

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

Annual professional standards training was held at the Leading Edge conference. Bruce Aydt taught a well-received class to 174 attendees from all over the state. Bruce also led an advanced level mediation refresher course at the conference for 48 statewide members.

Scott taught a 4-hour introduction to mediation class to almost 50 members in Shreveport. This class was designed to give north Louisiana REALTORS enough exposure to mediation to allow them to benefit from Bruce Aydt's 3-hour course on mediation at the Leading Edge conference.

Scott conducted a Board Ethics Training session in conjunction with a board orientation led by Malcolm for the Natchitoches Association of REALTORS® on February 24. The session was well attended, and the membership appreciated the presence and guidance of the leadership staff of Louisiana REALTORS®.

Professional Development

2011 Professional Development Schedule- Posted online at www.larealtors.org.

Courses scheduled are in line with requirements to earn the GRI designation are scheduled through the spring. The Seller Representative Specialist (SRS) had to be postponed to accommodate Louisiana CRS Chapter schedule of statewide offering of Listing Skills. A few course registrations were offered at a discounted rate due to NAR rebates. Breakdown of course of attendance is as follows:

Ninja Negotiating: 65 students ; Short Sales: 28 students; **SRES Designation: 13 students; ePro: 56 students ; ePro: 38 students; Short Sales: 51 students ; XSelleration: 26 students

LREC Education Overhaul- LR staff has been involved in research, discussions, and the preliminary steps LREC is taking toward an education overhaul regarding CE courses, instructors, and vendors.

REALTOR Association Professional Development Directors Summit (RAPDD)- LR's Professional Development department participated in a 3 day conference in Wichita, KS for Ed Directors in which course marketing ideas were exchanged, course policies and classroom procedures shared, and speaker showcases took place. LR helped secure an instructor for CRS Chapter based on the showcase and relationship established at RAPDD.

On-line education – CE Shop platform has been added to list of online education providers that LR has partnered up with. McKissock platform has been continued with a non-exclusivity agreement added.

LR Leadership – Applications have been accepted for the 2011 LR Leadership group. We have 20 total participants in this year's class.

Legislative/Risk Management

2011 Legislative Outreaches

The 2011 Legislative Outreaches have concluded with great success. The LR was able to educate approximately 1000 REALTOR members on the Transfer Tax Issue and provide critical CE education. The LR were also able to garner many coauthors for the tax constitutional amendment.

2011 Legislative Session:

The LR will be active during the upcoming legislative session beginning on April 25th as we attempt to pass a prohibition on Real Estate Transfer Taxes. This amendment will heavily involve a coordinated grassroots effort and lobbying our elected officials. The LR will also be monitoring all other legislation that may come up pertinent to real estate during the session.

LARPAC:

In 2011 LARPAC will strive to continue to raise dollars to help elect real estate friendly officials and to promote positive real estate issues while fighting negative ones. The LARPAC raised close to \$18,000 at its annual state fundraising event in January and a major donor PAC event is scheduled for May 25th. The LARPAC will also be heavily involved in all of the legislative races in the fall of 2011.

Smart Growth Issues: The LR continues to work with CPEX and NAR on ways to support local boards in this arena.

Federal Legislative Activity:

The Louisiana REALTORS® will host for its members a reception in May with our congressional delegation on Wednesday May 11th. The LR will continue to work with NAR on the following issues:

- Long term solution to flood insurance
- Mortgage Interest Deduction
- Housing Tax Credit issues
- Repeal of the 3.8% Medicare Tax

The LR will also be meeting in district in early summer with Louisiana congressional delegation members.

REALTOR® Day 2011:

The LR will converge on the capitol and meet with their state legislators on Tuesday May 24th in Baton Rouge. The meetings will kick off with a luncheon followed by a legislative briefing and then visits to the capitol.

Operations

LR has had several special projects underway since the start of 2011. The LR annual audit is scheduled to begin on March 21, 2011.

CEO Evaluation & Contract

The workgroup assigned to this task will have a complete report with recommendations for future CEO evaluations and negotiation of contract.

Broker Retreat

The purpose of this session is to educate brokers on involvement in the real estate Transfer Tax campaign. It is slated to be held between August and September.

Downtown Development

Louisiana REALTORS® and NOMAR are working together for a New Orleans downtown development project.

GCCF-Emergency Payments on Real Estate Oil Spill Claims

The Louisiana Real Estate Recovery Fund created to assist real estate agents and brokers who lost income due to the oil spill was closed on February 19. The Gulf Coast Claims Facility (GCCF) will now handle all new and existing claims, so we are now in a transition phase. As of March 16, 121 Louisiana claimants submitted requests for NCA to transfer their files to GCCF. The Advisory Board will continue to review any written appeals for denied claims that are received by our office, and their decisions will be submitted to GCCF for processing.

NAR Officer Strategy Recommendations

Details for these recommendations will be presented and discussed at the Executive Committee meeting on March 24.

Revisions for Financial Policies & President's Discretionary Fund

The Finance team and Executive Committee are reviewing these policies for clarification of "grey" areas in travel.

Workgroups

Members have been appointed to the following new workgroups, and the groups are scheduled to meet within the month:

1. Commercial Education – certificate program & alternative education
2. Agent Ratings
3. Online Forms
4. Professional Development Instructor Policy
5. Professional Development Marketing

Finance Team – The 2011 Finance Team will meet via conference call on March 21, 2011 to review current financial activities and membership renewals through February. Budget cuts are anticipated due to a shortfall in membership renewals.

Strategic Planning – LR conducted the annual Strategic Planning retreat at the Bennington office on March 16 & 17. For this session, a new format was utilized. The first day featured Dale Ross (RPR), Chip McAvoy (CoreLogic) and Curt Beardsley (Move.com) as guest speakers via video/phone conference. In addition to the Strategic Planning Team members, local board leadership was also invited to attend. The speakers were given a questionnaire prior to the meeting, and they addressed those topics during their presentations. The second day was specifically for the team members to review programs and update the 3-year strategic plan as necessary. Guest speakers via video/phone conference included Joe Ventrone (NAR), Jerry Matthews (Association Management Advisory) and Jim Purgerson (Citizens Bank).

REALTORS® Commercial Alliance of LR

Commercial Education - a workgroup is being convened to review and make recommendations on LR's proposed Louisiana Certified Commercial REALTOR (LCCR) program before finalizing it. We received feedback from several commercial groups in the state expressing concern over the awarding of a "certificate" to REALTORS who completed the program. An update and proposed revisions to the program will be presented to the Board at its May meeting.

Commercial Legislative Activities at Spring Conference - LR is working with the Louisiana CCIM chapter to include their members in our legislative activities during the Spring Conference on May 24. A commercial-specific issues briefing session is being developed, CCIM members will be invited to participate in our state capitol visits and the chapter will co-sponsor our legislative reception at the Pentagon Barracks.

Marketing and Member Services

Transfer Tax Initiative - we are assisting the Legislative Division in amendment prohibiting real estate transfer taxes. Member talking points, issue background, briefing videos and other resources are available to members-only at LAREALTORS.org. A public website is being created for the ballot phase of the campaign to begin later in the year.

LR Blog - LR has launched a new blog at louisianarealtors.wordpress.com. Updated at least once per week, the blog will feature articles of interest on LR activities, real estate issues, positive economic development news and more. Blog entries will be highlighted in eNews Digest each week and our Facebook page.

Upcoming workgroups - we are assembling two work teams - one to evaluate the need and feasibility of a possible online forms platform to be developed by LR (chaired by Janet Gremillion), and one to discuss online real estate agent ratings and what role LR should play, if any (chaired by David McKey).

2011 Fall Convention - Tradeshow booth sales are underway and marketing to members will commence soon. NOLA Lending is on board as the major event underwriter, and other sponsors include Centralized Showing Services, LHFA, Gulf South Technology, Regions Bank and Kodak.