



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.

SWMLS a wholly owned subsidiary of GAAR, which aims to provide **accurate** and **complete** 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!

Your Membership Benefits!

Features	Benefit
Advocacy	NAR advocates for you! 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.

1. One way to get involved at GAAR is Political Advocacy. ***What is the name of the federal political advocacy group that is funded by REALTOR® investments?***

2. One-member benefit is consumer outreach. In addition to the surveys and that NAR conducts that study the real estate industry. They also communicate the value of REALTORS® through consumer advertising campaigns. ***What is the name of NAR's current consumer advertising campaign?***

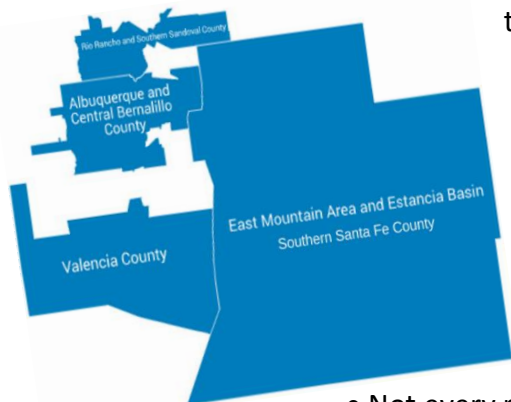
3. GAAR communicates with members via email. ***What is the name of the weekly newsletter that you will receive on Wednesday that communicates association news and updates?***

4. One GAAR member benefit is access to local vendors and companies that can help complement your business efforts. ***Locate the website affiliate directory and name one affiliate member.***

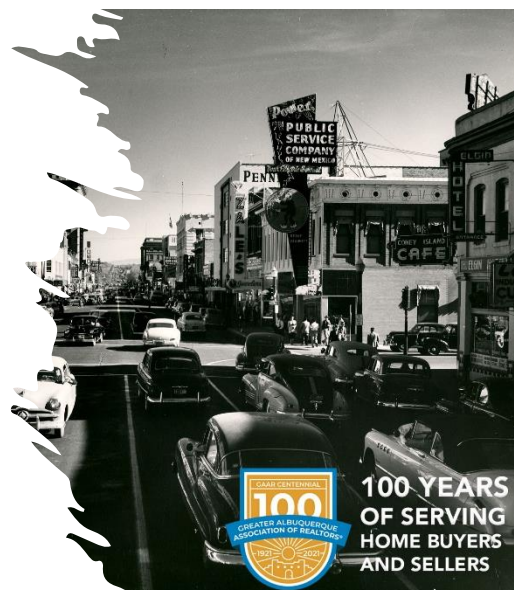
***Included in the Course Materials. Visit SWMLS.com/NMO**

GAAR & SWMLS Service Areas & What We Do!

- Chartered in 1921. “Real Estate Board of Albuquerque”
- GAAR is the largest trade association in the state with membership reaching over 4,500.
- SWMLS is a wholly owned subsidiary of GAAR dedicated to providing accurate and complete 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.



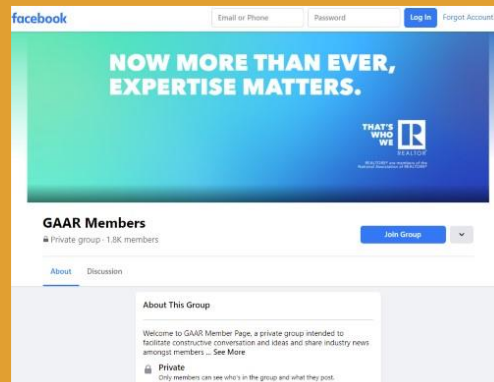
Greater Albuquerque Association of REALTORS®

GAAR News, Events & MORE on Social Media!

@ABQRealtors



FB Groups @GAARMembers



Also check out...



Instagram
@ABQREALTORS



Twitter
@ABQREALTORS



YouTube
@albuquerqueREALTORS

Take out your phone and:

- 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



Products and Services to support your real estate business!

**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 ★

A word from Kent Cravens – GAAR CEO, RPAC Major Investor and former NM Senator (2001-2011, 21st District)

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.

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

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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 – www.gaar.com/pids	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!

#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 1.20.1 Minimum Photos), For all residential resale listings, requirement of a minimum of one photo of the living room, kitchen, bathrooms based on number, exterior front, and backyard. *Exception if property is tenant

occupied, substandard, or at the Seller request per listing agreement.

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.**



#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 must **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.
- **Opt in** for Compliance TEXT Alert Notices. Email Compliance@SWMLS.com to opt in your cell number.
- **AI technology is being used** 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)

Safety Products and Phone Apps - nar.realtor/safety/resources-for-personal-protection

Safety Webinars - nar.realtor/safety/safety-webinars

REALTOR® Safety Video - nar.realtor/videos/pivot-in-place/realtor-safety

REALTOR® Safety Network - 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 & her editable [Client Info Form](#)

YPN Podcast with Raul Torrez, Bernalillo County District Attorney
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 & 56 Safety Tips for REALTORS® gaar.com/blog/article/56-safety-tips-for-realtors

Supra Agent Alert feature - 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

- 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

- Education Summary requests
- Continuing Education support
- Education calendar: www.GAAR.com/education

Option 2 (SUPRA) / Supra@GAAR.com

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

Southwest MLS / Compliance / IDX Dept. (505) 843-8833 / Support@SWMLS.com

Compliance@SWMLS.com 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

- 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

- 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
- (800) 224-2282 or (505) 982-2442
- **NMAR Legal Hotline** (Ashley Strauss-Martin)
 - legalhotline@nmrealtor.com
 - (877) 699-7266 or (505) 821-1583

National Association of REALTORS® (your National Association)

- www.nar.realtor
- (800) 874-6500
- 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