

Wyoming Realtor Association

President – Elect, Lisa Moehrke

June 2019

Good governance, it's just important period. We are looking forward to reviewing the revision of our strategic plan at our upcoming board of directors meeting. Maintaining and updating our goals and purpose as an association empowers the board to effectively & efficiently represent the interests of our members. Together we will continue to focus on policies, communication, branding, education, advocacy, and moving forward with relevant issues.

We are rounding the corner and gearing up for convention as well. I am working on lining up more sponsors for our event. Please let me or the fine staff in our office if you know someone that would like to sponsor or be a vendor at our upcoming convention. Laramie is excited to host our State Association at the Wildcatter for the icebreaker on September 10th!

While attending mid-year conferences in Washington D.C., we were made aware of other opportunities along with risks factors for our association. These include changing regulations, guidance issued by NAR to help the members, and emerging issues that we need to plan for. Here were a few of my biggest take-aways:

MLS Committee

1. New language was adopted to allow MLS to charge different fees to those that are part of a board vs. those participants that are not – so long as it is reasonable, that can be justified and associated with the cost of doing business. The MLS of Choice was member focused, to help the members be able to conduct business. The free market allows the MLS to decide what they want to charge and which services they will offer, and NAR offers guidance only.
2. “Coming Soon” NAR still offers guidance only articles on this topic.

****The key is to keep in mind...what if you “universalize your behavior” as an association...what if everyone did what you decided to do? Would it be fair, competitive, pro-business? Or would it be seen as disgraceful?**

Realtor.com

1. Lots of tools and opportunities! Industry.realtor/ccpro contains industry content for agents
2. Brokerages have a profile as well as agents...and you can add a video!
3. Ad campaign Real Estate for the Real In All of Us. Hitting it home with great commercials and ads on behalf of the Realtor.

Emerging Tech Issues

1. Listing Broker Attribution – origination & syndication of listings
 - a. Still in talks with Google
2. MLS Data Feeds
 - a. Best practices for MLS to provide feeds...displays, use of date in 3rd party databases, compliance
3. RESO
 - a. The needs for new infrastructure to help data syndicate, cross-info for access to data, getting uniformity of data

Data Privacy Laws

1. General Data Protection Regulation “GDPR”

Broad law – if you collect ANY personal data, then the law applies to you. Effective 5/25/19

The future looks to include plans for the consumer to “opt out”, you must erase their history or any information that can link back to them. These include also things like: Right of Access, Rectification, Erasure, Processing, Object processing, data portability.

Potential future of Federal laws which we would be better than 50 different states imposing different laws.

Surveillance Devices

1. Audio - Only in 10 states do both parties have to consent. Most only one party needs to consent. Seller can consent when not even a part of the conversation.
2. Video – Reason expectation of privacy is a bathroom. Some states say you must post a notice. Sellers may have a camera in place AND the buyer is walking around taking pictures too.

** Protect your agents - Consider addressing in Listing agreements, buyer agency agreements, MLS disclosures (add a field), property disclosure forms.

Ethical Marketing & Photography

1. Accuracy – Seller represented fairly? Purchaser not deceived
 - i. Use Common sense
 1. do not remove items that are physically attached
 2. Make sure twilight photos have sun in right spot
 3. Virtual staging can misrepresent the perspective of the size of the room

**Consider using MLS boxes to check, i.e.

__Virtual staged __Sample photos __Virtual Renovation __Rendering/not constructed yet

NAR – Ad campaign “That’s Who We R” - new marketing materials, one attached.

C2EX – Consider highlighting your members upon completion, raise the bar, add to our professionalism.

Don’t forget, please contact one of the Board if you are interested in serving!

We have positions opening and this is the month to turn in your applications!

I look forward to discussing these topics and seeing you all in September!

Please feel free to email or call me.

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