

AUGUST 2020



AREA

ASSOCIATED REALTY OF THE AMERICAS

SPOTLIGHT

Eugene, Oregon

INTRODUCTION: SETH TASK / WELCOME NEW MEMBERS

COMMENTS FROM VINCE MALTA / ANNUAL AREA AWARDS

MESSAGE FROM THE HEART / PLAY BOOK / FOCUS ON BUSINESS

ALASKA CLIMATE CHANGE / PERSPECTIVE BY CHRIS MCELROY

THE LIGHTER SIDE / HERITAGE AWARD NOMINATION / LEGAL ISSUES



ASSOCIATED REALTY OF THE AMERICAS

"All the news that fits."

Our members are 110% committed to excellence in our real estate profession. Our mission encompasses: Sharing BEST Practices with our colleagues; treating all referrals with the utmost of care, honesty and integrity; and being involved in organized real estate for the betterment of our profession."

A R E A B O A R D

Carl A. Bosse, Green Valley;
President

Suzanne Cooper, Ridgewood;
Executive Vice President

ADVISORY BOARD MEMBERS:

Seth Task, Cleveland;
Chair

Hans Hansson, San Francisco;
Vice Chair

Gloria Cannon Hilliard, Columbus

Meri Crandall, St. George

Gail Hartnett, Boise

Andrea McKey, Baton Rouge

Bill Millikin, Ann Arbor

Linda Jones Neil, Los Cabos

Jeanne Radsick, Bakersfield

Craig Sanford, Phoenix

Hagan Stone, Nashville

A R E A M E R I C A S . C O M



Seth Task
Cleveland, OH
sethtask@taskhomes.com
216-276-1626

Comments from **Seth Task**

Wow! What a party! Thanks for all who attended our first ever virtual Retreat on July 13th. Great presentations by **Jef, Hans, Sherri, Craig** and **Angie!** What a wonderful opening Serenade by **Bonnie**, a very appreciated poem from **Moana; Gail**, amazing and energetic job of co-hosting; awesome comments from **Leslie** and **Vince**; and of course, **Carl** on our history with added commentary from **Ken, Diana** and **Chris**; and finally, salutations for those who were honored for all they did this past year to make our AREA adventure, what was: **Janelle, Angie, Dan** (National Heritage Award), **Jason, Miriam, Hans, Trinkie, Suzanne**, Co-Members of the year **Linda** and **John** as well as Member of the year, **Gail**. Hope to be with you all, soon, in Cleveland when virtual becomes reality.

Stay Safe!

Seth

Welcome

NEW MEMBERS



Michael C. McGrew
Lawrence, KS
mikemcgrew@askmcgrew.com
785-865-8115

MICHAEL C. MCGREW

Mike began his business career in 1982 as an agent with McGrew before graduating with a Bachelor of Science in Business from the University of Kansas in 1983. He received his Broker's License in 1986. Mike has the Certified Brokerage Manager (CRB) and the Certified Residential Specialist (CRS) and the Certified International Property Specialist (CIPS) designations as well as the Military Relocation Specialist (MRP) certification. He began managing the support staff in addition to selling in 1989. In 2006 Mike succeeded his father, John McGrew as CEO. Mike has been very involved in all levels of the REALTOR® association, serving as President of the Kansas Association of REALTORS® in 1998 and as National Association of REALTORS® Treasurer from 2014-2016 and Region 9 Vice President in 2003. He has chaired NAR's Risk Management, Legal Action, Finance, Reserve Investment Advisory Board and the Large Board Forum. Mike was the 2014 Chairman of the Lawrence Chamber of Commerce, and has been Vice Chairman of both the Governmental Affairs Committee and the Economic Development Committee. He has received the REALTOR of the Year and Distinguished Service Awards from both the Lawrence Board of REALTORS and the Kansas Association of REALTORS. He was awarded the Lynn Smith Distinguished Service Award from the Bert Nash Community Mental Health Center in 2010 and was its Chairman in 2005. Mike and Christine have 2 grown children, John and Nicole.



How do you want to spend your commission?

- Paying to repair a client's A/C
- Paying to replace a client's water heater
- Taking a well-deserved vacation

You work too hard for your commission to spend it on anything but the people and things that are important to you!

Recommend a home warranty from Old Republic Home Protection to ensure peace of mind and budget protection for you and your clients!

People Helping People™



www.orhp.com | 800.445.6999

OLD REPUBLIC INSURANCE GROUP

COMMENTS

FROM VINCE MALTA PRESIDENT OF THE NATIONAL ASSOCIATION OF REALTORS DURING THE 2020 AREA RETREAT



Vince Malta
San Francisco, CA
vincemalta@gmail.com
415-386-6657

Greetings to my fellow members of AREA. If you can sum up 2020 in one word, perhaps it can be summed up as Extraordinary. Extraordinary may be an understatement, and you may have another word in mind.

The first half of 2020 has been more challenging than any of us could have imagined.

The COVID-19 pandemic changed every aspect of our daily lives – how we interact with each other, where we go or don't go, and how we conduct business.

And then we faced yet another national tragedy – the murder of George Floyd.

NAR believes that Black Lives Matter

And we believe that as leaders in our communities, REALTORS are active participants in promoting equality, inclusion, and acceptance.

As members of AREA, we appreciate all you do to listen, learn, and work with others to be part of the solution. One of NAR's priorities for 2020 is to continue to address the issues of equality and affordability in housing. It's important that NAR act as a leader, not a follower, on this issue for our industry and our country. Earlier this year, the NAR Leadership Team passed a Fair Housing

Action Plan called "ACT," which stands for: Accountability, Culture Change, and Training

Among other proactive steps, this plan calls on us to: Create minimum, core fair-housing training requirements for all states, and Develop a model state licensing law, to make sure real estate agents who violate fair housing laws are held accountable.

We must ensure America's 1.4 million REALTORS are doing everything possible to protect housing rights in America. I can tell you that our Association's commitment to fair housing has only strengthened.

We reorganized last summer to create a new Fair Housing Policy Committee.

We announced a partnership with the U.S. Chamber of Commerce's

We hired Bryan Greene as our Director of Fair Housing Policy. Bryan served at the U.S. Department of Housing and Urban Development for nearly 30 years, where he was the top career official overseeing enforcement of the federal Fair Housing Act. Equality of Opportunity initiative, as part of a broad national effort to examine economic inequality and advance economic inclusion in America.

NAR's Chief Economist Lawrence Yun also recently highlighted a number of ideas to increase African-American homeownership, and to help close the persistent gap in homeownership rates. Those ideas include:

- Building more homes to increase supply and make it easier to convert from renting to owning.
- Building more housing in Opportunity Zones to invest in the revitalization of economically distressed areas.
- Increasing access to down payment assistance.
- Strengthening FHA's loan program, an important source of financing for first-time buyers and minority households.
- And expanding alternative credit scoring models to include rent and utility payments – adding more positive payment histories to better demonstrate financial responsibility.

These are just places to start the conversation.

NAR is focused on strengthening accountability – and changing hearts and minds – so that we can create clear, enforceable policies that encourage homeownership for all Americans.

Changing hearts and minds starts with each one of us. NAR members have made it clear they want to do more to right the past wrongs of our industry. This is our lane, and this is the time for REALTORS to step up and lead. Our Strategic Thinking Advisory Committee – or STAC – is pivoting to make NAR the leader in addressing racial inequality. This includes finding



Bryan Greene
Director of
Fair Housing Policy



2018 NAR Mid-Year Legislative Meetings & Trade Expo Washington, D.C.

From RAPV's Meeting With Congressman Richard Neal



ways to increase diversity in our membership. We have realized that our work on fair housing is just one aspect of what must become an Association-wide effort to stamp out discrimination in housing – and in our nation.

We have a number of ways you can join us in this important work:

First, I invite you to watch and share NAR's new video on implicit bias. The strategies it presents can help all REALTORS override bias to convey respect, ensure fairness, and improve business relationships. You can find the video, and an online implicit bias test, at www.NAR.realtor/fair-housing.com.

You can also obtain the At Home with Diversity certification, which is designed to help REALTORS work successfully with – and within – a rapidly changing multicultural market.

And now, this work is more important than ever. NAR secured major wins for REALTORS in COVID-19 relief legislation, and we continue to advocate for additional relief measures for our industry.

REALTORS made sure independent contractors and those living on a commission-based income were eligible for SBA loans, unemployment assistance, and paid sick and family leave. Let me stress that this was the first time ever that independent contractors were eligible for stimulus funds. REALTOR advocacy made history.

We also stood up for consumers, supporting mortgage forbearance measures that allow borrowers of government-backed mortgages to request up to 360 days of payment forbearance.

We urged Congress to take quick action to appropriate more funds for the Paycheck Protection and EIDL programs.

We supported the EIDL Emergency Advance grant to provide income for small businesses experiencing a temporary loss of revenue due to COVID-19.

And last month, with NAR's support, Congress passed, and the president signed a Paycheck Protection Program corrections bill. This legislation provides more flexibility for small businesses receiving loans through the P-P-P program, by lowering the payroll spend amount and increasing the amount of time to use the funds from 8 weeks to 24 weeks.

The SBA has issued a new E-Z Forgiveness Application for P-P-P loans. P-P-P loans were just extended to August 8th.

We have detailed FAQs on P-P-P and other relief programs available at www.NAR.realtor/coronavirus.com. There, you will also find our full collection of COVID-19 guidance for REALTORS.

There may be more help on the horizon, as Congress considers whether to move forward on a fifth round of relief.

As Congress hammers out this next bill, we are seeing a return of typical D.C. partisanship.

But let's face it – this may be a sign that things are starting to get back to normal! In these negotiations, we will continue to make our voice heard. Some of NAR's ongoing advocacy priorities include:

1. A nationwide remote online notarization law, so that online closings can take place in all 50 states.
2. Liability protections for businesses that reopen following federal and state guidelines.
3. Housing relief for renters, including emergency rental assistance, as well as relief for rental housing providers.
4. Expansion of forbearance and unemployment assistance.
5. Reforms and continued deadline relief for the 1031 like-kind exchange and opportunity zone programs to encourage investment.
6. Elimination of the marriage penalty in the SALT deduction.
7. And homeownership tax incentives.

There's a lot at stake this year with elections at all three levels of government. Our advocacy work and our collective voice is more important than ever.

Our message to REALTORS remains the same: vote, act, and invest.

Thank you for anything you can do to support our RPAC goals, and to stay engaged with your lawmakers.

So, let me conclude by saying that while many things are still uncertain, but one thing is for sure. REALTORS, which most certainly include members of AREA are leading by example, and we will lead our country's recovery.

TIME-LIMITED EVENTS



The "Now what?" for Real Estate

No upfront fees

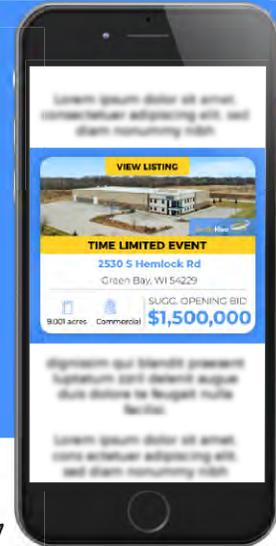
Don't pay unless it sells

Fees as low as 1%

RealtyHive is a proven worldwide real estate platform that pairs intelligent digital marketing with strategic Time-Limited Events to connect buyers and sellers from around the world faster than ever.

This system is designed to expose your large scale development projects, whether they are already built, under construction or are still in the planning stages, to the right buyers at the right time. This program creates the urgency needed to get the most amount of money for your units in the least amount of time!

RealtyHive's top tier Time-Limited Events use a range-pricing method and time constraints to encourage buyer action and competition paired with massive levels of development-specific marketing exposure, generating millions of property impressions per month and thousands of property visits from more than 200 countries around the world. It's simply the most effective way to make sure you have the best tools to sell your developments.



This could be your ad!

With RealtyHive you'll get:

- Time-Limited Event
- Development Listed on RealtyHive.com
- Digital Display Advertising
- Social Media Advertising
- Don't Pay Unless it Sells
- Organic Social Media Distribution
- Consumer Retargeting
- Distribution to Additional Listing Sites



FOR MORE INFORMATION:
 Call/Text: 920-888-4150
www.realtyhive.com/sell
email@realtyhive.com

playbook game changer

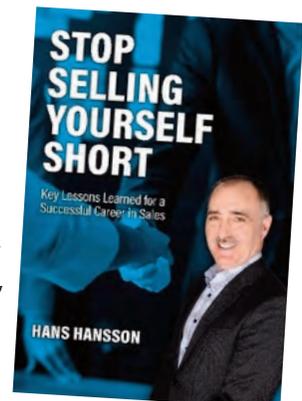
"A sales Playbook is not a Business Plan a Playbook is the execution of your business plan."

-Hans Hansson

"Here are the Five Points recommended by Jack Daly, a national speaker, who gave a presentation to TCN about creating your Own Effective Sales Playbook,"

- Step 1: Define your personal goals and sales goals. Lead by example and have your salespeople do the same.
- Step 2: Ensure you have proactive pipeline management.
- Step 3: Build a systematic touch system to maintain regular contact with prospects, customers, clients, and contacts.
- Step 4: Focus on building a perception of value.
- Step 5: Ensure you adjust your style to match your prospects personality styles.
- Step 6: Create your sales success guide – script sales calls, objections, and questions."

For Additional Information:
 Contact Hans at hans@starboardnet.com



New book. "Great read!"
 "Perfect for new agents!"
 "I made ten sales after reading this book!"

PURCHASE YOUR COPY HERE

2020

AREA AWARD RECIPIENTS

National Heritage Award



Dan Sicht
Kansas City

Baked Alaskan Award *Awareness Regarding Global Warming Trends in Alaska*



Janelle Pflieger
Anchorage



Angie Tallant
Fairbanks

Going That Extra Mile Award



Jason Marquis
Birmingham

Making It Happen Award



Miriam Dunn
Scarsdale

Commercial Broker of the Year Award



Hans Hansson
San Francisco

Residential/Commercial Broker of the Year Award



Trinkie Watson
Lake Tahoe

Service Above and Beyond



Suzanne Cooper
Ridgewood

Team Members of the Year



Linda Neil and John Glaab
Mexico at Large

Member of the Year



Gail Hartnett
Boise

REMAINING FOCUSED ON BUSINESS DURING A PANDEMIC



Jef Conn
Lubbock, TX
jconn@cbcworldwide.com
806-784-3216

I don't know about you, but here recently (okay, since March), it's so easy to get distracted by news of Covid-19, BLM protests and the general feeling of "what the heck" is happening. Despite the million distractions and uncertainty in our markets over everything, you can still do business. In fact, you should. You're a REALTOR, after all.

So how do you focus when every time you turn, there's a new news story that can easily distract you? Here are 5 I've implemented in my business to stay focused during these uncertain times.

having conversations and asked how COVID-19 quarantine was affecting them and their family. We found out who was considered essential and who was not. We tried to understand the challenges our clients were having working from home, being a full-time teacher, parent, real estate owner, employee, etc. That helped us be sensitive to the external forces causing them stress, apart from their real estate needs. This also opened doors for our clients to ask us how we were safely showing property, giving us a chance to talk about wearing masks, keeping socially distance but still doing business in our new normal way.



1. Turn off the news. Yes, that's right. Turn off the news.

I did this in late March and realized my attitude and outlook in life improved. I still keep track of important COVID, BLM/Protests and other political going ons in my community and state, but I just look for the facts and don't deep dive into the commentary about everything else. There's too many voices trying to pull my attention, so I just don't allow that to happen. I focus on what I'm at work to do; sell real estate. For you that may be leasing houses, selling houses or managing agents who do. For me, it's selling commercial buildings, specifically industrial and office properties. Focus less time on the news and start calling your database and have real estate conversations.



2. Change the conversation

In this time, it's best to change the conversation and be a little more sensitive to the person on the other end of the phone. We started

3. Technology – Make technology work for you

Every state and city have different restrictions on how you can or cannot meet with clients. We used quarantine times to record video walk thru of available properties and we used Matterport to create 3D walkthroughs for each property as well. This helps clients view properties before physically seeing it. We started having Zoom meetings instead of in person meetings and used video apps to create preview walk thru videos for clients so they can rule out ones that won't work and only spend time on the ones that would.



4. Schedule

I'm a creature of habit. I wake up at 4:30 am every day and I'm in bed by 9 pm every night. You could set your clock to the daily activities I do as I thrive when things are planned out. During this recent quarantine time, our office asked us to work from home for about 2 months. I asked my team to do one simple task – keep the same schedule. We weren't at summer camp; we were just working in a different environment. We kept our 8:15 am team meetings via Zoom

and added the rule of “no Pj’s on Zoom”. We came dressed, ready to work for our clients and continue to grow our business during this pandemic.



5. Track Everything

At any given time, I’ll have 3 spreadsheets open. My google drive file is filled with shared folders. I love data and I love utilizing data to make better decisions. For years, we’ve tracked our daily metrics for each individual team member and for our team. We track the hours we work, the calls we make, the real estate conversations we have, the listings or showings, under contracts and closings. We also track how many handwritten notes we send out. Every morning my staff gets an auto-generated email to fill out their metrics from the day before. With this data that accumulates over time, we’re able to pinpoint weaknesses or areas in my agent’s businesses. Sometimes an agent

needs help converting showings to contracts, while others need help getting appointments set from their phone conversations with clients. We can look at the data and realize what is working and what needs help.

During COVID, we could also use this data to inform our clients, in real time, how much longer deals were taking to get done. We did this so we could set the expectation that deals could take an average of 17 days longer than before COVID. We knew this because our data showed deal velocity slowed by 17 days between the first showing and the date it went under contract or had a pending lease. This helps us put some anxious sellers at ease with the help of the data.

If you’re not tracking your real estate activities – I highly encourage you start. In 3 months, you’ll have okay data. In 6 months, it’s better. After a year, it’s pretty good. After 2-3 years, you have some really accurate data and can start seeing trends on how and where you or your agents need to improve their businesses and can dial in to strengthen those areas.

I realize there’s a million things going on in this world besides work. Obviously take care of your family and your health. But don’t be discouraged. You can keep your business moving and even thriving during this time. Feel free to use some of all of these ideas and implement them into your business. I hope it helps you as much as it has helped me and my business.



A HEARTFELT LETTER

It has been 62 years since I returned to Canada from Michigan State university to start my career in marketing and public relations. Since then, I have worked in both the private and public sectors.

During those years I have belonged to many organizations and have been President of a couple. Here I will mention: The American Marketing Association, The Canadian Society of Fund-Raising Executives and The Information Services Institute (Ottawa) and others. Since arriving in Mexico AMPI and NAR. Then we have AREA.

I will go to my grave with AREA at the top of my list. Being in such a high caliber group is tops. Who is responsible? You all are the ones!

A few years ago, I quite imbibing except for weekends. In spite of that, Jason, I have so much enjoyed the Happy Hours. (I did fall off the wagon the night we toasted the newly elected NAR leadership, as well as some others.)

To you Carl, our fearless leader thanks for your kind words yesterday.

About this year’s Retreat it was another one as we say in Spanish “Muy Exitosa.” (Very successful.)

My heartfelt gratitude to all of you and others in AREA.

Ciao,
John Glaab



SPOTLIGHT: Eugene, Oregon

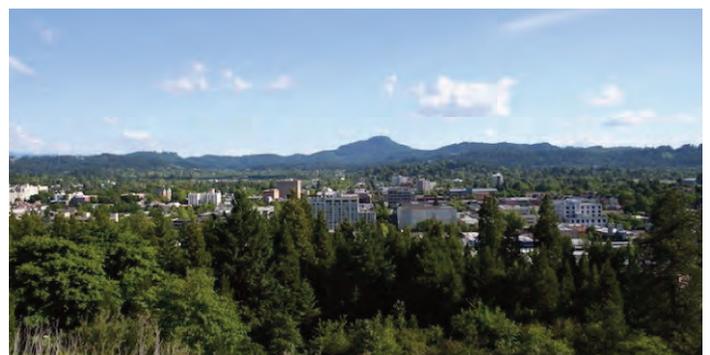


Jeremy Starr
Eugene, OR
jeremystarr@bhhsrep.com
541-485-1400

Known as Track Town, USA, this outdoor-minded community has produced many Olympic runners, the innovative Nike mega-company, which had its beginnings in Eugene, landmark sports venues and a host of sporting events from popular marathons to five Olympic team trials in Track and Field.

As of the 2010 census, Eugene had a population of 156,185; it is the county seat of Lane County and the state's third most populous city after Portland. Eugene is a robust college town and the home to the University

of Oregon, Northwest Christian University, and Lane Community College. Several spots within Eugene are believed to be inspiration for locations in *The Simpsons*. This includes Max's Tavern and the Pioneer Statue on campus. The city is also noted for its natural environment, recreational opportunities (especially bicycling, running/jogging, rafting, and kayaking), and focus on the arts, along with its history of civil unrest, protests, and green activism. Eugene's official slogan is "A Great City for the Arts and Outdoors". It is also referred to as the "Emerald City". In 2022, the city will host the 18th Track and Field World Championships.



ALASKA: The Final Frontier and Climate Change

AN ARTICLE BY
JANELLE PFLIEGER AND ANGIE TALLANT
ANCHORAGE/FAIRBANKS

Some Thoughts from Janelle Pfeleger



Climate change in Alaska is causing widespread environmental change that is damaging critical infrastructure. As climate change continues, infrastructure may become more vulnerable to damage, increasing risks to residents and resulting in large economic impacts. Findings suggest that the largest climate damages will result from flooding of roads followed by substantial near-surface permafrost thaw-related damage to buildings. Proactive adaptation efforts as well as global action to reduce greenhouse gas emissions could considerably reduce these damages.

My life and work is in the south central region of Alaska - the city of Anchorage and surrounding recreational areas. I have lived in Anchorage for over 40 years and have seen a dramatic change in the climate over that time. The swings in temperature have definitely increased. The winters can be warmer, wetter but, also have days of extreme low temps. The summers in the last few years have been very warm... which I loved! Being able to swim in the lakes and enjoy the heat has been nice. (I grew up in Texas :) But, it is definitely has had an impact on forest fires, floods and as the introduction noted has an impact on the infrastructure of the state.

Janelle



Janelle Pfeleger
Anchorage, AK
janellepfeleger@gmail.com
907-257-0156

Some Thoughts from Angie M. Tallant

Alaskans are passionate about their "home" ...the last frontier. There are many community-wide activists campaigning to make sure we are good stewards of the land. The saying is ... Alaska is just outside of Anchorage. We strive to keep Alaska beautiful and pristine.



Alaska is known for its vast mountain's capes, abundant wildlife and frigid temperatures. The past five years the state has seen a significant change to its overall climate, even though these changes have been building for decades. The State of Alaska has established Governor appointed task force committees to combat and educate Alaskans on what these changes mean to commercial fishing, DOT infrastructure and everyday life. Many cities have also adopted local task forces as the temperature differences between areas with the state are also extremely contrasting. With a rise in emissions that help feed the climate change, some local boroughs and municipalities have also implemented strict ordinances to engage change in the areas needed most. While we cannot stop the change in climate, we all work together to slow its effects and educate ourselves for what the future will look like.

Angie



Angie M. Tallant
Fairbanks, AK
angie@mysomers.net
907-347-3622



David White & Associates
dream, grow, protect, enjoy

Chris Riel CFP®
 925-277-2683
 criel@dwassociates.com
 www.Rieladvisor.com

Kirk Dobson CFP®, ChFC, ChSNC
 925-277-2649
 kdobson@dwassociates.com
 www.Kirkdobson.com

3150 Crow Canyon Place Suite 200
 San Ramon, CA 94583
 Fax 925-397-3002
 CA Lic 0C62264

Everyone has a plan, either by design or by default. We have a comprehensive financial planning process designed to guide you toward your personal or business financial success. We focus on your investments, risk management, protection strategies, tax planning, wealth transfer and more. Your true advantage comes from

applying our findings to match the needs and personalities of you and your family and/or business team. With our unique planning method, you gain the insight needed to be sure you are on the right track.

**Representatives offer products and services using the following business names: David White & Associates – insurance and financial services | Ameritas Investment Company, LLC (AIC), Member FINRA/SIPC – securities and investments | Ameritas Advisory Services (AAS) – investment advisory services. AIC and AAS are not affiliated with David White & Associates or AREA.*

A BIG
Thank You
 to our 2020 Sponsors



CRISP AND CLEAN CURB APPEAL

BOOST BUYER INTEREST WITH THESE PRE-SALE TIPS

Many sellers overlook easy and relatively inexpensive fixes that can add visual appeal and increase a home's selling price. While major remodeling is costly and may not address the needs and tastes of prospective buyers, these repair and maintenance suggestions have universal appeal. Here are some ideas to help a home attract more prospective buyers – and command a better price.

INTERIOR

Bathrooms and the kitchen must get a deep cleaning. Consider hiring a cleaning company that offers "move in / move out" cleaning services to do the job.

If kitchen cabinet exteriors are very dated or in bad shape, refacing may be an option. Far less expensive than new cabinetry, refacing can give old and worn cabinets new life and can visually renew a kitchen. Alternatively, most cabinets can be painted for an updated look that doesn't cost a lot.

Consider replacing kitchen or bathroom counters with a neutral-colored laminate surface if the current material is badly worn or stained. This gives the room a fresh appearance and, most importantly, prevents potential buyers from focusing on an eyesore.

Fresh paint on the walls and ceilings will do wonders for all rooms in the house. Stick to neutral tones so buyers aren't distracted by colors that make a statement they don't like. They'll be able to imagine themselves and their belongings in the space much more easily.

If carpet is covering hardwood floors, consider having it removed to expose the hardwood. Hardwood floors are desirable, so they should be shown off. If carpet is to remain, it should be thoroughly cleaned.

EXTERIOR

If the exterior needs painting, get it done. Buyers notice if paint is faded and peeling. If the paint is in good shape overall, renew the doors and trim with a fresh coat.

Clean the windows inside and out so they sparkle. It's amazing what a difference this can make in a home's appearance. Hiring a professional window cleaning company is the easiest and safest way to get the job done on a multi-story home.

Clear clutter from the yard, keep the lawn mowed and trim any overgrown shrubs. The home should look well maintained even at first glance. A thick layer of mulch can do wonders to hide less-than-perfect planting areas.

Place pots of bright, colorful flowers along the entry path and near the front and rear doors to add a cheery, welcoming touch.



Homeowners should save major remodeling projects – and the budget required – for their new home, not the one they are about to sell. But implementing some of the steps above can increase the appeal to prospective buyers without a huge investment in time or money.

On another professional note, please be assured that Pillar To

Post Home Inspectors is always committed to the health and well-being of our clients and homeowners, as well as our inspectors. This is especially true during this time of Covid-19. We remain highly focused on providing the highest quality home inspection while adhering to the strict safety and cleanliness guidelines provided by the CDC and local governments.

While our processes may have changed, our commitment to ensuring confident home ownership has not. Our job is not complete until you no longer have questions concerning the home you have asked Pillar To Post to inspect.

Brittany Shepherd
Assistant Marketing Manager, Pillar To Post Home Inspectors Inc.

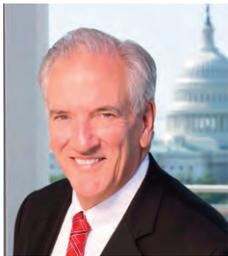


PERSPECTIVE

A COMMENTARY FROM CHRIS MCELROY

I would like to share with the group some thoughts provided by Larry Kendall, Chair Emeritus of The Group, Inc., Founder of Ninja Selling, and Author of Ninja Selling.

Building Healthy Culture



Chris McElroy
Fort Collins, CO
chris@thegroupinc.com
970-377-4927

Building a healthy culture and a high-performance company starts with organizational clarity. What do you stand for? What are your company values? What are your rules of the game or standards of practice?

Forty + years ago, when we started our company, we had not taken the time to articulate these values and rules. The result: we had great people going in different directions, marginal results and a fragmented culture. Two years later, we finally sat down and got clear on what we were

doing – writing down our company values, rules of the game, and working philosophy - and then “walking our talk”. The result: the next five years was the greatest period of productivity and growth in our history, even though we were in the recession of the early 80’s. It’s amazing what can happen when you take your people’s energy and get it focused.

In his excellent book, *The Advantage*, Patrick Lencioni recommends you start clarifying your business by asking six critical questions.

SIX CRITICAL QUESTIONS!

1. **Why do we exist?** The organization’s core purpose, beyond making money
2. **How do we behave?** The limits of diversity that can exist within the organization – the core values that all employees must share to thrive
3. **What do we do?** A simple statement that defines the organization’s business
4. **How will we succeed?** The anchors that define the strategy of the organization
5. **What is most important right now?** The organization’s rallying cry and over-arching objectives that are shared across the team
6. **Who must do what?** The role of each of us in achieving those objectives



We recently took our entire organization through this six-question exercise – starting with our senior management team, then all of our managers, and then our sales team at our annual retreat. We did each group separately and discovered an amazing alignment in the results. It dramatically improved our company focus going into this year. Did it take some time? Yes. Was it worth it? Absolutely! Invest at least as much time in your culture as you do your strategy.

REMEMBER





Miriam Dunn
Scarsdale, New York
 miriam@
 nyrelocation.com
 914-523-8638



Andrea McKey
Baton Rouge, Louisiana
 andrea.mckey@
 coldwellbanker.com
 225-241-2800

BY MIRIAM DUNN & ANDREA MCKEY
 NOMINATING COMMITTEE

NATIONAL HERITAGE AWARD NOMINEE 2021

BELMONT HISTORIC INN

This historic property has been Nominated by
 Peter Patout of New Orleans



MISSISSIPPI DELTA

Last Surviving Mid-19th Century Delta Mansion
 Greenville, Washington County, Mississippi
 Built 1857



On the **Lighter Side** with **Trinkie**

Featuring Tahoe's Trinkie Watson and her wit and wisdom.

When Insults had Class:

"I have never killed a man, but I have read many obituaries with great pleasure."

-Clarence Darrow

Thank you for sending me a copy of your book; I'll waste no time reading it."

-Moses Hadas

Stay Safe! Love to All, Trinkie



Trinkie Watson
Lake Tahoe, CA
 twatson@chaseinternational.com
 530-582-0722



Dennis Badagliacco
San Jose, CA
dennisb@legacyrea.com
408-218-1800

Legal Update

with Dennis Badagliacco past Chair of the Legal Advisory Committee of the NAR

1. Top Agent Network (TAN) has sued NAR, CAR and The San Francisco Board of Realtors claiming the policy requiring all listings be placed on the MLS unless the listing fell into one of the exceptions. TAN maintains it is better for the seller to limit the number of showings to TAN's membership because TAN agents do a large share of business. The counter argument states it is better for the seller to expose his/her listing to ALL members of the MLS in order to secure the highest price and best terms for the seller. The litigation continues, but TAN has been denied a court injunction on July 16, 2020 to stop enforcement of the rule. The court stated that TAN's claims are dubious. No one knows for certain, but it looks like TAN will lose on all fronts.

2. Only in California: State Senator Wiener is proposing a law to allow restaurants more time to pay the rents. California Association of Realtors has stated they will sue to block this "attempted law".

Realogy v. Compass: The suit goes on. One set of suits were dropped by Realogy but they appear to want to continue the remaining suit. Oh, to have money to burn!

3. Over the course of my Legal Updates I have mentioned the Consumer Finance Protection Board. The Board was formed by legislation passed in the Dodd Frank Bill. The issue is the CFPB Board is not elected and the president of CFPB could only be removed for cause. The US Supreme Court said the Board President could be removed, as anyone else in the US. Administration, and will serve at the discretion of the President of the US at will. NAR lobbied long and hard to get this victory. Many of the CFPB arbitrary rules were against the Real Estate Industry.