



TALKING POINTS

MARCH 2023

Arizona REALTORS® Spring Conference – Prescott Resort.

There's something for everyone at this annual event! Anyone in the business of real estate has something to gain and learn. Real estate isn't just about selling properties, it's about STEPPING UP so that business is better for all.

March 29th features

- 1) CE options**
- 2) Opening Speaker, Ben Kjar.** Ben was born with Crouzons syndrome (a craniofacial anomaly), and as a young boy, the doctors told him that he would live a different life. . .and that's exactly what he's done!! Ben has risen above any of life's challenges to become a Victor, not a victim. He is Utah Valley University's first-ever NCAA Division 1 Wrestling All-American and has represented the USA team internationally.
- 3) We end the day with a **Murder Mystery Dinner – I Love the 80s.****

March 30th starts with a **General Session in the morning featuring**

- 1) Ben Nemtin.** Ben is the #1 New York Times bestselling author of *What Do You Want to Do Before You Die?* and a star of MTV's highest rated show on iTunes and Amazon called *The Buried Life*. As the co-founder of *The Buried Life* movement, Ben's message of radical possibility has been featured on *The Today Show*, *The Oprah Winfrey Show*, CNN, FOX, and NBC News,
- 2) speaker addressing **water issues in Arizona****
- 3) Arizona's newest **Arizona Department of Real Estate's Commissioner.****
- 4) The afternoon features 3 rounds of topical breakout sessions addressing topics needed in today's market.**

Complete information can be found at: bit.ly/stepup2023

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 and archived reports. 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.



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 2023 Fundraising Goals (Current Totals in parentheses) –

- **Overall Fundraising Goal:** \$1,299,900 (\$549,181)
- **Major Investor Total:** 340 (65 with 29 additional pledges)
- **Participation Total:** 37% (24.54%)
- **President’s Circle Total:** 34 (63 pledged, 18 completed first round of investment)

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 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 Events:** TAR, SAAR, and YAR have already completed success Major Investor events. SAAR and Phoenix REALTORS held successful dues billing raffles to increase fair share participation and encourage members to step up to a major investor level. Several local associations are planning first time fundraising events such as the NAAR auction, LHAR auction returning, PAAR MI event, WMAR MI event.

RAPAC Spring Auction

- Returning via online auction format so all members can participate, but it will be promoted with flyers of the items at the Spring Conference.
- Small separate auction of larger items will be held at conference during lunch on Thursday.
- Accepting items to be contributed for the auction and emails to leadership and Committees will go out shortly with details on how to contribute and participate.

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 –

- WeSERV Major Investor Event: Last week of March
- GVSAR RAPAC Presentation 3/7
- SVVAR REALTOR® Day at the Castle 3/13

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:

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.

2023 LEGISLATIVE SESSION –

The 2023 Arizona Legislative Session began Monday, January 9th, where Governor Hobbs gave her first State of the State address, in which she outlined her legislative priorities. The Arizona REALTORS® have been 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.
- ADVOCATE for responsible water policy.
- 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>



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 1st, June 1st, and October 1st. Starting in 2023, the forms release dates will be on or about February 1st, July 1st, and November 1st 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.

Additionally, workgroups have been formed to revise the Multiple Counter Offer, Buyer Contingency Addendum, and Additional Clause Addendum.

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

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 –

How often do you see members recognized that went out of their way to do something extraordinary in their real estate practice? Let's change that and increase the awareness of the Arizona REALTORS® 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. ACTION STEP: Encourage your members and agents in your office 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/>. Consider adding information in your newsletters, social media, new agent/member orientations, and at office meetings. **Every month we recognize our extraordinary members.**

EDUCATION –

The market has shifted, but the risks remain the same. Learn to manage your risk through the rCRMS program.

With a shifting market comes dusting off some of your skills and techniques that you may not have used in the last two years.

Enhance your knowledge and skills through the GRI program. If you work in property management, the CRPM certification program should be in your business plan.

Instructors for all our programs 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.

Looking for Content for your Meetings and Newsletters?

We'd like to make it easy for you through the Arizona REALTORS® video library.

ACTION STEP: Use the videos to answer agent questions, incorporate into your new agent training program, feature in your office meetings and newsletters.

Contract Conversation/Title Talk: <https://www.aaronline.com/contract-conversations-title-talk/>

Nikki's Knowledge/Mack in a Minute: <https://www.aaronline.com/increase-knowledge/new-broker-programs/broker-university/legal-snippets/>



BUSINESS TECHNOLOGY
& COMMUNICATIONS

BREEZE -

Coming soon! The Breeze platform will simplify the process for sellers, who would prefer to fill out an electronic fillable disclosure form. Once launched, the Breeze platform will be a free benefit, available to all members. The platform will be available while using any computer or mobile device.

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. 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 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 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.

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 after login. The web address will be displayed on our home page if an outage occurs.



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.

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

MARCH 2023

29th – 31st Arizona REALTORS® Spring Conference – Prescott. Registration is now open.