



**In This Issue**

- [Weekly Video](#)
- [Important Dates](#)
- [Events](#)
- [MLS News](#)
- [Education News](#)
- [Hot News Sponsors](#)
- [Hot Topics](#)
- [Quick Links](#)
- [New Members](#)



**Hot News Sponsors**

**VERY IMPORTANT...PLEASE READ  
THE NEXT 4 ITEMS!  
THIS IS NO JOKE**

**ALERT TO ALL REAL ESTATE LICENSEES:  
THOUSANDS OF DOLLARS IN FINES NOW BEING  
ASSESSED-THAT'S A REAL KICK IN THE DOS!!!**

Right now, before you pick up your coffee cup, before you head out the door, before you answer your cellphone to speak to your next client (assuming you know the difference between a client and a customer), you need to read this narrative because failing to do so will cost you dearly.

Since the New York State Department of State (DOS) issued its guidelines which memorialized the manner by which all licensees and firms are to advertise to the public, it is quite obvious there are many agents who simply refuse to heed the warnings.

[Learn More Here!](#)

**DOS Auditing Broker Websites for Compliance With Advertising Regulations**

NYSAR has been informed that the New York State Department of State Division of Licensing Services (DOS) has begun auditing broker websites for compliance with the advertising regulations. It is NYSAR's understanding that the audits are initiated by the DOS and are not based upon consumer complaints.

Brokers should make a thorough review of their websites for compliance with the advertising regulations. For information on complying with the advertising regulations, as well as a copy of the advertising regulations, [click](#)

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**Increase your income.**

**nysar**

[here.](#)

**NYSAR has recorded a special podcast on this topic that can be [found here.](#)**

**In Case You Missed It**

In case you missed NYSAR's Legal Counsel Anthony Gatto's advertising regulations webinar, PLEASE take the time to watch.

**View Webinar Here!**

**TAKE ACTION! Reauthorize the National Flood Insurance Program**

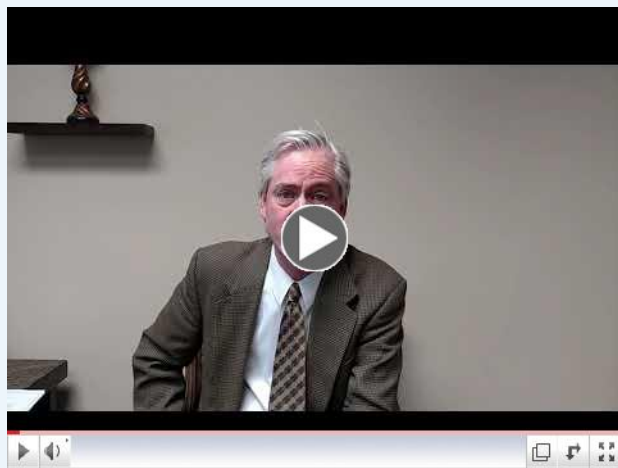
The National Flood Insurance Program (NFIP) will expire on July 31, denying necessary insurance coverage to homeowners and buyers in more than 20,000 communities nationwide. Congress must act now to reform and extend the NFIP. Take action by urging Congress to extend the NFIP and pass meaningful reforms to ensure long-term viability of the program.

**Take Action Today!**

**Weekly Video**

**Stay Inside Fair Housing Laws...to Stay Outside of Jail!**

Chris Teelin, GSAR President-Elect, with Howard Hanna Real Estate-North Syracuse, took a fair housing class with Randy Templeman at GSAR this past Thursday. Click on video to hear about the class!



**Events**

**Save These Dates for July and August!**

- July 23 [GSAR Annual Golf Outing](#), 11:30, Links at Erie Village
- July 30 [Tech Tips & Training](#), 1:00 pm, GSAR
- Aug 22 [Raising the Bar #3, Meet the Candidates, & GSAR Election Begins](#), 9:00 am, GSAR

**2018 Annual GSAR Golf Outing!**

## Quick Links

[2018 Membership Directory](#)  
[Calendar of Events](#)  
[CenterState CEO Events](#)  
[CNY Housing Stats](#)  
[CNYIS Billing Change](#)  
[Education Schedule](#)  
[Event & Meeting Schedule](#)  
[Important Support Numbers](#)  
[Member Benefits](#)  
[Member Profile](#)  
[NAR](#)  
[NAR REALTOR® Magazine](#)  
[NYSAR](#)  
[NYSCAR Events](#)  
[Pay Your Dues](#)  
[Register for Education](#)  
[Register for an Event](#)  
[Scholarship Request Form](#)  
[Syracuse Events](#)

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## Important Dates

### [Annual Golf Outing](#)

July 23, 11:30 am  
Links at Erie Village

### [Tech Tips & Training](#)

July 30, 1:00 pm, GSAR

### [Raising the Bar #3, Meet the Candidates, Election Begins](#)

August 22, 9:00 am, GSAR

### [Cayuga County Chapter Education and Networking Event](#)

September 5, 4:30 pm, Hilton Garden Inn, Auburn

### [Oswego County Chapter Education and Networking Event](#)

September 6, 4:30 pm,  
Tavern on the Lock, Fulton

### [Tech Tips & Training](#)

September 24, 1:00pm, GSAR

### [NYSAR Fall Business Meetings](#)

September 30 - Oct. 3  
Turning Stone Casino

### [Raising the Bar #4 & Main Event](#)

October 4, 10 - 2:00 pm  
Details to follow!

### [Parade of Homes](#)

This year's Golf Outing will be held on Monday, July 23rd at [The Links at Erie Village](#), 5904 North Burdick Street, East Syracuse. Check-in will begin at 11:00 am with lunch on the deck beginning at 11:30 am, Captain & Crew Shotgun at 12:30 pm, and a steak bake dinner at 6:00 pm. This event always fills up fast, so don't delay, register today! [Click here](#) for flyer.

[Register to Golf](#)

[Register for Dinner Only](#)

### **Tech Tips & Training July 30**

For the first time, July's T3 will be all about managing your day with the iPad. Don't miss out...this class will fill up fast! [Click here](#) for printable flyer.

[Register Today](#)

### **Raising the Bar #3, Meet the Candidates & GSAR Election Begins**

This year's 3rd Raising the Bar will be held at GSAR on Wednesday, August 22nd at 9:00 am. This session will focus on REO's, foreclosures, and HUD homes. Immediately following RTB, stay and hear from the nominees for the open GSAR Director positions for 2019! Don't forget...Voting starts this day at GSAR and will be open daily, M-F from 9:00 am - 4:00 pm through September 5th (except Labor Day). [Click here](#) for event flyer.

[Register Today](#)

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## MLS News



### **Penalties To Go Into Effect for Delayed Showing/Negotiations Violations July 1**

Effective July 1st, 2018, the following penalties, in red below, will go into effect for violations of the Delayed Showing/Negotiations Rule within the MLS Rules and Regulations:

Delayed Showings/Negotiations: Delayed Showings/Negotiations (DNS notices) are allowed. All listings in the Service that are not immediately available

October 13 - 28  
Crown Point Summit Meadows

[REALTOR® Morning @ The Parade of Homes](#)

October 17, 9:00 - 11:00 am  
Crown Point Summit Meadows

[Tech Tips & Training](#)

October 22, 1:00 pm, GSAR

[REALTORS® Conference & Expo](#)

November 2 - 5,  
Boston, MA

[Oswego County Chapter's PATH Auction & Holiday Party](#)

November 13, 5:00 pm, Fulton

[Cayuga County Chapter Holiday Party & Fundraiser](#)

December 13, 5:30 pm  
Springside Inn, Auburn

for showing/negotiations must have the owner(s) complete the required Delayed Showing/Negotiation Form. This form **MUST BE** filed as an attachment to the listing **AT THE SAME TIME** the listing is entered into the MLS. The date(s) that the property will be available for showing and/or negotiations **MUST** be put into the **PRIVATE & PUBLIC** Remarks. Open houses are not to be scheduled during the "No showing" time frame. Note: The property is to be considered "Active" and days on market will continue to be counted

**\$100.00 penalty for any violation of this rule. \$500.00 penalty for breaking any terms of the "Delayed Showing/Negotiation" Addendum Form.**

The most up to date version of the "Delayed Showing/Negotiations" Addendum form can be found on InstaNet Forms

**MLS Tip of the Week**

**Directions:** The Directions fields must contain directions that any reasonable, prudent person can use to locate the property. Consult map, see agent, sign names, company identity, websites and other inappropriate information, are not permitted.

## Education News



**Salesperson Prelicensing Course Begins July 9**

Know someone interested in getting into real estate? GSAR's summer salesperson prelicensing course begins on July 9. The course runs Monday-Friday, 9am-5:30pm from July 9 through the 20th, with the final exam on July 21.

Registration deadline is July 2. Click here [add link to sales course page] for more information.

**Summer School**

If your license is up for renewal soon, why not pick up a few hours of continuing education during July and August.

July 24 - Five Steps of the Loyalty Ladder  
9:00am - 12:00pm Instructor: Randy Templeman

August 2 - Ethics for REALTORS®  
9:00am - 12:00pm Instructor: Don Radke

[Click here](#) to register

GSAR offers online courses through The CE Shop, Hondros Learning, and OnCourse Learning. [Click here](#) for a list of online courses.

### **Matrix Training**

How well do you really know Matrix? If you haven't taken Matrix 2, you might be missing out on features of the program that could save you time and cut down on frustration. In Matrix 3, you'll learn how to create a CMA and the instructor will discuss the Realist tax program (did you know that you can print mailing labels from Realist?).

View Matrix News and Alerts on your Matrix homepage for the schedule and registration instructions.

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## ■ Hot Topics



### **Check it out! Everyone has Technology Questions**

NYSAR's free Tech Hotline can provide the answers. The Tech Hotline is a free member benefit offering support for hardware, software, digital devices and more. Our expert technicians will provide prompt, courteous assistance to save you time and money so you can stay focused on your business. Available to active members of NYSAR only, your NYSAR membership just became even more valuable!

[Learn More Here](#)

### **Act Now and Get Your Company's Name on a Hole at the Annual Golf Outing!**

There are several sponsorship opportunities for you at our Annual Golf Outing. Everything from hole sponsors to dinner sponsors are available to get your company's name out there. Hurry...they won't last!

[Sponsorship Opportunities](#)

**RED ALERT! See the Newest Member Service From NYSAR...There is a 30 Day Trial.**

The Association staff have been made aware of various types of suspicious activity during this very active real estate market!

Tips based on those calls:

\*Sellers must put under lock and key all prescription drugs.

\*Sellers must put under lock and key all valuables such as trophies, jewelry, and loose change.

\*Buyer proof of funds and deposit check verified at the time of an offer.

\*Open houses are being targeted. Pay attention to where people are. What size purse they are carrying do children have back packs on!

**FOREWARN**, NYSAR's partner for proactive safety and lead intelligence, makes it easy to verify a prospect's identity, criminal record, bankruptcies, address history and property records all in one place within seconds.

**YOU MUST REGISTER NO LATER THAN JUNE 30th**

This no-obligation free 30-day trial, coupled with tremendous savings, is only available to NYSAR members through Saturday, June 30, so be sure to activate your free trial account today and take advantage of this amazing benefit and opportunity before it's gone.

[Activate Your FREE Trial Today!](#)

[Safety Message from Attorney Vaughn Lang](#)

### **The Voice for Real Estate 87: GSEs, AHPs, Tax Fairness, Flood CFA**

Big win for real estate as Dept. of Labor issues rule allowing independent contractors to participate in association health plans. Supreme Court rules in favor of brick-and-mortar businesses over online retailers in Internet tax fairness decision. Flood insurance Call for Action is out. NAR hosts meeting on reforming Fannie Mae and Freddie Mac. Also, it's National Home Ownership Month but discrimination persists. And the latest on home sales.

[Read More](#)

### **And the Winners Are...**

Congratulations to the following winners of the Syracuse sports tickets from Vanguard Research & Title Service's raffle at the Kickoff to Summer Cookout:

Laura Casey - Syracuse Football Tickets

Marie Madero - Syracuse Men's Basketball Tickets

Dave Manzano, Sr - Syracuse Women's Basketball Tickets

### **Delta Sonic Has Special Offers for You!**

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## ■ New Members

### Brianna Ferrara

Century 21 Tucci Realty, Cicero  
315-458-9000  
blferrara@hotmail.com

### Marybeth Holtsbery

Berkshire Hathaway Home Services CNY Realty, N.  
Syracuse  
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### Sara Loucy-Swartz

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### Thomas Morrissey

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tom.morrissey@FLRpartners.com

### Karen Norton

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### Robert Zaccaria

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rzaccaria@acropolisrealtygroup.com

