



NEWS YOU CAN USE **October 2018**

NEWS

How Technology Will Change Real Estate

Hundreds of innovators, investors and REALTORS® gathered at NAR's inaugural [Innovation, Opportunity & Investment Summit](#) in San Francisco last week to debate, discuss, and collaborate on real estate's most pressing technology issues. BoxBrownie, an on-demand photo-editing service for real estate, and KW Labs, Keller Williams' in-house software-development arm, won the [startup pitch battle and artificial intelligence hackathon](#), respectively, during the event.

Video: August Housing Data

The latest "Housing Minute" video from NAR provides a quick look at key housing market statistics for August. [Access and share video.](#)

Hurricane Florence Donations Sought

NAR sent an email [encouraging donations](#) to the REALTORS® Relief Foundation to help households displaced by Hurricane Florence and the flooding that followed. NAR covers all administrative costs, so 100 percent of donations go to helping people in need. Separately, NAR is [compiling resources](#) on filing claims and taking other steps to recover from storm damage that you might find useful.

Social Media Generates Most Quality Leads

Almost half of members in a survey say they get most of their high quality leads from social media. About a third say good leads come from their MLS sites and slightly fewer they say come from their broker site or a third-party listing aggregator. [More on NAR's technology survey.](#)

New Domain Names Available

A two-month window is open in which you get an exclusive chance to [buy .realestate domain names](#) for your businesses. The exclusive-purchase period ends Nov. 26. To be eligible, you must already have a .realtor domain.

[Existing-Home Sales Hold Steady](#)

Existing-home sales were flat in August, but inventory levels increased on a year-over-year basis for the first time in more than three years, [NAR says](#).

[Pledge to Vote on Nov. 6](#)

NAR issued a [statement](#) from NAR President Elizabeth Mendenhall to mark National Voter Registration Day and urge you—and all eligible Americans—to register to vote. Registration information and other voter resources are at [realtorparty.realtor/vote2018](#). Using the [Voter Registration Program](#) can help your association meet Advocacy's vote requirement for Core Standards.

[Excused Absences for Upcoming BOD Meeting](#)

Excused absence requests for the Board of Directors meeting at the 2018 REALTORS® Conference and Expo in Boston must be submitted to NAR by 4 p.m. Eastern time on Sunday, Nov. 4. Directors must be listed on the roster to vote at the meeting on Monday, Nov. 5. Visit [Committee and Director Appointments](#) to confirm appointments by name and state. To submit changes, or for more information, contact [Julie Finney](#), 312-329-8333.

[Homeowners Ready to Sell, NAR Survey Finds](#)

A record 77 percent of Americans believe that now is a good time to sell a house, while the percentage of those who think now is a good time to buy continues to decline, according to NAR's third quarter Housing Opportunities and Market Experience (HOME) survey. The survey also found that a majority of consumers believe prices will continue to rise and consider the quality of schools to be a critical factor in deciding whether to purchase a home. [More](#).

[REALTORS® Look to Tech to Boost Efficiency](#)

NAR members find the most value in technological tools that increase efficiency and enhance remote work capabilities, according to NAR's 2018 REALTOR® Technology Survey. The three technological tools REALTORS® said they found most useful in running their businesses, excluding email and cell phones, were local MLS websites/apps, lockbox/smart key devices, and social media platforms. [More](#).

[What Members Should Do on 20% Deduction](#)

The 2018 tax year is the first year you can apply the new 20 percent business income deduction that was enacted last year as part of the big tax reform law. The deduction comes off the top of one's pass-through income, after expenses and losses are taken out. You are encouraged to talk with your accountant so they can factor in the deduction as part of their quarterly estimated tax payments. NAR will be providing guidance next month. In the meantime, REALTOR® Magazine has published a Q&A on how to apply the deduction. It's based on a conversation with a CPA who specializes in helping sales associates and brokers prepare their taxes. [Share Q&A with your members](#).

UPDATES

NAR Reiterates Support for GSE Reform

NAR is marking the tenth anniversary of the federal government's Sept. 6, 2008, move to place Fannie Mae and Freddie Mac into conservatorship by underscoring its support for putting the two government-sponsored enterprises (GSEs) on a measured path to sustainability. "First and foremost, we urge policymakers in Washington to prioritize GSE reforms that will protect taxpayers, provide liquidity to the broad national market, and promote stability in the housing market, particularly during times of economic distress," NAR President Elizabeth Mendenhall said in a statement. [More](#).

Hurricane a Reminder of Flood Ins. Importance

NAR [renewed its call to Congress](#) to enact long-term reauthorization of the National Flood Insurance Program, which expires in November. NAR is also seeking reforms to make the program more actuarially sound. Widespread flooding from Hurricane Florence is a reminder of the need for an effective flood insurance program, NAR says.

REALTORS® at Black Caucus Event

Several NAR federal political coordinators [participated](#) in the annual conference of the Congressional Black Caucus last week to show REALTORS® commitment to equal housing opportunities for underserved households. "NAR remains committed to removing barriers to African-American homeownership in the United States," President Elizabeth Mendenhall says.

RESOURCES

Attend Commercial Events in Boston

Commercial members: attend NAR's annual governance meetings in Boston to help shape policy, learn from industry experts in over 30 conference education sessions, and network with nearly a dozen commercial tech vendors and others in the Commercial Marketplace. [More](#).

New Issue of Commercial Connections Available

The summer 2018 issue of [Commercial Connections](#), NAR's commercial real estate magazine, is now available. Highlights include an article by CCIM's chief economist about adaptive reuse, details about a recent e-commerce sales tax win, a look at property-management mistakes to avoid, tips for marketing property, and an inside look at the MIPIM real estate conference.

Shinnerer Offers Faster E&O Quote

Victor O. Schinnerer & Company can now give your insurance broker a quote in minutes on [errors and omissions insurance](#) with its new V2 technology. See how your current policy compares. Schinnerer is NAR's exclusive provider of E&O insurance under the REALTOR Benefits® Program. Premium credits are available as allowed by state law.

[NAR Helps Form Group to Promote AHPs](#)

NAR has joined 15 other organizations to found a coalition to promote and preserve the Department of Labor's final rule expanding access to Association Health Plans (AHPs). The multi-industry group, known as the Coalition to Protect and Promote Association Health Plans, intends to work with federal and state regulators to address concerns about the rule, which NAR strongly supports. The rule has not yet taken effect. [More.](#)

[NAR: Don't Tamper with Sales Tax Decision](#)

NAR, in conjunction with other real estate industry groups, has sent a letter to leaders of the House of Representatives opposing legislative efforts to undermine the Supreme Court's June decision giving states the authority to require online sellers to collect and remit sales tax. [Details.](#)

[Rent Big While Spending Little](#)

Your outing begins long before you arrive at your destination – and the experience can be stylish and comfortable when renting with Avis®. Rental rates as low as \$39/weekend day or \$259/weekly at participating Avis® airport locations in the U.S. are available to NAR members through the REALTOR Benefits® Program. [Learn more.](#)

[Members Saved \\$60 Million in One Year](#)

More than 800,000 REALTORS® saved \$60 million in one year alone by leveraging their REALTOR® membership and taking advantage of at least one offer through NAR's REALTOR Benefits® Program. NAR members saved time and money with savings and special offers from industry-leading companies including FedEx, FCA US LLC (including Jeep®), DocuSign, Intuit® (QuickBooks® Self-Employed and TurboTax®), and Dell. [Discover](#) how you can benefit.

[REALTOR® Gets Her Feet Off the Ground with RPR®](#)

Within a month of launching her first major farming campaign, this REALTOR® [landed six listings](#), thanks to an RPR® eBook that gave her some solid prospecting tips and reports.

[SentriLock Celebrates 15 Years with NAR](#)

SentriLock, an NAR strategic investment company and REALTOR Benefits® Program partner, is celebrating 15 years as the official lockbox solution for NAR. As the leading electronic lockbox manufacturer and service provider, SentriLock is one of the association's most successful member-driven business ventures, operating in support of REALTORS® and the industry, offering an easy to use, reliable and secure system, and outstanding customer service. [Learn more.](#)

LEGAL

Video: Copyright Best Practices for Listing Photos

The latest [Window to the Law video](#) from NAR Legal Affairs focuses on copyright best practices for listing photographs, including obtaining the necessary rights and understanding the rights granted to third parties, such as MLSs.

Changes to MLS Waiver Forms

On Aug. 28, the NAR Leadership Team voted to adjust MLS Policy addressing broker concerns over the implementation of [MLS Policy Statements 7.43 and 7.42](#) (also known as “MLS of Choice”). Some MLSs were requiring individual waiver forms signed by each licensee, sometimes numbering into the hundreds, when only the principal broker and a few licensees wanted access. To resolve this administrative burden, the NAR Leadership Team took immediate action to adopt changes allowing MLSs to only require a waiver form signed by the principal broker on behalf of his or her affiliated licensees.

Hold Your Own Fair Housing Presentation

Materials you can use to host your own presentation about the Fair Housing Act, including videos, PowerPoint presentations, and scripts, are available at fairhousing.realtor.