

State Director Status Report

April Business Conference, St. Charles, MO • Missouri Association of Realtors

April 25-27, 2018

Consumer Education Output Group Meeting

Discussion about educating high school students:

- A broker at our meeting frequently teaches a special course at a local high school.
- Topics around understanding credit scores, pros and cons of buying vs. renting and the right time to buy, how mortgages work.
- Even got permission from school to host a field trip for class to view 3 vacant homes for sale and 3 "new" homes for sale to learn about the difference in what you get and how the buying process works.
- MAR already has a curriculum set up geared at 17-18 year old seniors in high school. it's a 1 hour class, designed to be presented by a realtor. Discusses topics like credit scores, mortgage lending, etc. and uses powerpoint presentation and notes to present.
- Go to MAR website for detailed information:
<http://www.missourirealtor.org/resources/consumer>

Group talked about Centralia & Columbia - Will launch in local public schools as a pilot program. Would like to add more high school education where students roll play based on seniors like (married, 3 kids). roll play to include things like:

1. Open a checking account
2. Buying a car
3. Why not add real estate to that curriculum?

Discussion about getting a bill passed to allow savings account for home ownership. If the Bill passes, then add that curriculum too.

Discussion about FREE 1.5 minute video about local market stats:

- Monthly home sales statistics
- For any local Association who wants it.
- Free
- Check out "MO Marketing Statistics"
- 1.5 minutes long

- Included quarterly comparisons of current year compared to previous year
 - Interest Rates
 - Solds
 - Sale Prices
- **Tristan is the contact person with MAR to set it up. All you will need to do is give him your local figures by county and he does the rest! Tristan's contact information is listed below.**

Tristan Asbury

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Discussion about reaching Millenials:

- They are currently 18-38 years old
- Suggest agents do "selfie" video of listings to get lots of hits.

THIS IS A VERY COOL GROUP! I really liked it.

I told Tristan I would connect him with administration at Crowder College. Perhaps someone has contacts with our local high schools too?

Commercial Output Meeting

MIPIM on March 12-16, 2018 in Cannes, France: Largest commercial real estate gathering in the world, every year, in March, in Cannes, France. It has been around for over 40 years and investors from all around the world attend every year. This year we had a MO group, which cost \$20K, within the NAR pavilion. Opportunity to showcase our state and share investment opportunities. People have no idea where Missouri is in comparison to other states in the USA. This year, met an international realtor with a client in Japan looking to invest 30-50 million dollars for cattle/beef production. Was able to make introduction to realtors who could help find the right opportunity for the buyer/investor. Great chance to bring 30-50 million dollars of business to our state.

Discussion regarding NAR commercial Listing Websites/companies:

- St. Louis chose Catalyst for data (Costar too expensive). Excelligent was forced into bankruptcy by Costar who used Costar's branded images. Catalyst will need to build database from scratch. Guaranteeing 200 users. Pricing for Saint Louis association of realtors members is \$85/mo, St. Charles & So Illiois association members is \$99/mo, if not a member of those associations \$150/mo - must be realtor. Asking brokers and admins to populate data into the database. Catalyst is the site that CCM just signed on with in Los Angeles, Louisiana, etc. Feel it is the chosen source for commercial data. Put listings on the database too, www.catalyst.com, even if you are not a member. Interestingly, Kansas City has gone with Costar, for a 3 year agreement (42% discount). Feel strongly that Costar needs competition to keep data affordable. If Costar had no competition, prices would continue to soar.
- Realtors can also find all kinds of commercial listing options on the NAR website.
- Kansas uses Reonomy.com. Can use a free trial. Good for rural farms no outlying areas. Basic is \$39/mo, up to \$300/mo. Gets owner information contacts, phone numbers, tax info, county info, sales tax debt, etc. Site is based out of New York.

Seeking volunteers for a Planning Committee:

Planning for Fall Commercial Economic Development Summit 2018
On Tuesday September 18,2018 in Kansas City

Forms and Education Updates/Opportunities:

- RLI Classes (Sept 13/14 in Springfield)
- **FAA Remote Pilot Ground School**

Appraisal Section Meeting

This section meeting is self-funded, but receives staff support from MAR. Self-funding so they can act independently as appraisers. So they remain independent, objective, and unbiased. Their views don't always align with what MAR might like, so they remain separate by not being funded by MAR.

Recap of USPAP class recently held in Columbia (Uniform Standards):

Non appraisers can attend the course but do not receive any CE credits for doing so.

Dave has developed something to use for listings. It's a PowerPoint presentation. An official class is still in the works.
Will it be a CE class? Goal is to have CE credits. Goal is September 2018.
Class will provide information to agents and brokers to understand how appraisal works. Curriculum will be 3 sections, understanding differences between market values. Appraised value is different for market value than it is for liquidation. How to deal with listing information to help market the property. And measuring how to's and liability issues. Will not go into adjustments for CMA's.

Suggestion 1: Host a panel of appraisers for a lunch and learn in our area.

Suggestion 2: Have more education sharing how to enter homes into MLS correctly, as correct type of structure.

Suggestion 3: Providing information (not coercing or pressuring) to appraiser at time of scheduling listing appointment.

Appraisers have different guidelines to research when appraising depending on who they are doing the appraisal for. Some require talking to the home owner even.

Share multiple offers with appraisers. They WANT to know when current and closed transactions have/had multiple offers. It makes a difference. Update notes when closing transactions in the MLS so Agent notes say "received multiple offers". That is valuable information for appraisers.

Include details on concessions - It does not hurt the value of the property, especially when it is typical in the marketplace.

Discussed MLS' not being policed for accurate information. Appraisers have been asked by MLS' to compile a list of information wanted on MLS to support appraisers to get it standardized on MLS' in Missouri. They sit on boards and support accuracy but do not have any more influence than all of us who are members.

Updates to MHIA:

The flavor of politics in Jefferson City is "interesting" and things are happening in legislature with lots of bills working their way through the process. In foreclosures a surplus after sale of property it is supposed to be returned to the homeowner. A bill is pending so that lien holders are paid before the homeowner. That bill is senate bill has been passed and is with governor for signature or veto. For instance, say the lender can recover the balance of the note and cost of foreclosure, any surplus goes to the borrower. But this bill provides that any valid lien holders shall be satisfied first (2nd deed & mechanics liens, etc). Anticipated to pass.

Another bill is underway to prevent municipalities where you live to require a fee/second license in addition to the fee one already pays for licensure (like realtor license).

Updates to MAAC:

Trent Watson is a younger fella (recommended by previous rep) as new legislative representative.

MO appraiser Advisory Council has a conference May 18/19 in Jefferson City, with speakers Michael Orman who is a contract investigator, has a class that is a summary of a horror of things he has found during Tennessee investigation. Also, for commercial work, Bill Wilson is a fella from American Society of Appraisers, will be presenting about "introduction to 'going concern' value". Better Safe Than Sorry class to avoid common errors in appraisal (applied course in uniform standards).

Go to www.missouriappraisers.org for more info. Typically attended by 100-150 appraisers. Great networking opportunity. They, as appraisers, are also realtors and welcome fellow realtors.

Contact and stay in touch with: David.doering@moprop.com

\$65 a year to join this group

Upcoming Events

NAR REALTORS® Legislative Meetings & Trade Expo - May 14-19, 2018 in Washington, D.C.

- For more information, visit <https://thelanding.missourirealtor.org/events/Legislative>

Effective Negotiating for Real Estate Professionals - Jul 22, 2018 in Lake Ozark, MO

- located at Lodge of Four Seasons, 315 Four Seasons Drive,, Lake Ozark, MO, 65049
- hosted by WCR from 8:00 AM to 5:00 PM
- for more information, visit <https://thelanding.missourirealtor.org/events/Negotiating>

September Business Conference - September 19-21, 2018 in Kansas City, MO

- For more information, visit <https://thelanding.missourirealtor.org/events/Sept Biz Conf>

2018 Realtors Conference & Expo - November 2-5,2018 in Boston, MA

- For more information, visit <https://www.conference.realtor/>