



TALKING POINTS APRIL/MAY 2022

RAPAC SILENT AUCTION

Arizona REALTORS® Annual RAPAC Silent Auction was held **March 28th through April 1st**. With all the great items to bid on the auction and raffle closed with \$ **\$69,939!**

Raffle Winners:

- **Grand Prize** (65-inch Samsung Smart TV and Soundbar): Sue Cartun
- **First Prize** (Apple Watch): Keri Means
- **Second Prize** (\$100 Visa Gift Card): Michelle Mazzola
- **Third Prize** (\$25 Starbucks Gift Card): Gary Nelson

RAPAC Fundraising Goals:

- **2022 Fundraising Goal** is \$1,188, 759. So far, we have raised over \$767,000, which is 64% of goal.
- **Our Major Investor goal** is 313 and so far, we have 151 recognized major investors and 81 installment plans for major investors.
- **Our Participation goal** is 34 % and so far, we are at 28.5%.
- **Our President's Circle goal** is 31 and we are at 55 this year, already beating the 2021 total of 46

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.

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/3cKwGrl> = <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.***”

RAPAC INSTALLMENT FORMS:

This is a great way for members to break up payments to become a major investor opposed to cutting one large check at the beginning of the year. It is the **ONLY way** for members to receive **early recognition as an NAR Major Investor** before completing their investment goal.

- Learn more and fill out an installment form on the AAR RAPAC homepage: <https://www.aaronline.com/rapac/>

REALTOR® PARTY CORPORATE ALLY PROGRAM:

We can now accept Corporate Ally investments into the REALTOR® Party via online webform on our website <https://www.aaronline.com/realtors-issues-mobilization/>.

This allows corporate entities and members to pay with a company credit card online, when previously they could only pay via check. This will limit roadblocks to promoting our corporate ally program to local associations, affiliates, and brokerage offices. Increased awareness and participation in this program will help us reach our Major Investor goal, which we have historically fallen short of achieving.

For more information, please contact Arizona REALTOR® Party Director, Tim Beaubien at 602-248-7787 ext. 1457 or timbeaubien@aaronline.com

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:

(See attached April 2022 Legislative Update)

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:

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=2eUJJdsJPaQ&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.

BUYER ADVISORY:

The Buyer Advisory was updated in March 2022 to include the following verbiage under Section 2, subsection 1 titled "Repairs, Remodeling and New Construction":

A contractor's license is required for work performed on a property unless the aggregate contract price, including labor and material, is less than \$1,000, the work performed is of a "casual or minor nature," and no building permit is required.

An unlicensed property owner may also perform work themselves if the property is intended for occupancy solely by the owner. If, however, the property is listed or offered for sale or rent within one year of the completed work, it is considered prima facie evidence that the owner performed the work for purposes of sale or rent.

Owners of property who are acting as developers, who improve structures or appurtenances to structures on their property for the purpose of sale or rent, and who contract with a licensed general contractor must identify the licensed contractors' names and license numbers in all sales documents.

Additionally, a workgroup has been formed to update the Seller's Property Disclosure Statement.

PROFESSIONAL STANDARDS:

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

For the first quarter of 2022, we received **51** ethics complaints and **6** arbitration requests. In total, we held **10** hearings.

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”.

<https://www.aaronline.com/professionalsthats-who-we-r/>.

This campaign rolled out two years ago and consists of a series of articles and video snippets. We are now rolling out the next phase which is developing a professionalism campaign “honor roll” concept through gratitude and acknowledgement recognizing members who went out of their way to do something extraordinary. In addition, we will be rolling out a professionalism 3-hour course.

CONTRACT CONVERSATION VIDEO SERIES:

Two new contract conversation videos have been added: Solar Addendum and the Multiple Counter/Counter Offer. Check out the Contract Conversation video library:

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

What can associations and members do with these?

- **Associations:** feature in your member newsletter, discuss in new member orientation, post on social media
- **Brokers/Managers:** feature in your monthly meetings as a discussion base, include in your new agent training program, use in mentor/mentee meetings.

ANNUAL SUMMIT planning is underway. **Mark your calendars for August 31-September 1.** The Summit will be held at the Scottsdale Plaza Resort following the Arizona REALTOR® Caucus.

More details will follow in the coming weeks, but you can expect the addition of CE classes as well as an Opening Party to kick off the Summit. **Registration and hotel reservations will be available June 1st.**

StartSmart: Building Your Foundation for Success

We are rolling out a new member program consisting of a series of 90-minute sessions delivered via Zoom. The program consists of three series:

Series 1: Structuring Your Business

- Working in an Unstructured Business - Independent Contractor, Taxes, Insurance, ADRE/Brokerage (April 26)
- Financial Foundation (April 28)
- Value Proposition (May 2)
- Business Plan (May 4)
- Professionalism (May 6)

Series 2: Developing Your Business

- Time Management (May 10)
- Working Your Sphere (May 17)
- You As a Brand (May 24)
- Managing Your Risk (May 31)
- Working with Buyers (June 7)
- Working with Sellers (June 21)
- Top 5 Scripts to Own (June 28)
- Objection Handling (July 5)
- Power Profiles, Social Media Basics-Getting Found Online (week of July 12-TBD)

Series 3: Working Your Transaction

- Offers (July 25)
- Addenda (August 1)
- Due Diligence, Inspections & The BINSR (August 8)
- Appraisals (August 15)
- Listings (August 22)

Members can take one, two or all three series. Information has been emailed to members who have been in the business 2 years or less. Registration can be found on the Arizona REALTORS® website calendar.

BUSINESS TECHNOLOGY

INTRODUCING AN IMPROVED SINGLE SIGN-ON (SSO) PLATFORM:

The Arizona REALTORS® is pleased to announce that our SSO platform will now allow members to save their initial login password.

If you have not had a chance to try out Single Sign-On, we encourage you to give it a try. Members tell us, “I have a tough time remembering all of my passwords!” With SSO, remembering passwords just got a whole lot easier and the Arizona REALTORS® offers the SSO platform as part of your member benefits.

The Arizona REALTORS® SSO provides you with a customized landing page, and with one click of a button you can access the different Real Estate platforms that you use every day, including aaronline.com, Transaction Desk, zipForm®, RPR, and participating MLSs, all without having to separately login to these accounts because after your initial login, SSO does it for you!

You'll also have quick-access buttons to many commonly used Arizona REALTORS® links such as Tech Helpline, Business Services Support, the Buyer Advisory, AZGRI.com, Arizona REALTORS® Blog, and many more.

To access SSO, click on the SSO Dashboard button on the aaronline.com homepage.

TRANSACTION DESK TRAINING:

The state association offers various training options:

- **Live In-Person classes –**
We now offer live in person Transaction Desk/Authentisign training classes. Live training is available for groups of 12 or more either at Broker offices or at Local Associations. Email support@aaronline.com for additional information.

- **Live/Recorded webinars –**
Classes are scheduled every Thursday at 10:00 a.m., Noon, 2:00 p.m., and 3:00 p.m. (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.

EMERGENCY FORM ACCESS:

Arizona REALTORS® has developed a webpage that will be activated if our Transaction Desk forms provider experiences an outage. This webpage contains the complete Arizona REALTOR® library of forms, accessible via www.aaronline.com after login. The web address will be displayed on our home page if an outage occurs.

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

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 second quarter of the year.

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.

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.”

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 Equity, Diversity, and Inclusion. Each issue will focus on a different theme and will include articles, book recommendations, and videos.

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

- August 29** REALTOR® Party Training – Scottsdale Plaza Resort
- August 30** Arizona REALTOR® Caucus – Scottsdale Plaza Resort
- August 31** Arizona REALTORS® “All-In” Success Summit – Scottsdale Plaza Resort
- September 1** Arizona REALTORS® “All-In” Success Summit – Scottsdale Plaza Resort
- October** 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.)