

Louisiana REALTORS® – Fast Breakers Update

April 2010

Below are details on the additional activities of staff beyond the progress of Program Packages, which is monitored in the Program Package Grid. This update provides you with information on internal programs and staff activities as we represent the Louisiana REALTORS®.

Professional Conduct

Hearings – The Grievance Team met and considered a complaint forwarded by NOMAR, and dismissed the complaint. The complainant subsequently filed an appeal which the Executive Committee denied.

January Training – LR held its annual statewide training in conjunction with the Leadership Conference.

Training in Regions – LR has held regional training sessions in five locations across the state. The classes were taught by President Michael Indest, Division Director Evelyn Wolford, and General Counsel Scott Johnson. The sessions were attended by over 200 members and received positive reviews. One additional training session is being planned for April.

Mediation Training – Bruce Aydt will train mediators at a one-day session on July 8, 2010.

Professional Development

On-line education – LR currently has two online platforms in place, REALTOR University and McKissock, LLP, approved for continuing education. At the end of 2009, 4,130 students used McKissock's online platform for CE education and 10 have used REALTOR University platform for designation courses. This year's implementation of the At Home with Diversity course as required to earn the GRI designation will also push more users to the REALTOR University site. As NAR receives ARELLO approvals on the courses, they will be submitted to LREC for state CE approval.

Courses by Video Conference - In March, LR held the 2 part, 4 day XSelleration course with video conference participation in Alexandria, Lafayette and New Orleans board locations while course was live in Baton Rouge. The 1 day Short Sale course was also streamed via video conference to Baton Rouge while the live course took place in Shreveport. Students have been surveyed and significant improvement has been made since initial soft testing in October 2009. Shreveport and New Orleans locations still have hardware issues to work out. However, both tests were successful with cooperation and input from the instructor as well as the students.

New way of promoting education – LR continues to have staff presence for designation courses and Amy is beginning to include office visits and local board education committee meetings for input. Marketing of courses will not only focus on putting students in the classroom, but on the importance of designation education and the distinction in earning designations.

LR Leadership – With the launch of a new class for LR Leadership in April we have 21 participants. Retreat locations this year include: Natchitoches, New Orleans, Lake Charles and Baton Rouge. LR Leadership team is exploring options and planning a reunion with all graduates in the fall which will be revenue neutral. The participants are: Eddie Allemond, Alexandria; Branden Barker, Baton Rouge; Kevin Bayles, Monroe; Debbie Chauvin, Houma; Chris Donaldson, New Orleans; Tommy Eastman, Lake Charles; Troy Hebert, Lafayette; John Howard, Monroe; Thomas Jones, Lake Charles; Mary Helene Mason, Baton Rouge; Ron Mazier, New Orleans; Lori McCarthy, Lafayette; Connie Mitchell, Baton Rouge; Jon Norman, Alexandria; Tiffany Palmer, Baton Rouge; Richman Reinauer, Lake Charles; Missy Roberts, Baton Rouge; Bob Stevens, New Orleans; Jayne Tappe, Shreveport; and Donna Villar, Baton Rouge.

Course Attendance Statistics – To date, the following courses have been offered: **Senior Real Estate Specialist (SRES)** designation was offered as a result of REBAC rebates. A new instructor Ruth Fennell was brought in and evaluations for her were excellent. The 2-day course held in Baton Rouge had 37 attendees.

XSelleration program which is a two part course totaling 4 days was held live in Baton Rouge with attendees via video conference in Alexandria, Lafayette, and New Orleans. There were a total of 28 attendees for the course.

Short Sales and Foreclosures REBAC elective was also held in March as a result of a national promotion and application waiver for the Short Sale and Foreclosure Certification. The course was held live in Shreveport and via video conference to Baton Rouge and there were 43 attendees.

The next scheduled education offering is Seller Representative Specialist (SRS) at the end of April currently 30 students registered and Accredited Buyer Representative (ABR) in May.

Louisiana Chapter Young Professionals Network (YPN)—Louisiana has started a state chapter Young Professionals Network (YPN). The current number of members is 55 representing all areas of the state. The first chapter event will be held in conjunction with the REALTOR Action Conference.

2010 Professional Development Schedule – Now available online at www.realtors.org

Legislative/Risk Management

Legislative Outreaches- The LR have completed its 2010 events where members and legislators were together to discuss issues coming before the session. This was also an opportunity for the LR to educate legislators on our upcoming legislative agenda items. These events have exceeded expectations in terms of our association building stronger relationships with our state elected officials. In addition, LR added a broker input session at most locations, which began new programming in and effort to strengthening the relationship between the brokers and Louisiana REALTORS®.

Addition of Legal/Legislative CE – During the mornings before the legislative outreach events, Scott and Norman have conducted a two hour CE course which has been very well received on twenty key real estate topics.

Study on Potential Transfer Fee/Tax Completed- The Louisiana REALTORS® is now in possession of a study which shows the negative effects that a real estate transfer fee/tax would have on the real estate economy in our state. The Executive Committee will be hearing from the study's author Mr. Jack Friedman at its April 28th meeting.

2010 Legislative Session – The Louisiana REALTORS® introduced four proactive bills this session (Agency Law, Home Inspector, Prohibition on Private Transfer Fees, & Condominium Law Revisions) while monitoring many more bills as the session began on March 29th. The LR conducted a bill review on April 9th to take positions on all pertinent real estate related legislation.

Smart Growth Funding from the National Association of REALTORS® – The Louisiana REALTORS® will once again be partnering with CPEX and NAR on several smart growth and land use initiatives to aide local boards and their leadership in this area.

IRA Gribbin Grant - The LR will look to access funds from this NAR grant program in 2010 for any local board that might have a viable and beneficial project that fits the grant criteria.

Federal Legislative Activity

LR Congressional Reception – The Louisiana REALTORS® will be hosting our Congressmen and Senators in Washington on Wednesday, May 12th during the NAR legislative meetings. The reception will be a crawfish boil in a private venue “The Hill House located near and within walking distance from Capitol Hill. The LR will also be providing members a webinar on Thursday May 6th in which NAR will brief all May NAR LR meeting attendees on the key issues to be discussed while in Washington DC.

Grassroots Broker Program- The LR continues to market and promote the NAR grassroots call to action Broker Program. By signing brokers up to this program the LR will have even more influence with our members of congress and state legislature.

LARPAC – LARPAC will be conducting its popular state auction event and dinner on Wednesday April 28th from 6:45 – 9:30 p.m. The night will include dinner, entertainment as well as live and silent auctions.

Major Donor Reception – Beginning at 3:00 p.m. on Wednesday April 28th the Louisiana REALTORS® will be hosting a major donor reception with a business meeting and entertainment for all potential members wanting to invest at a major donor level with LARPAC in 2010.

Operations

Finances – Postlethwaite & Netteville has completed a comprehensive audit of the financial records of Louisiana REALTORS® and will present the audit report to the Board of Directors on April 30, 2010. Louisiana REALTORS® has established an account with the NAR Federal Credit Union. The Finance Team will review the investment policy along with the 2010 cash flow statement and make recommendations for short term investments in the NAR Credit Union. Louisiana REALTORS® current membership of 10,643 remains below ytd projections by 107 members (1%).

Gulf South Technology Group –Louisiana REALTORS® completed the transition to a new technology and network support provider, Gulf South Technology Solutions, a Microsoft Gold Certified Partner. GST has reviewed the network infrastructure and implemented several applications to enhance the security and stability of the network. GST is currently reviewing the disaster recovery and backup plan for LR and will provide a proposal to update the current system.

REALTORS® Commercial Alliance of LR

Commercial Accreditation - LR has received NAR's REALTORS Commercial Alliance commercial group accreditation.

Statewide Alliance of Commercial Entities - LR participated as a sponsor in the NOMAR CID Awards Banquet in Metairie on March 25, and will sponsor the GBRAR Trends Conference (), the NWLAR Trends Conference (May 5), and is working with the Louisiana CCIM Chapter on other opportunities, including the national CCIM midyear meetings in New Orleans this month.

Commercial Development Conference - the event is scheduled for August 11 at the LITE center in Lafayette. An offering of the "Commercial Leases" CE course will be scheduled in tandem with the program and a networking function is being planned in partnership with the REALTOR Association of Acadiana's commercial group.

Marketing and Member Services

Marketing & Communications – LR distributed a statewide news release and conducted a media tour in support of findings from the IQ2010 *Real Estate Trends* report, with numerous interviews, appearances and editorial boards attended by President and CEO in the Alexandria, Shreveport, Monroe, Lafayette, Baton Rouge and New Orleans markets. Coverage was favorable and a similar campaign will be scheduled for late spring after the 2Q report is released.

LR has increased its use of social media and online video, with regular messages from President Michael Indest on various activities to the membership. Our number of Facebook contacts (friends) now exceeds 1,200, and multiple status updates are delivered each week.

Orientation Video - We are in the production phase of our orientation video project. The purpose of the video is to introduce LR, explain its role and highlight key services. It will be available via LR websites and social media outlets, and will be provided to local associations for inclusion in new agent orientation programs.

Foreclosure Prevention Campaign - An updated media placement schedule for LR's "Don't Get Stuck" foreclosure prevention awareness campaign has been requested for deployment for late April-early May. The campaign will be funded by a grant from NAR.

Virtual Meetings Technology - A training session for local board VCS staff is scheduled for April 13, which will include instruction by Gage Telephone and Sony/Spire Global representatives. Updated procedures on operation, troubleshooting, etc will be provided. LR is advising VCS-enabled local boards that updates on legislative session activity will be available to them via videoconference for local committee and board meetings. The Northeast Louisiana Association of REALTORS is now online with the VCS network, bringing our location total to six.

Research & Real Estate Trends Report - The February issue of *Real Estate Trends* was well received and gained positive media attention through our 'Marketing & Communications' initiative. Work has begun on the second quarter issue with a target release date of May 17. A full research section is currently in development on the LAREALTORS.org website, which will feature selected data from the reports and additional statistics.

Program of Work - The 2010 Program of Work publication, including the current strategic plan initiatives, outline of services, and details on 2010 programs has been completed and is available on the LAREALTORS.org website.

Legal Affairs

Bono Case – LR filed an amicus brief in support of Mike Bono. At oral arguments in February, LR's counsel co-presented arguments along with Bono's attorney. In March,

the 3rd circuit court of appeal overturned the judgment against Bono, in a significant victory for brokers statewide.

Bill Drafting

LR counsel drafted bills to amend the Condominium Association laws and to prohibit a real estate licensee from acting as a home inspector and an agent in the same transaction.

Board and Office Visits

Office Visits –

Century 21 Bessette – Presentation by Malcolm

Remax Retreat – Norman and Scott Course for Agents

Burns and Co – Presentation by Malcolm

Board Visits -

All Boards had LR Staff and Officers attend Installations, Awards and Legislative outreaches.