



NEWS YOU CAN USE *February/March 2020*

NEWS

REALTORS®' Future Defined

NAR has updated its mission and vision statements, boiling the mission statement down from an explanation of what NAR does to the essence of its value and its commitment to REALTORS® in an ever-evolving industry. The new, future-focused vision is about where NAR strives to be. Find the new statements [here](#).

New Decade, New Design Trends

Great for you to share with clients! From building and decorating materials to room sizes, colors, and lighting, these are the [home and design trends](#) that experts predict we'll see more of in 2020.

Track Trending Legal Issues

You can now access the [2019 Legal Pulse second-quarter report](#) to stay abreast of the latest case law and statutory research on agency, property condition disclosure, RESPA, deceptive trade practices and fraud, and commercial property.

What Will the Economy Hold?

Progress in trade talks with China makes even the slight prospect of recession less likely. [Scan](#) NAR's expectations for residential and commercial real estate in 2020.

19 Legislative Victories in 2019

NAR's federal advocacy team had one of its best years in 2019 with wins on many priorities. Although not an exhaustive list, [here are](#) 19 victories every REALTOR® should celebrate.

See Who Made 'Power' and 'Newsmaker' Lists

Seven NAR leaders were named among the most influential people shaping the real estate industry in the seventh annual [Swanepoel Power 200](#) list, which includes a total of 37 people from within organized real estate. NAR CEO Bob

Goldberg is #7. Meanwhile, RISMedia's [Class of 2020 Real Estate Newsmakers](#) recognized a wide range of association executives as thought leaders, crusaders, achievers, and more.

NAR Backs Environmental Reform

Find out why NAR supports the Trump administration's proposal to update the National Environmental Policy Act.

Legislative Meeting Schedule Changes

If you've been a long-time attendee of the REALTORS® Legislative Meetings in May, watch for changes in the 2020 schedule. The opening forum, NAR 360, is moving up 15 minutes to 3:45-4:45 p.m. on May 12, and the Federal Priority Issues Briefing will follow directly at 4:50-5:30 p.m. Also on May 12, the Federal Political Coordinator Roundtable and Federal Political Coordinator Breakout Sessions have been flipped. The roundtable will run 12:30-2 p.m.; the breakout sessions are 2:30-3:30 p.m. A general session will take place May 13, 8-9:30 a.m. View the entire schedule [here](#). Questions? Contact Heidi Henning, hhenning@nar.realtor.

More Brokerages Offer Renovations

Are you seeing it in your market? For equity-rich sellers who need more than a fluff before they put their home on the market, a [growing number of companies](#) are now offering pre-sale renovation management and funding.

Help ID Leadership Candidates

NAR is now accepting applications for the [2021 Leadership Academy](#). This program inspires and mentors emerging leaders from the local and state association level and allows future leaders to experience multiple facets of leadership and define their leadership style. The application deadline is March 3, 2020.

Changes MLSs Must Adopt

Review a [summary](#) of the mandatory changes for MLSs in 2020. They include MLS Statement 8.0, otherwise known as the Clear Cooperation Policy, which must be adopted no later than May 1, 2020. It bolsters cooperation and advances the positive, pro-competitive effects that cooperation fosters for consumers.

DSA Nominations Now Accepted

The online form to nominate a member for NAR's 2020 [Distinguished Service Award](#) opened Jan. 10 and closes April 15, 2020. The DSA recognizes REALTORS® who have served in leadership positions at all levels of the REALTOR® organization and meet additional criteria. Applications are submitted by the candidate's association. Questions regarding the DSA application process? Contact Len Tovar, ltovar@nar.realtor.

Teaching About MLS Cooperation

One of the challenges of implementing Clear Cooperation by May 1 is helping you understand what the policy does and doesn't do. [This article from REALTOR® Magazine](#) can help.

Affordability Moves Job Growth

Metros with worsened affordability have seen a corresponding decline in job growth. [Read more.](#)

Why NAR Is Promoting the Census

As a designated census partner, NAR is urging its members to participate and to encourage people in their communities to do so, too. [Here's why](#) NAR joined the effort.

Standards Changes in 2020

Stay on top of all the professional standards policy changes that will take effect in 2020 [here](#).

Ethics Code Toughens Wording

A [new provision](#) of the NAR Code of Ethics takes effect this month prohibiting REALTORS® from refusing to cooperate on the basis of a broker's race, color, religion, sex, and other characteristics.

New Consumer Website Launches

Check out the revamped and renamed [consumer website of the SRES® Council](#), which helps raise consumer awareness of the SRES® designation and the benefits consumers gain when they work with clients 50+. It features updated blog content and improved navigation for finding an SRES® in a particular area.

Read Latest *On Common Ground*

The new issue of [On Common Ground](#) focuses on adaptation and resiliency planning and spotlights five state and local associations engaged in these issues. More than 35,000 copies are distributed to state and local associations and elected officials. If you're not on the list, contact Catherine Mesick, cmesick@nar.realtor. An online version will be live this week on the [OCG app](#). For more information, contact Hugh Morris, hmorris@nar.realtor.

More New Homes on the Way

Economists at the International Builders Show predicted a rise in home construction in 2020. [Find out](#) where — and whether the growth will be enough to ease inventory woes.

Assistance Animal Rules Change

Good news for investors, property managers: [New guidance](#) aims to combat incidents in which homeowners and tenants request an assistance animal without qualifying for such an accommodation.

Report: Weed and Real Estate

A new [survey](#) of NAR members in states with legal marijuana details how new laws are affecting their real estate businesses.

The Value of Owning Long Term

On average, single-family home prices in the United States increased over a period of 7, 8, 9, or 10 years since 1989, according to a [new NAR study](#) analyzing whether homeowners are more likely to experience a home price gain or loss when they hold a home for these terms.

Trendwatch: 3Q Legal Update

Just out: [Legal Pulse \(3Q 2019\)](#) will keep you and your members on top of current risk management issues — agency, property condition disclosure, RESPA, employment law, and more — based on the latest case law and statutory research.

Limiting Cyber Liability

Failure to warn clients about wire fraud scams has meant financial loss for real estate practitioners and their clients. Share [this story](#) to help them reduce liability and learn about a new comprehensive cyber insurance product available through the REALTOR Benefits® Program.

Video: Clear Cooperation Tips

The May 1 deadline for implementing the new [MLS clear cooperation policy](#) is fast approaching. Here's what you need to know now to be in compliance, including answers to frequently asked questions about these mandatory rules.

RESOURCES

New: Share REALTOR® Pride

The new members-only [NAR+Photofy app](#) gives REALTORS® a range of social media assets to easily personalize and share. Check it out today!

Video: Providing Equal Services

The Fair Housing Act provides more than dos and don'ts or rights and penalties. The law protects members' business as real estate pros who depend on a free, open market with equal opportunity. Watch this [video](#) for tips and tools to comply with fair housing mandates.

New Legal Resource

Sending marketing texts and making lead generation calls are powerful marketing tools for real estate professionals. Know the rules in this handy [TCPA Quick Reference Guide](#), a great resource to navigate federal laws for texting and calling past and potential clients.

Podcast: Resort, Second Homes

You can listen to practical, industry-related conversations important to them when it's convenient for them. This month's Center for REALTOR® Development episode: [Resorts and second-home properties](#). Download and listen to this insightful episode, then share it with a friend to continue the learning.

Video: The Voice for Real Estate

The latest episode of NAR's [video news series](#) points REALTORS® to NAR's first-ever consensus forecast, great takeaways from the November Conference & Expo, and important real estate wins in the new federal budget.

Need Help Addressing Blight?

Apply by April 10 for your association to hold either a place-based training or to receive a technical assessment identifying ways to tackle vacant, abandoned, and deteriorated properties through NAR's [transforming neighborhoods program](#). NAR provides planning assistance and will cover part of the program costs. Questions? Contact Wendy Penn, 202-383-7504.

Webinar: Tax Cuts and Jobs Act

Join the [Tax Cuts and Jobs Act webinar](#) March 23 at 1 p.m. Central to learn how you can use these tax provisions to increase both your net-after-tax business income and investment income. Register now for this Center for REALTOR® Financial Wellness event. Missed past webinars? View recordings [here](#).

REALTOR BENEFITS® PROGRAM

It's No Optical Illusion

You will see real savings when you enroll in [REALTORS® Vision Insurance](#), with competitive rates and exclusive member discounts on eye health expenses for the whole family. It offers two national group plans through the REALTOR Benefits® Program and covers annual exams, frames, lenses, and more.

RPR Tips to Boost Productivity

It's reassuring to come across a tip that helps make apps run a bit more smoothly. Read [these ideas](#) for making your experience with the RPR app more productive.

Investing In What They Know

Real estate investing offers one of the best ways to grow wealth, yet only 38% of REALTORS® own property other than their primary home. Make sure you take advantage of the many educational resources at the [Center for REALTOR® Financial Wellness](#) so you can begin your own real estate investing.

Telehealth

With [Members Telehealth](#), available through the REALTOR® Benefits Program, you can see a doctor on demand at any time via a smartphone app, web chat, phone, or email. They will save time, money, and stress and can get immediate treatment for non-emergency medical issues, no matter where you are.

Podcast: The Future of Tech

You can hear about tech items that will be around in the next 5-10 years and how they could directly affect your business in the [latest podcast](#) from the Center for REALTOR® Development. It's your opportunity to listen to practical, industry-related conversations that are important to them when it's convenient for you.

Earn Free Webinar

Earn a free download of the How to Navigate and Maximize Facebook to Bring You More Business webinar through the [MVP program](#) when you subscribe to and share the RPR YouTube channel by March 31.