

Your Successful Real Estate Career

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

Class materials -- 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 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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Carrie Traub
GAAR President



Morgan
Cannaday
Henson
President-elect



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Jean Duran
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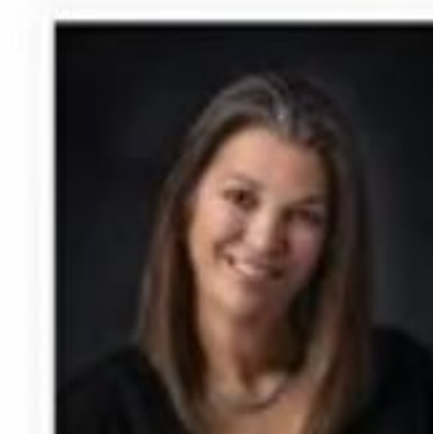
Mary Romero
Director



Sam Sandoval
Director



Anne Vallejos
Director



Teri Vasquez-
Hatch
Director



gaar

Greater Albuquerque Association of REALTORS®

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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!

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

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.**

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!

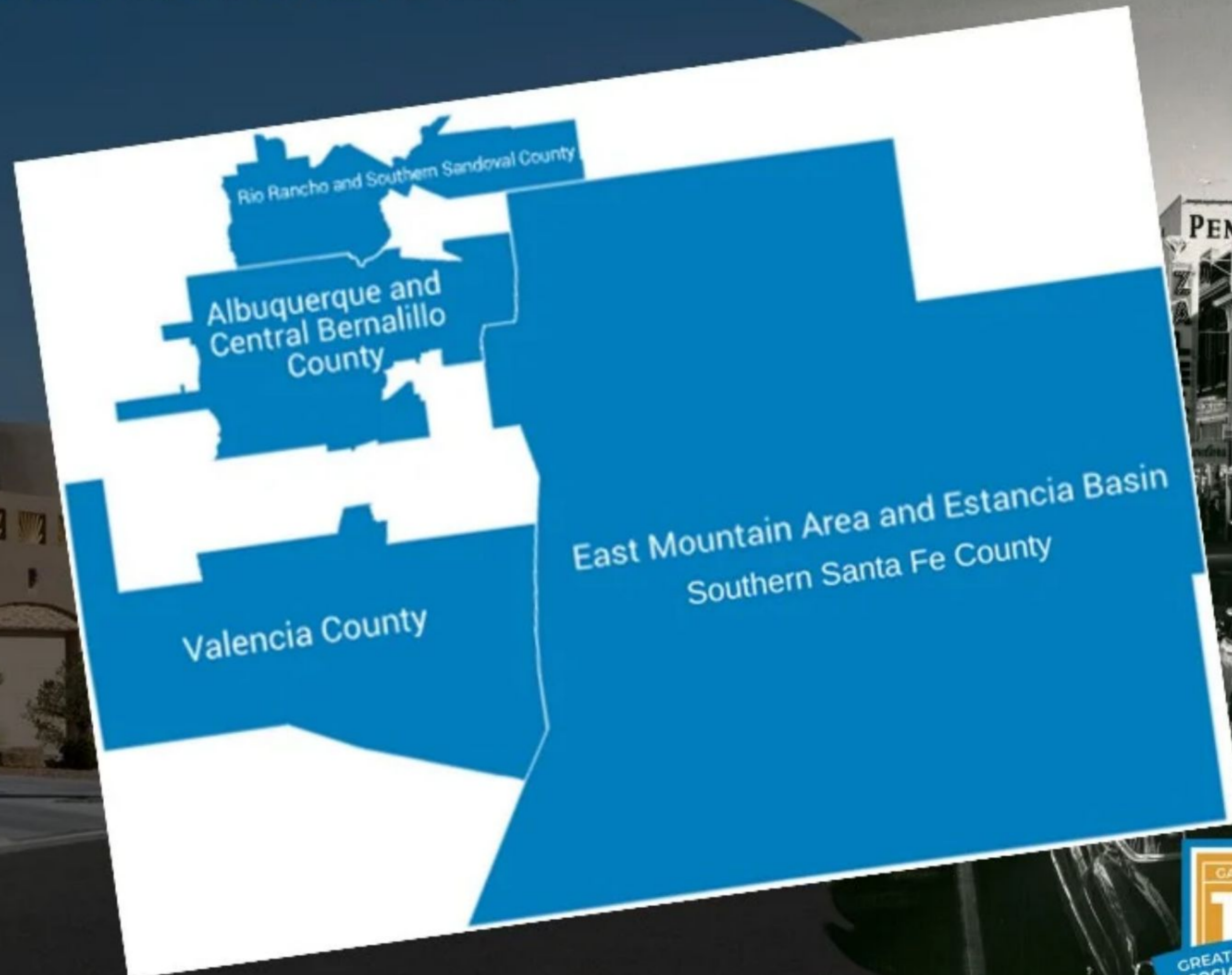
- Local:
 - <https://www.gaar.com/membership/benefits>
- State:
 - <https://www.nmrealtor.com/become-a-member/>
- National:
 - <https://www.nar.realtor/realtor-benefits-program>

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



★ VOTE ★
★ ACT ★
★ INVEST ★

- GAAR / SWMLS Service Areas



**100 YEARS
OF SERVING
HOME BUYERS**

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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/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



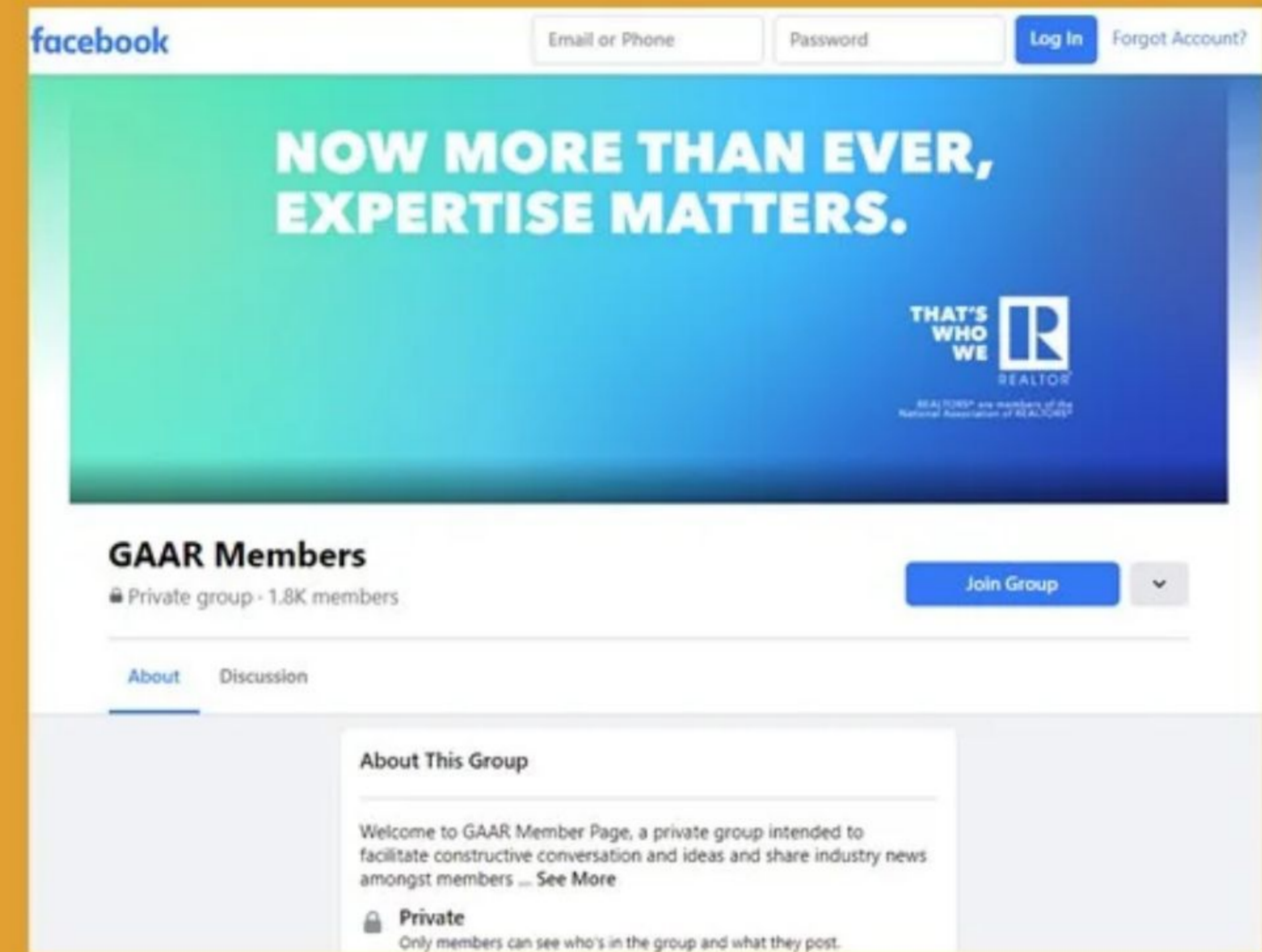
QUIZ TIME!

GAAR News, Events & MORE on Social Media!

@ABQRealtors



FB Groups @GAARMembers



Also check out...





gaar

Member Portal



SOUTHWEST MLS
HELP DESK

NEW MEXICO

HOME SEARCH.COM



flexmls

Created by FBS

Supra

ShowingTime™



RPR®



remine



instanet
SOLUTIONS®



InfoSparks



CRS Data



FOREWARN®

BREAK
time



What is THIS?

Marketing

What is the MLS?

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:	<table border="1"> <thead> <tr> <th>Room Name</th> <th>Length</th> <th>Width</th> <th>Level</th> </tr> </thead> <tbody> <tr> <td>Living Room</td> <td>0</td> <td>0</td> <td>Main</td> </tr> <tr> <td>Kitchen</td> <td>2</td> <td>20</td> <td>Main</td> </tr> <tr> <td>Primary Bedroom</td> <td>40</td> <td>3</td> <td>Upper</td> </tr> <tr> <td>Bedroom 2</td> <td>12</td> <td>8</td> <td></td> </tr> <tr> <td>Bedroom 3</td> <td>13</td> <td>9</td> <td></td> </tr> <tr> <td>Bedroom 4</td> <td>11</td> <td>7</td> <td></td> </tr> </tbody> </table> Basement: Guest House: Sunroom: Sunroom: No Loft: Length: 0 Width: 0	Room Name	Length	Width	Level	Living Room	0	0	Main	Kitchen	2	20	Main	Primary Bedroom	40	3	Upper	Bedroom 2	12	8		Bedroom 3	13	9		Bedroom 4	11	7		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
Room Name	Length	Width	Level																											
Living Room	0	0	Main																											
Kitchen	2	20	Main																											
Primary Bedroom	40	3	Upper																											
Bedroom 2	12	8																												
Bedroom 3	13	9																												
Bedroom 4	11	7																												
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: richard@swmls.com 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 (PIDs)



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





RESULTS

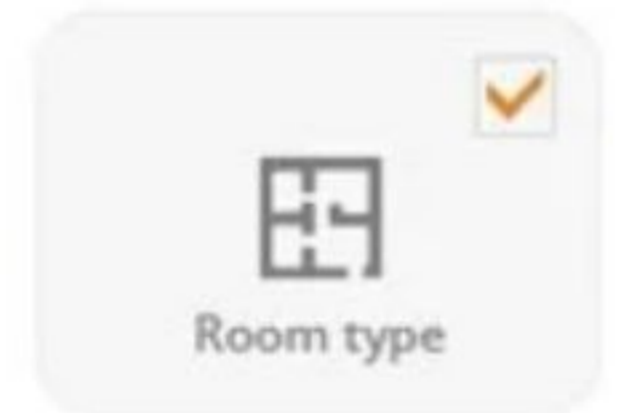
Front house

Ranch



RESULTS

Kitchen



RESULTS

Living room



RESULTS

Bathroom

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

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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.

