

National Association of REALTORS®

2009 Convention

CEO Report – November 10 - 18 – San Diego, California

On Wednesday, November 11, I attended an all day class for a certificate program through the University of Chicago Non Profit Management entitled “Increasing Board Effectiveness”. This class was extremely informative and I am writing my final assignment and will share it with the board, when finished. The class covered the pitfalls of boards and the direction needed to help avoid the pitfalls by placing clear and concise agendas and policies. The one major theme of this class was to have a mission statement and make it the board’s agenda.

On Thursday, November 12, I attended another all class for Communication Directors Institute, for which we will receive \$450 for my attendance for the Right Tools Right Now program. The first speaker was Angela Sinickas, Calculating the ROI on Your Communication. The class was about identifying your actions in communications and measuring the real returns of knowledge and attitudes and how to adopt activities to measure your success or failures. The second speaker was Melynn Sight, Promoting Organization Value to Your Members. One theme was that is our job to make the invisible benefits visible to the membership by posting it everywhere. She suggested that all associations should do a member survey to ask what benefits do the members’ value and what would they like to see in the future. Her main theme was think Burger King: “Your Membership, Your Way.” The third speaker was Mark Allen CEO for a Michigan Association. He said that when the market started to plummet they began to look for ways to expand their services to enhance the REALTORS® membership and make it worth their while to stay REALTORS®. Several things he did was take data from the MLS and made it easy to read and sent it out to the REALTORS® each week and then offered it as a monthly subscription for those that requested it. He is now using YouTube and a blog to maximize the visibility to the REALTORS® and their clients. His main theme was, “Real Estate is like the weather, people don’t care about that National forecast, they want to know what is local and happening in their back yard.” The last speaker was Jeff Turner and he spoke about “Community: The Real Power of Social Media”. His main theme was that you must create a culture that supports social media to provide the community stability. Social Media while it can be used as a useful tool, but it must align with your vision and your values. All in all this class was extremely helpful and I hope to be able to take more classes to enhance our communications and to be able to receive a certificate from the Communication Directors Institute.

On Friday, November 13, I wanted to go to the Federal Issues Report with Lawrence Yen, however when I got there the doors to the room where closed and locked. I later found out they closed them because it was standing room only. I went to three other classes that day, NAR Tools to Benefit Your Business, Managing the Risks and Opportunities of HVCC and Dealing with Emotions in Negotiation. These classes were quite informative; the first was for AE’s and REALTORS® the other two were geared towards REALTORS®. NAR tools included the roll out for the following: CoreHealth Care for REALTORS®, which is now open to Alaska; REALTORS® Property Resource, which will roll out in April; REALTORS® Federal Credit Union; Right Tools Right Now, which will be extended for the 2010 year; Second Century Ventures; and HouseLogic.com, which was rolled out as a consumer site. The HVCC class was a panel with an appraiser, a representative from an appraisal management company, and representatives from

mortgage companies, and licensees. This class was how they are listening to the kinks of the HVCC and how your voice does matter, but they do not know unless you tell. The HVCC is not perfect, but it is intended to protect the consumer, not block the transaction. The Entrepreneurial Excellence Series began with Dr. Daniel Shapiro. He went through the five core emotional concerns, which could affect your ability to negotiate. The five core concerns are appreciation, autonomy, affiliation, status and role. I have this class available on MP3. Stacie and I then went to the RPAC Fundraising Forum where Alaska did well, but we did not meet our Fairshare as a state. We then went to the Region 12 reception.

On Saturday, November 14, I went to a series of classes entitled: Increase Your Message Credibility. These classes were for AE's, Communication Directors, and Spokespersons for the associations. They went over information about how NAR gives you tools such as Surround Sound and RARE (REALTOR® Association Resource Exchange). They went over the importance of a three key message and to repeat three times to make your story heard and understood to the general public. They also had a taping session to do an on camera interview. I then went to "Get Great Consumer Content for Your Marketing Tools". This class was good, a lot of the material I had received at AEI but still a bunch of websites and information on making your website better. This is quite timely, as we will be doing this in January and February. The General Session with Condoleezza Rice was that evening as well as the last speech for NAR President Charles McMillan. Charles was humorous and did a brief over-view of his year.

On Sunday, November 15, I went to Foreclosures: Impact. I felt this was more for the lower 48 and really only directed at several cities in the industry. The class went over the relevant legislation and regulatory issues that have been experienced with property managers as well as licensees and the market place. It also went over the implications on foreclosures on the CMA value as well; NAR is looking into having a secondary market analysis to look into the market with and without the foreclosures and short sale inventory. I then attended the Four Ways to Measure Word of Mouth Success. This class talked about how the average American consumer spends at least one hour a day engaged on social websites. Several tools were given on how to measure what your audience is saying and how to auto-monitor catch phrases. The next class was Whuffie for the Real Estate Professional. I really went to this class to find out what a whuffie was and if I needed one for the association. What I found out is that it was a commercial for the speakers' book and her over-blown ego. I walked out of the class, as it was a waste of time. We then went to the Regional 12 Caucus. This year they incorporated several NAR Commercials, which I thought was a bit out of place and it interrupted the Presidents Reports, which is what the Caucus is for Region 12 business.

On Monday, November 16, I went to Achieve Your Goals and Realize Your Dreams. I was concerned that it would be "disneyana" but it was a well put together plan; helping you realizing that while your ultimate goal may be Z you still need to trudge through A to Y first to reach Z,. It sounds simple but if you micromanage your goal and put them into perspective your realization of your goals become more realistic. It went back to the first class I took and helped to show how the board should have the plan with the vision and I take the plan and implement it. We then went to the Delegate Body Meeting. It was a massive room divided with tables into the different regions, from start to finish it took 25 minutes.

The NAR Convention 2009 was a wonderful experience. As I did last year, I purchased MP3 with the following titles for you to listen to, however unlike last year they put all the titles on one CD. . . However, you can still borrow the CD! These are the following classes: 1) Economic Issues & Residential RE Business Trends Forum ; 2) Times are A-Changin' Are You Able, Willing and Ready Part 1; 3) Dealing with Emotions in Negotiation: Five Practical Tools; 4) Agent 2.0: Efficient, Informed & Empowered; 5) Seven Levels of Decision Awareness; 6) Times are A-Changin' Are You Able, Willing and Ready Part 2; 7)

Mobile Technology Guide for 2010; 8) Top Technology Ideas for Today's Real Estate Broker; 9) Leadership in the Current Real Estate Environment; 10) Leveraging Your REALTOR.com, Top Producer Marketing System; 11) RESPA Update: Top 10 GFE and HUD- 1Questions; 12)Whuffie for Real Estate Professionals; 13) Business Unusual – Show Me the Money; 14)Expanding you Sphere of Influence – Real World Networking.

While I know the budget right now does not have me going to the Convention for 2010, I hope we can re-address the financial aspect the trip as the education and knowledge as well as the contacts for different companies is an asset to the association.

Thank you for your time and the experience of this Convention,

Kari Butler

CEO Kenai Peninsula Association of REALTORS®