



MAY 2023 TALKING POINTS



DIVERSITY IN REAL ESTATE SCHOLARSHIP PROGRAM –

The Arizona REALTORS® Equity, Diversity & Inclusion Committee has officially launched the **“Diversity In Real Estate Scholarship Program”!**

With this scholarship program, our hope is that graduating students who may think a real estate career is out of reach for them financially, see this as an opportunity to get started on their path into this great profession.

The committee would be so appreciative if you would circulate the scholarship flyer to your brokerages, schools in your areas, or to any graduating seniors that may benefit from this opportunity. We want as many students as possible to know this opportunity exists and encourage them to apply.

NAR SPIRE MENTORSHIP PROGRAM –

The state association, through the EDI Committee, will be participating in the Spire Mentorship Program again! The 2023 Mentorship Term will run from July 2023 through October 2023.

Any industry professionals who are motivated to strengthen the real estate profession are encouraged to participate. This is the perfect opportunity to give back, refine your own skills and networks, and shape the future of this amazing industry.

Apply today to become a 2023 Spire Mentor. Information can be found at www.aaronline.com. **The application deadline is May 31, 2023.**

LOCAL ASSOCIATION SUPPORT –

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



RAPAC –

“RAPAC’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 (\$685,914)**
- **Major Investor Total: 340 (139 with 35 additional pledges)**
- **Participation Total: 37% (25.31%)**
- **President’s Circle Total: 34 (39)**

RAPAC SUCCESSES –

- **Statewide RAPAC Spring Auction and Raffle Results: \$65,796**
- **Candidate Endorsements Success: 52 of 57 RAPAC endorsed candidates won their legislative race in the General Election for a 91% success rate.**
- Capitol Times “2022 Best of Capitol” Awards Event for the **second year in a row!**
- **Successful Local Association Events:** TAR, SAAR, YAR, WeSERV 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. PAAR, GVSAR, WMAR all have Major Investor events upcoming in the next month. YAR has a phone bank and NAAR and LHAR plan to hold an auction early summer.

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/>

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

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 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.



*****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 –

The forms release dates are on or about February 1st, July 1st, and November 1st unless there is a change in law that necessitates an earlier release.

FORMS –

The Seller's Property Disclosure Statement is available in Breeze, along with multiple other disclosure forms.

Current forms being worked on:

1. Additional Clause Addendum
2. Buyer Contingency Addendum
3. Multiple Counter Offer and Multiple Offer/Counter Offer

VACANT LAND DEED FRAUD –

Vacant Land Deed fraud is rampant in Arizona. Please stay aware, watch for red flags, access the resources provided to you on the state association's website (articles, "Mack in a Minute" video and "Title Talk" video), and contact authorities if you become aware of this scam.

PROFESSIONAL STANDARDS –

For the first quarter of 2023, we received **52** ethics complaints and **2** arbitration requests. In total, we held **17** hearings.



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 –

The Arizona REALTORS® professionalism campaign: R.I.S.E (REALTORS® Inspiring Service Excellence) “honor roll” 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/>.

We recognize our extraordinary members every month.

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.

VIDEO LIBRARY –

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

“Mack in a Minute”: <https://www.aaronline.com/increase-knowledge/new-broker-programs/broker-university/legal-snippets/>

STARTSMART: NEW AGENT TRAINING PROGRAM –

These sessions, offered via Zoom, are taught by experienced REALTORS® offering practical how-to information to get new agents ready to become a successful real estate agent. Cost: \$159 for all three sessions. Registration link:

<https://www.aaronline.com/events/?u=SST4262022>

Series 1: Creating Your Business Plan for Success

(May 18, 2023: 9:00a.m. – 12:00 p.m.)

Success in real estate requires a Business Plan. You will develop a business plan during this session. **Instructor:** Laura Kovacs

Series 2: Taking the Listing

(May 22, 2023: 9:00a.m. – 12:00p.m.)

Learn which EA/ER and ancillary forms to use and how to prepare them.

Instructor: Sally Ireland

Series 3: Writing the Offer

May 23, 2023 - 9:00 a.m. – 12:00 p.m.

Learn what your specific duties are when writing an offer that will best represent your client's interests. **Instructor:** Sally Ireland

Mark Your Calendar for the Annual Industry Partners Conference. (Desert Willow Conference Center, September 20th). Information and registration will be available mid-June.



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.

BREEZE -

Now Available! The Breeze platform simplifies the process for sellers who would prefer to complete an electronically fillable disclosure form, all while ensuring that appropriate safety protocols are in place to mitigate any risk on the part of the listing agent. The Breeze platform is a free benefit, available to all members. The platform is available while using any computer or mobile device.

PHOTOFY –

Another great member benefit is 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 REALTORS® 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, video tutorials are available on the associations website. 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/3cKwGrl> = <https://login.connect.realtor/#!/forgotmember>

You can call Tech Helpline for help with questions ranging from Email access and Browser issues; to Operating systems and Viruses & Antivirus Software.

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, You Cell it, <https://youcellit.com/> the Do-it-Yourself Real Estate Photography App.

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.

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.

ICYMI

"In Case You Missed It"

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.