



TALKING POINTS FEBRUARY 2022

MEMBER RESOURCE GUIDE

Have you seen this year's Arizona REALTORS® Membership Guide? The annual guide provides an update of the services and resources available to members. You can access the guide at: <https://www.aaronline.com/about-us/benefits/>

TECH HELPLINE

Tech Helpline is a member benefit included in your association dues that provides general tech support for: computers, tablets, printers, scanners, smartphones, and so much more!

To use Tech Helpline, call **1-866-232-1791** and provide the support analyst with your NRDS number. Your 9-digit NRDS number can be found on:

- the mailing label of your REALTOR® Magazine
- your NAR Membership identification card; **OR**
- the nar.realtor webpage:
<https://bit.ly/3cKwGrI> = <https://login.connect.realtor#!/forgotmember>

You can call the Tech Helpline for help with:

- Email access
- Browser issues
- Operating systems (Slow computer)
- Viruses & Antivirus Software
- Possible hacking issues
- Website login/display issues

ARIZONA HOUSING FUND

CONSUMER FLYER: A consumer directed flyer is available on aaronline.com. To make it easier for consumers to understand what the Arizona Housing Fund is and how it works, we now offer two flyers, including a “client match” flyer stating, “**Your agent will match your contribution to the Arizona Housing Fund at closing.**” Both flyers give agents the opportunity to upload their logo.

- The goal of the Arizona REALTORS® is to give every buyer and seller the opportunity to voluntarily donate \$25 (or more) to the Arizona Housing Fund at close of escrow to help the homeless.
- Rental communities are actively promoting the Rental Application Program.
- Two Minute Video:
<https://drive.google.com/file/d/1BQf449zmVOU56uQ2tImJOTF-5-Pw7sIS/view>

- A simple one-page Escrow Donation Form, which can be branded with your logo: <https://arizonahousingfund.org/join-us/>
- Numerous brokerage firms and title companies have become Fund partners: <https://arizonahousingfund.org/>

100% of every dollar in the Fund goes directly to the qualifying nonprofits.

LEGISLATIVE & POLITICAL AFFAIRS

RAPAC REMINDER:

“RPAC’s mission is to identify candidates for elected office on the local, state, and national levels who will work with REALTORS® to promote and protect the American Dream of property ownership. Candidates who receive support from RPAC ***are not selected based on their political party or ideology, but solely on their support of real estate issues.***”

2021 LEGISLATIVE SUCCESSES:

(See attached flyer)

We may not always agree with legislators, but your investment in RAPAC has allowed us to foster long-lasting relationships with elected leaders and find solutions when we do disagree. For information on bills visit www.AZleg.gov.

2022 LEGISLATIVE SESSION:

The REALTORS® have been meeting with legislators in the House to discuss our bill, [HB2172](#), which will head to the House Commerce Committee this week and expect unanimous support. From there the bill will head to the House floor for Committee of the Whole and Third Read votes before heading to the Senate.

Other bills the REALTORS® are supporting:

HB2172: Real Estate Licensees; Employers; Compensation (REALTOR® Bill)

HB2151: Land Division; Acting in Concert

HB2101: Electric Energy; Reliability; Public Policy

HB2275: Condominium Termination; Unit Owners; Percentage

HB2598/SB1372: Transportation tax; Election; Maricopa County

TOUR OF THE STATE CAPITOL:

During the December 2021 NAR REALTOR Party Training the Government Affairs tour of the state capitol video was recognized as one of the top 3 videos submitted! In the video Government Affairs Director Matt Contorelli gives members a behind the scenes glimpse of where the laws affecting our industry are made. The video can be found on the Arizona REALTORS YouTube channel.

***If there is time you may want to play the video during the meeting/event it is 3:10 minutes long:** <https://www.youtube.com/watch?v=2eUJdsJPaQ&t=2s>

RISK MANAGEMENT

****RVPs, please ask if there are any Risk Management concerns in the region****

Please notify General Counsel Scott Drucker of any risk management issues your members are experiencing in your region.

FORMS:

On February 1st, the following forms were released for use by all members:

- Revised Commercial Property Owner's Association Addendum.
- Revised Solar Addendum.
- New to all Arizona MLSs:
 - (i) Vacant Land/Lot Listing Contract Exclusive Right to Sell/Rent; and
 - (ii) Vacant Land/Lot Listing Contract Exclusive Agency.

No MLS is required to use any of the listing contracts prepared by the Arizona REALTORS®, but the forms are nonetheless available to them. REALTORS® should therefore check with their local MLS to see if and when their MLS will choose to adopt the Arizona REALTORS® listing contracts.

PROFESSIONAL STANDARDS:

In 2021 we received **209** ethics complaints and **29** arbitration requests. In total, we held **71** hearings.

The 2022 Professional Standards Workshop will be held on Wednesday, February 9th at the Desert Willow Training Center.

AIR/CRE Forms Update:

The Arizona REALTORS® maintains an agreement with the AIR Commercial Real Estate Association which gives members the ability to purchase AIR commercial real estate forms at a discount. In September 2020, AIR released new commercial forms that have been "localized" for Arizona and reflect Arizona law. These revised forms have been well received by the Association's commercial practitioners.

PROFESSIONAL & BUSINESS DEVELOPMENT

PROFESSIONALISM: *Professionals. . . That Is Who We "R"*.

This campaign consists of a series of articles and video snippets. The content would be great to include in new member orientations, new agent training, and office meeting discussions. <https://www.aaronline.com/professionalsthats-who-we-r/>.

Contract Conversation Video Series:

We are rolling out a new Contract Conversation video on the newly revised Solar Addendum. This video explains the revisions and how to use the form.

Check out the Contract Conversation video library:

<https://www.aaronline.com/contract-conversations/>

Industry Partners Conference – March 10, 9:00 – 4:00

This highly unique and successful event is back live and in-person at the Desert Willow Conference Center in Phoenix. This event brings together REALTORS® and representatives in the mortgage and title/escrow industries to learn from and with each other through panel presentations and roundtable what if . . .what now scenarios. Information and registration can be found here: <https://aarevents.cventevents.com/IPC>

COMMUNICATIONS

ALEXA:

The association offers an Alexa Flash Briefing which shares the latest news and information from Arizona REALTORS®. The News Briefing will give members updates about forms and business tools, as well as events and classes!

For information on how to download the Flash Briefing go to aaronline.com and type “Alexa” in the search bar, it should be the first search result listed “Alexa Joins the AZ REALTORS Team.”

BUSINESS TECHNOLOGY

HOUSING REPORTS:

Arizona REALTORS® was the first state association to gain access to the REALTORS Property Resource (RPR) to create an Arizona Housing Report of market activity. This was accomplished through cooperation with each Arizona MLS. **The association’s website includes an “Arizona Housing Report” button on the homepage so members can access the latest report. The reports will be updated monthly.**

Additionally, NAR will use these reports for policy and advocacy activities before Congress. The up-to-date, targeted information will allow NAR staff, FPCs and Arizona REALTORS® staff to provide real-time examples of market activity, helping to enhance NAR and Arizona REALTORS® policy positions and priorities.

AUTHENTISIGN 2.0:

Highlights you will love:

- Complete signings 60% faster with an all-new workflow
- Deliver a simple and intuitive signing experience to your clients
- Correct rejected signatures with new insights and signer feedback
- A simple, intuitive interface: all the tools you need in one place, easily drag, drop, delete, and rotate pages, and more.
- Signing templates allow you to save default annotation properties and create automatic signature blocks. Plus, with an active sync with Transactions (TransactionDesk Edition) you only have to enter contact information once.
- Quickly correct rejected signatures.

ZIPFORM® MEMBER BENEFIT:

Effective December 31, 2021, the National Association of REALTORS® (NAR) Lone Wolf Transactions zipForm® Edition (zipForm) free member benefit ended.

On January 1, 2022, zipForm® was **converted to an optional yearly subscription plan**. The Arizona REALTORS® will continue to license its forms to zipForm®, enabling members who choose to independently subscribe to zipForm® to access updated versions of the Association's forms. The license agreement will continue through 2022.

In addition to TransactionDesk® and zipForm®, members can also access Arizona REALTORS® forms by purchasing subscriptions to other platforms such as: Brokermint, DocuSign, dotloop, and SkySlope. Access to the Jointly and Propy platforms are expected to be available sometime during the first quarter of the year.

For zipForm® pricing or additional information, member support can be reached at (800) 383-9805.

ESIGN:

In May 2021, the Arizona REALTORS® eSign member benefit program was converted to **free, limited use** accounts, which allowed members to continue accessing their files and signing sessions. The free plan offers:

- **5 signing sessions per month**; however, each session will only allow 1 document and 1 signer per session.
- Discounted rates for unlimited use access for Arizona REALTORS® members starting at **\$120 per year for individual users**. (*Bulk and Broker accounts are also available.*) Contact esignsupport@constellation1.com for more information.

TRANSACTION DESK TRAINING:

The state association offers various training options:

- **Live In-Person classes** –
Due to COVID-19 concerns, live classes have been canceled to ensure the health and safety of Arizona REALTORS® members and staff. For information on alternative training email support@aaronline.com.
- **Live/Recorded webinars** –
Classes are scheduled every Thursday at 10:00 a.m. OR Noon (start times alternate weekly). Call 480-304-8930 to register.
Visit www.aaronline.com/efficient-business-tools/transactiondesk/ to view our recorded webinars and tutorials.

The TransactionDesk webpage has more details. Additionally, there is a Project page (<https://www.aaronline.com/transactiondesk-projects/>) which lists the current issues that are being addressed by TransactionDesk and/or the association.

DIVERSITY, EQUITY, INCLUSION & FAIR HOUSING

Newsletter: The Arizona REALTORS® Diversity & Inclusion Committee created a newsletter to help educate Arizona REALTORS® on various topics as they relate to Diversity, Equity, and Inclusion. Each issue will focus on a different theme and will include articles, book recommendations, and videos.

In the newsletter's first issue learn more about Black History Month including: key supreme court decisions related to real estate; the history of the National Association of Real Estate Brokers (NAREB) and its Arizona chapter, the Phoenix Realtist Professional Group, and the meaning of "microaggressions" and tactics to combat them.

Local Associations can contact ChristinaSmalls@aaronline.com for assistance with forming a Diversity Committee, scheduling events, and applying for NAR grants.

REALTOR® VALUE FLYER

The Professional & Business Development and Business Services & Technology Committees collaborated to create an online tool that can be used by members to articulate the REALTOR® Value to the consumer.

- The new value proposition flyer, "**A REALTORS® Value To You**," can be found on the "Business Tools" tab at the top of the www.aaronline.com homepage.
- Members can use the Arizona REALTORS® branded version or follow the directions on the webpage to upload their brokerage logo.

MEDIA

REALTORS IN THE MEDIA: Arizona REALTORS® are featured in news stories around the state. Go to <https://www.aaronline.com/media-contacts-coverage/> for articles, interviews and videos.

REMINDERS

MEETING/EVENT SPEAKERS

The state association has compiled a list of speakers which includes leadership and staff. The list is posted on the association website's Staff Directory page and Leadership & Volunteers page.

Attendees:

If you wish to have a member of leadership speak at your association/brokerage, please contact them directly.

2022 STATE ASSOCIATION EVENTS - SAVE THE DATE

- March 10** **Industry Partners Conference** – Desert Willow Conference Center,
Phoenix
- March 30** **Governance Meetings** (the following times are subject to change)
Regional Caucuses (9:00 a.m. – 10:15 a.m.)
Board of Directors Meeting (10:30 a.m. – 1:00 p.m.)
- April 5 - 6** **NAR - REALTOR® Broker Summit** - Phoenix, Arizona
- August** **REALTOR® Party Training and Arizona REALTOR® Caucus** –
Phoenix/Scottsdale
- August** **Arizona REALTORS® “All-In” Success Summit** – Phoenix/Scottsdale
- October 12 - 14** **Arizona REALTORS® Leadership Conference** (the following times
are subject to change)
Doubletree/Tucson Convention Center, Tucson
12th – Executive Committee Meeting (2:00 p.m. – 5:00 p.m.)
 ExCom Thank You Dinner (5:30 – 8:00 p.m.)
13th – Leadership Conference - Day 1 (8:30 a.m. – 5:00 p.m.)
 Installation Reception & Dinner (5:15 – 9:00 p.m.)
14th – Regional Caucuses/Board of Directors (9:00 a.m. – 1:00
p.m.)