

# 2012 Program of Work



# LOUISIANA REALTORS®

# Table Of Contents

Introduction ..... 3

2012 Leadership ..... 4

Strategic Plan ..... 5

Programs & Initiatives ..... 8

Member Services Partners ..... 12



*Louisiana REALTORS® is a 10,000+ 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

Despite challenging economic times, Louisiana REALTORS looks to 2012 with optimism. Our state's real estate market has regained momentum and is poised for further growth in the coming year. Increased economic development activity throughout Louisiana, stronger employment figures, and record low interest rates all contribute to a more positive outlook for real estate going forward.

As the voice of real estate in Louisiana, LR will continue its front-line efforts to strengthen the state's real estate industry and economy, and will embark on a program of work for 2012 designed to position REALTORS® for success in today's market environment.

LR thanks you for your membership and your continued commitment to professionalism in the real estate industry. Your annual dues dollars represent an investment in that industry, support which allows LR to work daily towards helping REALTORS® succeed and remain profitable.

An association of any type is only as strong as its members, volunteers and leadership. Through LR Teams, task forces, industry events, legislative activity and other opportunities, you have the ability to make an impact - for your practice and the real estate industry as a whole. For more information about how to get involved and 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.



## ***Mission Statement***

*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.*

# 2012 Leadership



**Patrick "Rick" A. Roberts, Jr. ABR GRI**  
*President*  
Avalar Realty Louisiana - Mandeville



**Thomas Eastman**  
*Division Director: Marketing & Member Services*  
Flavin Realty - Lake Charles



**David McKey GRI**  
*President-Elect*  
Coldwell Banker One - Baton Rouge



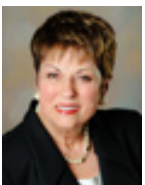
**Bill G. Boyd**  
*Division Director: Legislative*  
Houma's Town & Country Real Estate - Houma



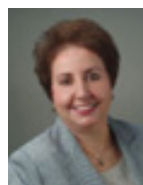
**Matthew Ritchie CCIM**  
*Secretary/Treasurer*  
Ritchie Real Estate - Alexandria



**Mark Inman CCIM**  
*Division Director: Commercial*  
Coldwell Banker TEC REALTORS - New Orleans



**Derenda Grubb ABR CCPS CRMS CRS GRI**  
*Past President*  
Century 21 Mike D. Bono & Co. - Lake Charles



**Eloise Gauthier GRI**  
*Division Director: Professional Conduct*  
Exit Realty Elite - Lafayette



**Judy Holland ABR CRS GRI LTG**  
*Region I Vice President*  
Century 21 United - Shreveport



**Lynda Butler GRI**  
*Division Director: Professional Development*  
Burns & Company, Inc. - Baton Rouge



**Wendy Howell CRS GRI**  
*Region II Vice President*  
PAR Realty - Lafayette



**Missy Whittington RCE**  
*Specialty Director: Associate Executives*  
New Orleans Metropolitan Assn of Realtors - Metairie



**Synde Devillier CRS GRI**  
*Region III Vice President*  
Real Estate Specialists of Louisiana, Inc. - Houma



**Sandra Guidroz CRS GRI**  
*LARPAC Chair*  
Noles-Frye Realty - Alexandria



**Sterling Ory, Jr. CRS**  
*Region IV Vice President*  
Joe Ory, Inc. - New Orleans

# 2010-2012 Strategic Plan

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

**REALTORS® are profitable, educated and proficient, and able to relay their value to the public.**

### Core Actions:

1. Educate REALTORS® on the value they bring to the transaction.
2. Deliver meetings and services to the REALTOR® member's doorstep.
3. Inform and educate REALTORS® on the value, services and benefits of the REALTOR® organization.

### Additional Actions:

1. Modernize through motivation, and market profitability education for agents and brokers, to include key skills.
2. Explore ways to let REALTORS® individualize general marketing campaign re: REALTOR® value (ex. Investing in real estate in Louisiana is a stable investment)
3. Educate members on how and when to use various communication media, including "real time media."
4. Provide the REALTOR® community with information on the changing Business climate, business trends, and business models.
5. Expand REALTOR® access to education on REOs, short sales and foreclosures and bridge closer relationship with banking community.
6. Communicate to new and current REALTORS® the benefits and services of the REALTOR® organization.
7. Work through the continuing education (CE) process to increase member competency through skill-based courses.

## 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. Promote "good growth" and positive economic news to members and public.

### Additional Actions:

1. Expand broker outreach program to increase broker involvement.
2. Educate brokers on business management issues and profitability.
3. Streamline communications to eliminate redundancy and to create the reputation of "the trusted source for real estate information."
4. Research the development of quality service expectations by clients and customers of the REALTOR®.



# 2010-2012 Strategic Plan

## 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. Develop positive verbal communication training for REALTORS® to communicate with consumers.
2. Educate the REALTORS® on new tools available for data for the real estate transaction (ex. RPR).

### Additional Actions:

1. Partner with major media to be the source of information, armed with facts and figures. Develop tool kit for local media blitz.
2. Market "good news" and positive industry information to 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 REALTORS®.
4. Continue to oppose government actions to take dollars from the real estate transaction.

### Additional Actions:

1. Continue to lobby for increased real estate license requirements.
2. Work with LREC to revise broker education for licensing and CE.
3. Lobby to improve the financing process for consumers.
4. Promote affordable health insurance availability to all REALTORS®.
5. Continue to pursue property insurance that is affordable and available.
6. Encourage members to be involved in the political process and support all association political activities.
7. Monitor approved continuing education suggested topics of LREC in order for the continuing education to match the skills of today's licensee.

## Objective 5

**REALTORS® perform at the highest level of competency and professionalism.**

### **Core Actions:**

1. Promote and educate REALTORS® on professional standards and mediation process.
2. Increase the skill and competency of REALTORS® to build greater accountability to consumers.

### **Additional Actions:**

1. Encourage members to report unethical or illegal behavior and file complaints when appropriate.
2. Examine vehicles to promote REALTOR® brand.
3. Expand website section on liability trends, risk management, issues.
4. Continue to provide designation classes that develop specialized skills to serve specific consumer groups.

## Objective 6

**Create a nurturing environment to encourage REALTOR® volunteer involvement and local association participation.**

### **Core Actions:**

1. Continue to recruit new volunteers for input and participation in LR products, programs and services.
2. Continue LR Leadership as a tool for volunteer training for leadership roles in the association.
3. Encourage an increased presence in the local community and volunteerism by REALTORS®.
4. Provide on an annual basis Officer and Board of Director training on fiduciary responsibilities and etiquette.
5. Promote and support programs to encourage participation of new REALTOR® members and to assist association members who wish to participate in state and national volunteer service.
6. Assist local associations with maintaining value, relevance and accountability in the course of potential shifts in their business models.



# 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



**Lynda Butler GRI**  
*Division Director*

**Staff Contact:** Amy P. Fennell  
(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 2012, LR will offer a minimum of three one day GRI courses in topics related to finance, risk management and technology to assist members pursuing this flagship residential REALTOR® designation. We will also develop short courses delivered in a “webinar” format as an alternative to some of the live classroom course requirements of the GRI program.

### *Xselleration*

In 2012, LR will host at least one offering of the Xselleration program. This 4-day program, broken into two offerings, combines training on a variety of skills to help agents to get up and running with a successful practice. Course registration options will include live and attending via videoconference.

### *Other NAR Certified Designation Courses*

LR will also provide opportunities for members to pursue and complete the ABR (Accredited Buyer Representative) designation, REBAC electives, BPOR (Broker Price Opinion Resource) certification, SFR (Short Sales & Foreclosure Resource) certification and the SRS (Seller Representative Specialist) designation.

### *Online Learning Center*

LR’s partnerships with REALTOR® University, McKissock and The CE Shop gives members a quality online learning platform for GRI, SRS and CE courses and the flexibility of completing course credit and designation programs anytime, anywhere.

### *Commercial Continuing Education*

LR will again offer specialized courses for commercial REALTORS® to help them meet their continuing education requirements.

### *Real Estate Professional Assistant Training Program*

This new program is designed as a training course for real estate assistants to best help REALTORS® in their job functions.

### *Social Media Platform Help Desk*

LR will provide a help desk or help sessions to assist agents with the initial setup or organization of social media platforms for their real estate related business pages.

### *“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.



## Professional Conduct



**Eloise Gauthier GRI**  
*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.

### *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.

### *REALTORS® Code of Ethics Training*

Formerly called "Quadrennial Ethics Training", this course will be taught regionally to give members easy access to this required instruction which must be completed by all members by the end of 2012.

### *Ombudsman Training*

This will be a 4-hour training course for members to volunteer to serve as ombudsmen for state and local associations.

## Legislative



**Bill G. Boyd**  
*Division Director*

**Staff Contacts: Governmental Affairs**  
Norman Morris  
(800-266-8538)  
norman@larealtors.org

**Risk Management**  
Scott Johnson  
(800-266-8538)  
scott@larealtors.org

### *State Legislative Session Involvement*

LR will again have an active presence in the 2012 Louisiana Regular Legislative Session, monitoring pertinent bills and working to protect the real estate industry and private property rights.

### *State Legislative Outreach Programs*

Nine LR-sponsored legislative outreaches will be conducted prior to the start of the 2012 session. These informative programs held in partnership with local boards of REALTORS® are designed to educate REALTORS® and legislators on upcoming real estate issues, and help cultivate positive working relationships between them.

### *REALTOR® Day at the Legislature*

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 at the capitol to discuss real estate issues.

# Programs and Initiatives

## Legislative (continued)

### *Federal Congressional Legislative Initiatives*

Allows for the association leadership, broker members and staff to expand our current Congressional relationships, testify on key federal real estate issues, lobby federal staff and Congress on these issues, and to participate in various Washington D.C. Congressional events.

### *Federal Congressional Outreach / In-District Meetings*

These in-district meetings conducted with state leadership, local leadership and elected members of Congress in the fall of 2012 will 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 Continuing Education for Members*

A special class presented at three locations in the state on various current legal and risk management topics.

### *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 & Member Services



**Thomas Eastman**  
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. We will also maintain a presence on targeted social media platforms to enhance communications and interaction with the membership.

### *Research & Real Estate Trends Report*

LR will continue its compilation of statewide real estate statistics, demographics and economic data related to the industry, and the 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 2012 LR will develop and implement a schedule

of “webinars” for members on relevant, timely real estate and business topics, and will continue to develop ways for delivering content and collaboration opportunities through our videoconference system. We will also expand our utilization of online video to inform and engage members.

### ***LAHOMEOWNERS.org***

We will continue to develop and expand our new Louisiana Homeowners Resource Center website geared to homeowner and private property rights issues and information, and we will work to expand a user base of homeowners that can be mobilized for future issue development.

### ***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.

## **Commercial**



**Mark Inman**  
*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.

### ***Louisiana REALTORS® Commercial Fundamentals and Education Program***

This new program defines a basic-level curriculum in commercial real estate for new commercial agents or residential agents interested in pursuing commercial real estate. The suggested curriculum is based on existing “intro” or “101” level courses of institute affiliates such as CCIM and IREM, and commercial courses developed by LR and the National Association of REALTORS®.

### ***Commercial Development Conference***

This is LR’s annual event where commercial members receive updates on key aspects of the commercial sector. Speakers for this event typically include industry experts covering a variety of commercial real estate issues, and attendees earn continuing education credit.

### ***Local Commercial Services Outreaches***

These programs will provide a networking opportunity and commercial listing “pitch session” opportunity for commercial REALTORS. These events would be presented in areas of the state that do not fall under the jurisdiction of the state’s Commercial Investment Division (CID) groups, and will present an overview of commercial services available to members through the REALTOR® organization.



# 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 [LAREALTORS.org](http://LAREALTORS.org) and check out "Member Discounts".

## Health & Insurance



(800)847-7503  
(281)293-8292  
[www.ins-mark.com](http://www.ins-mark.com)

INS/MARK OF AMERICA, INC has been providing Louisiana REALTORS and their families with the best available products in Health, Life, Dental and Vision Insurance for many years. We are both honored and pleased to be allowed to show the designation of Member Services Partner of Louisiana REALTORS. We continue to add and offer the best insurance products to Louisiana REALTORS and their families.

- Health Insurance
- Supplemental Health Insurance
- Critical Illness Cash Plan
- Cancer Cash Plan
- Hospital Cash Plan
- Long Term Care Insurance
- Medicare Supplement Insurance
- Life Insurance
- Disability Insurance

We look forward to helping you and your family in the months and years to come!



Louisiana REALTORS has an agreement with Physicians Mutual Insurance Company to endorse a franchise package of long-term care benefits available to REALTOR members. The franchise package may include the spouses, parents, and grandparents of REALTOR members at discounted rates.

Call Life & Health Options  
1-877-749-8051 (Baton Rouge 225-772-2794)  
E-mail: [info@lhoptions.com](mailto:info@lhoptions.com), or  
website: [www.LHOPTIONS.COM](http://www.LHOPTIONS.COM)

Mention that you are a member of Louisiana REALTORS to receive the discounted rates.



Through Louisiana Dental Plan, Louisiana REALTORS is offering discounted dental, vision and other coverage to REALTOR members.

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.

Louisiana REALTOR members will also receive Vision, Hearing, Massage Therapy, Cosmetic Surgery, Chiropractic Service and Prescription Drug Benefits.

REALTOR members participate at the following special rates:

Individual - \$46.00 (annually)  
Individual plus one - \$58.00(annually)  
Family - \$70.00 (annually)

[www.LouisianaDentalPlan.com](http://www.LouisianaDentalPlan.com)  
1-800-256-1948 (Lauren Badon or Mary Salmon)



Louisiana REALTORS has endorsed a long-term care insurance for REALTOR members offered by Monumental Life Company. Louisiana REALTOR members, their extended family (parents, grandparents, aunts, uncles, siblings, and children 18 or older) and their employees receive an 8% premium discount and simplified application process. To schedule a consultation with a long term care specialist or for more information, please call 1-800-557-5721.

## Business, Financial, & Marketing Products & Services



Louisiana REALTOR members can save up to 30% off UPS Express air and international shipments. All this with the peace of mind that comes from using the carrier that delivers outstanding reliability, greater speed, more service, and innovative technology. UPS guarantees delivery of more packages around the world than anyone, and delivers more packages overnight on time in the US than any other carrier. LR members can save:

- Up to 30% UPS Next Day Air® & Worldwide Express® services
- Up to 23% UPS 2nd Day Air® services
- Up to 16% UPS Ground Commercial services
- Up to 10% UPS Ground Residential services



Connecting Louisiana REALTORS with moving families to help them and their children deal with the challenges they face when moving. For Louisiana REALTORS, it can mean enhanced customer service, lead capture and lead conversion.

The Great Moving Adventure DVD retails for \$14.95. Louisiana REALTORS members can purchase copies of the DVD at a web-only price of \$10 each, plus an additional 15% discount and are eligible for free training on best practices for introducing the video to relocating families.



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.

### FAIRHOUSINGGUIDE.COM

FairHousingGuide.com offer savings to REALTOR brokerages on their powerful fair housing compliance management tool.

LR brokers and managers are eligible for a special rate of \$249 on a one-year Broker subscription to the FairHousingGuide.com service (regularly \$300), and a rate of \$749 on a five-year subscription (regularly \$1,000). The Broker-level subscription allows all agents in a firm to access the tools on FairHousingGuide.com.



Louisiana REALTORS has partnered with REI Wise, a leader in investment analysis and marketing software. This partnership allows LR members to purchase any REI Wise product or service at a 10% discount.

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. Several products are available, tailored to different types of real estate investments.

- REI Wise Commercial is the premier product that analyzes commercial and multi-family investments including retail, industrial, office and multi-family.
- REI Wise Commercial includes a Development Module and a Lease vs. Purchase Module.

REI Wise Executive is designed for real estate professionals involved in residential and multi-family investments. Both products are available as a desktop product or an internet subscription.

Close more deals and increase your business today. For full details, contact REI Wise at 1-866-473-4435 or visit the Louisiana REALTOR discount page at [reiwisecom.com](http://reiwisecom.com).

# Member Services Partners

## Business, Financial, & Marketing Products & Services



*Only Available in Baton Rouge and New Orleans Area.*

Petro TV is a full service, digital out-of-home advertising network, operating over 1,000 screens at over 200 locations in 6 markets throughout the United States, including the Greater Baton Rouge, New Orleans and Northshore areas. Petro TV shows news, weather, entertainment, advertisements and community information to a captive, on-the-go consumer via daylight readable LCD screens mounted on top of gas pumps. This innovative advertising option provides a unique and memorable way for REALTORS to market themselves, promote listings in a particular area, and reinforce their branding.

Through a special arrangement with Louisiana REALTORS, Petro TV is offering REALTOR members a discount of 50% or more on 15 or 30 second commercials at locations throughout the Baton Rouge and New Orleans metro areas.



## Technology & Miscellaneous Products & Services



In a single tap, Guardly's mobile app for smartphones provides REALTORS® with the ability to connect with managers, colleagues, family and 9-1-1 when concerned about their safety.

### Benefits:

Alert & conference up to 15 people Real-time location tracking & instant messaging Available on iPhone, Android, BlackBerry, and Windows Phone 7

Special Discount for Louisiana REALTORS®. Only \$17.99/year.



REALTORS & REALTORS Customers save up to 10%with PODS!

PODS is a smarter way to help your customers sell their home - and, after the sale, move to their next one. It's easy, a PODS container can help you clear clutter for staging. So prospective buyers see more of the home and less of what's stacked up in it. The process is simple: PODS delivers a container, you fill it up, then keep the container on-site or at one of their many secure Storage Centers. After the sale, PODS can deliver the container to the new home.

### Moving

- No renting or driving a truck
- Pack at your own pace
- Ground-level loading

### Storage

- Secure, clean Storage Centers
- Lock it, and you keep the only key
- Pack once - to repacking

Call 866-846-0900 or visit [PODS.com/Real](http://PODS.com/Real) for complete information. Promo Code: REAL



Accelerate your business instantly with this COMPLETELY FREE Louisiana REALTORS Member Benefit. MongoFAX empowers all Louisiana REALTORS to instantly fax paper-based documents (disclosure packages, signed contracts, etc.) directly to any email addresses in the world. All you need is an ordinary fax machine and LR's designated MongoFAX Cover Page.

Phone support: 866.482.2229

Email support: training@mongonet.net



Free REALTOR webpage - 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.



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.



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. Check out the selection at [www.REALTOR.org](http://www.REALTOR.org).





# LAHOMEOWNERS.org

## Louisiana Homeowners Resource Center

An initiative of Louisiana REALTORS®

The Louisiana Homeowners Resource Center is a website designed and implemented with a simple intention: helping Louisiana homeowners. The site's wealth of information, utility, and design make it easy to use and helpful to both homeowners and REALTORS.

- **News and Trends**– Frequently updated to keep readers informed of the latest real estate news and Louisiana housing market statistics
- **Issues and Advocacy**– Resource to educate and keep homeowners informed on legislation and issues that can impact the value of their home.
- **Calculators**– Financing calculators including mortgage qualifier, refinance, and payment calculators.
- **And More!**

Your Real Estate Resource



## Helping Homeowners Stay Informed