

## MEMBERSHIP SERVICES COMMITTEE

Tuesday, June 12, 2018 ~5:30 PM CT ~ SD REALTORS® Headquarters,  
2302 Patron Parkway, Pierre

PURPOSE: To administer the Membership Services Division of SDAR by providing for an organized method of communication to all members of the State Association which will promote professionalism, increase awareness of industry change and offer services to benefit the members.

### AGENDA

❖ **CALL TO ORDER**

❖ **ROLL CALL**

❖ **APPROVAL OF MINUTES** January 30, 2018

❖ **UNFINISHED BUSINESS**

- Website Redesign Task Force Report
- REALTOR® Mark of Excellence Award Application promotion
- Welcome New Member calling

❖ **NEW BUSINESS**

- E-News Logo change
- South Dakota REALTOR® Highlights change

❖ **INFORMATIONAL ITEM**

- 2018 E-News Schedule for Local Board
- Fall Caravan – October 1-4 , 2018 – Sioux Falls, Watertown, Aberdeen and Rapid City, Travis Everette – Painless Compliance
- Ethics training - East Central – October 3
- Professional Development Conference - NAR L200/L300 – October 23
- Code of Ethics REQUIRED Training – Biennial Training Ends 12/31/18
- SDAR Press Release (emailed)

❖ **ADDITIONAL INFORMATION** (posted on website, not included in packet)  
- NAR & SDAR future meeting schedules

❖ **NEXT MEETING:** October 2018

❖ **ADJOURN**



# Membership Services Committee Minutes

January 30, 2018

Ramkota RiverCentre, Pierre

**Members Present:** Chair Stuart Martin, Vice Chair Brandon Martens, Amy Bochman, Melissa Schuetzle, Shane Anderson, Janean Caugherty, Michelle Chenoweth, Micah Volmer, Lisa DiRose, Dorette Clark, and Christine Heidebrink.

**Members Excused:** Kari Harrison, Brandy Hartmann, Mike Dressler, and Jolene Green

**Members Absent:** Al Hoerth

**SDAR Staff:** Dana R. Holben

**Guest(s) Present:** Darla Tielke, Rick Trapp, Kyle Lalim, Bart Miller, Angie Uttecht, Dawn Aspaas, Tom Murphy, and Joan Cota

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## CALL TO ORDER

Committee Chair Stuart Martin called the meeting to order at 5:30 pm CT.

## ROLL CALL

The roll call was taken with eleven (11) members present, four (4) members excused and one (1) absent.

## MINUTES

A motion was made and seconded to approve the October 24, 2017 minutes as written. Motion carried

## UNFINISHED BUSINESS

### Testimonials

Huron Board, Stuart Martin and Rick Trapp will be conducting interviews regarding why they are involved in the REALTOR® Associations both on a local level as well as a state level. Why are they a REALTOR®, and why use a REALTOR®. Members are continuing to work on getting testimonials.

### SDAR Website Redesign

The Website Task Force has given the new logo design to the SDAR Executive Committee for final approval. The Executive Committee will be reviewing and taking the final vote. It will be reported at the June meeting. The contract for Production Monkey for the website redesign has been signed and when the logo has been approved, the redesign will begin to ensure cohesiveness.

## NEW BUSINESS

### Mark of Excellence

Mark of Excellence Award Application Redesign to have recipients mark either new certificate or year sticker was presented. **Motion was made and seconded to accept the new form. Motion carried.**

### REALTOR® Ring Day – Promotional Ideas

South Dakota REALTOR® Ring day will be Friday, December 7, 2018. How can the local boards bring more attention to the day? Many ideas were suggested, i.e. match from Affiliates, Office competitions, FREE local PSA, promotion through radio stations, local schools, and door prize tickets. Locals are encourage to promote REALTOR® Ring Day in their area.

### Fair Housing – 50 years

April is Fair Housing month and to help promote the 50<sup>th</sup> Anniversary of the Fair Housing Act of 1968, the SDAR current website will be updated with more information on Fair Housing. Each month in the e-News will be an

article as well as the Spring and Fall Newsletters. All social media platforms for SDAR will also promote the 50<sup>th</sup> Anniversary.

#### **Open House Weekend – April 21-22, 2018**

SDAR has ads for locals to use if needed for the promotion of the Open House weekend April 21-22, 2018.

#### **Office Depot/Office Max Discount Card**

SDAR has an opportunity to add a benefit to all members through Office Depot/Office Max. The Office Depot/Office Max Discount Card will give a discount to all members with the card and SDAR will receive a non-dues revenue that will be paid quarterly. **Motion made and seconded to join the Office Depot/Office Max Discount card. Motion carried.**

#### **Forewarn Member Discount**

SDAR has an opportunity to add a benefit through a Forewarn Safety app partnership. Forewarn gives reverse incoming call to verify prospects, instantly searches for criminal history, verifies financial risks and verifies current assets. Committee would like to research other safety apps. Martens and Bochman will be going to NAR Midyear meetings and will get more information on other companies and bring it back to the committee in June.

#### **Charity Events**

In the Organizational Standards set by NAR, SDAR is required to have Community Involvement and investment. The committee is looking at ways to create other charitable activities in addition to REALTOR® Ring Day. Ideas include Feeding SD – possibly putting together food baskets or a food drive. Melissa Schuetzle will look at the organization in Pierre to see if they had a need. Other ideas for locals: Habitat for Humanity, Backpacks for School.

#### **RPAC Fundraising**

State RPAC Fundraising Chair Kyle Lalim discussed the SDAR RPAC Fundraising goals and President Miller is looking to have 100% participation from all committee members.

### **INFORMATIONAL ITEMS**

2017 REALTOR® Mark of Excellence Recipients were given to the committee.

2017 REALTOR® Ring Day totals were announced and published for the members.

The E-News schedule has been distributed to the Local Boards for 2018.

The SDAR press release was distributed to all committee members via email in a word document for easier updating.

Made available to members were: 2018 Road Show- Spring Caravan being held in Sioux Falls, Aberdeen, Watertown and Spearfish. The Convention registrations were discussed.

### **NEXT MEETING**

Next meeting of the committee is scheduled for June 12, 2018 in Pierre.

### **ADJOURNED**

With no further business, the meeting was adjourned at 5:20 pm CST.

## South Dakota Association of REALTORS®



### REALTOR® Mark of Excellence Award

#### Objective

The South Dakota Association of REALTORS® (SDAR) has established The REALTOR® Mark of Excellence Award to recognize and promote achievement, involvement and participation among its members on an on-going basis.

Through this program, it is the goal of SDAR to encourage its members to become more involved; to increase their knowledge and to acquire skills that will enable the member to excel in service to the public, as well as to bring increased credibility to themselves and to the Association of REALTORS®.

#### To Qualify

To qualify, complete the form and return it to your Local Board/Association office for certification from the Board President or Association Executive. Your Local Board/Association may, at their discretion, request more complete documentation of a member's participation to verify qualification.

#### Qualification Period

The qualification period is January 1 through December 31. Applications must be submitted to the

local Board for verification *no later than December 15<sup>th</sup>*, and then will be submitted to the State Association by December 30<sup>th</sup>, for State accreditation.

#### Qualification Criteria

The SDAR REALTOR® Mark of Excellence Award is an annual award and recipients must qualify each year by obtaining a minimum of 1,000 points. Recipients will be recognized and honored during the Association's Board of Directors meeting held in January/February of each year.

Qualification for this award is available by being an active participant in the following areas: Community Service Involvement, Political Involvement, Professional Development Involvement, SD REALTORS® Leadership Academy; Involvement in Institutes, Societies and Councils, and Local, State and National Association Involvement.

The program will be based on the *honor system* with each member completing the application outlining his/her total point accumulation for the year, and members must be and remain in good standing to receive/retain their award status.

**Note:** Applicants must accumulate the minimum number of points in at least **four (4)** of the **eight (8)** categories. To claim points as an officer or committee member, you must have served in the current year.



204 N Euclid Avenue, Pierre, SD 57501  
605-224-0554 Phone  
605-224-8975 Fax  
[sdar@sdrealtor.org](mailto:sdar@sdrealtor.org)  
[www.sdrealtor.org](http://www.sdrealtor.org)

Submit this form and any accompanying material to YOUR LOCAL BOARD no later than December 15.

## REALTOR® Mark of Excellence Award

*The qualification period is January 1 – December 31 for the current year only\**

Name:	Company:	<input type="checkbox"/> New Certificate or <input type="checkbox"/> Year Decal
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### 1. Local Board/Association Involvement

- Local Board Meeting attendance at over 50% of scheduled General Membership Meetings 100 \_\_\_\_\_
- Committee Member (per committee) 100 \_\_\_\_\_
- Committee Chair 50 \_\_\_\_\_
- Officer or Director 100 \_\_\_\_\_
- REALTOR® Of the Year (current year only, local) 200 \_\_\_\_\_
- REALTOR® Logo on Business Card (attach) 50 \_\_\_\_\_
- **Subtotal** \_\_\_\_\_

### 2. State Association Involvement

- Committee Member (per committee) 100 \_\_\_\_\_
- Committee Chair (per committee) 50 \_\_\_\_\_
- Elected Officer or Director 100 \_\_\_\_\_
- REALTOR® Of the Year (current year only, state) 200 \_\_\_\_\_
- State Convention Attendance - September 200 \_\_\_\_\_
- State Meetings – February 100 \_\_\_\_\_
- State Meetings – June 100 \_\_\_\_\_
- State Meetings – October 100 \_\_\_\_\_
- **Subtotal** \_\_\_\_\_

### 3. National Association Involvement

- Committee Member 200 \_\_\_\_\_
- Committee Chair (per committee) 100 \_\_\_\_\_
- National Convention/Meeting Attendance 200 \_\_\_\_\_
- Officer or Director 250 \_\_\_\_\_
- Omega Tau Rho Recipient (current year only) 100 \_\_\_\_\_
- **Subtotal** \_\_\_\_\_

### 4. Political Involvement

*Note: There is a maximum allowable total point score of 350 in this category*

- RPAC Investor under \$99 50 \_\_\_\_\_
- RPAC \$99 Club Member 100 \_\_\_\_\_
- RPAC Capital Club Member (\$250 - \$999 investment) 150 \_\_\_\_\_
- RPAC Sterling R Member (\$1,000 - \$2,499 investment) 200 \_\_\_\_\_
- RPAC Crystal R Member (\$2,500 - \$4,999 investment) 250 \_\_\_\_\_
- RPAC Golden R Member (\$5,000 or more investment) 300 \_\_\_\_\_
- Political Candidate 100 \_\_\_\_\_
- Political Office Holder 150 \_\_\_\_\_
- Committee Member for Election Candidate 50 \_\_\_\_\_
- Participation in Fundraising, Local Legislative Day, Candidate Interviews, Call For Action, etc. 50 \_\_\_\_\_
- **Subtotal** \_\_\_\_\_

### 5. Community Service Involvement

- Organization Member 50 \_\_\_\_\_  
List: \_\_\_\_\_
- Community Volunteer/Worker 50 \_\_\_\_\_  
List: \_\_\_\_\_
- Speak before community groups on behalf of real estate 50 \_\_\_\_\_  
List: \_\_\_\_\_
- State Commissions/Committees Appointed 50 \_\_\_\_\_  
List: \_\_\_\_\_
- **Subtotal** \_\_\_\_\_

### 6. Professional Development Involvement

*Note: Courses may not be counted in more than one item. Must attach list of courses completed in current year only.*

- SDAR sponsored GRI course (per course) 100 \_\_\_\_\_
- Local Board or NAR sponsored course (per class) 50 \_\_\_\_\_
- Designation Requirement Course except GRI (per class) 150 \_\_\_\_\_
- Franchise/Company Training Course (per hour, max 100) 20 \_\_\_\_\_
- Accredited Institution sponsored course University/Tech College (per class) 100 \_\_\_\_\_
- Approved Real Estate Related Course Instructor 100 \_\_\_\_\_
- Published Real Estate Article 100 \_\_\_\_\_
- **Subtotal** \_\_\_\_\_

### 7. Graduate of SD REALTORS® Leadership Academy

- Year of Completion \_\_\_\_\_ 100 \_\_\_\_\_

### 8. Involvement in Institutes, Societies and Councils

- Designations/Certifications Earned (circle those you hold)  
ABR, ABRM, ALC, AMO, ARM, CCIM, CPM, CRB, CRS, ePRO, GRI, LTG, MAI, RM, SIR, SRS (per designation) 100 \_\_\_\_\_
- State/Local Chapters (circle those with membership) ABR, ABRM, ARM, CCIM, CRB, CRS, Exchange Club, RLI, IREM, MAI, RESSI, SRES, WCR (per chapter) 50 \_\_\_\_\_
- Chapter Active Committee Member 50 \_\_\_\_\_
- Chapter Committee Chair 50 \_\_\_\_\_
- Chapter Officer 100 \_\_\_\_\_
- Chapter Director 100 \_\_\_\_\_
- District/Regional Vice President 100 \_\_\_\_\_
- Annual Chapter Award (current year only) 100 \_\_\_\_\_
- National Active Committee Member 100 \_\_\_\_\_
- National Committee Chair 50 \_\_\_\_\_
- National Officer 100 \_\_\_\_\_
- National Director 100 \_\_\_\_\_
- **Subtotal** \_\_\_\_\_

**Total minimum number of points to qualify: 1,000**

**Total points acquired: \_\_\_\_\_**

\*Applicant must have points in at least four (4) of the eight (8) categories.

Signature of Applicant \_\_\_\_\_

Signature of Association Executive or President \_\_\_\_\_

Date \_\_\_\_\_

**APPLICANT:**

Submit this form and any accompanying material to YOUR LOCAL BOARD no later than December 15.

**LOCAL BOARD:**

- ✓ Keep this application on file for further reference.
- ✓ Awards will be presented at BOD Meeting in Jan/ Feb.
- ✓ Send a copy of each qualifying members form to the State Association no later than December 30.



South Dakota

Volume 24 Issue 1 Spring 2018

# REALTOR<sup>®</sup> Highlights

A Publication of the South Dakota REALTORS<sup>®</sup>

## Fair Housing Makes US Stronger



**Plus**

FTC DOJ Announce

Legislative Appreciation Night

Leveraging Social Media



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Commemorating 50 Years  
of the Fair Housing Act





# BART MILLER

## 2018 SD REALTORS® PRESIDENT

### PRESIDENT'S MESSAGE

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We have finished the first quarter of 2018 and many changes have begun. SD REALTORS® have moved into the new headquarters building at 2302 Patron Parkway, Pierre. It was a couple of busy weeks, but everything is starting to settle down and another busy year is in the works.

We started off the year with the first SDAR Governance meetings and GRI 104 – Sign & Shine with instructor Chuck Bode, Omaha, NE. We had 33 registrations in attendance for this course. These meetings coincide with the Legislative Appreciation Night – Chili/Oyster Stew Feed. And again, it was a wildly successful night for REALTORS® to talk with our elected leaders.

The committees have begun to work on many programs such as Membership Services has approved to work with Office Depot/Office Max for a discount card for SDAR members. Members will start receiving those in the second quarter. They also approved a new logo and have begun working on a new SDREALTOR.org website.

Education is preparing for the Spring Caravan “Facing the Future” being held in Sioux Falls, April 30; Watertown, May 1; Aberdeen, May 2; and Rapid City, May 3. SDAR is keeping registration fees affordable at only \$60 and Bank Midwest has again agreed to sponsor this amazing course.

Government Affairs reviewed state legislation that effected homeownership, your business, and other issues close to the REALTOR® Party. They met weekly to ensure all SDAR members voices were heard loud and clear on legislative issues. Thank you to our Lobbyist Dean Krogman, who kept us up-to-date on all things legislative.

The RPAC Kickoff began with a BANG with Board of Directors and committee Members donating and pledging over \$25,000! This is an incredible start. REALTORS® Political Action Committee (RPAC) and Political Fundraising are very near and dear to my heart. I am PROUD to be a

part of the REALTOR® Party!

The REALTOR® Party is the only advocacy group in America that fights exclusively for homeownership, real estate investment, strong communities and the free enterprise system, the REALTOR® Party is not focused on the right, left or even the middle of the aisle; it is focused on the issues that matter to existing and future homeowners and the real estate industry.

Supporting candidates and campaigns and engaging in community outreach, the REALTOR® Party leverages the association’s best asset—its grassroots network of 1.2 million REALTORS® across the U.S. and its territories—to work hard on behalf of America’s 75 million homeowners and those who aspire to one day own property of their own.

In recent years, our local level activities have increased; REALTORS® have gained political clout through legislative victories in every corner of the country; and state and local REALTOR® Associations have expanded their community and political presence...all because of the actions of the REALTOR® Party.

Thank you again for the privileged to be the President of this great Association and this year is shaping up nicely and promises to be full of success on so many levels. If you have questions, commitments or ideas, please contact me and I am here to serve you, our members.





# Fair Housing Makes US Stronger

## Commemorating 50 Years of the Fair Housing Act

Looking back on the fifty years since the passage of the Fair Housing Act in 1968, it's easy to recognize the line in the sand that was drawn when President Lyndon B. Johnson's pen made the bill into law. Before that day, housing discrimination was integral to the way real estate business was conducted, and afterwards, the law signaled that such practices were no longer tolerable.

But the change wasn't as sudden as it might appear at first glance. The road to fair housing was a process that took decades to navigate. From the mid-nineteenth century on, community activism, the Civil Rights movement, and court cases at all levels of the judiciary chipped away at the long-standing views that made discrimination such a powerful institution.

Within the real estate industry itself, there were signals that the old way of doing business was on the way out. In 1944, a letter to the editor appeared in the National Real Estate Journal, written by REALTOR® W. H. Daum, a former president of the California Association of REALTORS®.

Responding to an article promoting ideas for housing "colored people," Daum countered: "It strikes me that this problem is being set up as a tremendous one, when as a matter of fact it is simple, and the solution is this: Placing subdivisions or homes on the market without race restrictions. The subdivisions can be made as large as are required to take care of the population that desires to live in a district not restricted as to race. This includes people of all nations, colored, white, yellow and others."

Views such as Daum's were exceedingly rare in an industry overwhelmingly dominated by middle-aged white males, but the voices were out there for those who chose to listen. Over time, those voices became louder and bolder and more widespread, imploring the National Association of Real Estate Boards (as NAR was then called) and others at the forefront of the real estate industry to take notice.

For many local REALTOR® associations, preventing anyone who wasn't a white male from becoming members (and

gaining access to MLS listings and other essential resources) was an acceptable way of doing business. Often their by-laws explicitly stated that blacks, women, Jews, and other groups were not allowed to join.

Barred from joining established REALTOR® organizations in their communities, black real estate brokers in New York, Chicago, Los Angeles and other cities created their own boards to support their professional interests. In 1947, the National Association of Real Estate Brokers was created "out of a need to promote fair housing and equal opportunities for African American real estate professionals, consumers and communities." Calling its members REALTISTS, the association presented a new and vital voice to the real estate industry as a whole.

Although the National Association of REALTORS® welcomed the REALTISTS to the industry and pledged to help the organization along, NAR did nothing to open up membership in local boards of REALTORS® until the 1960's. It wasn't until 1961 that NAR finally overturned the policies that prevented black real estate professionals from joining their local boards of REALTORS®. Even after the passage of the Fair Housing Act, some local Boards continued to prevent or discourage black real estate brokers from becoming REALTOR® members.

During the 1950's and 1960's, a time when NAR opposed fair housing legislation in many states and nationally, the National Association of Real Estate Brokers championed fair housing and their actions encouraged others, including REALTORS®, to support open or fair housing.

Among those working for change within the real estate industry was Baltimore REALTOR® Malcolm "Mal" Sherman. While attending synagogue in the early 1960s, Sherman heard his rabbi assert that if the Holocaust had taught any lesson, it was that one should never ignore injustice done to one's neighbor. The next day, he announced his intention to buy, sell, and rent to anyone, regardless of race, creed, or color. "This was totally contrary to NAR policy at the time," Sherman later

recalled. In 1953, when he tried to stabilize a neighborhood that was undergoing blockbusting, he appealed to white residents to stay. They rebuffed his plea and refused to do business with him. Despite the setbacks and opposition, Sherman continued to act on his beliefs, hiring African American real estate agents and helping black families find homes in desirable neighborhoods. "All that black people wanted was the right to buy or rent anyplace, regardless of race, creed or color," he told the Baltimore Sun in 2001.

At the same time, voices outside the real estate industry were bringing an intense focus on instances of discrimination and unfairness in housing. In Louisville, KY, in 1954, the family of Andrew Wade, an African

American Korean War veteran, benefitted from the assistance of Anne and Carl Braden when they sought to purchase a home. Since the Wades were not allowed to buy the home in the traditionally white neighborhood they were interested in, the Bradens purchased it for them and transferred the title to the Wades. The Wades were eventually driven from their home by their neighbors' threats and acts of violence, while the Bradens were indicted on criminal conspiracy charges. The incident proved to be a touchstone for the open housing drive that was embraced by the Civil Rights movement, became a prime example of the need for local fair housing laws and the national Fair Housing Act.

In 1957, New York City became the first municipality in the United States to enact an ordinance to prohibit housing discrimination, followed by Pittsburgh in 1958. By 1964, scores of towns and cities across the country had followed suit. Open housing demonstrations and marches in Chicago, Seattle, and other cities continued to challenge the policies that restricted who could live where based on race and nationality.

Although the successful passage of a national fair housing law was still a few years away, it was this growing chorus of voices that paved the way to make it possible.

**For more information, resources and to get involved, visit [www.FairHousing.realtor](http://www.FairHousing.realtor)**

**FAIR  
HOUSING  
IS NOT AN OPTION**  
*It's the* **LAW**



NATIONAL  
ASSOCIATION of  
REALTORS®

★ REALTORS® ★  
LEGISLATIVE MEETINGS & TRADE EXPO  
WASHINGTON DC • May 14-19, 2018

The REALTORS® Legislative Meetings & Trade Expo is where NAR members take an active role to advance the real estate industry, public policy and the association. REALTORS® come to Washington, DC, for special issues forums, committee meetings, legislative activities and the industry trade show.

**See You Wednesday Afternoon on the Hill!**

We've cleared the REALTORS® Legislative Meetings schedule between the hours of 2:00pm and 4:30pm on Wednesday, May 16 for Capitol Hill visits. We want to see YOU on the Hill Wednesday afternoon! [Learn more.](#)

**Commemorate the Fair Housing Act with Us**

At NAR 360 on Tuesday and the [General Session](#) with U.S. Rep. Emmanuel Cleaver on Wednesday, we will commemorate the 50th Anniversary of the Fair Housing Act. Join us because "Fair Housing Makes Us Stronger."

## 2018 South Dakota National Board-Committee Appointments

**DAWN ASPAAS**

*Commercial Real Estate Research Advisory Board and Research Committee*

**JOAN COTA**

*Professional Standards Committee*

**LISA DIROSE**

*Housing Opportunities Committee*

**JAMES A DUNHAM**

*Land Use Property Rights and Environment Committee*

**ELIZABETH JAMISON**

*Risk Management Issues Committee*

**JULIE JOB**

*Resort and Second Home Real Estate Committee*

**MICHELLE KITZMAN**

*Consumer Advocacy Outreach Advisory Board; Multiple Listing Issues and Policies Committee and MLS Technology and Emerging Issues Advisory Board*

**MICHELLE KLEVEN**

*Board of Directors and Consumer Advocacy Outreach Advisory Board*

**DAVID KNEIP**

*RPAC Major Investor Council*

**KEVIN KUEHN**

*Data Strategies Committee*

**KYLE LALIM**

*Board of Directors, Small State Forum and State Leadership Idea Exchange Council*

**CHARLES LARKIN**

*Land Use Property Rights and Environment Committee*

**ANDY MAHOWALD**

*Finance Committee*

**BRANDON MARTENS**

*REALTOR® Party Member Involvement Committee and Young Professionals Network Advisory Board*

**BART MILLER**

*Board of Directors and REALTOR® Party Member Involvement Committee*

**LISA MUELLER**

*Multiple Listing Issues and Policies Committee*

**TOM MURPHY**

*REALTOR® Party Trustees for Campaign Services Committee*

**JEFF NELSON**

*RPAC Trustees Federal Disbursement Committee*

**TOM RAU**

*Board of Directors and RPAC Participation Council*

**JIM THARP**

*Membership Policy and Board Jurisdiction Committee*

**ANGELA UTTECHT**

*Broker Involvement Council*

# THANK YOU

## 2017 Major Investors

### GOLDEN R

David Kneip

\* **Andy Mahowald**

\* Brandon Martens

\* **Thomas Murphy**

\* **Jeff Nelson**

\* **Tom Rau**

### CRYSTAL R

Gayle Chapel

Dawn Aspaas

### STERLING R

Amy Bochman

Bruce Curington

Yanni Georgas

Stuart Martin

Bart Miller

Lisa Mueller

Dana Vogt

Pamela Cronin

Cathy Sonnenschein

### STERLING R Continued

Dean Krogman

Ryan Krogman

Anita Thomas

Angie Uttecht

\* Kyle Lalim

Lynn Morris

Joan Cota

Kenneth Dunlap

Gregg Gohl

Beth Jamison

Bradley Stearns

Rick Trapp

Michelle Kleven

### CORPORATE INVESTORS

Black Hills Association of  
REALTORS®

REALTOR® Association  
of the Sioux Empire

South Dakota Association  
of REALTORS®



\* Indicates NAR President's Circle member.  
NAR Hall of Fame members are in red.  
RPAC Major Investors as of 12/16/2017

# Teaching Agents How to Leverage Social Media

Learn how to tactfully suggest agents expand their marketing repertoire by showing the value of specific social media tools.

MARCH 2018 | BY [NICOLE SLAUGHTER-GRAHAM](#)



On a warm Florida winter afternoon, William A. Labbancz, CRB, SRS, sits outside Starbucks at a bistro table with his cell phone sitting next to his coffee. He scrolls through to a recent Facebook post that garnered favorable engagement statistics. “Here it is,” he says. “The post did really well and we were able to gain a couple of leads from the comments.” The post, a video of one of his agents at a local event, drummed up quite a bit of activity and the comments section was ripe with questions directed toward real estate.

If there’s one thing Labbancz, broker-owner at [Sailwinds Realty](#) in New Port Richey, Fla., understands, it’s the ever-changing marketing landscape. In order to stay up-to-date and make sure he’s able to train his team, Labbancz tries out multiple platforms and reads endlessly on how social media continues to evolve. For example, right now, he uses a popular platform called [NextDoor](#), which recently released an update with a real estate section. NextDoor is a hyperlocal app designed so neighborhoods can access items for sale, local events, last-minute babysitting, and now local real estate.

Labbancz encourages his agents to at least participate in social’s big players like Facebook and LinkedIn. In order to do this, he assesses each agent’s comfort level with social media and tailors training to meet the individual’s needs.

## Understand and Combat the Resistance

It’s no secret that Labbancz comes up against resistance when explaining the value of social media as a prominent marketing tool. He’s generally fighting two arguments: tangibility and resistance to change. “The big disconnect is that there’s nothing tangible for an agent when it comes to social media marketing. If an agent spends \$1,000 on mailers, well, that’s a tangible use of their money,” he says. “Also, the people who resist social media have an established book of businesses and are resistant to change the way they do things. I get that.”

The social media marketing platform, [Back At You Media](#), can help you generate business through automated solutions for promoting your listings and other content across your social networks, including Facebook, LinkedIn, and Twitter. Special pricing for members of the National Association of REALTORS® is available through the REALTOR Benefits® Program. There is an NAR Starter Plan for those just getting started with social media marketing, plus solutions for those with more advanced needs who want additional features. A broker enterprise plan is also available. Learn more at [NAR.realtor/realtorbenefits/backatyoumedia](#).

One way he combats resistance is relaying the truth about cost. “Most people can’t argue with free,” he says. Though Labbancz does invest in paid social as a marketing tool, he makes it a point to explain to his agents that social media profiles and pages across most platforms are free. With the right tactics—posting regularly, using keywords, uploading videos—a free profile has the power to garner much engagement with potential customers.

## Relay the Differences of Each Platform

With so many social media platforms on the web, an agent might be easily overwhelmed. It is important to define the purpose of each platform and determine



which would be best for a real estate agent to use. “We use Facebook because that’s where the majority of our customer base is,” says Labbanicz. He also suggests his agents have a LinkedIn profile—“Facebook and LinkedIn are definitely necessary in today’s world.” LinkedIn is great for recruiting, he says, and to connect with industry professionals.

### Start With the Basics

Setting up profiles on the most-used sites is an agent’s first step. Labbanicz recommends his agents infuse their LinkedIn profile with keywords that will attract the right connections to them. For instance, keywords like “real estate” should appear several times within the profile summary; the agent’s location should be listed as well. It’s also important to mention the company name several times in a LinkedIn profile. “I make sure to update the profile on a regular basis. I also include any awards or recent accolades, and I encourage my agents to do the same,” he says.

For Facebook, Labbanicz recommends each agent have a personal profile, but gear it toward business. “Facebook is a great way to foster a personal connection. A public personal page is a way to help the community connect with agents one-on-one.”

Once profiles are established, Labbanicz teaches each agent how to use paid social media ads to generate direct leads. “We start off with something easy,” he says. “The ad we often generate the most leads from is a simple ‘What is your home worth?’ landing page.”

The social media ad links right to the landing page where potential customers can enter their contact information, to which his agents respond. This simple, time-efficient, and cost-effective Facebook ad results in an average of 2,700 impressions, 16 responses, and two viable leads every time it’s used, Labbanicz says.

The basics of social media marketing also include being realistic about the ROI. “It’s important for my agents to understand that social media marketing is a long-term game,” Labbanicz says. “It might not generate a ton of leads right off the bat, but using social is a great way to make community connections and foster relationships, which will turn into business down the line.”

### Give an Agent Autonomy Over His or Her Process

Rather than asking his agents completely change how they do business, Labbanicz suggests adding social media to their marketing repertoire and continuing with the other marketing tactics that work well for them. Outside of having Facebook and LinkedIn profiles, Labbanicz gives his agents the space and freedom to choose how they’d like to best implement social media as a marketing tool.

Labbanicz makes sure he is always available when his agents want to try something new, though. “I’m always available for training,” he says. “If they want to get creative, I let them have that freedom. If they’re comfortable with just the basics, that’s okay with me, too.”