

CHAIRWOMAN'S LETTER

Happy September! Wow, didn't summer go fast?

I hope you all had successful months of July and August. Remember, we can still do a few very productive things to meet or exceed those year-end goals!

Recently, I read an Inman article entitled *"How to Kick Up Your Fall Production Right Now."* It included some great ideas. I especially liked the reminder that, including Labor Day, there are five holidays in the next 90 days that we can take advantage of for client appreciation parties or simply touching base with our contacts.



September is REALTOR Safety Month. It can be an unpleasant topic to think about, but all of us in the Greater Milwaukee area need to be aware of safety aspects affecting our industry. We have heard reports of people attending open houses or other events pretending to be a potential customer, but with the intent of doing harm. There have also been instances of people posing as a REALTOR in order to "scope out" clients' homes. All of these circumstances are scary to think about. There are some great articles, as well as a free safety webinar through the NAR Website on September 17. Please view information on the webinar by clicking on the link below, be safe, and always aware, my friends!

<https://www.nar.realtor/safety/safety-webinars>

Lastly, the GMAR Board of Directors and association staff are about to enter into the next strategic planning process. We have already held several focus groups. Thank you to all who participated! We are still looking for member input! We have added a "suggestion box" link at the bottom of this weekly newsletter and would welcome your feedback and ideas.

Wishing you a fantastic Fall season!

Amy

"A positive attitude causes a chain reaction of positive thoughts, events and outcomes. It is a catalyst and sparks extraordinary results." -Wade Boggs