



## TALKING POINTS JANUARY 2023

### 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.** The housing report lists Sales, Listings, Median Sales Price, inventory and much more! We have recently added a Housing Report archive to provide historical data. Coming soon, in addition to the statewide report, we plan to provide localized reports.

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.**”

## **RAPAC 2022 FUNDRAISING TOTALS –**

- **Overall Fundraising Total:** \$1,299,846 (Goal: \$1,188,759)
- **Major Investor Total:** 294 (Goal: 313)
- **Participation Total:** 31.70% (Goal:34%)
- **President’s Circle Total:** 64 (Goal: 31)
- **We have officially surpassed all totals from 2021 and crossed several thresholds we have not reached before.**

RAPAC 2023 Fundraising Goals: Due to RPAC Department staff turnover and changes NAR is running behind schedule on assigning 2023 goals for state and local associations. We should have all goals finalized from NAR by the end of January.

## **RAPAC EVENTS SUCCESSES –**

- **Candidate Endorsements Success:** 52 of 57 RAPAC endorsed candidates won their legislative race in the General Election for a **91% success rate**.
- Ran a successful Get of the Vote campaign through NAR consultant Real Strategies in an effort to encourage REALTORS® to vote for our endorsed champions reaching 24,871 members with 337,412 impressions.
- **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: **Phoenix REALTORS®, TAR, SAAR, LHAR, WeSERV, BHMVAR, PAAR Trivia Night** (not technically an MI event but recruited several new MIs)
- Held first annual fall RAPAC Silent Auction and Raffle as an option for members to fulfill pledges and encourage new major investments / step up major investors to higher levels - <https://www.aaronline.com/2022/11/02/rapac-auction-raffle/> (closes Friday, Nov 18<sup>th</sup> at noon)

## **NEW ONLINE Member Investment Look Up Tool:**

Members can now easily look up their Y-T-D RAPAC investments by clicking the tab on the LPA Homepage of the Arizona REALTORS® website: <https://www.aaronline.com/voice-at-the-capitol/>

## **UPCOMING EVENTS –**

- TAR Major Investor Event: 2/2
- SAAR Major Investor Event: 2/15
- WeSERV Major Investor Event: Last week of March

## **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 REALTORS® RAPAC Director, Tim Beaubien at: 602-248-7787 ext. 1457 or [timbeaubien@aaronline.com](mailto:timbeaubien@aaronline.com)

### **Housing Supply Study Committee –**

Arizona REALTORS® Government Affairs Director, Matt Contorelli, has been working hard as an appointed member of the Housing Supply Study Committee. Matt has been working with other elected and stakeholder appointees to further evaluate solutions to the housing crisis and ensure the REALTORS® remain influential as policy is crafted for the 2023 Legislative Session. With 4 meetings already held and trips to Flagstaff, Tucson, Sierra Vista, and Sedona, the Study Committee is sure to be productive.

### **2022 LEGISLATIVE SESSION –**

The 2023 Arizona Legislative Session began Monday, January 9<sup>th</sup>, when Governor Hobbs gave her first State of the State address, in which she outlined her legislative priorities. We look forward to working with Governor Hobbs, Senate President Warren Petersen, Speaker of the House Ben Toma, and all legislators this session as we work to advance and defend the 2023 Arizona REALTORS® Legislative Policies.

### **Legislative Priorities:**

- SUPPORT eliminating residential rental tax.
- SUPPORT responsible solutions to the housing crisis.
- SUPPORT substantive water conservation and management policies that will ensure Arizona’s long-term water supply.
- OPPOSE efforts to deteriorate construction defect laws.
- OPPOSE efforts to cap or limit the number of short-term rentals while engaging solutions to challenges cities face due to the growing industry.
- Engage legislation on HOA regulation and accountability.
- Fight against unfunded mandates that could increase licensure fees.
- ALWAYS protect private property rights and opportunities to widen the opportunities for housing and homeownership.

### **THE 2022 RAPAC Video: RAPAC 101!**

**Debuted at the 2022 REALTOR® Caucus**, Matt, and Tim, with the help of your Line Officers and other REALTORS®, present a fun and informative run-down of where members’ dollars go when they invest in RAPAC!

***\*If there is time you may want to play the video during the meeting/event it is 3:17 minutes long:***

<https://www.youtube.com/watch?v=UaPUK9WO8Ug&t=6s>

## **2023 REALTOR® DAY AT CHASE FIELD/RIDING WITH THE BRAND –**

**This year, we moved our traditional REALTOR® Day at the Capitol to Chase Field on January 10th** to welcome REALTORS®, Legislators and 2023 President Kenny Parcell and the Riding with The Brand nationwide tour. Overwhelmingly positive feedback continues to roll in, including comments from Kenny Parcell. We had over 475 REALTORS® in attendance and over 500 attendees with Legislators and staff. Approximately 35 legislators attended the event, which is Overall a very successful event.



### **RISK MANAGEMENT**

***\*\*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 RELEASE DATES –**

Previously the Arizona REALTORS® released forms on or about February 1<sup>st</sup>, June 1<sup>st</sup>, and October 1<sup>st</sup>. Starting in 2023, the forms release dates will be on or about February 1<sup>st</sup>, July 1<sup>st</sup>, and November 1<sup>st</sup> unless there is a change in law that necessitates an earlier release. The reason for this change is so that the release dates will coincide with the Risk Management and Executive Committee meeting dates for approval of new and revised forms.

## **FORMS –**

### **Seller's Property Disclosure Statement (SPDS)**

The last major revision to the SPDS was in 2014. Accordingly, the SPDS has been revised and is scheduled for release on February 1, 2023.

Some of the more significant revisions include: (i) more information requested in the property and ownership section such as knowledge of rental regulations and whether the property is designated as a historic home or located in a historic district; (ii) a section for the seller to list the names and license numbers of all contractors and the scope of work that was performed on the Property in the past year; (iii) the Sewer/Wastewater Treatment section and Environmental Information section were relocated so that sewer information is disclosed before environmental information; and (iv) added Notices to Buyer and Seller regarding subdivided properties, when a contractor's license is required for work performed on the property, and updating the SPDS on a Notice/Disclosure form.

### **Fair Housing Advisory**

The Fair Housing Advisory is dedicated to educating consumers about fair housing practices. In mid-January, the Fair Housing Advisory was released to brokers and is available to all members in the forms' platforms beginning February 1, 2023. The advisory is not copyrighted, and members are encouraged to brand the form.

### **PROFESSIONAL STANDARDS –**

In 2022, we received **192** ethics complaints and **22** arbitration requests. In total, we held **52** hearings.

### **AIR/CRE FORMS UPDATE –**

The Arizona REALTORS® recently negotiated a new agreement with the AIR Commercial Real Estate Association. Under the new agreement, AAR members may download the AIR CRE software for free and additionally receive 50 free credits which are used to purchase AIR commercial real estate forms. Each contact has a certain number of credits associated with it ranging from 1-6 credits depending on the complexity of the contract. All lease and purchase agreements are 6 credit contracts. The software includes 50+ of the most commonly used commercial real estate contracts. The new agreement went into effect September 23, 2022.



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; Scott's Scoops and the new Title Talk videos which are available on <https://www.aaronline.com/increase-knowledge/new-broker-programs/broker-university/legal-snippets/>.

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 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 –**

We launched a new professionalism campaign R.I.S.E (REALTORS® Inspiring Service Excellence) "honor roll". This campaign recognizes members who went out of their way to do something extraordinary. Encourage your members when they have a positive interaction to let us know via our online form which can be found on <https://www.aaronline.com/r-i-s-e-honor-roll-program/>. Every month we recognize some of our extraordinary members.

### **EDUCATION –**

Learn to manage your risk through the rCRMS program, enhance your knowledge and skills through the GRI program, stay tuned in property management through the CRPM certification program and attend some of the best CE classes taught by practitioners who are also top-level instructors.

Instructors go through a vetting process and have a proven track record for their instructor skills and knowledge level. All these programs are delivered virtually via Zoom, or your association can work with us to bring live classes to your area.



BUSINESS TECHNOLOGY  
& COMMUNICATIONS

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### **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](mailto: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. 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](http://www.nar.realtor) webpage:
  - <https://bit.ly/3cKwGrI> = <https://login.connect.realtor#!/forgotmember>

You can call Tech Helpline for help with:

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

### **Tech Helpline hours are:**

Monday - Friday from 7:00 a.m. to 6:00 p.m.

Saturday from 7:00 a.m. to 3:00 p.m.

### **TECH MARKETPLACE –**

The Tech Marketplace is an Arizona REALTORS® member resource where you will find a variety of applications, software, products, and services. Check out our newest vendor, Spin Top Signs, at <https://spintopsigns.com>.

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 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 –**  
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/](http://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.

In addition to TransactionDesk®, members can also access Arizona REALTORS® forms by purchasing subscriptions to other platforms such as:

- zipForm®
- Brokermint
- DocuSign
- dotloop
- SkySlope
- Jointly
- Propy

## **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.



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.

## **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.**

## **ARIZONA REALTORS/ARIZONA STATE UNIVERSITY MENTOR PROGRAM**

The Arizona REALTORS® has partnered with ASU's W.P. Carey School of Business and its Division of Real Estate to launch a salesperson mentoring program. Students who are pursuing a Master of Real Estate Development (MRED) participate in monthly educational sessions hosted by members of the Arizona REALTORS® and each student is paired with a REALTOR® mentor who will help them identify career interests in real estate.

A news release can be found at: <https://news.asu.edu/20220907-arizona-association-realtorsr-and-w-p-carey-school-business-arizona-state-university-launch>

## **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.



## **2023 UPCOMING EVENTS**

### **FEBRUARY 2023**

**22<sup>nd</sup> Professional Standards Workshop – Phoenix**

### **MARCH 2023**

**29<sup>th</sup> – 31<sup>st</sup> Arizona REALTORS® Spring Conference – Prescott. Registration is now open.**