



CHEROKEE ASSOCIATION OF REALTORS®

GAR COMMITTEE REPORT FORM

Committee: Brokers Council Forum Meeting Date: 2/13/17

Member
Attended: Tony Stephens

Association Executive Report Submitted To: _____ Date: _____

Items Discussed:

Craig Coffee GREC: Currently 87K Georgia Licensee's. 71,840 active and 15,160 inactive licensee's. In 2016 there were 2,000 official complaints to GREC. 1,000 of those were not disciplined. Typically those that file complaints do not know the license law when filing complaint. Most of these complaints can be avoided with better REALTOR customer service. If you are in a difficult/bad transaction, make sure to document everything you can.

Earnest money disputes are the biggest complaints.

Brokers need to ensure that data on file with GREC is accurate. If the office has moved, added a D/B/A, changed trust accounts, etc, GREC needs to be notified. There are no change fees associated with these changes. In a previous audit, one firms trust account was \$100,000.00 under funded. The brokers license was revoked.

Advertising is a complaint typically filed by competitors. Social medial complaints included. Teams that advertise a team name should have the trade name filed with county and add that as D/B/A of the firm to be compliant when advertising as team name.

Karel Murray - Independent Broker Consultant: Primary areas of broker issues - Advertising approval, trust accounts, Grandfathered agents that do not require CE, untrained agents, lack of broker supervision. What do brokers control? Number of agents hired, adequate training, firing the bad seed, hiring family.

Thoughts (Relevancy to CAOR):

This is great information for all REALTOR members, not just brokers. Brokers can take necessary precautions in regards to having processes and procedures in place to protect the firm. Agents can better protect themselves by providing excellent customer service and to always check with their broker when questions arise.

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