



E-NEWS

DECEMBER 2017

Take Action (again) for Homeownership!

Tax Reform CFA 2.0, page 2



What's your liability in a new-home referral?

*Legal Hotline Q&A,
page 3*



**"I love architecture and
working with people."**

Member Q&A, page 4



This month's edition of **OAR E-News** is chock-full of information to help Oregon REALTORS® succeed and **Raise the Bar** in our industry. We've got an insightful interview with an OAR member, more on the continuing debate over federal tax reform, a new GRI blog, a compelling Legal Hotline Q&A, our "Show Us Your Socks" contest winner, current housing stats, can't-miss education opportunities, and a slew of upcoming events. Happy reading ... and happy holidays!

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OREGON
ASSOCIATION
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TOP OF THE NEWS

QUICK HITS TO GET YOU GOING

Tax Reform CFA 2.0

NAR has reset its Call for Action against provisions in the federal tax reform bills that passed the House and Senate, respectively, in the last few weeks. Both bills still discount key home buying incentives and put the burden of lower corporate tax rates on the backs of homeowners.

Your voice still matters as the debate to reconcile these two bills continues in Congress. Please take a minute (literally) to click the **TAKE ACTION NOW!**

button and urge lawmakers to restore incentives and protect housing value.

Click [here](#) to read NAR's take on this legislation and its impact on our industry.

2018 Dues Deadline

Membership dues for 2018 are due on January 1, 2018. Dues and allocations for NAR and OAR are unchanged from 2017 (\$155 and \$235, respectively).

Check with your local association or board for exact dues amounts, invoices and payment terms, or call OAR toll-free, 1-800-252-9115.

Follow Troy's Epic GRI Blog!

OAR continues its commitment to the *Graduate, REALTOR® Institute* designation with a full slate of courses in 2018 ... and a blog!

Follow Portland REALTOR® and OAR Professional Development Committee Chair [Troy Wilkerson](#) as he blogs his way to the GRI this year. Read Troy's first post [here](#).

[Go here](#) for more info and to register for GRI courses throughout 2018.



MONTHLY CONTEST

Awesome Socks!

Congrats to Portland REALTOR® and RPAC Major Investor **Kerri Hartnett** for her winning pair of socks ... and true-blue dedication to our industry!

Thanks to everyone who took part, and look for the next member contest posting soon to our Facebook page!



➡ **16,720**

OAR members as of November 30, 2017, a net increase of 971 compared to this time last year

AROUND THE ASSOCIATION

OAR LEGAL HOTLINE Q&A

What's My Liability?

Q: I referred a prospective buyer to a local home builder. They have entered into a contract, and I will receive a referral fee. Do I have any liability or responsibility in the transaction?

See the Answer **here**, and consider joining the OAR Legal Hotline to gain access to professional real estate legal advice via phone or email for a fraction of an attorney's fees. Click **here** for more info.

More Quick Hits ...

- Make your 2018 RPAC pledge today! A \$1,000 commitment to be an RPAC Major Investor pencils out to \$83.34 per month and helps support REALTOR®-friendly political candidates in upcoming elections! Make a 2018 pledge to jpresley@oregonrealtors.org.
- Check out a health insurance option for OAR members, which may best suit your needs and satisfies the Affordable Care Act (Obamacare) health insurance mandate. Go **here** for more info.
- The Columbia Sportswear Employee Store in Portland is open to OAR members on Jan. 3. Get your pass **here**.
- NAR is **making changes** to its Realtor Action Center website and posted a cool new **video** about the Realtor Party to motivate members to get politically active in support of homeownership and property rights.

Can't-Miss Continuing Education

January 12: **All About ADUs**. Learn all about Accessory Dwelling Units, earn the ADU Specialist designation, and get on the cutting edge of this trend. 8:30am – 12:30pm. Earth Advantage, Portland. Cost: \$85 members/\$95 non-members. 4.0 CE credit hours. **REGISTER**

January 12: **Global Programs for Associations**. Get in on a statewide Global Business Council and succeed in the international marketplace. Space is limited. 9:00am – 1:00pm. PMAR Conference Room, Portland. Cost: FREE + lunch. 4.0 CE credit hours. **REGISTER**

January 17: **Webinar: OREF Changes**. Brush up on your real estate forms and avoid legal pitfalls. 9:30-11am. 1.5 CE credit hours. **REGISTER**

You can also download recorded webinars for CE credit through Absorb LMS. **Click here** for access.

GRI in January!

Here's the GRI course schedule for next month:

January 18: **Transactions**. Learn transaction management systems that reduce risk. 9:00am – 4:00pm. Coldwell Banker, Klamath Falls. \$99 members/\$125 non-members. 6.0 CE credit hours. 6.0 CE hours. **REGISTER**

January 18: **Finance**. Get a solid understanding of all aspects of real estate finance. 9:00am – 4:00pm. EMAR Classroom, Gresham. \$99 members/\$125 non-members. 6.0 CE credit hours. 6.0 CE hours. **REGISTER**

January 19: **Business Communication**. exercise your writing, speaking, and delivery skills. 9:00am – 4:00pm. Umpqua Bank, North Bend. \$99 members/\$125 non-members. 6.0 CE credit hours. **REGISTER**

Click here for all CE opportunities from OAR.

Q&A

VANESSA LALLI DITTENHOFER HOOD RIVER REALTOR®

When and why did you get involved in real estate?

I was a loan officer in 1985, in New Jersey, so I was exposed to real estate agents and the real estate market. In 1999, I was approached by the woman who sold me my first home; she was a RE/MAX agent and a friend, and she asked me to be her buyer's agent. I love architecture and working with people, and thus my career began in January 2000 with a woman that I respected very much for her professionalism and commitment to the real estate business.

What one message would you give an Oregon REALTOR®?

You are selling someone the largest investment they will make in their lives, so take your job seriously and with pride. Know your client, know your market, and know your contracts.

What do you like best about what you do?

It is different every day. I meet people from so many walks of life and from so many socioeconomic backgrounds that it makes my job interesting and ever-changing. It is rarely boring.

What's the best piece of advice you've received?

Don't judge a book by its cover.

What do you like about where you live and work?

It is absolutely beautiful in Hood River. I am a water person, so the Columbia River is a playground for those of us who paddle, windsurf, and kite. I love the small town feel where everybody knows your name and your kids' names, and that my office is only a walk or scooter ride from home. This area is filled with many talented people.



What's the biggest real estate issue facing your community, and Oregon REALTORS® in general?

Housing affordability and availability are two challenges all Oregon REALTORS® are dealing with. Communities are becoming hesitant to having more people move to their part of paradise, and sometimes REALTORS® may seem part of the problem. We need to get involved in our local government to impart our actual knowledge of the market and help local officials with housing needs analyses and guidance.

Vanessa Lalli Dittenhofer is Owner and Principal Broker of RE/MAX River City in Hood River, Ore., and one of our 2017 Fall Convention feedback survey winners. Thanks, Vanessa!

AROUND THE ASSOCIATION

THE STATE OF HOUSING STATEWIDE STATS THRU NOVEMBER

4,794 CLOSED SALES

2.2 MONTHS OF INVENTORY

\$202 AVE. SALES PRICE/SQ. FOOT

45.65% ABSORPTION RATE

Source: RPR

Support us when you shop this holiday season

Buy your gifts and holiday essentials
at smile.amazon.com.
You shop. Amazon donates.

amazonsmile



Geeks on Holiday

The **Tech Helpline** geeks won't be available on Monday, December 25 as they play with their new high-tech toys from Santa. Otherwise, they're on-call M-F from 6am-5pm and on Saturdays, 6am – 2pm at 1-888-804-8226.

Bye, Bye Blackbaud (and how to cope)

On December 31, 2017, NAR will replace its Blackbaud (aka Convio) advocacy email campaign platform with VoterVoice. The switch will limit the use of the new platform to Calls for Action and other advocacy efforts only, but provide a greater amount of advocacy services to state and local boards and associations.

If you're like us at OAR, this change is a double-edged sword. VoterVoice and the NAR services that will come with it are powerful, but also require us to find a new email campaign platform for marketing-communications promotions of *E-News*, Education and Events.

For local boards, NAR is offering compensation to deploy a new mar-com platform to replace Blackbaud/Convio. Solutions such as Emma and Mailchimp offer local boards a solid email campaign platform at a reasonable cost.

For more info and helpful videos about the transition, go to NAR's **Advocacy Everywhere** website.

SAVE THESE DATES

February 20-22, 2018

NAR Member's Edge & Region 12 Conference
Hear from dynamic national and regional speakers on critical topics affecting our industry. Skamania Lodge, Stevenson, WA. (Columbia River Gorge). **REGISTER**

April 11, 2018

2018 Legislative Conference
Join us in Salem to discuss and determine OAR's strategy for the 2019 legislative session. Details soon!

July 19, 2018

9th Annual Driving It HOME Golf Tournament
A day of fun, food, fairways and flagsticks, all to benefit affordable housing in Oregon. **MORE INFO**