

**REALTORS...**  
ready for the  
**FUTURE**



2009 Program of Work

## **Mission**

Louisiana REALTORS® provides optimum services and benefits to its REALTOR® members and works to enhance the perception of the real estate industry among the general public.



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Louisiana REALTORS® is a 12,000+ member trade association established to assist its REALTOR® members in the business of real estate in Louisiana. LR represents its members on important issues at the state and federal level, while providing legal assistance, professional development opportunities, and a full compliment of useful member services.

# REALTORS...

Volatile markets, shifts in consumer trends, changing technology, emerging key issues, the list goes on. There are plenty of challenges and opportunities ahead in 2009 for real estate and the Louisiana REALTORS® Association is committed to helping its members meet the future head-on.

Your annual dues dollars represent an investment in the state's real estate industry – a commitment to keep it healthy and maintain an environment that allows REALTOR® practitioners to become successful.

As trustees of that investment, Louisiana REALTORS® works everyday to help you maintain a successful, profitable practice. As you browse this publication, you will notice that LR has streamlined its structure and reconfigured key services to provide you with the best return on your dues investment.

A critical component of any association is the involvement of its membership, and LR invites the active participation of REALTOR® members. Volunteer opportunities are available through Teams, task force involvement, a variety of industry events and via the Internet. We look forward to being your partner in success for 2009 and beyond. For more information about how to get the most out of your LR membership, please visit our member services website at [LAREALTORS.org](http://LAREALTORS.org) or contact our helpful staff at 800-266-8538.

ready for the future.

# 2009 Leadership



**Judy Burkett ABR CRS**  
President  
Judy Burkett REALTORS<sup>®</sup>, Baton Rouge



**Michael Indest, GRI MGRI SRES SRS**  
President-Elect  
Michael O Indest REALTOR<sup>®</sup>, Kenner



**Derenda Grubb, ABR CRS GRI**  
Secretary/Treasurer  
Century 21 Bessette Realty,  
Lake Charles



**Mark Rodi, ABR CRB CRS**  
Immediate Past President  
RE/MAX Affiliates, Metairie



**Malcolm Young, RCE CAE**  
CEO  
Louisiana REALTORS<sup>®</sup>

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## Regional Vice Presidents

**Roland Hall**  
Region I  
*Hall and Company*

**Alfred Lopez**  
Region II  
*Coldwell Banker Pelican*

**Pamela Testroet**  
Region III  
*RE/MAX Good Earth Realty*

**Phoebe Whealdon**  
Region IV  
*Coldwell Banker TEC REALTORS<sup>®</sup>*

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## Division Directors

**Andrea McKey**  
Marketing &  
Member Services  
*Coldwell Banker One*

**Marbury Little**  
Legislative  
*Derbes-Tatje REALTORS<sup>®</sup>*

**Gretchen Ezernack**  
REALTORS<sup>®</sup> Commercial Alliance  
*Faulk & Foster*

**Regina Allemand**  
Professional Conduct  
*Prudential Gardner REALTORS<sup>®</sup>*

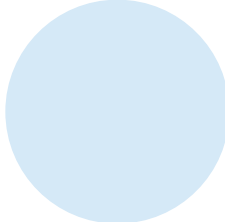
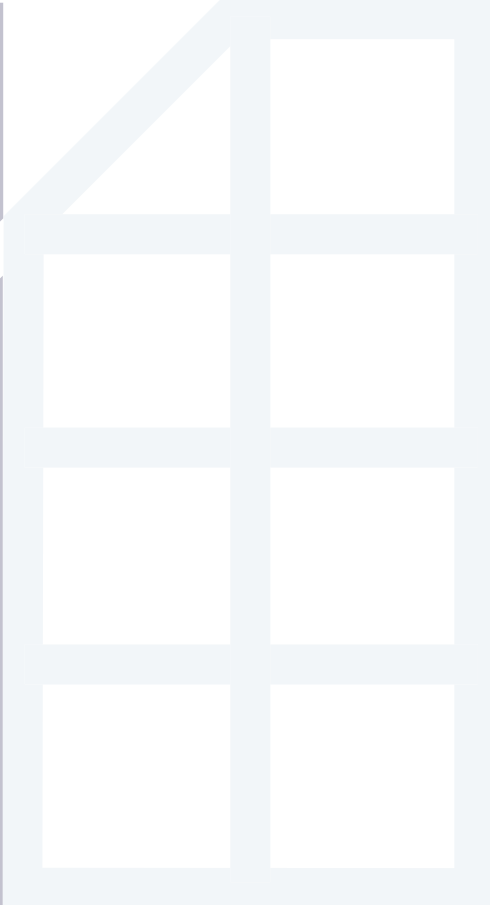
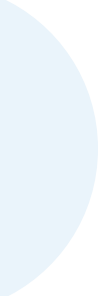
**Lynda Butler**  
Professional  
Development  
*Burns & Company*

**Linda Moore-Morgan**  
Association Executives Chair  
*Northwest Louisiana  
Association of REALTORS<sup>®</sup>*

**Conchita Sulli**  
LARPAC  
*Conchita L Sulli & Associates*

**Connie Kyle**  
NAR Regional Vice President  
*CJ Brown Perkins*

# 2008 At A Glance



## Keeping it Positive



Louisiana REALTORS® worked overtime in the public relations area in 2008 to counter negativity and educate the state's REALTORS®, media and public about the positives in the Louisiana real estate market. Low unemployment, solid home values, stable lenders, and continued economic development throughout the state helped Louisiana avoid many of the problems experienced nationwide. LR conducted a series of media tours, interviews and presentations to deliver the message and will continue to do so in 2009.

*Loren Scott addresses attendees at the Spring Conference in Baton Rouge as part of LR's initiatives to give REALTORS® a positive "dose of reality" on the state economy*

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## Strengthening Real Estate



*The association's new Legislative Office adjacent to the State Capitol increased REALTOR® access and exposure to lawmakers, allowing for more effective lobbying efforts and issue development.*

In the first state legislative session since term limits went into effect, LR kept very active advancing legislation to protect the industry and educating new lawmakers on REALTOR® issues. As part of the ongoing effort to increase professionalism in the industry, LR passed enhanced educational requirements for licensees. An appraisal peer review committee was established, and restrictions were lifted for licensees seeking to sell adjudicated properties. Through our work with other lobbying groups, greater accountability measures for mortgage lenders were established, and legislation was passed to establish more equitable regional insurance deductibles.

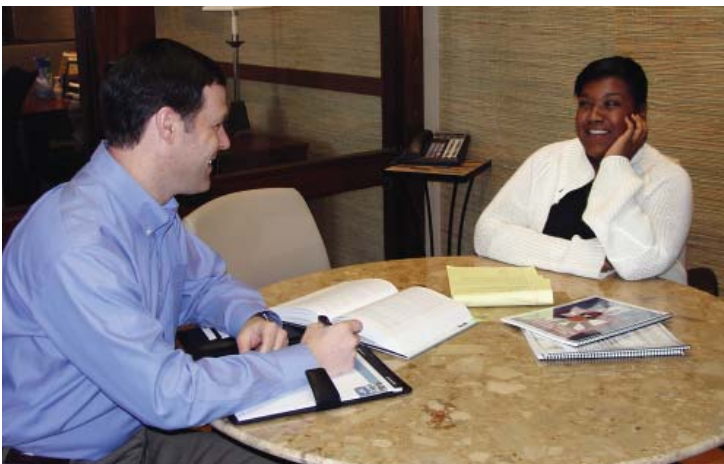
## Building Skills & Knowledge



Commercial REALTORS® participate in a breakout session during December's "Successful Negotiations in Commercial Real Estate" course, taught by CCIM Institute Senior Instructor Ralph Spencer.

Over 50 live classroom courses were delivered by LR throughout Louisiana, offering members continuing education credit, designation opportunities and pertinent industry topics with top national instructors. Nearly 3,000 real estate professionals enhanced their professional development with LR in 2008 with specialized topics in marketing, technology, negotiations, commercial transactions, credit financing, listing presentations and much more.

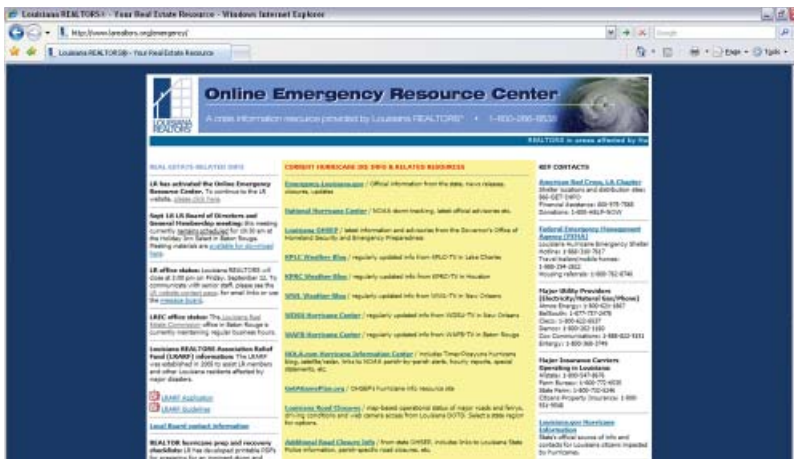
## Mitigating Risk



General Counsel Scott Johnson and Assistant Tiffany Patton review Legal Hotline questions submitted via LRealtors.org.

LR brought much of its legal and risk management services in-house in 2009, adding legal staff and enhancing tools and services to keep REALTOR® brokers and agents informed and compliant with the law. An improved LR Legal Hotline, seminars on key legal issues, and timely assistance with other legal needs represent ongoing enhancements in LR's risk management effort.

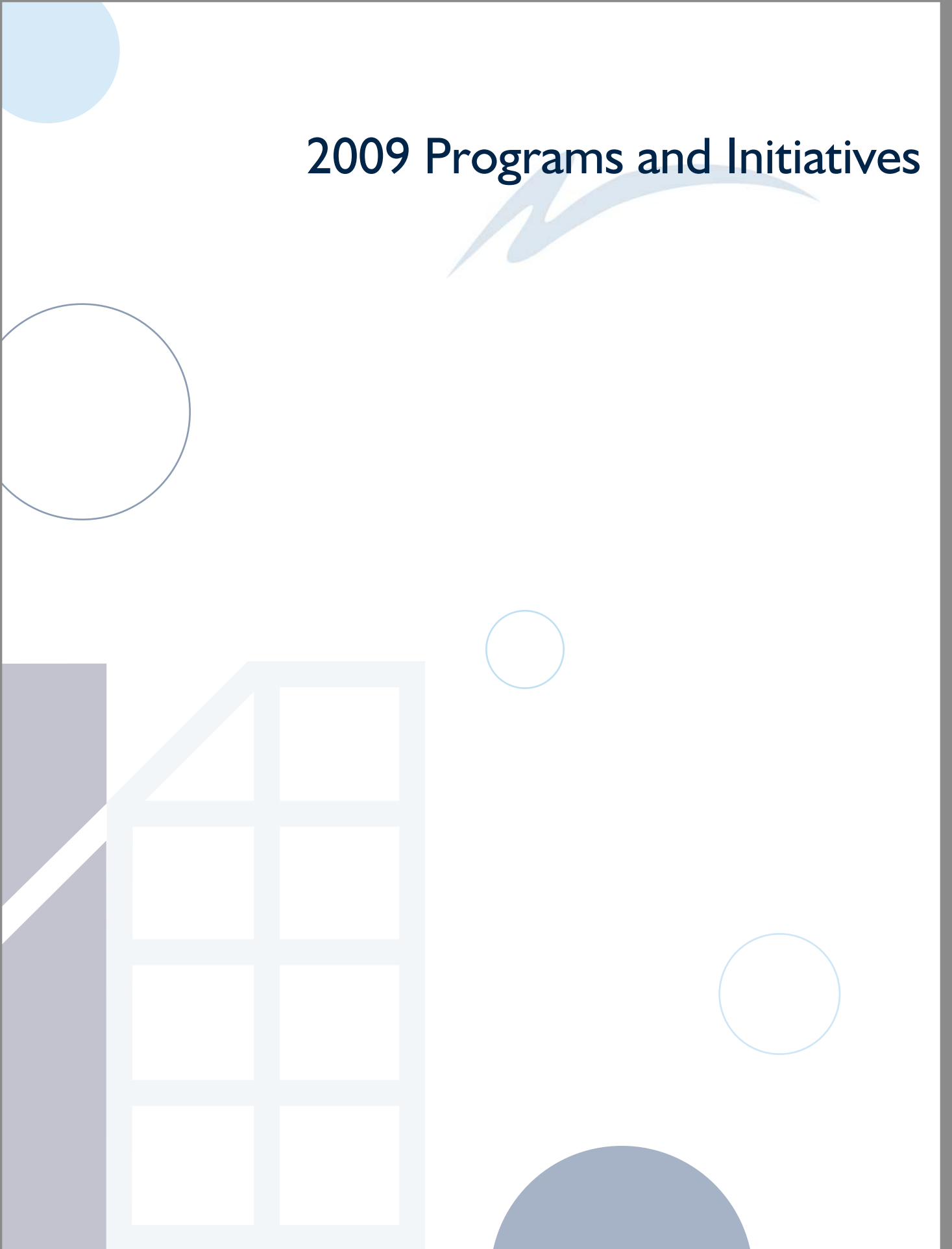
## Weathering the Storms



LR's Emergency Online Resource Center provided critical information and an alternative communication tool for REALTORS® affected by Hurricanes Gustav and Ike.

Many REALTOR® members around the state were impacted by Hurricanes Gustav and Ike in the fall of 2008. Despite the arrival of Gustav in the days leading up to the association's Fall Convention, LR assessed the situation, cancelled the event and immediately changed gears to help affected REALTORS®. Assistance was provided through the Disaster Relief Fund and the online Emergency Resource Center to help members get their lives and businesses back in order.

# 2009 Programs and Initiatives



# Professional Development



**Lynda Butler, Division Director**

Staff Contact: Amy Phuphanich (800-266-8538, amy@larealtors.org)

## Continuing Education

LR is scheduling a series of eighteen course offerings to help members satisfy the 4-hour mandated continuing education topic requirement (statewide purchase agreement) for license renewal in 2010. Additionally, LR will again offer an alternative commercial course (commercial purchase agreements) which satisfies the 4-hour requirement. A series of CE offerings will also be conducted to educate members on legal issues impacting the industry.

## Graduate REALTOR® Institute (GRI)

GRI is the most sought-after national real estate designation in the country, covering a variety of key topics and issues. In 2009, LR will offer a minimum of 20 GRI courses around the state for members to pursue the flagship residential REALTOR® designation.

## More Designation Programs

LR will also provide opportunities for members to pursue and complete the ABR (Accredited Buyer Representative), SRS (Seller Representative Specialist), and SRES (Senior Real Estate Specialist) and Green designations in 2009.

## Online Learning Center

In 2009, LR will roll out its new distance and online learning platform for GRI and CE courses, allowing REALTORS® the flexibility of completing course credit and designation programs anytime, anywhere.

## Appraisal Coursework

LR will again partner with the Appraisal Institute in 2009 to provide a minimum of three appraisal courses (Shreveport, New Orleans, Baton Rouge).

## LR Leadership

LR's acclaimed leadership training program enters its eighth year developing a network of leaders across the state actively involved in improving the REALTOR® association and real estate profession. Participants will increase their awareness of real estate and association management issues and challenges and become involved in problem-solving activities on issues of key interest. To date, 116 individuals have completed the program and it is anticipated that there will be 20 participants in 2009.

## “Lunch & Learn” Webinars

A series of short sessions for brokers/managers on timely topics (e.g., profitability, business models, risk reduction, business management/planning, etc.) to be conducted through an online webinar format, offered as a free member service.

## GRI Masters Program

This unique program takes the GRI program to the next level. It consists of advanced programming to include technology, advanced marketing/advertising, working with generational differences, negotiating skills, networking/referrals, etc for those who have earned the GRI designation. In addition to the MGRI, those who complete the coursework will also earn the nationally recognized SRS designation.

# Professional Conduct



**Regina Allemand, Division Director**

Staff Contact: Scott Johnson (800-266-8538, [scott@larealtors.org](mailto:scott@larealtors.org))

## Professional Standards Hearings & Mediation Proceedings

LR will continue to conduct, as necessary, mediations and hearings on ethics complaints, and work to ensure that the membership is provided with the most current information on NAR's professional standards governing policies, enforcement procedures and the Code of Ethics.

## Annual Professional Standards Training

This course with national instructor Lynn Madison is geared towards members of state and local Professional Standards, Grievance and Mediation committees and any member interested in obtaining the training. It ensures that REALTOR® members are qualified to handle professional standards complaints filed against members on the state or local level, as well as to satisfy the requirement for serving on the state's Grievance, Professional Standards and Mediation Teams.

## Mediation Training

LR will provide three regional 1-day mediator/mediation training sessions conducted by its General Counsel. The course is designed to enhance and refine existing mediation skills to enable participants to serve as mediators for their state and local associations and to share the techniques, skills and expertise they gain with others to provide mediation as a valuable dispute resolution tool.

# Legislative



**Marbury Little, Division Director**

Staff contact for governmental affairs: Norman Morris (800-266-8538, [norman@larealtors.org](mailto:norman@larealtors.org))

Staff contact for risk management: Scott Johnson (800-266-8538, [scott@larealtors.org](mailto:scott@larealtors.org))

## State Legislative Session Involvement

In 2009, LR plans to be very active in the state legislature once again. We will work to pass legislation improving home warranty company accountability, the availability and affordability of property insurance, the state's timeshare law, the regulation of real estate auctions and many more issues of importance to the Louisiana real estate industry. For complete information on the 2009 LR legislative agenda, please visit [LAREALTORS.org/legislative](http://LAREALTORS.org/legislative).

## Grassroots Outreach Programs

Nine LR-sponsored legislative outreaches will be conducted prior to the start of the 2009 Regular Legislative Session. These informative sessions held in conjunction with local boards of REALTORS® are designed to educate REALTORS® and legislators on upcoming real estate issues.

## REALTOR® Day

This annual legislative networking event, scheduled in conjunction with the annual REAL Issues Spring Conference, allows REALTORS® the opportunity to meet face to face with state lawmakers to discuss real estate issues.

## LR Legislative Super Fund

Newly created for 2009, the Legislative Super Fund consists of monies set aside to assist REALTORS® in the passage or defeat of legislation that would critically affect the industry (particularly to defend against taxes on commissions, transfer fees). Across the country, there is a growing trend of taxes on real estate, and state associations are setting up action funds to fight and defeat those proposals. LR's Super Fund will provide critical support for the state's real estate industry if and when a transfer fee or other such real estate taxing proposal emerges. The program will also be used to help support study resolutions and help LR to develop a grassroots coalition with Louisiana homeowners (through a consumer database/website) to expand the LR position and strength on legislative/regulatory issues.

## Regional REALTOR® Broker/Legislator Meetings

Held after the conclusion of the legislative session, these events will provide REALTOR® brokers an opportunity to meet with their region's legislators in an effort to better educate them on LR issues and to discuss what the agenda for real estate will be in 2010. These meetings will serve as an important building block for furthering our relationships with newly-elected legislators.

## Federal / Congressional Outreaches

These in-district meetings conducted with state leadership, local leadership and elected members of Congress, provide a platform for discussion of national real estate issues and help REALTORS® build stronger relationships with Louisiana's Congressional delegation and their staffs.

## Legal Hotline Service

LR's Legal Hotline allows brokers to receive answers to questions pertaining to real estate law and compliance issues. Brokers submit their questions in writing. Questions are then referred to the appropriate legal counsel and a response is forwarded to brokers at no charge as a member service. An online archive of past inquiries and opinions is maintained for members only at LAREALTORS.org. LR is revamping the Legal Hotline system and its online Broker Toolkit in 2009 to provide faster response and easier access to answers on legal/risk management questions.

## Red Stick Report

This monthly e-publication is sent to all members and covers pertinent and timely legal and risk related topics to enhance REALTOR® knowledge in these issue areas.

## Legal Outreach Programs

The LR General Counsel will conduct two-hour sessions prior to the Legislative Outreaches that will provide REALTORS® will the latest updates on legal issues and case law.

# Marketing & Member Services



**Andrea McKey, Division Director**

Staff contact: Kevin Calbert (800-266-8538, [kevin@larealtors.org](mailto:kevin@larealtors.org))

## Marketing & Communications

LR will continue its effort to educate members, media and the general public on market conditions in Louisiana, positive points about the state economy, and the benefits REALTORS® bring to the real estate transaction. LR will continue its weekly *eNews Digest* and monthly *eNews Commercial* e-publications, will distribute news releases on industry issues and conduct media tours to inform the media and consumers on real estate issues.

## REALESTATELOUISIANA.com

LR will further expand its consumer website with improved online tools and data, helping REALTORS® better position themselves as a trusted, reliable source of information on most things related to home ownership.

## Research & Real Estate Trends Report

Statewide real estate statistics, demographics and economic data related to the industry will be compiled by LR, and a quarterly *Real Estate Trends* report will be published. State sales/listing trends, employment/demographic statistics, updates on economic development activity and mortgage lending will be featured in the report, which will be available to all LR members.

## Alternative Content Delivery

In 2009 LR will be establishing an alternative delivery system for its seminar content, information briefings and meetings, such as a videoconferencing network with local boards, webcasts and podcasts, which will provide the foundation for full education delivery in the future. A regular schedule of online events will be developed.

## Social Networks

LR will continue to maintain an active presence on targeted social networking websites, such as FaceBook, ActiveRain, LinkedIn, etc. We will integrate more of these tools into overall LR communications to cultivate more discussion and interaction with the membership and deliver news and information efficiently to REALTORS®.

## Affinity Program Development

LR will continue to pursue partnerships with companies that offer exclusive or discounted services to REALTORS®, enhancing its selection of relevant member benefit programs that save REALTORS® money and time.

# REALTORS® Commercial Alliance



**Gretchen Ezernack, Division Director**

Staff contact: Kevin Calbert (800-266-8538, [kevin@larealtors.org](mailto:kevin@larealtors.org))

## Statewide Alliance of Commercial Entities

LR will continue its efforts to partner with the state's commercial groups (CCIM, CIDs, LACDB, local boards, etc.). We will participate in key events/programs and work to improve communication and cooperation with other commercial organizations. The goal is to increase commercial REALTOR® awareness of available programs and services, and enhance those services where possible in order to better address the needs of commercial practitioners.

## State Commercial Designation Program

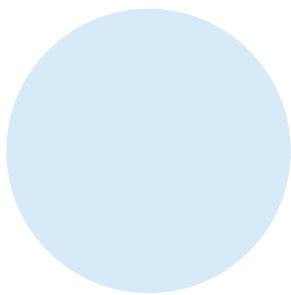
In 2009 LR will develop a curriculum and implementation plan for a statewide designation in commercial real estate fundamentals.

## Commercial Development Conference

This is LR's annual event where commercial members receive updates on key aspects of their business, specifically legal & legislative activity related to commercial real estate. Speakers usually include industry experts, LR legal counsel and NAR staff. The conference will be held in August 2009 in Lafayette.

## Commercial Services Delivery in Non-CID Markets

We will work to develop and deliver services geared toward commercial REALTORS® in areas of the state that do not fall under the jurisdiction or influence of the state's CID groups. This program will include issues briefings and networking sessions for commercial REALTORS® in the Alexandria, Houma/Thibodaux, Lafayette, Lake Charles and Monroe areas.



# Member Services Partners



Through special arrangements with a variety of vendors, Louisiana REALTORS® has negotiated discounts on a variety of products and services that can be beneficial to the operation of your business. On the following pages are our primary Member Services Partners, with information about the REALTOR® programs they offer. For the latest list, please visit [LAREALTOR.org](http://LAREALTOR.org) and check out “Member Discounts”.

## Health and Insurance

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### Major Medical Health Coverage - Ins/Mark of America

Ins/Mark of America offers LR members and their families a variety of choices of health insurance from highly rated companies. Choices of unlimited doctor visits with or without co-pays, choices of low or high deductibles, choices of the lowest premium rates available and choices of the lowest premium costs for any health insurance, Health Savings Accounts (HSA). For complete information and a no obligation quote, members can visit [theREALbenefits.com](http://theREALbenefits.com) and click on "Health Insurance" or call 800-847-7503 to speak with a licensed Ins/Mark representative..

### Free Prescription Drug Discount Card - Ins/Mark of America

Ins/Mark of America has upgraded this popular FREE LR member benefit by offering the Ins/Mark – Sav-RX Drug Card through Clarity Pharmacy Services. Participants will receive up to 15% to 60% discounts on medications at a network pharmacy. Home delivery will receive from 30% to 50% discounts. All family members of participants are covered with this card. For more information or to enroll in this FREE benefit program, visit [theREALbenefits.com](http://theREALbenefits.com) and click on "FREE Prescription Card" or call 800-847-7503 to speak with a licensed Ins/Mark representative.

### Discount Dental Plan - Ins/Mark of America

Ins/Mark of America offers an extra 10% off the cost of 30+ dental plans. LR member participants and their families can now enjoy discounts of 10% to 60% on checkups, cleaning, braces, crowns, cosmetic dentistry and many more dental procedures. This offer is exclusive to REALTORS® and affiliate members of LR. To request a proposal, locate your dentist or enroll, visit [theREALbenefits.com](http://theREALbenefits.com) and click on "Dental Plans" or call 800-847-7503 to speak with a licensed INS/Mark of America representative.

### Preferred Vision Insurance – Ins/Mark of America

Ins/Mark of America offers the most popular SPECTERA vision plan. It is guaranteed issue, no deductible, no waiting period and has no exclusions. A comprehensive vision examination is provided annually in-network after a \$10 copayment. Frames and lenses are supplied after a \$20 copayment while using network providers. Out of network benefits are also included. For more information or to enroll, visit [theREALbenefits.com](http://theREALbenefits.com) and click on "Vision Plans" or call 800-847-7503 to speak with a licensed representative.

### Term Life Insurance – Ins/Mark of America

Ins/Mark of America now offers "RealGard" term life insurance to age 80 with no medical exam needed. It pays 100% from the first day, the benefits will never go down, spouses can be included and it has a level premium for the first 10 years. For complete information and a no obligation quote, members can visit [theREALbenefits.com](http://theREALbenefits.com) and click on "RealGard" or call 800-847-7503 to speak with a licensed Ins/Mark representative.



### Health Care Benefits - Physicians Mutual

Physicians Mutual Insurance Company offers discounted Hospital/Medical/Surgical and Catastrophic Major Medical coverage to LR members. These policies were specially designed to be an affordable option for your health care needs, and can be purchased together or separately. A top rated carrier with more than 100 years of health insurance experience, Physicians Mutual has the expertise to live up to their slogan, "We're here when you need us." These health care benefits are available to association members, spouses, parents, and grandparents at discounted rates. For more information, contact Karen Mitchell at 1-877-749-8051 (Baton Rouge: 225-772-2794) or [karenmitchell@cox.net](mailto:karenmitchell@cox.net).

### Long Term Healthcare - Physicians Mutual

Physicians Mutual Insurance Company offers an attractive franchise package of long-term care benefits available to Louisiana REALTOR® members.



### ASI - Premier Health Care Savings Plan

Accidents Happen. Be Prepared. In association with Louisiana REALTORS®, ASI, Affordable Services Inc, is offering the Premier Health Care Savings Plan at a very special LR member rate of \$29 per month (regularly \$52) for the entire family. This comprehensive non-insurance discount plan offers members an average 30 to 40% savings on any hospital stay and doctor visits, accidental, prescription, up to 60% savings on dental and vision coverage. All pre-existing conditions qualify, no waiting periods, no deductibles; just peace of mind. In addition to the health benefits, the plan includes free personal unlimited long distance telephone service, and a free cell phone with 250 free minutes per month! For more information, or to enroll, please contact John Rauch at 1-877-449-7605.



### Discounted Dental, Vision, Other Medical - Louisiana Dental Plan

Through Louisiana Dental Plan, Louisiana REALTORS® is offering discounted dental, vision and other coverage to REALTOR® members. In addition to dental benefits, participating Louisiana REALTOR® members will also receive vision, hearing, massage therapy, cosmetic surgery, chiropractic service and prescription drug benefits. Louisiana Dental Plan is a reduced fee Dental Preferred Provider Network (DPPN). Unlike traditional dental insurance, the program has no waiting periods, no claim forms and no annual or lifetime maximums. Orthodontics and pre-existing conditions are included, and they require no pre-authorization for treatment.



### Long Term Healthcare - Monumental Life

Members, their extended family and employees receive an 8% premium discount, simplified application process and consultation with a long term care insurance specialist.

## Business, Financial & Marketing Products & Services



### Online Fair Housing Compliance Management – FairHousingGuide.com

“Comply, comply, comply” has replaced “location, location, location” as the three most important rules of real estate. Fair Housing is, without question, the most difficult of all compliance issues. FairHousingGuide.com is a complete system for the broker or property manager who wants to comply AND to document it. FairHousingGuide.com provides associate training, custom policy manual, customer brochure, customer data base, electronic Fair Housing Officer, and email alerts that comprise a compliance solution, instead of a band-aid. LR has partnered with FairHousingGuide.com to offer significant discounts to our member brokerages.



### REI Wise - Investment Analysis & Marketing Software

REI Wise offers superior analysis and marketing tools to agents and brokers involved in real estate investments. The easy-to-use software requires the user to simply enter data about an investment opportunity. The software will then run a complete twenty-year financial analysis and produce fully branded marketing materials. REI Wise excels at integrating financial analysis with marketing to produce the best investment packages available. Through a special partnership, LR members may purchase any REI Wise product or service at a discounted rate.



### Discounted Prices with Office Depot

As a member of Louisiana REALTORS®, you are eligible to take advantage of a free benefit program designed to save you money. This program offers you access to very competitive contract pricing on goods and services essential to your business. Enjoy overall savings between 18-25% annually on office supplies, promotional products, custom stationary, office furniture, computer products/supplies and the copy and print center.



**Priority Partners Banking Services for REALTORS® - Regions Bank**

Regions Bank offers a special package of banking services designed to help REALTORS® meet their financial needs. The "Priority Partners" program for REALTORS® includes a free checking account requiring no minimum balance, Visa checkcard, full online banking services, and discounts on a variety of banking services from traveler's checks and safe deposit box rental to MasterCard and Visa credit cards and installment loans. Members visit any Regions Bank branch to apply, or contact Deb Day with Regions at 225-924-9276 for more information.



**MBNA Louisiana REALTORS® Platinum Card**

MasterCard with no annual fee; credit line of up to \$100,000; 24-hour customer service; members call 1-800-523-7666 for more information or to apply.

## Technology-Related & Miscellaneous Products & Services



RealEstateLouisiana.com

**Free REALTOR® webpage - RealEstateLouisiana.com**

RealEstateLouisiana.com contains residential property listings, a comprehensive directory of all Louisiana REALTORS® and real estate companies and more. Louisiana REALTOR® members receive a FREE homepage on the site.



**Electronic Data Vaulting: Reliable Offsite Backup of Business Data - Network Technology Group**

LR is pleased to announce that it has partnered with Network Technology Group (NTG) to offer their "Data Vault" service to members, member brokerages and local boards of REALTORS® at a discounted rate.

The "Data Vault service provides a secure way for your business to protect its critical business data, by providing an automated, integrated, and cost-effective solution for backing up your company's servers/desktops/laptops to NTG's Tier IV data center facilities. These data centers feature redundant power circuits, triple-redundant diesel generators, redundant battery backup systems, redundant Internet connections through multiple and diverse Tier IV Internet providers, onsite 24X7X365 monitoring and security, bulletproof walls, a non-water based fire suppression system, and many additional components to ensure that your data remains safe in a crisis situation.

Make sure you have a plan in place for protecting your company's valuable business data. For complete information on how NTG's "Data Vault" solution works, or to request a proposal or sign up for a no-risk 30-day trial, contact Toby Balsam with NTG at 225-214-3847 and identify yourself as a Louisiana REALTORS® member.



**Discounted Software Training for REALTORS® - LANtec**

Need Help Taking Control of Your PC? Create attractive brochures & flyers, effective mail-outs, manipulate digital photos, and better manage your contacts and overflowing inbox? Louisiana REALTORS® has partnered with LANtec Computer Training Center (with locations in Baton Rouge and Lafayette) to offer substantially discounted computer courses exclusively to all members.



**Online Utility Connection Services - ConnectUtilities.com**

Louisiana REALTORS® has an exclusive partnership with the nation's leading outsourced utility connection professional, ConnectUtilities.com. ConnectUtilities.com has consolidated the traditionally burdensome utility connection process, allowing for utility disconnections and/or connections to be taken care of in minutes, not hours. Through our partnership, LR members have access to this convenient online connection service FREE OF CHARGE.



**REALTOR® Safety Products - SafeShow Inc.**

Louisiana REALTOR® members receive 20% off all protection products offered by Safeshow Inc. Safeshow is the first and only company that manufactures safety products specifically for REALTORS®.

**For more information on how to participate and for the most up to date list of member discounts available, please visit [www.LAREALTORS.org](http://www.LAREALTORS.org)**



In addition to the above discount and benefit programs offered by Louisiana REALTORS®, the National Association of REALTORS® offers a variety of special discounts and offers through its REALTOR® Benefits program. For more information, please visit [www.REALTOR.org](http://www.REALTOR.org)



# New Governance Model Goes Into Effect

In 2007, the Louisiana REALTORS® Board of Directors approved a new governance model for the association. The new structure was recommended by a special workgroup of REALTOR® leaders and passed by the Board in the fall of 2007. 2009 is the first year that the new governance model is in effect. This section provides background, rationale and details on how LR now structures its volunteer leadership.

The governance workgroup was asked to investigate association models nationwide and produce a plan to bring LR's volunteer leadership structure more in line with the strategic goals of the organization. After studying governance trends, conducting surveys and focus groups, and consulting with top association management professionals, the workgroup recommended that the organization transition to a Strategic Board structure and identified key objectives of the change.

A Strategic Board structure places emphasis on “visioning” and results rather than details and implementation, and is composed of industry leaders appointed because of the knowledge and expertise they offer, not simply because of offices held or the areas they represent. Committees in a Strategic Board system are deployed as needed, and the size of the Board is much smaller. Specific objectives defined by the workgroup were as follows:

- Transform the Board of Directors into a much more effective governing body that provides both stronger strategic and policy-level leadership and a more satisfying governing experience for Board members.
- Match the new structure and Teams, addressing governance, planning & development, performance oversight and external/member relations.
- Increase membership participation on all levels of the organization with value-added experiences.

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## Why The Change?

- Ensures that the organization is relevant to REALTOR® members
- Provides the ability to adapt to fast-moving industry changes, and quickly address the issues impacting our members' business
- Helps cultivate an involved membership base
- Delivers measurable value to members
- Creates value-added experiences for volunteer time
- Attracts different generations and constituencies representative of LR's membership base
- Transitions from just maintaining existing programs to developing innovative, sustainable new programs.

# Makeup of the BOARD OF DIRECTORS

## Officers and Division Directors

LR Officers (President, President-Elect, Secretary-Treasurer and Immediate Past President); LR Regional Vice Presidents (4 slots); LR Division Directors (5 slots). LR officers serve 1-year terms.

## Local Association Designated Slots

Each local association will be allocated designated slots. Depending on the size of the membership of the local association, the local association is entitled to a specific number of directors, based on the following:

Each local association is entitled to submit the name of their President, or a designee from the local association in the event the President chooses or is unable to serve meeting the established director criteria.

If a local association has 200 members or more, the local association is entitled to an additional director in addition to its President. If a local association has 1,000 members or more, they receive an additional director. Additional directors are added for every 1,000 members of the local association until the maximum allotment of six directors is reached.

Local association designated director slots, with the exception of the appointment of the President or Designee in lieu of the President, shall be for two-year terms.

## At Large Slots

Thirteen (13) At-Large director slots are available. Candidates for these slots are nominated by individual REALTORS<sup>®</sup>, placed on a ballot and elected Board of Directors. At-Large Directors serve staggered 2-year terms.

## Specialty Slots

The following Board slots designated for special groups and business specialties are as follows: Association Executive (nonvoting, 1-year term); Chairman of LARPAC (1-year term); Commercial Representatives (two slots, submitted by LR's REALTORS<sup>®</sup> Commercial Alliance Team, 1-year term); Appraiser Representative (submitted by the Appraisal Team, 1-year term); LR Past President (submitted by the Past President's Team, 1-year term); Large Firm Representative (owner or designated manager of real estate firms with over 500 licensees in the state of Louisiana, 1-year term)

## NAR Directors

Any person from Louisiana serving as a NAR director and meeting the established criteria shall serve as a member of the board of directors for the duration of their national term.

**For more information on the Louisiana REALTORS<sup>®</sup> governance structure and the Board of Directors, please contact Malcolm Young at 800-266-8538 or [malcolm@larealtors.org](mailto:malcolm@larealtors.org)**



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