



SOUTH DAKOTA
REALTORS®

REALTORS® NEWS

June 2019 Volume 11 Issue 6



June is Homeownership Month and we're celebrating the homeowner heroes of today, tomorrow, beyond! We're recognizing the heroes that make homeownership thrive while building strong communities, creating generational wealth for families, and boosting our economy. Join us all month long as we promote the American Dream of home-ownership and recognize the people, policies, and programs that help protect homeownership now and into the future.

[Learn more about Homeownership Month](#)

**SHOWING at
2019
REALTORS®
Convention of
the Dakotas in
Deadwood**



**The Adventure Begins
When You are 'ALL IN'.**

FUN.NETWORKING.EDUCATION.



Night Ranger September 11, 2019

Immediately following the Ice
Breaker Reception

[REGISTER NOW](#)



Local Board Update

Black Hills Association of REALTORS®

Amy Bochman, Executive Vice President

The real estate industry is like riding a roller coaster! Twists and unexpected turns every day. BHAR Leadership was pleased to return from recent DC Legislative meetings in DC with valuable industry news and trends.

The year is nearly half over, which means our BHAR Outreach Committee has chosen their Charitable project for the year, the Affiliate Appreciation – REALTOR® pot luck Event has been held, and the two RPAC Events are planned and in the works. We've already held several member classes, hosted a round table with our local Superintendent of Schools, and BHAR Trustees have met and interviewed candidates for the June election. Earlier this year we upgraded to SentiLock Bluetooth® Lockboxes, much to the excitement of our members! The Bluetooth advantage has proved to be a significant benefit particularly on some of the more remote properties found throughout the Hills.

Excitement continues to surround the announcement that Ellsworth Air Force Base was chosen to receive the new B-21 training and operational squadron. It's a great opportunity for the Air Force, for South Dakota, and specifically the Black Hills and Rapid City.

As always, here is a snapshot of the past six years.

Category	2013	2014	2015	2016	2017	2018
Average Active Price	\$276,154.00	\$285,060.00	\$286,654.00	\$310,256.00	\$299,168.00	\$325,063.00
Average Sold Price	\$199,058.00	\$201,961.00	\$211,622.00	\$220,309.00	\$224,043.00	\$239,622.00
Sold Days on Market	66	57	53	47	42	38

UPCOMING EVENTS

MARK YOUR CALENDARS



2019 SD REALTOR®

BROKER SUMMIT

July 23, 2019 ~ Sioux Falls | July 25, 2019 ~ Rapid City



All Broker/Owners and Associate Brokers are invited to attend.



Lesley Muchow, Deputy General Counsel for the National Association of REALTORS® and has been with NAR since May 2010. Lesley focuses her work on matters including Americans with Disabilities Act, employment law, fair housing issues, NAR Constitution and Bylaws and general contract negotiation matters.

Lesley will be covering:

- ADA Website Accessibility
- Cybercrime / Wire Fraud
- Trademark Enforcement
- Independent Contractor Status
- TCPA & DNC law - texting/calling
- RESPA



Terry Watson presents:

***Avoiding Leadership Roadkill™ -
The Broker Leadership Training***

Stop settling for leadership training that leaves you feeling like you spent all day with someone talking at you and all you got was a warmed over list of the standard best practices. Be honest, most leadership or staff rarely, if ever, looks at it again. If they do, their momentum is thwarted because of the lack of buy-in. To add insult to injury you didn't even get a T-shirt.



The Broker Summit includes lunch and is FREE to registrants.

Continuing Education hours will be \$40.00.
Pre-registration is required no later than Monday, July 15, 2019

Register Today!

Download Form



This course is being sponsored by the South Dakota REALTORS® and
the REALTOR® Association of the Sioux Empire



GRI 111—Understanding Finances For Your Real Estate Business

Monday, September 16, 2019

BW RAMKOTA | 3200 W. MAPLE ST. | SIOUX FALLS, SD 57107
Registration begins at 7:30 AM | Class starts at 8:00 AM - 5:00 PM

This course primarily focus on getting agents to understand financials for their businesses, what a P&L is, a balance sheet, how to do cash flow statements, business planning, forecasting, investing, taxes, and the like. This course is to help agents better understand business, their business, to provide a better service overall to the consumer from a financial standpoint.

Instructor: Daryl Braham, CRB, GRI, KCC

To register: go to www.sdrealtors.com/learn-thrive

CONTINUING EDUCATION - 8 HRS CE PENDING

This is a required course in the SD GRI Designation Program, GRI111.



Own Who We



Professional Development Conference

October 22, 2019

Ramkota | Pierre, SD

Are you ready to lead and transform our

Association in 2020?

The South Dakota REALTORS® is proud to offer a unique leadership team seminar for its 2020 state and local association volunteer leaders and staff.

The program will provide a basic overview of the roles and responsibilities of elected leaders, committee volunteers and association staff. Beyond the basics, the program will include provocative ideas that will drive discussion about how and why, some Associations are transforming their governance structure to respond to volunteer time constraints and technology tools of 2020!

Come to the session with an open mind and ready to participate in honest discussions about moving your Association from “Good to Great”!

Instructor: Christine M. Todd, RCE, CAE



Save the Date

———— South Dakota REALTORS® ————

Road Show—Fall Caravan

———— 2019 ————

October 28—Sioux Falls

October 29—Watertown

October 30—Aberdeen

October 31—Rapid City

Help New Agents

Market Their Real Estate Business



If you're recruiting newly licensed agents who are just starting out in real estate, you'll need to make sure they're well-prepared for the business. Here are three steps brokers can use to get agents up and running with an online presence and personal brand.

- 1. Find a niche.** Real estate is a competitive field. Suggest that your aspiring real estate entrepreneurs choose a niche for the best chance at success. Here are some real estate niches they can consider:
- 2. Create a strong brand identity.** Once an agent has chosen a specialty or niche that differentiates themselves, crafting a memorable personal [brand identity](#) is a crucial element to their success. Of course, agents will be represented by your company's brand, but their personal marketing should represent who they are as well as their business interests. It's how people will get to know them.
- 3. Build a web presence.** According to the National Association of REALTORS® [2018 Real Estate in a Digital Age Report](#), 93% of homebuyers used the internet to search for homes, and 17% of all buyers found their agent with their mobile device. Agents must make a good first impression with a well-designed, mobile-friendly website. If you don't provide agents with their own sites or webpages, encourage them to create a [real estate website](#) that truly embodies your company brand and their personal brand or voice. Visitors should be able to understand who the agent is, where they work, the services they offer, and information about their qualifications and reputation in the form of client reviews.

[Read the full article](#)

THAT'S WHO WE

[Visit our SD REALTORS® website](#)

