



NEWS YOU CAN USE *October 2019*

NEWS

Franchise Affiliation Slips

The percentage of companies affiliated with franchises has dipped, but they remain powerful, with more than 40% of REALTORS® affiliated with one. Read these stats on, and the offerings at, more than two dozen franchise brands from [REALTOR® Magazine's 2019 Residential Franchise Report](#).

Rules Help First-Time Buyers

[Video](#): New condo rules go into effect in October and are expected to open doors to new buyers. Plus, see the winning “pitch” at NAR's iOi Summit, and make a pledge to recover unused food for the less fortunate in your community. Watch *The Voice for Real Estate*.

July Foot Traffic Stays Flat

Potential buyers appear to be more cautious given current economic conditions. Home showings remained flat in July despite lower mortgage rates. [See the data](#).

Recession? Housing Is Likely OK

[Economists say](#) if there's a downturn, don't expect another “real estate fire sale.”

Why Owning Makes People Happier

Most Americans have no regrets about buying a home. In fact, it's made them happier, a new survey shows. Ninety-three percent of Americans say they are happier after buying a home, and 83% would never go back to renting, according to a new survey of nearly 2,000 consumers. Share [the news](#).

FAQs on Trump's GSE Reform Plan

Fannie Mae and Freddie Mac (the GSEs) have been under federal conservatorship since 2008. Will a new Trump Administration proposal for ending the conservatorship gain traction? NAR's answers to their most pressing questions on housing finance reform.

Refis Would Help Many Owners

Homeowners who purchased property as recently as a year ago could reap significant financial benefits by refinancing today. Eighty percent of mortgages originated in 2018 have an interest rate at least 0.75 percentage points higher than today's 3.4% average. And those are hardly the only homeowners who may want to consider a refinance. [Read more.](#)

Wait! Is That *Your* Listing Photo?

Stay out of legal trouble by making sure you're following best practices in the law and technology when it comes to the photos they use in their business. [Share this new info.](#)

Bill Targets Short-Term Rentals

A bill has been introduced in the House that would require providers of short-term rental listings to ensure properties comply with state and local law. NAR has members on both sides of the short-term-rental issue. [Read white papers](#) on the issue.

Will Sales Keep Going Up?

[Video:](#) Hear whether last month's existing-home sales increase is sustainable.

EPA Repeals Waters of U.S. Rule

NAR says proposed replacement allows development and protects water quality. [Find out more.](#)

Lawsuit Against NAR Is Baseless

The *Moehrl* case and others fail to recognize the proconsumer, procompetitive benefits of the MLS system, says NAR General Counsel Katie Johnson. [Read more.](#)

Reports Wow Overseas Leaders

On a trade mission to the Paris Air Show to represent their home state's aeronautics industry, John Sebree, CEO of Missouri REALTORS®, and Missouri Governor Michael Parson brought RPR economic area reports to help pitch their case. [Read more.](#)

RESOURCES

The ADA and Web Accessibility

[Video:](#) Get updates on website accessibility under the Americans with Disabilities Act, plus the steps you should take to protect yourself from an ADA website accessibility lawsuit.

New: Shop C2EX Merchandise

Shop [REALTOR Team Store®](#) for all Commitment to Excellence merchandise. You'll find endorsement pins, notebooks, pull-up banners, water bottles, stickers, badge ribbons, and more. REALTOR Team Store® is a REALTOR Benefits® Program partner and your official provider of C2EX merchandise.

Taking Charge of Finances

Take charge of your finances using the [Center for REALTOR® Financial Wellness](#). There you can explore tools and calculators that address the common financial planning concerns that REALTORS® encounter. You can also design a personal savings plan, calculate your monthly expenses, and create your ideal budget.

2019 Safety Report

About a third of REALTORS® say they've experienced a safety concern. [Find out how](#) they're keeping themselves, and their clients' possessions, safe.

REALTOR BENEFITS® PROGRAM

Members Saved \$63 Million

In 12 short months, more than 800,000 REALTORS® saved \$63 million through NAR's [REALTOR Benefits® Program](#). You can start [here](#) to save with a wide range of offers from such industry-leading companies as FCA US LLC (including Jeep®), Adwerx, FedEx, DocuSign, and more.

C2EX: 10 Areas of Expertise

The award-winning [Commitment to Excellence](#) program is designed to help you expand your knowledge, build your expertise, and enhance your reputation. You'll complete 10 competencies to earn your endorsement. Log in and get started today.

Enjoy the SentiLock Difference

More than just a lockbox, the easy-to-use SentiLock solution features instant showing notifications, robust reporting, and world-class customer service. Plus, the new SentiKey app is sleeker, smarter, and simpler. Take advantage of this benefit with SentiLock's marketing toolkit, including flyers, social posts, and graphics. [Learn more.](#)

Rent Big While Spending Little

Rent an SUV for your next adventure and enjoy a perk of NAR membership. Through Dec. 15, Budget® offers you special rates as low as \$42 per weekend day or \$264 per week at participating airport locations nationwide through the REALTOR Benefits® Program. [Learn more.](#)