



Official publication of the Aurora Association of REALTORS®

Aurora Outlook

The Voice of Real Estate in Aurora, Colorado

JULY 2019

Help Shape the Future!

Vote in the Board of Director Candidate Elections on July 19th!



Mission Statement



We enhance our members' ability to succeed with networking opportunities, professional development and other cutting edge services.

Vision Statement

We are the home of Colorado's most successful REALTOR® professionals.

2018 - 2019 Officers and Directors

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AAR CAR DIRECTOR CANDIDATES



Aaron Ravdin



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Ed Hardey



Terry Gist

View their profiles, learn more about their experience, ask questions and get ready to vote on July 19th, 2019!

2020 BOARD OF DIRECTOR CANDIDATE ELECTIONS

HELP SHAPE THE FUTURE!

Electronic Voting Opens July 19th-23rd, More Information Coming Soon!

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By **Karen Becker**
CEO of the Aurora Association
of REALTORS®

It's so good to be home

For those of you I haven't met yet, I began my career with the REALTOR® family in Aurora over 20 years ago. I knew, even then, that in order to truly grow into the kind of leader I wanted to be with the skills to meet the challenges and opportunities of our industry, I would have to experience other states. For those of you who do know me, I told you that I was leaving my heart in Aurora.

During my time away, I earned my RCE (REALTOR® Certified Executive) and CIPS (Certified International Property Specialist) designations. I became involved at a national level, serving

on NAR committees in everything from the AE Committee to the Consumer Engagement Committee. I led committees at a state level and contributed ideas for programs in both Kansas and Minnesota that are still in place.

I led my organization, the Southeast Minnesota REALTORS®, through many changes, including an MLS conversion and consolidation. I've presented on panels at different industry summits and have been a keynote speaker for the REEA (Real Estate Educators Association) conference.

Enough about me. I only say these things to give you an idea of my credentials as I give voice to the vision of the Aurora Association of REALTORS® Board of Directors – and their vision is **you. Your** success. **Your** growth. **Your** engagement. **Your** message to the consumer about property rights. Protecting **your** ability to help your clients buy and sell homes, no matter the environment.

Thank you for allowing me and the AAR staff (Kelsey, Jodie and Mike) the opportunity to serve you, to protect you, to promote you. After all, you are my heart...



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Rocky Mountain REALTOR® Open

The first annual Rocky Mountain REALTOR® Open was a success! The tournament was co-hosted by the Aurora Association of REALTORS®, the Denver Metro Association of REALTORS® and the South Metro Denver REALTOR® Association on June 4, 2019. Over 150 REALTORS® and Affiliate members participated in the tournament. We are looking forward to seeing you there next year!



AAR Affiliate members Theresa Huffman and Ann Bartels



AAR REALTORS® Sharon Berkowitz and Cheri Long, AAR Affiliate & RMRO Committee member Deb Seeber, and AAR Chairman of the Board John Mitchell

Lender Roundtable

On behalf of AAR's Education committee and AAR's lender community, we would like to personally thank you for coming to the Lender Round table session in June! Hear what AAR members are saying about this education opportunity:

"If you can take away even one nugget, attending was well worth it!"

- Joan Cox, CRS, GRI, e-Pro, CNE; House to Home Inc.

"For those clients reluctant to sell because they do not know where they could affordably go or what they can affordably buy if they sold, so many answers were at this Lender Roundtable!"

- Tish Gaddy, Heritage Title Company

"Wonderful to get to know our lenders one-on-one and find out about new programs! Always learn something new, no matter how long you've been in the business."

- Kim Enomoto, CRS GRI; Coldwell Banker Residential Brokerage

Don't miss the next Lender Roundtable in October!

The 2019 Annual Summer Family Picnic Was a Blast!

We got lucky and the weather turned out perfect for AAR's 2019 Annual Summer Family Picnic. Thank you to our amazing Affiliate members that contribute so much of their time and resources helping us put these great events together!



Calendar of Events



REALTOR® Update Meetings – a great member benefit!

This benefit is another way the Association strives to serve you. Attendance is just \$1, except on the first Friday of the month when there is no charge and breakfast is provided by an Affiliate member. All AAR members are welcome.

JUL 10, 2019

10am - 11:30am

THE POWER OF COMMUNICATION

1pm - 2pm

Building Remodel Task Force Meeting

JUL 11, 2019

9am - 12pm

Getting Started with REcolorado

1 pm - 3pm

Most Common Hiccups in a R.E. Transaction From a TC's Perspective

JUL 12, 2019

8:30am - 9:45am

Friday Marketing Meeting

9:45am - 10:15am

Education Committee

JUL 17, 2019

10am - 1pm

Board of Directors

JUL 19, 2019

8:30am - 9:45am

Friday Marketing Meeting

9:30am - 10:30am

Affiliates Committee

JUL 19-23, 2019

2020 BOD Elections – Voting Online!

JUL 25, 2019

9am - 12pm

Getting Started with REcolorado

JUL 26, 2019

8:30am - 9:45am

Friday Marketing Meeting



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Welcome New Members

Applications have been received from the following for membership. Any member who believes that an applicant is not eligible for membership in this Association should submit the objection in writing in accordance with the bylaws.

REALTORS®

Ceslie Applehans
Capney & CO., Inc.

George G. Griffin
HomeSmart Realty Group

Brenda Barron
Keller Williams Realty Downtown, LLC

Julie A. Sanchez
Keller Williams Realty Downtown, LLC

Zina Collette Cole
MB - J.D. & Associates

Susan Elizabeth Ott
Re/Max Alliance 3000, LLC

Russell Howard
RE/MAX Alliance Denver Central

Stephania Gallegos
RE/MAX Altitude

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Philip R. Champagne
Champagne & Associates LLC

DESIGNATED SECONDARY REALTORS®

Steven Shane
Compass Colorado LLC

Gretchen Rosenberg
Kentwood Real Estate City Properties LLC

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Ross Pounders
Bank of England Mortgage

Robert J. Moses
Maximus Roofing LLC

Scott Miller
Miller Plumbing and Heating INC



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Education Schedule

Month - Time	Event	Speaker/Instructor	Cost & C.E. Credit
July 10 10am – 11:30am	The Power of Communication	Darylle Dennis	FREE/No CE
July 11 9am – 12pm	REcolorado: Getting Started	REcolorado Instructor	FREE/3 CE <i>*Register Directly with REcolorado</i>
July 11 1pm – 3pm	Most Common Hiccups in a R.E. Transaction From a TC's Perspective	Precision Transaction Management, Corp.	FREE/2 CE
July 25 9am – 12pm	REcolorado: Getting Started	REcolorado Instructor	FREE/3 CE <i>*Register Directly with REcolorado</i>
August 6 2pm – 4pm	Farming: How your REcolorado Tools Enable You to Identify, Maintain, and Profit from a Farm	REcolorado Instructor	FREE/2 CE
August 7 10am – 11:30am	The Power of Goal Receiving	Darylle Dennis	FREE/ No CE
August 13 1pm – 5pm	2019 Annual Commission Update (ACU)		\$40/4 CE <i>*required for all CO Real Estate Licensees</i>

*Registration is required for all courses.
Please visit
www.auroraassociationofrealtors.com
for a downloadable registration form.*





By **Tish Gaddy**
Heritage Title Company
tgaddy@heritagetco.com

TIPS to Maximize the Success of Your Farm

Frequency and Consistency

This is a big one. Even if you mess up everything below, if you consistently market to your farm (with good content), you will eventually see activity. It's like exercise and weight loss, there's no quick fix. It takes a long time for the body to reflect the effect of poor diet and lack of exercise (although it may feel like overnight), and your marketing plan will suffer from disuse as well. You must pick a well-thought-out program and stay with it. Don't forgo your marketing just because you're not seeing immediate results.

Quantity and Concentration

Make sure your farm is of a large enough quantity that you have a statistical chance of getting listing leads. Sure you can send to 100 homes, but it will probably take you a lot longer to get a solid lead. If you are set on a small number for whatever reason, add another form of marketing that puts you in front of that farm, like door knocking, neighborhood garage sales, etc. The optimal number of houses is 350. That gives you a nice mix and won't break the bank on a monthly basis. Keep it focused on a geographic area

that is concentrated and not scattered among different smaller farms.

The List

Obviously, the list itself needs to have certain qualities to provide you with optimum opportunity to get listing leads. We talked about quantity, and you should also look at turnover rate. How frequently do homes go on the market? Just because you might "love" a certain geographic area, if it doesn't have at least a four percent turnover rate, you should either walk away or plan for a longer haul. It's better to fish where fish are. Farming based on life events has become more popular with data being more accessible. Just make sure you keep your list updated or you may find yourself marketing to people who have already moved in or out.

Branding

Getting the brand of you in front of your target market means that they are much more likely to remember you. Be a resource for your farming area, know what's happening in the community

and make the information available to the homeowners. A strong brand name and logo/image helps to keep you top of mind with your potential customers. A customer recognizing your brand could mean the difference between no-sales and a sale. Even if the customer was not aware that you sell a particular product, if they trust your brand, they are likely to trust you. If a customer is happy with your service, a brand helps to build customer loyalty across your business.

Content

The message or content of your direct mail is an important part of the success. If your content is compelling, then you get the recipient to act. People are curious about the value of their home and having the map and home estimate on your direct mail, spurs those who are interested into action. Their action is measurable and allows you to follow up according to your style.



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Tish Gaddy
Sales Executive
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How the End of Freon will Impact HVAC Coverage

Hosted by 2-10 Home Buyers Warranty and
the Aurora Association of Realtors

WHEN: Wednesday, July 17th

TIME: 1:00 pm – 2:00 pm

WHERE: Aurora Association of Realtors

14201 E Evans Drive, Aurora, CO 80014


Sincerely,



Karen Hyman
Account Executive
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khyman@2-10.com

Join Us!

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to seeing you!*

*CA: 2-10 HBW Warranty of California, Inc.
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Most Common Hiccups in a Real Estate Transaction From a TC's Perspective



Learn from the top Transaction Management Company in Colorado what the most common hiccups are in a real estate transaction. Learn what steps you can take to be proactive to make the home buying and selling process even smoother for your clients.

**Free Class! RSVP
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Presented by
Precision Transaction
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**March 30, 2019 | 10:00 AM - 12:00 PM
Aurora Association of Realtors
14201 E Evans Dr., Aurora, CO 80014**

Breakfast Sponsored by:

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AAR's Tech Talk

Wed., Aug 7, Noon – 1 p.m.
AAR Conference Center

Tech Talk typically meets the first Wednesday of every month.

For a special event venue, look no further

Looking for a place to hold a meeting or a seminar?

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Know of someone who needs space to host a party?

AAR has conference room space to accommodate a variety of needs with **special rates** for REALTOR® and Affiliate members. Rentals include use of a full kitchen, free parking for 104 cars and a built-in dance floor.

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Reference these pages often and support the Affiliate members who support you.

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Ann Bagwell—BOK Financial Mortgage
Jayne Bail—Platte River Mortgage and Inve
Desiree Banka—North American Title Co
Mike Barnhill—National Property Inspections
Ann Bartels—A Cleaner Carpet/Flood Master
Alex Beardsley—First Bank
Savannah Becerril—Quality Building Inspections
Michael Bedford—Castle Peak Mortgage
Randy Berg—The Randy Berg Agency
Cynthia Bethurum—Quality Fireplace Solutions
Emmanuel Bible—American Family Insurance
Debbie Blanc—Precision Transaction Management Corp
Cindy Bonick—Fidelity National Home Warranty
Don Booher—Colorado Escrow & Title
Rae Boyce—Integrity Building Solutions
Stacey Branch—Healthmarkets
Paula Budd—RE/MAX Alliance Relocation Division
Tim Burns—Home Team Inspection Service
Cassandra Byrns—Heritage Title Company
Bonfilice Calderon—Bonfy's Cleaning
James Carey—PCM Heating
Christopher Carter—Structurecheck, LLC
Sean Choi—First Bank of Aurora
Justin Clark—Ent Credit Union
Scott Clarke—Metrolink Mortgage
Geary Diltz—Master Odor Removal
John Dingess—Hamre, Rodrigues, Ostrander & Dingess, P.C.
Connor Dolan—My Way Mobile Storage of Denver
Tony Dorris—Mesa Moving & Storage
Andrew Dort—Bespoke Gifts
Erynn Dostaler—Arizona Tile LLC - Moving Makeover
Mike Dyer—Blackstone Home Inspections
Ashley Eugene—Curly Girl Cleaning LLC
Doug Fast—Quality Building Inspections

Clay Fell—Fidelity National Title
Tish Gaddy—Heritage Title Company
Oscar Galloway—Able Financial Inc.
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Luanna Graham—Finance of America Mortgage
Tom Gross—Assurance Mortgage Corporation
Angela Grunst—Roof Brokers, Inc.
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Michael Merit—Liberty Tax Service
Amelia Meza—Heritage Title Company



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Jeff Watson—A Better Sewer Inspection

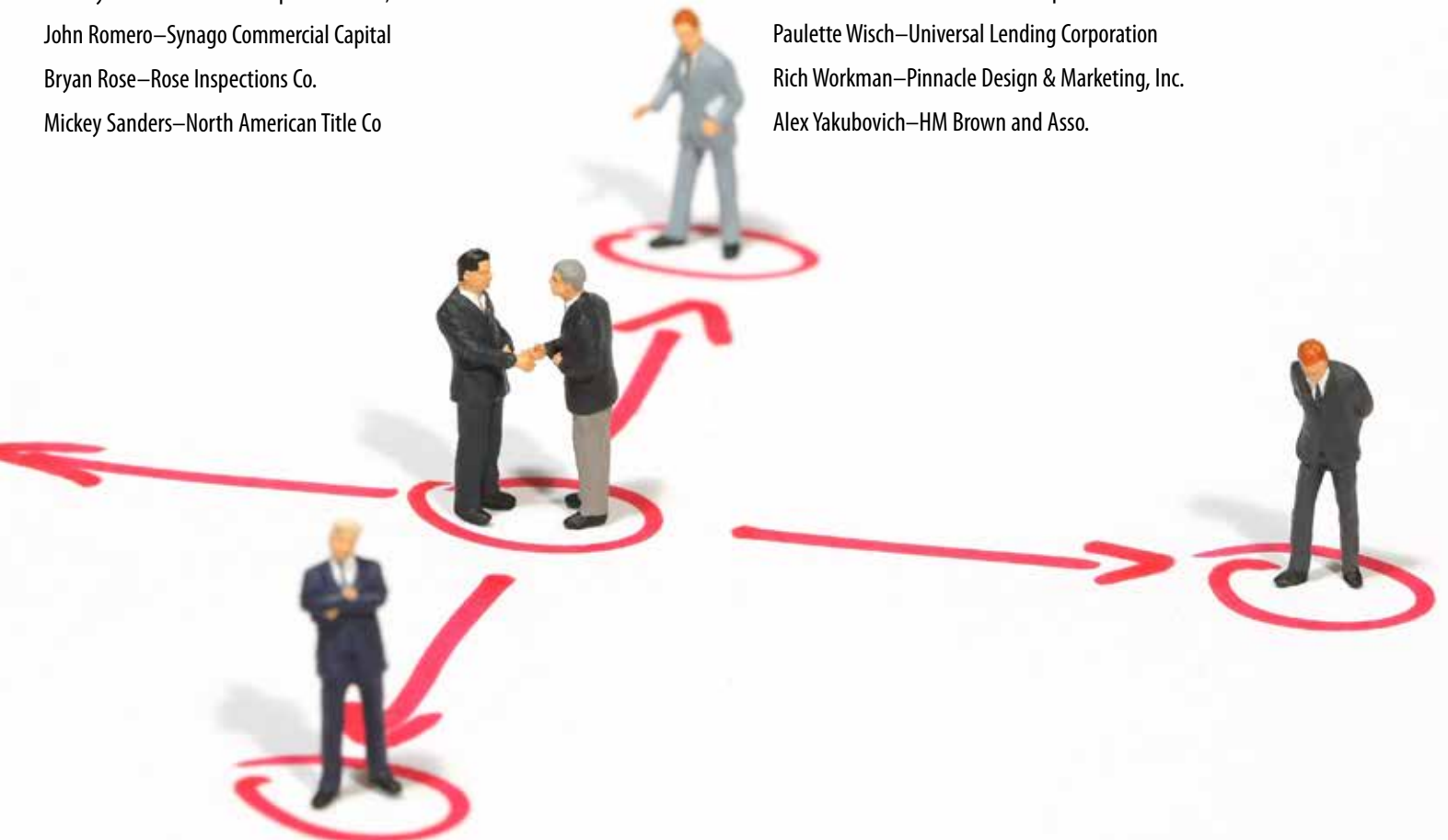
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8:00am-4:00pm

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Instructed by:
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**Lunch & Refreshments will be
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Generation Buy counts as one REBAC elective course to be applied towards the ABR® designation.

