

Trip Report:
NYSAR FALL MEETINGS, TURNING STONE RESORT
SEPTEMBER 29-OCTOBER 2, 2013

Kay Graves
President Elect 2014

Sept. 29th
Meetings attended:

Joint Board Forum: 1:30-2:30
Instructor Development: 2-4
MLS Policy: 4:30-6
President's Reception: 6:15-7:15

Joint Board Forum:

Zillow, Trulia create mentality of anyone can sell their own house. Inaccurate data prevails, feeds show different agents as listing agent by position on page. Zestimates show inflated pricing. Some sites pull off market property. The perception of who's customer or client is misdirected by sites. Not updated on regular basis. Realtor.com updated every 15 min.

Instructor Development:

ITI (Instructor Training Institute) feedback from graduates is valuable in developing better ways to train and keep interest in adult learning. Tips: be prepared, have power point on back up such as thumb drive as well as computer and hard copies, have games, interactive activities.

Learning styles, objective feedback good tool, Utilize facebook page for Institute graduates to keep current and advised. Have back up plan for worst case scenarios. Display the class schedule on chart, white board. Instructors MUST leave at lunch to recharge. Result was all have something to learn regardless of time in.

How to market to make yourself as instructor; Drip campaign, send, call, see. Contact Ed. Directors at boards, local offices, State and National conventions to book time. Testimonials, keep in touch, update our web site, post your training calendar. Write a course DOS will approve with appropriate hours for CE, 3.5/7.5/22.5 Send description of courses offered. Write a biography, keep it updated! Do a promotional flyer of a program. Teach at Board Orientation, be visible always i.e.: Triple Play. Move up in organizations through the ranks., be a moderator at programs, teach at franchise company classes, national conventions.

Keeping class engaged:

Do games, word searches, get them moving every 15-20 min. Feedback throughout the class time. Keep them mentally engaged. Quizzes, student supplied questions for quiz on longer sessions. Watch dictions, pace of speech, grammar.

MLS Policy:

Saul Klein speaker (Saul.klein@yardi.com)

NAR UPDATES:

Tying fee to service/product not allowed. Cannot mandate use of lockboxes supplied by board. Must only be an option. If in violation, not covered by NAR e&o ins.(article in legal lines, last qtr)

Data sharing:

Information is currency. Realtors have to remain in the conversation and in the center of conversations. Shift in beliefs on newspaper vs. online sources. Portals advertise X# of unique visitors per month, who are not really buyers, but lookers. Need more restrictive content licensing to protect our data. Give only limited amount of information, they pay for more. Use P.C.M. strategy
P=protect

MLS has contracts with clients in place. Portals/customers must come to MLS for more information. Only customer display allowed. AVM not allowed.

Cannot retail or display data after off market.

C= control

Point2, List Hub, control where the data goes initially

M= monetize

It's a game, customers get distracted by what else is on the page. Create a bridge to the transaction. Data begets data.

President's Reception:

Networking with agents from around the state.

Monday Sept 30

Meetings attended:

Professional Standards: 8-10

Legislative Policy Forum: 11-12:30

General Session: 2-3:30

YPN: 4-5

Professional Standards:

Only 3 hearings this year (good). Right to arbitrate within 180 days if not done, open to litigation. After 1/1/14, MUST offer mediation in all cases.

Training was held in Chicago June 2013, offered role play, mediator training.

Legal update:

Resources available at www.realto.org for questions.

Code of Ethics available in 6 languages.

Kate Sax: Mainstreet Organization spoke about mediation. Prior to mandated mediation success rate for resolution was low. Set up Mediation Conference within 15-20 days of grievance committee meeting. . There are changes in the process on the way. If mediation offered is not successful, arbitration can follow, or second offer for mediation is allowed.

Legislative Policy Forum:

Big changes: Advertising rules. Anthony Gatto will be in Binghamton 10/21 for session regarding changes. Some things are and have been in place for years...(phone # designation) Teams have until end of 2014 to be compliant with new regulations/rules for teams.

FEMA Flood Ins program:

Program driven by premiums paid. No private market for flood insurance, so FEMA handles it. Currently an 5 yr reauthorization is in place for service. Rates will be going up, new maps will add to burden. No grandfathering, no subsidies. Premiums will move to full actuarial. Owners keep subsidized (now) until sale of property. Grant programs may be available to retrofit to comply with elevation expenses.

YPN:

Would like larger presence on NAR committees. Based on NAR data: 6% of Realtors are under 35 yrs. old. 304 YPN networks in 50 states and 3 countries. Currently no official data base for YPN network, getting some data from fb other social media sites. NY networks with boards under 500 members, may look at combining with neighboring boards to form a network. There will be a conference call on 10/17/13 3-4 pm eastern to discuss how active your network is, the YPN leadership retreat, 10 for 10 initiative, outreach, accountability, RAMCO for national data base, FB profile and COE on social media. For more info go to: **nysar-young-professionals-network**

October 1:

Meetings attended:

Legal Update: 8-9

Education Management : 9-11

Technology Forum: 12:30-2:30

Southern Tier Regional Meeting: 3-4

Mike Kelly, NYSAR RPAC: 4-4:30

Legal Update, with Anthony Gatto (sounds like a news report)

Corporate titles: no title can be used with licensee unless it is a real title. No "manager" as it is not a licensed title.

Case reviews:

Property management not allowed unless through brokerage. Not licensee. Delay of commissions by landlord to avoid paying for services. Ruled as bad faith on part of landlord.

Personal Assistants:

No licensed activity allowed by P.A., no prospecting calls. Can assemble documents, can only do opens if: disclosed and agreed to by seller, P.A. only gathers names of attendees, hands out copy of listing. Cannot answer questions about the property.

Buyer agency document does NOT need to be given to listing agent with offers.

Mortgage forgiveness debt relief act after 12/31/13, owners will need to file 1099 for difference on short sale to mortgage balance as income.

Try to avoid straight dual agency capacity on short sales, use designated agents if necessary for short sales.

Office Managers: allowed to manage more than one office.

FTC on mortgage ads; low rates, unclear intention, use caution using any mortgage terms in your advertising.

Advertising Guidelines:

Anthony will be in Binghamton 10/21/13 10 am. BE THERE!

Education Management:

GRI course schedule and breakout to discuss ideas for GRI. Will offer free GRI class if (NYSAR) budget passes. Talked about who GRI is directed to and why new agents may not get into it. How to make it more appealing to them and incorporate agents who may have started to take the classes but did not finish in the 5yr term. Looking at maybe dropping for 90 hrs to 60 hrs for requirement. Push for Triple Play. NYSREEF scholarships discussed as well. Need to market more to agents for value.

Technology Forum:

Panel : Jeramias Minero, Jennifer Maher, Miguel Berger

Jeramias:

Theme: Working on the Go; going paperless via apps and programs using templates like Google drive, dot loop.

For video, eyejot, Skype, facetime, hangouts, depending on internet availability

Presentations; Keynote/Powerpoint based program, Prezi more dynamic, better capabilities

Apps:

Slydial, bypasses rings and goes straight to vm

FCM: fake call me (Barry liked this one a lot!)

Group me: like conference call but for groups pre-determined on set up.

News: newspaper apps

EKey: lockbox access

Camscan: scan a single form

CSS: centralized showing service

Kurio: checks properties while on the road, however MLS2go is better

RPR: we have this already.

Jeramias' email: Jmansells.com

Jennifer Maher:

Social Media best practices;

The best ones are the ones you actually use!

For Networking, prospecting, advertising (some paid), Generate publicity, market listings, market ourselves.

MUST act, post appropriately!! The internet is FOREVER!!

Challenge: compliance with 2013 advertising guidelines/mandates.

Fair housing, C.O.E. The guidelines apply regardless of the method used for advertising.

Pitfalls:

Where do you really work? Online scamming of services, what is your actual title? Is it your listing? Did he/she really say that??!! Monitor what people say on your platform, page and wall. Keep your content current on all platforms. Be you exactly who you are, stick to your areas of expertise.

Brokers, create advertising using social media, monitor your agents, lead by example, but err on the side of caution. The internet is forever! Be the best version of you, have a strategy. You don't know who is watching/reading, screen shots take 2 seconds,, deleting doesn't matter, think before you post!

Miguel Berger:

Video, create a channel on youtube.com to brand you. Personal and business accounts do not mix them! Always preview before posting, saves your reputation and image.

Southern Tier Meeting:

Amy Wood Gonzalez

IMF funding available for Realtor Party over 1million dollars

NAR Presidents Advisory Board is reviewing boards to see they are meeting standards. Will be publishing post NAR convention in November.

Leadership Academy view details at NYSAR.com

Local Markets:

Ithaca:

Market prices up, 81 DOM, membership up. Inventory lower driving prices. Norfolk-Southern RR issue with lake properties which have access across tracks. Want to charge \$100. Per mo. Fee for access to owners to use ROW.

Otsego-Delaware:

Cooperstown area up, Delaware Co. still recouping from floods in 2011 but gaining. Chenango County not as active. Using zip forms with more techy agents. These can be emailed, saved, populated for ease of use.

Elmira-Corning:

Up 27.87% over last yr. Sold \$ up to \$162,134 which is 13% increase. 139 DOM avg. New listings up 24%. Corning pushing for a fee for signs from Realtors to post a sign. Working with Code to smooth over. If not able to do so, will enlist NYSAR assistance.

Cortland:

Membership up, Sale prices up to \$125,000 avg. 113 DOM with 96% LTS

Appraisal Committee: discussion about DOM and how it is calculated.

Tendency is to use FannieMae guidelines.

MLS strategy meeting in Binghamton on 10/25, we have 70 currently signed up, would like to see 100. Neighboring boards are contributing and participating.

Meeting with Mike Kelly NYSAR RPAC to discuss how we can build the program in GBAR area. Mike will be coming to meet with us personally to see how we can implement fundraisers for RPAC, develop ideas for attracting agents to participate.

Oct. 2

NYSAR Board of Directors Meeting

Recap of this week's meetings and results, approval of the 2014 budget. Lively discussion on the 'gross up' language which some lenders have issue with. NYSAR will be addressing this with legal.

Delegate Body: ratified findings from BOD.

Respectfully submitted:

Kay Graves
10/4/13