



Greater Albuquerque Association of REALTORS®

# Your Successful Real Estate Career...



## Using the Value of your GAAR & SWMLS Membership

**20130321 – 6CE**

### Welcome to GAAR and SWMLS!

You have joined a community of REALTORS® that envisions a community where every REALTOR is a part of a home's story. GAAR's goal is to provide their community of members with the products and technology they need to run a successful real estate business. In addition, we work as a community to uphold high ethical and professional standards as well as advocate for private property rights.

In addition, SWMLS a wholly owned subsidiary of GAAR, aims to provide accurate real estate information and data to our participants and subscribers.

Per NMREC, to earn CE credit online:

- **Your device must have a camera and microphone.** Your camera ensures we can account for your participation. Adjust your device so that your entire face is visible on camera and so that you are not too far away.
- **Please test device prior to the beginning of the class.**
- Participants must be in attendance, seated and actively participate for a minimum of 50 minutes (*including class breaks*) of each hour to get credit.
- Attend in a physical space that will allow you to focus on the class and participate without distracting your classmates and your instructor. Treat the class as though you were in a live classroom – sitting in a chair at a desk or table. **DRIVING IS NOT PERMITTED.**
- Any deviation from the above schedule will revoke CE credit and attendee will need to reschedule the class.
- Follow the ZOOM instructions, 10 minutes prior to your class time.

## Our Objective Today!

Write here what you think the number on the slide represents!

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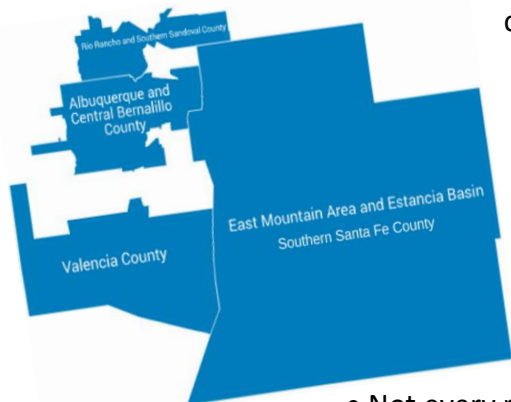
## Your Membership Benefits!

Features	Benefit
Advocacy	<b>NAR advocates for you!</b> NAR's Government Affairs division works to develop, advance and implement the federal legislative objectives of the REALTOR® Association.
Consumer Outreach	NAR communicates to consumers via surveys, etc. about the value of homeownership and the role REALTORS® play in the homeownership story.
Information	Access to local and national real estate training and information.
Benefits	National, state and local partnership discounts, access to transaction forms, lockbox service, training and technology.

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## GAAR & SWMLS Service Areas & What We Do!

- Chartered in 1921. “Real Estate Board of Albuquerque”
- GAAR is the largest trade association with membership reaching over 3,000.
- SWMLS is a wholly owned subsidiary of GAAR dedicated to providing accurate, cooperative and credible real estate information to cooperating brokers and the public.



- **Services:** Bernalillo, Sandoval, Torrance, Valencia and parts of Socorro and Southern Santa Fe County.

• Not every real estate broker is a REALTOR®. **Membership is a privilege.** All members adhere to strict Code of Ethics and Standards of Practice.

- Advocacy for homeownership and property rights.
- Homeownership studies, surveys and access to real estate resources through NAR.



NATIONAL  
ASSOCIATION *of*  
REALTORS®



- Forms and access to RANM legal hotline.  
**RANM Legal Hotline: 1-877-699-7266**

- SWMLS access, lockbox lease program, continuing education discounts, **FREE** training and building use!
- Weekly local real estate and association updates via **GAAR's Weekly Passport**
- Resources through REALTOR® Benefits Program & GAAR Affiliate/Benefit Partner Program.



Greater Albuquerque Association of REALTORS®

**Take out your phone and  
Text REALTORS to #30644**

**"We do not say that a man who takes no interest in  
politics is a man who minds his own business; We  
say that he has no business here at all." ~ Pericles**



★ VOTE ★  
★ ACT ★  
★ INVEST ★

While you have your phone out

- Join the GAAR Facebook group @GAARMembers
- Like the GAAR Facebook page @ABQRealtors
- Follow the GAAR Instagram page @abqrealtors
- Follow the GAAR Twitter page @ABQRealtors
- Subscribe to the GAAR YouTube page @albuquerqueREALTORS

Be sure to visit GAAR.com and check out [Member > Benefits](#) as well as [Education > Calendar](#) and don't forget about [News & Events > Blog](#)! Take advantage of your benefits! #valueadded

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Products and Services to support your real estate business!

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## SWMLS RULES JEOPARDY!

### CHEAT SHEET

Property Types & Status	Listing Status & Selling Procedures	Do's and Don'ts	Marketing & Photos	Showing Instructions & Procedures
Property types include: residential, residential income, land, commercial, residential rental and farm & ranch.	At least one photo of the front exterior of the home should be uploaded within 7 days of activation.	Listing a parcel ID of "0000000000" because you cannot find the UPC code is NOT acceptable.	Call Kellie at 555-1212 for details in the property remarks is an MLS violation	You must place your lockbox serial number in the appropriate listing input field.
Attached properties can include a condo or townhome.	Listings shall not be advertised by anyone other than the Listing Broker without consent of Listing Broker.	If a variable rate arrangement exists, and a listing broker will reduce their commission, it must be noted as yes on the variable rate commission field.	Brokers should not place advertising comments in public remark fields.	You may not give your SUPRA key (property access) to anyone.
Statuses can vary from: coming soon, active, withdrawn, active-under contract, pending, closed, expired or cancelled.	The listing broker must present offers ASAP; or give co-op broker reason for not doing so.	Participants shall not solicit another property actively listed in the MLS.	Brokers cannot use another Brokers listing images without written consent.	Brokers should follow the showing instructions in the MLS. Showings are arranged per listing broker instructions.
Only the MLS office can change status on listings that are closed, cancelled or expired.	Lead based paint and PID disclosures (when required) are to be uploaded within 24 hours.	You may not give your MLS login and password to anyone including MLS staff.	Marketing photos should include at least one exterior photo of the dwelling.	While not an MLS violation, lockboxes should be placed in a discrete, yet accessible place.
Manufactured homes on a permanent foundation must use the manufactured home status.	You will be required to list a property for sale in the MLS within 48 hours of document being executed.	Compensation to co-op broker can be indicated either by a percentage of gross selling price or definite dollar amount.	Identifying specific religious groups or targeting families or specific number(s) of children.	Any showing instructions that pertain to the vacancy of a property should not be placed in any public comment fields.

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## Why Complete & Accurate Data is Important for Your Real Estate Business.

- Accurate data can consist of: **parcel & tax info – square footage – property features/details – status – Lead Based Paint/PID – Sales prices – Property Types – Directions.**
- The MLS is used by Brokers and Appraisers to determine value.
- Accurate data is important for a healthy real estate market.
- Inaccurate data affects searching and marketing of listings. – **ie: your listing may be missed by potential buyers.**
- Where to find accurate data – **your seller – tax & municipal offices – appraisers – talk to your colleagues – measure your listings or have them measured – CRS program – RPR – Call GAAR!**
- The MLS is your agreement between brokers for compensation (**cooperation**).
- If you find inaccurate data, **report it** to SWMLS.

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# Is anything wrong with this listing??

798004 Private Detail Report - Residential Deleted

1607 San Cristobal Rd Court NW, Albuquerque, NM 87104

LP: \$120,000



**Area:** 741 - Belen  
**Property Sub-Type:** Attached  
**Build Description:**  
**Bedrooms:** 3  
**Possible Bedrooms:** 4  
**Baths(FTH):** 3 (2 1 0)  
**Stories:** 1  
**Builder:** the government  
**Faces:** Southeast  
**On Market Date:** 08/30/2013  
**Coming Soon End Date:** 08/30/2013  
**Expiration Date:** 10/31/2013  
**DOM:** 0 / CDOM: 0

**Age:** 1 - 3  
**Year Built:** 1976  
**Apx Structured SqFt:** 385  
**SqFt Source:** Broker  
**Price/SqFt:** 311.69  
**Lot SqFt:** 217,800,000  
**Lot Acres:** 5,000  
**Lot Size Source:** Broker  
**Garage Spaces:** 2  
**Carport Spaces:** 0  
**Elementary School:** Lew Wallace  
**Middle School:** Washington  
**High School:** Albuquerque  
**Offsite Built:** No

**Public Remarks:** Dark hole with lots of potential in a remote area. Beautiful and spacious home in a remote area. Not really sure how big it is, I was to scared to measure it. Remote, perfect for people who like peace and quiet. If you are hiding from someone, this might be a good place for you. Land is spacious and has lots of potential. Call Kellie at 555-1212 and I will show you how to get there. Showing are flexible, bring a lamp, its dark inside.

**LO/SO Remarks:** Seller has accepted offer. Square footage not verified, up to buyer to measure it. Sellers broker was too scared to go inside. Bring a lamp, its dark inside... Watch out for bugs... and maybe snakes...

Interior & Exterior Features	Room Details				Construction & Utilities
<b>Interior Features:</b> Built-In Bookcase; Cathedral Ceiling <b>Flooring:</b> Concrete; Stone <b>Fireplace:</b> Yes ( ) Gas Log; Wood Burning <b>MBR on Main:</b> Yes <b>Master Bath Desc:</b> None <b>Appliances:</b> Compactor; Dishwasher; Dryer; Washer <b>Exterior Features:</b> Deck; Fenced Backyard; Grill <b>Landscape:</b> <b>Private Pool:</b> Yes <b>General Access:</b> <b>Disability Access:</b> Unknown <b>Guard House/Service:</b> No <b>Garage Type:</b>	<b>Room Name</b> Living Room Kitchen Master Bedroom Bedroom 2 Bedroom 3 Bedroom 4 <b>Basement:</b> <b>Guest House:</b> <b>Sunroom:</b> Sunroom: No <b>Loft:</b>  <b>Length:</b> 0 <b>Width:</b> 0	<b>Length</b> 0 2 40 12 13 11	<b>Width</b> 0 20 3 8 9 7	<b>Level</b> Main Main Upper   	

**Directions:** google it. or you can call Kellie at 555-1212 and I'll give you directions. Look for the hole in the ground.

Information is deemed to be reliable, but is not guaranteed. © 2020 SWMLS and FBS. Prepared by SWMLS Support on Friday, January 03, 2020 8:46 AM. The information on this sheet has been made available by SWMLS and may not be the listing of the provider. Please be advised audio or video surveillance equipment may be in use.



## What are some sources for Accurate Information?...

Included, but not limited to:

Seller Appraisers Your own measurements RPR GAAR	Qualifying Broker MLS Intranet Tax & Municipal Offices PIDS – <a href="http://www.gaar.com/pids">www.gaar.com/pids</a>	Survey and/or Plat CRS Data Title GAAR Affiliate Partners Builders
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#PROTIP: Create a checklist of items to ensure your listing data is accurate and complete... **every time!**

Check the RESOURCES at the back of your package for the listing input form!

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## #PROTIPS: How to Use the Coming Soon - No Showings Status...

- Short-term status when preparing a property
  - If a listing is being advertised (in any way, by anyone) the listing must be entered in the MLS within one business day (CCP).
  - Allows a property with a listing agreement in effect to be displayed within the MLS to **Participants/ Subscribers** prior to being made Active. **Does not syndicate!**
  - May be used for up to 14 days prior to the listing being made Active.
  - All listing information must be entered, **including** a (front exterior) photo.
  - If the listing is not made Active by the Participant/Subscriber within fourteen (14) days, it will automatically be made Active by the system on day fifteen (15).
  - Advertising (of any kind) of a listing in this status must annotate the status as 'Coming Soon', including a 'Coming Soon' rider on any signs.
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## Tips for Good Listing & Descriptions...



- If you can and if appropriate, hire a professional.
- Open window and turn on the lights.
- Show the space of the room, not fixtures.
- Declutter & remove personal property.
- Put the toilet seat down!
- Don't use blurry or panoramic images.

Per SWMLS Rules (Section 1.2 Photos), you must upload at least one photo in the MLS within 7 days of listing your property. The photo must be of the front exterior of the property (residential) or street view of the lot (land).

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Describe your property in detail with good descriptive words! Tell a story!

- Luxurious
- Serene
- Lush landscaping
- Granite

- Updated
- Beautiful
- Lavishly
- Unique

- Enormous
- Curb Appeal
- Entertain

Include details of property amenities. – **do not embellish** –  
be prepared to prove what you say.

**Do not include any marketing information in your  
public comments or directions.**



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## #PROTIPS for Fair Housing Watch Word List safety

When entering marketing information in the Public Remarks for your MLS listing it is important to remember not to violate Fair Housing laws with the phrases or words you use. The following words, phrases or symbols, typify those most often used in residential real estate advertising to convey either overt or tacit discriminatory preferences or limitations. Your advertising should not show preference for the federally protected classes: Race, Religion, Familial Status, Sex, National Origin, Color or Disability.

In considering a complaint under the Fair Housing Act, the HUD Department will normally consider the use of **these and comparable words**, phrases, symbols, and forms to indicate a possible violation of the act and to establish a need for further proceedings on the complaint, if it is apparent from the context of the usage that discrimination within the meaning of the act is likely to result. **This is not a complete list and is to be used as a guide only. Consult with an attorney if you need to address any individual questions.**

Reference the SWMLS list at:

<https://www.gaar.com/images/uploads/20131007144419068644000000.pdf>

ACCEPTABLE	CAUTION	UNACCEPTABLE	UNACCEPTABLE
Credit Check Required	Active	Able-bodied	(Nationality)
Den	Board Approval Required	Adult Living	Near Church(es)
Equal Housing Opportunity	Close to _____	Adult Community	Near Synagogue
Family Room	Domestic Quarters	Adults Only	Near Temple
First Time Buyer	Female(s) Only	African	Newlyweds
Fixer-Upper	Female Roommate	Agile	No AIDS
Great for Family	(Gender)	Asian	No Alcoholics
In-Law Apartment	Gentleman's Farm	Black Neighborhood	No Blacks
Luxury Townhomes	Grandma's House *	Black Only	No Blind
Nanny Room	Golden Agers *	Catholic	No Children
Near Mass Transit	Handyman's Dream	Caucasian	No Crippled
Near Golf Course	Male(s) Only	Chicano	No Deaf
(Neighborhood Name)	Male Roommate	Chinese	No Drinkers
Nice	Man (Men) Only	Christian	No Impaired
No Drinking	Membership Approval Required	Colored	No Mentally Handicapped
No Drugs	Near _____	Couple	No Mentally Ill
No Drug Users	Near Country Club	Couples Only	No Play Area
No Smoking	No Students	Empty Nesters	No Retarded
Number of Bedrooms	(Number of Persons)	(Ethnic References)	No Unemployed
Nursery	Prestigious	Exclusive (i.e. Neighborhood)	Not for Handicapped
Nursing Home	Quality Neighborhood	Executive	Older Person
On Bus Route	Quiet Neighborhood	Filipino	One Child
Play Area	Retirees *	Healthy Only	One Person
Privacy	Secure	Hispanic	Oriental
Private Driveway	Seniors *	Hungarian	Physically Fit
Private Entrance	Senior Citizens *	Indian	Polish
Private Setting	Senior Housing *	Irish	Protestant
Quality Construction	Single Woman/Man	Integrated	Puerto-Rican
Quiet	Sophisticated	Jewish	Quiet Tenants
Reference Required	Students	Landlord (description of)	Sane Tenant Only
(School District)	Two People	Latino	Shrine
(School Name)	Within Walking Distance	Mature Couple	Singles Only
Security Provided	Woman (Women) Only	Mature Individual	Single Person
Senior Discount		Mature Person(s)	Stable
_____ Square Feet		Mexican-American	Tenant (description of)
Starter Home		Mormon Temple	White Neighborhood
Traditional Style		Mosque	White Only
Tranquil Setting		Must Be Employed	
Verifiable Income			
View of _____			
With View			



## Stay out of HOT WATER!

- Don't share your MLS ID or Password with **anyone!**
- Know and understand Clear Cooperation. Avoid the **heavy** fines.
- Don't try to deliberately skirt the system or find loopholes to gain an unfair advantage. Cooperation is what drives professionalism in the industry and a healthy market.

- If you're going to use anyone's production (photos, listing info, etc.) you have to **have their authorization first!**
- Protect yours, and other brokers, clients! Do not share "Agent" Detail/Summary Reports.
- **Safeguard your "key to the City."** Never let someone use your Supra key.

## SWMLS Works hard to Ensure Data Accuracy

- Data Checker / Headmaster Tools / Manual Reporting – all opportunities to help maintain accurate data.
- After entering a listing **use the Check It tool**, in Flex, to check for possible compliance issues.
- Compliance warnings will come from [listingdatachecker@corelogic.com](mailto:listingdatachecker@corelogic.com).
- **Opt in** for Compliance TEXT Alert Notices. Email [Compliance@SWMLS.com](mailto:Compliance@SWMLS.com) to opt in your cell number.
- **AI technology is coming soon** to assist SWMLS with photo compliance. First MLS in the country to utilize AI tech in this manner!





# REALTOR® Safety Resources



## **NAR REALTOR® Safety Program Resources** ([nar.realtor/safety](https://nar.realtor/safety))

Safety Products and Phone Apps - [nar.realtor/safety/resources-for-personal-protection](https://nar.realtor/safety/resources-for-personal-protection)

Safety Webinars - [nar.realtor/safety/safety-webinars](https://nar.realtor/safety/safety-webinars)

REALTOR® Safety Video - [nar.realtor/videos/pivot-in-place/realtor-safety](https://nar.realtor/videos/pivot-in-place/realtor-safety)

REALTOR® Safety Network - [nar.realtor/safety/realtor-safety-network](https://nar.realtor/safety/realtor-safety-network)

## **GAAR Safety Resources**

REALTOR® Safety with Cassandra Morrison, REALTOR® & Retired APD Sergeant  
[facebook.com/watch/?ref=external&v=4367197833318139](https://facebook.com/watch/?ref=external&v=4367197833318139) & her editable [Client Info Form](#)

YPN Podcast with Raul Torrez, Bernalillo County District Attorney  
[facebook.com/watch/?ref=external&v=284493043183160](https://facebook.com/watch/?ref=external&v=284493043183160)

Blog Posts - REALTOR Safety Reminder: Trust Your Instincts! [gaar.com/blog/article/realtor-safety-reminder-trust-your-instincts](https://gaar.com/blog/article/realtor-safety-reminder-trust-your-instincts) & 56 Safety Tips for REALTORS® [gaar.com/blog/article/56-safety-tips-for-realtors](https://gaar.com/blog/article/56-safety-tips-for-realtors)

Supra Agent Alert feature - [supraekey.com/Documents/Agent%20alerts.pdf](https://supraekey.com/Documents/Agent%20alerts.pdf)

## **NM Courses**

Putting REALTOR® Safety First: Safety Strategies for the Modern REALTOR® w/ Kellie Tinnin  
Real Estate Safety: Protect Yourself and Your Clients



# GAAR / SWMLS Support

**Membership Dept.** (505) 842-1433 *option 5* / [Membership@GAAR.com](mailto:Membership@GAAR.com)

- Office Transfers
- Update contact information (Flex contact info is fed from GAAR's data and must match)

**Professional Development / SUPRA Dept.** (505) 842-1433

*Option 3* (Education) / [Education@GAAR.com](mailto:Education@GAAR.com)

- Education Summary requests
- Continuing Education support
- Education calendar: [www.GAAR.com/education](http://www.GAAR.com/education)

*Option 2* (SUPRA) / [Supra@GAAR.com](mailto:Supra@GAAR.com)

- Lockbox request
- Supra key support
- Supra key authorization code request

**Southwest MLS / Compliance / IDX Dept.** (505) 843-8833 / [Support@SWMLS.com](mailto:Support@SWMLS.com)

[Compliance@SWMLS.com](mailto:Compliance@SWMLS.com) [IDX@SWMLS.com](mailto:IDX@SWMLS.com)

- Flex support (listing corrections, listing transfers, Superuser requests)
- Questions re: Rules/Regulations/Policy
- Product support
- Compliance/Data integrity and support
- Opt-in for Compliance Text Alert Notices
- Report violations
- IDX requests and support

**Professional Standards Dept.** (505) 724-3466 or (505) 724-3465 [Melody@GAAR.com](mailto:Melody@GAAR.com)

- Report a potential Code of Ethics violation
- File an Ethics Complaint
- Request OMBUDS/Mediation support

**Marketing, Communication & Outreach Dept.** (505) 724-3461 / [LauraH@GAAR.com](mailto:LauraH@GAAR.com)

- If you're not receiving your Weekly Passport
- Questions about our Social Media platforms
- Inquiries about GAAR Events

## Other Support Contacts

New Mexico Association of REALTORS® (your State Association)

- [www.nmrealtor.com](http://www.nmrealtor.com)
- (800) 224-2282 or (505) 982-2442
- **NMAR Legal Hotline** (Ashley Strauss-Martin)
  - [legalhotline@nmrealtor.com](mailto:legalhotline@nmrealtor.com)
  - (877) 699-7266 or (505) 821-1583

National Association of REALTORS® (your National Association)

- [www.nar.realtor](http://www.nar.realtor)
- (800) 874-6500
- [www.realtor.com](http://www.realtor.com) (800) 878-4166

New Mexico Real Estate Commission (State regulatory body)

- <https://www.rld.nm.gov/boards-and-commissions/individual-boards-and-commissions/real-estate-commission/>
- (505) 222-9820

FLEX Support Line (888) 525-4747

Instanet Support (800) 668-8768

Remine Support (703) 646-7522

RPR Help Line (877) 977-7576

SUPRA Support Line (877) 699-6787

ShowingTime Support (800) 379-0057