



TALKING POINTS **JULY/AUGUST 2022**

UPCOMING EVENTS

ANNUAL SUMMIT – REGISTRATION IS NOW OPEN for the Caucus and Summit!

The Summit will be held at the Scottsdale Plaza Resort following the Arizona REALTOR® Caucus.

The Summit will feature 3 CE classes in the afternoon of August 31 after the REALTOR® Caucus ends: Contracts, Commissioner’s Rules and Fair Housing. The Summit will officially kick off with a Reception at 5:30 after the CE classes.

We have two incredible speakers to kick off the event and close the event:

Simon T. Bailey - Opening Keynote Speaker – “Discover Your Brilliance”

A keynote speaker, a success coach, an author, television host, and philanthropist, Simon T. Bailey’s purpose in life is to help you discover your brilliance. With his more than 30 years of experience, he has worked with over 2,000 companies in 50 different countries. He has helped countless people find their spark, and he’ll help you find yours too.

Patrice Washington - Closing Keynote Speaker – “Chase Purpose Not Money – Redefining Wealth”

Authentic. Hilarious. Captivating. Practical. Inspiring. Life-Changing. Transparent. These are just some of the adjectives used to describe Patrice’s speaking style. Her timely presentations on life, business or money are full of content, audience participation, and practical steps that lead to transformation for every attendee.

Visit the Summit website for registration and complete details:

https://arizonaar.swoogo.com/Caucus_Summit

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. (Save the Date Flier attached)

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.



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.**”

2022 Primary Election – August 2nd

- **It is your responsibility to be informed and VOTE. We are asking each of you to VOTE in Arizona’s Primary Election on August 2nd, 2022. It is not only your duty as a REALTOR® – it is the opportunity to have your voice heard across the state.**
- Check Your Voter Registration:
<https://servicearizona.com/VoterRegistration/selectLanguage>
- Arizona REALTORS® Primary Endorsements – **See attachments**
- Primary Election Voter Guide: To be released in The Voice and available on our website soon - <https://www.aaronline.com/voice-at-the-capitol/> **See attachments**

RAPAC FUNDRAISING GOALS –

- **2022 Fundraising Goal** is \$1,188,759. So far, we have raised over \$915,000, which is roughly 77% of goal.
- **Our Major Investor goal** is 313 and so far, we have 226 recognized major investors, and 10 installment plans of unrecognized major investors (69 additional installment plans of recognized MIs who have not fulfilled the entire pledge goal yet)
- **Our Participation goal** is 34 % and so far, we are at 29.90%.
- **Our President’s Circle goal** is 31 and we are at 63 this year, handedly beating the 2021 total of 46 and doubling our 2022 goal

RAPAC EVENTS SUCCESSES –

- **RAPAC voted Best PAC in the state of Arizona** at the Arizona Capitol Times “2022 Best of Capitol” Awards Event for the **second year in a row!**
- Successful Local Association Major Investor Events: **TAR, SAAR, LHAR, WeSERV, PAAR Trivia Night** (not technically an MI event but recruited several new Mis)
- **Upcoming Local RAPAC Events:**
 - Arizona REALTORS® Broker Forum Corporate Ally Presentation – **July 28th**
 - PAAR Broker Forum Corporate Ally Presentation – **August 12th**
 - REALTOR® Party Training – **August 30th**
 - REALTOR® Caucus **August 31st** – RAPAC Raffle during Caucus

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

2021 LEGISLATIVE SUCCESSES – **(See attachments)**

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.

2022 LEGISLATIVE SESSION –

The 2022 Legislative Session has officially adjourned for the year on Saturday, June 25th after passing a historic bipartisan budget. Our advocacy team was hard at work all year fighting to support and protect the real estate industry. Some of our major legislative successes of the bills we supported that were signed into law are listed below.

- **Arizona REALTORS® Bill HB2172:** Codifying statutes to support real estate teams' ability to hire licensees as W-2 employees.
- **HB2747:** Requires disclosure of wholesale buyers and sellers of residential real estate.
- **HB2674:** Establishes the Housing Supply Study Committee with the Arizona REALTORS® represented on the Committee. The first meeting of introductions and outlining the scope was held in early July.
- **HB2101:** Protected Arizona from a deregulated utility market which ensures Arizona will have a reliable and affordable grid.
- **SB1168:** This bill related to the regulation of short-term rentals. While the Arizona REALTORS® was neutral on the bill, we were able to successfully prevent any amendments that would have opposed caps or limits on short-term rental inventory.

TOUR OF THE STATE CAPITOL –

During the December 2021 NAR REALTOR Party Training the Government Affairs tour of the state capitol video was recognized by NAR 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 –

Additional Clause Addendum

On June 1st, a revised Additional Clause Addendum was 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.”

Seller’s Property Disclosure Statement (SPDS)

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 was submitted to the Loop for its review and comments. The workgroup is scheduled to meet in August to review the Loop comments and make any additional changes.

The Buyer’s Inspection Notice and Seller’s Response (BINSR) workgroup was recently reconvened as the Risk Management Committee granted the workgroup permission to revise Section 6j of the Residential Resale Real Estate Purchase Contract (Contract) so that the workgroup could complete its task of revising the BINSR. The revised BINSR and Contract was submitted to the Loop for its review and comments on July 15th.

PROFESSIONAL STANDARDS –

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

Through the second quarter of 2022, we received **104** ethics complaints and **13** arbitration requests. In total, we held **27** 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

VIDEO LIBRARY –

When you need answers to legal questions, I encourage you to become familiar with the Mack In A Minute; Nikki’s Nuggets; and Scott’s Scoop videos which are available on <https://www.aaronline.com/increase-knowledge/new-broker-programs/broker-university/legal-snippets/>.

In the coming months the association will be rolling out a new video series – Title Talk. These videos are great resources for brokers/managers to use in their office meetings and new agent training. They can also help answer questions that come up during the course of a transaction.

BROKER FORUMS –

If you are a broker or manager, you don’t want to miss our monthly virtual Broker Forums. They are held the third Wednesday of every month via Zoom from 10:00 -11:15 a.m. Registration links are on the AAROnline.com calendar.

PROFESSIONALISM –

Professionals. . . That Is Who We “R”.

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

We launched a new professionalism campaign “honor roll” in June. 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. The program consists of a series of 90-minute sessions delivered via Zoom. Feedback from the attendees has been excellent so far. The program consists of three series:

- Series 1: Structuring Your Business;

- Series 2: Developing Your Business

- Series 3: Working Your Transaction

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
& COMMUNICATIONS

PHOTOFY –

Arizona REALTORS® is pleased to announce the latest member benefit, Photofy!

The Photofy app allows you to easily personalize social media graphics with your photo or logo and contact information; then share them on your social media accounts. Photofy is pre-loaded with ready-to-share videos and graphics with suggested copy to accompany them.

Register now at <https://aardownload.com/3lrEY8o> for free access to Photofy's exclusive platform for Arizona REALTOR® members and start leveraging Photofy on your social media platforms.

The Photofy app is available in the App stores for your Android or iOS mobile device.

If you need additional assistance, there are video tutorials:

<https://vimeo.com/showcase/nar-photofypro>

If you have questions or need support assistance, please contact

<http://support.photofy.com>. Or Support@aaronline.com

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 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 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

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/>

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 –**
Zoom classes are scheduled every Thursday at either 10:00 a.m., Noon, 2:00 p.m., or 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 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 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 at least 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:

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|---------------|------------|
| • Brokermint, | • SkySlope |
| • DocuSign, | • Jointly |
| • dotloop | • Propy |

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.



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. The newsletter can be found at:

<https://www.aaronline.com/arizona-realtors-inclusiondiversity-committee/>

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

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.”

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.

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.

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 UPCOMING EVENTS

AUGUST

- 29th** REALTOR® Party Training – Scottsdale Plaza Resort
- 30th** Arizona REALTOR® Caucus – Scottsdale Plaza Resort
- 31st** Arizona REALTORS® “All-In” Success Summit – Scottsdale Plaza Resort

SEPTEMBER

- 1st** Arizona REALTORS® “All-In” Success Summit – Scottsdale Plaza Resort
- 22nd** “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

- 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 (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.)