

SPAAR Squad Offerings

Government Affairs Update

Time allotted: 15 -40 minutes (can be customized to your schedule)

SPAAR Government Affairs Director Eric Myers provides a brief overview of how SPAAR advocates on your behalf with local governments. He'll identify sources of valuable sign ordinance, point of sale and other regulation information, share state or federal legislation updates and brief you on any current issues SPAAR is addressing on your behalf.

RPAC Update

Time allotted: 15 – 40 minutes (can be customized to your schedule)

SPAAR Government Affairs Director Eric Myers provides an overview of the REALTOR® Political Action Committee (RPAC) and why it is valuable to you and your business. In this presentation Eric will discuss who RPAC supports, why it's beneficial for REALTORS® to support it and how RPAC dollars are raised and managed.

Making Market Statistics Work for Your Business

Time allotted: 15 – 40 minutes (can be customized to your schedule)

As a SPAAR member, you have access to a number of ready-to-print market reports in your marketing tool box. In this presentation, SPAAR Government Affairs Director Eric Myers will provide a high level walk through MATRIX and show you how you can create specific reports. Clients requesting market info ASAP? Eric will also identify reports that are updated on a weekly and monthly basis and ready to download and share.

SPAAR Association Update

Time allotted: 15-30 minutes (can be customized to your schedule)

Get the latest SPAAR happenings from Communications Director Alyssa MacLeod. She'll point out upcoming opportunities that help you get the most out of your SPAAR membership, including classes (often times free CE!), networking events and committee leadership.

Volunteering: Good for the Community, Good for Your Business

Time allotted: 15-30 minutes (can be customized to your schedule)

Giving back to the communities in which you live and work has never been easier. SPAAR Community Engagement Director Joe McKinley will share what SPAAR is doing to engage members in community service programs and create a positive public image for REALTORS® as a result. Ready to add a service project to your calendar? Joe will let you know what opportunities are coming up!

Enhancing REALTOR® Professionalism Online

Time allotted: 15-30 minutes (can be customized to your schedule)

Are your electronic communications as professional as they could be? In this session, Mandy Boldt, SPAAR Professionalism, will get you thinking about whether you are using the right communication mode for your message and provide quick tips to make sure your spelling and grammar are top-notch.

The following are CE approved classes that can be taught at your office and do not need to be in conjunction with a Tuesday sales meeting. A minimum of 25 registrants is requested.

NAR Code of Ethics (2.5 hrs CE approved)

Time required: 2.5 hrs

Cost: \$10/agent

This class, which meets the NAR requirement that will follow a two year cycle starting in 2017, educates existing licensees about the National Association of REALTORS® Code of Ethics and how it promotes professional ethics in real estate. We will review some of the Code's Key Articles, discuss how they apply in common scenarios faced by real estate professionals and explore the legal and ethical duties REALTORS® have when these situations arise. A detailed explanation of the Ethics Complaint process and potential discipline if found in violation of the Code of Ethics will be given. Suggestions for corrective action and communication will be discussed as a standard of practice.

REALTOR® Professionalism in an Online World (3 CE Credits, approved)

Time required: 3 hours

Cost: FREE to SPAAR members, \$25/non member

Presenting a professional appearance used to involve dressing in business attire, driving a clean car or leaving prompt

and courteous phone calls. In today's online world, consumers judge your professionalism by how you interact with them electronically—via email, by texting or on social media. The influx of remote communication options makes it more important than ever to interact with consumers, clients and your fellow REALTORS® in a clear, polished and professional manner. Attend this three hour class and learn how to:

- *Quickly evaluate the who, why, what and how of your electronic interaction*
- *Understand how to select the mode that best suits the consumer/client and your message*
- *Represent yourself as a professional online and on paper by implementing best practices and avoiding common mistakes*
- *Follow MN DOC requirements for use of nicknames and your team name in advertising and in social media marketing*

REALTOR® Professionalism in an Online World is a great way to satisfy continuing education requirements as it is offered free to all SPAAR members and \$30 for non-members.