



A Message from Your President...



**Cynthia
Cummings**

2017 PRESIDENT

435.512.6799
cindy@
jetteyoungblood.com

Wouldn't you agree that the beginning of the year marks a transition for us? It becomes time for us to take a step back and reflect on where we've been and where we want to go. There is an intense awareness of the losses, struggles and challenges that occurred during the previous year, but also an immense appreciation of our good fortune and blessings.

A New Year usually brings with it a jump into our hopes for the future. We dream of increased happiness and health... and wealth. We make a list of resolutions, hoping our willpower and newly found motivation will push us into a new way of living. But in moving from one year to the next, I'd like to suggest we pause to celebrate.

Helen Keller once said that *"your success and happiness lies in you. Resolve to keep happy, and your joy and you shall form an invincible host against difficulties."* Before I look to set goals for the future, I choose to celebrate the good that came from 2016 and use it to motivate me through the ups and downs that lie ahead for me this year.

I want to celebrate the fact that your Past President, Karen Bradley and her leadership team leave to me a successful, well running Association, fully compliant with NAR standards. I choose to celebrate the fact that despite record inventory lows, many of our agents have still found tremendous success in their businesses. I also choose to celebrate the many wonderful friendships I've gained while working with my fellow Realtors® in Cache Valley. I don't fear what lies ahead for me this year, because I know of and remember the hard work and dedication of those who came before me.

I hope all our Association Members enjoyed their holiday season and wish you a happy and prosperous New Year! I look forward to working with you this year!

REALTOR® Ski Night

Thursday, January 26, 2017

5:00 to 9:00 pm

- ▶ LIFT PASSES: \$15.00 each
- ▶ SKI & SNOWBOARD RENTALS (Beaver Rental Shop):
- ▶ LESSONS: Available by calling the Ski School at (435) 946-3610



This event is for all REALTOR® & Affiliate Members, and their friends/families.
Tickets are now available for purchase by calling the Association Office.



CALENDAR ITEMS & UPCOMING EVENTS

Education Retreat

The Cache-Rich Association of Realtors® invites you to attend an Educational Retreat that is sure to enhance your real estate skills, and inspire an increased level of professionalism in your business. Attendees will receive up to 7 hours of CE (continuing education) for your license and lunch will be provided. The best part???

IT'S FREE to CRAR members!

Wednesday, February 1, 2017
Riverwoods Conference Center

MORNING SESSION – 9:00 am to 11:45 am

- ✓ Legal Court Decisions Every Agent Should Know – 3 HR CORE CE
- ✓ Real Estate Safety Matters – 3 HR CE

LUNCH SESSION – 12:00 pm to 1:00 pm (LUNCH PROVIDED)

- ✓ Forms Q&A with UAR Legal Counsel – 1 HR CORE CE

AFTERNOON SESSION – 1:15 pm to 4:00 pm

- ✓ New Property Management Laws – 3 HR CORE CE
- ✓ Stupid Agent Tricks – 3 HR CORE CE
- ✓ Water Rights – Intro to Water Law – 2 HR CORE CE
(approved for Title Officers)

JANUARY 2017

- 2 New Year's (Observance)
ASSOCIATION OFFICE CLOSED
- 12 UAR Board of Directors Meeting
SANDY, UTAH
- 18 Board of Directors Meeting
- 23 Utah Legislative Session Begins

FEBRUARY 2017

- 1 CRAR Education Retreat
RIVERWOODS CONFERENCE CENTER
- 15 Board of Directors Meeting
- 16 New Member Orientation
- 16 "Code of Ethics"
3 HR CORE CE @ CRAR
- 20 Realtor® Day on the Hill
SALT LAKE CITY, UTAH

MARCH 2017

- 8 Utah Legislative Session Ends
- 16 Board of Directors Meeting

Calendar Items can be found on our website or by watching for the weekly calendar items email sent out by the Association Office.

Registration Available on our Website!

<http://cacherich.com/education-retreat/>



professionalism

noun / pro-fes-sion-al-ism: the skill, good judgement, and polite behavior that is expected from a person trained to do a job well.

TIP

The Golden Rule

Having been taught this age-old concept from the time we were young, most of us recognize its place in our personal lives. When it comes to the world of business, though, this rule isn't applied nearly as fervently. Sure, we'd like to say that we uphold this rule in our professional lives -- but when it comes down to it, do we really? It's easy to dismiss the concept of ethics as less important than other areas of business; to stuff them into our business values page, but to leave them out of the day-to-day processes. But far from being "fluffy" concepts with no real place in the business world, it's important to recognize that ethics are directly tied to a person's long-term success.

When you think about it from a practical standpoint, applying the Golden Rule in business makes a lot of sense. Treat your clients right and they'll be happier, more likely to come back -- and more inclined to recommend you to friends and family. Treat your colleagues fairly, and they'll be motivated to provide excellent service, which leads to your common goal -- a successful transaction.

When it comes to the Golden Rule, this simple yet timeless guideline holds more value than first meets the eye. In a world where the question of ethics and moral dilemmas often arises, having a standard that you can refer to in your decision-making process can be invaluable.

Likewise, in today's ultra-competitive marketplace, having a solid set of ethics could be just what you need to stand head and shoulders above the rest. With this in mind, let's take a look at how the Golden Rule breaks down practically and see how implementing it into your business strategy and daily operations can pay off.

Building your reputation. One of the most valuable possessions that you have is your reputation -- and it's important to guard it at all costs. Commissions can be lost and regained, but rebuilding a damaged reputation -- that's far more difficult. "Each time you live up to the Golden Rule, your reputation is enhanced; each time you fail, it is diminished," writes author and speaker Fred Reichheld in an article in Harvard Business Review. As it turns out, rising above the situation and treating others decently is just as important in the business world as it is in our personal lives.

Improving the customer experience. The secret to a satisfied customer base is your ability to put yourself in your client's shoes. Henry Ford recognized the value of this simple concept. "If there is any one secret of success --" Ford is quoted as saying, "-- it lies in the ability to get the other person's point of view and see things from that person's angle as well as from your own."

The sobering fact is that customer satisfaction works both ways. "When customers feel mistreated or misled, they give what they got," writes Fred Reichheld, highlighting the reality of dissatisfied customers. "They leave -- if they can -- and complain if they can't. They demoralize you and they badmouth your company, alienating your prospects. They're costly."

The best companies know that relationships rather than transactions are what matter; something that is at the heart of the Golden Rule. Treat others like people, not numbers and put yourself in their place once in a while. It's not as complex as some of the other business philosophies out there, but it undoubtedly encompasses many of them as well. As it turns out, following the Golden Rule will help you to go far -- in life and in business as well.





Board of Director Action Item Dues Billing Schedule Change

Recently, the Board of Directors made changes to the policies regarding the dues billing schedule, which was passed by the Board during their December meeting. For several years, members have expressed some difficulty in paying their 1st Quarter Membership dues (which include NAR & UAR dues) at the first of the year. Some feel it creates a financial hardship, since winter is generally a slower time of year, speaking specifically of home sales. Others feel the pinch on the holidays and wish for relief from this recurring invoice.

After careful consideration, the Board of Directors have made changes to and adopted the following dues billing policies:

Cache-Rich Association Policies & Procedures, Page 31 - Dues And Fees

Cache-Rich Association of REALTORS® Dues are broken down and billed for on a quarterly basis, beginning ~~January 1st~~ October 1st for the upcoming year. National and State Association Dues are paid on ~~a yearly~~ an annual basis, due ~~January 1st of each year~~ October 1st for the upcoming year. Members may elect to pay Association Dues annually, semi-annually or quarterly. Dues billing is conducted via the Cache-Rich Association Online Member Database system.

What does this mean for you in 2017?

As with any change of this nature, there will be a transition period that will take place in 2017. Our 1st quarter dues billing cycle is currently underway, and will continue unaffected, as will 2nd quarter. However, 3rd quarter billing on July 1st will require us to collect for 3rd AND 4th quarter, making the total due \$290 (dues + Supra). At that time, all members will be considered to be "paid in full" for the remainder of 2017.

The 2017 dues billing schedule has been revised as follows:

- January 1, 2017 - Annual Dues Renewal - NAR, UAR & 1st Quarter CRAR \$510
- April 1, 2017 - 2nd Quarter CRAR \$145
- July 1, 2017 - 3rd & 4th Quarter CRAR \$290
- October 1, 2017 - 2018 Annual Dues Renewal - NAR, UAR & 1st Quarter CRAR \$510

What will the new dues schedule going forward following the transition year?

The ongoing dues billing schedule will be as follows:

- October 1st - Annual Dues Renewal for the upcoming year - NAR, UAR & 1st Quarter CRAR \$510
- January 1st - 2nd Quarter CRAR \$145
- April 1st - 3rd Quarter CRAR \$145
- July 1st - 4th Quarter CRAR \$145

2017 Charity Partnership

Each year, the Cache-Rich Association of REALTORS® will organize human resources or a fundraising event for the benefit of a local charitable or community organization. In order to determine which organization to partner with, we are asking you, our members....

Who do you think it should be?

Submit your recommendation to the Consumer Outreach Committee by clicking [HERE](#).