

Today's Buyer's Rep

A Publication of the Real Estate BUYER'S AGENT Council, Inc.
A wholly-owned subsidiary of the National Association of REALTORS®

MAKE A LASTING

Impression

Homebuyer Seminars offer
Long-Term Opportunities
to Attract Buyer-Clients

By Marc Gould, REBAC Executive Director

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Did you know that 65 percent of all homebuyers work with the first real estate agent they meet? Those odds are clearly in your favor, but only if you are generating those opportunities to meet buyers. Furthermore, homebuyers say they'd much rather work with an agent who demonstrates strong knowledge—someone they can trust to successfully guide them through their transaction. Put these facts together and it would be hard not to see how homebuyer seminars can be a powerful and effective tool for establishing credibility and gaining new clients.

Slower markets offer a particularly good opportunity to reexamine homebuyer seminars and plan to start offering your own. Even if you've already conducted homebuyer seminars, now may be an excellent time to fine-tune your content and/or promotion strategies so you can strengthen your position in your local market and appeal to new niche customers.

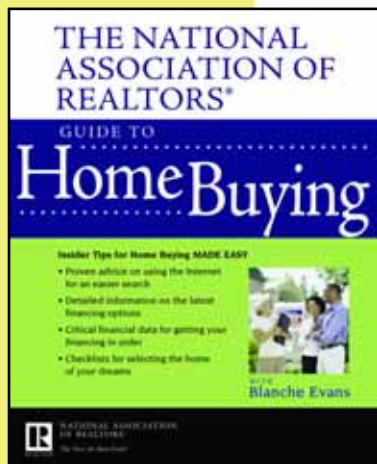
For these reasons, this issue of *Today's Buyer's Rep* focuses on tips and techniques for conducting successful homebuyer seminars. But this is just a helpful introduction—to learn even more, be sure to attend "Skills and Tools for Putting on a Homebuyers Seminar" on REBAC Day, November 14, where Randy Templeman, ABR®, CRB, CRS, GRI, PMN, SRES, e-PRO and Peter West, ABR®, GRI, CCIM, CRS, will offer a full session on this business-building topic.¹

(Editor's Note: See pages 4 through 6 for complete details on all REBAC Day offerings.)

(Continued on page 7.)



¹NAR/REBAC complies with the Americans with Disabilities Act. Anyone needing special assistance to participate should notify REBAC in advance at 800-648-6224.



New — *The NAR Guide to Home Buying*

NAR recently released its first official guide designed to assist consumers with the home buying process. *The NAR Guide to Home Buying* provides practical and insightful information needed to find the ideal home and get it at a great price. It features useful checklists and guidelines, especially helpful for first-time buyers, with practical advice on everything from mortgage and financing alternatives to picking a great location to negotiating with sellers. Written by industry expert Blanch Evans, editor of *Realty Times*, the new book is priced at \$19.95 and can be ordered online at www.realtor.org/prodser.nsf/OpenProd?OpenForm&IN=141-50

member forum

REBAC Online Homebuyers Seminar Guide

If you conduct homebuyers seminars—or want to, but don't know where to start—take advantage of this great member benefit. The online Guide to Successful Homebuyers Seminars is the perfect resource, available to all REBAC members. It provides extensive tips and techniques for planning and presenting homebuyers seminars, plus customizable components, including a PowerPoint presentation, promotional pieces, talking points, and more.

The site is divided into five major sections:

Road map - An "at-a-glance" view of the steps to planning a successful homebuyers seminar, with drill-downs on all the major topics.

Planning - Presents several areas of consideration, including choosing sponsors and partners, selecting a location, planning the agenda, and promoting the program.

Presentation - Tips and resources for honing your presentation skills and "wowing" your audience.

Follow Up - Easy steps you can take to help turn attendees into clients and evaluate your results.

Resources - Use these checklists, worksheets, and information resources to customize your handout packet, as well as a downloadable Skill Builder Guide, formatted as a brochure for easy printing.



WORTH QUOTING...

"As long as a man stands in his own way, everything seems to be in his way."

- Ralph Waldo

Emerson,

American writer
and philosopher



To view the online Guide to Successful Homebuyers Seminars, go to www.REBAC.net and log into the Members Only section of the site. **Not sure how to log in?** It's easy! Just enter your last name and either your REBAC membership number (same as your REBAC ID) OR your NAR ID (NRDS). And if you've misplaced your ID number, the log-in section also provides helpful tools to track it down.

While the housing boom has been a boon for many, higher housing costs have also created real challenges for many workers and their employers. If it's too expensive to live close to work, employees may opt to add time to their daily commute by choosing housing further away. If this doesn't work out, employees may then leave the company, generating significant costs in recruiting, screening and training replacements.

Because our "work" and "home" lives are so interconnected, it only makes sense that buyer's reps can bring their housing-related skills to the table and play a valuable role in supporting affordable housing—and the overall quality of life in their community. That's the premise behind the National Association of REALTORS® Home From Work™ program, a 3-hour course that trains REALTORS® to become advocates for expanding housing opportunities. Participants learn how to effectively promote workforce housing initiatives at the grassroots level and work with public and private-sector employers to establish employer-assisted housing benefits.

Homebuyer Seminars are One Component

The Home From Work initiative teaches you how to help employers explore the value of offering their workforce three types of benefits:

- Home buying workshops delivered by REALTORS® and lenders
- One-on-one counseling offered by nonprofit groups
- Financial incentives, such as forgivable loans, gifts, or matched savings



Besides showing a positive return on investment and improving retention rates, employer-assisted housing benefits often help companies build positive relationships with employees, recruit new workers, reduce commuting times, and revitalize their communities. Some companies support it simply because it's the right thing to do.

Many of these desirable outcomes are shared by local REALTORS®. Bonnie Boyd, an ABR® and ABRMSM who practices in Ohio, has participated in and chaired several state and national housing needs committees and is a Home From Work instructor. A firm believer in giving back to the community, Boyd has found it very satisfying to help open up housing opportunities to people who are often "the heart and soul of a company." She also points out that if you work in a brokerage firm with a relocation department, your corporate callers may already have established relationships with an employer

Home From Work: A Unique Opportunity to Assist Buyers

The course also provides training in conducting home buying workshops for employees, as well as helping employers structure an employer-assisted housing benefit plan that will be affordable and attractive to the company.


Benefits for the Company—and for You

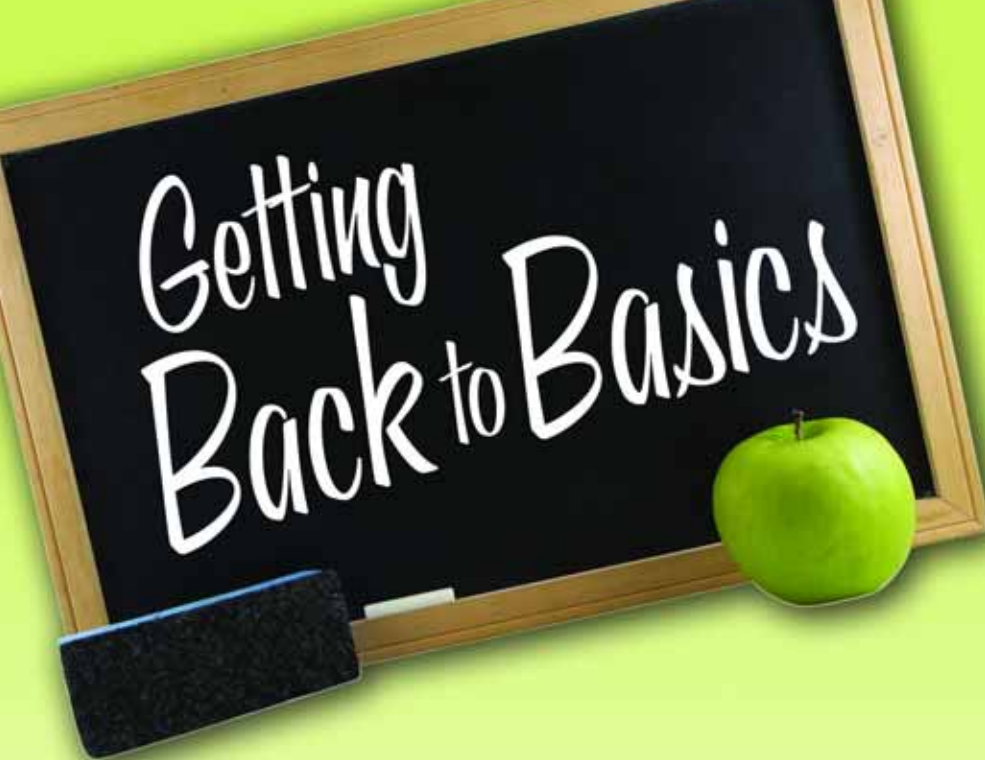
Depending on the situation, companies can actually save money over time by offering employer-assisted housing benefits. For example, a primary care provider had been offering a \$3,000 signing bonus, with another \$3,000 bonus paid after six months. Too often, however, nurses left the institution shortly after six months. The employer would then hire a new employee and pay that employee another \$3,000 at hiring, and again at six months. After evaluating all the costs of the current program, including related recruiting, screening, and training expenses, they found they were actually spending more than \$12,000 per employee. Instead, they decided to offer a different program—a \$10,000 loan on the purchase of a home in the community, which would be fully forgiven after five years. Retention rates improved, while total costs to the organization went down.

in your area—relationships that can be expanded and further cemented to serve other housing needs within the employer's organization.

To Learn More

The Home From Work program is a natural fit for buyer's representatives. For that reason, and because homebuyer seminars are one key component, more information on Home From Work will be included in the REBAC Day session titled "Skills and Tools for Putting on a Homebuyers Seminar" on November 14.

In the mean time, if you'd like to learn more about the Home From Work program, please contact Mike Lehrman, NAR's Housing Opportunity Program Associate at 202-383-1079 or at mlehrman@realtors.org. Alternatively, you can refer to the Home From Work web site at http://www.realtor.org/government_affairs/housing_opportunity/programs/home_from_work/home_from_work.html. 



Sometimes our best success comes from taking a fresh look at those things that are most elemental to our business. This year, REBAC Day is devoted to getting back to basics—offering new insights on the ABCs of buyer-representation success, from experts who have been polishing their craft for many, many years. Gain new ideas and inspiration from this great line-up of REBAC Day speakers!

SPECIAL REBAC DAY PROGRAMMING

All REALTORS® Conference & Expo attendees are invited to these exciting presentations, all held at the Venetian Hotel on Wednesday, November, 14.²

9:00am

SKILLS AND TOOLS FOR PUTTING ON A HOMEBUYERS SEMINAR

Two veteran educators and practitioners—Randy Templeman, ABR® and Peter West, ABR®—will share their extensive homebuyer seminar experience with you, providing practical tips and valuable resources that will arm you with everything you need to cultivate homebuyer seminars into a key opportunity to build credibility and relationships with buyer-clients. Also, hear more about NAR's Home From Work program, which utilizes homebuyer seminars as one tool for forging meaningful relationships with employers interested in sponsoring housing-benefits programs.

11:00am

BACK TO BASICS IN BUYER AGENCY

Rhonda Hamilton, ABR®, returns to the podium to revisit a topic that drew rave reviews last year. This year, however, Rhonda will be moderating a panel of seasoned experts, offering their perspectives on getting back to the fundamentals of buyer agency, including making the case for buyer representation and clearing the hurdle of getting buyers to sign a representation agreement. These panelists will share their personal experiences and provide suggestions on how you can be even more successful in buyer agency:

- Mary Ann Bush, ABR®
- Frank Mears, ABR®
- Curtis Hall, ABR®
- Joe Marovich, ABR®

1:30pm

STAYING FOCUSED AND MOTIVATED IN A SHIFTING MARKET

Terry Watson, ABR®, ABRMSM is one of the most sought-after self-improvement trainers in North America. Not only is he a nationally-renowned and diversified facilitator, he is also an experienced and educated real estate sales professional. He is the youngest person ever to be inducted into the Accredited Buyer Representative Hall of Fame and is one of a selected few people in the world to hold the Distinguished Real Estate Instructor title.

SPECIAL REBAC MEMBER EVENTS

WELCOME

HOSPITALITY SUITE

Start your convention experience off right at REBAC's Welcome Hospitality Suite, on Monday November 12, 7pm to 9pm. Beer, wine, soft drinks and snacks will be served at the Venetian Hotel, REBAC's headquarters, in a room to be announced.

REBAC NETWORKING & AWARDS RECEPTION

Always a highlight of the REALTORS® Conference & Expo social scene, this year's Reception promises to be better than ever. Right after the REBAC and SRES-sponsored General Session—featuring Bill Cosby—head to the REBAC Reception to help induct the newest members of the Hall of Fame!

²NAR/REBAC complies with the Americans with Disabilities Act. Anyone needing special assistance to participate should notify REBAC in advance at 800-648-6224.

SPECIAL EDUCATION SESSIONS

ACCREDITED BUYERS REPRESENTATIVE DESIGNATION

Sunday & Monday, November 11 & 12, 8:30am–5pm
Instructor TBD

The overall goals of the Accredited Buyers Representative (ABR®) Designation course are to educate and prepare real estate professionals to provide the client-level service for buyers that sellers have always enjoyed, and to offer methods for building a buyer representation business. Each module examines a different topic, creating a comprehensive guide to help you become an effective, efficient, and profitable buyer's rep. Completing this course is the first step to earning your ABR® designation.

Registration fee: \$250 on or before Monday, October 15, 2007 and \$295 thereafter.

RESORT AND SECOND HOME MARKET

Sunday & Monday, November 11 & 12, 8:30am–5pm
Instructor TBD

This course was specifically designed to develop the skills required to become a resort specialist. Modules include lecture and case studies on such topics as tax and investment characteristics of resort area and second home markets. Public relations techniques along with marketing and identifying resort and second home clientele are also addressed. Open to NAR and NAR-affiliate members.

Registration fee: \$295. Request for cancellation refunds must be made in writing by October 15, 2007. No refunds after this date for this course.

SRES® COURSE

Sunday & Monday, November 11 & 12, 8:30am–5pm
Instructor TBD

The overall goals of the SRES® Designation course are to educate real estate professionals on how to develop the business-building skills and resources needed for specialization in the 55+ real estate market and to understand and have empathy for over-55 real estate clients and customers. Successful completion of this 2-day course and passing the required exam will earn you the prestigious SRES® designation. This course can also be used toward the ABR® elective requirement.

Registration fee: \$350.00 on or before Monday, October 15, 2007 and \$395.00 thereafter. Your first year SRES® membership dues are included in the course fee.

FORECLOSURE OPPORTUNITIES FOR BUYER-CLIENTS

Sunday, November 11, 9am–4:30pm
Instructor: Ed Bugos, ABR®

Real estate foreclosures have been increasing—and will likely continue to do so, particularly if interest rates continue their upward trend. Students will not only learn how to spot opportunities for buyer-clients in this unique market segment, but will also be able to council home-buying clients on the perils of risky finance programs.

Registration fee: \$95 on or before Monday, October 15, 2007 and \$115 thereafter.

INSTRUCTOR RE-CERTIFICATION WORKSHOP

Monday, November 12, 8:30am–5pm

Required for REBAC instructors. (All instructors must complete 1 one-day workshop every 2 years.) The morning session will concentrate on a review of course updates to help instructors keep their course sessions current, vital and viable. The afternoon session will focus on instructor development.

Registration fee: Complimentary for REBAC instructors.

All course sessions held at the
The Venetian Hotel
3355 Las Vegas Blvd. S., Las Vegas, Nevada 89109
(702) 414-1000
Room assignments to be announced.



VIVA Las Vegas!

Select ABR/REBAC as your Primary Affiliation on your NAR Registration Hotel and Registration Form (see the May issue of *TBR* or visit www.rebac.net/whatsnew/MeetingInformation.htm) and you're automatically entered in REBAC's Viva Las Vegas drawing.

Royal Flush Prize

Roundtrip airfare to Las Vegas
4 VIP tickets to the REBAC & SRES-sponsored General Session, featuring Bill Cosby
Full Early Bird REALTORS® Conference & Expo registration

Four of a Kind Prize

One night's stay at the Venetian Resort Hotel Casino, REBAC Conference 2007 HQ
2 VIP tickets to the REBAC & SRES-sponsored General Session, featuring Bill Cosby
Full Early Bird REALTORS® Conference & Expo registration

Full House Prize

2 VIP tickets to the REBAC & SRES-sponsored General Session, featuring Bill Cosby
Full Early Bird REALTORS® Conference & Expo registration

Winning entries will be drawn after the REBAC Conference 2007 registration deadline of October 14, 2007. REBAC reserves the right to substitute alternate prizes of equal value. Complete drawing rules available upon request to REBAC.

For more information and updates and to register online, visit www.rebac.net/whatsnew/MeetingInformation.htm or call 800-648-6224.

Please note that locations, instructors and times subject to change. Be sure to consult the REALTORS® Conference & Expo Final Program to confirm scheduling information. Be sure to select ABR/REBAC as your primary Affiliation; it helps REBAC provide you top-quality REBAC Day programming and other events.



CONFERENCE 2007 & COURSE REGISTRATION FORM

Please TYPE or PRINT

Name _____ Firm _____ REBAC ID# _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Email _____

Payment in US Funds [] Check Enclosed [] Visa [] American Express [] MasterCard [] Diners Club _____

Credit Card Number _____ Exp. Date _____

Authorized Signature _____ Amount Charged: \$ _____

ABR® DESIGNATION COURSE

Instructor: TBD

Sunday & Monday, November 11 & 12, 2007, 8:30am–5:00pm

Registration fee: \$250 early bird special on or before Monday, October 15, 2007, \$295 thereafter.

RESORT AND SECOND HOME MARKET COURSE

Instructor: TBD

Sunday & Monday, November 11 & 12, 2007, 8:30am–5:00pm

Registration fee: \$295. Request for cancellation refunds must be made in writing by October 15, 2007. No refunds after this date for this course.

SRES® COURSE

Instructor: TBD

Sunday & Monday, November 11 & 12, 2007, 8:30am–5:00pm

Registration fee: \$350.00 on or before Monday, October 15, 2007 and \$395.00 thereafter. Your first year SRES® membership dues are included in the course fee.

INSTRUCTOR RE-CERTIFICATION WORKSHOP

Trainers: Lynn Madison and TBD

Monday, November 12, 2007, 8:30am–5:00pm

Required for REBAC instructors (All instructors must complete 1 one-day workshop every 2 years.)

Registration fee: Complimentary for REBAC members attending the conference, all must register.

FORECLOSURE OPPORTUNITIES FOR BUYER-CLIENTS

Instructor: Ed Bugos

Sunday, November 11, 2007, 9:00am–4:00pm

Registration fee: \$95 on or before Monday, October 15, 2007 and \$115 thereafter.

REBAC NETWORKING & AWARDS RECEPTION

Monday, November 12, 2007, 7:00pm–9:00pm

Registration fee: Complimentary for REBAC members who indicate REBAC as their Primary Affiliation on their NAR registration form. \$25 for members who do not indicate REBAC as their Primary Affiliation and for guests.

Yes, I will attend No, I will not attend

Mail or fax completed form with payment to:

REBAC Conference 2006

430 North Michigan Avenue

Chicago, IL 60611

FAX: 312.329.8632

You must register for all classes and the Networking & Awards Reception. A ticket is required for the Networking & Awards Reception. After REBAC receives your completed form, you will be sent confirmation for the Networking & Awards Reception, indicating the location of the event. This confirmation will serve as your ticket to this event. Please bring it with you. Form must be received on or before Monday, October 15, 2007.

** Requests for refunds must be made in writing by 10/19/07. No refunds will be given after that date.

Questions? Call REBAC at 800-648-6224.

NOTE: Attendance to any events other than those listed here require registration to the REALTORS® Conference & Expo. See attached form.

All or a portion of your expenses associated with attending the REALTORS® Conference & Expo may be deductible as a business expense. Consult your tax accountant.

MAKE A LASTING

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(Continued from page 1.)



Homebuyer seminars are one of the very best ways buyer's representatives can establish buyer-client relationships—and gain valuable referral business. Seminars offer the perfect opportunity to showcase your knowledge and credibility. That's easy to do as long as you always keep your audience top-of-mind and remember why they've come to the seminar in the first place.

Key Components of a Successful Seminar

In order to attract consumers to any seminar event, you first need to think in terms of what will spark their interest. Peter West points out that you'll be much more successful if you remember to incorporate four key principals taught in REBAC's Innovative Marketing course termed **AIDA**—**A**ttention, **I**nterest, **D**esire, and **A**ction. For starters, think about what to name your seminar. It's more likely that you'll grab attention and interest with "10 Mistakes to Avoid When Buying Your First Home" than you will with the straight-forward "Homebuyer Seminar."

It's also important to remember that today's consumers, with access to so much information over the Internet, generally feel more empowered and enlightened than ever before. Randy Templeman has found, however, that even though they're more knowledgeable, they're also more confused. What they really want is clarification and interpretation of what they've already learned on their own. "Our job is to help them filter out what's inaccurate or irrelevant, and add new, valuable knowledge specific to our local situation, so they can leave the program feeling truly empowered—and trusting us as the right resource to guide them through their next steps," says Templeman.

Also, with so much information out there, it has become more important to narrow your focus and tailor your program to specific niche markets and audiences. Some consumers may be interested in learning more about acquiring their first home, but others are more interested in other topics, like extracting cash from their current home to acquire a second home, investing in tenant properties, or finding local foreclosure opportunities. In choosing your seminar topics, however, remember that your niche markets should not represent classes of buyers protected by the Fair Housing Act. Nevertheless, it would be fine to conduct a seminar in a foreign language, so long as attendees aren't limited to certain ethnic groups and the seminar is marketed to the general population.

(Continued on page 8.)



Peter West, who's conducted well over a hundred homebuyer seminars, points out that this is not the time for sales pitches. "Buyers need to know that you care. More importantly, however, they want to know what you know," explains West. "Consumers will come because they genuinely want to learn something, but they'll be intolerant of anyone who pushes too hard or too fast." Randy Templeman, another veteran real-estate educator and practitioner, certainly agrees. "When-

ever I hold a seminar, I acknowledge right up front that I'm a real estate broker. But I also make it clear that I'm there to teach, not preach—to tell, not sell," he explains.

Templeman and West, who both work in well-populated markets, have found homebuyer seminars to be very effective in staking out future business opportunities. Templeman explains that it may take a few days or a few years, but once he's had a chance to establish himself in consumers' minds as a resource for their real estate needs, they'll eventually come back to him on their own. "It's all about establishing trust," he adds.

West has experienced similar results, but also rationalizes his commitment to homebuyer seminars from a very practical and professional perspective. "You have to treat your business like a business," explains West. "If something takes you a couple hours a month, and costs little or no money, why wouldn't you invest your time in an activity that will build your business?"

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(Continued from page 7.)



For each of these niche topics, and others, it's important to consider who to partner with in terms of developing and presenting certain topics, and where to host the program. For example, Peter West acknowledges that it's fairly common to invite a lender to participate in a homebuyer seminar. But if he's tailoring a program to first-time buyers, he'll prefer to partner with a lender who understands the needs of this group.

You can also test the waters by assembling a panel of experts and moderating the discussion. Templeman says this approach will still benefit your image, simply by appearing on a podium with other credible people. And in time, you'll feel more comfortable assuming a larger role.


However, the other key ingredient—competence—can only come from you. There's no way to short-cut the process of knowing what you need to know. Be prepared with information that's truly valuable to buyers, adding your own interpretations of anything unique to your local market. Be armed with good examples to illustrate key points and be ready to answer questions.

Valuable Resources

When it comes to planning a homebuyer seminar, don't feel like you need to re-invent the wheel. There are a host of helpful resources that make the job much easier than you may realize. Both Peter West and Randy Templeman point out that the best of these is REBAC's own online Successful Homebuyers Seminar guide, which walks you through each step in the process. Plus, it's specifically tailored to buyer's reps.

(Editor's Note: see page 2 for additional details.)

Audience handouts are also readily available from various sources, including REBAC's *Homebuyer's Toolkit*. Other good handouts for homebuyers are available through FNMA and HUD. Consumers also highly value any specific statistics you can provide on your local market.

Perhaps your best resources, however, for learning how to be successful with homebuyer seminars are other REBAC members who've developed, and are willing to share, their own tips and techniques. We hope you'll join us this November at REBAC Day, where you'll be able to learn first-hand from Randy Templeman and Peter West at our special session on "Skills and Tools for Putting on a Homebuyers Seminar." We encourage you to come armed with your own questions, for what is sure to be a lively and beneficial discussion. 



Likewise, consider your venue. The local country club may be the best choice for a program geared to real estate investors, whereas the YMCA or

community library may be a better choice for other groups. Potential partners may also include Rotary, Lions, and Kiwanis Clubs—they may be interested in sponsoring a speaker on a topic like "Buying in Today's Changing Market."

And while the specific content of your program will be driven by your target audience, always remember to address the topic of buyer representation. It will come up. Take advantage of this opportunity to clarify buyers' representation options in your state, explaining both the benefits and detriments linked to these decisions.

Getting Started

What makes a successful homebuyer seminar presenter? Randy Templeman says it typically boils down to two key ingredients: confidence and competence. Confidence simply refers to feeling comfortable speaking in front of an audience. In fact, most buyer's reps are already honing their speaking skills with every one-on-one presentation they conduct for potential clients. In a homebuyer seminar setting, the only difference is that the audience has grown from one or two, to twenty or more. If you'd like to find a forum to practice your speaking skills, consider joining one of Toastmasters' more than 10,000 clubs. Details on their program, fees (typically under \$100 a year) and club locations can be found at www.toastmasters.org.

YOUR BEST
RESOURCES
FOR
LEARNING
HOW TO BE
SUCCESSFUL
WITH
HOMEBUYER
SEMINARS
ARE OTHER
REBAC
MEMBERS
WHO'VE
DEVELOPED
THEIR OWN
TIPS AND
TECHNIQUES.



LETTER OF THE LAW: Prospective Buyer Cannot Recover from Injuries

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***Sorghali v. Modene
& Assoc.***, No. L-06-
1156, 2006 WL
2709267 (Ohio Ct.
App. Sept. 22, 2006).

[This is a citation to a
Westlaw document.
Westlaw is a subscription,
online legal research
service. If an official
reporter citation should
become available for this
case, the citation will be
updated to reflect this
information].


An Ohio appellate court has considered whether a prospective buyer could recover compensation from a buyer's representative for injuries suffered by the prospective buyer during her unaccompanied tour of a home under construction.

Patricia Al-Sorghali ("Prospective Buyer") contacted real estate salesperson Terry Golden ("Salesperson") of Modene & Associates ("Brokerage") about her interest in an unfinished home. The Salesperson contacted the listing broker about the home's availability, and she told the Prospective Buyer she was not certain whether there was an open house scheduled that day but that the Prospective Buyer could take a look at the home by entering through the unlocked garage.

Three weeks later, the Prospective Buyer was driving by the unfinished home and decided to take a look. She did not contact the Salesperson or the listing broker prior to the visit. When she arrived at the property, she spoke to William Rogers ("Rogers") of Bayview Enterprises of Oregon, Ltd. ("Builder") about whether she was at the correct address. Rogers told her she was at the correct address, and invited her to enter the house. He told her the entry stairs had not been built yet, and so the workmen were using an upside-down bucket to enter the home. Rogers helped her enter the home using the bucket, and then he went back to work on the home. The Prospective Buyer tried to exit the home using the bucket without Rogers's assistance and she fell off the bucket, sustaining injuries.

The Prospective Buyer filed a lawsuit against the Brokerage, the Builder, and Rogers, alleging negligence and seeking compensation for her injuries. The Prospective Buyer claimed that the parties had failed to provide her with a safe exit from the home. The trial court found in favor of the defendants, ruling that an upside-down bucket constituted an "open and obvious" danger and so there was no duty to warn the Prospective Buyer about the danger posed by using a bucket as a stair. The Prospective Buyer appealed.

The Court of Appeals of Ohio, Sixth District, affirmed the trial court. Ohio law does not require an owner or occupier of land to warn invitees to the property about dangers which are "open and obvious" because a reasonable person should be expected to discover the possibly dangerous situation and take appropriate action. The Prospective Buyer argued that she had no other route except using the bucket to exit the home and so the "open and obvious" doctrine did not apply.

The court rejected this argument, as the Prospective Buyer had testified that she could have stepped down to the ground but did not want to get her clothes dirty. She also testified that she had decided to use the bucket because she was in a hurry to leave and did not expect it to be difficult since she had used it to enter the house. She also testified that Rogers had warned her about the bucket before entering the home. Therefore, the court affirmed the trial court's rejection of the Prospective Buyer's claims. 

Today's Buyer's Rep

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REBAC updates company data from NAR's National REALTOR® Database System (NRDS). Please provide all new company information to the AE, Membership Coordinator or POE at your local Board, who will then facilitate changes in NRDS and thereby REBAC's records. Members can change all personal information themselves by logging on to www.REALTOR.org and clicking on the NRDS link.

MOVING?

A full \$16 of your membership dues covers your subscription to "TODAY'S BUYERS REP." Views expressed in "TODAY'S BUYER'S REP" are not necessarily endorsed by the Real Estate Buyer's Agents Council, Inc. (REBAC), a wholly-owned subsidiary of the National Association of REALTORS® (NAR). The information contained within should not be construed as a recommendation for any course of action regarding financial, legal or accounting matters by REBAC, NAR, "TODAY'S BUYER'S REP," or its authors.




Plan Now for the 2007 National Convention!



It's not too soon to be planning for the annual REALTORS® Conference & Expo, scheduled for November 13–16 in Las Vegas. Convention registration opened early in May—in the first 36 hours alone, over 2,300 members had already signed up!

Details on all the great REBAC sessions and educational offerings are included in this special, expanded issue of *Today's Buyer's Rep*. See pages 4–6 for a complete agenda and registration form.

Be sure to indicate ABR/ABRM on your REALTORS® Conference & Expo registration form. Why? First, that little check mark provides REBAC with a royalty, which helps finance REBAC programs and events—at no cost to members. In addition, by checking that box, you'll also be automatically entered in our Viva Las Vegas drawing and be eligible to win prizes that include complimentary conference registrations, free roundtrip airfare, and hotel accommodations. 



Real Estate BUYER'S AGENT Council, Inc.
430 N. Michigan Ave.
Chicago, IL 60611

PERIODICALS