



NEWS YOU CAN USE *June 2020*

NEWS

Telling Members' Story in D.C.

NAR brings its advocacy might to bear 52 weeks a year. In a [Q&A with NAR Senior Vice President Shannon McGahn](#), *REALTOR® Magazine* explores the significance of that presence in challenging times.

Social Messages Stay Positive

The latest [That's Who We R](#) social messages are optimistic — they help you stay in touch with clients and tell consumers that business is open, interest rates are low, and that REALTORS® have the resources and expertise to help. Begin sharing them today.

Podcast: Communication Tools

In a [special podcast episode](#) from the Center for REALTOR® Development, host Monica Neubauer and her guest Kim Cameron talk about how to maintain relationships with past clients and which of today's virtual practices will carry forward post-pandemic.

Buying/Selling Q&A for Consumers

The followers of Apartment Therapy had questions about buying and selling a house during the pandemic, and they came to NAR for answers. Share [this Q&A](#) — which reinforces the expertise of REALTORS® — with consumers today.

NAR Marketing Efforts Recognized

The [That's Who We R](#) campaign, NAR's 2019 Leadership Summit, its consumer-facing website [HouseLogic.com](#), and the social media campaign behind the [Good Neighbor Awards](#) 20th-year celebration were among NAR programs to be recognized with the [STEVIE® Awards](#) from American Business Awards. Recipients were selected from more than 3,600 nominations.

New MLS Rule and Other Changes

Review key decisions from the May 15 NAR Board of Directors meeting, including a new MLS policy; statements on GSEs and federal tax incentives for homeowners; and funding for legislative and legal programs. [Read more.](#)

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5 Housing Trends Since April

Investors have retreated from the housing market, allowing first-time buyers to become a larger share of the market. Find out [four more trends triggered by social distancing](#) based on the April confidence index data.

Financial Fitness for Members

Get your financial house in order. Author and speaker Leigh Brown, at the REALTORS® Legislative Meetings last week, offered [tips](#) on adopting a '40-30-20-10' spending plan.

RPAC Goals and Awards Remain

The RPAC Trustees Fundraising Committee and volunteer leaders have maintained the existing 2020 RPAC goals for NAR awards. They'll continue to evaluate the situation throughout the year. [Click here](#) to track your Triple Crown status and [here](#) to track your President's Cup status.

COVID-19

Reopening Calls for Caution

As the dangers of COVID-19 persist, [brokers are focusing on safety](#) as they begin unlocking their doors. They're starting with safety guidance for agents, developing a reopening plan, and using their best judgment.

Redevelopment During a Pandemic

You can read the latest *On Common Ground*, which focuses on retooling communities in the age of COVID-19. You'll find out about residential and commercial changes due to COVID-19, the importance of housing counseling for sustainable homeownership, how associations are helping prevent housing insecurity, and more. Read it through the OCG [Apple](#) or [Google Play](#) app or at [nar.realtor](#). Questions? Contact Hugh Morris, 202-383-1278.

Real Estate Pros Aid Others

You can lead efforts to help your community through the COVID-19 pandemic. Here are [ideas](#) on how to start what one *REALTOR® Magazine* Good Neighbor honoree calls “caremongering.”

New for Members: PUA Guide

Applying for pandemic unemployment assistance can be challenging, but it’s easier with NAR’s new resource, [PUA & YOU: The Pandemic Unemployment Assistance Guide for REALTORS®](#). In this video, two attorneys and two REALTORS® offer advice on the application process.

New Guide: Fair Housing Today

Download [NAR’s new guidance](#) for answers to fair housing questions in light of COVID-19, such as whether anti-discrimination laws apply to housing during the pandemic and whether people who have COVID-19 are covered under the national origin or disability protections of the federal Fair Housing Act.

RESOURCES

Track Recent Legal Trends

The [2019 Q4 Legal Pulse](#) will keep you abreast of current risk management issues, including agency, property condition disclosure, RESPA, and fair housing.

Global Reach

You can get involved with tech in the global landscape — and receive valuable offers in return — by participating in the [2020 Reach Australia Insight Panel](#) and providing feedback for the companies in the program. REALTOR® feedback can be highly influential in how these companies expand around the world. Share feedback and find out which technologies are already available in your market.

Guidance on Home Showings

As restrictions begin to ease around the country, NAR has created [new guidance](#) to help members formulate best practices and guidelines for showing properties and preparing for business reopenings.

RIGHT TOOLS, RIGHT NOW

Special Reach Offers

Boost your business by sharing these special offers from NAR Reach companies BoxBrownie.com, RealX, biproxi, Updater, and more. View full offer details [here](#).

REALTOR®-Branded Masks, PPE

Stay safe — and show REALTOR® pride. Shop the REALTOR Team Store® for [face masks and other personal protective items](#) for your staff and members.

Through NAR's Right Tools, Right Now program, these items from NAR's official provider of REALTOR®-logo branded merchandise are being sold at cost to help members. NAR doesn't profit on these sales.

Save Big, Reward Those You Love

Splurge. They earned it. Save up to 54% off select tech gifts during [Lenovo's Dads and Grads sale](#) through June 14. Lenovo is a global tech leader and a partner in the REALTOR Benefits® Program.

NAR Academy Scholarships

Learn about [NAR Academy](#), a Right Tools, Right Now initiative. The first 50 NAR members to register for a course in one of the three certificate programs offered in the mid-summer session, which begins June 8, will receive a \$400 scholarship.

See all Right Tools, Right Now offers.

REALTOR BENEFITS® PROGRAM

Avoid Risk

Protect your business with first-class errors and omissions insurance from [Victor](#) — NAR's preferred provider of E&O insurance under the REALTOR Benefits® Program. Learn more about the premium credits available to REALTORS® and REALTOR®-firms.

Enhance Your Brand

[Placester](#)'s real estate websites let you take control of their online presence and build your own beautiful, professional websites with no technical or programming skills needed. There are two packages to choose from, and there's special pricing through the REALTOR Benefits® Program.

Keep Lockboxes Clean

[SentryLock](#) remains committed to serving you. See SentryLock's practical tips on keeping the lockbox clean and safe for showings.

3 Things to Do Now in RPR

See [three easy tasks](#) in RPR you can do right now so you'll be better prepared for the future.

Secure Business

Visit [NAR's Data Privacy & Security page](#), your comprehensive resource for all things cybersecurity. You'll discover helpful tips and information to protect your business from cyber fraud and learn about NAR's new REALTOR Benefits® Program partner, CyberPolicy®.

Financial Rules for Any Market

The basic principles of financial planning apply to your business as well as your personal life. In the latest [Center for REALTOR® Development podcast](#), host Monica Neubauer talks with Ryan Bokros about practical ideas you can apply today to come out of this time on a sound financial footing.

Guard Against Costly Scams

Fraudsters are targeting REALTORS® during the pandemic. Make sure you are on alert. See [tips on avoiding scams](#) from the Center for REALTOR® Financial Wellness.

C2EX Positions for Success

NAR is committed to putting members first so their businesses not only survive but thrive post-pandemic. Earn your [C2EX](#) endorsement while schedules are in flux to increase your marketability, optimize your client service, and position yourself as a go-to leader in their community.