

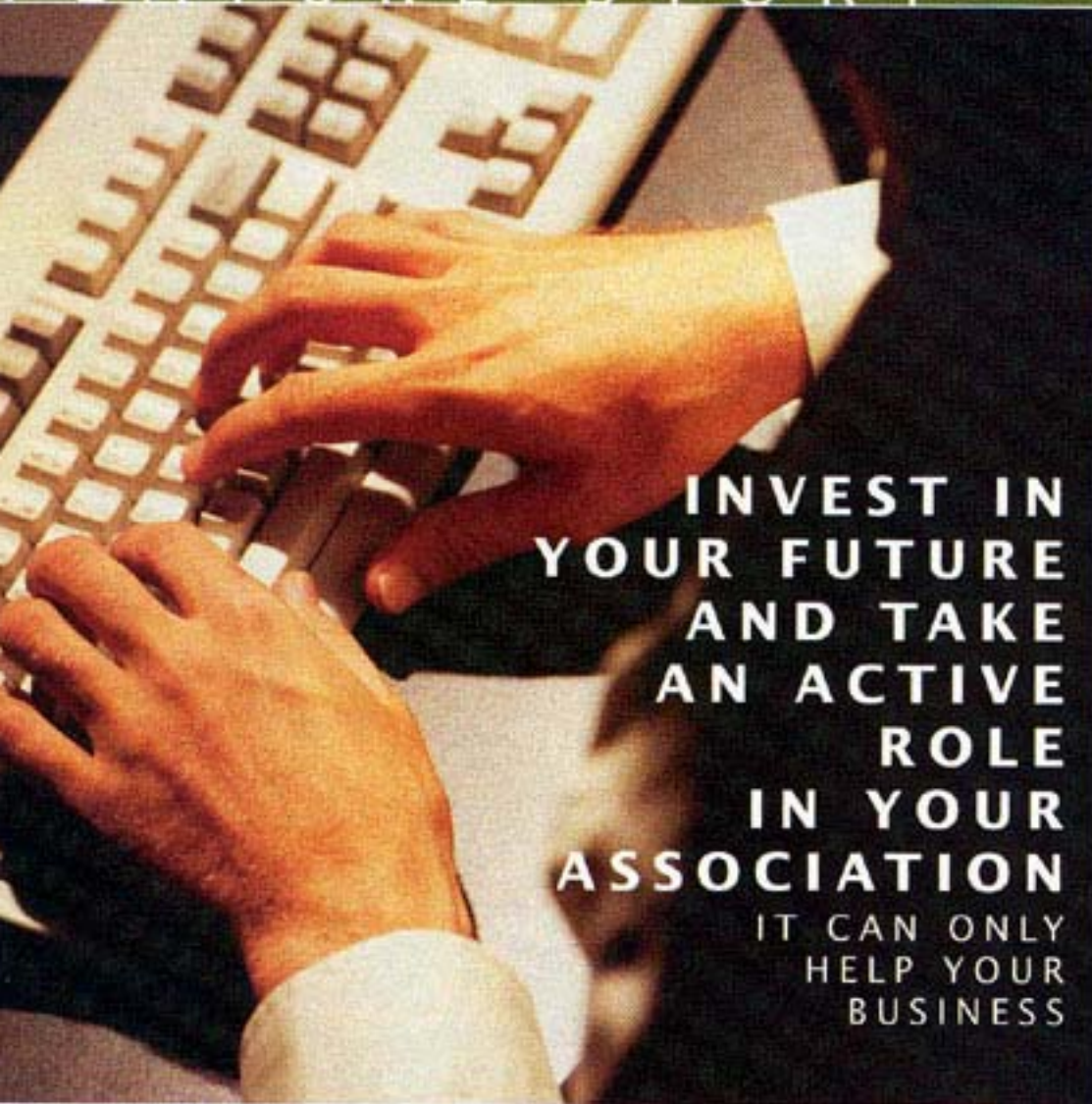
# Michigan REALTOR®

January 2003 Official Publication of the Michigan Association of REALTORS®

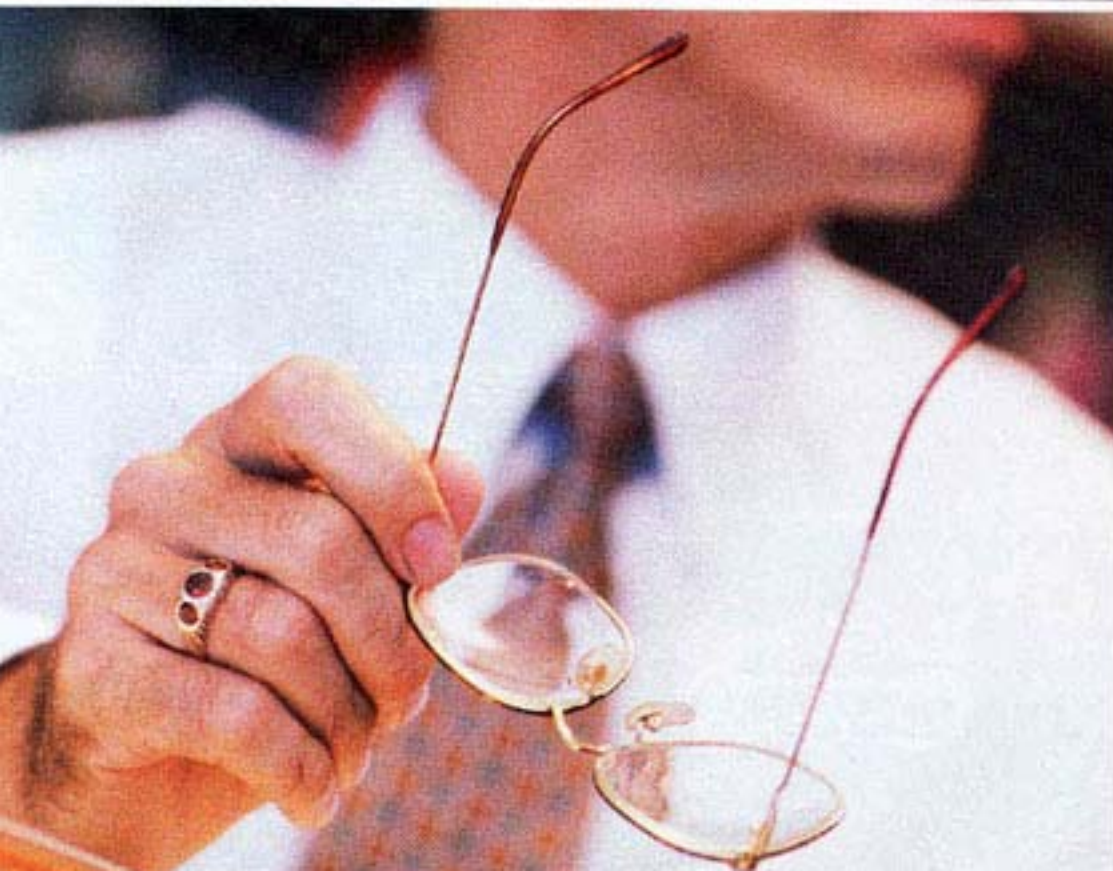


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*MAR President Joe Banyai (second from left) and the rest of the association's new leadership take the helm to Strategic Vision 2008.*



**INVEST IN  
YOUR FUTURE  
AND TAKE  
AN ACTIVE  
ROLE  
IN YOUR  
ASSOCIATION**  
IT CAN ONLY  
HELP YOUR  
BUSINESS



If you ask a REALTOR® what he or she thinks about an industry designation or certification, it's easy to see why so many strive for one.

Some say it's a cutting edge tool to boost sales. Others call their designation a badge of honor. Another said the courses were like Marine Corp. training. One REALTOR® even went as far as to compare his designation with that of being a Navy Seal of the industry.

The best of the best, if you will.

"Having a designation is crucial," said MAR President Joseph Banyai, Southfield.

Banyai has several designations including the Certified Commercial Investment Member, or CCIM, and Society of Industrial and Office REALTORS®, SIOR. "Both are good designations and it's definitely worth a REALTOR®'s time to invest in their future. Designations lead to networking and give you an idea of what kind of REALTOR® you're dealing with."

Grand Rapids' John Boguslawski, who is a Certified Residential Specialist, CRS, and a Graduate, REALTOR® Institute, GRI, designation, said designations can do a lot to further a career.

And he should know. Boguslawski is the 2003 president of the Michigan CRS chapter.

"Having a designation is a professional investment," he said. "You're taught by the best in the real estate industry. You really learn what's going on, not just in Michigan, but across the country."

Bill Milliken, 2003 president of CCIM Michigan Chapter, said a designation gives you the networking capabilities, the education and abilities to stay ahead of the learning curve in the competitive and rewarding real estate industry.

"Having a designation behind your name lends you a certain credibility to other REALTORS®," he said. "It's a remarkable network of professionals, across the nation and the world."

Boguslawski said any designation should be looked at like a college degree. Since acquiring a real estate license doesn't require any further education, in many cases, a designation is all that a lot of potential clients look for when dealing with a REALTOR®.

"You need to look at your job as a career and treat it that way," he explained. "It has to be taken seriously. You get a direct return from the effort you put into it and continuing your education has to be a priority. This industry is so quick, you have to take classes, go to conventions — anything to keep up with what's going on."

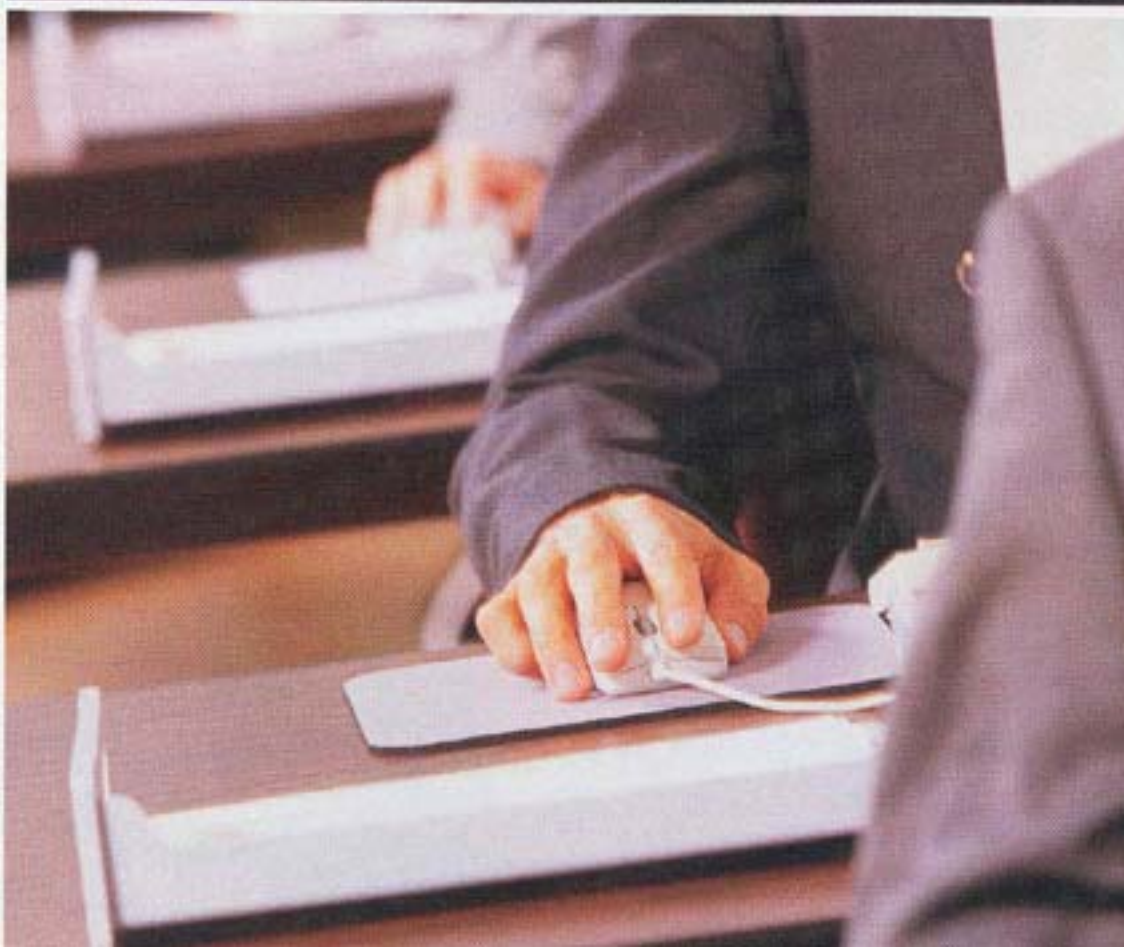
Since becoming involved with MAR in the 1990s, Banyai has done business with his share of REALTORS®. He said he looks for certain designations, depending on what he's selling, before doing business. It's a way to separate the best from the rest.

"Seeing a REALTOR® with a designation shows you that a person cares about their business," Banyai said. "This industry has too many ups and downs. Having a designation prepares you psychologically and shows you how to deal with the market. It says 'these are the people you want to do business with.'"

Milliken, owner of Milliken Realty Company, Ann Arbor, became a licensed broker in 1992. He said when he started his firm in 1996 he thought one way to jump start his business would be to earn a designation.

The only problem, he quickly found out, was that these courses are for real, and very stringent and difficult to complete. There's a reason only 6 percent of the estimated 125,000 commercial real estate professionals nationwide hold a CCIM designation.

"When I signed up for the first class, I thought it would just be a nice getaway out of town, maybe visit a few friends and come back with a designation," Milliken said. "But it was hard and I had to earn everything. I had to buy a new calculator just to keep my head above water. It was grueling, but well worth it. You really have to give 110 percent to pass."



## TAKE AN ACTIVE ROLE IN LEGISLATION

For those who earn a designation, the learning never stops. There are several legislative issues that continually threaten the way REALTORS® do business. With a collective voice, and with the help of MAR's public policy team, active MAR members can make a difference.

"Volunteering and donating to the REALTORS® Political Action Committee (RPAC) makes sense," Banyai said. "It's like buying an insurance policy to protect private property rights. When everyone is on the same page, you can get a lot of things accomplished."

Boguslawski agrees.

"The National Association of REALTORS®, MAR and the local associations do an excellent job keeping the issues in front of us," he said. "We need to be aware of the information they've put in front of us. We don't have time to stay up on the newspapers and these associations do the hotspots. It pays to get involved."

"It pays to be a leader in the real estate industry," Milliken added. "There's such a steep learning curve and by keeping abreast on sensitive issues can really make a difference."

## REALTORS® AND TECHNOLOGY

How can you keep involved with associations, education and run a business at the same time? It used to be by phone or fax, but now the Internet has changed the scope of how REALTORS® do business. Everything is digital. From looking up listings, to printing, to communication, the Internet and computers have changed business.

And, according to these three, it's all for the better.

"The Internet has really helped the real estate industry," Boguslawski admits. "We're in a time right now where the method of sales are changing. The customer is now leading us. Buyers are looking for tools like virtual tours, e-mail communications and business Web sites. As REALTORS®, we have to be ready."

"If I didn't have good technical skills or the ability to navigate the Internet, I wouldn't be able to do business," Milliken said. "It's a requirement for REALTORS® and the bar is only going to be raised higher and higher as new technology emerges. You can never have too much education, the problem is how much time you want to spend learning."

Banyai said the Internet and understanding new technology is vital to REALTORS® and it's something that's encouraged and taught in education classes.

"It's really like anything else, you have to keep yourself in tune with how business is changing," Banyai said.

For the latest information about issues affecting your business, visit MAR's Web site at [www.mirealtor.com](http://www.mirealtor.com), or be sure to pick up your latest issue of *The REALTOR® Advocate*. As always, call MAR at 800.454.7842 for information about becoming a REALTOR®.

Bill Milliken, of the Milliken Realty Company, Ann Arbor, said you can never have too much information about designations. "Anyone who is looking at those designations should poll three or four people who hold the designation and ask them what it's done for them."

## CCIM

CCIM's are recognized experts in commercial real estate brokerage, leasing and asset management valuation and investment analysis. The CCIM business network includes more than 6,500 designees and 5,300 candidates principally in North America.

## SIOR

The SIOR designations are for the top producers in industrial and office real estate brokerage, representing more than 800 offices in over 350 cities worldwide. The Society's mandatory recertification requirement assures clients of the designee's excellence in the fast changing commercial brokerage field.

## CRS

The CRS designation is awarded to experienced REALTORS® who complete advanced training in listing and selling. If you obtain this designation, expect benefits from nationwide referral opportunities, a professional image that attracts customers and sales and marketing support.

## GRI

The most popular designation is the GRI. GRI graduates earn an average of 33 percent more than those without the designation and keep you on top of the ever-changing world of real estate.

## The Bill Milliken File

Bill Milliken



Milliken Realty Company  
Ann Arbor

**Graduate:**  
Colorado College

2003 President CCIM Michigan Chapter

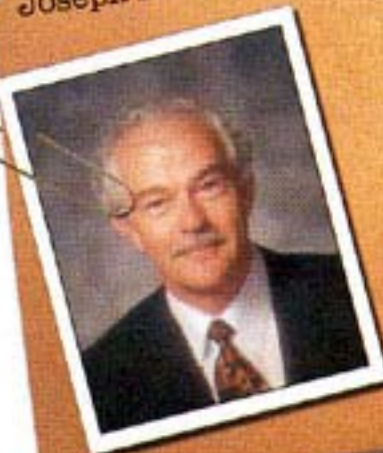
**Member:**  
Republic Bank  
Artrain USA  
Ann Area Arbor Chamber of Commerce  
Washtenaw Development Council  
Michigan Association of Realtors  
Detroit Area Commercial Board of Realtors.

**Website:**  
[www.millikenrealty.com](http://www.millikenrealty.com)



## The Joseph Banyai File

Joseph Banyai



Signature Associates  
Southfield

**Graduate:**  
Michigan State University

2003 MAR President

**Designations:**  
CCIM  
SIOR

**Expertise:**  
I-75 Corridor  
Vacant land/build-to-suit

**Website:**  
[www.signatureassociates.com](http://www.signatureassociates.com)



## The John Boguslawski File

John Boguslawski



Greenridge Realty  
Grand Rapids

**Graduate:**  
Grand Valley State University

2003 President of the Michigan CRS Council

**Member of:**  
National Council of Residential Specialists  
National Association of REALTORS®  
Michigan Association of REALTORS®  
Grand Rapids Association of REALTORS®  
ERC Employee Relocation Council.

**Website:**  
[www.grrealtor.com](http://www.grrealtor.com)

