

2020 January Business Conference Attendee Summary

Overview

Theme

The theme for the conference this year was “Engage” which is one of the three driving principals of the Missouri Realtors 2020-2022 Strategic Plan (Engage, Advocate & Lead). Engagement, as defined by the strategic plan, is to connect members with captivating programs, services, products and events that enhance member value. What I found interesting regarding this principal was the idea of encouraging and cultivating participation among a diverse membership. Even among a relatively small board like the NMCAR this can be difficult to achieve due to increasing age gaps, cultural differences, and even diversity among interests. I feel in order to encourage engagement and provide meaningful experiences for each member, we should continually strive to provide a wide array of educational opportunities and events at both the local and state level. For more opportunities on how to get involved at the state level see my recommendation below*.

Conference Structure

The conference consisted of the strategic briefing, an RPAC awards banquet, various leadership meetings, breakout sessions, and voting for positions within the organization. As a first-time attendee, I was most excited for the breakout sessions. The focus of these sessions varied depending on topic and type of meeting. Many were intended to provide members opportunities to resolve issues faced by the organization while others encouraged improvements individually to enhance business activities. I also found that most groups help promote synergistic relationships within the Missouri Realtors organization and the communities in which they serve. While I was unable to attend all sessions (several are held at the same time), I gained many take-aways from those I did attend and was glad I was able to take part– especially output groups since I was able to actively participate, respond, and ask questions during these sessions (see page 2 for group highlights/key points).

*I highly recommend the conference to all realtors who are interested in current events impacting the Missouri Realtors Association. I attended the conference without funding; however, for first time attendee’s, scholarship opportunities are available at: <https://www.missourirealtor.org/resources/get-involved/>



Break Out Groups Attended



Property Management

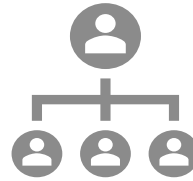
Talking Point: Hiring property management assistants can be helpful to retain and grow your business.

Pro Tip: Have your assistants licensed in real estate or take ethics and fair housing courses to be up to date on current housing issues.

Talking Point: Many Property Management teams have begun conducting maintenance “in house” meaning they hire their own teams and have them on call.

Pro: Immediate problems can be taken care of without having to pay higher premiums or wait extended periods.

Con: Logistically more difficult retaining quality workers.



Leadership Output Group

Leadership Academy: 2021 Applications will be available in the next couple weeks with a return deadline of April 3, 2020. This year long course meets approximately 5-6 times and consists of extensive leadership training. 2021 tuition is \$1,299. For more information, including application and scholarship opportunities visit:

<https://www.missourirealtor.org/resources/leadership-academy>

Honors Society Program: To see if you are eligible, forms will be made available at <https://www.missourirealtor.org/resources/awards-and-applications/honor-society>

In order to plan for future qualification, download the current form and work towards requirements.



Advocacy Output Group

Purpose: To promote current political awareness to all members in order to encourage positive action on behalf of Missouri Realtors

New Program: First Time Homebuyers Savings Account. This account allows qualifying first-time homebuyers to deduct up to \$1,600 for married couples filing a joint return, and \$800 for all other filers annually.

New Advocacy Openings: Many regions need political coordinators and advocates. If this sounds like something you would be interested in, contact your board president.

News: A new movement encouraging homes for all is seeking more rights for renters and urges rental housing to be public rather than privately owned.