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Under New Congress, NAR Keeps Focus on You

REALTORS® are readying for a busy first quarter of the legislative season with President Donald Trump.

REALTORS® are gearing up for what is expected to be a busy first three months of the legislative season as a new Congress and new Administration tackle a number of priorities that affect real estate, including tax reform, the Affordable Care Act, regulatory reform, reauthorization of federal flood

insurance, and what to do about Fannie Mae and Freddie Mac.

Regulatory Reform

Right out of the gate, the House took a stab at regulatory reform, passing a measure that would give Congress more say in the rules federal agencies

propose. The Regulations from the Executive In Need of Scrutiny Act (REINS) would require agencies to send proposed rules to Congress for a vote if they would have an impact on the economy of \$100 million or more.

NAR supports the bill because it would increase transparency and help lawmakers ensure the rules are consistent with congressional intent. "Additional scrutiny by elected officials is a good thing," says NAR President William E. Brown. "And it gives us another chance to weigh in with Congress when it's looking at these big-ticket rules."

The House was also considering another bill that NAR sees merit in, the Regulatory Accountability Act. It would require agencies to achieve their objectives at the least cost and to say how their rules would impact small businesses, among other things.

Both bills largely apply prospectively, NAR analysts say, although the REINS Act includes an amendment that would direct agencies to identify a rule for repeal to offset annual costs any time a rule is proposed. NAR analyst say more information is needed on how such a provision would work in practice.

In addition, the administration of Donald Trump could take a fresh look at existing regulations across the board, and that could result in new rulemaking to change provisions that are hurting real estate, including provisions in the Dodd-Frank financial services reform law enacted in 2010 in response to the financial crisis.

NAR analysts say the association might favor easing some Dodd-Frank requirements on community banks, which traditionally provide the bulk of financing for housing construction. Housing starts have been far below what's needed to meet rising demand, and easing some requirements on community banks could lead to more robust construction lending.

"Anything we can do to make it easier for local banks to

allow builders to obtain loans to build homes that our members can sell is good," Brown says. More houses would also help bring supply and demand into closer balance, slowing rising home prices.

Health Insurance Reform

With the debate to repeal and replace the

Affordable Care Act beginning, NAR is prepared to represent the interests of REALTORS® and real estate companies just as it did when health care reform was debated a decade ago, says Brown.

NAR analysts have been monitoring what lawmakers are discussing with an eye to ensuring independent contractors and small businesses retain access to quality policies at reasonable costs. The lion's share of NAR members buy their insurance in the individual market, which historically tends to be more volatile and expensive than the group market.

NAR would also like to see certain aspects of existing law that benefit REALTORS® remain in any replacement law. These include not letting insurers deny coverage to people who have a preexisting condition, preventing insurers from charging markedly different premiums based on factors such as age, gender, and health status, and allowing people to keep their children on their plans up to age 26.

"We will weigh in at the appropriate time and with the appropriate committees as the process is unfolding," says Brown. "We are not at the center of this debate, but we will weigh in as needed to help ensure independent contractors and small businesses have access to health insurance that meets their needs."

Tax Reform

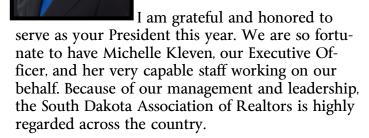
Once health care reform is resolved, the new Congress is expected to take up tax reform. NAR's priority is to preserve longstanding tax incentives for home ownership and real estate investment, including the mortgage interest deduction and property tax deductions. On the commercial side, preserving 1031 like-kind exchanges is paramount.

Continued on page 12



PRESIDENT'S CORNER JOAN COTA

2017 SDAR PRESIDENT



Our first quarterly meeting was held at the beginning of February along with the Legislative Appreciation Night. It was the 50th anniversary of the Realtors' sponsorship of this successful event. We had a great turnout, with many legislators in attendance. We appreciate our cosponsors, The South Dakota Land Title Association and the South Dakota Home Builders Association. SDAR 1992 President Sarge Likness was honored as one of the founding members of the chili/oyster stew feed and was back helping in the kitchen this year! Thanks to all those behind-the-scenes workers! We welcomed many of the SDAR Past Presidents to the 50th Anniversary. In attendance was Jim Costello, Ryan Krogman, Tom Murphy, Tom Rau, Paul Anderson, Gayle Chapel, Orrin Gunderson, Kevin Kuehn, Paula Lewis, Julie Job, Bruce Curington, Kyle Lalim, Jeff Nelson, and Sarge Likness.

Upcoming in April will be our Road Show Caravan 2017. Please take advantage of this CE opportunity for 6 required hours at a very reasonable price, in your area! This is being brought to you by your Association so be sure to register today. Also, your Executive Committee will be attending the Region 8 retreat in Des Moines.

This year's Leadership Academy is underway with a great group of Realtors from across the state that will be sharing their talents and leadership skills with us in the future.

A task force has been named to begin working on the redesign of the SDAR website. We look forward to some new and exciting changes with that. In conjunction with our June business meeting, we will be offering Spokesperson Training. This is a wonderful opportunity for our leaders to brush up on their communication skills, whether it's running a meeting or speaking to the press.

As many of you already know, South Dakota has qualified for the President's Cup for RPAC fundraising and Advocacy for the 7th year in a row. Thank you to all the investors and those who worked so hard to meet this goal.

I want to encourage all of our members to get involved in your association, local or state. You do really get back more than you give. You will learn more about your profession, make lasting friendships and improve on your skills while serving your clients. Plus, it's fun!

Enjoy this busy spring market, but take the time to relax and do other things. For me, that is hitting the links!

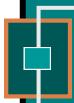
Fairways and greens,

oan



SDAR Past Presidents from top left: Jim Costello, Ryan Krogman, Tom Murphy, Tom Rau, Kevin Kuehn, Orrin Gunderson, and Paul Anderson. Middle Row from left: Gayle Chapel, Paula Lewis, Julie Job, Bruce Curington and Kyle Lalim. Seated is Jeff Nelson, Joan Cota and Sarge Likness.





UNTIL NEXT TIME...FROM SDAR MICHELLE KLEVEN EXECUTIVE VICE PRESIDENT





WELCOME TO SPRING AND SUNSHINE It is my hope that the grass is greening up and your business continues to flourish as the weather pattern in the Midwest continues to improve! Everyone loves this time of year as it brings a sign of renewal and growth.

I would like to extend our appreciation and many thanks to the local staff across our state for their efforts and diligence in collecting and remitting annual dues. I am pleased to report that the state association's membership renewal numbers are vibrant and healthy with 1800 REALTOR® members and 200 Affiliate members!

We have become very aware that the pace of change seems to accelerate each year. With the 3rd cycle of compliance in meeting the organizational alignment core standards ending December 31, 2017, each of the local and state boards and associations continue to expand, adjust and adapt to the ever changing requirements. Change to this year's requirements will require additional initiatives and programs in Section II. Advocacy as well as in Section IV.

Unification Efforts and Support for the REALTOR® Organization. Meeting these requirements should not be overly burdensome for any one entity but it will take some time in preparation, planning and completing these changes.

Every year SDAR has participated in NAR's Capitol Hill Visits, which are held in conjunction with the REALTORS® Legislative Meetings and Expo held in Washington, DC. This year, our Hill Visits will be held on Wednesday, May 17, 2017. Heading up our South Dakota delegation is President Joan Cota. The Federal Political Coordinators for South Dakota's Members of Congress are listed below. If you have any specific message that you would like to send to our Senators and Congresswoman in Washington, please reach out to them:

- Senator John Thune, FPC Andy Mahowald, Watertown
- Senator Mike Rounds, FPC Tom Murphy, Sioux Falls
- Congresswoman Kristi Noem, FPC Tom Rau, Rapid City

President Joan Cota and members of the Leadership Team will

be "on the road" with a visit to Des Moines, lowa for the Region 8 meetings scheduled later this month. In addition, the state leadership are looking forward to visit with you in the near future.

I am also looking forward to getting back on the road making visits to each of our local boards and associations this year. Visiting at the local board level is always a wonderful experience and it also provides a great opportunity to meet our members!

Happy Spring!



Required REALTOR® Code of Ethics Training must be completed every two years.

The National Association of REALTORS® was formed in 1908 and the Code of Ethics was adopted in 1913. The purpose of the Code was to establish a professional standard of conduct for real estate practitioners.

The REALTOR® Code of Ethics is based on the concepts of "service to the public," and a "commitment to professionalism." These central concepts of public protection are the foundations upon which the Articles of the Code stand. The National Association of REALTORS® was one of the first business groups to adopt a code of ethics. The first Code included "duties to clients" and "duties to other brokers." Later, when real estate license laws were established, many of these laws were based on the standards set in the REALTOR® Code of Ethics.

To this day, many judicial decisions cite the REALTOR® Code of Ethics as the recognized standard of conduct in the real estate industry. Courts have applied the standards of conduct embodied in the Code of Ethics even to real estate licensees who are not REALTORS®.



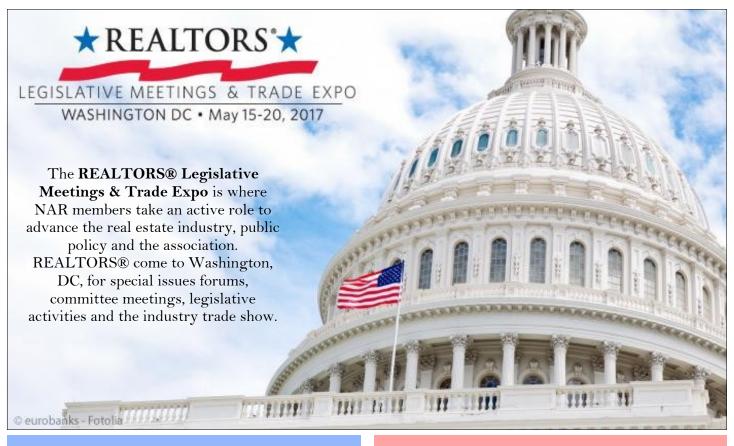
REALTORS® are required to complete ethics training of not less than 2 hours, 30 minutes of instructional time within two-year cycles. The training must meet specific learning objectives and criteria established by the National Association of REALTORS®.

THE CURRENT TWO-YEAR CYCLE WILL END DEC. 31, 2018.

 $\label{eq:completed} Training \ may \ be \ completed \ through \ local \ REALTOR @ \ associations \ or \ through \ another \ method, \ such \ as \ home \ study, \\ correspondence, \ classroom \ courses, \ or \ online \ courses.$

For more information or to take the online course go to https://www.nar.realtor/code-of-ethics/training





Don't Miss Chris Wallace

"FOX News Sunday" host Chris Wallace will draw upon his experience as a journalist to bring up-to-theminute perspectives on the Trump Administration during his session on Wednesday morning

Residential Economic Issues & Trends Forum

Vice President Pence's Chief Economist will share his insights on the current market, the administration's perspective on potential changes and how they would affect the future of housing on Thursday with Lawrence Yun.

2017 National Committee Appointments South Dakota REALTORS® and Staff

DAWN ASPAAS

Commercial Real Estate Research Advisory Board and Research Committee

JOAN COTA

Board of Directors, Multiple Listing Issues and Policies Committee, and Professional Standards Committee

LISA DIROSE

Housing Opportunities Committee

JAMES A DUNHAM

Land Use Property Rights and Environment Committee

JULIE JOB

Resort and Second Home Real Estate Committee

DAVID KNEIP

RPAC Major Investor Council

MICHELLE KLEVEN

Board of Directors

KYLE LALIM

Meeting and Conference Committee and RPAC Participation Council

CHARLES LARKIN

Commercial Committee

ANDY MAHOWALD

Finance Committee and Reserves Investment Advisory Board

BRANDON MARTENS

Member Communications Committee

BART MILLER

REALTOR® Party Member Involvement Committee

TOM MURPHY

REALTOR® Party Trustees for Campaign Services Committee and Board of Directors

JEFF NELSON

RPAC Trustees Federal Disbursement Committee

TOM RAU

Board of Directors
Public Policy Coordinating

JIM THARP

Membership Policy and Board Jurisdiction Committee

ANGELA UTTECHT

Broker Involvement Council and Risk Management Issues Committee





Overview of the 2017 Legislative Session

by: Jeff Nelson, Chair, Government Affairs Committee

The 92nd legislative session has come to a close without major disruption to your ability to conduct real estate business in South Dakota.

As most everyone is aware, this year's legislative agenda focused on repealing and replacing Initiated Measure 22 that was passed last year by a vote of the people.

The Association sponsored legislative agenda included HB 1078, legislation to provide for the regulation of teams and team leaders regarding real estate transactions. The bill included defining team and team leaders; proposed addition to license law to provide the team leader with supervision capabilities; amended the unprofessional conduct statute to include acts by teams and team leaders and provided for advertising guidelines for real estate teams. HB 1078 was lost in a hearing of the Senate Commerce and Energy Committee.

Another bill in particular to note was HB1106, sponsored by the SD Multi-Housing Association. Each of the past four years this bill has been introduced and its intent was to create a leased residential classification for property tax purposes. South Dakota has three classes of property for purposes of taxation: nonagricultural, agricultural, and owner-occupied. House Bill 1106 proposed to create a new fourth class of property, titled leased residential property. According to the legislation, this class would include "any real estate or single-family dwelling or structure consisting of two or more family units that are leased or rented." This bill was lost through the session.

There were 208 bills passed and signed by the Governor during the main run of the legislative session. With five (5) bills receiving the Governor's veto. The veto for all five bills were sustained as the House and Senate could not obtain a 2/3 majority vote to override the Governor's veto.

Please take a few moments of time in the near future to thank your state legislative elected officials as they are your friends,



neighbors and colleagues who live and work in your communities and have a desire to serve the citizens of South Dakota. Their dedication and commitment to public service should not go unnoticed.

Thank you for your support of the legislative advocacy of the South Dakota Association of REALTORS®!







September 13 - 15, 2017 Best Western Ramkota

Aberdeen, South Dakota



Presents:



EDUCATORS



DARRYL DAVIS

What began as a way to support his acting career later became Darryl's true passion and lifelong mission. Darryl became a real estate agent at the age of 19 and quickly climbed the ladder to become a Top Producer averaging 6 transactions a month. Then a Licensed Broker and manager of a new office that became the #1 listing and selling branch within its first 6 months of operation.



CRAIG STEINLEY, SRA, AI-RRS

Craig Steinley provides real estate appraisal services in Rapid City, SD and throughout the entire Black Hills of South Dakota. He has been active in the local real estate market since 1979 and is an AQB-Certified USPAP Instructor.

ENTERTAINMENT



AND DON'T FORGET









Nolly Hoffman



www.sdrealtor.org



Congratulations to the South Dakota Association of REALTORS® 2016 Mark of Excellence Award Recipients:

BLACK HILLS ASSOCIATION OF REALTORS®

STUART MARTIN LISA MUELLER

Northeast SD Association of REALTORS®

DORETTE CLARK
KARLA DAGEL
LYNN MORRIS

Thank you to these members for your involvement, we value each of you as a member of our association!



April is Fair Housing Month



April 2017 marks the 49th anniversary of the 1968 landmark Fair Housing Act. Each year REALTORS® recognize the significance of this event and reconfirm our commitment to upholding fair housing laws as well as our commitment to offering equal professional service to all in their search for real property.







REALTOR® Action Center Mobile App

The REALTOR® Action Center Mobile App is brought to you by the National Association of REALTORS®. The REALTOR® Action Center is the premier resource for REALTOR® political news and engagement. This app, designed specifically with state and local association staff and political leadership in mind, features access to top political stories from the REALTOR® Action Center and the Washington Report, current calls for action, and online dynamic reports to help you track your state and local's REALTOR® Party engagement and Call for Action participation.

The REALTOR® Action Center mobile app is now available for download for the iPhone and DROID. Simply search for NAR Action Center in their respective app markets.

This app is designed to help members Vote, Act and Invest on the go. It will help you increase your state and local Federal Call for Action participation rates, allow members a quick and efficient way to invest in RPAC, and provide you a way to track your REALTOR® Party activities. And so much more.



www.RealtoractionCenter.com

REALTOR PARTY

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NO Annual Dues!







GRI Basics

- GRI Designation a nationally recognized designation, administered statewide
- 11 Courses 5 available online, 6 in classroom, can be taken in any order
- Up to 5 years to complete the program







Benefits

- Nationally recognized credibility
- Professional speakers
- Continuing education credits
- Increase your knowledge, skills, and professionalism to better serve customers and clients
- Increased income potential
- Sets you apart from the competition
- Increases visibility of your commitment to provide superior professional services

Networking Fun

- Join your colleagues
- Create your referral network and build your business

Visit <u>www.sdrealtor.org</u> for course details and schedule





Are You Interested in NAR Committees?

NAR's committees are a great forum for debate and discussion. Being on a committee allows you to contribute to the decision-making process, and gain national experience beneficial for those seeking a leadership role.

Applying to a NAR committee is simple; visit the committee application webpage www.CommitteeApp.realtor.

Terms of service range from one to three years. Review the <u>Committee Structure Document</u> for specifics, including purpose, composition, and term of each committee.

The committee application website opens on April 3, 2017*. The timeline is as follows:

April 3 – May 23, 2017

Committee application website opens on April 3.

Members complete/update their Expertise Profiles.

Members submit a committee application for up to five (5) committees, and seek up to three (3) endorsements per application.

Members submit endorsements for applicants.

May 23, 2017

DEADLINE: Committee application website closes.

May 24 – June 17, 2017

State AEs recommend members for their state representative positions on committees.

Institute, Societies, and Councils (ISC) EVPs recommend members for their ISC representative positions on committees.

State Associations review and rank committee applications for members within their state.

For a complete list of deadline dates, see the **Committee Appointment Process Timeline**.

Dates subject to change









Are You a Broker Owner or Managing Broker?

REASONS TO JOIN NAR'S BROKER INVOLVEMENT PROGRAM

WE NEED YOUR INVOLVEMENT ON CRITICAL POLICY ISSUES

Why should you get involved? Because lawmakers may be considering new laws that could impact your business. Being a REALTOR® makes you VERY powerful. You know the community, the neighborhoods, other business owners and REALTORS®, and are a trusted resource for property and industry than many who are holding office.

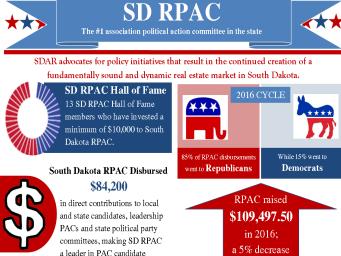
Our REALTOR® legislative and regulatory agenda is focused on efforts to stimulate, stabilize, and strengthen real estate markets across the nation while protecting the business interests of members. When critical issues like mortgage cancellation, GSE reform and tax reform are up for debate, NAR and your state associations want to call on you and your agents to take action.

NAR's Broker Involvement Program provides you, the Broker, with a quick and effective tool to rally your agents and send a clear united voice to our state and federal leaders on critical legislative and regulatory issues affecting our industry.

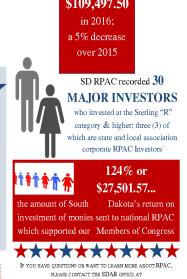
PARTICIPATION OFFERS YOU AND YOUR AGENTS:

- A REALTOR® voice in state houses and on Capitol Hill: Working together we have the opportunity to bring our strong and united REALTOR® voice to state and federal leaders.
- An easy-to-mange solution: Nothing needs to be downloaded and the program is free. NAR gives the Broker-Owner or Managing-Broker access to the Broker Portal.
- **Proven results:** Calls for Action response rates are significantly higher when agents receive their message from their Broker. On average, 40 percent of all responses to Calls for Action are from agents in the Broker Program.

To join or learn more go to www.realtoractioncenter.com/brokers



contributions in the 2016 cycle.



SDAR@SDREALTOR.ORG OR 605-224-0554

Seeking Entries for REALTOR® Magazine's Good Neighbor Awards:



Five Grant Awards of \$10,000

The National Association of REALTORS® is currently accepting applications for the 16th annual *REALTOR® Magazine* Good Neighbor Awards. The awards recognize REALTORS® for their dedication to volunteer service.

Five winners will be announced in the November/
December issue of *REALTOR® Magazine*. Each
winner will be recognized at the 2016
REALTORS® Conference & Expo in Orlando, FL,
and receive a \$10,000 grant for his or her charity.
Winners will also receive travel expenses to the
conference and national and local media exposure
for their community cause. In addition to the
winners, five honorable mentions will each receive
a \$2,500 grant.

Good Neighbor Awards entries must be received by May 12, 2017. For more details and a nomination form, call 800-874-6500, visit www.REALTOR.org/gna, or see the March/April issue of REALTOR® Magazine.



South Dakota $\mathsf{REALTOR}^\circ$

PARTY **

50th Legislative A





















REAL











ppreciation Night





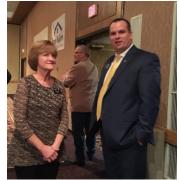


















TOR®

















NAR has made it clear to lawmakers it will resist efforts to eliminate or curtail MID, and it has come out against proposals that have been circulating in Washington for several years that would effectively eliminate the incentive value of the deduction for most home owners by raising the standard deduction.

NAR analysts call proposals to cut most itemized deductions, including for property and other state and local taxes, and doubling or tripling the standard deduction a back-door attack on MID because it would eliminate the incentive for most people to itemize. "It blurs the distinction between renting and owning, and that goes against the commitment the federal government made more than 100 years ago to support homeownership," says Brown.

NAR estimates that only the wealthiest 5 percent of households would continue to itemize under some of the proposed changes, while currently the bulk of households that take advantage of MID and property tax deductions are middle class.

On the commercial side, NAR is letting lawmakers know that proposals to curb 1031 exchanges will also meet with strong resistance, because the tax deferral mechanism is one of the main drivers of commercial real estate development today. "If that goes away, commercial real estate will be decimated," Brown says. "That's something we're being very clear about with Congress. This provision is to commercial real estate what MID is for residential real estate. We will fall on our sword for this."

Flood Insurance

Another pressing priority for NAR in the coming months will be getting the National Flood Insurance Program reauthorized before it expires at the end of September. The last time the program was up for renewal, in 2008, Congress took four years to reauthorize the program under the Biggert-Waters Act. Up until that point, the program was extended 18 times and allowed to shut down twice, which created uncertainty in the real estate industry.

NAR is seeking another long-term reauthorization combined with additional reforms to increase the accuracy of flood mapping, provide financial assistance for more homeowners to mitigate their risk before a flood occurs, and develop a more robust private insurance market.

Although the program is vital to real estate, reauthorization requires an ongoing education effort because many lawmakers believe flooding is more a regional than a national problem. "What many don't realize is flooding can happen anywhere and we all live in a flood zone to some degree. In fact, flood disasters have been presidentially declared across much of the Midwest over the last 6 months and just about everywhere else over the last 10 years," says Brown.

The last time the program was allowed to shut down, 30,000 homesale transactions came to a halt each month, with devastating consequences for the households and the local economies. Flood insurance is required for a mortgage in more than 22,000 communities around the country. NAR is prepared to push for a temporary extension to keep the program open well before the program expires if reauthorization risks getting crowded out in the fall.

Secondary Mortgage Market Reform

Since the financial crisis, government officials have wrestled with what to do about the two secondary mortgage market companies, Fannie Mae and Freddie Mac. They're integral to home sales because they give lenders a market in which to sell their conventional loans so they can maintain liquidity for new lending.

The companies have been in federal conservatorship since 2010, and although they're making money again and have even paid back to the Treasury the assistance they received in the wake of the financial crisis, many lawmakers want to keep reform high on the agenda.

NAR has forcefully advocated for years that, whether or not the com-

panies are replaced, there must continue to be a mechanism for lenders to sell safely underwritten, federally backed conventional loans to investors. Not to have that would almost surely spell the end of the 30-year, fixed-rate loans that are at the heart of the country's successful home sales market, Brown says. "Borrowers' ability to access safe, affordable, long-term, fixed-rate financing depends on the federal guarantee," he says.

NAR analysts don't expect secondary mortgage market reform to be taken up before the fall. "There's a lot going on, and as long as the companies are doing well, the urgency to deal with them won't be as high as other priorities," Brown says. "But it remains important to settle their status once and for all."

Brown says the work of the reform-minded 115th Congress can have enormous repercussions on how much real estate is bought and sold for years to come, so vigilance will be the watchword for 2017, particularly in the early months. "There are going to be a lot of balls in the air," he says. "We have to be ready. We will be ready." urban areas are more optimistic about their future financial situation.

Location matters depending on lifestyle

Across all age groups, when asked about their future buying preferences, survey responses were closely tied to each generation's typical lifestyle, with younger buyers being more likely to consider buying a single-family home. Not surprisingly, renters and younger buyers would for the most part purchase larger homes, whereas older buyers would purchase similar or smaller sized homes.

Highlighting the apparent appetite for some older households to downsize and live in the city, respondents over the age of 65 were the most likely to consider a condo and nearly as likely as respondents under the age of 35 to consider purchasing in an urban area.

Most respondents indicated their preference to stay in a similar area to their current living situation if they were to buy in the next six months. Over two-thirds of those living in rural areas and 75 percent of those living in suburban areas would buy in a similar area. Only those living in an urban area would be more likely to move elsewhere, with a suburban area within 20 miles of the city being the most frequent choice of urban buyers moving to another type of area.

About NAR's HOME survey

In January through early March 2016, a sample of U.S. households was surveyed via random-digit dial, including half via cell phones and the other half via land lines. The survey was conducted by an established survey research firm, TechnoMetrica Market Intelligence. Each month approximately 900 qualified households responded to the survey. The data was compiled for this report and a total of 2,781 household responses are represented.

The National Association of Realtors®, "The Voice for Real Estate," is America's largest trade association, representing over 1.1 million members involved in all aspects of the residential and commercial real estate industries.

1NAR's Housing Opportunities and Market Experience (HOME) survey tracks topical real estate trends, including current renters and homeowners' views and aspirations regarding homeownership, whether or not it's a good time to buy or sell a home, and expectations and experiences in the mortgage market. New questions are added to the survey each quarter to reflect timely topics impacting real estate.

HOME survey data is collected on a monthly basis and will be reported each quarter. New questions will be added to the survey each quarter to reflect timely topics impacting the real estate marketplace. The next release is scheduled for Wednesday, June 15, 2016 at 10:00 a.m. ET.

2Index ranges between 0 and 100: 0 = all respondents believe their personal financial situation will be worse in 6 months; 50 = all respondents believe their personal financial situation will be about the same in 6 months: 100 = all respondents believe their personal situation will be better in 6 months.

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8 Dating Rules That Apply to Real Estate

BY MARY MCINTOSH

Your clients are looking for a home to fall in love with, so here's how to perfect your matchmaking skills and help them find the one.



So much of our lives are online nowadays. Our social lives happen in online communities as much or more than in friends' basements or bars. We meet people

with similar interests by joining Facebook groups or following someone's story on Snapchat. YouTube is where we learn to do almost everything, from simple home maintenance tasks to cooking dinner for the family.

Home shopping, like dating in the 21st century, almost always starts online as well. They're both about finding the right one—and just like a matchmaker, house hunters turn to you to help them wade through the pool of eligible homes and find the one of their dreams. Here are eight ways online dating and home shopping are exactly the same and what your role is as the matchmaker.

- 1. **Knowing their price range is like knowing who is in their league.** You have to help your client be as realistic as possible here. In the dating world, it's a waste of time always going after people who you know won't give you a chance. In a home search, there's no point in lusting after houses you'll never be able to afford. Be a good wingman for your client and only introduce them to prospective properties they have a serious chance with.
- 2. **Be sure they're ready to move on.** Buying a home is a long-term commitment; is your client ready for something long-term? Help your client get prequalified it'll show they're ready to move on from their current home or apartment. In other words, make sure they're over their last real estate love. Ask them for a sign they're not just pretending to be ready to move on.
- 3. Don't be superficial. Ever met a date who looked nothing like the online photo? Well, homes sometimes also look way better online than they do in person. Before agreeing to take them on a home tour, ask your client to name something not related to aesthetics that draws them

- to the home. Then you'll know a deeper connection is possible.
- 4. **Don't make decisions based on first impressions.** After they meet in person, your client may think the house is as awesome as it appeared online. But encourage your client to take it slow before making a commitment. Keep them grounded by pushing them to do an inspection (or maybe more than one) to make sure the home isn't hiding any dark secrets inside.
- 5. **Don't second-guess your heart (or gut).** Love at first sight is rare, but it happens. It's possible your client will find the home of their dreams in the first property they see. If this is the case, don't try and rationalize or talk them out of their decision. But do make sure they take the necessary precautions before jumping into this new real estate relationship.
- 6. Ask if others see in the home what your client sees. Are you worried your client is being blinded by the twinkle in the windows and the sparkle in the backyard pool? But you think the home is just a pig wearing lipstick? Tell your client to bring their friends, parents, and others they trust to a second showing. They'll see right through any facade and help your client avoid falling for the wrong house.
- 7. Celebrate once they've sealed the deal. Once your client closes the transaction and walks down the aisle and into their new home, congratulate them and come to their housewarming party to show your support for their new status as a homeowner.
- 8. Help them maintain a lifetime of happiness. Show your clients steps they can take to care for their home so they don't fall on hard times. Give them resources to keep up with home maintenance and make sure they know never to ignore problems that may pop up. This will help your clients have an enduring home that comforts them and their families for years to come.

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SOUTH DAKOTA OPEN HOUSE

WEEKEND APRIL 22-23, 2017

Contact your local board to participate in this event.



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Don't Forget to MARK YOUR CALENDAR





Upcoming Education

May 4 Bruce Aydt—GRI 107 Ethics & Conduct

June 28 Mark Given-GRI 102 X-Selleration Pt 2 Brookings

Meetings & Events



NAR REALTORS® Legislative May 15-20 Washington, DC Meetings & Trade Expo

SDAR BOD & Committee

June 14 Pierre, SD Meetings

Aug 14-15 NAR Leadership Summit Chicago, IL

2017 REALTOR® Convention of Aberdeen, SD

Sept 13-15 the Dakotas

> Professional Development Pierre, SD

Conference

SDAR BOD & Committee Oct 24-25 Pierre, SD

Meetings



SDAR Office Closings Closed

April 14 Good Friday (closed half-day)

May 29 Memorial Day

Independence Day July 4

Sept 4 Labor Day



Oct 24

This course is being sponsored by the South Dakota Association of REALTORS®



ETHICS and CONDUCT



MEET YOUR INSTRUCTOR
Bruce H. Aydt, ST. Louis, MI
DSA, ABR, CRB, GRN, SFR, SRS

Bruce Aydt is a REALTOR®, attorney and educator from St. Louis, Missouri. He has been involved in the management of real estate brokerages for 30 years, currently

as Senior Vice-President and General Counsel of Berkshire Hathaway HomeServices Alliance Real Estate.

For the National Association of REALTORS®, Bruce has chaired the Professional Standards Committee, Legal Action Committee and State Leadership Forum. He is a nationally recognized educator on real estate issues and is the regular columnist on ethics issues for *REALTOR® Magazine*.

Thursday, May 4, 2017

BW Ramkota Hotel

2111 N. LaCrosse St.

Rapid City, SD 605-343-8550

All payments must be received at SDAR

204 N. Euclid Ave. Pierre, SD 57501 Fax 605-224-8975

To Register online or for more information go to www.sdrealtor.org and click on EDUCATION / SDAR Sponsored Education

> Registration begins at 8:00 AM Class starts at 8:30 AM - 5:00 PM

CONTINUING EDUCATION

Real Estate License Renewal 8 hrs. Required ~ Satisfies NAR Biennial Code of Ethics Training Requirement This is an 8 hrs. required course in the SD GRI Program

► Brokerage Policies & Procedures	Broker RelationshipsCode of Ethics	Before Oc	t 15th	After Oct 15th	Onsite Registration
▶ Broker Responsibilities	Case Studies	SDAR Member	\$110	\$135	\$160
Unprofessional Conduct	▶ Arbitration	REALTOR® w/GRI Designation	\$55	\$67.50	\$80
Necessary Disclosures	▶ Mediation	Non-SDAR Member	\$150	\$175	\$200

GRI 107	To register online go to www.sdrealtor.org and click on Education / SDAR Sponsored Education or fax to 605-224-8975 or email to dholben@sdrealtor.org					
REGISTRANT INFO	RMATION: Name (please print):					
Company:						
	ddress:					
Business Phone:		FAX:				
E-mail:		NRDS# (IF KNOWN)				
Designations held?	: □GRI □ABR □CRS □Other (specif	y):Are v	you working towards	a GRI Designation? YES / NO		
Is this the first GRI	course you have attended? YES / NO	Would you like more informate	tion about the GRI De	signation? YES / NO		
METHOD OF PAYN	IENT: By Check for \$	(enclosed) Paid tuitid	on fees required prior to	class placement		
Iwou	ıld like SDAR to charge my(MC)(_	_ VISA) (DISCOVER) for t	he amount of \$			
Account Number:			_ Exp. Date:	CCV:		
Name On Account:		Signature:				
	Please check here if disabled or require	special services. Attach a writ	ten description of serv	vices needed.		
SDAR REFUND POLICY: All r	equests for refunds need to be submitted in writing to SI	AR by mail, fax, ore-mail and should inclu	de all pertinent information and	d reason for the refund. Requests for		

refunds received 14 calendar days prior to the event will receive a full refund minus a processing fee of \$20. Refunds requested less than 14 calendar days prior to the class will receive a 50% refund minus a processing fee of \$20. Refunds requested the day of the class or those registrants who do not attend (no-show) will not not processed within one week following the date of the course. \$25 additional fee for registering at the door.



This course is being sponsored by the South Dakota Association of REALTORS® in conjunction with the East Central SD REALTORS®



X-Selleration Part 2



MEET YOUR INSTRUCTOR

MARK GIVEN,

THE PRIORITY GUY - CHIEF THINKER & SUCCESS GURU

After attending the Ohio State University, and graduating from Elon College, Mark spent 20 years as CEO of a multi-state retail sales and rental company that grew to 48 locations. He

spent the next 14 years as a REALTOR®, trainer, and community leader. All along the way, Mark has invested tens of thousands of hours speaking and sharing business success, sales and personal mastery systems to companies and organizations across the planet.

This Course will Cover

- Marketing Methods
- Pricing Property
- Handling Offers
- Listing Techniques
 Prospecting
- Showing Properties
- Business Building
- Promotion & Planning

Wednesday, June 28, 2017

DAYS INN 2500 East 6th Street Brookings, SD 605-692-9471

Registration begins at 7:30 am Class —8:00am—5:00 pm

All payments must be received at SDAR

204 N. Euclid Ave. Pierre, SD 57501 Fax 605-224-8975

To Register online go to **www.sdrealtor.org** and click on EDUCATION / SDAR Sponsored Education

CONTINUING EDUCATION

Real Estate License Renewal 2 hrs. Required; 6 hrs. Elective

This is a required course in the SD GRI Designation Program, GRI 102.

	Before June 1st	June 1st & After	Onsite Registration
SDAR Member	\$110	\$135	\$160
REALTOR® w/GRI Designation	\$55	\$67.50	\$80
Non-SDAR Member	\$150	\$175	\$200



GRI 102 REGISTRANT INFORMATION: Name (please prin	 it):			
mpany:				
Business Mailing Address:				
City:	State:Z	ip:		
Business Phone:	FAX:			
E-mail:	NRDS# (IF KNOWN)			
Designations held?: □GRI □ABR □CRS □Other (spec	ify):Are you v	working towards a	GRI Designation? YES / NO	
Is this the first GRI course you have attended? YES / NO	Would you like more info	rmation about the	GRI Designation? YES / NO	
METHOD OF PAYMENT: By Check for \$(enclosed) Paid tuition fees re	quired prior to class	olacement	
I would like SDAR to charge my(MC)(VISA)(DISCOVER) for the amoun	t of \$		
Account Number:		Exp. Date: _	CCV:	
Billing Address:	City:	State:	Zip Code:	
Name On Account:	Signature:			

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