

Your Successful Real Estate Career...

Using the Value of your GAAR & SWMLS
Membership
20130321 – 6CE



Greater Albuquerque Association of REALTORS®



Adrian Reyes, GSI & Kellie Tinnin, M.A. - Instructors



Hi, I'm Adrian!

Licensed in RE 2005 – 2008

Married to my twin flame 20 years

4 very active kids and 2 crazy dogs

11 years military (Navy & Army)

GAAR 4 years (3 depts.)

Hi, I'm Kellie...

- Licensed in real estate since 2008.
- Have two fur babies, English Bulldogs Momo and Miyagi.
- I am an armchair criminologist thanks to the ID channel.





**Where are we
going today?**

GAAR & SWMLS Orientation 9am-12pm

Two break periods

LUNCH BREAK

SWMLS Product & Tool Orientation 1pm-4pm

Two break periods



What are your pet peeves on Zoom?

- Distractions
- Spamming the chat
- Too many “what if’s”
- Misuse of Mute or Camera On/Off
- Tardiness

So we're
not going to
do **any** of
that!

Let's maintain a
learning
environment
dedicated to
MUTUAL RESPECT!



OUR OBJECTIVE...

1379

WHAT DOES THIS NUMBER REPRESENT?

A hand with a ring points to a treasure map drawn on a piece of parchment. The map features a red 'X' at the top, a red circle with a cross in the center, and a dashed line with an arrow pointing towards the circle. The background is a dark, textured surface.

MEMBERSHIP BENEFITS SCAVENGER HUNT!

***Included in the Course Materials. Visit [SWMLS.com/Training](https://www.swmls.com/training)**



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 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?

THAT'S WHO WE





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?

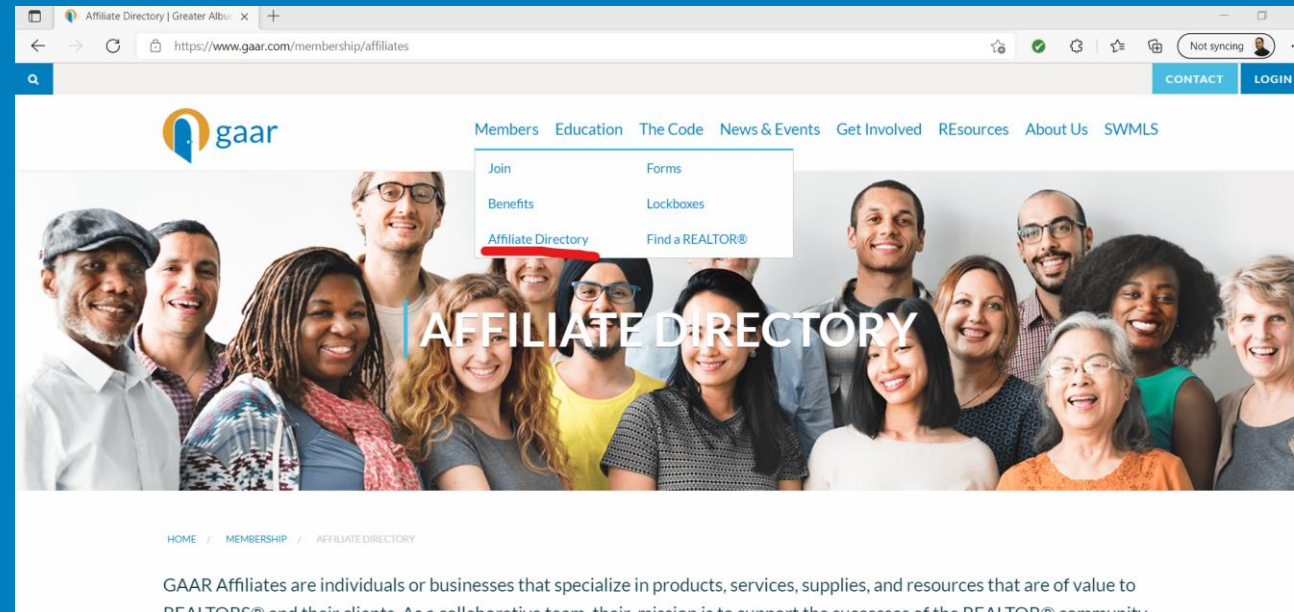


WeeklyPassport

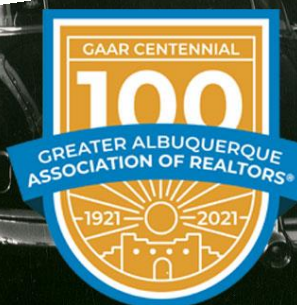
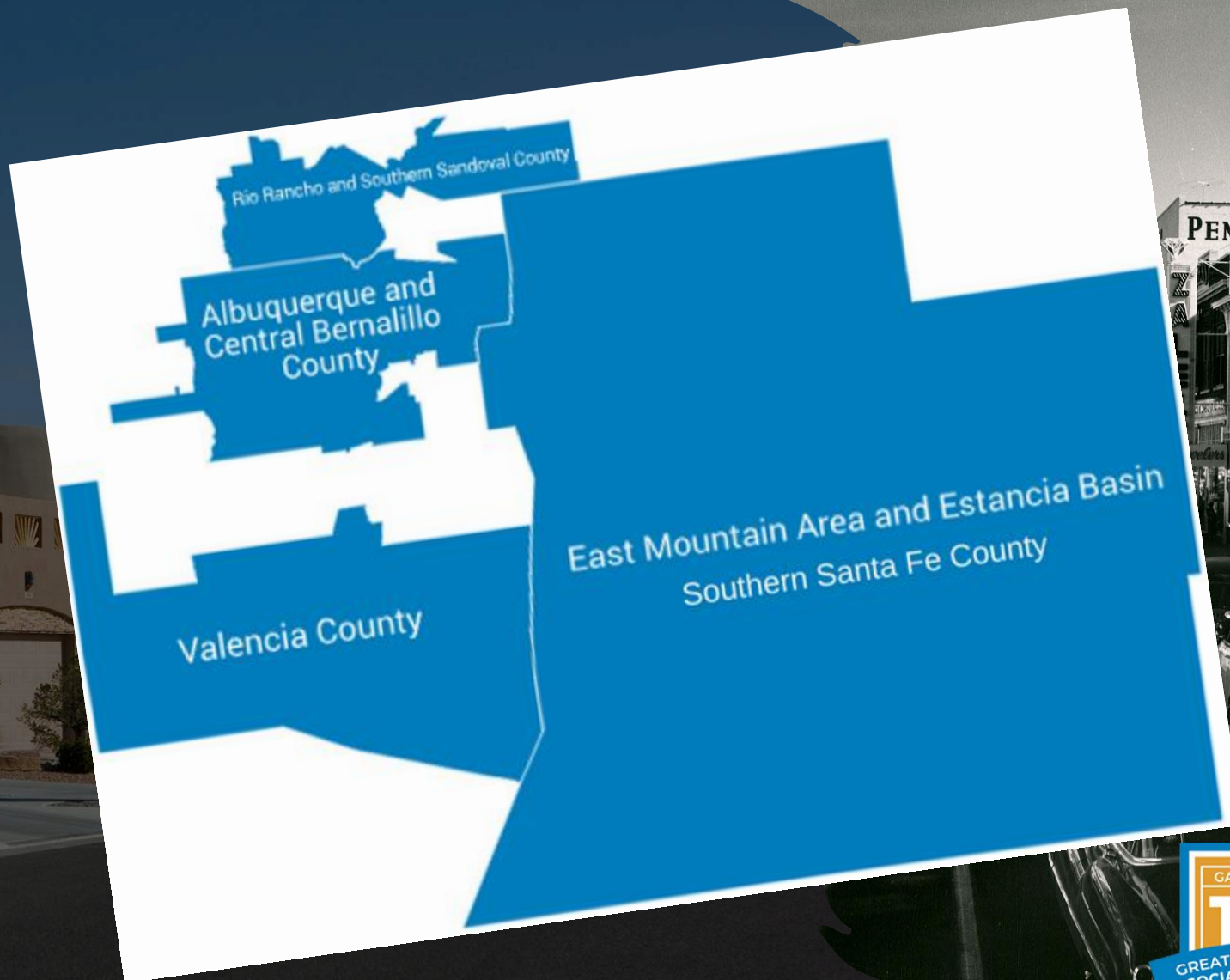


4. One GAAR member benefit is access to local vendors and companies that can help complement your business efforts.

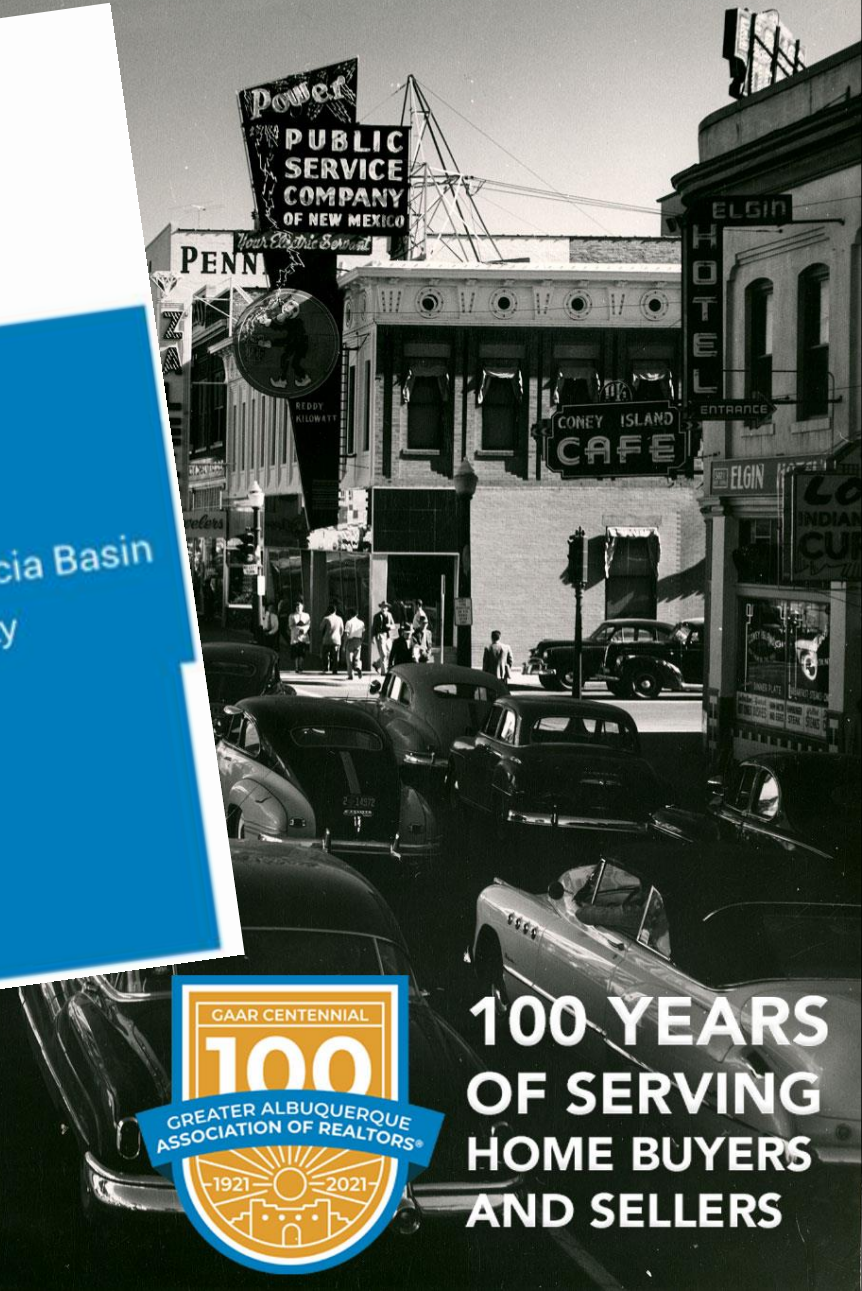
Locate the website affiliate directory and name one Affiliate Member.



- GAAR / SWMLS Service Areas



**100 YEARS
OF SERVING
HOME BUYERS
AND SELLERS**



Yeah, but who does what...

BROKERAGE

YOUR OFFICE

Join to practice Real Estate. Your brokerage will be a member of GAAR. Your first source for training/mentoring. Your Qualifying Broker is ultimately responsible for your practice.



Greater Albuquerque Association of REALTORS®

YOUR LOCAL ASSOCIATION

Albuquerque Metro REALTOR® trade assoc. Access to SWMLS and other products/tools. See them to transfer offices, file an ethics complaint or general guidance/direction.



YOUR STATE ASSOCIATION

New Mexico REALTOR® trade assoc. Advocate for private property rights. Legal hotline and forms (Instanet/Transaction Desk).



YOUR NATIONAL ASSOCIATION

1.4 Million member REALTOR® trade assoc. Mission is to empower REALTORS® as they preserve, protect and advance the right to real property for all.



STATE REGULATORY BODY

Mission is to protect the public. Manages license law and complaints from the public. See them to transfer or inactivate your license.

REALTOR® Party Mobile Alerts
(Call for Action)

Text REALTORS to #30644



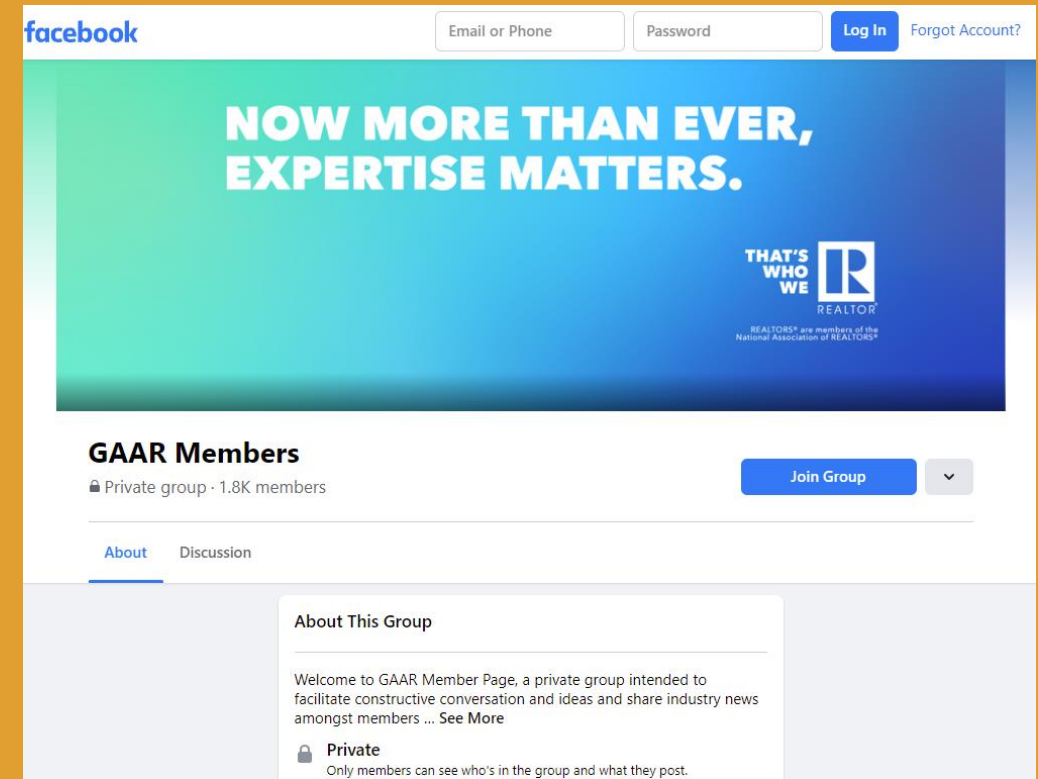
★ VOTE ★
★ ACT ★
★ INVEST ★

GAAR News, Events & MORE on Social Media!

@ABQRealtors



FB Groups @GAARMembers



Also check out...



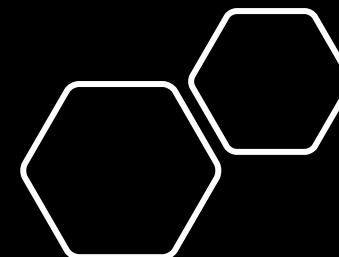
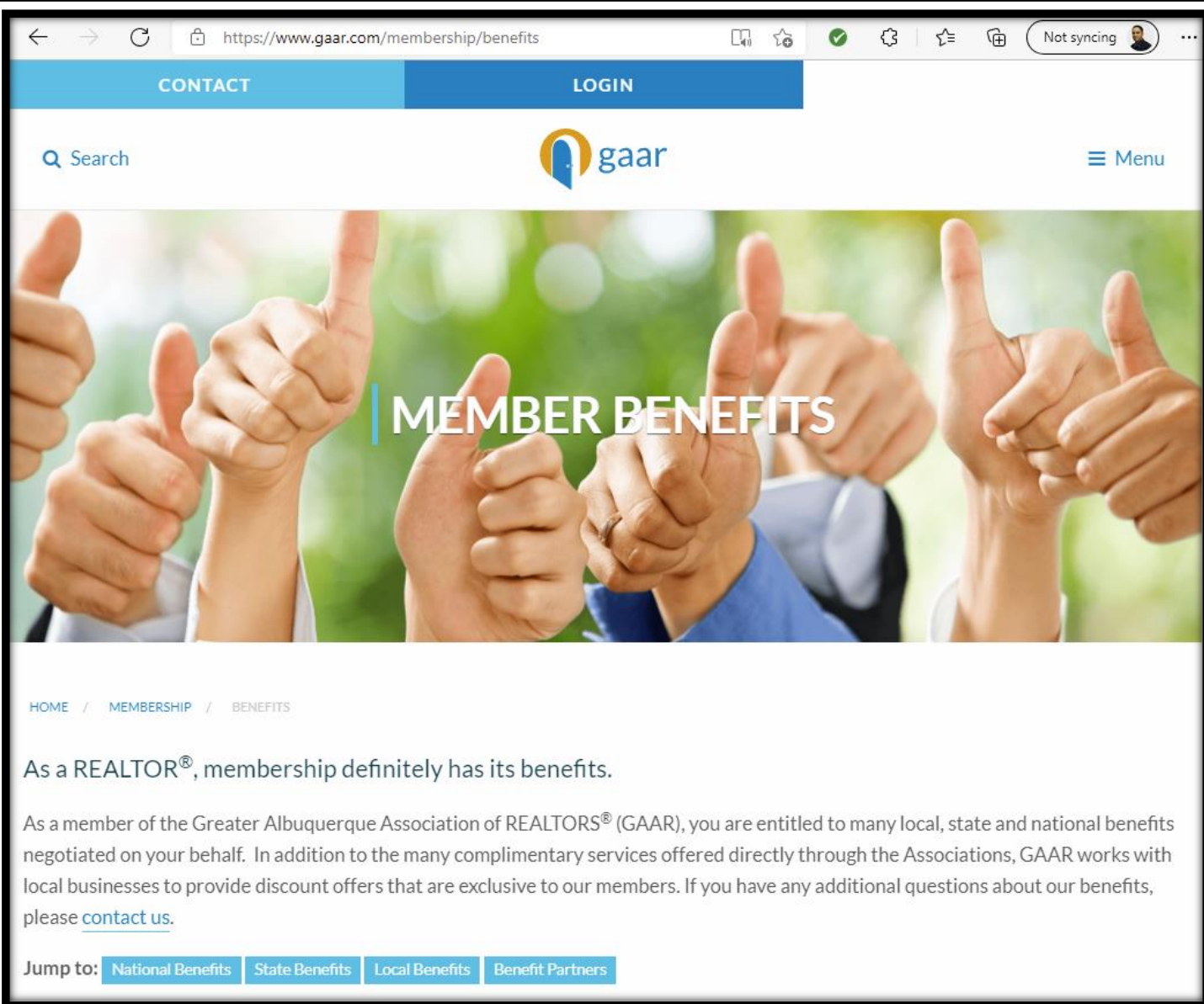
Instagram
@ABQREALTORS



Twitter
@ABQREALTORS



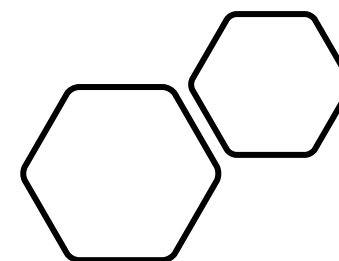
YouTube
@albuquerqueREALTORS



- Closing gifts
- Home services
- Office supplies
- Product discounts
- And so much more!

#valueadded
#GAAR





**SWMLS
RULES
JEOPARDY!**



Isn't the MLS
just a Marketing
Platform?

Hint... NO!!!

MLS's are DATA
Platforms that
syndicate out to
Marketing Platforms.



**Establishes rules
for Cooperation.**

**Which is how
you get PAID!**

**Gives consumers
transparency in
the marketplace.**

**Which builds
consumer TRUST!**

**Maintains
professionalism and
industry standards.**

**Which builds
relationships and
DRIVES YOUR BUSINESS!**

So, what does the MLS do for my business?

An aerial photograph of a city, likely New York City, with a blue tint. Several property values are overlaid on the image, each preceded by a house icon. The values are: \$540,000 (top left), \$280,000 (top center), \$390,000 (top right), \$360,000 (middle right), \$710,000 (middle left), and \$800,000 (bottom right).

🏠 \$540,000

🏠 \$280,000

🏠 \$390,000

🏠 \$360,000

**If you find inaccurate data
REPORT IT**

🏠 \$710,000

**Data is used by Appraisers
to determine value**

**Inaccuracy can alter
search outcome; missed
opportunities!**

🏠 \$800,000

COMPLETE & ACCURATE Data are Essential! But why?



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

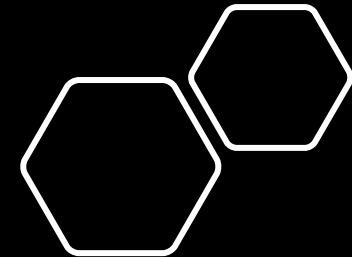
Public Remarks: Dark hole with lots of potential in a remote area. Beautiful and spacious home in a remote area. Not really sure how big it is, I was to scared to measure it. Remote, perfect for people who like peace and quiet. If you are hiding from someone, this might be a good place for you. Land 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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Is anything
wrong
with this
listing??

Coming Soon – No Showings

- Why do we have it?
 - Clear Cooperation
 - 1 Business day
- So how do we use it?
 - Up to 14 days
 - All marketing must annotate “Coming Soon”
 - No post factum
 - NO SHOWINGS!



***Included in the Course Materials. Visit [SWMLS.com/Training](https://www.swmls.com/training)**



BadMLSPHOTOS.com...

Don't be the next featured listing broker!

- Show the space not the fixtures
- Declutter and remove personal property
- Use **clear** images
- Where appropriate... hire a **PROFESSIONAL!**
- Use descriptive words to tell a **story** about the property



Don't end up in SWMLS jail!

Ways to risk your SWMLS privileges:

Sharing your MLS ID and Password
with anyone.

Up to \$5,000 FINE
(possible suspension)

Clear Cooperation Violations

**\$500
FINE**

**\$1,000
FINE**

**\$5,000 FINE
+30 day
Suspension**

Deliberately and/or consistently
disregarding SWMLS Rules and
Regulations

Ways to get in hot water...

Don't do these!

Advertising other Participant's listings. *E.g. Neighborhood flyers, newsletters, blog posts.*

Giving out "Agent" Detail, and/or "Agent" Summary, Reports to clients or distributing via flyer boxes or open houses.

Letting someone else use your SUPRA key.



Up to \$1,000 FINE per incident

***Possible membership violation
(see Article V, Section II of GAAR Bylaws)**




OUR OBJECTIVE...

1379

Remember this??

Violation	Total Warnings	Total Warnings 2020	Total Fines	Rules Class	Hearings
Advertising and Photos	94	63	1		
Compensation	3	0	0		
Lead Paint and PID	22	14	0		
Parcel and Tax Data	222	6	2		
Property Information	29	14	1		
Status (Late Status)	55	27	0		
Status (Overdue Pending)	849	600	3		
Showing Information	0	48	0		
Status - AUC	13	10	0		
Coming Soon	10	2	0		
Other MLS violations	82	53	0		
Total	1,379	837	7		0
% of Violations with Fines	1%				



Data accuracy
helps ensure a
healthy market.

What are some
ways that we help
ensure data
integrity?



Data Checker

Headmaster Tools

Manual Reporting

Check It Tool

Restb.ai

RESOURCES FOR YOU:

- Plan Your Safety Strategy
- Tips and Best Practices
- Training Videos
- Personal Protection Resources
- Create a Safety-minded Culture



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