

IOWA REALTOR® BENCHMARK

A publication by the Iowa Association of REALTORS®
Spring 2019

Inside:

Project Jack Recap

New Headquarters

Summer Meetings

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Iowa Association of
REALTORS®

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For more information about The Benchmark contact Grace McNamara (515) 309-9332



@iowarealtors

President's Message

A Commitment to Excellence

Discover the Why

The National Association of Realtors® has endorsed a learning program called Commitment to Excellence or C2EX. Mark Gavin, IAR's Director of Communications, forwarded a challenge to all state committee members to start the C2EX program this month and complete it by October. Those who have completed the program will be recognized at our IAR Convention.

The whole program can be finished in 2 - 5 hours. The IAR officers started a good-natured contest to see how quickly we could complete it. I joined in, determined that I could go through the program as fast as anybody. Faster. Get this done, check it off, and click next. With the talent we have in Iowa, I bet that we could have a larger percentage of our members pass the program than any other state in the nation!

Then the "Why" statement came up again. What was the why? Why bother doing something that isn't required? To be an example to others? Sure. To encourage others to complete the assessment? Sure. To get the competencies out of the way, and fast. Absolutely. I was rushing through the countryside and never enjoying the scenery. Getting a diploma and missing the education.

*"Slow down, you're move too fast
You got to make the morning last"*

The Commitment to Excellence is a lifestyle and a journey, not a destination. As I was halfway through the program, flying through it at breakneck speed, I stopped and began again, this time hitting the "all" tab. It was then that I began a great educational experience. I was aware of many of

the items covered, but certainly not all. I study my profession. I attempt to teach others, yet I picked up plenty of useful information.

My report to you is that I jumped off the fast track and I'm a third of the way through a very good educational process. The program covers all of the basic competencies that are helpful to conduct your career professionally. I encourage you to complete the C2EX program. You, your clients, and your Association will all benefit.

To get started, log in to C2EX.Realtor and take a self-assessment measuring your knowledge on several basic areas of professionalism. Based on your results, the platform will generate customized learning paths, recommend experiences, and provide tools and resources to increase your knowledge and enhance your skill sets.

You also have the option to click the "All" tab and jump in! Let the journey begin!



John Goede, IAR President

P.S. If you don't know the "slow down" reference, Google it now. Discover a folk rock duo that is an American Treasure.



Executive News

Your building.

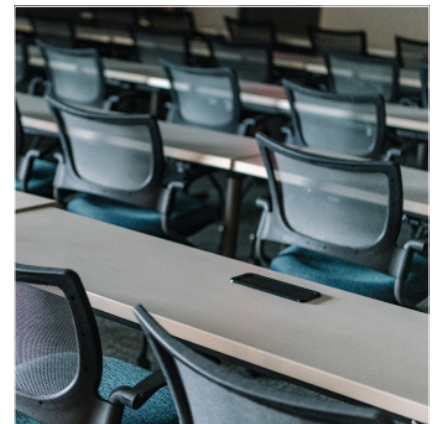
Yes, I said that correct, the new Iowa Association of Realtors® Headquarters Office is your building. It is a space we can all be proud of. Our Association represents a wide range of REALTOR® professionals from around the state of Iowa and we finally have a home. This building reflects the many needs of our members and future members. It has large spaces for classroom instruction, huddle rooms for small meetings, a board room for business meetings, a video production room, and modernized office space for the staff.

For the last 20 years we have leased space in the Des Moines metro, but 3 years ago, Ken Clark (2016 IAR President) formed a group to evaluate the future for us with our building space. They set out on a mission to determine if we'd build, buy, or lease our new building. After a long process, we finally settled on buying and ended up here in West Des Moines.

We surveyed instructors, students, members, staff, and other interested parties and ended up with what we have today. It was a labor of love for staff and the building committee. I think when you get the chance to come visit us, you will see that reflected. We have a home that will take us through the next many decades, and all while doing more with our members' dues dollars. This is *your* Iowa REALTORS® Building!



Gavin Blair



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IAR Convention | October 8 - 11, 2019
Des Moines Marriott Downtown

Keynote speaker: "Iowa Nice Guy" Scott Siepker
as well as Jeremiah "JMAN" Maneiro, Paula Monthofer, Pam Erman, and Trista Curzydlo

Real Estate for the *rich and famous*

For better or worse, celebrities and their lifestyle choices are often what the public believes is the truth and how things should operate in the real world. Here are some recent examples.

1. Bad Blood

America's sweetheart, Taylor Swift, doesn't have to pay a real estate commission.

A real estate agent, Douglas Williman claimed Ms. Swift owed him \$1.08 million dollars in commission on a \$18 million dollar townhouse in New York City she recently purchased.

Bottom line: she never signed a "legitimate" commission agreement and her legal team proved although he provided some work, he was not the "procuring cause" of the transaction. An email the plaintiff was resting his hat upon "lacked most, if not all, of the material terms of a real estate brokerage agreement, including the scope and duration of the relationship and the fee," the judge wrote.

She's only 28, worth over 280 million, has 84 million in real estate with 8 properties in 4 states... no wonder why we all love her! If you ever work with Taylor or her agents – make sure you have at least the following: a contract, in writing, properly identifying the property and containing all the terms and conditions under which the property is to be bought/sold, including the price, the commission to be paid, and the signature of all the parties concerned and a definite expiration date. And make sure you provide a copy to Ms. Swift! (IA Adm. Rule 11.1)

2. Fight, Fight, Fight for Fencing

Iowa Head Football Coach, Kirk Ferentz and his wife, Mary, have been sued by his neighbors over access and upkeep expenses of a shared road which provides access to his personal residence.

The dispute started as an issue over whether the Ferentzes had to join the Neighborhood Homeowners Association. The HOA wanted the Ferentzes to pay \$9,400 as part of the road maintenance. There was an agreement they signed with the neighbors in 2001 which allowed for an extension of the "shared area" around the road, yet there was a HOA agreement proposed in 2015 which they did not sign/join.

The lawsuit sought an injunction to force the Ferentzes to remove fencing and landscaping, which the plaintiffs say impedes access to the road, particularly to safety vehicles. The Ferentzes argued they put the fencing and trees up to protect their privacy. Many trees have been planted in an easement - which is there to allow the subdivision to approve the number of residents on the road.

Can people just put up trees and fencing wherever they want to protect their privacy? Likely not. Principal sometimes has a price. Fans of real estate are awaiting this court decision.



3. Keeping Up with the Beach Condos

Kanye West recently signed a contract to surprise his wife, Kim Kardashian, with a \$14 million dollar condo in the Miami Beach area. After some thought, Kim decided the unit didn't offer enough privacy for their family.

Mr. West backed out of the transaction. A fact that is lost on most people is that he did not have "not enough privacy" as a term and condition of the contract, so he forfeited \$600,000 earnest deposit money to the seller.

Spousal tip of the day: Don't buy any real estate without your spouse seeing what you're buying **prior to** having an offer accepted!

4. Alexa, we changed our mind.

Amazon decides to pull out of their decision to place a headquarters in New York City. Their rationale? Community backlash. "Unfriendly vibes" they received from the general public and some authorities, many of which did not feel that the \$3 billion in incentives, cultural changes, and rises in rent were worth it. For the estimated \$30 Billion in long term returns (25 years) ret. – they may want to get a long range focus to assure they are welcoming to a corporation who generally is seen as being a good neighbor.

5. Chrysler Crisis

The New York Chrysler Building recently sold for \$150 million - quite the price drop from its 2008 sale price of \$800 million! Speculation is that factors such as its vacancy rate (20%), the deal to lease 10,000 sq. ft. to Amazon that fell apart, and a quadrupling of rent (\$7.75 to \$31 million) for the land it sits upon from the landowners in one year - lead to this "fire sale".

Location, location, location.



6. Strike One

Chicago Cubs starting pitcher Yu Darvish and his wife, Seiko, were sued by a neighboring couple in Evanston, Illinois for recently installing a solid wood cedar fence on their \$4.55 million, 6 bedroom, 5,400 sq. ft. lake front mansion that now blocks the neighbors' views of Lake Michigan.

Darvish, the city, and the neighbors agreed to waive a general prohibition on fences in their neighborhood by allowing them to put up a 42 inch high wrought iron fence, which could easily be seen through. Later, the representatives for the Darvish's went to the city's Preservation Commission and got permission for a 6' wood fence. The neighbors claim they were never provided proper notice of this later meeting where they could properly object.

Now that the lawsuit is filed, there is a utility easement as well as an easement revealed between the neighbors from the 1940's that grants "unobstructed views of Lake Michigan" which is now violated from the wooden fence. Mr. Darvish, having a six-year, \$126 million contract available for his legal war chest may help, but courts generally don't like to mess with easements in place for that length of time. We'll see how this one turns out.

Keep an eye on celebrity's real estate issues.

Paul McLaughlin, Legal Counsel





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What's in a HOME?

Well, as it turns out, a lot. Through no small feat have we finally been able to practice what we preach: *Home Ownership*.

IAR recently made a major move from the place it called home for over 20 years. The old building had served us well but lacked what we needed as we move toward the future. Plus, it was starting to show its age; mauve and blue carpet, anyone?





In 2016, a committee was formed to search for a new place to call home. They searched high and low. Finally, with the guidance of the committee of trusted Realtors®, the association signed a purchase agreement and did our due diligence. We closed on a building previously occupied by Bike World in West Des Moines on August 2018.

While no one got to swing the proverbial hammer to kick off construction, no time was wasted in getting started. SHYFT Collective, a local project management company, helped us find our “why” and guided us through the process.

“Why” you ask? This is the members’ building and all decisions were made with them in mind. For those who haven’t been involved in a commercial build out before, let us tell you, it was a learning experience we won’t soon forget.

What we created was a state-of-the-art building with training spaces to host a multitude of classes and events. We designed huddle rooms for a collaborative work environment and a place members can utilize when it comes to their own clients. We added an expanded board room, a video room equipped to better deliver messages to members and the public, and multiple flex spaces that can adapt as we grow.

REALTOR® Political Action Committee

You believe in it, you own it, now rock it!



Major Investors receive free, customized RPAC gear when they complete their investment of \$1,000 or more. Items include apparel from brands such as Callaway, The North Face, Cutter & Buck, and Nike. Complete your investment and get yours today!

Contact Jamie at jamie@iowarealtors.com to order.

On the Road with RPAC

We are extremely excited to announce our summer 2019 RPAC Road Tour dates with speaker, past NAR President, **Elizabeth Mendenhall** as she represents the association and NAR's Leadership Team!

Tuesday, July 30th

5 pm: DMAAR (location TBD)

Wednesday, July, 31

9 am: QCARA at The Current

12:30 pm: ICAAR at Kinnick Stadium

5 pm: CRAAR at Black Sheep Social Club

Thursday, August 1st

12:30 pm: Sioux City (location TBD)

5 pm: Council Bluffs (location TBD)





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Legislative Days Recap

200 REALTORS® from across the state attended our IAR Hill Day.

During our day at the Hill, we met with legislators from all parts of the state and discussed Electronic Notarization, Groundwater Hazard Statement, Rental Caps, and Service Animal definitions. National political strategist and TV personality, Kevin Madden spoke about the current state of affairs in D.C. and discussed the next presidential election.

Our IAR Committees, work groups, and Board of Directors met and discussed a variety of topics, including ways to improve events and communications for our membership, NAR's new Commitment to Excellence Program (C2EX), the legislative agenda, progress of the building, risk management, and professional standards.

We raised almost \$16,000 for RPAC at our RPAC Reception!

Thanks to all that attended! Check out our photos from the event at [flickr.com/iowarealtors](https://www.flickr.com/photos/iowarealtors/).



Summer Meetings

June 12 - 14

Carroll, IA

Join us and see what Carroll has to offer! Don't miss **IAR 360** - a new and exciting way for you to hear what's happening at IAR and around the state, as well as an overview of the days ahead.

The kick-off reception will be enjoyed at Grit in Willey and fun night will be held in the heart of Carroll at Baratta's Steakhouse; both locally owned and operated!

Register now! iowarealtors.com/summermeetings

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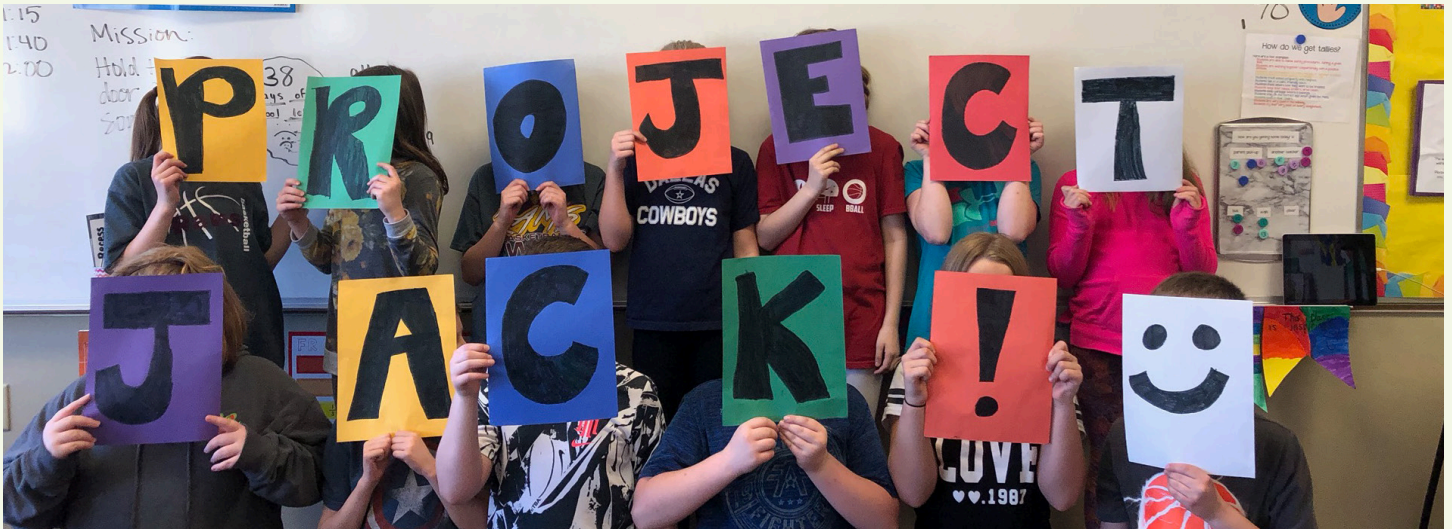


Coming

Summer

2019!

New online education with familiar and new courses.



Mapleton Elementary, 4th Grade

The REALTOR® Foundation of Iowa helps people in need across the state. That tradition continues into 2019 with Project Jack. Originating in the Quad Cities area in memory of Jack Lindaman, the project gives 4th and 5th graders the opportunity to pay it forward in any way the class chooses. For more info and to read about Jack's story, visit ProjectJack.org.

RIGHT: Students from East Mills 5th grade sent packages and letters to service personnel overseas. Local REALTORS® Danny Robertson and Dan Bullington were also on hand for the project.

Area: WCIRBOR



LEFT: 5th graders from Geneseo, Illinois spent a gorgeous spring day passing out flowers in town with motivational quotes attached.

Area: QCARA





LEFT: The 5th grade class from Decorah Middle School purchased toys, games, and art supplies for the University of Iowa Children’s Hospital. A few students were even able to participate in the U of I STEM Education Program.

Area: NEIRBOR

Right: The Des Moines Christian 4th graders made tie blankets for children in the hospital and used the remainder of the grant to create snack buckets for firemen at three area fire stations.

Area: DMAAR



Right: Thomas Edison Elementary students paid a visit to Bethany Nursing Home in Council Bluffs on Valentine’s Day. The students gave the residents decorated bags with treats and a flower.

Area: SWIAR



SCHOLARSHIPS



The Iowa Association of REALTORS® and the REALTOR® Foundation of Iowa (RFI) awarded 18 college scholarships to Iowa high school students this spring. Over 50 students applied for a scholarship. IAR, RFI, and the local boards across the state congratulate the scholarship recipients who were all nominated by Realtors® for being outstanding citizens and for their future potential of giving back to the community. The scholarship program is part of the ongoing efforts to give back to Iowa communities.

For more information on how you can support the REALTOR® Foundation of Iowa through giving options such as memorials, gifts, trusts, grants, wills and bequests, trust accounts, and donations, contact us today. Your contribution will make a difference!

IAR \$500 Scholarship Recipients

Brenna Nelson	Spencer Senior High School
Emily Boyer	Carroll High School
Hannah Ashley	Dallas Center - Grimes Community School
Paige Benson	Dallas Center - Grimes Community School
McKenzie Garman	Waverly - Shell Rock Community School
Ethan Pace Orr	Midland Middle High School
Stiven Parmley	Grinnell - Newburg Community School
Peyton Reese	Davenport Central High School
Sydney D. Schwenker	Burlington Notre Dame School
Gabriella B. Simon	Mason City High School

Gary and Judy Stevens Scholarship

GARY AND JUDY
STEVENS
SCHOLARSHIP

Thanks to a generous donation from Judy Stevens, a Realtor® from Cedar Rapids. With her husband Gary, they established a \$1,000 scholarship in their name to be awarded to a Realtor® family member high school graduate!

Dalton Anderson of Prairie High School was the recipient of this award.



REALTOR®
Foundation of Iowa
REALTORS® Helping Iowans in Need

Foundation Scholarship Winners 2019

Allyson Hearn - Independence Jr/Sr High School

Taylor Lakin - South Tama High School

Danielle Nauman - Pleasant Valley High School

Alec J. Nolting - Fort Madison Comm. High School

Madeline Vierkant - Spirit Lake High School

Jenna White - Hampton- Dumont High School

Kathryn York - Atlantic High School



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Say

hello

to our new instructors!



“Get educated, not sold!” With nearly 20 years of experience as a Mortgage Banker, licenses in Mortgage Lending, Insurance, and Real Estate, and the heart of a teacher, David Bell is well-rounded and ready to provide useful and quality education for Realtors® to use in their personal and professional lives.

Becky J. Petersen, Assistant VP for IPE 1031, received her law degree with honors from Creighton University and her B.A. in Finance from the University of Northern Iowa. Becky has always enjoyed working with the ones who make deals happen: Realtors®. By teaching, she has the opportunity to share information on a topic she's passionate about with professionals, ultimately resulting in smoother transactions and savings.



Jason Hallberg is currently the owner of Hallberg Auction LLC and is a 2004 Graduate of Iowa State University with a degree in Agricultural Business. He is currently the President of Continental Auctioneers School and is a Certified Personal Property Appraiser. He lives in Lakota, Iowa with his wife and three children and is an award-winning rodeo announcer.

Mari Stufflebean's education includes a Master's degree in Business Administration from Drake University and a B.A. from Buena Vista University. In addition to being a Realtor®, she has had the opportunity to own acreages, homes, and commercial Real Estate. Mari owned a very successful business for 16 years. She enjoys both education and real estate and is excited to share these two passions in the classroom.



Seth Dodge practices real estate, estate planning, and business advising at the law firm Wasker, Dorr, Wimmer, and Marcuiller, P.C., in West Des Moines. He graduated from the University of Iowa College of Law with distinction, in 2014. Seth also serves as a Judge Advocate with the Iowa Army National Guard. He and his two daughters spend their time cooking, painting, and enjoying the outdoors.

Rachel Scheib grew up around Perry, Iowa and played basketball at the University of Northern Iowa, where she received her B.A. and M.A. in the fields of exercise science and exercise physiology. After 7 years in that industry, she realized her passion and became a Realtor® and has since earned her Broker's license. Beyond selling, Rachel enjoys enriching the careers of her peers by teaching and training on a variety of topics surrounding real estate. In her spare time, you can find Rachel spending time with her family of five children, freelance writing for the local newspaper, and coaching.



Since beginning her career as a Realtor® and Broker Associate, Tonya Vakulskas has gained experience in sales management, recruiting, training, and curriculum development. She believes communication and collaboration are core values that have been instilled in her real estate practice. Tonya is currently the chair of the NWIA Board of REALTORS MLS committee and lives in Sioux City with her husband and three college-age sons.



2019 at a Glance

- 30 new classes available
- Over 200 classes already scheduled with more to be added
- CRS Class : Real Estate Investing - September 17 - 18
- Offering mandatory classes on the weekend
- Virtual classroom training coming soon!

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FIRST TIME HOME BUYER TOOLKIT

Downloadable Resources Available

We have compiled a toolkit to help promote the availability of Iowa's new First Time Home Buyer Savings Account. Resources include shareable infographics, sample email messages to both stakeholders and consumers, sample social posts and photos, and a customizable, printable postcard. We encourage you to download any or all of these resources to share with your peers, colleagues, and clients.



IowaFirstHome.com/Toolkit





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Get best-in-class training with your choice of classroom courses, e-learning, webinars and events. CRS Designees also get exclusive listing in the CRS Referral Network, including our “Find A CRS” online directory and the new *Qualified Consumer Leads* program.

Not to mention, complimentary subscriptions to Inman Select (a \$199 value) and our award winning magazine, *The Residential Specialist*. And every RRC Member also has access to a State RRC for additional local events, classes, support and networking.

Contact Us

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Donna Arnold, CRS	Quad Cities	Local Network Leader	Donna@donnaarnoldhomes.com
Beth Gilbreath, CRS	Davenport	Local Network Leader	bethgilbreath@ruhlhomes.com

Upcoming Classes in Iowa

Power Up on Smart Home Technologies | April 11, 2019 in Bettendorf | Instructor: Kim Cameron, CRS

Buying and Selling Income Properties | September 17-18, 2019 in West Des Moines | Instructor: Mark Porter, CRS

Building a Team to Grow Your Business | September 20, 2019 in Coralville | Instructor: Mark Porter, CRS

Congratulations to the following new CRS Designees

Tisha Boussetot, CRS | RE/MAX River Cities | Bettendorf

Nancy Nolan, CRS | Keller Williams Greater Quad C Keller | Bettendorf

Cheri Hill, CRS | Keller Williams Legacy Group Realty | Swisher

Ryan VanDaele, CRS | Keller Williams Greater Quad Cities | Bettendorf

Jacquelyn Duke, CRS | Coldwell Banker Mid America Group | Ankeny

Kathryn Pfaffle, CRS | Keller Williams Siouxland | Sioux City

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Check out the Iowa RRC website at iowa.crs.com

