# WELCOMETO NEW MEMBERSHIP ORIENTATION



# YOU WILL BE PARTICIPATING IN MANY ZOOM CLASSES/MEETINGS DURING YOUR CAREER SO PLEASE TAKE A MOMENT TO REVIEW THESE BEST PRACTICES

- Zoom Best Practices- If you can't do it in a classroom don't do it on screen.
- Camera on at all times and be in the frame.
- Mute yourself unless speaking.
- No Working during this time, this is a required class with important information about your membership.
- NO DRIVING, this is a safely and liability issue.
- There will be a scheduled break and if you step away, please keep it brief.
- Turn on the Chat feature which is how we communicate with you.
- Names on screen are a necessity for credit for this class.
- You must complete this class in its entirety to receive credit.

# INTRODUCTIONS WITH STEPHANIE RYAN, 2023 PRESIDENT OF FOUR RIVERS ASSOCIATION OF REALTORS®

What is your name and what brokerage are you with?

How long have you been licensed and what is going to be your field of specialty? Residential, Commercial, Property Management or Farm and Ranch.

What was your profession or field of specialty before real estate?



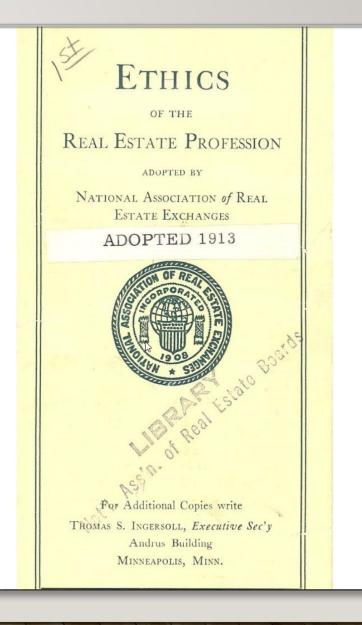
# What is a Board of REALTORS®?

3-tiered organization, each governed by a member elected Board of Directors:

- NAR (founded in 1908)
- TAR (chartered in 1920)
- Pre-merger existence (Chartered in the 1960's) Local Association formed January 1, 2014

NAR'S CODE OF ETHICS, ADOPTED IN 1913, WAS ONE OF THE FIRST CODIFICATIONS OF ETHICAL DUTIES ADOPTED BY ANY BUSINESS GROUP. THE CODE ENSURES THAT CONSUMERS ARE SERVED BY REQUIRING REALTORS® TO COOPERATE IN FURTHERING CLIENTS' BEST INTERESTS.

- REALTORS® are different from non-member licensees in that they voluntarily subscribe to a strict Code of Ethics.
- COE is comprised of 17 articles and standards of practice divided into three sections:
- Duties to Clients and Customers
- Duties to the Public
- Duties to REALTORS®



# NAR Code of Ethics Training Requirement.

### **Current Cycle**

January 1, 2022, to December 31, 2024

## **Future Cycles**

January 1, 2025, to December 31, 2027 January 1, 2028, to December 31, 2030

Failure to complete training during any cycle will lead to suspension of membership for the January and February immediately following the cycle deadline, with termination of membership starting March 1 after the cycle deadline.

#### Contact the Broker

Contact the person's broker to inform him or her what happened. It could lead to a quick resolution.

### Use the Ombudsman Program

A volunteer from the Texas REALTORS® Professional Standards Committee will listen to your concerns, explain possible resolutions, and answer questions.

#### File an Ethics Complaint

If contacting the broker and talking to an ombudsman don't resolve the problem, you can file a formal complaint.

## File an Anonymous Complaint

For certain types of Code of Ethics violations, you can submit an anonymous complaint.

#### **Arbitration**

This process is used when you think you're owed money based on an agreement.

# Why NAR Protects the REALTOR® Trademark



# What is most important to remember as a NEW REALTOR®?

- I. REALTOR® means = Member of NAR
- 2. REALTOR® only has 2 syllables (REAL-TOR)
- 3. REALTOR® should always be capitalized and followed by the trademark symbol when possible.
- 4. REALTOR® logo has design standards that should be followed when communicating to the public.
- 5. Punctuation is key! There should always be a comma or dash between your name and the term REALTOR®, and that information should be followed by your brokerage information for a complete contact, when possible.



Window to the Law: Antitrust for Real Estate Professionals

ANTITRUST

#### **Local Broker Marketplaces Foster Competition**

REALTORS® are mostly small business owners who ensure buyers and sellers experience the greatest transparency, choice and efficiency through independent, local broker marketplaces that level the playing field for all types and sizes of residential real estate brokerages.

**Multiple Listing Services (MLSs)** are independent, local marketplaces that promote innovation and make it possible for residential real estate businesses of all types and sizes to compete.

#### **Consumer Access & Opportunity**

- Local broker marketplaces create the largest, most efficient, and most convenient markets that ensure equity, transparency, and market-driven pricing for home buyers and sellers.
- Advance Affordability
- Provide the Largest Home Sale Source
- Lead the World
- Create Consumer Choice
- Source Reliable Data
- Ensure Equity
- Support Competitive Compensation

#### I agree to:

- **Provide equal professional service** without regard to the race, color, religion, gender (sex), disability (handicap), familial status, national origin, sexual orientation or gender identity of any prospective client, customer, or of the residents of any community.
- **Keep informed** about fair housing law and practices, improving my clients' and customers' opportunities and my business.
- **Develop advertising** that indicates that everyone is welcome, and no one is excluded;, expanding my client's and customer's opportunities to see, buy, or lease property.
- **Inform my clients and customers** about their rights and responsibilities under the fair housing laws by providing brochures and other information.

# FAIR HOUSING DECLARATION

#### I agree to:

- **Document my efforts** to provide professional service, which will assist me in becoming a more responsive and successful REALTOR®.
- Refuse to tolerate non-compliance.
- Learn about those different from me and celebrate those differences.
- Take a positive approach to fair housing practices and aspire to follow the spirit as well as the letter of the law.
- **Develop and implement** fair housing practices for my firm to carry out the spirit of this declaration.

# FAIR HOUSING DECLARATION

# Casey Lee – Government Affairs Director casey@fourriversrealtors.com 512-738-7053

#### **Hays County**

San Marcos
Michael Nolen
michael@monicamcnabb.com

#### **Comal County**

New Braunfels/Canyon Lake Mark Gibson markgibson@kw.com

#### **Guadalupe County**

Seguin Ken Kiel kkiel@cbharper.com

#### **Caldwell County**

Jennifer Hellums jhellums@cbharper.com

#### **Gonzales County**

#### **LMT** Chair

Ken Kiel kkiel@cbharper.com

#### **TREPAC Chair**

Pat Fernandez pat@hart-properties.com

#### **TREPAC Trustee**

Peggy Jones peggyjones@austinsa.com

#### **Political Involvement Comittee**

Melissa Walls melissa@cornerpostrealestate.com

#### **Central Texas Field Rep**

Matt Lipina mlipina@texasrealtors.com 920-419-4058

# Advocacy is more than just political

Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS® should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership. They require the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.

Such interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which REALTORS® should dedicate themselves, and for which they should be diligent in preparing themselves. REALTORS®, therefore, are zealous to maintain and improve the standards of their calling and share with their fellow REALTORS® a common responsibility for its integrity and honor.

In recognition and appreciation of their obligations to clients, customers, the public, and each other, REALTORS® continuously strive to become and remain informed on issues affecting real estate and, as knowledgeable professionals, they willingly share the fruit of their experience and study with others. They identify and take steps, through enforcement of this Code of Ethics and by assisting appropriate regulatory bodies, to eliminate practices which may damage the public or which might discredit or bring dishonor to the real estate profession.

# But it is political



Federal - NAR

State – Texas REALTORS®

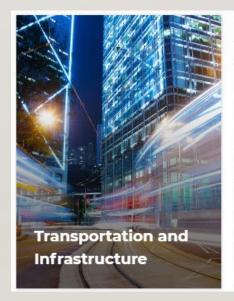
Local – GA/TREPAC
Committees

National, State and Local REALTOR® Associations advocate daily for 1.5 million REALTORS® and 75 million property owners.
REALTORS® are one of the most effective advocacy organizations in the country.











# Everything starts and ends locally

The Four Rivers Assoc. covers five counties and is impacted by every municipality within those counties.

Public Policy: Member driven process to determine a policy idea's impact on the real estate industry and our stance. Real estate is one of the most regulated industries. Strong public policy ensures consumers can buy, sell, and lease real property without undue burden from the government.

Issues Mobilization: Special fund to help local associations with local policy issues. REALTOR® engagement through Issues Mobilization has been proven to flip public, and elected official, perception on issues, resulting in victories which had seemed impossible. SMTX 4 All

Political Affairs: Core part of GA goals and strategy. Four main goals

- I. Keep Texas REALTORS® informed and engaged
- 2. Build and strengthen relationships with elected officials and candidates
- 3. Elect REALTOR® Champions at all levels
- 4. Ensure everyone knows REALTORS® are engaged and paying attention

# TREPAC

The mission of Texas REALTORS® Political Action Committee / TREPAC is to raise and disburse funds to promote home ownership, protect real property rights, and increase political awareness.



#### Invest now

48% of all Texas REALTORS® worked hard to protect your business by investing in TREPAC last year.



#### Get involved

By investing in TREPAC, we are investing in the candidates who will make the rules that govern how we do business



#### Investments = Savings

If you're not at the table, you're probably on the menu.

#### TREPAC supported elected officials who supported:

#### 2021:

- HOA reform for fee caps, transparency, and homeowner protections
- Increased broadband access
- Property tax transparency
- Eminent domain reform to increase property owner rights and education
- Flood disclosure for tenants

#### 2019:

- Property tax reform for transparency measures and lowering voter approval rate to 3.5%
- Comprehensive school finance reform
- Ending forced annexation
- TREC sunset review

#### 2017:

- Prohibiting linkage fees
- Expansion of Seller's Disclosure
- Enhanced access to home equity

#### 2015:

- Ban on Transfer Tax
- Repeal Broker's Double Tax
- Reduction of Franchise Tax
- Equal and Uniform Property Valuation
- Property Tax Transparency
- Updated TWIA funding and structure

#### 2013:

- Infrastructure needs
- Consumer-protection laws for Property Tax Loans

If real estate is your profession, politics is your business. And no one protects the real estate industry and your bottom line like TREPAC/Texas Association of REALTORS® Political Action Committee.

TREPAC backs local, state, and national candidates and elected officials who have a proven track record of protecting private-property rights, preserving the dream of homeownership, and supporting the vitality of the real estate industry.

# Stay informed

Read your Monday Memo email
Text "txrealtors" 30644
TexasRealEstate.com/Liaison
TexasRealEstate.com/Issues
TexasRealEstate.com/RealtorDay



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# **Education Opportunities at Four Rivers**







# GRI Classes

The Graduate, REALTOR® Institute (GRI) symbol is the mark of a real estate professional who has made the commitment to provide a high level of professional services by securing a strong educational foundation.

Four Rivers will be hosting these 3 Amazing Classes:

- Jan 23,24,30,31- GRI Business Skills #559
- April 17,18,24,25- GRI Brokerage #779
- May 15,16,22,23- GRI Contracts #420

30 SAE Hours for each class 8:30am-5:00pm each day FRAR Members \$275/ Non-Member \$300



REGISTER NOW
WWW.FOURRIVERSREALTORS.COM
PROVIDER TEXAS REALTORS® #4520



# LOCAL MEMBER BENEFITS

What do you get for your \$125/year?

- Member Loyalty Cards (Get Punched)
  - -Quarterly \$100.00 drawing
  - -Annual Dues Drawing
- Education Opportunities-
  - -At least 18 Hrs. of Free Classes Annually
  - -Discount on classes/Board Store Items
- FRAR REALTOR® Kid Scholarship
- Exclusive Supra eKey Reciprocity
- \$10 Luncheons/Multiple FREE Events
- SafeShowings Enterprise Safety App
- Leadership and Community Outreach
- Friendly, knowledgeable, and available staff.

## **STATE MEMBER BENEFITS:**

# TEXASREALESTATE.COM/MEMBERS/MEMBER-BENEFITS





Legal answers, marketing tools, discounts on products and services, and legislative and political advocacy are only a few examples of what you get as a Texas REALTOR $^{\circ}$ .

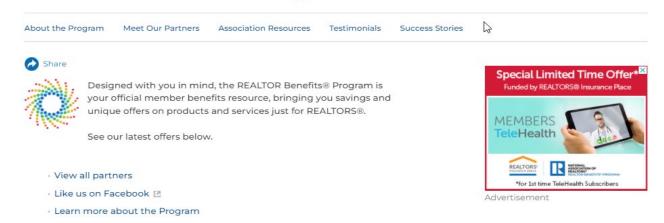
Alphabetical List of Benefits

Browse by Category

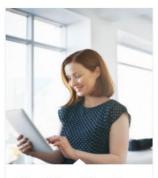
## **NATIONAL MEMBER BENEFITS:**

## NAR.REALTOR/REALTOR-BENEFITS/PROGRAM





#### **News & Special Offers**



DocuSign eSignature



New Year Ready With Lenovo!



New Year Sale at the GE Appliances Store



Save \$50 During Every Move This Year

# NATIONAL MEMBER BENEFITS: .REALTOR® DOMAIN/TOP LEVEL DOMAIN

## .realtor™ Domain





.realtor™, the trusted domain in online Real Estate. Exclusively available to members, firms and boards of the National Association of REALTORS® and the Canadian Real Estate Association.

# COMMUNICATE WITH FRAR



STAY UP TO DATE WITH WHAT IS GOING ON IN YOUR ASSOCIATION, AND IN YOUR REAL ESTATE PROFESSION!

#### FRAR WEEKLY **NEWSLETTER**

MONDAY MORNING MEMO

**DELIVERED BY 6 AM EVERY MONDAY** MORNING

ORGANIZED BY LOCAL STATE & NATIONAL AOR **INFORMATION &** SCHEDULE OF CLASSES January 31, 2022



Local, State and National REALTOR® Association News & MLS Updates



Visit: FourRiversRealtors.com









**Local News & Information** 



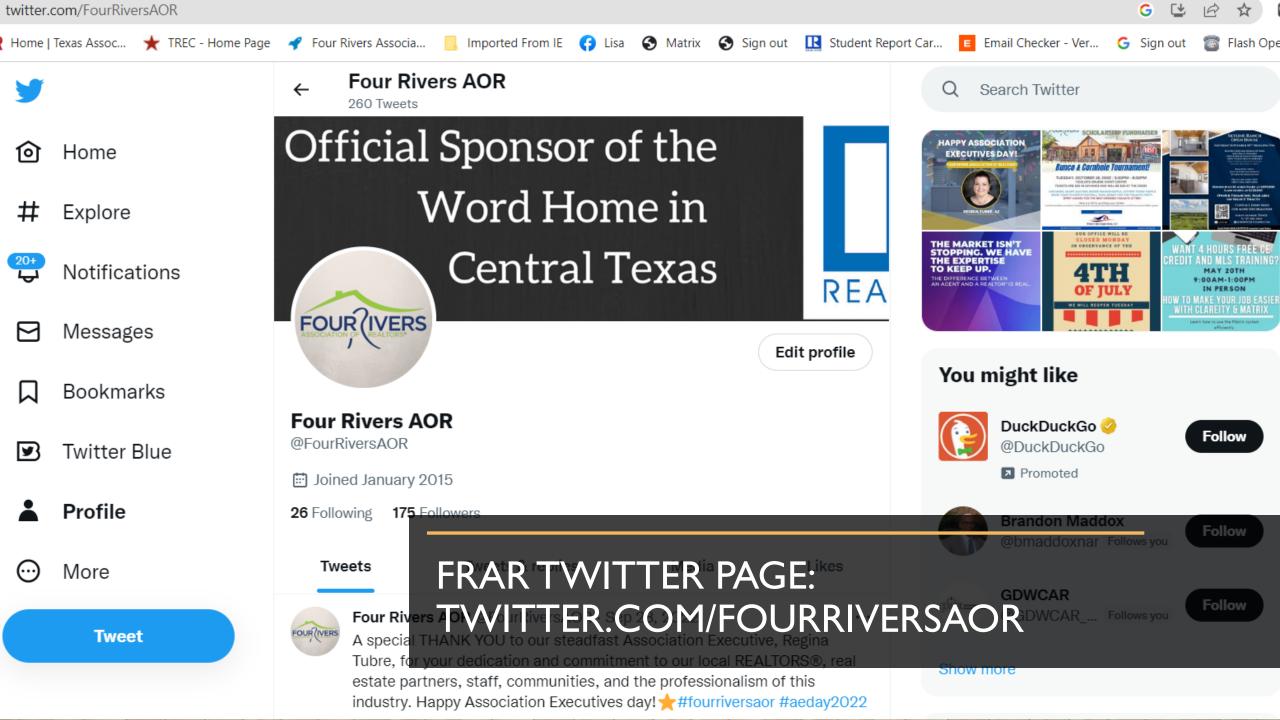
Four Rivers AssoFRAR FACEBOOK: S

3.8K followers • 352 following

@FACEBOOK.COM/FOURRIVERSAOR

2 Searc

About Mentions Reviews Reels Photos More ▼















# FRAR INSTAGRAM PAGE: INSTAGRAM.COM/FOURRIVERSAOR

RPR Presents

HAPPY ASSOCIATION

FRAR TEXTING PROGRAM
TOLL FREE #:
1-844-336-3727 \*SAVE TO CONTACTS

Text "FRAR" to:

I-844-336-3727 to Opt-In/Message

- Important Alerts/Reminders
- 2-Way
   Connection/Conversation

# ext Message

Four Rivers AOR: Please be aware that upra is experiencing issues with some of eir KEY services that are temporarily dow Thank you. Txt STOP to OptOut



**REALTOR® SAFTEY IS SO IMPORTANT** 



NEW MEMBER BENEFIT: SAFESHOWINGS

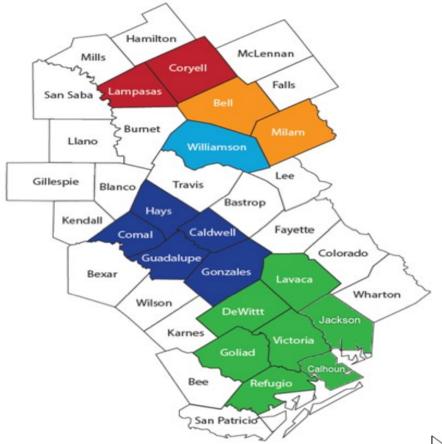
# Central Texas Multiple Listing Service



#### COVERAGE AREA:

-FOUR RIVERS
-VICTORIA
-WILLIAMSON
COUNTY
-TEMPLE BELTON
-FT HOOD







Branded or Copied Photos





Listings not mapped properly



Not Reporting Sales / Sold



IDX – Websites, Listing Agent Contact in Remarks



Directions

#### **HOT OFF THE PRESS:**

#### Staged Photos Allowed But Shall:

- Do not alter condition of property's structure
- Allows Staging of Furnishings and Wall De'cor
- If Staged MUST upload Before / After, as well as identified in Photo Comments as "Staged / Modified"

# Updated photo rule change I was a second of the change of

Digital images shall **not** contain digitally enhanced modifications that alter or misrepresent the condition or appearance of the listed property's structure or grounds included in the sale or lease. (e.g. adding or modifying a swimming pool or landscaping, removal of objects such as powerlines, utility boxes, fire hydrants etc.)



Digital images may include the use of virtual staging which is limited to the addition/removal of furnishings and wall décor that would otherwise be considered personal property and not conveyed in the sale of the property. Digital images and photographs submitted to the MLS, for a listing, shall **not** include any person within the image or photograph. If virtual staging (i.e., use of software to add furnishings) is used in listing photos, the agent **must** upload a before and after photo of the room, and after photo of the staged photo **must** be identified as "staged/modified" in the photo text.

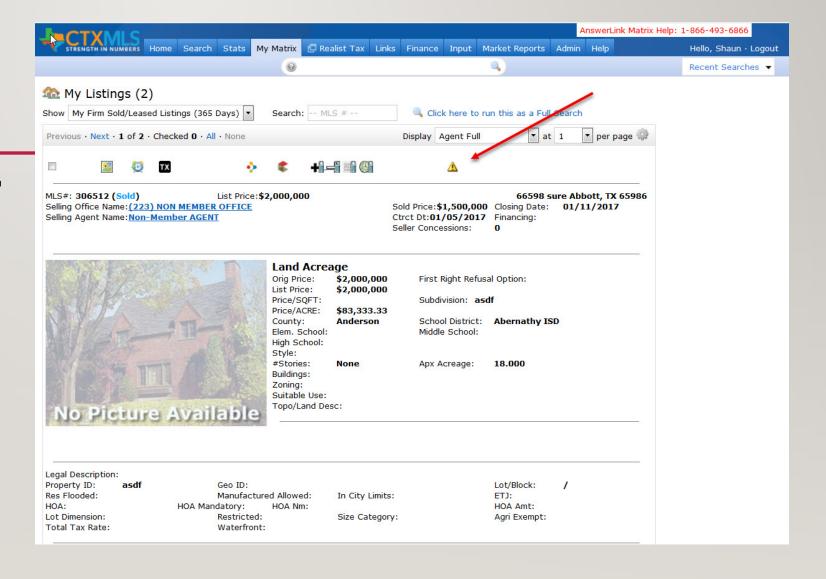


# REPORT IT

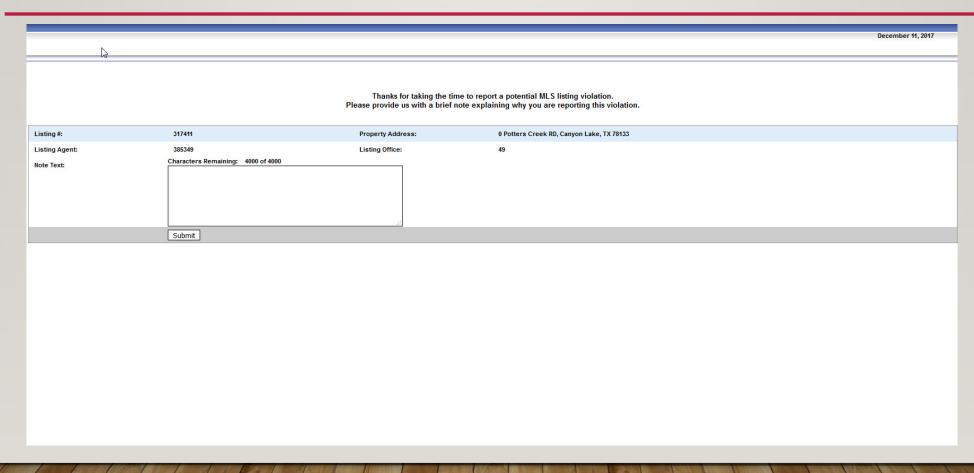
 Click the Yellow Caution icon to send a manual Report IT on a listing.

• Leave a detailed explanation of the suspected compliance issue and LDC Specialist shall investigate and render a decision if it warrants any further action.

# REPORT IT CONT.



# REPORT IT CONT.



# COMPLIANCE WORKFLOW

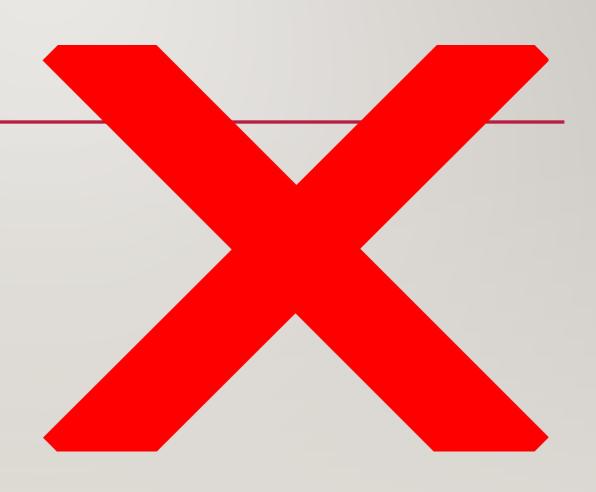
#### Minor Offence: New Workflow

- Warning If you correct the listing no further action.
- \$100 Fine 72 Hours after the warning it's an automatic fine if not corrected.

# COMPLIANCE WORKFLOW CONT.

#### **Serious Offence:**

- No warnings
- Automatic \$100 Fine
- Allowing a listing to expire without changing the status to Sold
- Branded Photos
- Duplicating listings within the same property type



## COMPLIANCE WORKFLOW CONT.

#### **Egregious Offense:**

- No Warning
- Automatic \$1000 fine
- Sharing Password or Login
- Failure to provide Listing Agreement within
   48 of request
- Failure to correct any of the mentioned compliance issues

#### WHAT IF I RECEIVE A FINE OR NOTICE?

- Contact us immediately, Don't Wait! We are happy to help.
- Call or Email <a href="mailto:Compliance@ctxmls.com">Compliance@ctxmls.com</a> or Four Rivers Staff
- Fine Waiver Class now offered. You may take this 45 minute class once every rolling 12 months
- Appeal Submit Appeal form to the CTXMLS Advisory Council for hearing.
- Or.....

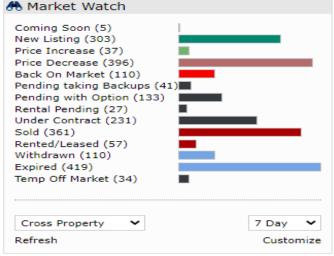




Enter Shorthand or MLS#

Alert! Teams Feature is ON. Also! 1 person has full access to your account; see My Matrix>Settings>Teams.











#### External Links

My Listings

CTXMLS Dashboard Input Sheet - Residential Input Sheet - Residential Lease Input Sheet - Farm & Ranch Input Sheet - Multifamily Input Sheet - Land Input Sheet - Commercial

Call Matrix Answerlink for Help - 1-866-493-6866

ShowingTime

ShowingTime Appmt Ctr - 800-746-9464

ShowingTime Help & Training REALTOR Property Resource

ePropertyWatch

CataMaster

b) Find New Homes: Builders Update

CTXMLS Rules and Regulations

CTXMLS Fine Schedule CTXMLS Service Area

ListHub Dashboard

ListHub Broker Registration Video

Property Panorama

RETS or IDX - Contact datafeeds@ctxmls.com

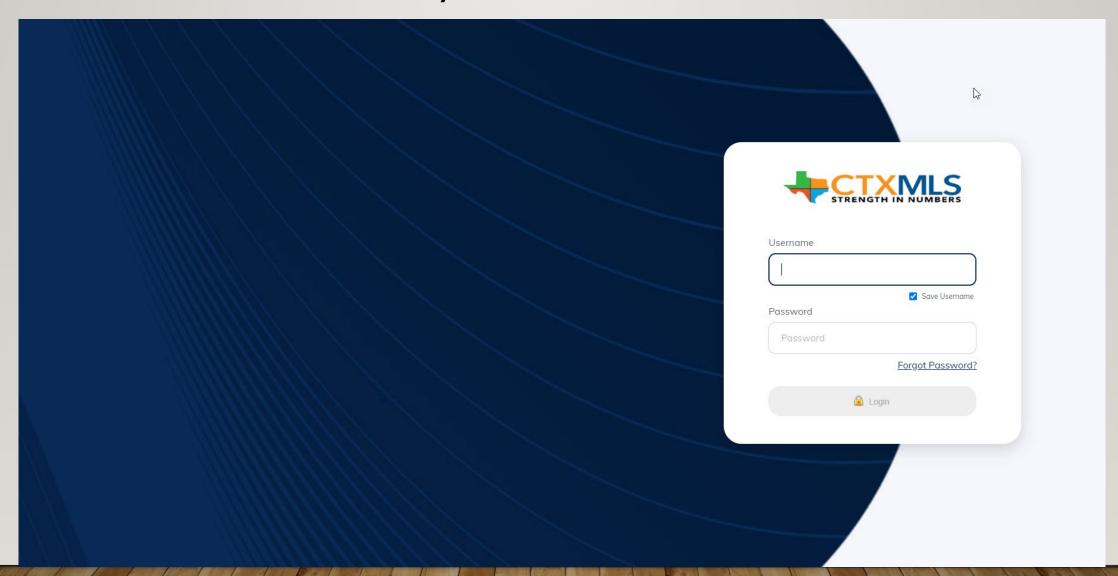
Texas Realtors - Market Viewer

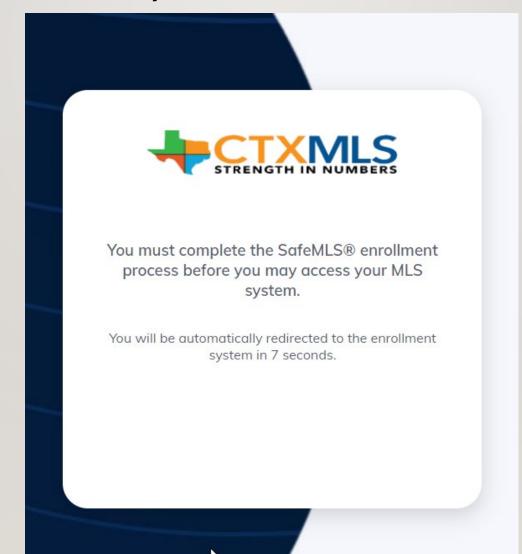
Realist Training Video Fine Waiver Class Request Form

#### RE Technology RE Technology Update Register Free Search



HomeVisit



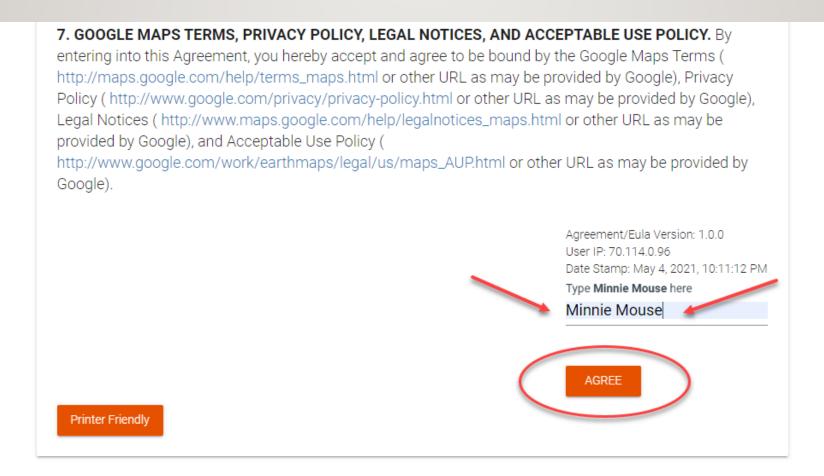




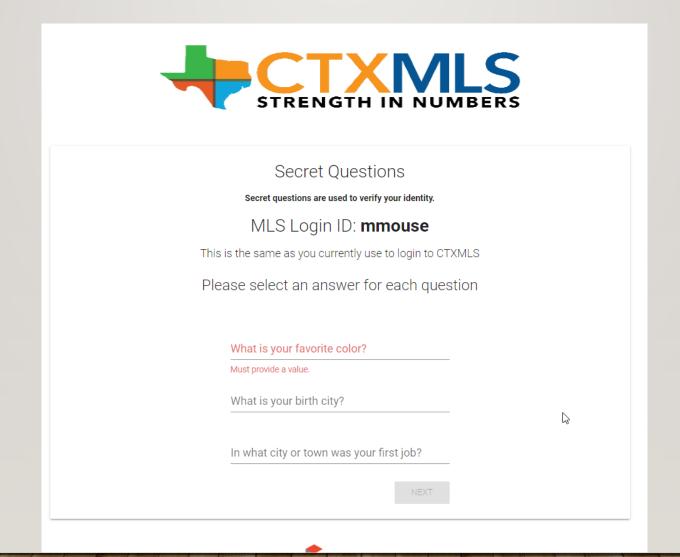
#### CTXMLS Enrollment Agreement

PLEASE READ THIS LICENSE AGREEMENT AND OUR PRIVACY POLICY (THE "AGREEMENT") CAREFULLY BEFORE YOU LOG ONTO AND/OR ACCESS THE MATRIX SYSTEM. THIS AGREEMENT EXPLAINS CORELOGIC SOLUTIONS, LLC'S ("CORELOGIC") OBLIGATIONS TO YOU, YOUR OBLIGATIONS TO CORELOGIC, THE TERMS AND CONDITIONS FOR YOUR USE OF THE MATRIX SYSTEM AND WILL CONSTITUTE A BINDING CONTRACT BETWEEN YOU AND CORELOGIC. BY CLICKING ON THE "I ACCEPT" BUTTON, OR BY LOGGING ONTO OR ACCESSING THE MATRIX SYSTEM, YOU AGREE TO BE BOUND BY THIS AGREEMENT. IF YOU DO NOT WISH TO BE BOUND BY ALL OF THE TERMS IN THIS AGREEMENT, YOU SHOULD CLICK ON THE "I DECLINE" BUTTON AND YOU MAY NOT LOG ONTO OR ACCESS THE MATRIX SYSTEM.

MATRIX SYSTEM LICENSE AGREEMENT AND PRIVACY POLICY









#### Password

#### MLS Login ID: **mmouse**

Enter New Password

Your password must be at least 8 characters long, have at least 1 upper case & 1 numeric. Must not match first & last name or login ID. Also must not match 5 of the same characters of a previous password.

#### Password

Invalid Password

Confirm Password

NEX.

For added security, passwords are checked for breaches against haveibeenpwnd.com



#### **Enrollment Confirmation**

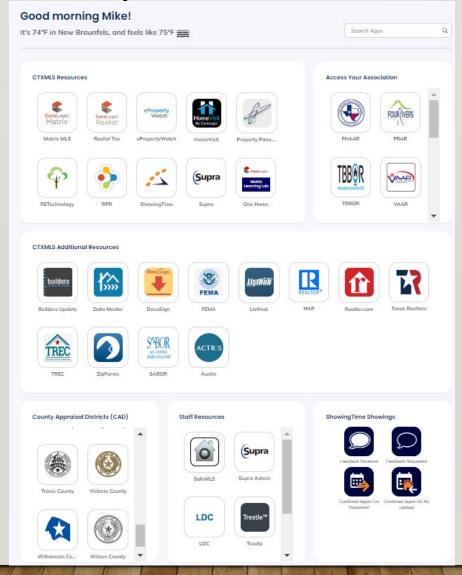
✓ Congratulations! you have successfully enrolled your account.

We currently have MLSEmail@ctxmls.com as your email address.

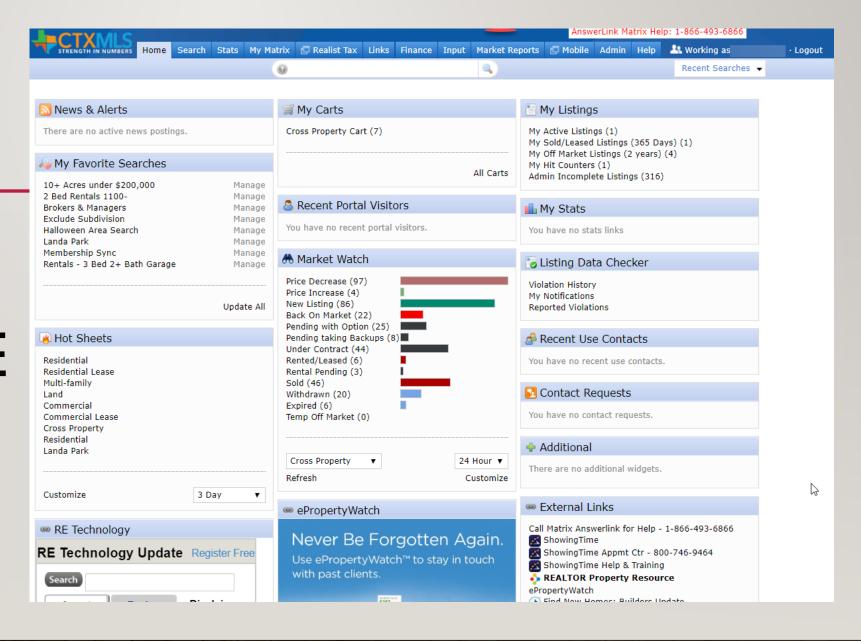
For local support, please contact 830-515-0457 or email <a href="mailto:support@ctxmls.com">support@ctxmls.com</a>. Thank you for completing this one-time enrollment process. Please click below to enter CTXMLS.

CTXMLS

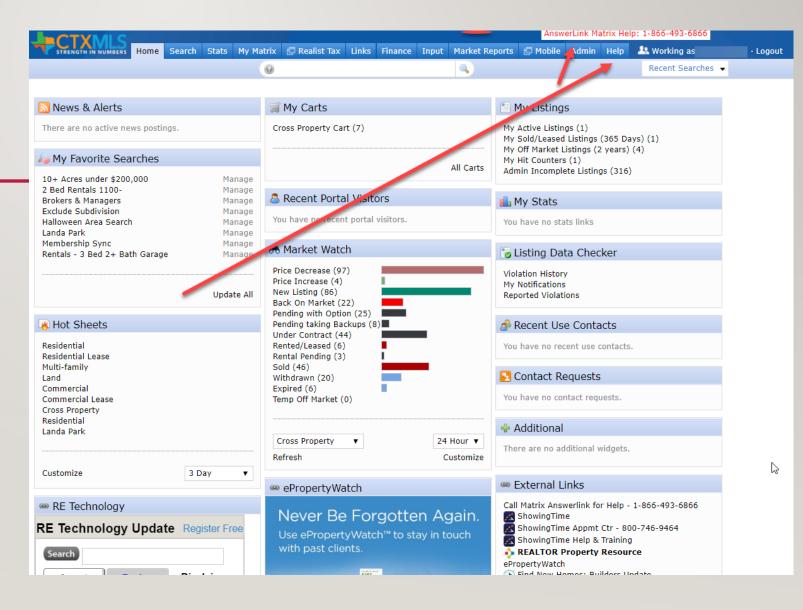
DOWNLOAD EULA



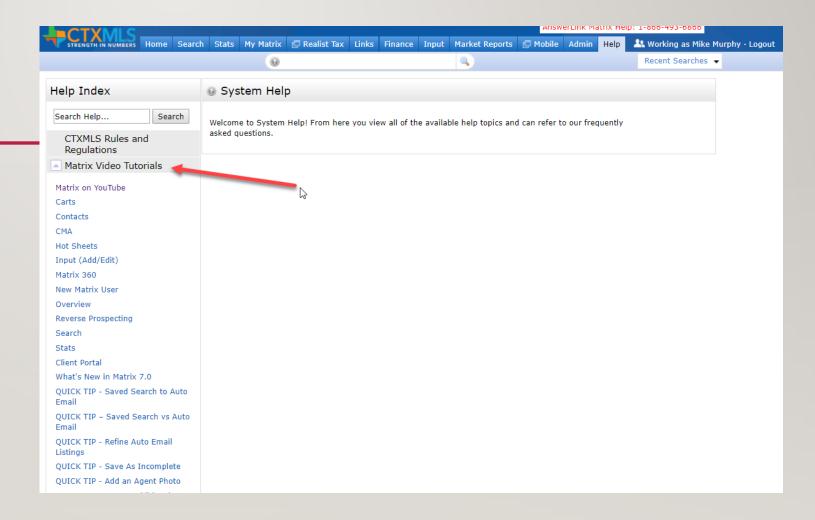
# MATRIX HOME PAGE



# HELP FOUND UNDER HELP TAB OR ANSWERLINK

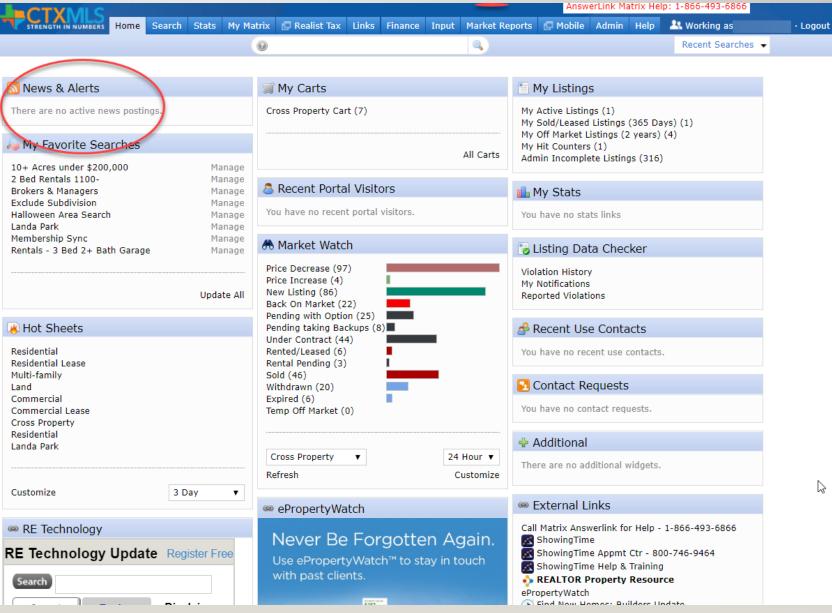


# VIDEO TUTORIALS FOUND UNDER HELP TAB

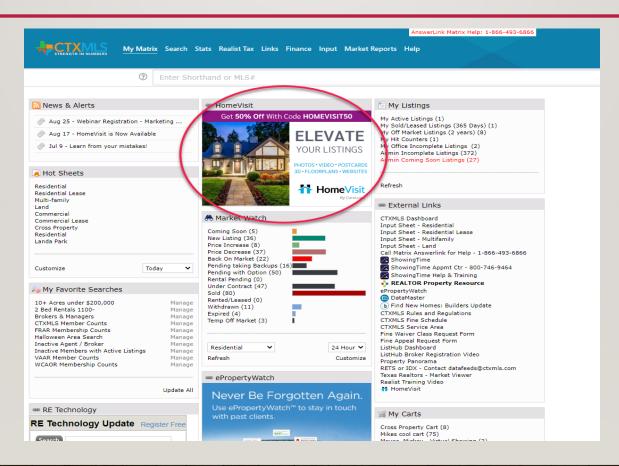


# NEWS & ALERTS

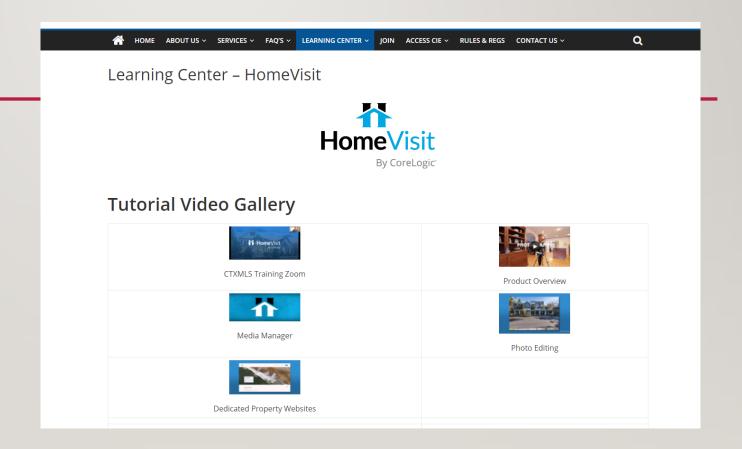




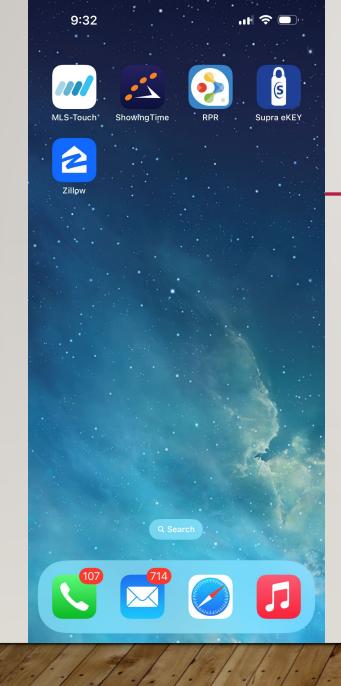
# HOMEVISIT PHOTOS, VIDEO, DRONE, 3D



HOMEVISIT PHOTOS, VIDEO, DRONE, 3D

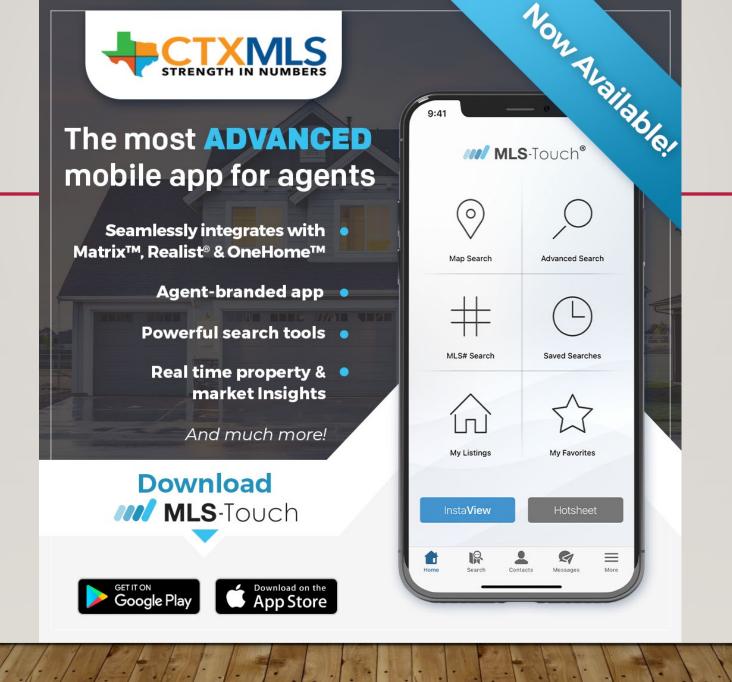






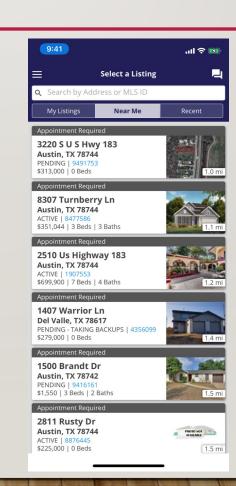
# FREE MOBILE APPS

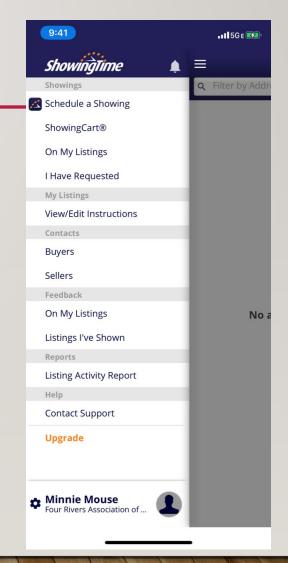
- MLS Touch (Matrix Mobile Desktop)
- Showing Time
- RPR NAR National searches
- Supra Lockbox
- Zillow



#### SHOWINGTIME

- Schedule Showings
- Receive notifications
- Text or Email
- Chat direct with List Agent
- Running behind
- Delay Appmts 15 minutes

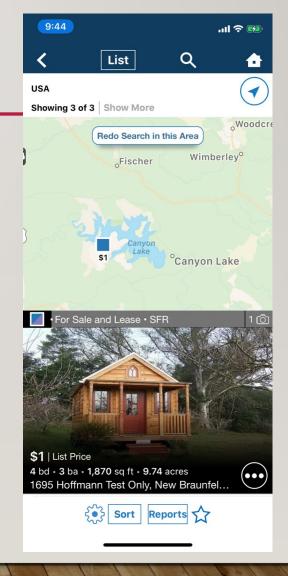


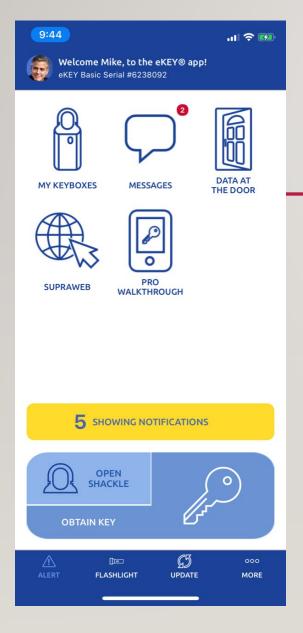


# RPR (REALTORS® PROPERTY RESOURCE)

- Nation Search All MLS'
- Nice Reports
- Nice Display
- Easy to use
- Agent Only App
- Free with NAR Membership

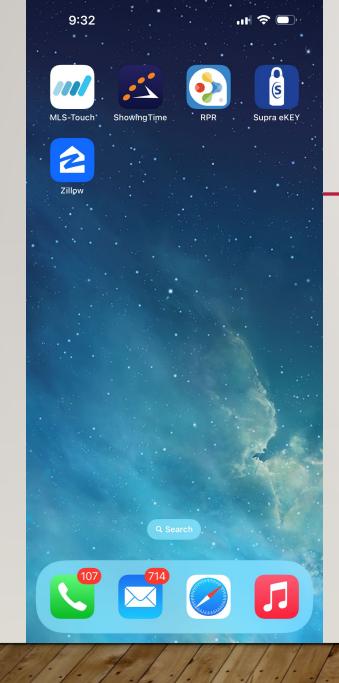






## **SUPRA**

- Bluetooth to open lockbox
- Chat
- Flashlight
- ALERT Will call contact emergency alert.
- FRAR CoOp with CTXMLS
- San Antonio and Austin

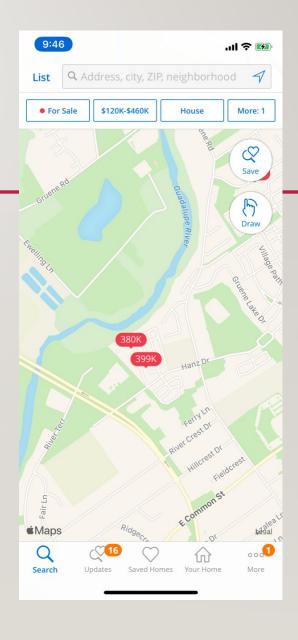


### **ZILLOW**

- Easy Search
- Household name clients use this
- Nice UI
- Adding Search by Brand or appliance, etc
- Search Viking stove
- Adding 360 video

## ZILLOW CONT.





#### I AM A REALTOR®

I pledge to strive to be honorable and abide by the Golden Rule.

To seek to serve my community well and, through it, my country.

To comply with the REALTORS'® Code of Ethics and to strive to conform my conduct to its aspirational ideals.

To act honestly in all real estate dealings.

To protect the individual right of real estate ownership and to widen the opportunity to enjoy it.

To seek better to represent my clients by building my knowledge and competence.