



## TALKING POINTS

### JUNE 2022

#### **UPCOMING EVENTS**

##### **WOMEN...THAT'S WHO WE "R" CONFERENCE – July 12 at WeSERV East Valley**

We have once again partnered with Arizona State WCR to offer a conference that is centered around sharing experiences and practical advice to inspire women to become change-makers in the real estate industry. Through roundtables and panels, the attendees will discuss and share strategies to help them continue to grow their business and break barriers.

The Conference is centered around three main topics: Women Leading the DEI Conversation, Women in Leadership, and Women Leading Brokerages.

Registration is \$49. Flyer and registration information can be found on our website calendar. Flyers have also been sent to each of our local associations.

##### **ANNUAL SUMMIT –**

**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 on August 31<sup>st</sup> as well as an Opening Party to kick off the Summit. General session and breakout sessions will be on September 1<sup>st</sup>.

**Registration and hotel reservations will be available in early June.**

##### **SUCCESS THROUGH DIVERSITY –**

The Arizona REALTORS® Equity, Diversity, and Inclusion Committee is proud to present their first statewide DEI event "Success through Diversity – We Are the Common Thread" on **Thursday, September 22, 2022, at CB Live Desert Ridge in Phoenix.**

This event will include an exciting panel session featuring national presidents from some of the multicultural real estate organizations including AREAA, NAREB, WCR, and the LGBTQ+ Real Estate Alliance. The panel session will be followed by a Networking Happy Hour. Please save the date and join us for this important event!

**Registration will be available in July.**

#### **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/>

## **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.

## **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!

Tech frustration? Help is now a finger-tap away. The Tech Helpline has introduced a new mobile App. Tech Helpline's new app works on all mobile devices. Find it in Google Play or Apple's App Store.

The app gives users three options:

- Directly call a Tech Helpline analyst or
- Chat via the app
- Choose to "open a case." The analyst who works on the case will then email them a response.

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 [www.nar.realtor](http://www.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/1BQf449zmVOU56uQ2tlmJOTF-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 FUNDRAISING GOALS –**

- **2022 Fundraising Goal** is \$1,188, 759. So far, we have raised over \$840,000, which is roughly 70% of goal.
- **Our Major Investor goal** is 313 and so far, we have 191 recognized major investors and 84 installment plans for major investors.
- **Our Participation goal** is 34 % and so far, we are at 28.95%.
- **Our President’s Circle goal** is 31 and we are at 60 this year, handedly beating the 2021 total of 46

### **RAPAC EVENTS SUCCESSES –**

- Arizona REALTORS® RAPAC Auction breaks record with \$69,939 raised
- Successful Local Association Major Investor Events:
  - TAR
  - SAAR
  - LHAR
  - WeSERV
- **Upcoming Local RAPAC Events:**
  - SAAR REALTOR® Party Townhall June 1<sup>st</sup>
  - WMAR Silent Auction June 6<sup>th</sup> – 10<sup>th</sup>
  - PAAR REALTOR® Party Trivia Night June 15<sup>th</sup>

### **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.

Government Affairs staff is happy to come speak at any brokerage office or affiliate office to promote and answer any questions on the Corporate Ally Program, or the REALTOR® Party and RAPAC and general.

For more information on RAPAC and the REALTOR® Party, please contact Arizona REALTOR® Party Director, Tim Beaubien at: 602-248-7787 ext. 1457 or [timbeaubien@aaronline.com](mailto: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 even when we do disagree. For information on bills visit [www.AZleg.gov](http://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:

**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 Nikki Salgat of any risk management issues your members are experiencing in your region.

#### **FORMS –**

On June 1<sup>st</sup>, a revised Additional Clause Addendum will be released. The Additional Clause Addendum was revised to clarify that, in the event there is a conflict between the terms and conditions of the purchase contract and the Additional Clause Addendum, the terms included in the Additional Clause Addendum will prevail. This clarification

helps ensure that the terms of the Additional Clause Addendum are never found to be in conflict with the terms of the Residential Resale Real Estate Purchase Contract.

The additional verbiage is added to lines 8-10 and states “In the event of a conflict between the terms and conditions of the Contract and this Additional Clause Addendum, the terms and conditions of this Additional Clause Addendum shall prevail.”

#### **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.

A workgroup was formed to update the Seller’s Property Disclosure Statement (SPDS). The workgroup has completed their revisions to the SPDS and the SPDS will be submitted to the Loop for its review and comments.

The links embedded within the Buyer Advisory are checked on a routine basis. However, links can break at any time. If a member learns of a broken link, they can report it to Jan Steward at [jansteward@aaronline.com](mailto:jansteward@aaronline.com).

#### **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/>.

We will be rolling out the next of our new professionalism campaign “honor roll” in late June/early July. This campaign recognizes members who went out of their way to do something extraordinary. Our next phase will be to create a professionalism 3-hour course which we anticipate in early fall.

### **STARTSMART: BUILDING YOUR FOUNDATION FOR SUCCESS –**

Our new member program is in full swing. Series 1 has been completed and we are in the middle of Series 2. The program consists of a series of 90-minute sessions delivered via Zoom. We have 8 members taking the program. Feedback has been excellent so far. The program consists of three series:

#### **Series 1: Structuring Your Business**

- Working in an Unstructured Business - Independent Contractor, Taxes, Insurance, ADRE/Brokerage
- Financial Foundation
- Value Proposition
- Business Plan
- Professionalism

#### **Series 2: Developing Your Business**

- Time Management
- Working Your Sphere
- You As a Brand
- Managing Your Risk
- Working with Buyers
- Working with Sellers
- Objection Handling (July 5)
- Power Profiles, Social Media Basics-Getting Found Online

#### **Series 3: Working Your Transaction**

- Offers
- Addenda
- Due Diligence, Inspections & The BINSR
- Appraisals
- Listings

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**

### **PHOTOFY COMING SOON!**

Arizona REALTORS® is proud to announce the enhanced version of Photofy offered as a new member benefit. Photofy is more than just another photo editing app, it's a powerful content creation tool that has everything you need to create beautiful, professional photos right from your mobile device. Access over 500,000 Royalty Free Photos or photos and videos from your camera roll and albums, including personal albums on Facebook, Instagram, Tumblr, Dropbox, and Google Drive.

The app is available for iOS and Android devices. Coming soon, members will have access to a custom Arizona REALTORS® library of content ready to share on your social media platforms. We expect to have the enhanced version available to our members, sometime in June 2022.

#### **TECH MARKETPLACE –**

The Tech Marketplace is an Arizona REALTORS® member resource where you will find a variety of applications, software, products, and services. You can find the Tech Marketplace on the Arizona REALTORS® website at the following link.

<https://www.aaronline.com/efficient-business-tools/tech-marketplace/>

#### **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](https://www.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](mailto: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/](https://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 in the unlikely event that our TransactionDesk forms provider experiences an outage. This webpage contains the complete Arizona REALTOR® library of forms, accessible via [www.aaronline.com](http://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
- SkySlope
- Jointly

Access to the Propy platform is expected to be available soon.

## 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](mailto: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](http://aaronline.com) and type “Alexa” in the search bar, it should be the first search result listed “Alexa Joins the AZ REALTORS Team.”

## **EQUITY, DIVERSITY & INCLUSION / FAIR HOUSING**

### **NEWSLETTER –**

The Arizona REALTORS® Equity, 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](mailto: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](http://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**

### **JULY**

**12<sup>th</sup>**

**WOMEN...THAT'S WHO WE "R" CONFERENCE - WeSERV East Valley**

### **AUGUST**

**29<sup>th</sup>**

**REALTOR® Party Training – Scottsdale Plaza Resort**

**30<sup>th</sup>**

**Arizona REALTOR® Caucus – Scottsdale Plaza Resort**

**31<sup>st</sup>**

**Arizona REALTORS® "All-In" Success Summit – Scottsdale Plaza Resort**

### **SEPTEMBER**

**1<sup>st</sup>**

**Arizona REALTORS® "All-In" Success Summit – Scottsdale Plaza Resort**

**22<sup>nd</sup>**

**"Success Through Diversity – We Are the Common Thread" – CB Live  
Desert Ridge, Phoenix**

### **OCTOBER**

**Arizona REALTORS® Leadership Conference (the following times are subject to change) -  
Doubletree/Tucson Convention Center, Tucson**

**12<sup>th</sup>**

**Executive Committee Meeting (2:00 p.m. – 5:00 p.m.)  
ExCom Thank You Dinner (5:30 – 8:00 p.m.)**

**13<sup>th</sup>**

**Leadership Conference (8:30 a.m. – 5:00 p.m.)  
Installation Reception & Dinner (5:15 – 9:00 p.m.)**

**14<sup>th</sup>**

**Regional Caucuses/Board of Directors (9:00 a.m. – 1:00 p.m.)**