



NEWS YOU CAN USE *August 2020*

NEWS

NAR Annual Event Turns Virtual

The 2020 REALTORS® Conference & Expo, originally scheduled for Nov. 13–16 in New Orleans, will transition to a [fully virtual format](#) given the ongoing health and safety concerns related to the COVID-19 pandemic.

Responding to Hate Speech

Read [NAR's new guidance](#) on how to field complaints about offensive comments made online, created in response to brokers and REALTOR® associations who say they're receiving more reports of such comments.

Park Restored with NAR Grant

A park in Bonita Springs, Fla., is ready for guests again thanks to a new NAR grant program. Find out how Meighan Harris, CEO of the Bonita Springs-Estero REALTORS®, learned of and applied for an NAR [community rebuilding grant](#).

Flood-Related FAQs, Video

Avoid flood liability with new resources from NAR. You will want to review [NAR's FAQs](#) on talking to customers about the differences between FEMA maps and the new flood dataset from the First Street Foundation. Also, [NAR Legal's best practices guidance](#) for REALTORS® is featured in the new Window to the Law video. Finally, the Legal Research Center investigated flood-related litigation over the past two decades and its potential implications for real estate professionals and brokerages. The research, available soon on nar.realtor, can also inform your efforts to support property condition disclosure requirements in your state

NAR Shaping Pandemic Relief

Read [NAR's letter to Congressional leaders](#) sharing key issues for REALTORS®, consumers, and the industry, sent as negotiations are underway on what to include in [new pandemic relief](#).

Using LUI to Influence Policy

Hear details on how to successfully use NAR's Land Use Initiative to influence public policy, along with an analysis of recent trends by NAR's consultant Robinson & Cole in "How the Land Use Initiative Lends 'Horsepower' to Advocacy" webinar on Sept. 9 at 1 p.m. CT. You'll gain insight from an expert panel on two top issues — tenant protection and short-term rental measures — including how successful outcomes were achieved. Register [here](#). Questions? Contact [Holly Moskerintz](#), 202/383-1157.

Consumers' Goals Are Changing

Consumers have different needs than before the pandemic. Real estate pros may face new transaction timetables, morphing buyer wish lists, and a shifting customer pool. [See the trends NAR is tracking.](#)

NAR Exhibit on Homes for Vets

An [NAR-funded pop-up art installation](#) in Kansas City's Union Station recognizes agent Mark Solomon, a combat veteran and 2019 Good Neighbor Award winner, for his work as co-founder of a group that creates housing for homeless veterans.

RESOURCES

Update: Online Notarization

COVID-19 has raised consumer awareness about technologies that enable the buying and selling of property safely and conveniently. Growing acceptance of remote online notarization is more important than ever. Share [this information](#), and learn what you can do to encourage their settlement partners to embrace electronic closings

Podcast Deciphers the Data

It's important for you to know and understand data that can help you plan for your business. Dr. Jessica Lautz of NAR Research helps you do that in [podcast episode 42](#) from the Center for REALTOR® Development.

Legal Advice for Landlords

Two of the biggest concerns affecting rental properties are the patchwork of eviction moratoriums and the unique fair housing issues and disability protections related to COVID-19. [NAR Legal's information](#) to navigate these issues.

Info on 'High-Performance' Homes

Consumers may want a green home but don't understand what's needed to achieve energy efficiency. Use the resources from [Home Performance Counts](#) — a joint initiative from NAR and NAHB — to translate what "high performance" means in real estate.

REALTOR BENEFITS

New: Lead Verification Benefit

You can save time by offloading lead verification to [ReferralExchange](#) — a new REALTOR Benefits® Program partner. Licensed reps verify then live-transfer interested prospects back to members. NAR members get exclusive savings and ongoing benefits.

Savings Built for You

NAR's [REALTOR Benefits® Program](#) has been providing benefits to REALTORS® for more than 20 years. Discover which partner anniversaries we're celebrating this year — and how you may benefit. From access to vision insurance to print and copy services.

Compete In the C2EX Challenge

Rev up your ROI with the 2020 C2EX Challenge, a turnkey, streamlined competition that encourages you to earn your C2EX endorsement. You can help raise the level of professionalism in the industry, increase their marketability, and reinforce the essential role REALTORS® play in the community. Sign up [here](#).

RIGHT TOOLS, RIGHT NOW

Tap Into Educational Videos

A [new educational video series](#) demonstrates the importance of designations and certifications. Check out the playlist to see videos that have been posted by the Center for REALTOR® Development. You can also save the playlist and subscribe so you'll be the first to see new videos.

Save with Members TeleHealthSM

Through [Members TeleHealthSM](#), members and their family can access professional medical advice from the comfort of their home for only \$7 per month (a 50% savings) through NAR's Right Tools, Right Now program.

Tech Edge Event Open

Registration is now open for the [Tech Edge virtual cybersecurity event](#) Aug. 27 at 11 a.m. CT, where you'll learn industry trends, tips to protect your business, and much more. Take advantage of Right Tools, Right Now pricing of \$14.95.

NAR Member Profile Now Free

You can now download the full [2020 NAR Member Profile](#) for free through the Right Tools, Right Now program. This unique tool strives to answer the question: Who are REALTORS®? It also provides data about a wide range of aspects of being a REALTOR®.

Webinar: 5 Ways to Deal with Debt

Right Tools, Right Now features a brand new [webinar](#) from NAR's Center for REALTOR® Financial Wellness. Lynnette Khalfani-Cox, The Money Coach, shares secrets to getting out of debt.

Free Fair Housing Resources

Download [free fair housing materials](#) from NAR's REALTOR® Store by visiting Right Tools, Right Now. You have access to the Fair Housing Handbook, Fifth Edition; fair housing pocket guides; and more.

Download Digital Marketing Guide

You can download a complimentary copy of [Social Media for REALTORS®: Digital Marketing](#). It will help you promote your business online and increase your productivity.