



E-NEWS

NOVEMBER 2017



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 cool stuff from the NAR Annual Convention in Chicago, positive results from ballot measures across the state, feedback (and prizewinners!) from our Fall Conference survey, more on fighting the federal tax reform bill, current housing stats, can't-miss education opportunities, and "save-the-dates" for upcoming events. Happy reading ... and happy holidays!



# TOP OF THE NEWS

## QUICK HITS TO GET YOU GOING

### Still Time to Take Action!

More than 2,700 Oregon REALTORS®, about 25% of those registered in the Realtor® Action Center, stepped up to NAR's Call for Action against H.R. 1, the federal Tax Cuts and Jobs Act that discounts or deletes key homeownership incentives!

**TAKE ACTION NOW!**

Even though the bill passed the House on Nov. 16, your voice still matters as the debate continues in the Senate. Please take a minute (literally) to click the **TAKE**

**ACTION NOW!** button and urge both houses of Congress to restore those incentives and protect housing value before tax reform becomes law.

Click [here](#) to read NAR's opposition to 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.

### Survey Says ...

Ranking the value of various aspects of the 2017 Fall Conference (higher score = higher value)\*

Continuing Education: 6.07

Governance Meetings: 5.44

Networking Opportunities: 5.11

Keynote Speakers: 4.51

Trade Show: 3.83

\*419 responses

### Submit Your HOME Foundation Grant Applications by Dec. 2

HOME Foundation grant applications were sent to all local REALTOR® associations/boards and presidents at the end of October. Applications must be received at OAR by December 2. Any application received after that date will not be considered by the HOME Foundation Board of Directors. Grants will be awarded in December.

 **16,767**

OAR members as of October 31, 2017, a net increase of 63 since the end of September and 1,050 year-over-year

# Q&A

STEVE STRODE  
2018 OAR PRESIDENT



## Where did you grow up, and how do you recall your childhood?

I grew up in dairy farm country, in a small town between Madison and Milwaukee. And while I've lived in cities all my adult life, I still love the feel and pace of smaller communities.

## What do you like best about Oregon?

With perhaps the exception of last winter, the weather is almost always mild enough to do outdoorsy stuff year-round.

## When and why did you get interested in real estate?

I started selling in Madison, Wisconsin in 2001. My hubby and I had moved from Milwaukee to Madison, and I was looking to change careers. I became good friends with the Realtor who helped us, and when she was looking to expand her business, I jumped at the chance.

## What was your primary reason for getting involved in volunteer leadership?

After being a Realtor for nearly a decade, I learned there is so much involved in making our industry work. Sitting on the sidelines started to feel like not voting on election day.

## What's the biggest issue facing Oregon Realtors® in 2018?

Housing is front and center in local and state politics. We saw what a hot-button issue it was during the last legislative cycle. And while all sides agree that "something needs to be done," we need to move forward in a way that doesn't further disrupt the market or add to the housing shortage. The American dream of homeownership is still very much alive and is the leading wealth creator in this country. We can't let our elected officials forget that in their desire to "do something."

## What one message would you give an Oregon REALTOR®?

If you view this as a profession, and not something to dabble in, you have a responsibility to protect that livelihood. So, get involved to whatever extent you can; even a simple, one-minute action, like responding to an NAR Call for Action, REALLY matters. Our advocacy work extends far beyond getting in front of elected officials. We strengthen our communities and change lives.

When I see the variety of ways that local Realtors are helping locally, it's inspiring! The [realtoractioncenter.com](http://realtoractioncenter.com) website is a great place to learn more.

# ADVOCACY UPDATE

## GOVERNMENT & POLITICAL AFFAIRS

*“As a REALTOR®, you’re the voice for your association and your clients. If you have an issue relating to homeownership to address at the state level, I hope you participate in the 2018 Legislative Conference on April 11 in Salem.”* – Klamath Falls REALTOR® Randy Shaw, 2018 Chair of the OAR Government Affairs Key Committee

## REALTORS® win big on election day!

Leveraging Issues Mobilization Grants through OAR, three local REALTOR® boards helped support our industry on key ballot measures on November 7:

- The **Tillamook Board of REALTORS®** took action against a ballot measure proposing a construction excise tax on the November 2017 ballot. Leveraging an Issues Mobilization Grant, the board produced and distributed two mailers, radio spots and digital ads to voters across the county to help soundly defeat the measure with 68% of the vote.
- The **Salem Association of REALTORS®** joined a coalition to support renewing public funding of the Salem Library. With an Issues Mobilization Grant, local government affairs director Holly Sears created a proactive direct mail campaign to registered voters in Salem to help pass the measure with 63% of the vote.
- The **Springfield Board of REALTORS®** supplemented a ballot measure campaign for the renewal of public funding for the municipal jail in Springfield with an aggressive digital media campaign. Local government affairs director Betsy Schultz worked with the campaign and elected officials to help pass the measure with 68% of the vote.

An Issues Mobilization Grant provides financial and campaign services assistance to any local board/association or member wishing to take action on a local policy issue. More information is available [here](#).

## Reviving the Homebuyers Savings Account

On Nov. 14, OAR Government Affairs Director Shawn Cleave and Chief Lobbyist Shaun Jillions testified before the House Interim Committee on Human Services and Housing in support of the First Time Homebuyers Savings Account legislation, hoping to revive the bill for the 2018 “short session” beginning February 5. See a video of their testimony [here](#).



➡ **\$139,685**

Oregon RPAC Major Investor dollars raised in 2017, 155% of goal! Make a 2018 pledge: [jpresley@oregonrealtors.org](mailto:jpresley@oregonrealtors.org)

# 2017 NAR ANNUAL CONVENTION & EXPO RECAP

## TAKEAWAYS FROM CHICAGO



Ashland REALTOR® Colin Mullane joined other state REALTOR® of the Year recipients on the main stage at the Opening General Session. Mullane will lead NAR Region 12 in 2018. See a short video of his ROTY recognition [here](#).

Photo courtesy Brian Copeland via Facebook



"One trade-off home buyers will not make is their desired school district, and they'll be offended if you suggest it."  
– NAR's Jessica Lautz, speaker "Impact of Rising Home Prices on Buyers and Sellers"

"Building relationships, providing superior customer service, and growing your skills as a REALTOR® will not be replaced by an app." – Brian Buffini, speaker, "Three Things Top Producers Do That Others Don't"

### The Top 10 Real Estate Game Changers in 2018

10. Climate Change
9. Immigration
8. Healthcare
7. Lost Decades of the Middle Class
6. Housing: The Big Mismatch
5. Infrastructure Investment
4. Retail Disruption
3. **Generational Disruption**
2. The Technology Boom
1. **Political Polarization & Global Uncertainty**

Source: *The Counselors of Real Estate*



"Millennials and Boomers are competing for the same spaces but expecting very different things from that real estate."  
– Peter Burley, CRE



"There will be a 10 percent or more drop in housing value as a result (of this legislation)."  
– NAR Senior Tax Policy Representative Evan Liddiard on the impact of the H.B. 1 tax reform bill in Congress



# AROUND THE ASSOCIATION

## THE STATE OF HOUSING STATEWIDE STATS THRU OCTOBER

**5,760** CLOSED SALES

**2.4** MONTHS OF INVENTORY

**\$201** AVE. SALES PRICE/SQ. FOOT

**98%** SALES VS. LIST PRICE RATIO

Source: RPR

## More Quick Hits ...

- **Winners of the Fall Conference Feedback Survey** prizes are: Hood River REALTOR® Vanessa Lalli Dittenhofer; Beaverton REALTOR® Jennifer Perkin; and Manzanita REALTOR® Margaret Page. Thanks to everyone who completed the survey!
- **Open enrollment for individual dental insurance** for OAR members through Willamette Dental Group lasts through December 6, 2017. More info [here](#) or call 503-656-3232.
- **John Wallace resigned as OAR CEO** on October 17 after 7+ years of service. The search for a new CEO is underway; Jenny Pakula, General Counsel, will serve as interim CEO until a replacement is hired. Questions? Call Jenny at 503-330-0201 or email [jpakula@oregonrealtors.org](mailto:jpakula@oregonrealtors.org).

## Can't-Miss Continuing Education

December 4: **Oregon Real Estate Agency Board Meeting.** 9am - Noon. Holiday Inn, Troutdale. Cost: \$15, including lunch. 3.0 CE credit hours. [REGISTER HERE](#)

December 4: **Staying Out of Trouble With the Agency.** 12:30 – 3:30pm. Holiday Inn, Troutdale. Cost: \$20. 3.0 CE credit hours. [REGISTER HERE](#)

December 6: **FREE Webinar: Energy Trust of Oregon.** Collaborate with Energy Trust of Oregon to provide energy-efficient solutions to homebuyers and sellers. 9-10am. 1.0 CE credit hours. [REGISTER HERE](#)

December 6: **Webinar: Conversion of Vacation, Second & Personal Use Property.** 9:30 – 10:30am. Instructor: Doug Blackwell. Cost: \$19 members/\$29 non-members. 1.0 CE credit hours. [REGISTER HERE](#)

December 7: **GRI Risk Management.** 9am – 4pm, EMAR Classroom, Gresham. Instructor: Rodney Barker. Cost: \$99. 6.0 CE credit hours. [REGISTER HERE](#)

December 7: **Pricing Strategy Advisor.** 9am – 4pm, OAR Training Room, Salem. Instructor: Holly Mabery. Cost: \$125 members/\$175 non-members. 6.0 CE credit hours. [REGISTER HERE](#)

[View the entire Education Calendar](#)

## MONTHLY CONTEST

### Show Us Your Socks!

Email us a photo wearing colorful, creative or otherwise out-there hosiery, and we'll showcase the winner in E-News!. Send photos to [rbinsacca@oregonrealtors.org](mailto:rbinsacca@oregonrealtors.org)



# AROUND THE ASSOCIATION

## OAR LEGAL HOTLINE Q&A

### Do Listings Transfer?

*Q: I have two new brokers joining my office. They are cancelling their listings with the MLS and bringing them to my company. Do they need to re-write all listing agreements and have them signed by the sellers?*

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.

### Support us when you shop this holiday season

Buy your gifts and holiday essentials at [smile.amazon.com](http://smile.amazon.com). You shop. Amazon donates.

**amazon**smile



### Free Geeks Holiday Hours

The **Tech Helpline** geeks are taking some holiday down time:

- Nov. 23 & 24
- Dec. 25

Otherwise, they're on call M-F from 6am-5pm PT and Saturdays from 6am – 2pm at 1-888-804-8226 or [support@techhelpline.com](mailto:support@techhelpline.com)

### Social Media Made Simple

Under its REALTOR Benefits® Program, NAR has partnered with Back At You Media to provide REALTORS® with a simple and automated way to promote their listings and business on today's most popular social media networks, including Facebook, Twitter, LinkedIn and Instagram. No matter what your comfort level with social media marketing, you'll find the right plan and tools to generate leads, maximize branding efforts, save time and money, and provide value to your clients. Click [here](#) for more details.



### 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.

# AWESOME MEMBER BENEFITS

DON'T-MISS OPPORTUNITIES

## An Entire Week for Oregon REALTORS®!



# YOU'RE INVITED

**MORE DAYS! EXTENDED HOURS!**

**December 1-6 ♦ 9:00am – 9:00pm**

Employee Store pricing exclusively for OAR members  
and up to four (4) guests

**CLICK HERE TO DOWNLOAD & PRINT YOUR PASS**

## SAVE THE 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, and small-group discussions on real estate best practices. Skamania Lodge, Stevenson, WA. (Columbia River Gorge)

**April 11, 2018**  
*2018 Legislative Conference*  
Join us in Salem to discuss and determine OAR's strategy for the 2019 legislative session.

**April 24-24, 2018**  
*Assn. of REALTORS® Education Cruise*  
Mix vacation, fun, and education as you cruise from Los Angeles to Vancouver, BC. Info [here](#).

**July 19, 2018**  
*9<sup>th</sup> Annual Driving It HOME Golf Tournament*  
A day of fun, food, fairways and flagsticks, all to benefit affordable housing in Oregon.

## Get Your CE Game On ... For 17% Less!

Nov. To-Dos  
Play continuing education hours  
**Save 17% with code THANKS**  
Renew real estate license

**CLICK HERE TO SAVE**

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