



E-NEWS

OCTOBER 2017

Special Fall Convention Edition



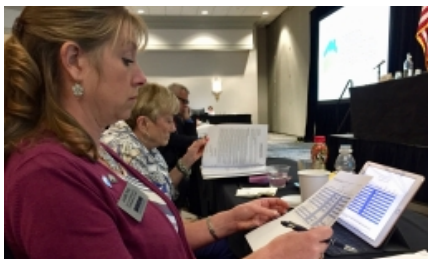
This month's edition of **OAR E-News** is dedicated to coverage of the 2017 OAR Fall Convention & Governance Meeting held on October 3-6 in Portland. Hundreds of REALTORS® from across the state engaged in continuing education opportunities, governance and committee meetings, a trade show with more than 30 industry-focused vendors, and multiple networking events to **RAISE THE BAR** in our industry. Read more in the pages that follow, and take our Convention Feedback Survey to help us improve.

# GOVERNANCE & COMMITTEE HIGHLIGHTS

## Board of Directors Meeting

The volunteer OAR Board of Directors convened on October 4 to hear, discuss, and take action on several items within a robust agenda, namely:

- Approved a 2018 operating budget of \$2.56 million based on 16,500 OAR members
- Approved the 2017-19 Strategic Plan to:
  - Improve the perceived proficiency of Oregon REALTORS® within OAR and the public;
  - Expand OAR's political strength at the Capitol and to all corners of the state;
  - Create a strategic leadership culture within OAR that engages members and local associations
- Approved changes to OAR Legislative Policy Statements, namely:
  - Support or introduce legislation that creates specific continuing education curriculum for all Principal Brokers;
  - Support loan programs, tax incentives such as the Mortgage Interest Deduction, and general policies that benefit consumers and provide greater access to home ownership
- Elected Rick Harris (Ashland) and Brian Matza (Portland) as NAR Directors, joining 8 others previously elected to serve
- Recognized the graduating class of the 2017 Oregon Leadership Academy (*below, right*)



## Leadership

Your 2018 OAR volunteer leadership team looks like this:

**President:** Steve Strode (Portland)

**Past President:** George Grabenhorst (Salem)

**President-Elect:** Nan Wimmers (Columbia Gorge)

**Region 12 Vice President:** Colin Mullane (Ashland)



*Past, Present & Future:*  
2017 OAR President and Salem REALTOR® George Grabenhorst (*right*) poses with incoming president and Portland REALTOR® Steve Strode (*left*) and immediate past president and Klamath Falls REALTOR® Debra Gisriel at last month's Taste of Portland event. Steve's tenure begins on November 7, following his installation at the NAR Conference in Chicago.



# GOVERNANCE & COMMITTEE HIGHLIGHTS

## Key Committee Meetings

OAR Key Committees met at Fall Convention to report progress toward strategic and financial goals and discuss new topics impacting members.

### Government Affairs/Political Affairs

- Highlights from the 2017 Legislative Session:
  - Killed: Bills that would have negatively affected the mortgage interest deduction; landlord/tenant issues; rent control; no-cause notices; and assistance for tenants leaving rental properties
  - Passed: Seismic disclosures; requirements for financial institutions to stall transactions for suspected elder abuse
- Plans and predictions for 2018 short session:
  - Pushing the First-time Homebuyers Savings Account plan
  - Advocating for transparent and reasonable landlord/tenant laws
  - Advanced licensing requirements for Principal Brokers
- Plans for 2018 Legislative Conference:
  - Land use reform
  - The impact of marijuana operations on real estate

### Professional Development

- Selection of 12 new GRI instructors for 2018
- GRI YTD: 35 classes (+9 ahead of plan) taken by 570 people
- 16 live webinars YTD (4 more in Q4); 35 webinars archived for purchase and CE hours via Absorb Learning Management System
- OAR members have purchased 1552 CE hours YTD from InteractCE

### Business Issues

- Increasing education for Principal Brokers; creating a separate endorsement for Principal Brokers who practice property management; effecting mandatory errors and omissions (E&O) insurance for Principal Brokers
- Proposed language to the Sellers Property Disclosure Statement regarding marijuana; revised definitions of “teams” and unlicensed Transaction Coordinators
- Revival of an International Business Council

## OREA Report



OREA Commissioner Gene Bentley (*above*) discussed changes by the agency effective Jan. 1, 2018, namely: fee increases for license applications, late & latent renewals, and registered business name applications; and changes to the Law & Rule required course per new legislation passed this year.

Also, Bentley discussed Advanced Real Estate Practices for Principal Brokers, the potential for mandatory E&O insurance, and issues regarding property management licensing and practice.

See [OREN-J newsletter](#) for more details.

# 2017 OAR FALL CONVENTION RECAP

## EVENTS



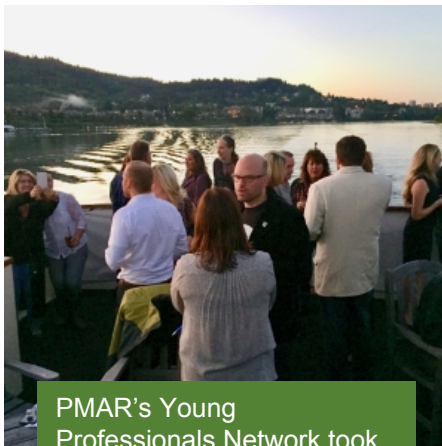
Distinguished Service Award recipient and McMinnville REALTOR® Beth Caster (*right*) receives engraved knitting needles from DSA committee chair, Portland REALTOR® Eva Sanders.



Ron Phipps (*right*), 2011 NAR President, installs Portland REALTOR® Steve Strode as 2018 OAR President: "Our members are clamoring to raise the bar. Own it," said Strode.



The Trade Show featured more than 30 vendors offering real estate-related products and services, from virtual reality platforms to merchandising and promotional solutions.



PMAR's Young Professionals Network took advantage of a beautiful fall evening to host a cruise of the Willamette River, complete with food, drinks, music and a prize giveaway.



The annual Dessert Auction following the Presidential Installation and dinner raised \$10,500 for the OAR HOME Foundation to benefit affordable housing programs in Oregon.

### UPCOMING EVENTS

**Oct 25-26:** 2017 OAR Leadership Summit, Silverton

**Nov 3-6:** NAR Conference & Expo, Chicago

**Nov 8-9:** Oregon Commercial Real Estate Conference, COAR, Bend (CE hours)

**Nov. 9:** Exit Strategy Seminar, OAR, Salem (CE hours)

**Dec 1:** Deadline for 2018 Leadership Academy applications to OAR

**Dec 4:** OREA Board Meeting & CE class, Gresham (CE hours)



## 2017 OAR FALL CONVENTION RECAP

# TAKEAWAYS



"If you take the first step in the right direction before anyone else does, all the angles change." – Retired Pro Bowl NFL player Karl Mecklenburg at the Opening General Session



"It's the difference between data interpretation and data aggregation. Our value is being the local market expert." – Ashland REALTOR® Colin Mullane on competition from Zillow, at the Principal Broker/Broker Forum

"You (as the brokerage owner) are responsible for everything your agents say and do, including on social media." – Attorney Trista Curzydlo at her social media risk management class, "I Don't Give a Twit"

"If you don't set the standard of (client) care, the legislature will do it for you." – Attorney Richard Mario at the Risk Management forum

"Pocket listings are okay as long as the seller makes an informed choice. But research proves that an MLS listing sets the true price of the house or property." – Ashland REALTOR® and speaker Rick Harris at his class, "Is that a Listing in Your Pocket?"



"Remove everything that has no value. Decide if the juice is worth the squeeze." – Motivational speaker Terry Watson at the Closing General Session



### TAKE OUR SURVEY, (maybe) WIN A PRIZE!

We want your feedback about Fall Convention, whether you attended or not ... and we're willing to pay for it! Just complete our [online survey](http://www.oregonrealtors.org) by **October 24** and you'll be entered into a drawing for your choice of four fabulous prizes! Prizewinners and results will be published in the November issue of E-News!

# AROUND THE ASSOCIATION

## HOME Foundation News

Following record fundraising at both the Taste of Portland and Dessert Auction, the OAR HOME Foundation announced a total of \$220,000 raised in 2017 to support affordable housing programs in Oregon. Grants will be awarded in December.



*Your Donations at Work:*

On October 2, Columbia County Habitat for

Humanity broke ground on a new home for a single mother and her two kids on land purchased with a HOME Foundation grant. Read more about it [here](#).

## OAR Fights for the MID

After successfully lobbying against proposed legislation that would have curtailed the tax benefit of the mortgage interest deduction for middle-class Oregon families, OAR was asked to explain its position in a [Bend Bulletin article](#) published on October 11.

"As soon as you own that property, even if it's a starter home in Gates, Oregon, the probability you're ... able to deduct that (interest) is very high," said Shawn Cleave, OAR Government Affairs Director, in the article. "It helps people at the beginning of their loan, when they need it most. As an incentive for homeownership, it does work."

# 16,704

OAR members as of 9/30/17, a 6% increase year-over-year

## Can't-Miss Classes for CE Hours

October 19-20: **The ABR® Designation: For Real Estate Buyer Agents.** Eugene Association of REALTORS®. Cost: \$250 members/\$325 non-members. 12.0 CE credit hours. [REGISTER HERE](#)

November 8-9: **Oregon Commercial Real Estate Conference.** Central Oregon Association of REALTORS®, Bend. Cost: \$75 members/\$100 non-members. 8.5 CE credit hours. [REGISTER HERE](#)

November 9: **Exit Strategy Seminar.** Oregon Association of REALTORS®, Salem. Cost: \$125 members/\$175 non-members. 6.0 CE credit hours. [REGISTER HERE](#)

**Sweet Deal!** Get 21% off all online CE courses at [InteractCE](#) through October 22, promo code **SWEETEST**



**Real Estate Wednesday!**

**November 1 ♦ 10:00am – 7:00pm**

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

[CLICK HERE](#) TO DOWNLOAD YOUR PASS

# ➡ 100+

OAR RPAC Major Investors following Fall Convention, easily besting the association's 2017 goal of 90 participants