



Arizona REALTORS®
2019 Recap

2019 Results

OVERVIEW

Through proactive and reactive media relations, the BIG YAM Team works to:

- Raise positive brand awareness for Arizona REALTORS®
- Position executives and Line Officers as go-to experts in the field
- Deepen member loyalty and awareness of the work done by Arizona REALTORS®
- Underscore the importance of using a REALTOR® to consumer audiences

2019 Goals:

- Generate 30 pieces of earned media throughout the year
- Secure an average Impact Score of 6

2019 Results

STATS

- Generated 33 pieces of earned media coverage
 - + 8 from 2018
 - + 3 from 2019 goal

- Secured an average Impact Score of 4.8
 - - .2 from 2018
 - - 1.2 from goal

The Impact Score is a multi-platform media rating scale used as an additional benchmark to determine the value of media coverage. This proprietary formula assigns each clip an “impact score” as explained below:

Story Score (Scale 1-3)

1. Mention only
2. Portion of larger article, industry focused story or trend piece
3. Focus of mid to large story

Media Score (Scale 1-3)

1. Community publications (ex: Scottsdale Independent, Peoria Times)
2. Statewide print or online publications (ex: AZ Republic, Phoenix Business Journal)
3. Broadcast (ex: KTAR, ABC15)
4. National outlets (ex: MSN, Kiplinger)

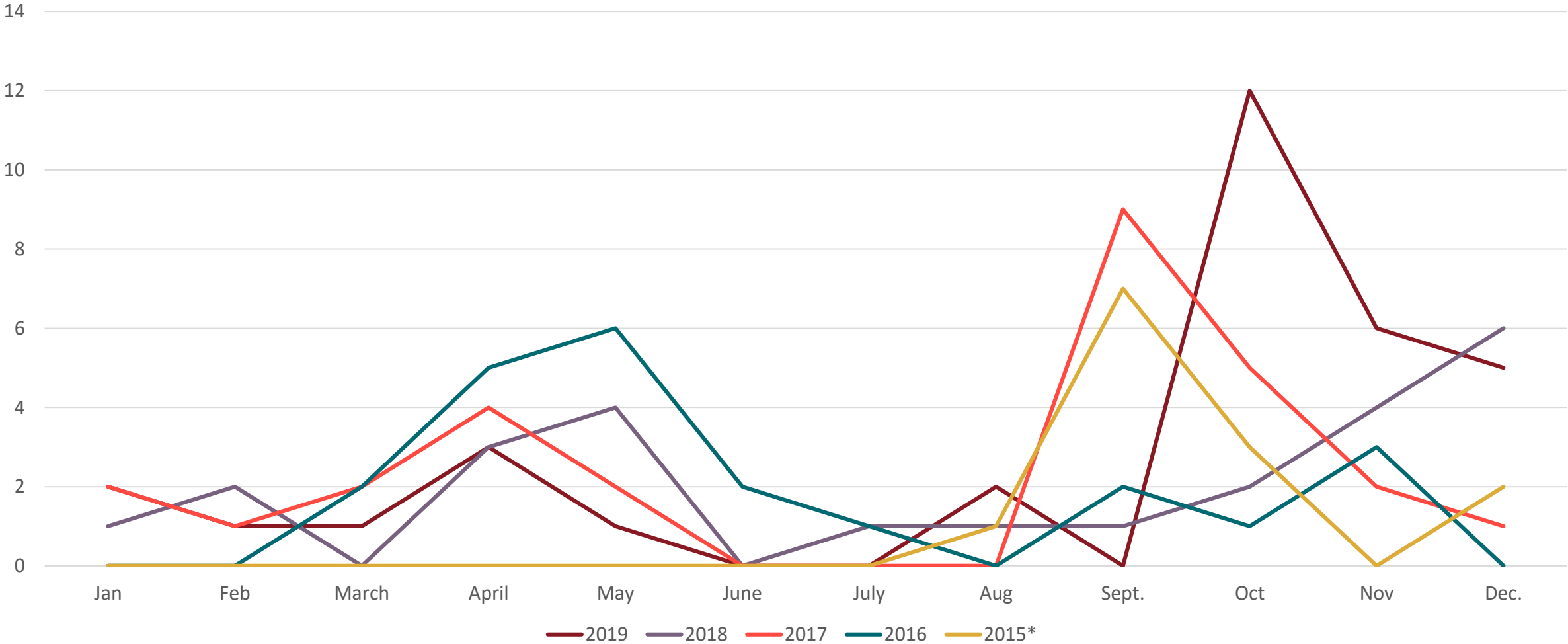
Story Impact analysis is determined by multiplying the story score by the media score. Highest possible score = 12

2019 Results

MEDIA COVERAGE



Year-Over-Year Media Coverage

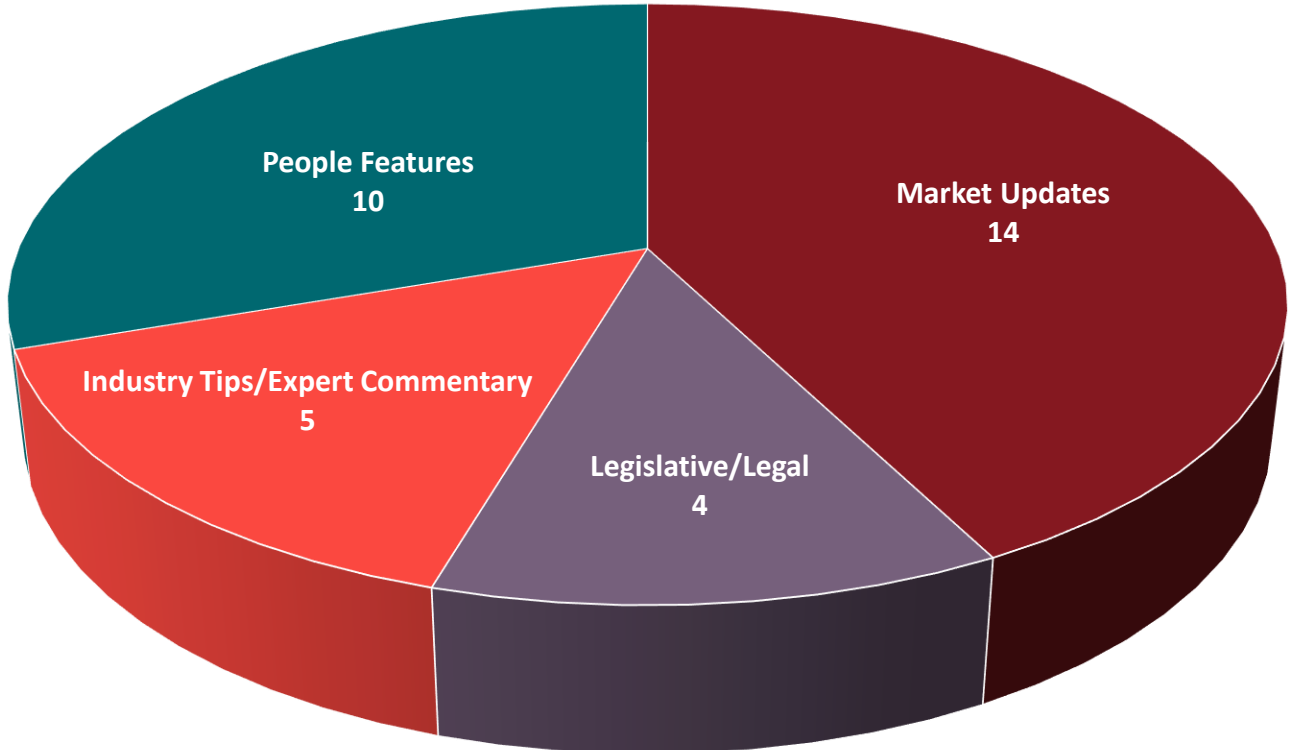


2019 Results

MEDIA COVERAGE



Coverage By Topic



- Market Updates
- Legislative/Legal
- Industry Tips/Expert Commentary
- People Features

2019 Results

COVERAGE HIGHLIGHTS

AzBusiness Magazine

Understanding pool barrier laws



LIFESTYLE | now | MICHELLE LIND

Because of the number of drownings and near-drownings in Arizona, most of which involve small children, the State of Arizona and most counties and cities within the state have enacted swimming pool barrier laws. Generally, these laws require that all affected swimming pools (or certain other contained bodies of water) be protected by an enclosure surrounding the pool area, or by another barrier, that meets specific requirements.

Pool barrier laws require that a swimming pool be completely enclosed by a fence to restrict access to the swimming pool from adjoining property. These laws also require that certain barriers be installed to restrict easy access from the home to the swimming pool. Pool barrier laws contain specific requirements regarding the height and type of fences, gates and doors from the home leading directly to the swimming pool and regarding windows that face the swimming pool. Arizona REALTORS® encourages home buyers to be aware of pool barrier laws prior to purchasing a home with an existing pool, erecting pool barriers, altering, repairing or replacing pool barriers and building a pool. Here are a few commonly asked questions regarding swimming pool barrier laws.

ARIZONA CAPITOL TIMES

NEWS NEWS TIPS PODCAST FOCUS **OPINION** ABOUT EVENTS PUBLIC NOTICES CAPITOL STORE

Home / Opinion / Commentary / Voters on Prop 126: Don't tax services

Voters on Prop 126: Don't tax services

By: Guest Opinion | January 28, 2019

The passage of Proposition 126, the Protect Arizona Taxpayers Act, is good for business, good for families and good for the economic growth of the state. Arizona's economy is one of the nation's leaders in job creation, personal income growth and population growth. This economic growth means more tax revenue is being generated, and a tax on services could have put that economic momentum at risk.

When more than 1.4 million Arizona voters voted to pass Proposition 126, they sent a clear message to the state government that they don't want to be taxed more for services. The passage of the proposition prevented taxes that would increase the costs of childcare, healthcare, hair salons, car

Havasu agent named president of Arizona Realtors

BRANDON MESSICK Today's News-Herald | Oct 26, 2019 | 2

Stay Informed. Subscribe for only \$4.99 per month

More from site



Mary Roberts. Courtesy of Cheswick Photography

Buy Now

A Lake Havasu City woman will lead one of the state's most powerful professional organizations starting this December.

Havasu real estate agent Mary Roberts was named the Arizona Realtors Association's newest president

Lake Havasu school board shifts superintendent search into high gear

Finding a new superintendent for Havasu schools won't be an easy task, but it will...

Fire department: Containment of Mesquite Fire will take several days

Full containment of the Mesquite Fire will take several days, according to the Lak...

Wildfire forces evacuations in northern California

GEYSERSVILLE, Calif. (AP) — A wind-driven wildfire has forced evacuations north of ...

View Our Havasu Real Estate Section!

By Charlie Lapastora | Fox News



NICOLE LASLAVIC
ARIZONA ASSOCIATION OF REALTORS GOVERNMENT AFFAIRS VP

Overregulation concerns over occupational licenses in Arizona

PHOENIX – Arizona wants to make it easier for workers who need an occupational license for their jobs.

A bill making its way through the state legislature would allow out-of-staters moving to Arizona to do their job with the occupational license they received from another state. Right now, Arizona has some of the most stringent laws that require workers to go through the state's rigorous licensing standards before being allowed to work.

2019 Results

COVERAGE HIGHLIGHTS

What is digital transaction management?

From pens to paper to pixels...

By Debra Gelbart

Less than a decade ago, homebuyers would view most of the documents required to finalize home ownership transfer at the "closing" — a process typically held at a title company's office. But in the past several years, digital transaction management has made tracking all of the required documents much easier and less location-specific.

Transaction management systems are Web-based and enable the title company, real estate agent, lender and buyer to monitor and review the progress of a home-selling transaction since all necessary documents are distributed electronically. "Most of the systems in place today are cloud-based and offer a range of services," said Debbie Olsen, who is with the escrow support team at Pioneer Title Agency.

Secure collaboration sites such as ShareFile, Dotloop and DocuSign are commonly used document management systems "that facilitate the management and sharing of important documentation," Olsen said. "These systems give consumers the option of accessing documents from smartphones, tablets or laptops. This flexibility allows for more timely delivery of signed documentation."

Benefits for all parties

The system maintains a log of everyone who views any of the documents, said Patrick Lewis, 2019 president of the Arizona Association of REALTORS® and an associate broker with Realty Executives. The evidence that one of the parties viewed or downloaded a document can aid in risk reduction for brokerages, he said. "Most of the systems integrate with an electronic signature product that can help



12 The Glendale Star October 17, 2019

Business

West Valley is booming with housing, developments and more

BY JAN LEIGHTON
Glendale Star Guest Columnist

Locals know the Phoenix Metro area is divided into several overarching subsectors including the East Valley, West Valley and Central Phoenix. As a member of WeMAR (West Maricopa Association of REALTORS®) the West Valley is not only where I call home, but the predominant area in which I work. For context, the West Valley is generally considered anything west of the I-17 and encompasses, among others, like Avondale, Buckeye, Glendale, Goodyear, Litchfield Park, Peoria and Surprise.

I will admit my beloved West Valley has been slow to the party in terms of development, both from a commercial and residential standpoint. Historically, a majority of new commercial, residential and job development has been concentrated on the East Valley — think Scottsdale, Central Phoenix, Chandler, Mesa and Gilbert. But the tides are changing, and during the past several years, there has been a steady increase in interest in the West Side.

Currently, more than 1.6 million people live in the 15 communities



that make up the West Valley. According to the Western Maricopa Coalition (WESTMARC), more than 43 percent of growth in Maricopa County within the next 25 years will take place in this area.

In light of this growth spurt, I've compiled a few insights into what draws people and companies alike to answer the call to "Go West."

Housing Options

Residential real estate is one of the main things that draw people to the West Valley. In these Phoenix suburbs, you can find everything from multimillion-dollar custom homes to reasonably priced starter homes and everything in between. We are currently in a seller's market with very low inventory and the West Side simply has more availability and affordability than many other areas in the Valley.

In the past few years, many well-known homebuilders such as Toll Brothers, Shea Homes and Lennar have continued to expand their footprint westward, offering a fantastic mix of home options for the area's

rapidly growing population.

Commercial Development

These days it seems you can't read local news without seeing an announcement of another new commercial project in the West Valley. Corporate giants like Microsoft, Amazon, Nike, Boeing, Conair and Banner Health have a large presence in the area and/or have purchased land for upcoming development. In fact, the JLL Q2 Phoenix Industrial Insights Report ranked the Southwest Valley as the number one location in the nation for industrial relocation and/or expansion.

The reasons really come down to three key factors: land, infrastructure and benefits. The West Valley still has plenty of open lands ready and available for large industrial and corporate developments. The Loop 303 connects I-10 to I-17, allowing for easy access to major highways leading both in and out of town. Many West Valley cities also have railroad tracks and telecom/fiber optic paths already in place.

Hungry for growth, these cities often offer attractive tax benefits or other incentives for businesses looking to relocate.

Entertainment

Long gone are the days when you had to travel into Phoenix or Scottsdale for sports and entertainment events. The West Valley is home to a variety of fantastic venues including Ak-chin Pavilion, State Farm Stadium, Gila River Arena, IMS Raceway and five Spring Training facilities. If you're looking for art and culture, look no further than Arizona Broadway Theatre and the West Valley Art Museum.

The Wildlife World Zoo and Desert Diamond Casino are just a few other popular West Valley attractions. The casino is currently undergoing a major renovation that will more than double its size and include live restaurants, extended gaming options and two parking garages.

No Slowing Down

Don't expect the West Valley boom to come to a stop anytime soon. Companies are continuing to expand in the area and home builders are heeding the call to match supply with demand.

The West Side is no longer the best kept secret in the Valley.

Jan Leighton is the 2019 First Vice President of the Arizona REALTORS® and an experienced real estate professional. She lives in Peoria.



Topics About Us Subscribe to the Dry Heat

ECONOMIC DEVELOPMENT

Homebuilding increases to highest level in over a decade

Ben Norman October 4, 2019 4 min read Add comment

Homebuilding increased to its highest level since June 2007 this August, according to data from the U.S. Census Bureau.

The jump is a positive sign for the housing industry, which had failed to see significant increases in single-family home construction this year. Housing starts — that is, new residential construction projects — increased by 12.3 percent month-over-month to reach an annual pace of 1.364 million.

This figure widely eclipsed the forecasts of economists surveyed by the Wall Street Journal, who predicted a 4.1 percent monthly increase for an adjusted annual rate of 1.24 million.

Arizona, specifically, had a significant jump in homebuilding, as well. Between June and July, contracts for over 2,100 homes were signed, which represents a 19 percent increase over the same period last year.

Arizona Realtors recognizes Flag local Lisa Paffrath

Nov 2, 2019

GET ACCESS FOR WH



f t i

Arizona REALTORS® recently held its annual Leadership Conference to appoint 2020 state and regional association officers and recognize members for outstanding leadership, community contributions and professional achievements.

Starting December 1, Mary Roberts will begin her term as the Arizona REALTORS® 2020 President. She will serve with 2020 President-elect Jan Leighton, Vice President Gary Nelson and Treasurer Eric Gibbs. Other leadership roles include two terms as the president of the Lake Havasu Chapter of Women's Council of REALTORS® and the 2013 President of the Lake Havasu Association of REALTORS®.

RELATED TO THIS TOPIC

- Now Hiring in Flagstaff. Recently posted employment opportunities for job seekers
- Remembering Flagstaff neighbors: Recent obituaries
- Gallery: NBA girls soccer wins third straight title

"We're extremely proud to have Mary leading our executive team in 2020," Arizona REALTORS® CEO Michelle Lind said. "Her passion is contagious. She inspires others to get involved, to advocate for their communities and in protection of private property rights for all Arizona citizens."



NOW PLAYING
Start Nov 1, 2019



RECOMMENDED

2019 Results

CLIP REPORT

AAR Clip Report 2019

Date	Outlet	Headline
1/7/2019	Tax Analysis	Cities Pursue Possible Lawsuit Over New Transaction Services Tax Ban
1/28/2019	Arizona Capitol Times	Voters on Prop 126: Don't tax services
2/19/2019	Chamber Business News	Women, Hispanics, and millennials shaping the housing industry
3/1/2019	AZ Central – New Home Central	What is digital transaction management?
4/4/2019	FOX News	License required to repair doors? Regs spark heated debate in Arizona
4/14/2019	AZ Central – New Home Central	Condo, townhome, villa or loft?
4/24/2019	Arizona Business Magazine	Understanding pool barriers laws
5/2/2019	Kiplinger	10 Reasons You Will Regret Buying a Home With a Swimming Pool
8/13/2019	ABC 15 at 10 p.m.	Arizona is ground zero for iBuyers, but seller beware
8/24/2019	KFNX Business to Business Radio	Current state of the housing market
10/4/2019	Chamber Business News	Homebuilding increases to highest level in more than a decade
10/4/2019	Western Free Press	Homebuilding increases to highest level in more than a decade
10/6/2019	Arizona Business Magazine	Homebuilding increases to highest level in more than a decade
10/14/2019	Arizona Business Magazine	Here's why the West Valley is Booming
10/16/2019	West Valley View	West Valley is booming with housing, developments and more
10/17/2019	Glendale Star	West Valley is booming with housing, developments and more

10/23/2019	Phoenix Business Journal	Rule change boosts Arizona Realtors' confidence in millennials buying homes
10/25/2019	AZ Big Media	On the move at MacQueen & Gottlieb, Arizona Realtors
10/26/2019	Today's News Herald	Havasu agent named president of Arizona Realtors
10/27/2019	Today's News Herald (Print)	Havasu agent named president of Arizona Realtors
10/29/2019	Yellow Sheet Report	2020 Executive Committee Press Release
10/31/2019	Peoria Times	Peoria's Jan Leighton named REALTORS president elect
11/2/2019	Arizona Daily Sun	Arizona Realtors recognizes Flag local Lisa Paffrath
11/3/2019	Arizona Daily Sun (print)	Arizona Relators recognizes Lisa Paffrath with an award
11/6/2019	Williams-Grand Canyon News (print)	Local realtor Lisa Paffrath wins prestigious National Real Estate Association Vision Award
11/13/2019	Surprise Republic	Let's talk about the West Valley's economic boom
11/25/2019	Phoenix Magazine	Land Zo: Realty Check
2020 Issue	AZ Business Leaders, AZ Big Media	Michelle Lind - CEO, Arizona Association of Realtors
12/9/2019	Good Morning Arizona	Hot Zip Codes in Housing Market
12/9/2019	CBS 5	Hot Zip Codes in Housing Market
12/9/2019	Good Morning Arizona	Hot Zip Codes in Housing Market
12/9/2019	Good Morning Arizona	Hot Zip Codes in Housing Market
12/9/2019	Good Morning Arizona	Hot Zip Codes in Housing Market



Thank you