

Wyoming REALTOR® Association

President Elect – Lisa Moehrke

September 2019

The biggest highlight for my position since my last report was the opportunity to attend the Leadership Summit in Chicago in August. I had many take away's and appreciate your investment in me to help prepare for the coming year.

We continue to work on items that we feel add value to our members. 2019 has included continued work on forms, our forms provider, communication tools, scholarships for designations, education, ombudsman program, advocacy, policies & procedures, and more. We have utilized PAGs to evaluate, committees to strategize, and continued communication with our staff to work together effectively. We showed a strong presence at Legislative meetings in Cheyenne & Washington D.C., Regional, and National meetings to learn about current & emerging issues to poise our association for success. We continue to bring back what we learn and seek progress that will benefit our members. Please take time to read each of the Result Group Chairs' reports to see the good work that our volunteers have accomplished.

Articulating our value, our mission, and our goals is important so that our strategic planning takes into consideration how our decisions affect the long game and add value to the future of the membership.

It is important to remember some of the basic benefits we strive to provide our members:

Training & Educational Programs

Certification or Accreditation (Bylaws, Core Standards, etc.)

Networking Events

Research & Information dissemination

Forums to discuss problems & solutions

Licensing – working with the Real Estate Commission

Standards and a Code of Ethics

Communication & Publications

Charitable Efforts

Forms

Advocacy – Educating about issues & getting voices heard

Lobbying – Attempting to influence specific legislation

Local AE Assistance

Lastly, 2019 has been a great year! I would like to thank our leadership team for their service, we have been blessed with talented volunteers who have taken time from their families and businesses to give back to their industry.

I look forward to 2020 and the privilege to serve for the members. Please help welcome the 2020 Board of Directors! We will strategize together and work collectively towards goals that benefit our members. Some of our top priorities will include finalizing Forms, our REALTOR party SPC program, communication tools, and how we can help support our local board. We are always looking to recruit! Step up and Give Back! Be of Service, Be A Resource, Be A Leader....

Go "ALL IN!"

Following is more articulation to soak up! More info and an attachment from NAR General Counsel.

It's also important to share our story!

REALTORS® have built organized real estate for over 100 years establishing:

Code of Ethics

MLS – Broker to Broker Cooperation

Appraisal Standards

CMA's

Transparent Markets

Title Insurance

Public facing ownership records

Again, articulating priorities and sharing our story...here are priorities shared from 2020 President Vince Malta

• **2020 NAR Strategic Priorities**

• **Retaining REALTORS role as the best source of property information for consumers**

Knowledge & support to clients... 100+ year old MLS. Real estate data and accuracy from the professionals that create the data and are good stewards of the data.

• **Drive Community Development**

Advocacy – a way of life. We live & work & volunteer in the communities we serve, unlike some other types of businesses.

Economic development – community development to help attract business, house sales & development, collaborating with commercial REALTORS®

• **Housing Opportunities & Affordability**

National priority to help drive the conversation. To use our influence to support programs & policies that encourage healthy environments and opportunities.

• **Enhance the Value of Membership**

Focusing on working data, how we collect and share member data

Promoting our C2EX to encourage growth in our knowledge, expertise, and ethics

Updates from our legislative team:

• **Updates from the Hill – Presence of REALTORS®**

- Focus on how to drive local, State, and National policies to benefit communities.
- Modernizing our advocacy efforts and introducing ourselves to new congress members.
 - Message on the Hill
 - Value of REALTORS®
 - Impact on the Economy
 - Safety in our communities
- Providing testimony
 - Data privacy, housing opportunities, flood insurance, GSE reform, opportunity zones, and property rights.
 - We need to VOTE! Only 65% of registered REALTORS® actually vote

General Member Message Points

REALTORS® are encouraged to have transparent conversations with current and prospective clients about the services they will provide and how they will get paid for those services. The National Association of REALTORS® developed the following message points to make sure members are up to date and knowledgeable about the litigation and help guide their conversations with current and prospective clients.

- **REALTORS® are champions of homeownership, property rights and the communities they serve.** Every REALTOR® adheres to a strict code of ethics based on professionalism, consumer protection and the golden rule. REALTORS® draw on their unmatched knowledge to help buyers and sellers navigate one of the most complicated financial transactions of their lives. And REALTORS® are engaged neighbors committed to building and enhancing the communities they serve.
- **The MLS system and the way commissions are paid create competitive, efficient markets that benefit home buyers, sellers and small business.** The MLS system creates a highly efficient residential real estate market that fosters cooperation between brokers to the benefit of consumers. Commission structures (including how the listing broker pays the buyer broker) ensure greater access for a large community of home buyers who might otherwise be priced out of the market, which also would limit options for sellers.
- **Local, expert brokers play a crucial role in helping buyers and sellers achieve their goals.** Given the volume of information buyers have to navigate and the complexity of this transaction, buyer brokers serve many essential, highly informed roles ranging from scheduling home tours and inspections to coordinating with lenders and appraisers to coordinating attorney reviews and closing documents. Consumers agree: 78 percent of homebuyers say their broker was an important information source, and almost 90 percent would recommend their broker to a family member or friend.
- **These lawsuits are wrong on the facts, wrong on the economics, and wrong on the law.** Commissions are negotiable and, in fact, can be negotiated at any point during the transaction. The MLS and associated brokerage system create highly competitive markets with increased transaction volume and superior customer service. Consumers have many choices of different service and fee models among many brokers. Over 100 years, the courts have repeatedly validated this pro-competitive, pro-consumer MLS system, recognizing it increases the efficiency of the market and thus serves the best interests of sellers and buyers alike.