

Louisiana REALTORS® – Fast Breakers Update September 2011

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 Development

2011 Professional Development Schedule- September rounds out the only ABR designation course offering for 2011 with 39 attendees spread between the LR office and RAA office. The Short Sales course is scheduled for October 4 and on October 5 LR will hold the first Broker Price Opinion (BPO) course.

LR Leadership – The 2011 LR Leadership program will wrap up with 18 graduates in September.

Commercial CE- “Sustainable Development & the Commercial Transaction” has been held in two locations to a total of 90 participants.

Young Professionals Network- LR worked with GBRAR to establish a Baton Rouge network of Young Professionals.

2011 Legislative Session:

The Louisiana REALTORS® were able to successfully pass HB 135 unanimously prohibiting all new real estate transfer taxes. The amendment now heads to the November 19th ballot. The LR is now working to build a robust campaign coupled with REALTOR® grassroots involvement and will ramp up on October 23rd with heavy media promoting voters to vote for amendment #1. REALTORS® from around the state will be attending a Transfer Tax Rally in Lake Charles on September 21st.

LARPAC:

LARPAC met on September 12th to make funding decisions for all state races. LARPAC will be asking local board leaders and LARPAC Trustees to deliver contributions and meet with these candidates in late September. LARPAC will also be placing an insert into all local board dues billing statements to promote the transfer tax election and the importance of voluntarily contributing to LARPAC. LARPAC will also be monitoring all run-off election in November as well. 2012 LARPAC officers will be elected at the Fall LR Convention in Lake Charles.

Smart Growth Issues: The LR continues to work with CPEX and NAR on ways to support local boards in this arena and to help sponsor seminars on smart growth policies and best practices. NAR has provided a \$50,000 grant for CPEX and LR to work with coastal REALTOR® boards in Louisiana and Mississippi on model ordinances and codes for these types of developments. This program will begin in November of 2011 and run through all of 2012.

Federal Legislative Activity:

Local and state REALTORS® have been meeting with Louisiana's Congressional delegation to discuss key real estate issues and provide RPAC contributions to them. Meetings held so far include: Rep. Steve Scalise, Rep. Jeff Landry, Rep. Rodney Alexander and Rep. John Fleming.

NAR GAD Institute: (June in Memphis Tennessee):

Malcolm Young, CEO and Norman Morris, Senior VP participated in a panel discussion informing all state and local REALTOR® lobbyist on how to go from "Good to Great" with their political and governmental affairs programs. Malcolm also participated in the NAR workgroup dealing with the political survival initiative.

NAR Political Advocacy Workgroup

CEO Malcolm Young is currently serving on NAR's Political Advocacy Workgroup. He has already met with the team members to develop effective marketing strategies to get this service rolled out to the membership.

State AE Retreat

LR conducted its annual state Association Executive retreat on July 7-8. Several important topics were discussed including the Stay Tax Free campaign and the LR Leadership program. The event was well-attended, and everyone left with valuable information to bring back to their local boards.

Operations

LR has completed a transition to a new health insurance provider from Principal to Humana which will result in a 30% savings to LR. Principal Insurance made a decision to exit the health care business and after reviewing options Humana was selected as the best alternative for competitive rates and customer service.

Finance Team – The 2011 Finance Team met live on August 25th to review and finalize the 2012 LR Budget prior to submission to Executive Committee and Board of Directors for final approval on September 23, 2011.

Commercial

Commercial Development Conference - 70 attended LR's annual commercial event is scheduled on August 11 in Lafayette. Stewart Title chief economist Ted Jones headlined a group of speakers on a variety of commercial topics. We received many positive comments on the quality of the session. An offering of our "Sustainable Development & the Commercial Transaction" course was held immediately after, with 60+ attending.

Marketing and Member Services

Webinars - we have conducted three free webinars this summer with an average attendance of 75 members per session. The one-hour topics have included Social Media Basics for REALTORS, The Dangers of Dual Agency, and Mobile Apps for REALTORS. Additional webinars are planned for the remainder of 2011. We are setting up an archive of past webinars for members to view via streaming video from the LAREALTORS.org website. Access to the archive will be limited to members only, and we will roll it out within the next several days.

Fall Convention - we are well into the attendance promotion stage, with weekly email blasts, a direct mail brochure sent to brokers and designated REALTORS statewide, and a postcard mailing to all members in the Lake Charles, Lafayette and Alexandria areas. Staff is promoting the event in person at local association membership events and member sales meetings. A 30-second spot is running on Suddenlink cable in the Lake Charles area, and other appearances to promote the event are being scheduled. 40 of 42 booths in the tradeshow are booked, with a variety of companies represented.

Trends Report - we released our 2Q 11 Real Estate Trends publication in August and have provided related information in response to media requests. Derenda Grubb was recently interviewed by the AP on the impact of foreclosures in the residential market.

Member Discount Savings - We are working with Gulf South Technology Solutions to develop a discount program for REALTORS on HP computers and peripherals. We are also very close to rolling out a discount program for REALTORS for PODS mobile storage.

LAHOMEOWNERS.org - we are in the early stages of development on a new website geared to Louisiana homeowners. Following the lead of homeowners alliances established by state REALTOR organizations in Virginia, North Carolina and Wisconsin, the site will provide a way to mobilize homeowners on real estate and private property rights issues, promote the REALTOR brand, and provide useful news and information.

Part Time Assistance - Brittany Picou and Joe Cancienne started last week on a part time basis as assistants to help handle the workload from the unfilled full-time Marketing & Communications Coordinator position and to assist other personnel.