
TheSource



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MCAR MEMBER WEEKLY UPDATE

1.

Thank you for Serving MCAR in 2020...

Finance Committee

Arnie Harrison
Jennifer Keech
Deb Townsend

MLS Committee

Jason Woodard
Bill Rasmussen
Vince Villegas
Bill Slating

MLS Specifications Committee

Ghazey Aleck

Professional Standards Committee

Deb Townsend
Bill Slating
Jame Perry
Vince Villegas
Maria Keast

MichRIC® Managers

Jason Woodard
Bill Slating
Vince Villegas

West Michigan Regional Forms Committee

Bill Slating
Chris Ritter
Jason Woodard

Legislative Committee

Mike Satterlee
Scott Giddings
Denilda Hubbard

Awards Committee

Chris Ritter
Vince Villegas

Community Outreach Committee

Chris Ritter
Tammy Cilbraise
Vicki Nelson
Denilda Hubbard

2.

Montcalm County Association of Realtors® Spread Christmas Joy

Montcalm County
Animal Shelter
Donations from
Coldwell Banker Weir
Manuel Hoppough of
Greenville and
Greenridge Realty





**Ionian County Animal
Shelter Donations
from Clarity Realty
Allied**

**Food and Gift
Donations from Best
Homes Title Agency,
Coldwell Banker Weir
Manuel Hoppough of
Greenville and the
MCAR Board of
Directors**



The Community Outreach Committee collected gifts this December for two local families and two animal shelters. The Committee wanted to provide gifts for these families, while also spreading some love to their furry friends at the local animal shelters. Committee members, Chris Ritter of Greenridge Realty in Greenville, Denilda Hubbard of Clarity Realty Allied, Tammy Cilibraise of Exit Colonial House Real Estate in Sheridan and Vicki Nelson of Best Homes Title Agency decided to collect donations for the Montcalm and Ionia County Animal Shelters in addition to collecting gifts for the families. This was a big undertaking, but well worth the effort!

MCAR's Community Outreach Committee worked with Penny Dora, Director of Communications/ Administrative Services, at the Montcalm Area Intermediate School District (MAISD) to determine two families in Montcalm County who are in need of help this Christmas. After receiving the various needs of each of the families children, the Outreach Committee went to work collecting toys, clothing, hats, mittens and food from Best Homes Title Agency, Coldwell Banker Weir Manuel Hoppough of Greenville and MCAR's Board of Directors. After all of the gifts were wrapped and tagged, Brianna Pike, an Early Childhood Special Education Teacher at the MAISD helped us deliver the gifts and food to each family. After each of the deliveries were made, Penny Dora expressed her sincere gratitude to MCAR's Outreach Committee, it's Realtor® members and Affiliate partners. She states, "It is such a blessing that we have community partners who can bring some Christmas joy to our families. MAISD is very grateful to our Realtors® for their generosity and kindness. We cannot thank them enough for doing this."

The Community Outreach Committee worked with Clarity Realty Allied, Coldwell Banker Weir Manuel Hoppough in Greenville and Greenridge Realty in Greenville to collect donations of dog food, pet toys, litter pans, cleaning supplies, treats and flea medicines for both the Montcalm and Ionia County Animal Shelters. After all of the donations were collected, Chris Ritter of Greenridge Realty and Denilda Hubbard of Clarity Realty Allied delivered the donations to the Montcalm and Ionia County Animal Shelters early last week. Officer Devries of the Montcalm County Animal Control took time out of her busy schedule to meet with Chris Ritter and accept the donations for the animal shelter. MCAR is very grateful that Officer Devries was willing and able to help them get the donations delivered to the animal shelter.

The committee hopes that their gifts will spread joy to the families and animals that need them this Christmas. MCAR's Community Outreach Committee looks forward to another year of community outreach events in which they can spread joy and help in times of need.

They would like to thank all of the volunteers who made this event possible during this holiday season and hope to work with them in 2021!

3.

Fighting Housing Discrimination

Check out this article from NAR which gives you information on how to protect yourself when your client discriminates:

[https://www.nar.realtor/fair-housing-corner/fair-housing-claim-alleges-racial-discrimination-by-sellers?AdobeAnalytics=ed_rid%3D103275%26om_mid%3D3706%7CAE%20INS%2012-16-2020%26om_nytpe%3DINS_Association%20Executives%20\(AE\)](https://www.nar.realtor/fair-housing-corner/fair-housing-claim-alleges-racial-discrimination-by-sellers?AdobeAnalytics=ed_rid%3D103275%26om_mid%3D3706%7CAE%20INS%2012-16-2020%26om_nytpe%3DINS_Association%20Executives%20(AE))

You must understand how to respond to your client when that client is choosing to violate fair housing laws. To avoid potential liability, you must separate yourself and address the client's discriminatory behavior.

Check out the NEW Fair Housing Simulator at <https://fairhaven.realtor/>. This tool walks you through the town of Fairhaven for an interactive training to help you navigate challenging real estate scenarios. This training takes approximately 60-100 minutes to complete.

4.

How Much Should you Spend on Facebook Ads?



Please click on the Monthly Indicators Report below to be directed to FlexMLS. You will need to use your FlexMLS login credentials to access the report.

Monthly Indicators

MONTCALM COUNTY
ASSOCIATION OF REALTORS*

November 2020

November saw the Dow Jones Industrial Average top 30,000 for the first time, while mortgage rates reached new record lows again. These new records have provided encouragement for buyers to move forward on home purchases, which continued to remain strong overall for the month.

New Listings increased 14.3 percent for Single Family Residence homes while Condominium homes had limited activity. Pending Sales increased 23.5 percent for Single Family Residence homes and 100.0 percent for Condominium homes. Inventory decreased 63.2 percent for Single Family Residence homes and 50.0 percent for Condominium homes.

Median Sales Price increased 34.0 percent to \$154,000 for Single Family Residence homes and 28.0 percent to \$230,450 for Condominium homes. Days on Market decreased 68.3 percent for Single Family Residence homes and 13.2 percent for Condominium homes. Months Supply of Inventory decreased 62.1 percent for Single Family Residence homes and 70.0 percent for Condominium homes.

Showing activity remains higher than the same period a year ago across most of the country, suggesting that strong buyer demand is likely to continue into what is typically the slowest time of year. With inventory remaining constrained in most market segments, sellers continue to benefit from the tight market conditions.

Quick Facts

- 24.0%	+ 47.7%	- 62.2%
Change in Closed Sales All Properties	Change in Median Sales Price All Properties	Change in Homes for Sale All Properties

Report provided by the Michigan Regional Information Center for the Montcalm Association of Realtors service area. Residential real estate activity is composed of single-family properties and condominiums. Percent changes are calculated using rounded figures.

Single Family Residential Market Overview	2
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Days on Market Until Sale	7
Median Sales Price	8
Average Sales Price	9
Percent of List Price Received	10
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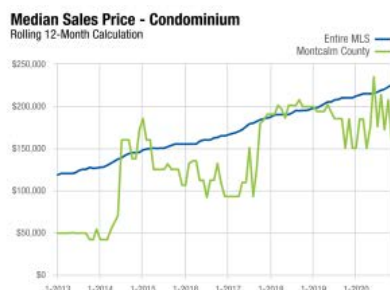
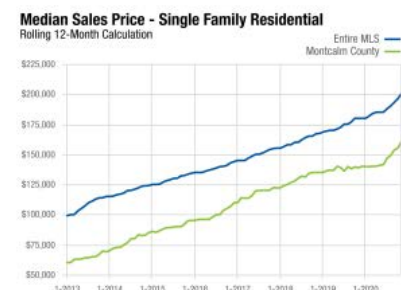


Montcalm County

Single Family Residential	November			Year to Date		
	2019	2020	% Change	Thru 11-2019	Thru 11-2020	% Change
New Listings	46	56	+ 21.7%	1,013	866	- 14.5%
Pending Sales	45	55	+ 22.2%	795	797	+ 0.3%
Closed Sales	77	72	- 6.5%	762	727	- 4.6%
Days on Market Until Sale	43	28	- 34.9%	42	41	- 2.4%
Median Sales Price*	\$135,500	\$177,000	+ 30.6%	\$139,500	\$160,000	+ 14.7%
Average Sales Price*	\$139,812	\$198,283	+ 41.8%	\$151,522	\$178,032	+ 17.5%
Percent of List Price Received*	100.1%	100.1%	0.0%	98.2%	98.9%	+ 0.7%
Inventory of Homes for Sale	182	85	- 53.3%	—	—	—
Months Supply of Inventory	2.6	1.2	- 53.8%	—	—	—

Condominium	November			Year to Date		
	2019	2020	% Change	Thru 11-2019	Thru 11-2020	% Change
New Listings	1	2	+ 100.0%	14	18	+ 28.6%
Pending Sales	0	2	—	7	16	+ 128.6%
Closed Sales	1	4	+ 300.0%	8	15	+ 87.5%
Days on Market Until Sale	1	21	+ 2,000.0%	128	102	- 20.3%
Median Sales Price*	\$219,900	\$155,400	- 29.3%	\$184,950	\$185,900	+ 0.5%
Average Sales Price*	\$219,900	\$171,175	- 22.2%	\$180,538	\$184,153	+ 2.0%
Percent of List Price Received*	100.0%	98.8%	- 1.2%	101.0%	98.3%	- 2.7%
Inventory of Homes for Sale	9	5	- 44.4%	—	—	—
Months Supply of Inventory	9.0	2.6	- 71.1%	—	—	—

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Current as of December 6, 2020. All data from the Michigan Regional Information Center. Report © 2020 ShowingTime.

5. Fair Housing ConEd

Please join MCAR, Battle Creek Area Association of Realtors® and a few other Local Realtor Associations for a **FREE - 1 Hour CE Class** on **Tuesday January 19th from 12-1pm via Zoom with Bill Dedman**. This class will be **educational and very interesting** at the same time! **This is your chance to learn with other Realtors® and local association staff on how racism and racial steering is impacting the real estate industry. We will learn valuable tips to avoid racial steering and encourage fair housing.**

Still wondering who Bill Dedman is?? Well...he is one of four lead reporters that did an undercover investigation on racial steering by real estate agents in a recent Newsday Report. This investigation, Long Island Divided, is becoming very well known and is prompting NAR to make changes to the Code of Ethics and Realtor® Associations Core Standards to ensure that Realtors® and their local and State Associations are well educated in Fair Housing and advocates of private property rights for all regardless of class, race, sex and/or religion. You can check Bill Dedman out at <http://powerreporting.com/index.html>.

For questions please contact staff@bcaar.com | 269.962.5193

Register Here!

THE FIGHT FOR FAIR HOUSING

An inside look at the investigation that is shaking up the real estate industry.

JANUARY 19, 2021 | 12PM - 1PM

FREE
1 Hr Elective
CE Credit



BILL DEDMAN

Pulitzer Prize Winner
New York Times #1 Bestselling Author

Bill Dedman is a Pulitzer and Peabody award-winning investigative reporter, bestselling author, and keynote speaker. Bill received the Pulitzer Prize in investigative reporting for The Color of Money, his report in The Atlanta Journal-Constitution on racial discrimination by banks and savings and loan associations in middle-income Black neighborhoods. He has spoken to the Federal Reserve, HUD, banking and real estate associations, and many others.

Bill was one of the lead reporters on Newsday's 2019 undercover investigation, Long Island Divided. Newsday revealed that Long Island's dominant residential real estate brokerages help reinforce racial segregation through illegal steering of customers. Newsday's team received several national awards for their work.



Will you pass the test for illegal steering?

Pulitzer Prize winner Bill Dedman will discuss his work on the Newsday "Testing the Divide" investigation highlighting racial steering in real estate and what REALTOR Associations can do to combat racism in the industry.

- How were the tests conducted?
- What were the major findings?
- What is steering?
- Can agents talk about schools?
- How to ensure fair treatment?
- What training is available?

To Register please visit:
bcaar.com/fair-housing-newsday/
For questions please contact
staff@bcaar.com | 269.962.5193



View the December ShowingTime Newsletter here:

This month's ShowingTime Newsletter highlights the many ways ShowingTime engaged with their clients and helps agents maintain a log of buyers and their showings within ShowingTime.

December 2020

6.

2021 Goal Planning with Dotloop

Click the image below to learn more about goal planning for year 2021 with Dotloop.



Realtor Members ONLY - With your MCAR membership, you have free premium access to Dotloop. If you would like to take advantage of this service and are not already offered premium Dotloop through your Broker, please email ceo@mihomesource.com for more information.

Montcalm County Association of
REALTORS®



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[Visit our website](#)

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Until Further Notice

Please email Ashley at ceo@mihomesource.com or
call (616) 560-9824 for an appointment