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!

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.

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.

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.

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 website is a great place to learn more.
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.

“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

$139,685 Oregon RPAC Major Investor dollars raised in 2017, 155% of goal! Make a 2018 pledge: jpresley@oregonrealtors.org
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.

“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”

“Millennials and Boomers are competing for the same spaces but expecting very different things from that real estate.”

– Peter Burley, CRE

“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

“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 Gounsel, will serve as interim CEO until a replacement is hired. Questions? Call Jenny at 503-330-0201 or email japakula@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.
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.

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®!

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

Get Your CE Game On … For 17% Less!

CLICK HERE TO SAVE

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OREGON ASSOCIATION OF REALTORS®