



2011 Resource Kit

Designed for REALTORS[®]
of Greater Austin



Introduction to the Austin Board of REALTORS®

Since 1926, the Austin Board of REALTORS® (ABoR) has learned from and worked with thousands of REALTOR® members to provide the best business resources available. From its charter membership, ABoR has grown to an active membership of more than 8,500. Throughout its history, ABoR has supported its members with outstanding legislative representation and has promoted the value of REALTORS® to the community. ABoR also brings agents award-winning educational offerings and industry-related products.

ABoR Governance & Leadership

ABoR maintains its Bylaws in full compliance with the National Association of REALTORS® policy. ABoR's Bylaws Committee meets as needed to review the Bylaws. Proposed changes and requests for votes are distributed to our membership via e-mail. The current Bylaws are available at www.abor.com/pdf/bylaws.pdf. The Board of Directors is the governing body of the Austin Board of REALTORS® and comprised of 15 REALTOR® members who are nominated and elected in October. Each director serves a minimum three year term.

2011 Officers



Chairman of the Board: Judith Bundschuh of Catalyst Realty has been an active participant on ABoR's PAC Committee, which she chaired in 2004-2005, and has served on the ACTRIS Board of Directors and the ABoR Foundation. She has been active at the state level as a member of the Government Affairs Committee and TAR Education Management Team, as well as a TREPAC Trustee and member of the Region 15 Political Involvement Council. Judith was appointed by TAR Chairman-Elect Bill Jones to serve on the Executive Board at TAR for 2010.



Chairman-Elect: Leonard Guerrero of J.B. Goodwin, REALTORS® Northwest office has chaired the Realty Round Up, Grievance, Community Service and Installation and Awards Committees. He currently serves as a Director for the ABoR Foundation. At the state level, Leonard serves as a Director of the Texas Association of REALTORS® (TAR). Leonard is a graduate of the University of Texas and the ABoR Leadership Academy, and holds the ABR designation.



Secretary/Treasurer: Kevin Scanlan of Quantum Leap Realty holds a BA in Biology from the University of Texas and has been a licensed REALTOR® since 2000. He has been active with ABoR through his service on the Government Affairs Committee, Political Action Committee and Bylaws Committee, which he chaired in 2010. Kevin is currently a member of the ACTRIS Advisory Committee. Active in his community, Kevin participates in the Meals On Wheels program.



Immediate Past Chairman: John Horton, owner of John Horton Realty, specializes in helping agents build successful real estate practices. He holds a degree in Real Estate from the University of Texas and is certified as a TAR and TREC approved instructor. John has acted as both an ACTRIS and ABoR Foundation Director and offered his expertise as a member of the Member Services Task Force, New Facility Task Force and Grievance and Nominating Committees.

ABoR Directors

David Burton
Jeanne Butterfield
Cathy Coneway
Barb Cooper
Marcus Cox
Helen Edwards
Bill Evans
Aaron Farmer
Janet Murdock
Julie Potts
Sharon Rosshirt

NAR Directors

Socar Chatmon-Thomas
Jay Gohil
John Horton
Robert Wright

TAR Directors

Paula Adkins
Gloria Arroyo-Richardson
Cathy Coneway
Barb Cooper
Leonard Guerrero
Julie Potts
John Rosshirt
Robert Wright

TAR Regional Vice Presidents

Judith Bundschuh
Socar Chatmon-Thomas
Jay Gohil

TREPAC Trustees

David Burton
Sytha Minter

ABoR Academy

Every month, ABoR offers more than 30 hours of Mandatory Continuing Education (MCE), including six mandatory legal hours. ABoR's diversified educational program brings REALTORS® a wide variety of practical courses that will enhance your professional skills. Our award-winning programs bring members 1,300 hours of continuing education each year with special pricing for members. Register for courses at www.abor.com/education.

Legislative Representation

TREPAC, the Texas Real Estate Political Action Committee, gives our industry and profession a strong voice in national, state and local politics. Invest in yourself and your profession—contribute to the PAC. To invest in TREPAC, contact the Government and Community Affairs Department at government@abor.com or visit www.abor.com/gov_affairs/trepac/.

Become directly involved in the political process by contributing to TREPAC or joining an ABoR committee. Through direct involvement, REALTORS® become a recognized entity in local politics and a true grassroots force. Volunteers become more educated voters and more involved in the community.

Publications

As a member of ABoR, you will receive several publications, online and in print, that will keep you knowledgeable about the real estate industry and the tools you use to perform business. Look to these publications to keep you informed of the latest market trends in Central Texas.

- *Austin REALTOR®* Print and Online
- ACTRIS Updates Print and Online
- Educational Review
- Broker Insider

ABoR Special Events

- Housing Economic Forecast – January
- Broker Manager Forums – February, April, June, August, October and December
- Realty Round Up – October
- Installation – December

ABoR Foundation

The ABoR Foundation, created in 1978, is a charitable organization that provides scholarships, promotes real estate-related research, conducts charitable community projects and helps REALTORS® in need. For more than 20 years, the Foundation has awarded scholarships to college-bound high school graduates. As a charitable organization, the Foundation depends on donations from persons who share its goals and visions. All contributions are fully deductible as charitable contributions. For more information on how to donate, e-mail education@abor.com.

The ABoR REALTOR® Store

The Austin Board of REALTORS® provides our members with a store specifically for the professional REALTOR®. We have the supplies you need to support and grow your business. Our inventory includes: brochure and information boxes; real estate calculators; signs and stakes; a large selection of Central Texas wall, book and folded maps; guest registration books; closing gifts; an ultrasonic distance measurer; and save-a-door pads.

The store is located across from the main ABoR lobby at 10900 Stonelake Boulevard, Suite A-150. Store hours are Monday through Friday, 9 a.m. to 5 p.m. For questions about an item in the store or to order large quantities, contact accounting@abor.com. To set up a charge account, submit in writing your name, your firm's name, your TREC license number and the names of individuals permitted to charge items on your account.

REALTOR® Glossary

ABoR	Austin Board of REALTORS®	REALTOR®	(Real-TOR, not real-a-tor) Members of a board of REALTORS® who pledge to uphold the NAR Code of Ethics
Abor.com	ABoR's website		
ABR	Accredited Buyer Representative (designation)	SEO	Search Engine Optimization
ActiveKEY	Key for lockboxes	SOR	Small Office REALTORS®
ACTRIS	Austin/Central Texas Realty Information Service	TAR	Texas Association of REALTORS®
AREP	Asian Real Estate Professionals	SRES	Senior Real Estate Specialist (designation)
AYREP	Austin Young Real Estate Professionals	SRS	Seller Representative Specialist (designation)
CCIM	Certified Commercial Investment Member	Supra	Lockbox provider
CBS Code	Call before showing code	TREC	Texas Real Estate Commission; state regulatory agency; licenses real estate brokers, salespersons, inspectors and education providers
CMA	Comparable Market Analysis		
CRB	Certified Real Estate Brokerage Manager (designation)	TREPAC	Texas Real Estate Political Action Committee
CRM	Client Relationship Management	WCR	Women's Council of REALTORS®
CRS	Certified Residential Specialist (designation)	ZipForm	Program provided through TAR (Texasrealtors.com) that provides current contract forms that can be completed online
eKEY	Electronic/smart phone key for lockboxes		
FSBO	For Sale By Owner; unrepresented buyers and sellers		
GREEN	GREEN (designation)		
GRI	Graduate REALTOR® Institute (designation)		
HBA	Home Builders Association of Greater Austin; holds annual Parade of Homes		
HREP	Hispanic Real Estate Professionals		
IBOX	Infrared lockbox		
KIM	Lockbox information services		
MarketLinx	ABoR's MLS provider		
MCE	Mandatory Continuing Education		
MLS	Multiple Listing Service		
MLXchange	Main MLS program used by ABoR members		
NAHREP	National Association of Hispanic Real Estate Professionals; Nahrepaustin.org		
NAR	National Association of REALTORS®		
NRDS	NAR's membership database		
PRED	Professional Real Estate Delivery; weekly publication; Pred.com		
Realty Line	Monthly real estate publication; Realtylineonline.com		

REALTOR® Fair Housing Declaration

I agree to:

Provide equal professional service without regard to the race, color, religion, sex, handicap, familial status or national origin of any prospective client, customer or the residents of any community.

Keep informed about fair housing laws and practices, improving my clients' and customers' opportunities and my business.

Develop advertising that indicates everyone is welcome and no one is excluded, expanding my clients' opportunities to see, buy or lease property.

Inform my clients about their rights and responsibilities under the fair housing laws by providing brochures and other information.

Document my efforts to provide professional services, which will assist me in becoming a more responsive and successful REALTOR®.

Refuse to tolerate non-compliance.

Learn about those who are different from me, and celebrate those differences.

Take a positive approach to fair housing practices for my firm to carry out the spirit of this declaration.

Pathways to Professionalism

Respect for the Public

1. Always follow the "Golden Rule."
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the owner.
6. Communicate with all parties in a timely fashion.
7. Enter listed property first to ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the owner.
10. Inform sellers that you are leaving after a showing.
11. When showing an occupied home, always ring the doorbell or knock before entering. Knock before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and have a clean car.
13. If the seller is home during a showing, ask their permission before using the telephone or bathroom.
14. Advise the clients of other brokers to direct questions to their agent or representative.

15. Communicate clearly; don't use jargon not readily understood by the general public.
16. Show courtesy and respect to everyone. Be aware of and respect cultural differences.
17. Be aware of and meet all deadlines.
18. Promise only what you can deliver, and keep your promises.
19. Identify your REALTOR® and professional status in contacts with the public.
20. Do not tell people what you think; tell them what you know.

Respect for Property

1. Be responsible for visitors to listed property; never allow buyers to enter property if unaccompanied. Keep all members of your group together.
2. Enter property only with permission even if you have a lockbox key or combination.
3. Leave the property as you found it. When the seller is absent, turn off lights, shut windows and lock doors after a showing. When a property is vacant, check that heating and cooling controls are set correctly.
4. Contact the listing broker immediately if anything appears wrong with the property (i.e. vandalism).
5. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities or bring pets.
6. Use sidewalks; if weather is bad, take off shoes and boots inside the listing.

Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other REALTORS®.
2. Respond to other agents' calls, faxes and e-mails promptly and courteously.
3. Notify the listing broker if the listing appears to contain inaccurate information.
4. Share important information about a property, including the presence of pets or security systems and whether sellers will be present during the showing.
5. Show courtesy, trust and respect to other real estate professionals.
6. Do not prospect at other REALTORS®' open houses or similar events.
7. Replace keys in the lockbox after showings.
8. To be successful in the business, mutual respect is essential. What you do today may affect your reputation and business for years to come.

REALTOR® Advertising Guidelines

As REALTORS®, we all have to follow quite a few rules regarding advertising. These rules and guidelines come from a variety of sources including the Texas Real Estate Commission (TREC), U.S. Department of Housing and Urban Development (HUD) and the National Association of REALTORS® (NAR). Use of these guidelines ensures that we continue to maintain a high standard of communication with our customers and prevent our membership from being associated with the sometimes deceptive, misleading or discriminatory practices of a few. The information below is not guaranteed to be all-encompassing, but is a good guide to follow.

1995 HUD Advertising Guidelines — Federal Fair Housing Act

Race, color, national origin

Using racial or ethnic terms to describe the housing, current or potential residents, neighbors or neighborhood violate the act. Terms that are “facially neutral” are acceptable, including “master bedroom” and “desirable neighborhood.”

Religion

Ads containing an explicit religious preference, limitation or discrimination, such as “Christian home,” violate the act. In addition, legal names of entities that include a religious reference (“Roselawn Catholic Home”) or those that contain a religious symbol may indicate preference for a certain religion. However, if the ad carries a disclaimer such as “This home does not discriminate on the basis of race, color, religion, national origin, sex, handicap or familial status,” it will not violate the act. In addition, ads describing properties (“apartment complex with chapel”) or specific services (“Kosher meals available”) do not violate the act because, on the surface, they do not indicate a preference for people likely to use the facilities or services.

Sex

Ads for single-family dwellings or separate units in a multi-family dwelling should contain no explicit preference, limitation or discrimination based on sex. The terms “master bedroom,” “mother-in-law suite” and “bachelor apartment” do not violate the act because they are commonly used descriptions.

Handicap

Ads should not contain explicit exclusions, limitations or other indications of discrimination based on handicap. Descriptions of properties (“great view,” “walk-in closets”), services and facilities (“jogging trails”) or neighborhoods (“walk to bus”) are lawful, as are descriptions of behavior required of residents (“non-smoking”) and descriptions of accessibility features (“wheelchair ramp”).

Familial status

Ads may not state an explicit preference, limitation or discrimination based upon familial status, including number or ages of children, or state a preference for adults, couples or singles. Again, description of properties (“two bedroom,” “cozy family room”), services and facilities (“no bicycles allowed”) or neighborhoods (“quiet streets”) do not violate the act because they are not facially discriminatory.

Texas Real Estate License Act and NAR Code of Ethics

According to the Texas Real Estate License Act, a real estate broker or salesperson cannot publish ads which are misleading. Article 12 of the NAR Code of Ethics is consistent with the requirements of the Real Estate License Act and the rules of TREC. The following is a checklist which can help you prepare ads that meet advertising guidelines of the Code and Act (Reprinted from Texas REALTOR® magazine).

1. My ad is not misleading nor does it tend to create a misleading impression in any manner.
2. My ad contains the name of my real estate firm.
3. My ad identifies the professional or license status of everyone, including the firm and all individuals named in the ad.
4. As a real estate salesman, my name is not the only name that appears in the ad.
5. I have proper authority to publish or submit the ad.
6. The price quoted is the price agreed upon by the owner.

7. Any service being offered as “free of charge” in my ad is not tied to any service for which I am to be compensated.
8. My ad fully describes the conditions of inducement offers.
9. Any ownership interest I have in the property is disclosed.

Texas Real Estate Commission Internet Advertising Guidelines

All real estate advertising over the Internet, including Web pages, e-mail, bulletin boards and other electronic publications, must display the same type of information as required in print or broadcast advertisements.

Definition of Advertising

A general definition of the term “advertisement” was added to TREC rules to clarify that an “advertisement” is a written or oral statement which induces or attempts to induce a member of the public to use the services of the licensee. Communication from a licensee to a member of the public that takes place after an agreement has been reached for the licensee to provide services is not considered advertising.

Web Sites

Primarily, licensees must disclose their status as brokers or agents on each page of a website that contains a real estate ad. To ensure compliance, REALTORS® may want to place a footer at the bottom of each Web page that contains the disclosure statement. For example, “Texas Realty is a licensed real estate broker providing brokerage services in Texas since 1975.” One could also provide a link back to the TREC website, www.trec.state.tx.us, to show that the firm is regulated by TREC.

E-mail Messages

Real estate licensees who place other types of advertisements electronically, including e-mail (whether through e-mail discussion groups or in attachments to e-mail messages), must also include the disclosure of license status and name of sponsoring broker, if applicable, within the electronic advertisement and in any attachment that is also an advertisement. E-mail messages that are not considered to be advertisements, such as personal correspondence with established clients, are not subject to the rules.

Current TREC Advertising Rules

The Texas Real Estate License Act authorizes TREC to take disciplinary action against a licensee who is responsible for an advertisement that is likely to deceive the public, tends to create a misleading impression or fails to identify the advertiser as a licensed real estate broker or agent. Current TREC advertising rules (Section 535.154 of the Texas Administrative Code) require license status disclosure and identification of advertisers as real estate brokers or salespersons. Listing of only a salesperson’s name without the sponsoring broker’s name in an ad is prohibited; and any advertising that implies a salesperson is a broker or is responsible for the operation of a real estate brokerage is also not permissible.

TREC rules also require brokers to file an assumed name certificate with TREC if they transact business under a name other than their legal name. Any advertising under an assumed name that does not readily identify the broker as a real estate licensee must specify that the advertiser is a real estate agent or broker.

NAR Advertising Guidelines

Article 12 of the NAR Code of Ethics requires REALTORS® to present a true picture in their advertising and representations to the public, as well as clearly identify their license status in all advertising. The Code also requires disclosure of all terms when offering an inducement to do business.

Use of the REALTOR® marks

Your use of the marks indicates to the public that you are a member of the National Association of REALTORS®. To protect the exclusiveness and integrity of these marks, you have an obligation under the Trademark Protection Program to notify the public of the marks’ special meaning by your proper use of them. The marks are valuable assets, but will remain valuable only as long as they continue to distinguish members of NAR from non-members. The following are a few guidelines on use of the REALTOR® marks from NAR’s brochure titled “It’s Your Association.”

Form

Use all uppercase letters. Initial caps are acceptable only when the “®” symbol is used. The uppercase letters help distinguish the mark from words of ordinary meaning in the eyes of the reader. The federal registration symbol should be adjacent to all marks in all advertisements, signs, business cards, letterheads, etc. The proper use: REALTOR®, REALTORS®, REALTOR®’S, REALTORS®’.

Content

Use the marks only when referring to a member of NAR. Do not use the marks interchangeably with “real estate broker” or “real estate agent.” The term REALTOR® does not denote vocation. Proper use: Local lawyers, real estate brokers, insurance agents and bankers attended the meeting. Rotarians, Masons, REALTORS® and members of the Home Builders Association attended the meeting.

Usage

Use the marks in conjunction with, but not as a part of an assumed business name or logo. Always separate the marks from your name or firm name with punctuation. Proper use: Blackacre, Inc., REALTORS®; John Jones, REALTOR®; Sally Brown and Company, REALTORS®; Green, Inc., REALTORS®. In the body of written material, use the federal registration symbol with each mark or at least with the first time each appears. Never use descriptive words or phrases to modify the marks, to differentiate among members or to create the impression that a name or phrase refers to a sub-organization of REALTORS®. Improper use: Most Qualified REALTOR®, Professional REALTOR®, REALTORS® with integrity, The Family of REALTORS®, Texas REALTORS® (as the name of a firm).

Most news media will not use all caps or registration symbols in news or feature articles. Acceptable in news or feature articles: Realtor, Realtors. However, all advertisements should be submitted and printed with all caps and the registration symbol.

Use of the REALTOR® Marks on the Internet

When surfing the Web for real estate homepages, it’s quite common to come across sites belonging to REALTORS®. If you are looking to add your own electronic presence on the Internet, it is easy to get caught up in designing your own Web page and choosing a domain name which will capture the attention of surfers and make you easily identifiable.

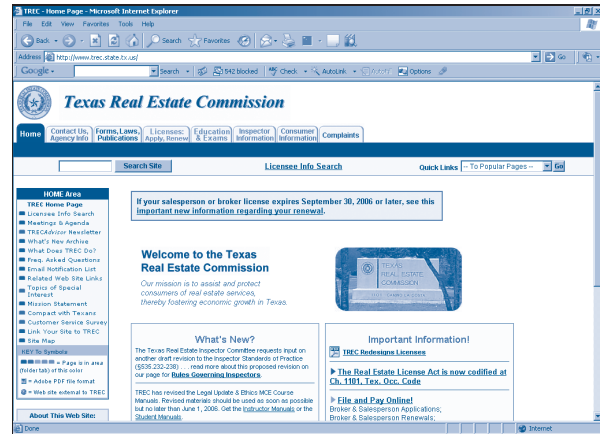
REALTORS® often want to use the REALTOR® marks as part of their domain name or address to distinguish themselves, but they must keep in mind that there are rules governing proper use of the REALTOR® marks that must be adhered to at all times regardless of the media used. These rules are found in the National Association’s Membership Marks Manual, a reference manual explaining proper use of the REALTOR® marks including examples of correct and incorrect uses. Here is a brief list of the principle rules affecting use of the REALTOR® marks in domain names:

1. The term REALTOR®, whether used as part of a domain name or in some other fashion must refer to a member or a member’s firm.
2. The term REALTOR® may not be used with descriptive words or phrases. For example, Number1realtor.com, numberone-realtor.com, chicagorealtors.org or realtorproperties.com are all incorrect.
3. For use as a domain name or e-mail address on the Internet, the term REALTOR® does not need to be separated from the member’s name or firm name with punctuation. For example, both johndoe-realtor.com and johndoerealtor.com would be correct uses of the term as a part of domain names, and jdoe*realtors@webnetservices.com and jdoerealtors@webnetservices.com are both correct uses of the term as part of an e-mail address.
4. The REALTOR® block R logo should not be used as hypertext links at a website as such uses can suggest an endorsement or recommendation of the linked site by your association. The only exception would be to establish a link to the National Association’s website, **Realtor.com**.

The public has adopted the use of all lowercase letters when writing domain names, even those containing trademarks. Therefore, for purposes of domain names and Internet addresses only, there is an exception to the rule on capitalization of the term REALTOR® and it may appear in lowercase letters. The REALTOR® marks should only be used to denote membership in NAR.

Texas Real Estate Commission

1101 Camino La Costa
Austin, TX 78752
Phone: 512-459-6544
website: www.trec.state.tx.us



To search for individual licensee records including sponsorship information and a list of completed education credits, visit www.trec.state.tx.us/newsandpublic/licenseelookup/.

TREC is the state's regulatory agency for:

- real estate brokers and salespersons
- real estate inspectors
- education providers for real estate and inspection courses
- residential service companies
- timeshare developers
- easement or right-of-way agents

TREC exists to protect and serve the citizens of Texas. The Commission's programs of education, licensing and industry regulation ensure that real estate service providers are honest, trustworthy and competent.

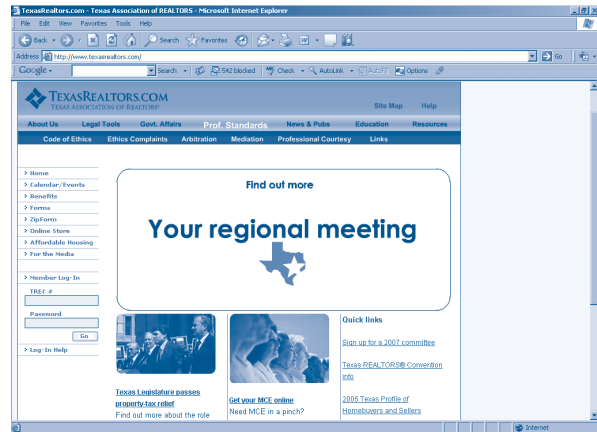
TREC requires that all real estate brokers and salespersons meet and maintain specified levels of education to hold a license to act as real estate agents. Agents are required to follow the provisions of The Real Estate License Act and the Rules of the Texas Real Estate Commission in all transactions and to deal with the public in a competent and honest manner. The Commission also licenses real estate inspectors, residential service companies and real estate schools and registers timeshare properties.

TREC has a statutory relationship with three state entities:

- The Commission partners with the Real Estate Center at Texas A&M University on research and education projects.
- It appoints two members to the Mortgage Broker Advisory Committee of the Texas Savings and Loan Department and cooperates with that agency on issues affecting real estate licensees and mortgage brokers.
- TREC provides administrative support to the Texas Appraiser Licensing & Certification Board (TALCB) under a memorandum of understanding approved by their governing boards.

Texas Association of REALTORS®

1115 San Jacinto Blvd., Ste. 200
Austin, TX 78701-1906
Phone: 512-480-8200
Toll-free: 800-873-9155
Fax: 512-370-2390
website: Texasrealtors.com



Legal Hotline

The Texas Association of REALTORS® Legal Hotline is your link to an attorney who can provide information on real estate law and related matters. The hotline (800-873-9155) operates Monday-Friday, 8:30 a.m.-4:30 p.m. Questions received enable the association to track issues of concern to its members and develop appropriate programs and services.

ZipForm

TAR is your complete resource for ZipForm contract software. Click on the “ZipForm” link from the TAR home page to find program downloads, software and library updates, tutorials and other helpful information. You can reach ZipForm Desktop Support at 800-383-9805.

Publications

TAR’s award-winning *Texas REALTOR®* magazine is produced 10 times a year and offers information, advice and news to help real estate professionals succeed in the industry. Twice a month, TAR sends members *Texas REALTOR® Focus*. This e-newsletter gives Texas REALTORS® legal information, technology tips, sales and marketing ideas and other helpful information. *Texas REALTOR® Update*, TAR’s podcasts, offer answers to legal questions, technology tips and real estate news and trends at your convenience on your iPod or other MP3 player.

Texas REALTOR® License Plates

Show everyone on the road that you’re proud to be a Texas REALTOR®. The Texas Department of Transportation has made available applications for an “I am a Texas REALTOR®” license plate. Not only do you get to advertise your profession on your vehicle, but \$22 of the \$30 fee for the plate goes into the Texas Association of REALTORS® Housing Opportunity Fund established to promote affordable housing in Texas. To learn more about the plates, visit www.texasrealtors.com/mr/benefits/marketing/licenseplate.cfm.

Do Not Call Sentry

Routine calls and even responses to new inquiries can all trigger violations under the complex federal DNC rules. And the penalty for even one violation is \$11,000. Do-Not-Call Sentry™ is a simple, online call compliance solution to help brokers meet the federal safe harbor provision, protecting a company from potential fines. As a member of ABoR and TAR, this valuable service is available to you at no cost. For more information and to sign up for this free service, visit <http://tx.dnccentry.com/>.

Texasrealestate.com

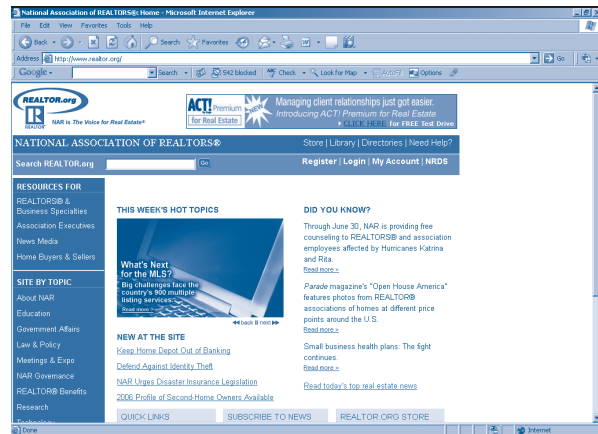
Texasrealestate.com is a consumer-focused website managed by the Texas Association of REALTORS®. Consumers can find quarterly housing reports, tips for buying and selling homes, as well as news on the Texas economy and what’s happening in the market on the website.

National Association of REALTORS®

Headquarters:
430 North Michigan Avenue
Chicago, IL 60611

DC Office:
500 New Jersey Avenue, NW
Washington, DC 20001-2020
Toll-free: 800-874-6500

website: Realtor.org



Code of Ethics

The REALTOR® Code of Ethics provides a high standard for all REALTORS® to live up to as well as providing an important difference to consumers.

Representation

Making sure that your voice is heard is one of the primary advantages of being a member. From lobbying to grass-roots advocacy, the power of being part of over one million members works for you on Capitol Hill every day. Learn more about NAR's Government Affairs activities and RPAC, the largest and most influential PAC, by visiting Realtor.org.

Consumer Awareness

The ongoing Public Awareness Campaign has resulted in a significant increase in consumer perception of the value REALTORS® bring to the home buying process, which increases your value in the marketplace. Of course, members enjoy the full benefit of this effort only when they identify themselves as REALTORS®. Leverage the power of this national advertising by putting the REALTOR® logo on your business card and wearing your REALTOR® pin.

Technology

Secure more listings and sell more homes with Realtor.com, the world's largest database of homes for sale. The Center for REALTOR® Technology serves REALTORS® as an industry advocate, an implementation consultant and a technology information resource.

Publications and Information

REALTOR® Magazine, NAR's official magazine, is published 12 times per year and reports on industry best practices, trends and tools of the trade—all with the mission of helping NAR's 1.3 million-plus members achieve business success. The magazine's website, REALTOR® Magazine Online (www.realtor.org/rmodaily.nsf), includes daily real estate news, articles archives and an abundant collection of business tools for NAR members.

Access the real estate library, locate hard-to-find real estate books and tapes, request customized research and order publications. Still need more information? NAR's dedicated Information Central specialists are on hand to handle your questions at 800-874-6500.

Abor.com Resources

Visit the ABoR homepage (www.abor.com) for current industry news, educational offerings, community issues and events. Be sure to check the site on at least a weekly basis and log in to the “My Account” section to receive important alerts. View **Abor.com** using Internet Explorer 7 or higher.



The site provides the following interactive services:

- “Find a Member” with multiple search criteria
- My Account: member profile maintenance
- Services enrollment confirmation
- Broker management for Designated REALTORS®
- Online application processing
- Property and membership maintenance forms
- Course registration
- Event registration
- Invoice/payment information
- Real-time e-payment
- Online “Terms of Use” acceptance
- Internet-based MLS and other quick links
- Professional guidelines
- Monthly home sales statistics
- Content search engine
- Member volunteer online application
- Code of Ethics
- Committee registration
- Partners and Vendors
- Online Learning Communities

AustinHomeSearch.com

The Austin Board of REALTORS® brings consumers the most trusted resource for people seeking homes in Central Texas—**AustinHomeSearch.com**. Our website features a comprehensive tool for searching residential listings and information on why it pays to work with a REALTOR®. ABoR promotes **AustinHomeSearch.com** and you as a REALTOR® through its annual public awareness campaign.



Office Visits

ABoR staff and committee volunteers are available to meet with your office to provide updates on new policies affecting REALTORS®. Representatives can present an overview of Multiple Listing Service (MLS) Rules and Regulations or share some insight on the legislative issues that impact the real estate industry.

ABoR Seeks Your Input

ABoR regularly asks for and uses member feedback. On-going surveys, comprehensive customer service surveys and course evaluations are some ways we want to hear from you. Your input helps us determine how we can best focus our resources so that Austin-area REALTORS® remain at the forefront of their businesses. Members are welcomed to submit their input by visiting www.abor.com/contact_us/home.cfm.

In addition to surveys, ABoR’s task forces and committees are comprised of agents who provide valuable information on the products and services ABoR offers. A call for committee members is announced each summer.

How to Contact ABoR

We are open Monday through Friday, 9:00 a.m. to 5:00 p.m.

Austin Board of REALTORS®
10900 Stonelake Boulevard, Suite A-100, Austin, TX 78759-5826
Phone: 512-454-7636, Fax: 512-454-5369

Departments

Accounting: Dues, payments, billing
Community Affairs: Community events, services
Education: Classes, certifications, MCE courses, designations
Electronic Keys: ActiveKEY, eKEY, electronic keys & keyboxes
Executive Department: Board of Directors, Board & Operating Committees
Foundation: Fundraisers for scholarships
Government Affairs: Local and national legislative issues, TREPAC events
IDX Smart Framing: Internet data exchange, Web hosting
Marketing and Communications: Newsletters, advertising, public & media relations
Membership: ABoR, ACTRIS & Affiliate membership requirements & benefits
MLS Data Help Desk: Data entry questions, violation reports
MLS Support: MLS listings, MLXchange
Professional Standards: Arbitration, ethics, fair housing & advertising rules
Technology: Technical difficulties with Abor.com

Member Services Department

The Member Services Department is available from 9:00 a.m. to 5:00 p.m., Monday through Friday. Services supported by the Member Services Department include: Multiple Listing Service (MLS) and Leasing Management Service (LMS), Internet Data Exchange (IDX), Supra key system, MLS training and forms. ACTRIS also serves agents in neighboring associations, including the Williamson County Association of REALTORS® and Bastrop County Association of REALTORS®. Services provided to these associations include key and MLS services.

Member Services Contacts

Member service representatives may be reached at 512-454-7636 or at the e-mail addresses below. Additional contacts useful to your daily business are also included in this section.

MLS issues: mlssupport@abor.com
Report inaccurate listings: betterdata@abor.com
Membership or account information: membership@abor.com
General lockbox or key issues: supra@abor.com
Cancel MLS class reservation: mlsclasses@abor.com
Internet Data Exchange: idx@abor.com

Additional Contacts:

MLXchange Technical Support
866-776-0661
8:30 a.m. – 8:30 p.m., Mon – Fri
8:30 a.m. – 3:30 p.m., Sat – Sun
actrishelpdesk@marketlinx.com

AustinHomeSearch.com
homesearch_help@abor.com

Realtor.com
800-878-4166 (press option 1)
customercare@realtor.com

Supra Keys and Lockboxes
Technical Support: 877-699-6787
suprasupport@ge.com
www.supraekey.com
Accounting Dept: 877-699-6787
SupraWeb Issues: 866-421-0308
KIM Voice/Manual Update:
888-968-4032

Sprint Real Estate Account Executive
512-789-9948

ZipForm Password/PIN Questions
800-383-9805
support@texasrealtors.com
<http://support.zipform.com/>

Keeping Your Membership Current

MLS subscription fees are separate from your professional association fees. Please note the payment deadlines, which remain consistent from year to year, to ensure your MLS service is uninterrupted. Since 2004, members have been provided the convenience of submitting payments online. Payments may also be made by mail, telephone or visiting our office. You may update your contact information by visiting the "My Account" section of **Abor.com**.

- **ABoR Member Dues Deadline:** December 15
- **ACTRIS MLS Fee Deadlines:** March 15 and September 15

Property Tools

MLS and LMS

MLXchange is the primary source for MLS content used by members of ABoR. The Web-based MLS system is included in MLS subscription fees.

Leasing Management Services are available to all MLS subscribers for an additional charge of \$40 plus tax, semi-annually. Designated REALTORS® (sponsoring brokers) must subscribe to LMS before agents can subscribe. Participation in LMS allows agents to access: a comprehensive database of lease listings, agents specialized in leasing property and property management, network for referrals and quarterly leasing forum meetings.

Tax Data

The tax data available to MLS subscribers is called Realist, a product of First American CoreLogic. Realist brings agents timely, accurate information that is updated weekly directly from public records. Realist features comprehensive CMAs that include For Sale by Owner (FSBO) data, a powerful mapping solution, data exports for farming lists and mailing labels and multiple custom report options.

IDX/Internet Listing Display Smart Framing and Web Hosting

IDX/Internet Listing Display is an agreement between brokers to share their listings with each other for the purpose of Internet display on individual websites. By participating in IDX, you agree to let other offices promote your listings, much like agents do with flyers and faxes. A combination of advertising and communication, IDX policies are designed to protect and promote your listings. Members may download and post MLS content for use on websites if they comply with IDX policies. MLS subscribers are also eligible for free IDX website framing products which automatically update listings. For details on IDX policies, review the ACTRIS Rules and Regulations or send an e-mail to idx@abor.com.

Supra Keyboxes and Electronic Keys

Supra has been serving REALTORS® in the Austin area since 1996. Agents have access to activity reports online, and the system allows Affiliate members access to properties with the appropriate CBS codes that are supplied to Affiliate members by REALTOR® members. Agents may obtain Supra technical support from 7:00 a.m. to 9:00 p.m., seven days a week by calling 877-699-6787.

All ACTRIS MLS subscribers have a choice between two types of keys: the ActiveKEY, which is leased from Supra through ABoR, and the Electronic Key (eKEY), which is used through a PDA or Smart Phone owned by the agent.

Pricing (Prices do not include applicable taxes)

ActiveKEY Service: \$15.00/month

Billed with ACTRIS MLS Subscription fees bi-annually

Electronic Key (eKEY) Basic Service: \$17.52/month

Billed monthly by Supra with member-owned equipment

Electronic Key (eKEY) Professional Service: \$28.96/month

Billed monthly by Supra with member-owned equipment

Infrared Key Boxes: \$90/each

Supra Key System Tips

Nightly key updates are required to encourage an exchange of valuable property information among agents. If a nightly sync is missed, agents may call KIM to obtain an update code good for 24 hours. To view activity, register keyboxes and access additional options, visit www.supraekey.com. Remember to refrain from using open shackles to carry lockboxes to avoid damage.

Forms

MLS subscribers may access property maintenance forms at no cost. Agents also receive access to all TAR property forms for free. Forms include: Buyer's Representation Agreement, Listing Agreement, Property Change/Listing Transfer Form, and many more. Visit <https://www.abor.com/mls/pforms.cfm> to access forms today.

MLS Training

Subscribers of the MLS may take advantage of several courses offered throughout the year. Available courses on MLXchange include: MLXchange New Member, System Customization, CMA, Client Communication, Website Management, CRM, Add/Edit, Realist Tax, Client Gateway and MLS Business Tools.

Tips to Using the MLS

Keep the following tips in mind while using the MLS. Important information about MLS tools can also be found in the quarterly ACTRIS updates delivered directly to your e-mail inbox.

- Only brokers may withdraw listings
- Square footage is required
- Search by "All" if you don't know the property category
- Inform listing agent, broker or ABoR if a listing is erroneous
- Withdrawn listings may be re-entered after 30 days
- Enter "Sold" information that is accurate and pertinent
- Search by "Agent Name" to locate public ID when entering sold information
- All MLS content is copyrighted

Actual Days on Market (ADOM)

This number is tied to the current listing and this listing alone. Automatically resets when a new listing is added.

Cumulative Days on Market (CDOM)

This number is tied to the property. In order to clear the CDOM and not have days carried over to the next listing, the property must be completely off the market for 90 days (three months). To be completely off the market means the previous listing has been withdrawn or expired for at least 90 days. Once a listing is sold, the CDOM will recalculate.

Property Status Definitions

Status definitions are used to identify the status of properties listed in the MLS. Use the following signifiers to communicate the status of properties.

Active (A): A listing currently ready to sell.

Active Contingent (AC): An offer has been accepted on the property but is contingent upon something.

Expired (X): The listing agreement has expired; listings automatically expire at midnight on the expiration date.

Leased (L): A lease listing that has been leased.

Pending (P): Contract is pending; an offer has been accepted.

Pending Taking Back Up (PB): An offer has been accepted on the property; however, the owner would like to continue taking additional offers; this status is used when there is an option period.

Pending over four months (PO): Properties listed as P or PB for more than four months automatically change to PO.

Sold (S): Listing has closed and/or funded.

Temporarily off Market (T): Property is currently unavailable.

Withdrawn (W): Listing no longer available; only brokers may withdraw listings.

Ensuring Accuracy of MLS Content

The Austin/Central Texas Realty Information Services (ACTRIS) works to enable MLS Participants to increase their value to the consumer by delivering accurate and immediate market information. If MLS content is inaccurate, REALTORS® will not have the tools required to effectively list and sell properties.

To promote the integrity of the MLS, ABoR communicates new rules in its publications, on **Abor.com**, during Lunch and Learn sessions and during office visits. Furthermore, penalties are assigned to those who do not comply with the Rules and Regulations. Fines are assessed because content integrity is a priority at ABoR. New penalties and penalty increases must be approved by the ABoR Board of Directors.

Violations are discovered in various ways. Regular reports are performed by ABoR staff, but peers are the best resource for detecting inconsistencies. If you discover a listing containing invalid information, please contact the listing agent or broker first. By working together, we can improve the quality of the MLS. Agents may also report violations by sending an e-mail message to betterdata@abor.com or by calling 512-454-7636. Reporting members remain anonymous.

The rules most often overlooked by MLS subscribers are:

- Keeping PIN code with Supra keypad
- Unauthorized use of MLS tools
- Non-compliance of “Internet Remarks” policy
- Not including photos with listings
- Pending over four months
- Incorrect/incomplete information

Rules and Regulations

ABoR educates members about the rules using member publications, websites, office visits and telephone calls. The rules are important to ensuring the quality of the resource used by agents every day. Complete ACTRIS Rules and Regulations can be found at www.abor.com/pdf/mlsrules.pdf.

Penalties

Section 13.3: Unauthorized Use

MLS Access by a Non-Subscriber – Up to \$2,500

Unauthorized access to MLS or the MLS Compilation may result in a substantial fine up to the maximum allowable fine and other sanctions to the Participant. If Participant and/or Subscriber uses the MLS or the MLS Compilation, including, without limitation, providing access to the MLS or the MLS Compilation in any manner not expressly authorized under these Rules and Regulations or any data license agreement entered into by and between ACTRIS and the applicable Participant and/or Subscriber, the Participant and/or Subscriber is subject to his or her access and/or rights to use the MLS Compilation or the MLS being terminated.

Section 13.4: Unauthorized Use

Further, if the Participant or Subscriber uses the MLS, the MLS Compilation, or any MLS tool, including without limitation, a Keypad, in any manner not expressly authorized under these Rules and Regulations, the MLS Terms and Conditions or any data license agreement entered into by and between ACTRIS and the applicable Participant and/or Subscriber, whether or not, expressly prohibited under these Rules and Regulations or the MLS Terms and Conditions, is subject to a fine of up to the maximum allowable fine and other sanctions to the Participant. Additional actions could include the filing of a complaint with the Professional Standards Committee of the Board and initiating legal action, should the circumstances so indicate.

Section 13.5: Violations of Terms and Conditions of Use

Unauthorized Use of a Keypad – 1st offense: \$250; 2nd offense: \$500

Agents cannot share keypads with other subscribers or non-subscribers (spouses, assistants, customers, etc.)

Keeping PIN Code with Keypad – 1st offense: \$250; 2nd offense: \$500

Unauthorized Use of MLS Tools — 1st offense: \$250; 2nd offense: \$500

Sharing of MLS tools with those who are not MLS Participants is prohibited.

Licensed, Non-ACTRIS Name in MLS Listing — 1st offense: \$250; 2nd offense: \$500

Entering the name of a licensed agent who is a non-member of ACTRIS anywhere in the listing is prohibited.

Non Compliance of IDX or VOW Policy — 1st offense: \$250; 2nd offense: \$500

Section 13.6: Database Violations

Late Submission of Listing — \$100 per offense

Listing must be entered into the system within forty-eight (48) hours of the instructions per the listing agreement.

Late Reporting of “Pending” Status — \$100 per offense

Agent must report status of “P,” “PB” or “AC” option within 24 hours of change. A 24-hour warning period is issued before fine is incurred. Listings which have “Option Periods” must also have the status changed. A date field has been added to the MLS system to enter in the “Option Period” time frame.

Late Reporting of “Sold” Status — \$100 per offense

Participant or Subscriber must report a listing as sold within twenty-four (24) hours of the closing and/or funding on a listing. A 24-hour warning period is issued before a fine is incurred. Listing cannot be withdrawn if sold.

Pending Over 4 Months — \$100 per offense

If Participant or Subscriber is notified that a listing is “PO,” they must update the listing to reflect one of the following: appropriate sold date, return to active status or enter tentative close date. Participant or Subscriber will have seventy-two (72) hours after notification to correct the listing before a fine is incurred.

Incorrect/Incomplete Information — \$100 per offense

All listings must contain correct and complete information in the required fields. In cases where agents are notified by staff via e-mail, agent will have 48 hours to correct the listing before a fine is incurred.

Incorrect Sold Information — \$100 per offense

All listings must contain correct and complete sold information in the required fields, including the sold price and the correct selling agent. Agents will have 48 hours to contact ABoR with the correct information before a fine is incurred.

Section 13.8: Immediate Fines

Computer Class Violations — \$25 per offense

If Participant or Subscriber scheduled him/herself for a class and fails to attend or cancel within twenty-four (24) hours prior to the class, Participant or Subscriber will be fined. If an Authorized Assistant fails to attend or cancel within twenty-four (24) hours, the Authorized Assistant will be fined. If Participant or Subscriber is a new member and misses the scheduled mandatory class, computer access will be stopped until agent reschedules.

Any Security Code in Listing — \$100 per offense

For safety and liability issues, gate, combination and security codes are not to be included in any listings. The attachment must be labeled Security Code Attachment. This type of information is prohibited within the listing content, such as Agent Remarks, Internet Remarks, Directions, but not limited to these data fields.

Incorrect Address — \$100 per offense

Only the property address may be entered in the “Address” field. Comments such as “Reduced,” “Back on Market,” “New Listing,” etc. are prohibited.

Failure to Comply with Photo Policy — \$100 per offense

At least one digital image of each property (all property types) listed in the MLS shall be loaded within seven (7) days of the list date unless written documentation requesting a digital image not be submitted is signed by the seller and submitted to ACTRIS. If the listed property has a dwelling, at least one image must be of the

front of the dwelling. This does not apply to "To Be Built" or "Under Construction" dwellings. Digital images submitted to MLS shall only contain photos pertinent to the listed property, floor plans of the listed property, renderings of the listed property or plat maps. Digital images should not contain contact information such as names, phone numbers, e-mail addresses or website addresses, including use of embedded, overlaid, or digitally stamped information, except for the listing Participant's yard sign (provided that such yard sign may only be incidental to and a small portion of the digital image).

Double Listing – \$100 per offense.

A listing cannot be entered twice in the same category. Listings can be entered into two (2) different categories for a Five Dollar (\$5) charge.

Directions – \$100 per offense

Directions are a required field. All listings must contain directions. It is not appropriate to enter telephone numbers, e-mail addresses, or website addresses in this field as there are other specified fields in the listing format for this information.

Improper Use of Listing – \$100 per offense

The intent and purpose of the MLS is to share information about the property and offer compensation and cooperation to other members. It is a violation of this rule to use any field for anything but its intended purpose. This specifically includes, but is not limited to, promotion of an individual, a company or a marketing plan.

Unauthorized Listing Information for Internet Data Exchange Display – \$100 per offense

Only a physical description of the property shall be entered in the Internet Remarks section. Any name, phone number, branded photos, any website or Web address, etc. is prohibited in the Internet Remarks section due to violation of IDX policies. Home builder name permitted, as it describes the property. Photo descriptions are limited to descriptive narrative that describes the property. Virtual tours cannot display any name, phone number, agent branding or web addresses since this information is displayed on IDX sites.

Improper Use of Sold/Leased Data – \$100 per offense

Any use of "sold" information other than to (a) support an estimate of value on a particular property for a particular client or (b) advertise Participant's services.

Failure to Report Sold/Leased Data – \$500 per offense

Members cannot allow listings to expire, withdraw the listing, or report as another status (other than sold) if listing sells. If a listing is not reported as sold, member will incur an immediate fine of Five Hundred Dollars (\$500). Listing Agents obtain permission from seller to report sold data before entering listing into the MLS, eliminating "confidentiality" questions of disclosing sold price as a condition of purchase. If the correct sold information is not submitted to ACTRIS within twenty-four (24) hours of notification, an additional fine of Five Hundred Dollars (\$500) will be imposed up to a maximum amount allowable fine and other sanctions. If a Participant and/or Subscriber fails to report sold data, the Participant and/or Subscriber is subject to loss of his or her access and/or rights to use the MLS Compilation.

Disparaging Remarks in Listings – \$100 per offense

Remarks of a belittling nature, decay, or reduce in rank or esteem. A 24-hour warning period is issued before a fine is incurred.

Entering Incorrect Sold/Leasing Agent – \$100 per offense

The correct sold/leasing agent must be entered. If a non-member participates in the sale/lease of the property, MLS Participant must enter NONMBR.

Article XIII

Section 13.9: Warning Letters

Listing Not Corrected within Forty-Eight Hours of Notice – \$100 per offense

Warning letters/emails are provided as notification of certain incorrect or incomplete entries in the database. If the entry is not corrected within forty-eight (48) hours of the notice, a fine of One Hundred Dollars (\$100) is imposed. Some examples are: School District, School Name, Zip Code, Owner Name (may be withheld only if a letter from the owner is on file or indicated in the ACTRIS Listing Agreement), City (if outside any city, use the

mailing address city), omission of Subdivision or Survey Name from the “Legal” Field, comments that could be harmful to the interests of the seller, or abbreviation where truncation should be used.

Incorrect Parcel ID — \$100 per offense

Only the correct PID, as identified in ACTRIS’ tax system, may be entered in the PID field. If a PID is not assigned by the county or if the property is listed in another category, the address may be entered in the PID field.

Improper Use of Term “MLS” or “Multiple Listing Service” — \$100 per offense

Because information accessible on MLS Participants’ websites is not the full ACTRIS MLS, Participants may not use terms that directly or indirectly imply that the public is searching the ACTRIS MLS from their website.

Section 13.10: Continual Infringements

Continual infringement violations are defined by three categories: Unauthorized Use, Database Violations and Immediate Fines.

Unauthorized Use — Up to Maximum Allowable

Agent and broker will be notified by e-mail, U.S. mail or appropriate method within 10 days. First offense of an Unauthorized Use violation within a three-year rolling period is \$250; second offense of an unauthorized use violation within a three-year rolling period is \$500. Violators of a third offense of an Unauthorized Use violation within a three-year rolling period are subject to ACTRIS Directors’ decision to impose fines up to the maximum allowable fine and other sanctions, including referral to ABoR Professional Standards Committee for possible Code of Ethics violations.

Database Violations — Up to Maximum Allowable

Agent and broker will be sent a request via e-mail to correct listing within 48 hours. If listing is not corrected within 48 hours, a \$100 fine is assessed. Agent and broker are notified by U.S. Mail or appropriate method within 10 days. The fine is doubled every 10 days that the correction is not made (e.g. \$100 fine doubles to \$200, \$200 doubles to \$400, up to allowable fine). A fourth database violation occurring within a rolling 12-month period is considered a Continual Infringement. Violators are subject to ACTRIS Directors’ decision to impose fines up to the maximum allowable fine and other sanctions, including referral to ABoR Professional Standards Committee for possible Code of Ethics violations.

Immediate Fines — Up to Maximum Allowable

A \$100 immediate fine is assessed. ABoR staff will correct listing. Agent and broker will be notified via e-mail, U.S. Mail or appropriate method. Photo policy violations receive an immediate fine, and the fine is doubled every 10 days. Member must enter digital image of the listed property to stop the fine from doubling. A Fourth violation resulting in an immediate fine within a twelve (12) -month rolling period is considered a Continual Infringement. Violators are subject to ACTRIS Directors’ decision to impose fines up to the maximum allowable fine and other sanctions (including referral to ABoR Professional Standards Committee for possible Code of Ethics violations.) Failure to report sold data is an immediate violation but subject to higher fines.