

Oregon Real Estate News-Journal

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Commissioner
Gene Bentley

Continuing Education Audit Program Shows Success

Gene Bentley, Real Estate Commissioner

The Agency started auditing the continuing education records of licensees in October 2013. For that first audit, we found that only 55% of the selected licensees initially met the continuing education requirements for an active license renewal.

Audit results have since greatly improved. In the first quarter of 2015, the compliance rate was 98%.

The most common reason licensees are out of compliance is a failure to take one or more of these specific required courses:

- **Law and Rule Required Course (LARRC).** All licensees are required to

complete this three-hour course for each active license renewal. This course discusses law changes and reviews current laws and rules.

- **Broker Advanced Practices.** Brand new broker licensees renewing active for the first time must take both LARRC and this 27-hour course.
- **Property Manager Advanced Practices.** Brand new property managers renewing active for the first time must take both LARRC and this 27-hour course.

A list of LARRC and Advanced Practices course providers can be downloaded from [eLicense](#). ■



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We're *Moving!*

The Oregon Real Estate Agency will transition to our new location July 27. Please see page 5 for more information.

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Views from the Board

10 Things That Property Managers (and Brokers) Must Do to Prosper

Chris Hermanski, MPM, Oregon Real Estate Board



Chris Hermanski

“Views from the Board” features the opinions of Real Estate Board members. The views expressed are not necessarily those of the *Oregon Real Estate News-Journal*, the Oregon Real Estate Agency or Agency staff.

In our current world, businesses that prosper have common areas of focus that foster success and growth. Most of these could be considered common sense; we all know what we should be doing, but it’s easy to simply lose focus.

In my years as a business owner and licensee, I have come to depend on the following:

1. Planning

This seems easy, but this step is one of the most overlooked basic principles to succeed. We need to imagine what we want our future world to look like in 10 years, then break it down to more manageable chunks, say 5 years, 3 years, and one year. The time and effort goes into the 10 year plan and as you reduce to smaller increments it becomes very definable as to what the first step is. Planning for the “big picture” takes time and effort, yet helps define those smaller, more manageable steps.

2. Educate Yourself

This doesn’t not mean continuing education; CE is important, but you must do more than the minimum. Engage yourself in your associations, attend classes on fringe subjects, make the effort to go to conferences, conventions, and seminars. Ask questions and learn the whys, therefore, and because. We are in a complicated industry. Many trust us, and we have an obligation to provide the most knowledgeable information to our clients and industry.

3. Measure Yourself

Where do you stand? How are you do-

ing with your “plan”? Are you improving? If you are not measuring yourself, then you may not be progressing as much as you could. You need to know where the strengths and weaknesses are. This basic tool is a key to success. I have a One Year Planner that is a simplified version of my 10 year plan that I refer to quarterly. This gives me a realistic measure on how I am doing and what my focus needs to be for and during the next quarter.

4. Embrace Technology

This seems like a no-brainer. If you stay on the “cutting edge,” vs. the “bleeding edge,” having newer technology and applying it to your daily routine can significantly increase your productivity. In our property management company, we utilize technology to leverage bookkeeping staff and accounting, showings, inspections, maintenance, communications, and everyday processes. When is the last time you signed documents electronically?

5. Surround Yourself with Talent

This is a proven strategy. We can’t do everything well. Delegate as much as possible. I find support from those that love to do the things I am not good at (and do not enjoy). Successful managers and brokers know where their talents lie. When you are operating in your unique ability, you will prosper!

6. Take Time Off

Seriously, take time away from the office and all the stresses. Take regular days off. Schedule it and protect it. Being away lets you reconnect with family and friends, but

most importantly it allows you a refresher and the ability to gain perspective. In my opinion, perspective cultivates growth. When you take time off it is important to totally disconnect. Is it really time off if you're constantly checking email or looking at your phone? We all need one 24-hour period per week to be totally free.

7. Use Experts

Experience tells us we can't be good or proficient at everything. I believe we need to operate in our area of expertise and delegate the rest. In my business, I am not very good, nor do I enjoy all of the parts of managing employees. I have a human resource staff person who loves HR. They enjoy the specifics of payroll, benefits, and organizing, and schedules all these critical details.

I also found that although I enjoyed marketing, I was not proficient at it. I was too close to the business and industry to see things as my clientele did. I found an awesome marketing expert who did not know our industry but knew marketing.

8. Document It and Communicate It

In our industry, "it's all in the details." There is no better way to build trust, confidence, and loyal clients. When we ensure

everyone knows where the progress is, we subconsciously gain their support. We all want to stay well informed, know why there are delays, and what the obstacles are. I have found by sharing all, I create a team environment that allows for new, creative solutions to come forth.

9. Give back

By this I mean volunteer with your association, trade group, or even the Oregon Real Estate Agency. Help out with an event or serve on a committee. You will find significant benefits and rewards by serving. I have been able to stay engaged with our industry by serving on boards, being involved in committees, and attending workshops, conferences, and conventions. The insight I gain from serving allows me to know the inside

"Where do you stand? How are you doing with your 'plan'? Are you improving? If you are not measuring yourself, you may not be progressing as much as you could."

scoop, be able to impact it by sharing my perspective, and prepare for the inevitable changes that affect our industry.

10. Love!

I know this sounds cheesy - but love what you're doing. Bring energy and passion to your office, work, co-workers, and industry. Find out what excites you and stay with it. You will prosper, be happier, and your friends and family will see it in you. ■

Oregon Real Estate Board Meeting

*Monday, August 3, 2015, 10:00 a.m.
in Klamath Falls at the [Shilo Inn](#)*

**Visit the [Real Estate Board web page](#)
for more information.**

CONTINUING EDUCATION REQUIREMENTS

Learn about the hours you need to renew your active license.

Brokers

FIRST ACTIVE RENEWAL

- 27-Hour Broker Advanced Practices course
- 3-hour Law and Rule Required course

EACH RENEWAL AFTER FIRST ACTIVE RENEWAL

- 27 hours from certified providers
- 3-hour Law and Rule Required Course

Principal Brokers

EACH RENEWAL

- 27 hours from certified providers
- 3-hour Law and Rule Required course

Property Managers

FIRST ACTIVE RENEWAL

- 27-Hour Property Manager Advanced Practices
- 3-hour Law and Rule Required course

EVERY RENEWAL AFTER FIRST ACTIVE RENEWAL

- 27 hours from certified providers
- 3-hour Law and Rule Required Course

List of Certified Continuing Education Providers

<https://orea.elicense.irondata.com/Lookup/GenerateRoster.aspx>

Relicensed after letting a previous license lapse? You must meet the requirements for a first active renewal.

Reactivating a license? You may need continuing education. Contact the Agency for more information.

Changes to the Real Estate Board



Pat Ihnat

The Oregon Real Estate Agency welcomes Patricia Ihnat as the newest public member of the Real Estate Board.

Ms. Ihnat is an attorney who serves as Oregon counsel for Fidelity National Title, a national title insurer and escrow settlement provider. She has been with Fidelity for 22 years in various positions as a litigator, claims manager, and underwriter.

Before joining the title industry in 1990, Ms. Ihnat was in private practice as a litigator and appellate attorney focused on real estate and commercial matters.

She is past president of the Oregon Land Title Association and currently serves on OLTA's legislative and education committees. She is a member of the Real Estate and Land Use Section of the Oregon State Bar and currently serves on its Executive Com-

mittee and legislative subcommittees.

Ms. Ihnat received her J.D. from the University of Arizona and a Bachelor of Arts degree in Mathematics from Franklin College. She is a member of the State Bar Associations in Oregon, California, and Arizona. In her free time, she enjoys spending time with family and friends, hiking, and agility training with her border collie.



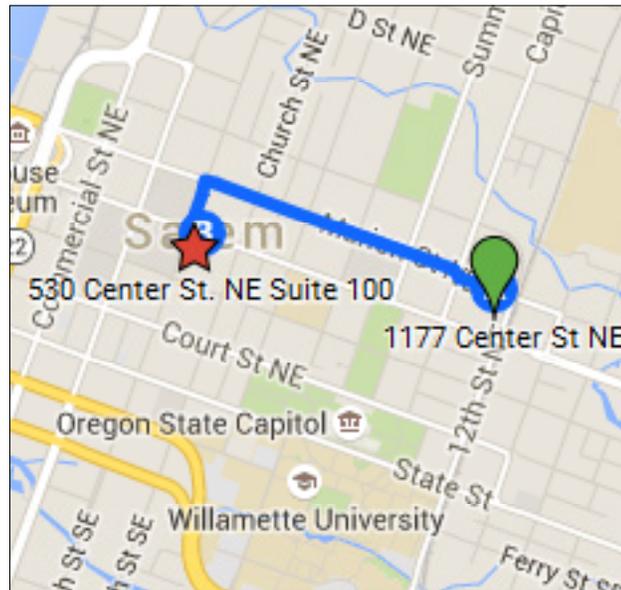
Lee Dunn

The Agency says goodbye to Warren "Lee" Dunn after almost eight years of service as an industry member of the Board. Mr. Dunn's 37 years of real estate experience helped him to skillfully advise the Agency. He played an instrumental role in the update of the licensing exams, including authoring many questions.

The Agency wishes Mr. Dunn the best. ■

The Agency is Moving

- We transition to the new office on **July 27, 2015**.
- The new address is **530 Center St NE, Suite 100**, 6 blocks west of our current location.
- The **entrance is located on High Street**, through the courtyard next to Bank of America.
- Please **call prior to visiting the Agency** the week of July 27-31.



Timeline of Oregon Real Estate Licensing

July 1, 2002

- Eliminated salesperson, designated broker and associate broker licenses.
- Broker license became the entry-level license.
- Pre-license education hours increased.
- Established principal broker and sole practitioner broker licenses.
- Principal broker required to have licensees to supervise.
- Advanced Practices course required for first active renewal of broker license.

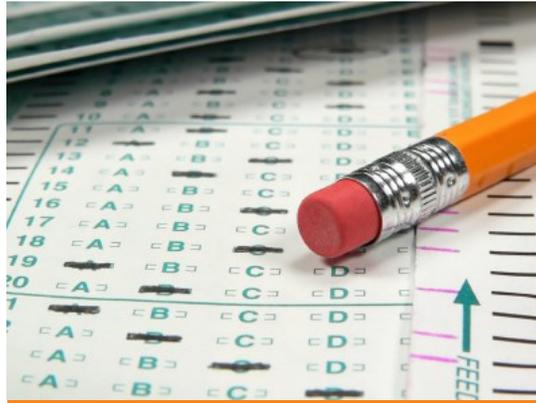
January 1, 2010

- Sole practitioner broker license eliminated.
- Principal brokers no longer required to have licensees to manage/supervise to keep principal broker license.

January 1, 2011

- Continuing education must be taken from certified providers.
- Continuing education recordkeeping now responsibility of each licensee.
- 3-hour Law and Rule Required Course required for each license renewal.
- Principal broker license exam implemented.
- High school diploma or equivalent needed to be licensed.





January 1, 2013

- Property managers must complete Property Manager Advanced Practices course for first active license renewal.

October 1, 2013

- National exam scores from other states are no longer accepted. Applicants for a broker license must pass both the state and national sections of the license exam.

May 1, 2014

- Pre-license education courses completed before January 1, 2013 no longer meet the requirements for a license.



Administrative Actions

March 19, 2015 through April 28, 2015



The Oregon Real Estate Agency is required by law to publish disciplinary actions. The final order for each action can be viewed by clicking on the individual names listed below.

Please note that there are individuals with real estate licenses that may have similar or the same names as those listed below, even in the same market area. If you are in doubt if an individual listed here is someone you know or with whom you are working, please contact the Agency for verification.

Stipulated settlements do not necessarily reflect all the factual violations initially alleged by the Agency. Sanctions may have been adjusted as part of the negotiation process. Such settlements may not, therefore, directly compare in severity/sanction with other cases.

REVOCATIONS

[Shockley, Terry S.](#) (Eugene) Principal Broker 850100040. Default order dated April 28, 2015.

SUSPENSIONS

[Leiby, John Alan](#) (Gresham) Principal Broker 200404225. Stipulated Order dated March 26, 2015, for a 60-day suspension.

CIVIL PENALTIES

Expired - Late Renewals

Civil penalties for late renewals are computed using each 30-day period as a single offense. The civil penalty for the first 30-day period can range from \$100 - \$500, with each subsequent 30-day period ranging from \$500 - \$1000.

[Clemo, Melissa Marie](#) (Bend) Property Manager 200803226. Default Order dated April 7, 2015, issuing a Reprimand and a \$3500 Civil Penalty for late renewal. ■

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The Oregon Real Estate News-Journal is published by the Oregon Real Estate Agency as an educational service to all real estate licensees in the state under the provisions of Section 696.445 of the Oregon Revised Statutes.

Mesheal Heyman, Editor
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