

# Your Successful Real Estate Career

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

Class materials -- [www.swmls.com/nmo](http://www.swmls.com/nmo)  
Instructor - Richard Gibbens, Executive Director



This Class is Interactive!

Using your phone, either scan the QR Code or go to [www.ahaslides.com/nmo](http://www.ahaslides.com/nmo) to participate.





# Hi, I'm Richard!

Married 12 years

1 threenager, 2 dogs

Hometown - Panama City, FL

Florida Gator & Troy Trojan alumni

Hobbies - LEGO, Jeeps, Hiking  
Miami Dolphins Fan

Executive Director @ Southwest MLS

CPAR April 2017 - December 2020

GAAR/SWMLS since January 2022







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GAAR President



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Cannaday  
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gaar

Greater Albuquerque Association of REALTORS®



SOUTHWEST MLS



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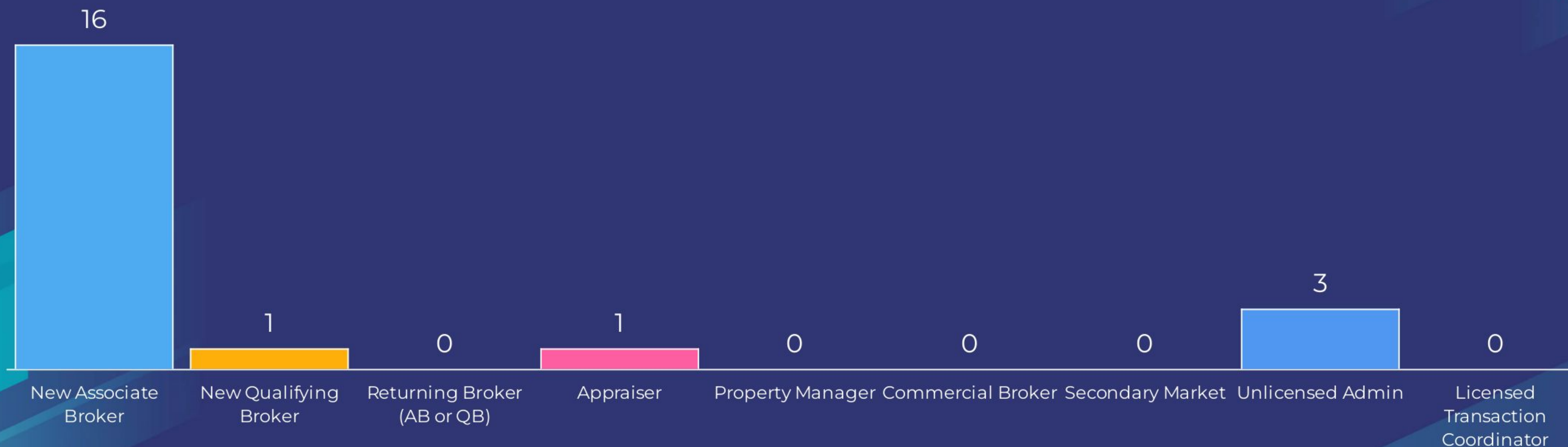
# This Class is Interactive!

Scan the QR Code or go to the URL at the top of the screen to sign in to the presentation to participate.

Enter your name and choose an emoji!



# What is your role in the Real Estate Industry?





# What did you do BEFORE Real Estate?

Human Resources

I worked at target

Contract analyst

Personal trainer

Finance Manager

I was a full time student

I was a teacher for 13 years!

Worked as Merchandiser

CNA/ stay at home mom

Property Manager

Roofing Contractor

CRO for EdTech companies

Raising children.

Finance

Banker

Full time student.

Intern at Sandia Labs. Full Time Student

Lead Manager

New AB to GAAR. Been with SFAR for 5 years

Relocation. I've been a broker for about 30 years in another state.

Student

Air Force Contract Specialist

Med tech

full time student

police officer

unmuted microphones

CRO in edTech

Its ok - nothing too annoying

zoom isn't bad. pretty easy



# Where Are We Going Today?

GAAR & SWMLS Orientation - 9:00 - 12:00

Two Breaks - 10:00 and 11:00

Lunch - 12:00 (30 min)

SWMLS Product & Tools - 12:30 - 3:30

Two Breaks - 1:30 and 2:30



# What are your pet peeves on Zoom?

People not muted	Unmuted microphones	Background noise
Being on camera lol	Noise	Background noise
Background distractions	Awkward Silences for Q&A	Camera
Unmuted mics	Hot Mics haha!	not muting
noise	Don't like zoom, prefer in person.	Not muted and Background noise
noise	camera	None
Background noise, distractions. Over all - love it!	Same as everyone	Technical issues
	Zoom is convenient	



# So we all agree to do none of those things, right?



## Reminder of NMREC Rules:

- Cameras must be on
- Must be able to see you
- Can't miss too much of the class
- Bathroom? Package? Just go!
- If you're going to be away for an extended amount of time, notify Claire or Estrella in Zoom Chat
- Certificates available in Member Portal TOMORROW



# Scavenger Hunt Time!



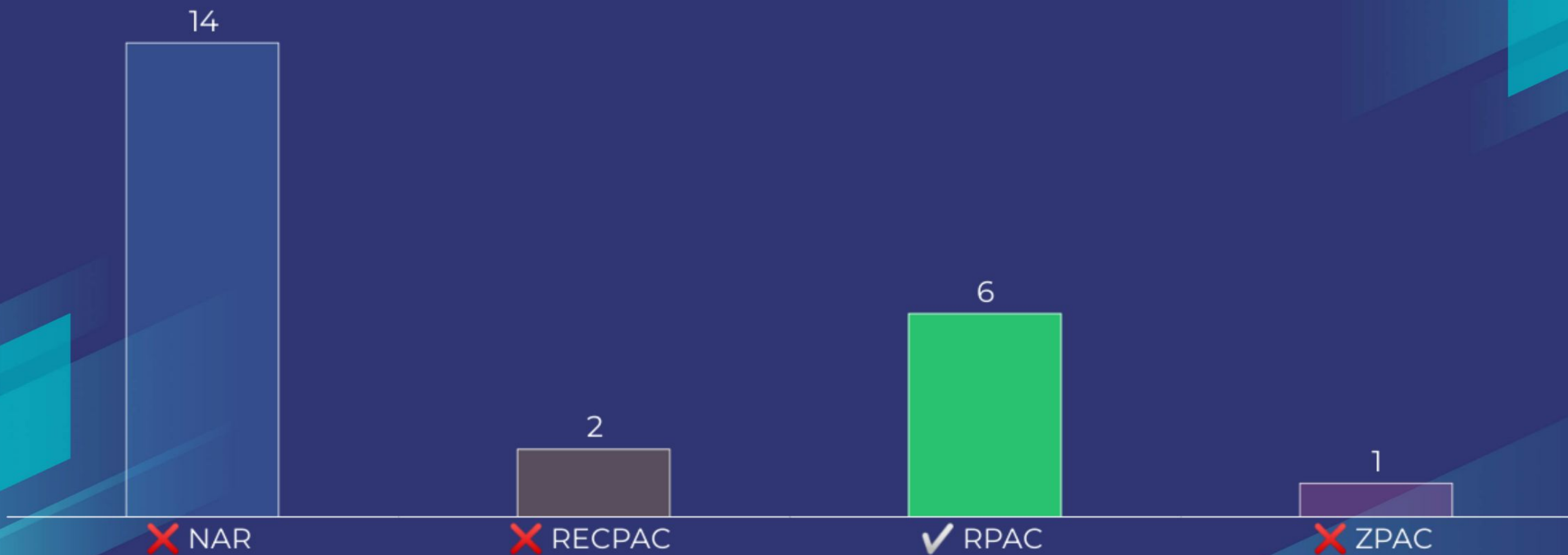
10 minutes in Zoom Breakout Rooms  
Introduce yourself! Find the Answers!



- 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?**
- 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?**
- 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?**
- 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.**

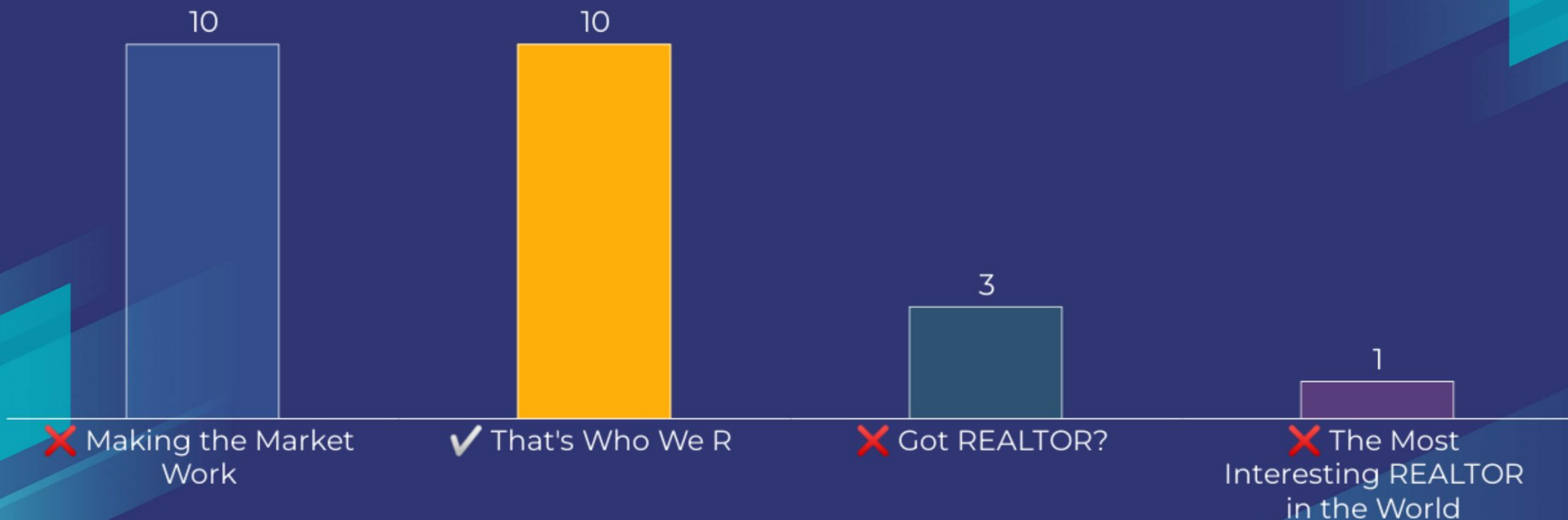


What is the name of the federal political advocacy group that is funded by REALTOR® investments?



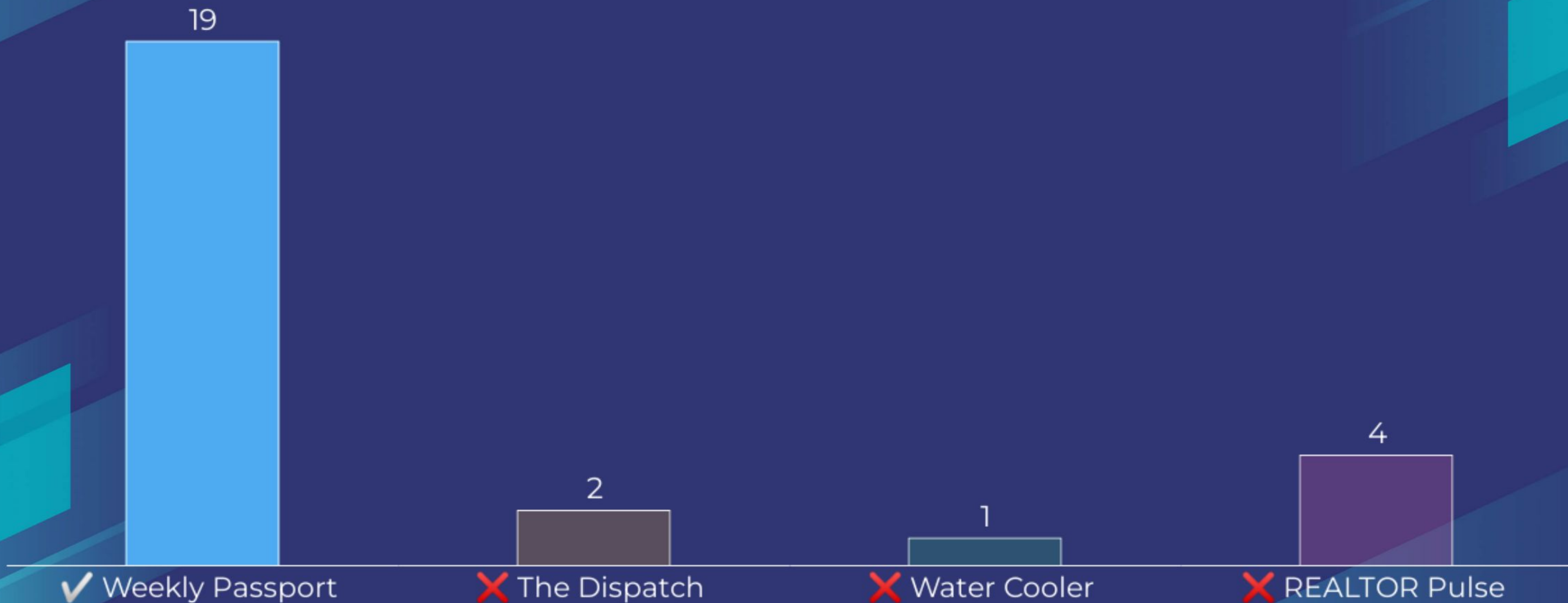


# What is the name of NAR's current consumer advertising campaign?



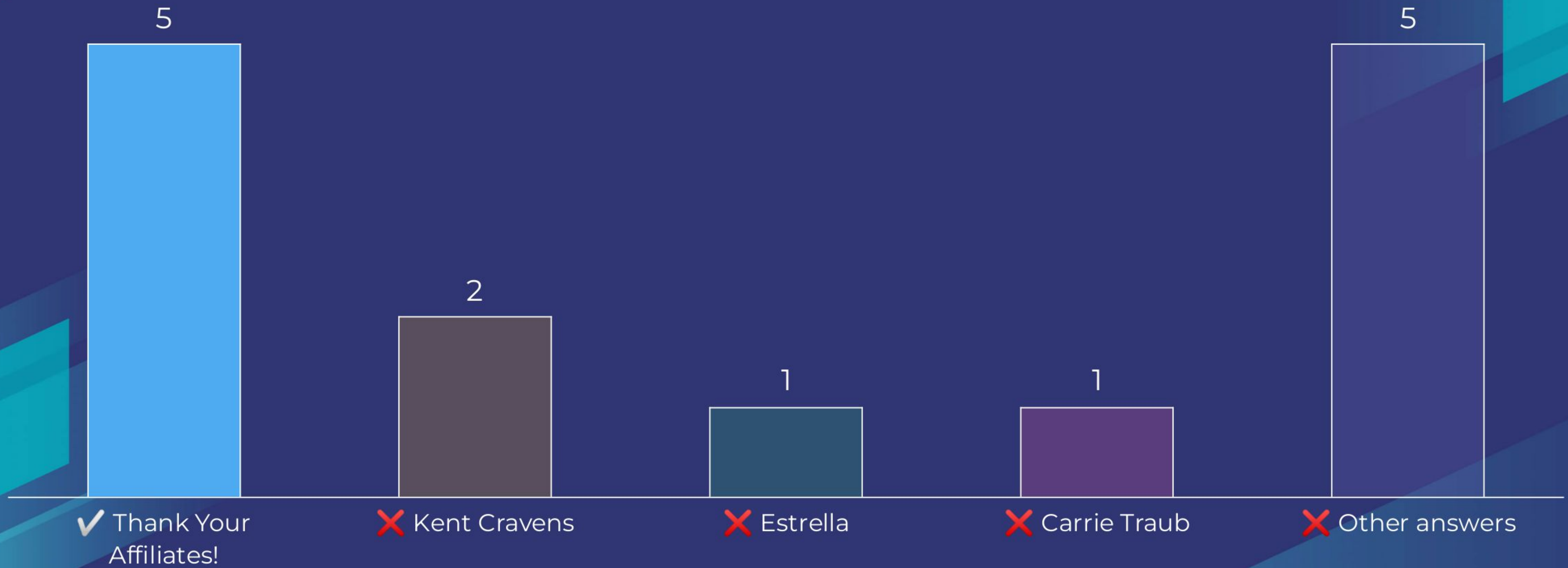


# What is the name of GAAR's weekly newsletter?





# Name One Affiliate Member





# Other Resources on GAAR.com and SWMLS.com

## GAAR.com

- Forms Page
- Education Calendar
- Blog
- Committees

## SWMLS.com

- Products and Support
- Training Page
- PIDs
- Resources





# Member Benefits!

- Local:
  - <https://www.gaar.com/membership/benefits>
- State:
  - <https://www.nmrealtor.com/become-a-member/>
- National:
  - <https://www.nar.realtor/realtor-benefits-program>



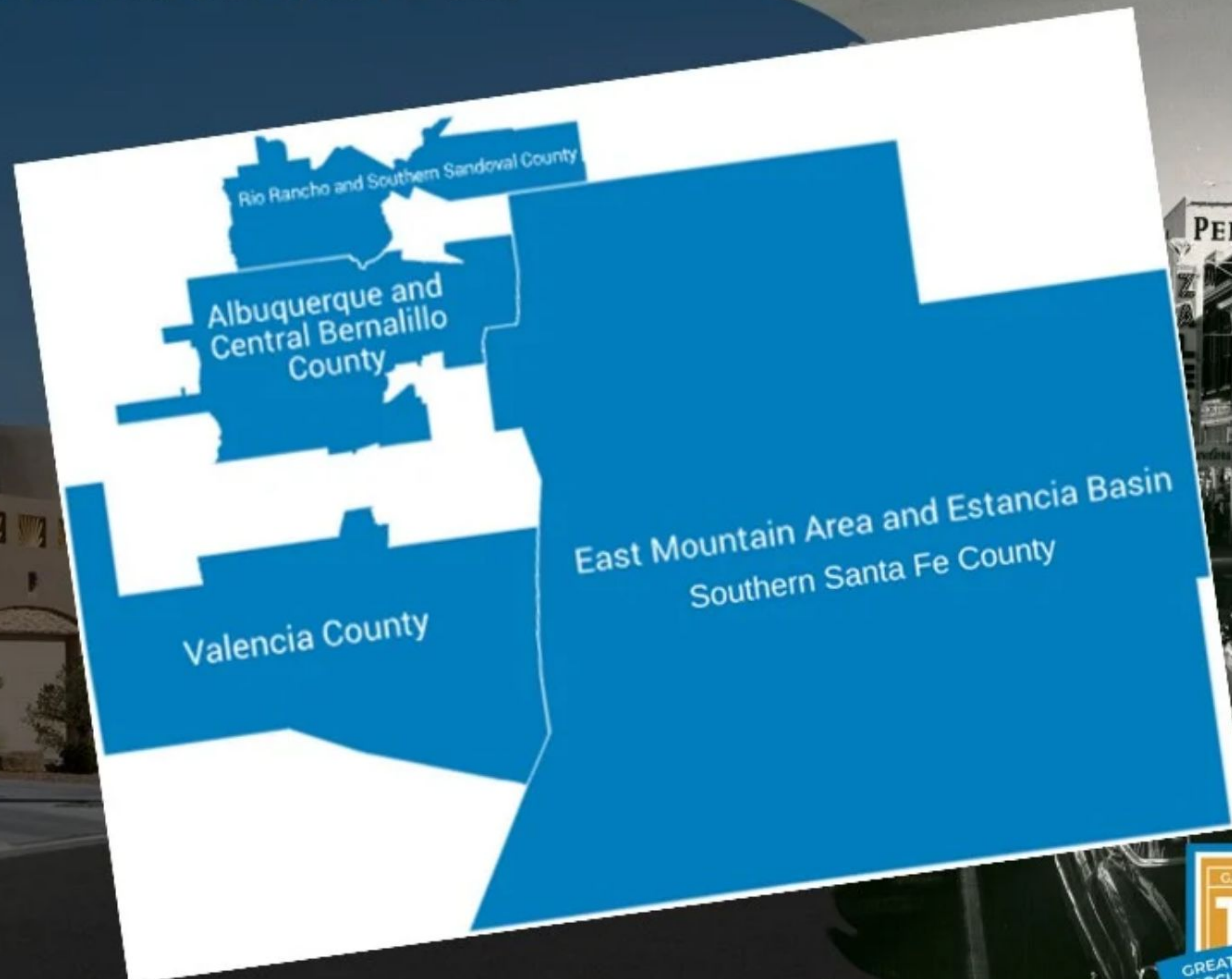
REALTOR® Party Mobile Alerts  
(Call for Action)  
Text REALTORS to 30644



★ VOTE ★  
★ ACT ★  
★ INVEST ★



- GAAR / SWMLS Service Areas



100 YEARS  
OF SERVING  
HOME BUYERS

AND SELLERS

30 5 1



# 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.



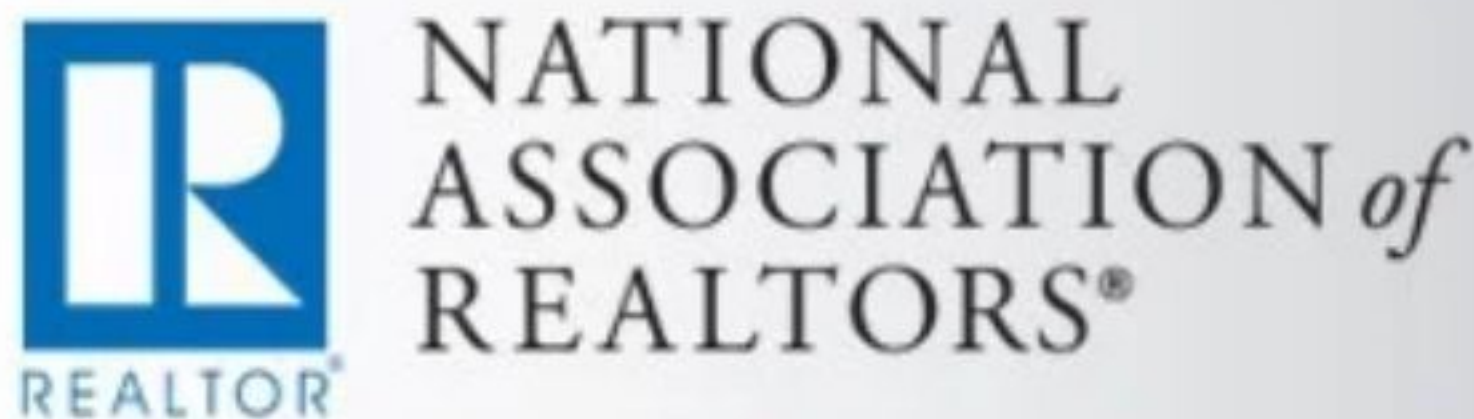
### YOUR LOCAL ASSOCIATION

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/SkySlope).



### YOUR NATIONAL ASSOCIATION

1.5 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 you

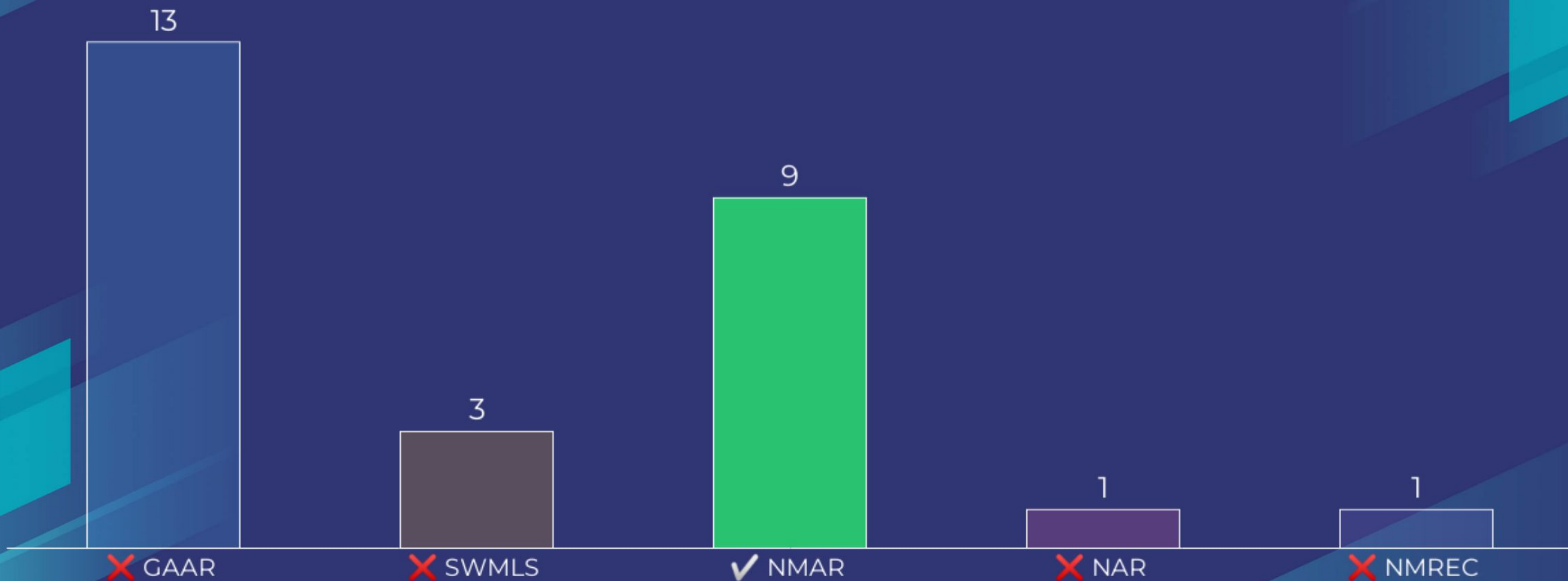




# QUIZ TIME!

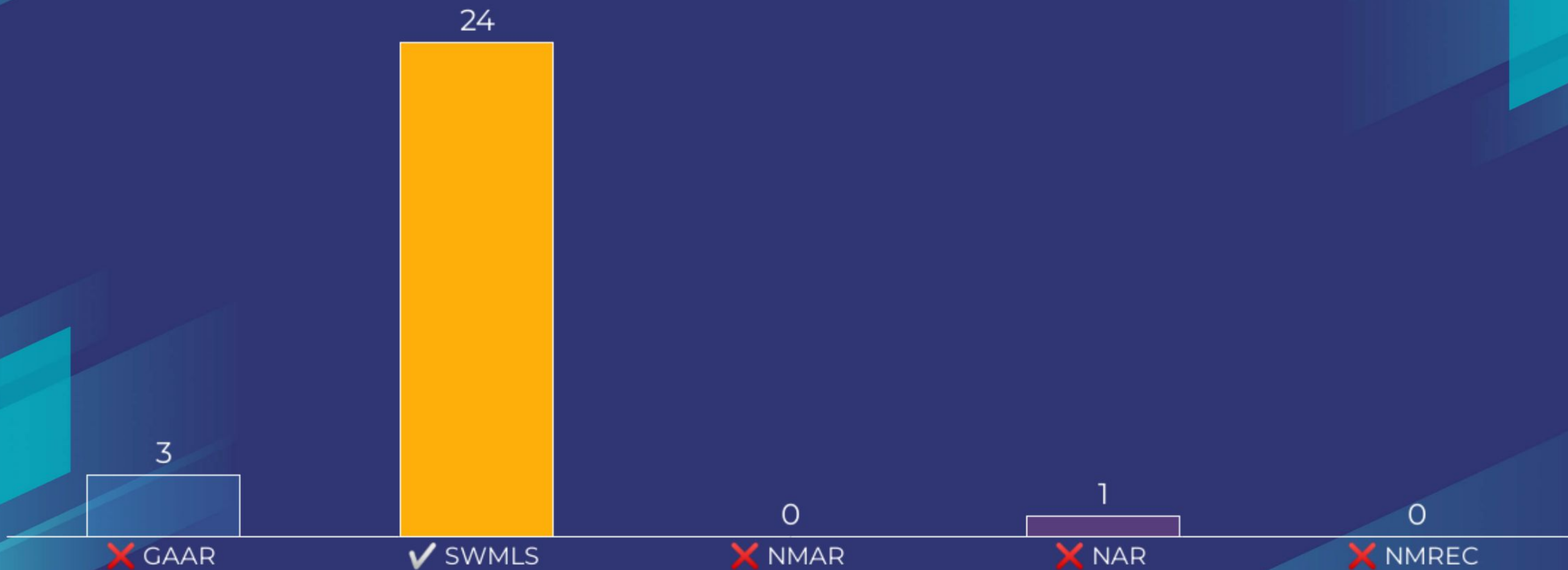


Besides your Qualifying Broker, which organization is your best resource for a question related to contracts and forms?





# Which organization should you contact in relation to inaccurate data on a listing?



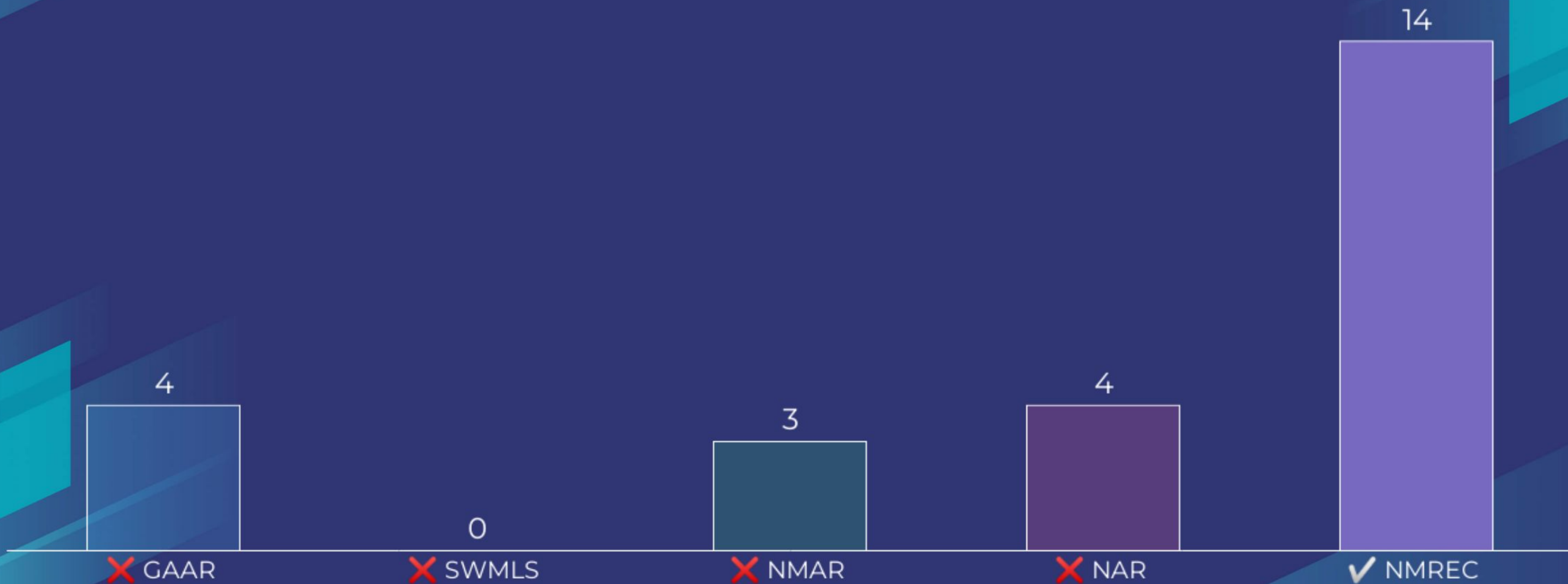


You wish to file a Code of Ethics complaint against a REALTOR.  
Which organization do you contact?



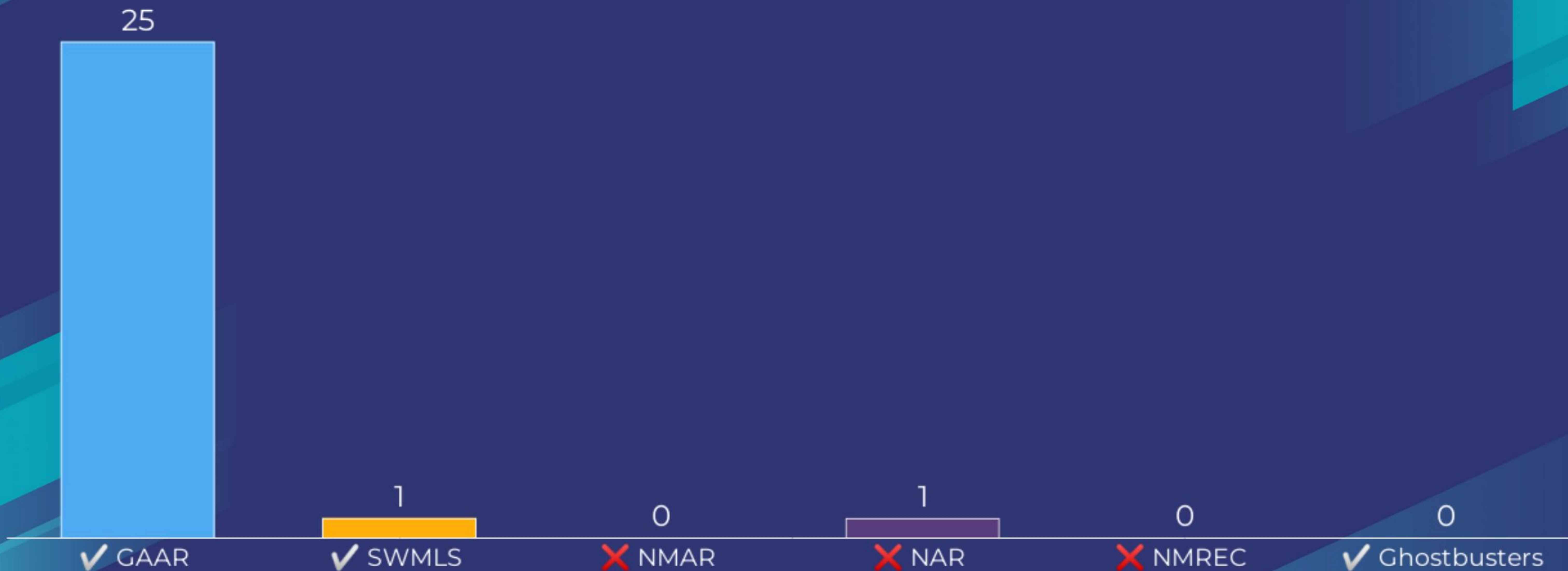


A licensee violates their Broker Duties or is harming the public, which organization should you report this to?





You're confused about which organization you should report something to. Who you gonna call?



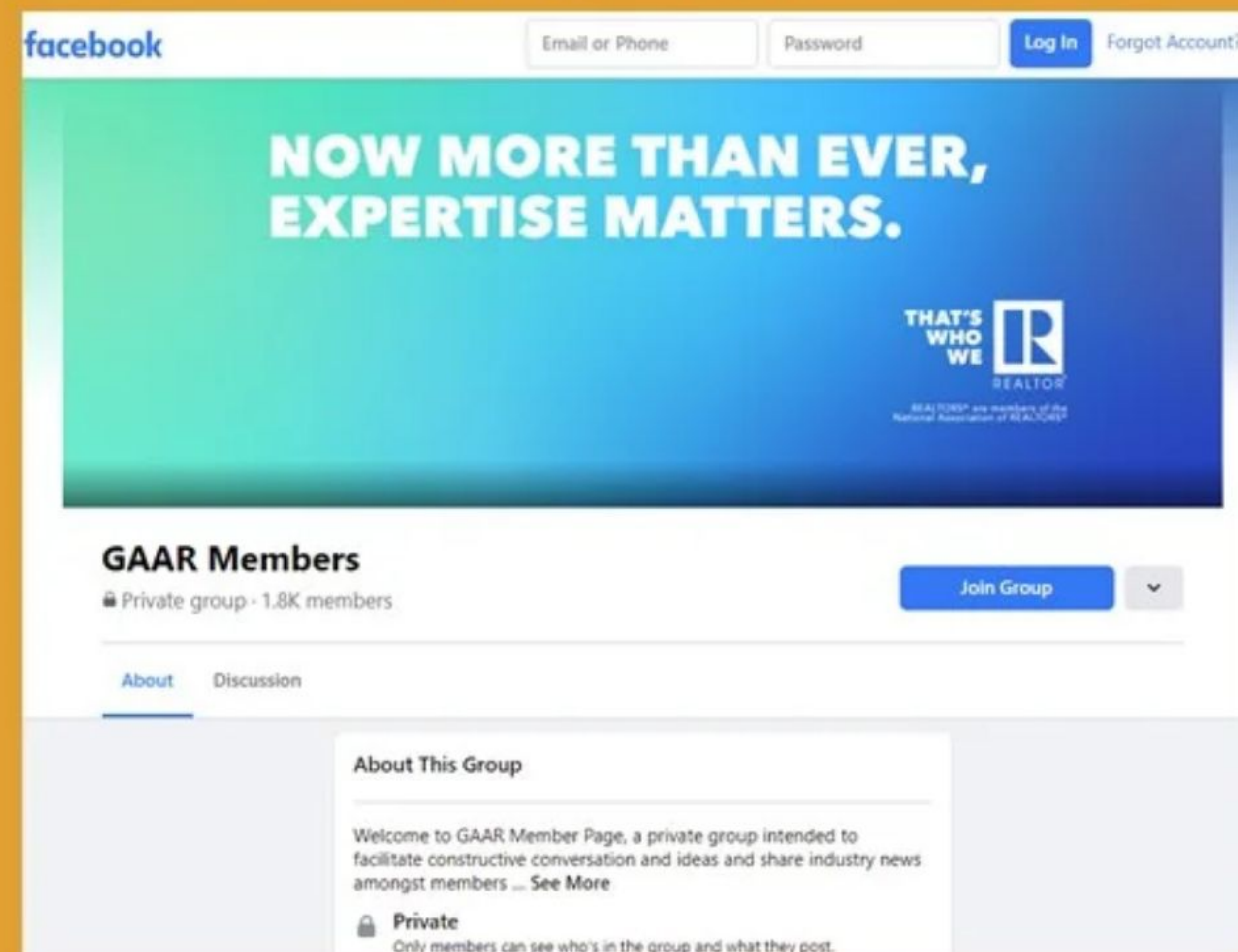


# GAAR News, Events & MORE on Social Media!

## @ABQRealtors



## FB Groups @GAARMembers



Also check out...



Instagram  
@ABQREALTORS



Twitter  
@ABQREALTORS



YouTube  
@albuquerqueREALTORS







Break  
time



# What is the MLS?

A data service

a website to list properties and see what is on the market

Official Listing Service for Real Estate

Multiple listing service

Service to provide in-depth information on properties

Multiple Listing Service: a repository for active, closed, pending properties in a specific area

Info on listings

Database for real estate listings

A meter???

old fax

Market space

A listing service for properties

The way to find homes on the market

A way to advertise your listing

Listing source info

Listings resource

Info on listings

Source for data of properties on the market and an advertising platform.

Listing Service

Multiple listings service

a recorder

Source for data and information regarding listings and the property itself

Multiple listing services to \*\*\*\*\* real time housing activity

multiple listing service, a place to see history of property

The MLS is a space for data to house information regarding homes for sale.

Multiple listing service

multiple listing service, Market place

Listing data service

An amazing tool overall

Old modem?

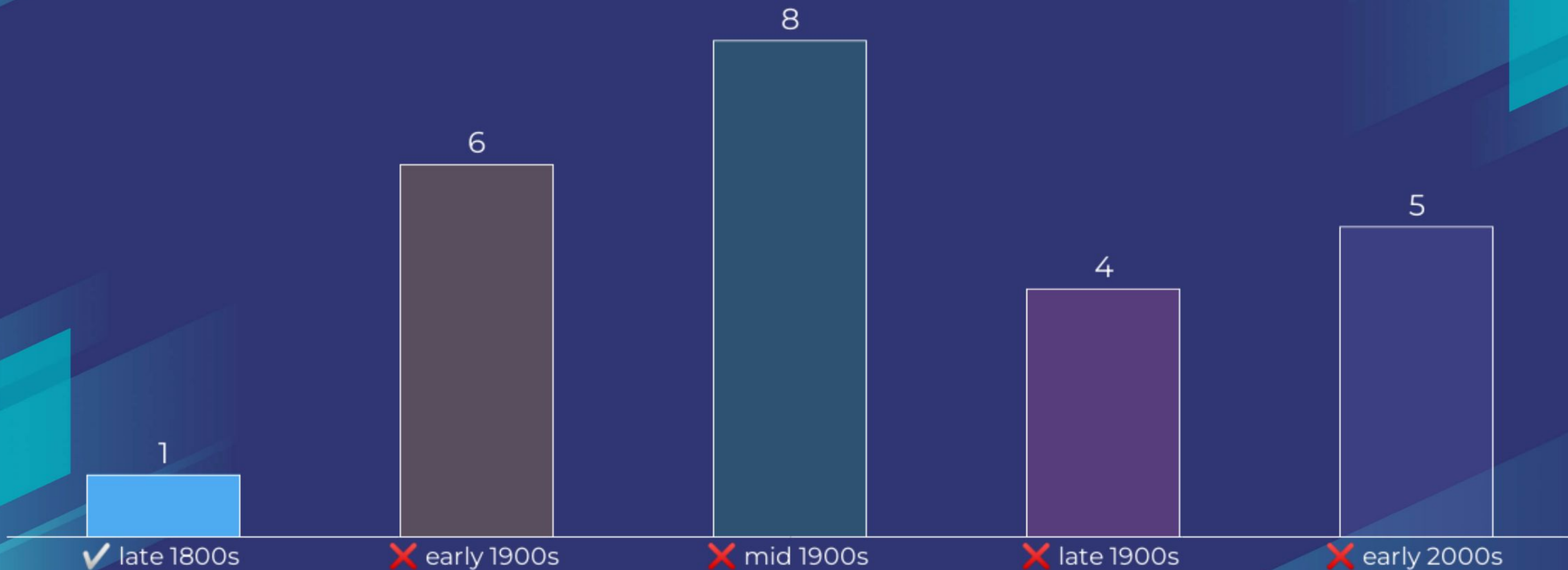
The amount of homes on the market







# Bonus Question! When did the MLS Start?





Marketing

What is the MLS?





The image features a large iceberg floating in a blue ocean under a clear sky. The tip of the iceberg, which is above the water line, is labeled 'Marketing'. The much larger, submerged part of the iceberg is labeled with a list of other components: 'Appraisals', 'Accurate Statistics', 'Research', 'Historical Record', 'Cooperation', 'Compensation', 'Competition', and 'Innovation'. This visual metaphor suggests that while marketing is the visible part of the MLS, the underlying data and services are the more substantial foundation.

Marketing

Appraisals  
Accurate Statistics  
Research  
Historical Record  
Cooperation  
Compensation  
Competition  
Innovation

What is the MLS?



**Establishes rules  
for Cooperation.**

**Which makes the  
market work!**

**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?**



🏠 \$540,000

🏠 \$280,000

🏠 \$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!**





Area: 741 - Belen  
Property Sub-Type: Attached  
Build Description:  
Bedrooms: 3  
Possible Bedrooms: 4  
Baths(FTH): 3 (2 1 0)  
Stories: 1  
Subdivision:  
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 Adrian at 555-1212 and I will show you how to get there. Showings 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.. why'd it have to be snakes?

Interior & Exterior Features	Room Details				Construction & Utilities
Interior Features: Built-In Bookcase; Cathedral Ceiling Flooring: Concrete; Stone Fireplace: Yes ( ) Gas Log; Wood Burning PBR on Main: Yes Primary 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 Primary 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	Style: Construction: Adobe Exterior Material: Log Siding; Stucco Roof: Flat Windows: Metal Clad; Security Bars Laundry Power: Electric Laundry Location: Service Room Utilities: Heating: Central Forced Air Cooling: Evaporative Cooling Water Source: City Water Water Conservation: Irrigation Source: Green Energy Generation: Green Electric Type: Green Certifications: No HERS: No
Listing & Contract Info	HOA/PID & Misc Disclosures				County Data
Original List Price: \$120,000 Listing Contract Date: Service Type: Entry Only Agreement Type: Exclusive Right To Sell Buyer Exclusion: No Accepting Offer Letters: Finance Considered: FHA; Owner Financing Possession: Day of Funding Unconditional Comp: I aint payin you! Variable Rate Comm: No Comp Comments:	HOA: No HOA Dues/Month: HOA Covers Type: Community Pool PID: No Hist Prop/Lndmk: Yes Rented: No Short Sale: Yes Owner/Broker: No FIRPTA: No LBP Disclosure: No Current Rent/Month:	HOA Mandatory:           PID Amount/Year:           Tenant Stays: Yes Bank Owned: Yes NMAR 2100:			County: Bernalillo Current Taxes: \$1,000.00 GRT Code: 02-100 Tax Exemption: Unknown Zoning: A-1; R-1 Flood Zone: Land Lease: Yes UPC Code: 00000000000000 Short Legal Desc: Who knows, I have to find it. It's legal. Land Use:
Showing Info/Requirements	Listing Office & Broker Info				Sale Info
Owner Name: Owner Phone: Owner Phone 2: Occupant Info: Supra Box: Lockbox Location: Showing Information: Showing Requirements: Appt w/Tenant; Vacant On Lockbox	Listing Member: Richard Gibbens License #: Phone: 505-842-1433 Email: <a href="mailto:richard@swmls.com">richard@swmls.com</a> Listing Office: Greater Albuquerque Assoc. ALBQ01 Office Phone: 505-842-1433 Fax: 505-842-0448 Transaction Contact Name: Adrian Reyes Transaction Contact Number: 505-843-8833 Transaction Contact License#: 1234567 QB Name: Richard Gibbens QB License #: 2345678				Status Change Date: 09/27/2013 Listing Contract Date: Estimated Closing Date: How Sold: Concessions:

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



# Required Documents

- Tax Levy Disclosure
- Lead Based Paint
- Public Improvement Districts (PID)s





# CoreLogic

## Listing Data Checker



Improves the completeness and  
security of your listing data



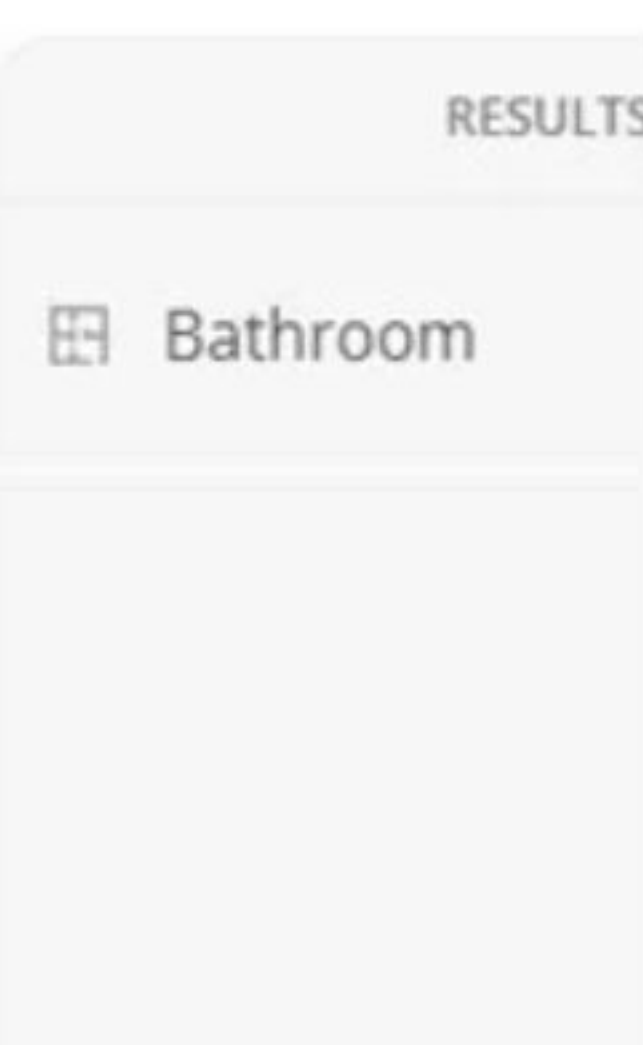
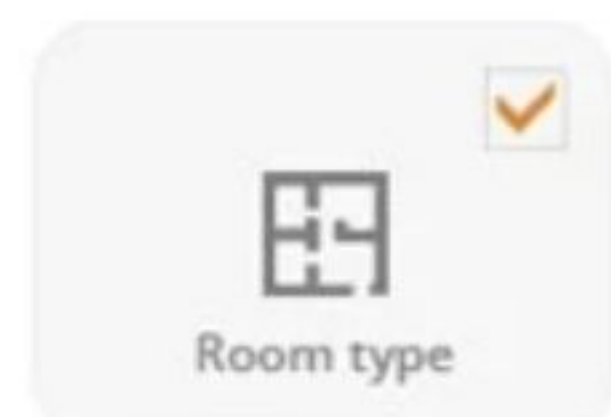
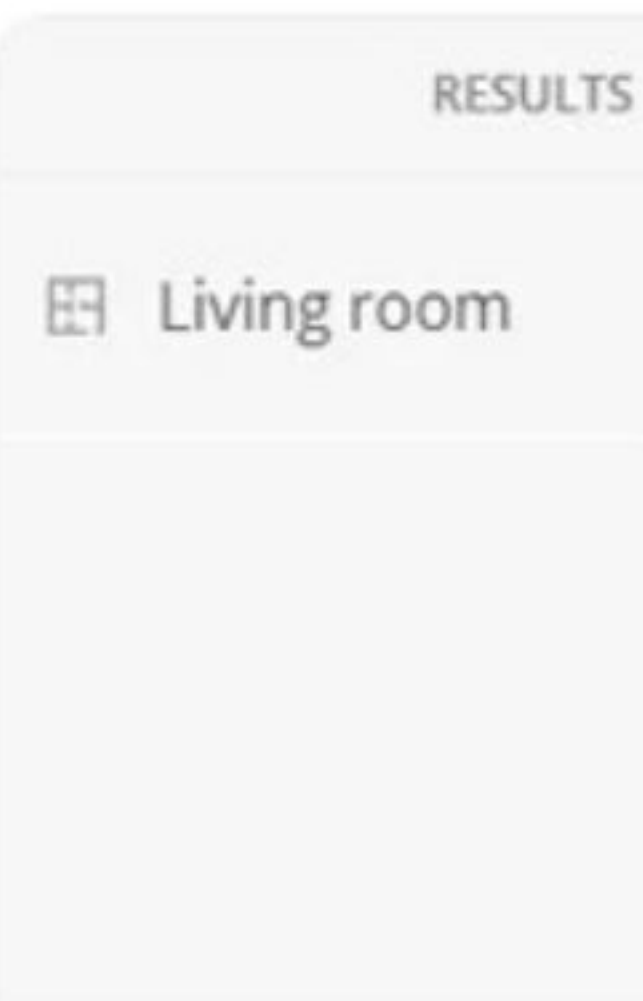
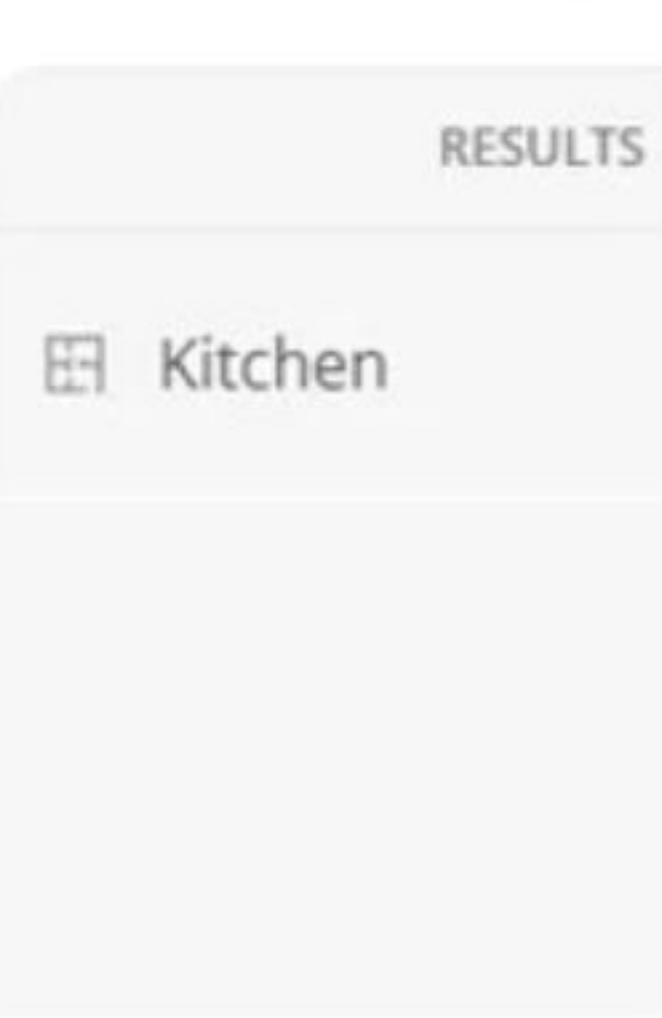
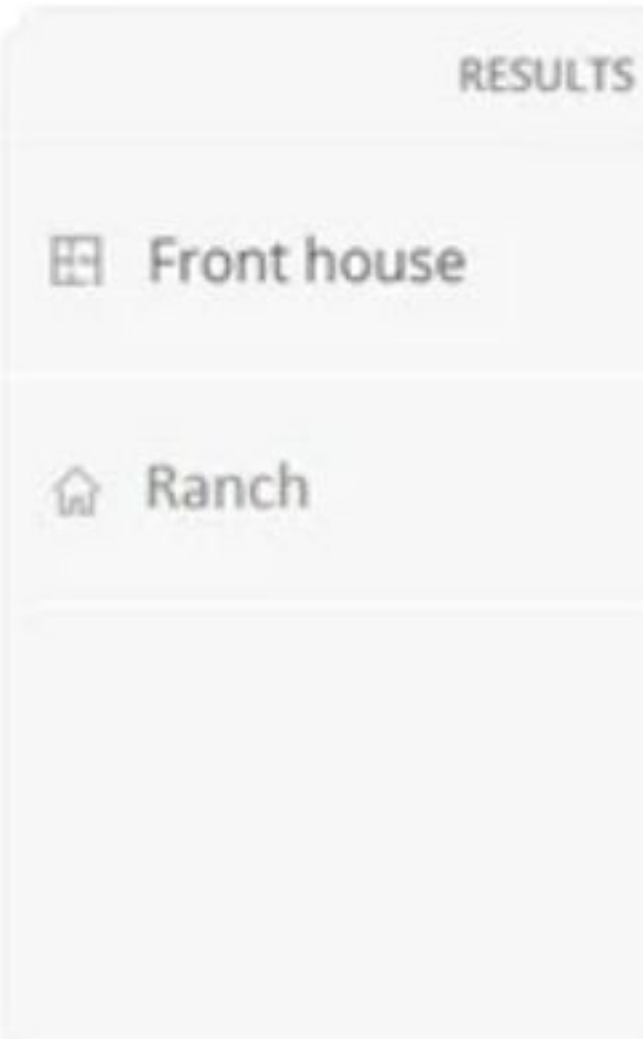
Improves data entry habits  
and reduces recidivism



SWMLS uses Computer Vision powered compliance  
solution to scan 1000's of photos uploaded each day







100% of listings and 100% of photos are pro-actively checked by Restb.ai and handled via Data Checker



# 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.*

Using photos from a previous listing without permission from the copyright holder

Letting someone else use your SUPRA key.



**\$250 Immediate Fine**

**Up to \$1,000 FINE per incident**

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



# Clear Cooperation

- Within one (1) business day of marketing a property to the public, the listing broker must submit the listing to the MLS for cooperation with other MLS participants.



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