

North Carolina REALTORS®

State Leadership Idea Exchange Council Presentation Proposal

May, 2017

For several years, NC REALTORS® has created and implemented new innovative outreach programs to our members. In 2017, we started traveling the state, talking to our members in what we identified as MIX Sessions. The MIX Sessions were broken down into three component parts as follows:

MIXups – Focus Groups being conducted in 7 different locations around North Carolina centered around the value proposition offered by NC REALTORS®.

MIXers – Exclusive invitation only broker dinners for 8 – 10 brokers representing large firms or offices, held at high end restaurants (e.g., Ruths Chris). The purpose of the MIXers is to open conversations with this demographic group regarding how best NC REALTORS® can serve them as brokers as well as their agents.

MIXings – Regional meetings open to all members in the boards surrounding the chosen sites. The agenda includes a welcome, an overview of member benefits, specific presentations regarding various departments within the association and the work accomplished on behalf of the members, a high profile guest speaker at each of the lunches (varied from Economic Development to Politics in America today), and an opportunity to engage with the Regional Vice Presidents serving each area.

Attached is a power point presentation, inclusive of videos presented during the MIXings events. During these meetings we also launched a new member benefits kit. The Be EPIC campaign is included in the power point (be sure to click on the Be EPIC brochure to see the video), but I have also linked the micro site to enable separate viewing of how it live integrates into our website and for easy download of the new Member Benefits brochure. The micro site can be accessed at <http://epic.ncrealtors.org/>.



mixing
REGIONAL MEETING

#MIXsessions
#MIXings



agenda

WiFi:
public wireless

Password:
realtors

Hashtags:
#MIXsessions
#MIXings

9:30 am – 10:00 am
Attendees check-in

10:00 am – 10:10 am

Welcome from 2017 NC REALTORS®
President Treasure Faircloth

10:10 am – 10:20 am

CEO Report/Overview of Member
Benefits from Andrea Bushnell

10:20 am – 11:20 am

NC REALTORS® Department Reports

Nicole Arnold | Homes4NC

Chelsea Hughes | Education/NC REEF

Amy Kemp | Member Engagement/Events

Keri Epps-Rashad | Business Development

Maurice Brown | REALTOR® Partner Program

Tracey Gould | Communications and Marketing

Seth Palmer | Legislative

Kristin Nash | NC REALTORS® PAC

11:30 am – 12:45 pm

Networking Lunch with Brad Crone
of Campaign Connections and

Chris Sinclair of Cornerstone Solutions

12:45 pm – 1:30 pm

Report and Q&A from your
Regional Vice-President

Wade Corbett | Region 4

Harriette Doggett | Region 10

Asa Fleming | Region 10

**NC REALTORS® staff will be available
at their information tables immediately
following lunch for additional information
or questions.**



welcome

Thrive Together

THRIVE TOGETHER

▶ | 🔊 0:04 / 1:04





member benefits



Advocate



Discover



Grow



Impact



Manage



Network



Protect



Resolve



Save



Specialize



Thrive



Transact





“ *HOMES4NC, a charitable foundation, provides housing opportunities through education and community-based initiatives including disaster relief.* ”

Who We Are & What We Do

- 37,000+ members
- 21 member BOD
- 501(c)3

How We Do It

- Disaster Relief
- REALTOR® Relief Fund
- Adopt-a-REALTOR®
- Matching grant program
- Education & certification

How to Get Involved

- Be a director (apply)
- Join the Volunteer Committee
- Sponsor Development
- Fundraising

Homes4NC



Homes4NC

Homes4NC Hurricane Matthew Relief

HURRICANE
MATTHEW
FLOODING IN NC
RRF
PERSONAL
ACCOUNTS
2016



0:00 / 1:45



education

**Graduate REALTOR®
Institute**



- **Classes in each region**
- **Increases earning capacity by 30%**
- **No annual renewal required**
- **Reduced to 60 hours**
- **Revenue share for hosts**

**NC
REEF**



- **YouTube video series**
- **CE courses**
- **Scholarships**

**William C. Bass
Leadership Academy**



- **Identifies, inspires and mentors emerging leaders in real estate**
- **9 month training and development program**
- **6 retreats across NC**
- **10 – 12 participants selected for each class**



education | NC REEF

Webinar
Wednesdays



Every 2nd Wednesday

11 Webinars in 2016

Free to members

Online education tools

REBAC
Designations

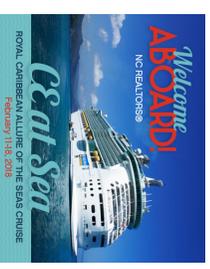
Expanded offerings

Leading industry
designations

Online Education
Opportunities



CE at
Sea



February 11 – 18, 2018

Bill Gallagher



education | YouTube

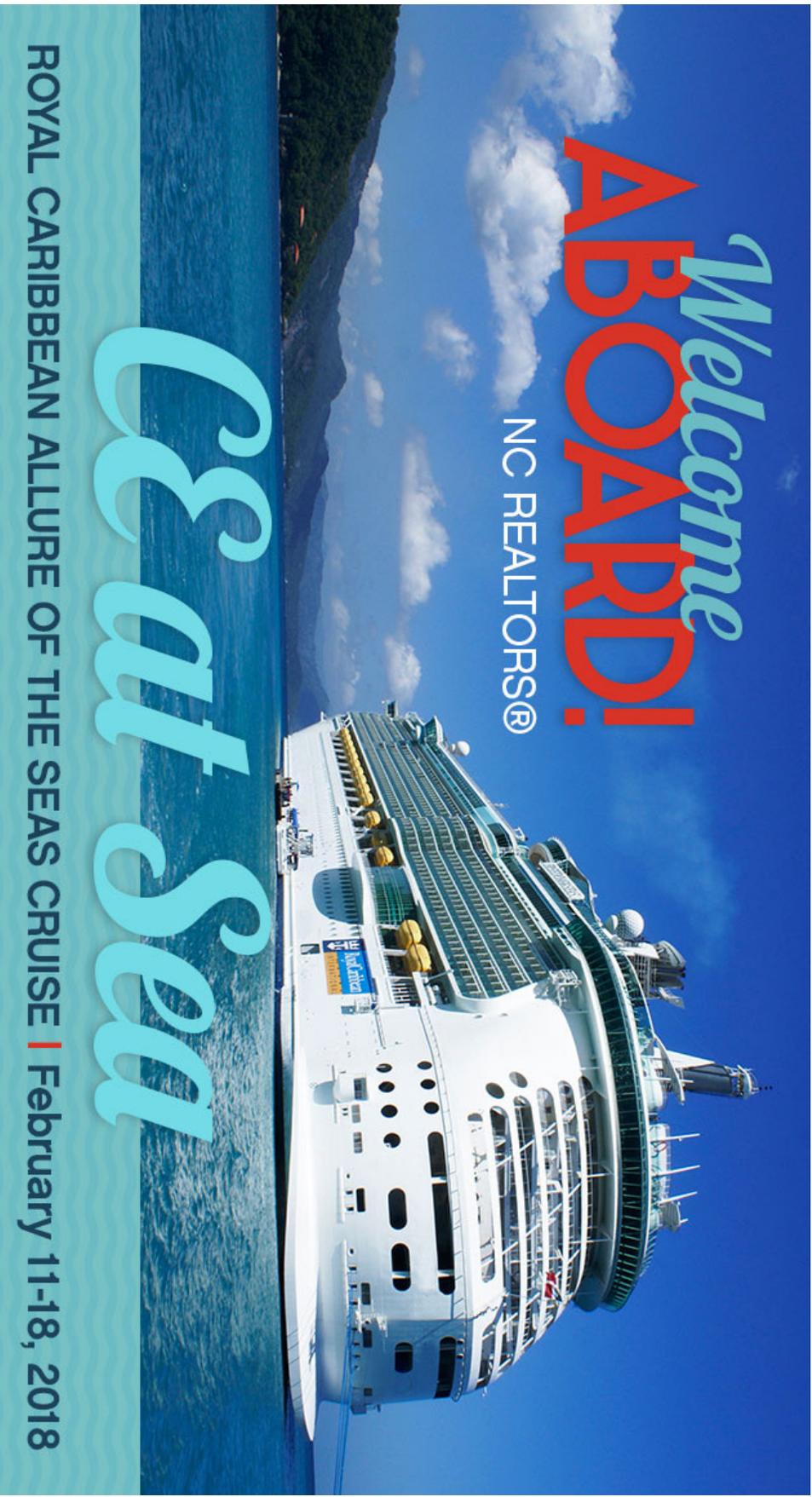
The screenshot shows the YouTube channel page for NC REALTORS®. The channel has 280 subscribers and 27,798 views. The banner features the NC REALTORS® logo and the text "The Voice of Real Estate in North Carolina". The video list includes:

- 1. NCREEF: Real Estate Education Redefined (1:25)
- 2. Communicating with Consumers - Language (Part 1/3) (1:09)
- 3. Communicating with Consumers - Consistency (Part 2/3) (1:33)
- 4. Communicating with Consumers - Professionalism (Part 3/3) (2:05)
- 5. The Ethics of Dual Agency - Basic Concept (Part 1/3) (1:38)

The sidebar shows a list of subscriptions, including Illinois Realtors, Missouri REALTORS®, and others.



education | CE at Sea



ROYAL CARIBBEAN ALLURE OF THE SEAS CRUISE | February 11-18, 2018



events

DESIGNED TO REACH YOU WHERE YOU LIVE, WORK, AND PLAY
ncrealtors.org/mixxsessions

7 across the state



2017 NC REALTORS®
LEGISLATIVE MEETINGS

April 24 – 26, 2017

Raleigh, NC

Renovated hotel

Registration required

2017 REGIONAL A/E CONFERENCE
COLLABORATION

July 15 – 18, 2017

Charlotte, NC

NC is the host

NC REALTORS® CONFERENCE
CHANGE 17
September 17 - 19, 2017 | rechange17.com
The Omni Grove Park Inn | Asheville, NC

September 17 – 19, 2017

The Omni Grove Park Inn
Asheville, NC

Team promotion

New Tracks: Rookie
and Legacy REALTOR®

Keynote speaker:
Dan Thurmon

Mentor-Mentee
Scholarship Program
• Deadline: May 15, 2017



events | XCHANGE '17

Xchange17 Conference





events | XCHANGE '17

Visit Xchange17.com

SEPTEMBER 17-19, 2017 • THE OMNI GROVE PARK INN • ASHEVILLE, NC

REGISTER

NC REALTORS® CONFERENCE
XCHANGE 17

SCHEDULE eXPO RESORT x TRAVEL MEDIA ABOUT

CONFERENCE VENUE

**The Grove Park Inn
Resort & Spa**

Enjoy classic comforts and modern conveniences
in this historic mountain resort

4 DAYS OF EVENTS & EDUCATION

16 SPEAKERS

108 EXHIBITORS

12 NETWORKING ACTIVITIES

0:07 / 1:47



business development

ANNUAL SPONSORS

PLATINUM



Home Mortgage



GOLD



SILVER

American Home Shield
CoreLogic

MIX sessions

REALTOR® Partner Program



Save

TAXBOT
\$9.99 a month (50% off)

Win-Win program

Member receives substantial discounts on services used daily



Save

Pipeline ROI
\$160.00 a year per agent

State association receives profit share from each vendor in the program

Local associations receive a portion of profit share based on member use. 50% is distributed to the local associations. Each local association then gets a percentage of the overall 50% distribution based on a percentage of members participating in the program from their association.



Save

zipForm Plus
Free
zipForm® Plus including seamless integration solutions for e-signature and option to add to mobile devices.



ncrealtors.org/partners

Special Savings on the Products and Services You Use Most!

INSURANCE SERVICES

Nationwide
Is on your side
Savings on auto, pet and recreational vehicle insurance plans.

BR&T Insurance Services
Let them handle your property and casualty insurance needs so you can focus on your clients.

PEARL INSURANCE
Access comprehensive real estate errors & omissions insurance.

Fortress Financial Partners
Protect what matters most... Your home
With discounts up to 30%.

BUSINESS SERVICES

Office DEPOT MAX
Enjoy discounts on office supplies, furniture, technology products and copy and print services.

UPS
Save up to 30% on overnight shipping, 15% on select ground shipping and up to 10% on business services.

TAXBOT
Turn expenses into deductions with this app and receive a 50% discount.

LOWEN SIGN COMPANY
Receive 5% and 10% off hardware and independent catalog orders.

CoreLogic
Save 20% on the best team screening tools available.

AIS
Providing state-of-the-art home security and automation at discounted pricing.

Pipeline ROI
Receive 20% off complete hand marketing solution to generate and close more deals.

Tech Team ONE
Receive free diagnostics and 10% off all remote tech support services.

FORMS

zipForm Plus
Free access to zipForm Plus including seamless integration solutions for e-signature and option to add to mobile devices.

Formulator
Receive discounted rates for Formulator Desktop and the new Formulator Online.

Scan the QR Code for more information

Contact Maurice Brown
mhbrown@ncrealtors.org



communications and marketing

DRONES: THE NEXT FRONTIER IN REAL ESTATE **TINY HOMES: MOVEMENT OR HYPE**

Insight

THE VOICE OF REAL ESTATE IN NORTH CAROLINA VOL. 95 NO. 4 NOVEMBER 2016

Your Voice Your VOTE

ELECTION GUIDE
• Candidate Breakdown
• Congressional Actions
• REALTOR® Priorities
• Resources & More *****

2016 in person

Conference Recap
+ Haute Real Estate
7 Ways to Save Energy Costs This Winter

NCREATORS.ORG

Insight

REALTOR® REPORT

A WEEKLY E-NEWS BULLETIN FOR NC REALTORS®

Connect with us

September 7, 2016

Legal Q&A

[Who pays owner association "transfer fees?"](#)

QUESTION: I'm representing a buyer who is closing on a property that has an owner's association. I am trying to figure out who is responsible for the payment of a "transfer fee" that's being charged by the association's management company. I've reviewed the Offer to Purchase and Contract (form 2-T), and I don't see any reference to transfer fees on the Contract anymore. Who is supposed to pay it, my buyer or the seller?

INTERESTED IN THE ANSWER? [CLICK HERE](#)

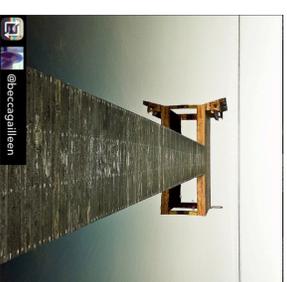
Newsletters



New Recording Studio



communications and marketing



- Ends March 31, 2017
- [#ncrealtors](#) [#DeckTheWalls](#)
- Prizes: Gift cards, complimentary registration to Xchange '17, and hotel stays at The Grove Park Inn



communications and marketing | rebranding

The screenshot shows the NC REALTORS website homepage. At the top, there is a navigation menu with links for HOME, ABOUT US, MEMBER BENEFITS, WHY USE A REALTOR®, MARKET TO REALTORS®, and THE SMART MOVE™. A search bar is located in the top right corner. Below the navigation, a large banner features a smiling man in a suit and the text: "Looking to relocate your business or family? NC REALTORS® are The Smart Move™." To the right of the banner is a row of colorful icons representing various real estate services. Below the banner, there is a "Latest News" section with three articles, each with a "Read more" link. The first article is about applying to be a 2018 officer. The second is about important legislation for North Carolina homeowners. The third is about Dan Thurmon as XCHANGE '17 keynote speaker. At the bottom of the page, there is a calendar for February 2017 and a section for "Upcoming Events" with three listed events.

Calendar

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | | | | |

Upcoming Events

- GRI Business Planning
Thu 23 Feb, 2017 8:30 am
- Marketing -Tried
Thu 23 Feb, 2017 10:00 am
- GRI Technology Tools & Resources
Fri 3 Mar, 2017 8:30 am

Latest News

Interested in serving? Apply to be a 2018 officer

Want to make a difference and be more involved at the state level? Apply to be a 2018 officer by March 16. Contact Donna Peterson for an application.

[Read more ...](#)

Important Legislation for North Carolina Homeowners Filed

Support for North Carolina homeowners will continue under a proposal filed today in the North Carolina House of Representatives.

[Read more ...](#)

NC REALTORS® announces Dan Thurmon as XCHANGE '17 keynote speaker

NC REALTORS® is thrilled to announce world renowned author, speaker, and corporate performance expert, Dan Thurmon, is headlining the association's signature, annual event – XCHANGE '17 – in Asheville, North Carolina, from September 17-19, 2017, at The Omni Grove Park Inn.

[Read more ...](#)

The Omni Grove Park Inn to host NC REALTORS® XCHANGE '17 Conference





advocate

Who We Are

- Legislative Affairs
- Regulatory Affairs
- Political Communication
- Political Operations
- Political Fundraising and NC REALTORS® PAC
- Grassroots Outreach and NC Homeowners Alliance
- Shared GADS

How We Do It

- NC General Assembly
- Regulatory Boards impacting real estate industry
- Executive Branch and Departments
- Local Governments

What We Do

- Policy Issues
- Private Roads
- Insurance Reform
- School Calendar
- Budget Issues
- Mortgage Interest & Property Tax Deductions
- Prevent tax on real estate services
- Economic Development funding

NC REALTORS®
2017 LEGISLATIVE PRIORITIES

Mortgage Interest and Property Tax Deductions - NC REALTORS® is pleased to provide you the latest Mortgage Interest and Property Tax Deduction information. We are currently working on a report on mortgage interest and property tax deductions for your review. We will be sure to keep you updated on these issues as they develop.

NC REALTORS® POSITION: Remove the cap on the amount of mortgage interest deduction for all taxpayers.

Private Road Maintenance Agreements - For many properties located in rural areas, the quality of roads is a critical factor in the ability of owners to sell their property. The current law requires that local governments be responsible for the maintenance of roads on private property. This is an unfair burden on local governments and the responsibility should be placed on the property owner. NC REALTORS® is working to ensure that the law is changed so that property owners are responsible for the maintenance of roads on their property.

NC REALTORS® POSITION: Remove the cap on the amount of mortgage interest deduction for all taxpayers.

Private Roads Reform - NC REALTORS® is pleased to provide you the latest information on private roads reform. We are currently working on a report on private roads reform for your review. We will be sure to keep you updated on these issues as they develop.

NC REALTORS® POSITION: Remove the cap on the amount of mortgage interest deduction for all taxpayers.

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NC REALTORS® POSITION: Remove the cap on the amount of mortgage interest deduction for all taxpayers.

School Calendar - NC REALTORS® is pleased to provide you the latest information on school calendar reform. We are currently working on a report on school calendar reform for your review. We will be sure to keep you updated on these issues as they develop.

NC REALTORS® POSITION: Remove the cap on the amount of mortgage interest deduction for all taxpayers.

School Calendar - NC REALTORS® is pleased to provide you the latest information on school calendar reform. We are currently working on a report on school calendar reform for your review. We will be sure to keep you updated on these issues as they develop.

NC REALTORS® POSITION: Remove the cap on the amount of mortgage interest deduction for all taxpayers.

Budget Issues - NC REALTORS® is pleased to provide you the latest information on budget issues. We are currently working on a report on budget issues for your review. We will be sure to keep you updated on these issues as they develop.

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Mortgage Interest and Property Tax Deductions - NC REALTORS® is pleased to provide you the latest Mortgage Interest and Property Tax Deduction information. We are currently working on a report on mortgage interest and property tax deductions for your review. We will be sure to keep you updated on these issues as they develop.

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advocate



“
Through independent expenditures, the NC Property Rights Fund supports local and state electoral candidates with a record of protecting private property rights, preserving the dream of homeownership, and supporting the real estate industry.
”



“
The NC Homeowners Alliance represents the interests of property owners in the General Assembly and raises awareness of issues and legislation that affect consumers' most important investment: their home. The Alliance works on behalf of property owners through issues advocacy and voter registration/mobilization efforts at the state and local level.
”



advocate

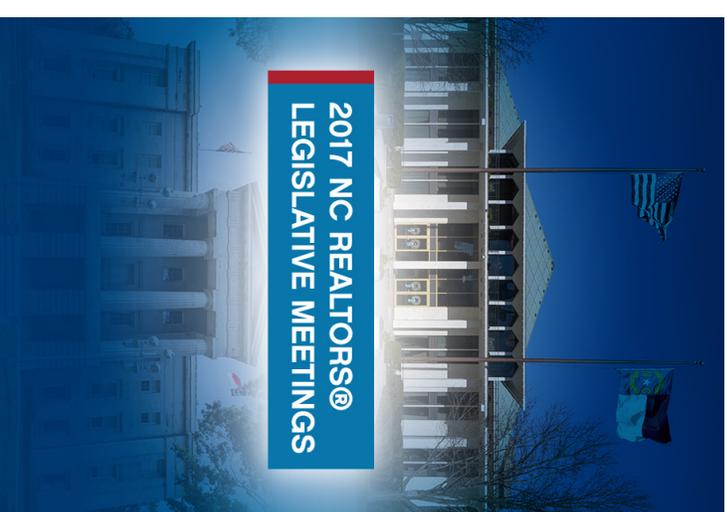
How to Get Involved

- **Vote!**
- **Know your elected officials!**
 - Join the SPC program
- **Calls for Action**
- **Join the REALTOR® Party Mobile Alert program**
 - Text "NC REALTORS" to 30644
- **Stay Informed!**
 - Government Affairs
 - Social Media



NC REALTOR® Legislative Meetings

- **April 24 – 26, 2017**
- **Raleigh, NC**
- **Legislative Day is April 26!**





NC REALTORS® PAC



Who We Are & What We Do

- What is NC REALTORS® PAC?
- Support REALTOR® friendly candidates that support you!
- Non-Partisan
- NC REALTOR® PAC Trustees

How We Do It

- Local Association Goals
- Where does the money go?

How to Get Involved

- Participation Levels
- Major Investors
- President's Circle Members
- Local Fundraising Events
- Visit ncrealtors.org/NCRPAC



NC REALTORS® PAC

YouTube Red interface showing a video player for "Leight TV - Episode 4: Politics, Property Owners & Your Hometown". The video player includes a search bar, video controls (play, volume, full screen), and a progress bar. The video title is "Leight TV - Episode 4: Politics, Property Owners & Your Hometown" and the channel is "NC REALTORS®". The video has 36 views and 0 likes. The video player also includes a "Channel settings" button and a "Share" button.

Below the video player, there is a "Up next" section with an "Autoplay" toggle. The "Up next" section lists several videos:

- Leight TV Episode 5: NC Mountains Special Edition (39 views)
- Leight TV Episode 3: Top Producers - You are more than the average REALTOR®! (54 views)
- Leight TV Episode 6: Commercial Real Estate Edition, Special Guest, Marty (4 views) [NEW]
- Leight TV Episode 7: The REALTOR® Party, We are ONE! (2 views) [NEW]
- DUI checkpoint video goes viral (Recommended for you)
- The Band Perry's Kimberly Killis on Fast Money | Celebrity Family Feud | (628 views)
- Kevin Hart - Impression of Fallon (500 views)
- Prince Play Guitar for Maria Bartiromo CNBC 2004 (2 views)

The interface also includes a "Comments" section at the bottom left, which is currently empty.



2018 committee opportunities

Deadline: August 31, 2017
Send to: Donna Peterson

Committee members are NOT automatically considered for reappointment to Association Committees.

Members currently serving on a committee, whose term expires in 2017, MUST submit a new request to be considered for service in 2018 (unless completing a 2 or 3 year appointment on the Bylaws or Professional Standards committees.)

2018 NC REALTORS® COMMITTEE REQUEST FORM
DEADLINE FOR SUBMITTING REQUEST—AUGUST 31, 2017

Committee members are NOT automatically considered for reappointment to Association Committees. Members currently serving on a committee, whose term expires in 2017, MUST submit a new request by August 31, 2017, to be considered for service in 2018 (unless completing a 2 or 3 year appointment on the Bylaws or Professional Standards committees.)

Submit your 2018 Committee request by indicating your first, second and third committee choice below. If you select only 1 committee and are not selected for that committee, you will not be contacted further.

Bylaws Committee (2 year term). Oversees the NC REALTORS® bylaws that govern the Association.

Discipline Committee (1 year term). Develop programs and recommend policies to help manage risk in the area of housing discrimination and to help provide equal professional services to all.

Information Management Advisory Group (1 year term). Seeks ways to reflect and anticipate the communication needs of membership by exploring and considering ways to promote the use and increase the emphasis of electronic media.

Legislative Committee (1 year term). Monitors legislation and agency regulatory issues that affect the real estate industry, and builds an effective grass root network to achieve NC REALTORS®'s legislative and political goals.

Professional Standards Committee (3 year term). Responsible for promoting REALTOR® adherence to the Code of Ethics and maintaining the Grievance and Professional Standards hearing process.

Risk Management Advisory Group (1 year term). Identifies current and potential areas of liability to REALTORS® to assist in managing the risks of doing business.

Residential Fairness Committee (1 year term). Reviews and develops the standard residential real estate forms used by REALTORS®. Important Note: Service on the Residential Forms Committee is from July 1 to June 30. If selected to serve on the Forms Committee, YOUR TERM WILL BEGIN JULY 1, 2018 AND END ON JUNE 30, 2019. This committee may meet up to 8 times a year in Greensboro, thus requiring an extensive time commitment.

Please PRINT clearly all information below

Name _____ City _____
Local Board _____
E-MAIL _____

• Graduate of the NC REALTORS® or NAR Leadership Academy? Yes _____ Year _____
• I have been a NC REALTORS® member for _____ years

RETURN REQUEST FORM AND ATTACHED VOLUNTEER STATEMENT NO LATER THAN AUGUST 31 TO BE CONSIDERED FOR A 2018 COMMITTEE

Send To: Donna Peterson at dpeterson@ncrealtors.org OR FAX: 336-299-7872

Committee selection will be finalized in November—members will be notified by December 15 of their appointment



lunch



guest speaker



BRAD CRONE
PRESIDENT
CAMPAIGN CONNECTIONS

Campaign Connections is a Raleigh-based consulting firm specializing in public affairs, public relations and grassroots campaigns for trade associations, advocacy groups and corporations.

ABOUT MR. CRONE

- NC native with 27 years of experience in regional politics, managing campaigns and public affairs programs in 10 different states
- B.A. degree from NC State University in Political Science and a concentration in Communications; Additional studies at Mount Olive College and the NC Institute of Government
- Panelist for NC Spin (statewide public affairs television program)
- Columnist for WMPM Radio in Smithfield, NC
- Instructor at the annual National Campaign Training Seminar

EXPERIENCE

- Newspaper publisher at The Thomasville Times
- Special assistant to NC Commissioner of Agriculture Jim Graham and deputy press secretary to U.S. Senator Lauch Faircloth
- Political reporter and afternoon news editor for WPTF Radio 680 in Raleigh, NC
- Correspondent for The News & Observer and WAYS AM 610 in Charlotte, NC



guest speaker



CHRIS SINCLAIR
**STRATEGIC DIGITAL MEDIA, SOCIAL
NETWORKING AND WEB SPECIALIST**
CORNERSTONE SOLUTIONS

Cornerstone Solutions helps their clients win political or issue campaigns, or pass/defeat ballot initiatives or legislation. They do it with award-winning strategic and integrated communications plans. Cornerstone Solutions reaches the right audience with well-crafted messages via digital and traditional media, expertly navigating the fragmented and constantly changing media landscape.

ABOUT MR. SINCLAIR

- MS from the University of Tennessee; BA from Mars Hill University
- Founded Public Solutions (award-winning public affairs firm)
- Expert at creating and executing successful new media and social networking campaigns
- His strategies helped NC Governor Pat McCrory achieve a historic election victory
- Member of the American Institute of Certified Planners
- Named to the list of Top 500 Influencers in American Politics by *Campaigns & Elections Magazine* in 2012

EXPERIENCE

- 18 years of political, public and governmental affairs experience
- Former planner for the Tennessee Valley Authority and City of Greenville, SC
- Helped run one of the most successful business and real estate coalitions in the country
- Served on numerous boards and commissions, including the Wake County Planning Board
- Vice Chair of the Central Charter School Board of Directors in Raleigh



dialogue with regional VPs



Wade Corbett
REGION 4 VICE PRESIDENT



Harriette Doggett
REGION 10 VICE PRESIDENT



Asa Fleming
REGION 10 VICE PRESIDENT



contact us



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Greensboro, NC 27407

800-443-9956

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hello@ncrealtors.org

