

2010 PROGRAM OF WORK

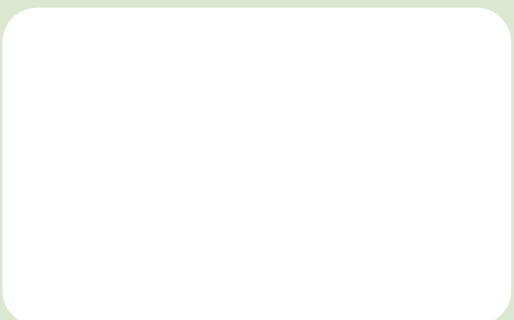


Table of Contents

■ Introduction	3
2010 Leadership	4
■ Strategic Plan	5
■ Programs and Initiatives	8
■ Member Services Partners	13



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.

Introduction

By most accounts, Louisiana's real estate industry fared very well in 2010 compared to most of the country. Many of the state's markets experienced a stabilizing year, despite the national economic downturn that impacted sales, home values and mortgage financing. Challenges remain, but like its REALTOR membership, LR anticipates further improvement for 2010 and has outlined a program of work for the year which will help members maintain a successful, profitable real estate practice as we move toward healthier economic times.

LR's membership has remained stable—a positive commentary on the health of our statewide real estate market—and we thank you for your continued commitment. Your annual dues dollars represent an investment in the state's real estate industry, and this support allows LR to work hard towards maintaining an environment that allows REALTOR practitioners to become successful.

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 2010 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 or contact our helpful staff at 800-266-8538.



2010 Leadership



Michael Indest,
GREEN GRI ITI MGRI SRES SRS
President
Michael O Indest REALTOR®, Kenner



Derenda Grubb, ABR CRS GRI
President-Elect
Century 21 Bessette Realty,
Lake Charles



Rick Roberts, ABR GRI
Secretary/Treasurer
Avalar Realty Louisiana, Mandeville



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



Malcolm Young, RCE CAE
CEO
Louisiana REALTORS®

Regional Vice Presidents

Gladys F. Smith CRS GRI

Region I
Hall and Company

David McKey GRI

Region II
Coldwell Banker One

Bill Boyd

Region III
Houma's Town & Country Real Estate

Beth Cristina

Region IV
ERA Stirling Properties

Division Directors

Pamela Testroet
ABR GRI SRS

Marketing &
Member Services
RE/MAX Good Earth Realty

Connie Kyle
ABRM CRB CRS GRI

Legislative
Derbes-Tatje REALTORS®

Matthew Ritchie
REALTORS® Commercial

Alliance
Ritchie Real Estate

Evelyn Wolford
CRS GRI

Professional Conduct
Latter and Blum Inc/REALTORS®

Frank Trapani
ABRM CRB GRI MGRI

Professional
Development
Latter and Blum Inc/REALTORS®

Mary Jane Bauer
Association Executives Chair
REALTOR Association of Acadiana

Fred Huenefeld
LARPAC
Coldwell Banker Group One

Strategic Plan 2010-2012

The Louisiana REALTORS Strategic Plan is developed by the association's Strategic Planning Team and outlines the core actions and objectives for the association over a three year period. The team reviews the current plan on an annual basis and makes adjustments as necessary to address emerging issues and changing industry trends.

Objective 1:

Agents are profitable, educated and proficient, and able to relay their value to the public.

Core Actions:

1. Educate agents on the value they bring to the transaction
2. Deliver meetings and services to the Realtor member's doorstep

Additional Actions:

3. Modernize and market profitability education for agents / brokers, to include key skills and time management
4. Explore way to let members individualize general marketing campaign re: Realtor value
5. Use all methods of technology to communicate
6. Educate members on how and when to use various communication media
7. Develop "good news" resource center for members
8. Continue the promotion of positive real estate news and developments to membership and public at large including coaching members
9. Provide the Realtor community with information on the changing business climate, business trends, and business models
10. Provide motivational education for agents
11. Explore the role as education provider to all in-state licensees
12. Expand member access to education on REOs, short sales and foreclosures and bridge closer relationship with banking community
13. Offer education on generational differences in a real estate transaction

Objective 2:

Brokers are profitable and utilize all industry resources and information available.

Core Actions:

1. Maintain a communications program that informs brokers on the services and initiatives provided by the organization, and how it impacts their business
2. Counter incorrect and negative information distributed by media
3. Monitor real estate trends and keep all members informed

Additional Actions:

4. Expand broker outreach program to increase broker involvement
 5. Expand broker resource online
 6. Educate brokers on business management issues and profitability
 7. Expand service to all business models and firm sizes
 8. Streamline communications to eliminate redundancy
-

Objective 3:

Consumers recognize REALTORS® as the primary point of contact for all real estate needs and information and keep them central to the transaction.

Core Actions:

1. Continue LR efforts to promote Realtor value
2. Develop positive verbal communication training for members to communicate with consumers

Additional Actions:

3. Ensure public recognizes the LR as the voice of Realtors and advocate for consumers
4. Partner with major media (piggyback on NAR spokesperson training) to be the source of information, armed with facts and figures
5. Develop tool kit for local media blitz
6. Create a comprehensive marketing plan to project a positive image and counter negative media reporting
7. Develop "good news" resource center for consumers

Objective 4:

Government consults with REALTORS® on all legislation dealing with the real estate industry and supports and promotes the REALTOR® agenda

Core Actions:

1. Continue efforts to maintain strong relationships with elected officials to establish a healthy environment for real estate professionals and consumers
2. Support legislative action that benefits agents and consumers resulting in improved conditions for the real estate market
3. Support laws that limit unnecessary risk and liability for all members
4. Continue to oppose government actions to take dollars from the real estate transaction

Additional Actions:

5. Continue to lobby for increased real estate license requirements
6. Work with LREC to revise broker education for licensing and CE
7. Work with LREC on improved rules and regulation for teams
8. Lobby to improve the financing process for consumers
9. Promote affordable health insurance availability to all Realtors
10. Continue pursue property insurance that is affordable and available
11. Encourage members to be involved in the political process and support all association political activities
12. Continue to implement contingency plans to address major, unanticipated industry issues

Objective 5:

Members perform at the highest level of competency and professionalism.

Core Actions:

1. Promote and educate members on professional standards and mediation process

Additional Actions:

2. Encourage members to report unethical or illegal behavior and file complaints when appropriate
3. Examine vehicles to promote Realtor brand
4. Encourage an increased presence in local community and volunteerism by members
5. Expand website section on liability trends, risk management, issues
6. Continue to provide designation classes that develop specialized skills to serve specific consumer groups

Objective 6:

Realtors embrace and utilize technology to ensure future success.

Core Actions:

1. Monitor emerging technologies and keep members informed

Additional Actions:

2. Explore offering tech support and training for members



Programs and Initiatives

Information on priority Louisiana REALTORS programs, initiatives and services follows in this section. For more details on any of the issues or programs referenced, please contact the appropriate LR staff contact listed for each division.

Professional Development



Frank Trapani, Division Director

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

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 2010, LR will offer multiple GRI courses for members to pursue the flagship residential REALTOR designation. Courses will be offered in live format and via videoconference to satellite locations.

More Designation Programs

LR will also provide opportunities for members to pursue and complete the ABR (Accredited Buyer Representative), SRS (Seller Representative Specialist), and GREEN designations in 2010.

Online Learning Center

LR's partnership with REALTOR University gives members a quality online learning platform for GRI and CE courses and the flexibility of completing course credit and designation programs anytime, anywhere.

Commercial Continuing Education

LR will be offering its "Commercial Leases" and "Commercial Purchase Agreements" courses around the state in 2010 to provide commercial Realtors with specialized material to help them meet their continuing education requirements.

At Home With Diversity

At Home With Diversity is an educational experience designed to present a picture of the changing face of the real estate industry. In 2010 LR will offer the live classroom version of the course in Baton Rouge, as well as the online version through the REALTOR University platform. Attendees will earn one GRI credit and the AHWD designation.

Appraisal Coursework

LR will again partner with the Appraisal Institute in 2010 to provide two appraisal courses.

LR Leadership

LR's acclaimed leadership training program enters its ninth 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.

“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.

Professional Conduct



Evelyn Wolford, Division Director

Staff Contact: Scott Johnson (800-266-8538, 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.

Regional Professional Standards Training

LR staff and volunteers will conduct these in-region education sessions for local boards and members of Professional Standards, Grievance and Mediation teams.

Annual Professional Standards Training

LR’s annual offering of this comprehensive professional standards course 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.

Mediator Training

LR’s statewide program to train and certify mediators to be able to resolve disputes among members without the time and expense involved in conducting hearings. Mediation promotes cooperation and positive relations among REALTORS, and is a mandatory service to be provided by local and state associations.

Legislative



Connie Kyle, Division Director

Staff contact for Governmental Affairs: Norman Morris (800-266-8538, norman@larealtors.org)

Staff contact for Risk Management: Scott Johnson (800-266-8538, scott@larealtors.org)

State Legislative Session Involvement

LR is prepared for an active 2010 session. LR will oppose any attempts to impose additional transfer fees or recordation taxes. We will work to pass legislation improving the state’s real estate agency, condominium, mortgage lending and home inspector licensing law. We will also continue our efforts with the Coalition to Insure Louisiana to make property insurance available and affordable for the state’s homeowners, and remain active on many more issues of importance to the Louisiana real estate industry. For complete information on the 2010 LR legislative agenda, please visit LAREALTORS.org/legislative.

Grassroots Outreach Programs

Nine LR-sponsored legislative outreaches will be conducted prior to the start of the 2010 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 REALTOR Action! Spring Conference, allows REALTORS the opportunity to meet face to face with state lawmakers to discuss real estate issues.

Broker Legislative Sales Meeting & LARPAC Statewide Tour

LR staff and elected leadership will conduct in-office meetings with brokers and their agents. The purpose is to engage them on key issues, inform them on the resources available through the association, educate brokers on the new laws passed during the session, incorporate NAR's Broker Grassroots Program and provide LARPAC education and involvement information. The meetings will take place following the conclusion of the 2010 state legislative session.

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.

Risk Management Outreach

The LR General Counsel will conduct presentations to members on pertinent legal and risk management topics in sales meetings, local board functions, and via videoconference.

Risk Management Month

A month-long series of initiatives designed to engage brokers and provide valuable risk management information to all members. A series of regional meetings/videoconferences will solicit broker questions and concerns, with dissemination of relevant information to members through articles and videoconference briefings.

Marketing and Member Services



Pam Testroet, Division Director

Staff contact: Kevin Calbert (800-266-8538, 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 2010 LR will work to expand its videoconferencing initiative and execute a schedule of regular conferences and briefing sessions and education offerings. In addition to the LR main office in Baton Rouge, satellite locations on the videoconferencing network include the New Orleans Metro, Northwest Louisiana, Northeast Louisiana, Acadiana and Central Louisiana Associations of REALTORS.

Orientation Video

A special video presentation introducing LR, its purpose and available services for new agents will be developed in 2010 and integrated into the LR website and new member orientation programs at the local board level.

Social Media

LR will continue to maintain its active presence on targeted social networking websites, such as Facebook and ActiveRain. 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.



Matt Ritchie, Division Director

Staff contact: Kevin Calbert (800-266-8538, 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 Certificate Program

In 2010 LR will develop a curriculum and implementation plan for a statewide certificate 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 will include industry experts covering a variety of commercial real estate issues. The conference will be held August 11, 2010 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. Below are our primary Member Services Partners, with information about the REALTOR programs they offer. For the latest list, please visit LAREALTOR.org and check out "Member Discounts".

Health Insurance



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 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 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 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 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 and click on "RealGard" or call 800-847-7503 to speak with a licensed Ins/Mark representative.



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 and 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



MongoFAX

Close deals faster! As a Louisiana REALTOR®, you receive Unlimited FREE access to MongoFAX. The LRA dedicated MongoFAX Cover Page empowers you to instantly fax paper-based documents (disclosure packages, signed contracts, etc.) for FREE directly to ANY email address in the world. No Sign Ups, Registrations or Passwords required. It's instant and it's COMPLETELY FREE!



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.

RealEstateLouisiana.com



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.



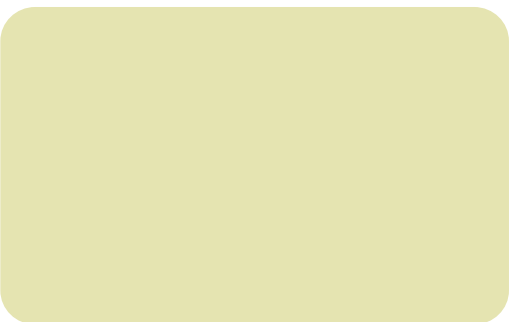
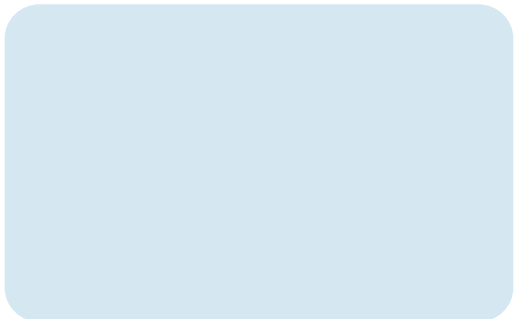
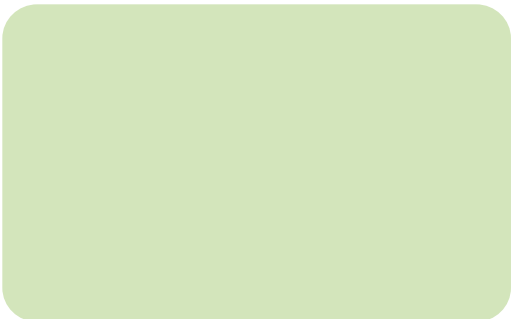
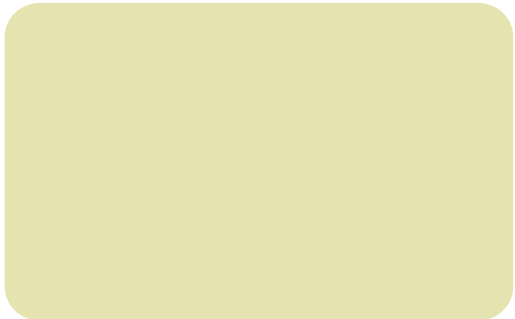
REALTOR® Safety Products - SafeShow Inc.

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



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



2010



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