



## NEWS YOU CAN USE *July 2020*

### NEWS

#### **Overcoming Bias Video**

Watch NAR's new video — created with the [Perception Institute](#) — to help you recognize and avoid [implicit bias](#). You'll hear about scientific evidence that shows how our brains can work to automatically cause us to treat those who are different from us unfairly, despite our best intentions and often without our conscious awareness.

#### **Increasing Black Homeownership**

Find out what NAR's Chief Economist Lawrence Yun says can be done to [close the persistent gap](#) in homeownership rates between Whites and African Americans.

#### **Fed's Main Street Lending Opens**

The program supports small- and medium-sized businesses that were in sound financial condition before the pandemic. [Read more](#)

#### **Updated PPP Forgiveness Guidance**

[NAR's guidance on PPP loans](#), which includes new updates from the SBA based on changes under the PPP Flexibility Act.

#### **2020 Smith Society Inductees**

Congratulations to the 2020 [Dr. Almon R. "Bud" Smith Leadership Society](#) inductees: Amy DuBose, RCE; Cliff Long, RCE; and Breanna Vanstrom, RCE. The Smith Leadership Society recognizes association executives, regardless of their tenure, as leading contributors to the industry and the profession.

#### **Show Your REALTOR® Pride**

The LGBTQ community celebrates its pride in June. You can show your pride — and support the LGBTQ community — with a colorful [REALTOR® Pride](#) t-shirt sold exclusively by the REALTOR Team Store®, a REALTOR Benefits® program partner. It features the That's Who We R logo on the back yoke.

### **Responding to Hate Speech**

Brokerages have sought guidance from NAR on how to field reports of racist and hateful remarks being made on social media. While each comment must be evaluated individually, NAR has offered [general guidance](#) on removing posts, ethics violations, alerting a principal broker, and education.

## **RESOURCES**

### **Preparing for the Unexpected**

The pandemic is a powerful reminder that every business needs an emergency fund to stay afloat during a crisis. Visit the [Center for REALTOR® Financial Wellness](#) for tips and tools to help you increase your reserves.

### **CRD Podcast: Mobile Closings**

You can listen in as Monica Neubauer and her guest, Marvin Stone, discuss online and mobile closing methods in podcast episode 41 from the Center for REALTOR® Development. Download and listen [here](#).

### **Use RPR to Pinpoint Direct Mail**

Stay busy and sharp by learning about RPR's direct mail targeting, specifically absentee owners and owner-occupied mailing lists. [This how-to article](#) shows how it's done.

### **Half Off AHWD Royalty Fee**

A 50% discount on the course royalty fee has been extended through Dec. 31, 2020, when you offer Expanding Your Business: Inclusive Multicultural Marketing, part of NAR's At Home with Diversity® course curriculum. If you don't have a CSRE license and would like to co-sponsor the AHWD course with one of our providers, please refer to [this list](#). Questions? Contact Dawn Headtke, [dheadtke@nar.realtor](mailto:dheadtke@nar.realtor), 312-329-8488.

### **Get Your Exam Prep Flashcards**

The [RCE flashcard app](#) is now available via the Quizlet app to help you review the RCE body of knowledge and prepare to take the RCE exam. Study on the go with your phone, tablet, or laptop for easy-access studying anywhere, any time.

### **Provide Consumer Credit Guidance**

Share with consumers [Protect Your Credit](#), a resource that outlines provisions to protect consumers' credit scores through the CARES Act. It's available in English and Spanish, and the cover can be customized with a logo. Questions? Contact Wendy Penn, 202-383-7504.

## **RIGHT TOOLS, RIGHT NOW**

### **Four Free CRD Toolkits**

Until Aug. 31, you can download [four free toolkits](#) from the Center for REALTOR® Development through NAR's Right Tools, Right Now program. The materials have been taken directly from REBAC courses and cover real estate investing, buyers by generation, marketing strategy, and buyer representation.

### **Limited Time Offer: Free Courses**

The [REALTOR® association Certified Executive exam](#), REALTOR® association management self-study [courses](#), and the self-study reference guide [The Answer Book](#) have been updated for 2020. And for a limited time through the Right Tools, Right Now program, the Advanced REALTOR® Association Management course (a \$150 value) and the Advanced Professional Standards course (a \$75 value) are free. These courses satisfy the professional development hours required under NAR's Core Standards. Questions? Contact Renee Holland, [rholland@nar.realtor](mailto:rholland@nar.realtor).