conference Center) 9:00-12:00

March 28: BOD Meeting 9:00

Basic FlexMLS Class Session Two 1:30

March 29: OGAR Office Closed in Observance of Good Friday

2024 Platinum Level Affiliate

www.firstam.com



First American Title™

Birthdays

March

1
Janis McGrew
Tyler Rogers

2
Linda Lawson
Brandi Bates
Amanda McKee

3
Tim Goostree
Connie Cooper
Randal Kraft
Tara Houser
Melodee Colbert-Kean
John Blankenship

4
Maranda Mitchell
Mallorie Larson

5
Randall Walker
Julie Zerkel
Shayla Faubion

6
Lori Lanier
Tena LeMasters

7
Doris Carlin
Clyde Thomas
Sheri Sztamenits
Cory Heinz
Tee Walker

9
Lindsey Macfee

10
Kaleb Sampson
Cheryl Chandler
Kyle Lewis
Les Bruner
Alyssa Hess
Charri Gary
Preston Denney
Kristi Richards
Marcus Clark

11
Kristi Greek

12
Sherri Houck

13
Brad Huskey

14
Kurt Beyersdorfer
Mary Plunkett

15
Kiley Cobb
Chase Cantwell
Melissa Miller
Val Packard

16
Michaela Werries
Marla Bosworth
Lauren Liggett
Marny Scotten
Rusty Barker
Alyssa Vaughn
Kaleb Snow

17
Richard Huskey
Jen Ervin

18
Bre Cuffee

19
Kip Smith
Rhonda Tiller
Matt McClintick
Daniel Frazee

20
Courtney Powell
Jason Spangler

21
Ariel Smith
Haiden Stafford

22
Steve Johnson
Heather Owens
Ron Wright

23
Landon Fenimore
Ian Derrickson

24
Chris Zimmerman
Jon Page

25
Charlotte Moody

26
Marsha Adams
Kelli Clouse
Denise Briez
Matthew Brennan

27
Kellen Autry
Venessa Stirewalt

28
Chiquita Lemus

29
Eric Wood
Dee Ann Lowry

30
Courtney Denney
Tyler Palmer

31
Becky Carlton
Brandi Jones

April

1
Kim Higdon
Jason Wallace

3
Mark Stephenson
Brenda McCracken
Mikayla Wright

4
Donna Stinnett
Emalee Harp

7
Susan Sacbibil
Tami Marlay
Erica Beroza

8
Logan Yates

9
Tim McNally

10
Israel Thompson
Doug Myers
Anthony Mosley

11
Brian Smith
Tyler Richards
Karyn Ward

12
Becky McDaniel
Deborah Lamoure
Kortni Johnson

13
Brandon Lehman

14
Lee McDonough
Danny Lowe
Vanessa Williams
Louise Secker

15
Chris Faubion
Tom Christensen
Treyce Ball
Courtney Long

16
Heather Godfrey

17
Stephanie Matyi

18
Misha Wilson
Aaron Wilken

19
Audrey Sneed
LeAira Kitchen

20
Kent Eastman
Sean McWilliams
Forrest Stodghill
Jacob Barnes

21
Jennifer Henson
Sam Wohlenhaus
Sharon Keller

22
Sara Smith

24
Susi Yust
Richard Payne

25
Seth Dermott
Nina Moser
Susan Halfacre

26
Chance Mehrhoff

27
Titus Grant

28
Brian Atnip
Tiffany Beard

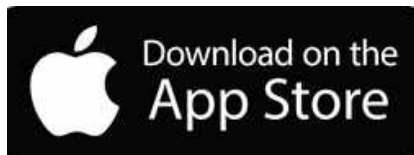
29
Amy Hunt
Shelly heffington

30
Gary Reid
Jeff Ball
Tanya Scott
Katarina Severn
Katelyn Sears

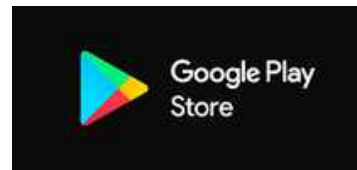


App of the Month

Compliments of the OGAR Technology and Education Committee



SimplyWise



Eliminate Receipt Chaos: Digitize and organize your receipts using A.I. Generate reports instantly.

Scan: Scan paper receipts and our AI extracts the important info.

Import: Automatically import email receipts from your email accounts.

Personalize: Make custom folders and subfolders that fit your needs.

Run Reports: Generate reports that make expense tracking and taxes a breeze.

www.smbonline.com

2024 Platinum Level Affiliate



2024 MR STATE DIRECTORS

Courtney Denney
Kalan Hubbard
Forrest Stodghill
Melissa Annis
Debbie Barlos
Brandi Haddock
Jennifer Reaves
Crystal Pierson
Jessica Hubbard
Donny Allen
Kim Cox

2024 OGAR LEADERSHIP

Courtney Denney, President
Kandace Yaple, President-Elect
Jeremy Ritchie, Vice President
Amy Hunt, Treasurer
Jessica Hubbard, Past President
Judy Lowe, 3 Year Director
Forrest Stodghill, 3 Year Director
Steve Johnson, 2 Year Director
Heather Owens, 2 Year Director
Linda Richmond, 1 Year Director
Kyle Lewis, 1 Year Director
Jeremy Beres, 1 Year
Brandi Haddock, MLS Chair/1 Year

OGAR STAFF

Kim Cox, Association Executive/CEO
Stephanie Burkhart, Director of Operations
Diane Newman, Membership Director
Cassia Ferrell, Member Services Coordinator
Michelle Delaney, MLS & Education Director

Newmie's Newbie Blog

Unlock real estate success with these transformative strategies from content sponsor Krista Mashore: command attention online, deepen community connections and create enduring client relationships.

To read the article from NAR, click here:

[Do This to Become Your Community's Top Agent \(nar.realtor\)](https://www.nar.realtor/)



Board Store Special



RIDERS 3 FOR \$12



2024 BRONZE LEVEL AFFILIATE [HTTPS://WWW.CBTHOMEBANK.COM/](https://www.cbthomebank.com/)

Agents on the Move

Drops

Amanda Mankin
Charles Burt Carthage

Bonnie Behrend
Keller Williams Elevate

Richard Latham
Flat Branch Home Loans

"Vic"tor Johnson
Custom Inspections

Connie Shull
Charles Burt Homefolks

Dave Bush
Quality Home Inspections

Kody Bates
Fathom Realty

Sharrock Dermott
Keller Williams Elevate

Sydney Smith
Keller Williams Elevate

Skylar "Sky" Rauch
Pro 100 Joplin

Steven Mott
Midwest Land Group, LLC

Kristi Richards
C21 Properties Unlimited

Yeng Yang
Realty Executives Tri-States

Shelby Hartwell - Crowder
Charles Burt Joplin

Joseph "Joe" Morrison
Newmark Knight Frank Valuation

Morgan Faubion
Show-Me Real Estate

Rita Scott
Next Home SOMO Life

Kristi Celata
Reece Nichols Sunflower Joplin

Nancy Stephenson
Pro 100 Joplin

Drops

Ron Wright
Flanagan Mortgage Services

Melanie Epperson
Charles Burt Joplin

Wilber O. Guerra
Charles Burt Homefolks

Waverly "Faith" Ducommon
EXP Realty, LLC

In Memory Of

Allison Mardis - Black
Pro 100 Joplin

New Appraisers

None

New MLS Only Members

None

Transfers

Rachel Moffett
to Pro 100 Joplin

Kelly Roberts
to Pro 100 Joplin

Teresa Vigueras
to Fathom Realty

Andy Beasley
to Pro 100 Joplin

Heather Godfrey
to Realty One Group
Ovation

Lori Layne
to Pro 100 Joplin

Cheryl Efird
to Pro 100 Joplin

Ariana Judd
to Fathom Realty

L Dee Murdock
to Realtegrity 1% Listings

New Members

Mackenzie Kemmsies
Keller Williams Market Pro
Realty

Thayla Kruse
Keller Williams Elevate

Lydia Meadows
Keller Williams Market Pro
Realty

Mary Alice Geier
Cobb Realty, Inc.

Annie Fields-Parker
Pro 100 Neosho

Justin Bay
Triple Diamond Real Estate,
LLC

Waylon Martin
Midwest Land Group, LLC

Suzett Sparks
Lindsey & Associates, Inc.

Chris Traynor
Real Broker, LLC

Christie Morris
Realty One Group Ovation

Kathleen "Denise" Carrigan
Lindsey & Associates, Inc.

New Offices

Realtegrity 1% Listings
(Previously Show-Me One
Percent Listings)
DR is L Dee Murdock

Lindsey & Associates, Inc.
DR is Suzett Sparks

New Affiliates

Josh Meeker
Ryan Miller State Farm

Mandy McCoy
USA Mortgage

Board of Directors Minutes

Ozark Gateway Assoc of REALTORS®, a Regional MLS Board of Directors Minutes

Thursday, February 22nd, at 9:00 am Present: Courtney Denney, Kandace Yapple, Jeremy Ritchie, Amy Hunt, Jessica Hubbard, Judy Lowe, Steve Johnson, Linda Richmond, Jeremy Beres, Forrest Stodghill, Heather Owens, Kyle Lewis, and Brandi Haddock.

Staff Present: Kim Cox and Diane Newman

Roll call was taken from attendance in the room by the AE Assistant.

President called meeting to order.

Motion made to approve the January meeting agenda as emailed.

Motion made to approve minutes from the January BOD meeting as emailed.

Motions/Recommendations brought forward by committees/AE/BOD/members:

1. Recommendation made by the Finance Committee. Motion made and approved to approve the financials for January and the Year-To-Date for 2024.
2. Motion made and approved to donate \$100 for a silent auction item for the Bowl for Kids' Sake event.
3. Motion made and approved to add a dusk-to-dawn light in the back of the conference center for the price of \$14.15 per month.
4. Motion made, amended, and approved to make "Tax ID/Alternate ID" a mandatory field for Residential listings. Implementing the CDOM field is tabled for now to see if the implementation of Tax ID/Alternate ID will curb the issue of cancelling and relisting properties multiple times in the MLS and skewing the history data. MLS committee can revisit later if this is still an issue. The staff is to send out education to the membership on where to find the Tax ID/Alternate ID's. A Recommendation was made to Governing Docs committee to look at not having correct Tax ID/Alternate ID is a fineable offense and make a motion to the BOD.
5. Motion made, amended, and approved to add into FlexMLS (as a mandatory field), the choice of "Manufactured - Yes or No", with a definition of Manufactured. Manufactured: a home built, according to HUD standards, in a manufacturing facility, transported to a site on a permanent chassis, and anchored to a foundation and the choice of "Modular - Yes or No" with a definition of Modular. Modular: a home built in sections, without axles, at a remote facility and delivered to the site where pieces are set in place on a foundation and attached to each other according to that area's building code. The staff is to send out an education piece on this change.
6. Motion made and approved to add a drop-down field within the Commercial Listing input that allows a member to add the length of the initial term of the lease in MLS Rule

Board of Directors Minutes

2.16, which will read: 2.16 Commercial Lease Terms in the “Total Price of Lease Term” field, agents will be able to input the initial lease contract amount. If the lease is renewed, enter the lease renewal amount.

7. Motion made and approved to add “Municipality” as a non-required fillable field in FlexMLS and add a note to the side: Fill in Municipality if known OR add the verbiage “Unknown”. The staff is to send out an education piece on this.

8. Motion made, amended, and approved that when staff must request documentation from any member, the following requirements and/or penalties to be imposed: a. Step 1: Staff sends education to the listing agent and broker and requests documentation within 2 business days. b. Step 2: If the documentation has not been provided within 2 business days, the listing will be removed from the MLS by staff, and the listing agent and broker will be notified of this and the next step(s). c. Step 3: If the documentation has not been provided after 2 additional business days, the listing agent will be assessed a \$50 fine. d. Step 4: If the documentation has not been provided by the next BOD meeting, the listing agent and broker will be referred to the Board of Directors.

NOTE: OGAR staff is approved and allowed to request any documentation for a listing in the MLS to verify the accuracy of the listing, per OGAR Policy & Procedures.

9. Motion made, amended, and approved to add the following to the MLS Rules: Advertising signs on properties must match the current listing broker listed in the MLS. If the broker listed and advertised is incorrect, the listing agent and broker will then be notified, and if it’s not corrected in 10 business days, the listing will be removed from the MLS.

10. Motion made and approved that the cancellation of a listing be defined in the MLS rules as a listing agreement that has been terminated. A second Motion was made to change the status field in FlexMLS to read Cancel/Terminate Listing (Final).

11. Motion made and approved to add the following language in the MLS Rules section about photos: No lending or interest rate information will be allowed on the MLS in photos, public remarks or attached documents.

12. Motion made and approved that the staff is to make a questionnaire available to all members in FlexMLS in the MLS Links all the time so that anyone running for an office can share their background and candidacy information.

13. Motion made and approved to change policy to state that an independent expenditure grant can only be written for someone who has been an OGAR member for three consecutive years; Kim to also add the Clean Missouri Act language to the proposed policy language.

14. Motion made and approved to move the annual Affiliate dues billing to January 1st with bills due on January 31st so that the dues they pay will be received and utilized in the same calendar year.

Board of Directors Minutes

15. Motion made, amended, and approved to implement into policy a standard practice for donations upon a member's death: \$250 to the family or charity of choice; and a member's immediate family member's death (mother, father, child, spouse/partner) \$100 to the family or charity of choice.
16. Motion made and approved to add these additional dates to Policy for when the OGAR office will be closed to match the USPS/Bank holidays: Martin Luther King, Jr. Day, President's Day, Juneteenth, Columbus/Indigenous Peoples Day, and Veteran's Day.
17. Motion made and approved that we amend the "Travel" section of our policy to read that the State Director's reports (that are required for reimbursement) can be given verbally if the member attends the post-conference meeting, instead of doing a written report.

Standing monthly motion for conditional memberships: On behalf of Membership Engagement Committee. New Agents/Offices: (2nd = Secondary membership) New Agents: Sam Craft – Reece Nichols Springfield (2nd) MacKenzie Kemmsies – Keller Williams Market Pro Realty (2nd) Mary Alice Geier – Cobb Realty (2nd) Stephen Shewmake – Pro X Realty, LLC Lillian Souza – Real Pro Carthage Emily Pink – Keller Williams Elevate Thayla Kruse – Keller Williams Elevate Annie Fields Parker – Pro 100 Neosho Lydia Meadows – Keller Williams Elevate Timothy Hurd – EXP Realty, LLC Jessica Black – NextHome SOMO Life Heather Jennings – Keller Williams Elevate Whittney Armstrong – Keller Williams Elevate New Appraisers: None New Offices: None Affiliates: Melissa Boes – Elite Title Company Caleb Frakes – Arvest Bank Courtney Maresh – JOMO Moving Josh Meeker – Ryan Miller State Farm Kaylee Murphy – Great American Title

Committees that met with no Recommendations/Motions: Program & Events, Community Relations, Technology & Teaching. RPAC will meet the week after BOD.

President's Report – Courtney Denney

1. The Program Committee is still searching for a banquet venue in Joplin and planning to visit the Roxy. Please send an email if you have any suggestions for a venue, suggestions in meeting were made for Elite Event Center, I DO Event Center, MSSU and Carthage Memorial Hall.
2. Gave update on exec team meeting with Sarah Coyne of Joplin School District regarding mapping and wanting to work with area REALTORS to support Joplin schools. Discussed looking into packets for Joplin and surrounding areas with school information and area attractions.

Board of Directors Minutes

3. The Governing Docs Task Force is in process of reviewing the second portion of MLS Rules & Regs and it was renamed the “Nerd Herd” to avoid confusion between the task force and committee.

Association Executive Report – Kim Cox

1. Update on the remodel of the conference center.

2. Accounts past due update presented – 14 Agents/0 Affiliates/1 Company

3. Violations update. Clear Co-op: 0; Other violations: 2. Violation breakdown; 1 - No Photo; 1 - Status updates; 0 - Sentrilock # Missing; 0 - No Room Dimensions.

4. Kim and Michelle had a zoom meeting with Flex and gave them the items from our wish list. They were very receptive and said they would get back to us. Courtney Denney would like to sit in on the next call.

5. Received a quote from Forewarn Deterrent App and the present quote was \$24,134.45 per year, which is not in the current budget. The staff will investigate other Safety Apps, taking them to Tech/Ed Comm.

6. Update on Instashowing, their customer service is lacking. Cassia and Michelle had a zoom meeting with Sentrilock on their showing service, which is included in the price per member we already pay monthly. Motion was made for them to set up membership trial with Sentrilock. Jessica Hubbard mentioned that KCRAR just switched to Broker Bay and to check with them on pricing.

7. Number of members unpaid for annual dues renewal as of today is 167, many of them are Secondary.

8. Kim is writing and submitting a \$2,500 safety grant, on March 1st, for the safety program that the Membership Engagement Committee will host for this year.

9. Kim Cox submitted a \$45,000 NAR Transforming Neighborhood Grant with the assistance of, and on behalf of, the 2023-24 Local Leadership Academy class. The decision will be made on March 12th.

10. Kim will be attending AEI (San Diego) March 12-15 to teach a Local Political Coordinator Class.

11. Motion was made to donate \$100 to Bright Futures (Joplin) Annual Guns and Hoses event.

New Business:

1. Motion made and approved to charge \$25 for set up of Admins and/or Assistants in FlexMLS.

2. Discussion held on love letters not showing up on FlexMLS detail but showing up on app. The staff is to check into this with FlexMLS.

Board of Directors Minutes


3. Recommendation was made to make “Year Built” a mandatory field in FlexMLS. The staff is to check with SOMO MLS on how it’s done for them and then take the discussion back to the MLS committee.

The above motions passed with majority vote.

Meeting adjourned.

2024 BRONZE LEVEL AFFILIATE



 **NATIONAL ASSOCIATION OF REALTORS®** Throughout 2024, NAR is making the popular Accredited Buyer’s Representative (ABR®) designation course, which is typically \$295, available to REALTORS® at no cost.

The ABR® course is the first step toward earning the ABR® designation and focuses on the key information and skills agents need today when working with buyers, including how to:

- Walk buyers through written buyer representation agreements.
 - Advocate for their clients’ best interests throughout the transaction.
 - Articulate their value to the buyer client.
 - Work with data to complete insightful market analyses.
 - Explain the range of financing options available to clients.
 - Stay on top of emerging trends.
 - Build relationships that carry beyond the closing.
- Get started at become.abr.realtor.

MLS Statistics

JANUARY RESIDENTIAL SALES TRENDS Figures are taken from a comprehensive report compiled monthly By the MLS Service of the Ozark Gateway Association of REALTORS®, Inc.

Number of Units SOLD

Number of Units FINANCED

Year	Total	1-2 Bed	3 Bed	4+ Bed	Conv.	FHA	VA	Cash	Own	Lease Purch	RD	Other
2019	3281	628	1867	779	1393	445	170	765	14	243	228	22
2020	3497	620	2042	870	1497	557	193	702	9	231	311	35
2021	3965	763	2189	1013	1797	554	225	997	5	116	243	28
2022	3628	758	2060	810	1536	533	201	985	2	176	160	35
JAN. 2023	215	50	128	37	81	26	17	61	0	21	8	2
JAN. 2024	209	44	116	49	86	29	16	49	0	22	7	0

Total Number of Active & Pending Listings: 925

1-30 Days: 26 31-60 Days: 71 61-90 Days: 45 91-120 Days: 27 120+ days: 40

Total Units Sold: 209 Avg. DOM: 91

Avg. Sold Price: \$213,899 Median Sold Price: \$189,975

Absorption Rate: 2.66 months

Summary Statistics	JAN.-24	JAN.-23	% Chg	2024 YTD	2023 YTD	% Chg
Absorption Rate	2.66	1.98	34.34	2.66	1.98	34.34
Average List Price	\$339,081	\$265,711	27.61	\$309,835	\$255,515	21.26
Median List Price	\$249,950	\$209,000	19.59	\$239,900	\$199,838	20.05
Average Sale Price	\$213,899	\$180,864	18.26	\$213,899	\$180,864	18.26
Median Sale Price	\$189,875	\$154,950	22.60	\$189,975	\$154,950	22.60
Average DOM	91	77	18.18	91	77	18.18
Median DOM	69	60	15.00	69	60	15.00



MARKET STATISTICS
January 2024
 Prepared February 15, 2024

Number of Listings	September-23	October-23	November-23	December-23	January-24	January-24 Pending
Number of Listings from Reporting MLS's	10,509	11,012	10,401	9,172	8,727	31% of Listings

Year-to-date Figures	January-21	January-22	January-23	January-24	2024 YTD vs 2023 YTD	2024 YTD vs 2022 YTD	2024 YTD vs 2021 YTD
Number of Residential Properties Sold - YTD	5,403	5,419	3,809	3,969	4.2%	-26.8%	-26.5%
Median Residential Property Selling Price-YTD	191,788	209,450	219,900	234,900	6.8%	12.2%	22.5%

Monthly Detail Comparison	January-23	January-22	December-23	January-24	Jan. vs Dec.	Jan. '24 vs Jan. '23	Jan. '24 vs Jan. '22
Number of Homes Sold	5,419	3,809	5,057	3,969	-21.5%	4.2%	-26.8%
Number of Days on Market	37	46	40	49	22.5%	6.5%	32.4%
Average Selling Price	\$254,195	\$265,652	\$282,803	\$278,841	-1.4%	5.0%	9.7%
Median Selling Price	\$209,450	\$219,900	\$235,000	\$234,900	0.0%	6.8%	12.2%
Monthly Dollar Volume	\$1,377,481,575	\$1,011,967,794	\$1,430,132,309	\$1,106,718,609	-22.8%	9.4%	-19.7%

Statewide information in this report is furnished by participating Local Boards, Associations and Multiple Listing Services. This information does not reflect all real estate activity in Missouri.

MR Membership	January-23	January-22	December-23	January-24	Jan. vs Dec.	Jan. '24 vs Jan. '23	Jan. '24 vs Jan. '22
Number of REALTORS®	25,408	25,358	26,108	25,403	-2.7%	0.2%	0.0%



Ozark Gateway Association of REALTORS®

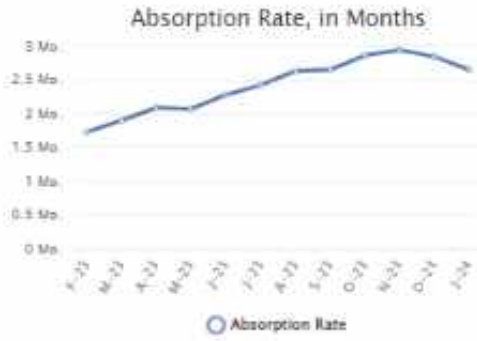
- Designated REALTOR® 49
- Designated Secondary REALTOR® 45
- MLS Only Designated REALTOR® 18
- Primary REALTOR® 555
- Secondary REALTOR® 73
- MLS Only REALTOR® 51
- Salesperson 9
- Designated Appraiser 32

- Designated Secondary Appraiser 13
- Associate Appraiser 4
- Associate Secondary Appraiser 2
- MLS Only Designated Appraiser 19
- MLS Only Associate Appraiser 1
- Designated Affiliate 62
- Affiliate 57

Total Board/MLS 871
Total Board with Affiliates 988

Market Summary

Residential, January 2024



2024 BRONZE LEVEL AFFILIATE



Five Ways to Help Your Clients Clear Insurance Hurdles from REALTOR Magazine

1. **Treat Insurance as you do the mortgage preapproval.** Talk upfront with clients and set expectations early. Refer buyer clients to insurance and lending experts in your area who can advise on insurance requirements and estimated costs. Be honest about potential insurance complications so that clients can get ahead of issues.
2. **Encourage seller clients to get a presale inspection.** Most states have laws that require sellers to fill out a property condition disclosure form and to disclose any known material property condition issues. Prior claims and work needed on any major system in a home will hold up a contract. The best way to work around this is to know what you're dealing with upfront, make repairs when you can and be transparent about the issues so that buyer can make informed decisions.
3. **Encourage buyer clients to perform due diligence.** Buyers can negotiate the ability to inspect the property before closing. When state law requires property condition disclosure, buyers can ask the sellers or their agent if there have been any previous insurance claims on the property or request a Comprehensive Loss Underwriting Exchange (C.L.U.E.) report. Buyers can also work with their insurer to obtain claim history information.
4. **Suggest that buyers in disaster-prone areas get an insurance binder during the contingency period, if possible.** This way, you verify that the buyers can get insurance, are OK with the cost, and can still get the loan if some kind of natural occurrence comes up.
5. **Help buyer clients find options.** Make sure you have strong relationships with insurance brokers who have the tools to come up with the right policy for their buyer and the property.

The best way to serve your clients is with honest, timely information. Don't wait until midway through a transaction to discuss insurance. Know the issues that affect the availability and cost of insurance in your area, and talk with clients about those issues early and often. And stay in touch with the insurance experts in your network, as the landscape changes frequently.

2902 Arizona
Joplin, MO 64804
417-623-1910
www.mtc.llc



Meridian Title Company

2024 Platinum Level Affiliate

From Real Estate Marketing & Technology: Make AI Your New Virtual Assistant

(Continued from the February Newsletter)

Improve Organization Through AI-Generated To-Do Lists

Real estate agents wear many hats--from showing homes to marketing properties, staging, and negotiating. Due to having a variety of routine responsibilities, multitasking is a must. Therefore, it helps to have a to-do list on hand to remind yourself what you need to get done and ensure that nothing falls through the cracks. However, constantly creating to-do lists and reminding yourself what comes next can take time and often feel overwhelming.

Your AI virtual assistant can be helpful in this area by generating to-do lists. Inside a CRM (Customer Relationship Manager), such as DeltaNET, your tasks are created based on lead generation and customer interaction. And AI can analyze historical data to predict workload patterns, enabling better task distribution and scheduling. AI can also assist in assigning tasks, setting deadlines, and sending reminders. This not only improves individual productivity but also enhances overall team efficiency. Plus, the ability of AI to learn from past activities allows it to offer personalized task recommendations, adapting to each user's work style and preferences.

Better Strategize with a Solid Business Plan

One of the most important jobs of any assistant is business planning and strategizing. Given its esteemed abilities, AI is a top tool for creating a solid business plan for your real estate business.

AI is worthwhile when creating a business plan since it can conduct market research by gathering information from various sources - such as industry reports and social media - and analyzing the data to gain insights into market trends and customer behavior. It can also assist in financial forecasting as machine learning models can analyze historical financial data and identify patterns to make accurate predictions. Lastly, AI's capability for collecting historical data and market trends enables it to access potential risks and opportunities.

Along with generating entire business plans, AI can be useful for discovering new marketing strategies due to its ability to understand audience demographics, preferences, and behaviors. The technology can perform functions like analyzing your performance on social media to provide better insights, optimize social media ad campaigns, and monitor social media for any mentions of the industry or your brand.

From Real Estate Marketing & Technology: Make AI Your New Virtual Assistant (Continued)

Enhance Customer Satisfaction with Automated Email Messaging

Just like you can't always be online 24/7, you can't always be available to respond to clients' messages or emails all the time, either. Luckily, a reliable AI virtual assistant can handle client inquiries and responses at any time of day.

Automated email responses equipped with pre-programmed information ensure that clients receive timely and accurate advice even when you're offline. So, without any additional effort, you can enhance customer satisfaction.

Furthermore, AI can categorize and prioritize incoming messages, flagging urgent matters for immediate attention when you return. This function maintains high-level customer service and demonstrates a commitment to responsiveness and efficiency.

Answer the Phone with AI Voice Recognition

A phone call is one of the most common ways customers and potential clients may try to contact you. And nothing makes them more frustrated than feeling like their agent is not prioritizing their calls.

Recently, AI has made significant strides in handling phone interactions. AI-powered voice assistants can answer calls, interact with customers, and even execute simple tasks, such as providing information or routing calls to the appropriate department. By incorporating AI into phone systems, agents and entire brokerages can enhance customer service, reduce wait times, and ensure consistent and professional interactions. Voice recognition technology enables AI to understand and respond to spoken language, making phone conversations with virtual assistants more natural and seamless than expected.



2024 BRONZE LEVEL AFFILIATE



Top Tax Scams of 2024

1. **Phishing Scams:** Cybercriminals send fake emails or create fake websites pretending to be from the IRS or tax preparation companies. They often request personal information, such as Social Security numbers or financial details, which they then use for identity theft or fraudulent tax filings.
2. **Identity Theft:** This scam involves stealing someone's personal information, such as their Social Security number, to file a tax return and claim a fraudulent refund. Scammers may also use stolen identities to apply for jobs, credit cards, or other benefits.
3. **Fake Charities:** Scammers set up fake charities or impersonate legitimate organizations to solicit donations from unsuspecting taxpayers. They often use emotional appeals or fake testimonials to trick people into giving money, which they then pocket for themselves.
4. **Tax Preparer Fraud:** Some tax preparers may engage in fraudulent activities, such as claiming false deductions or credits on their clients' tax returns to inflate refunds. Taxpayers should be cautious when choosing a tax preparer and ensure they are reputable and trustworthy.
5. **Social Security Number Scams:** Scammers may call taxpayers claiming to be from the IRS or Social Security Administration and threaten legal action if they do not provide their Social Security number or other personal information. The IRS and SSA will never call taxpayers to demand immediate payment or personal information over the phone.

To Be Continued

Thank you to every member that donated items for the OGAR Community Relations Committee's clothing drive to benefit the MSSU Dress to Impress Event!!!!

Thank You



2024 Silver Level Affiliate
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A P E X

TITLE & CLOSING SERVICES

2024 SILVER LEVEL AFFILIATE

Tour of Homes 2024 Schedule

January

2nd: NW
9th: S
16th: NE
23rd: NW
30th: S

February

6th: NE
13th: NW
20th: S
27th: NE

March

5th: NW
12th: S
19th: NE
26th: NW

April

2nd: S
9th: NE
16th: NW
23rd: S
30th: NE

May

7th: NW
14th: S
21st: NE
28th: NW



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NW — N of 7th & W of Main (CJ)
S — Everything S of 7th
NE — N of 7th & E of Main (WC)