



June 2022 News

Putnam County Board of REALTORS

Events up this fall -

September 10—
Community Shred Event
At the Putnam County Fair-
grounds 8:30-10:30

November 12—
B-I-N-G-O
At the Putnam County Fair-
grounds 6:00-9:30

Both events are open to the public and REALTOR and Affiliate members are needed to help at each event. Contact Diane for more info.



Are you interested in joining our Board of Directors or getting involved with one of our committees?

Do you have suggestions on member events?

Let us know what we can do to help YOU .

[Contact Diane](#)

IAR Legal Resources:

Video #10:

Sight Unseen Acknowledgement

The latest video in the IAR forms series is now out. Watch below as General Counsel Richelle Mossler discusses the Sight Unseen Acknowledgement form.

<https://www.youtube.com/watch?v=6VKouPS0mIM&feature=youtu.be>

Navigating the Indiana Professional Licensing Agency (IPLA)

Running into issues with Indiana's Professional Licensing Agency? In addition to using the same e-mail you've registered with INBiz (our #1 cause of delays), here are some helpful tips and [background for navigating bottlenecks](#) from IAR's

Legal Team.

Legal Update: Buyer-paid concessions and commissions

In today's competitive market, some buyers are flipping the traditional scenario and offering to pay seller's closing costs to make their offers more attractive. But can these buyer-paid concessions include real estate commissions?

[Read the guidance from IAR's legal department.](#)

Need help with Zipforms?

1.800.383.9805

Zipforms is a benefit provided to all REALTOR members.

The latest membership changes:

Todd Detro has transferred his license from F.C. Tucker Advantage, REALTORS to Fogle Real Estate.

Government Affairs

Less paperwork, more property tax benefits coming in 2023

Starting next year, Hoosier homebuyers won't have to file a separate mortgage tax deduction to maximize their property tax benefits.

Instead, all homeowners will receive an increased homestead deduction in 2023.

IAR President-elect Lynn Wheeler and Michael Schmitz of the Indiana Land Title Association explain the changes:

Indiana REALTORS® continue to champion pro-homeowner property tax reforms.

Take this opportunity to talk to your clients about the increased homestead deduction coming their way next year – [get the details here.](#)

Inside Story Headline

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell



Caption describing picture or graphic.

your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed inter-

nally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top customers or vendors.

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thou-

sands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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P.O. Box 746
Greencastle, IN 46135
Phone: 765-720-2091

We're on the Web!
example.com



This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a

listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a

regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.