

Women's Council of Realtors

Regional 2 Educational Conference Report

Hilton Easton, Columbus Ohio
Illinois, Indiana, Michigan, Ohio, Wisconsin
Tuesday-Thursday July 16-18, 2019

Every year, Women's Council connects with Realtor members throughout Region 2, Indiana, Illinois, Michigan, Ohio and Wisconsin. The purpose of this conference is to connect with members to network and nurture referral relationships. We also focus heavily on education. The focus for Regional 2 Educational Conference is our *connections and relationships, which is the true value of a Realtor.*

Quick Snap Shot of Instagram

Connecting Through Social Media, Rebecca Donatelli

Why use Instagram?

- Build your business.
- Directly communicating with others.
- Can always stay top of mind,
- Ability to edit all your photos right on the app.
- Get discovered.

Interested in building a successful Instagram profile, well listen up to these suggestions!

Build your profile. You can share your achievements, designations and a small bio. You can even add a direct link to your profile, send your following to your business website. Choose a photograph that represents you best.

Creating your brand identity. What do you want your photos to say about you and your business? What is your message? You want to be consistent and recognizable. Show your personality in your style, be you!

What should I be posting? A great suggestion is: MIX IT UP! Become your neighborhood expert is very important no matter where you are located. It's great to share your love and knowledge about your area. Captivating ideas for sharing may include: listings, sold/pending properties, home signs, happy clients, home inspirations, what you're doing behind the scenes at a conference or educational programs, team, brokerage, motivational quotes and even throw in some personals. Keep in mind to try not to be too personal for safety reasons.

Should I use a hashtags? Yes, it allows others to discover you! You can even follow hashtags yourself. A few suggestions: #yourcity #yourneighborhood #realestate

Building a following, Who to follow? Close friends and family, other realtors, your sphere of influence, real estate organizations.

Engagement. Constant engagement with your followers makes you relevant in their life. Say congratulations, happy birthday or just send a like! Not just for potential clients but also other realtors- work that referral!

Utilizing your Instagram stories. This is a great way to share those posts that might not be as interesting to take up your main space. You can do multiples without overwhelming your following.

Keys For How We Deal With Clients

Be genuine. Be remarkable. Be worth connecting with.

Connecting with Clients, Sean Carpenter

Agents hold the key to open up doors, they hold the key to open up opportunities.

CHOOSE your attitude. Is today going to be a great day? Start yourself with a positive mindset. Bring that attitude to your business. Think positive, be positive, positive things will happen. Repeat “ I think I can” and you will.

Our business is nothing but personal accountant ability. A great book suggestion is *QBQ, The Question Behind the Question – John G. Miller*

SOCIAL. Old school or new school, successful realtors will manage to do both. You can be successful in even doing one over the other. What is “old school”? It is being active in your local communities. Volunteer work, Participating in church, and something so easy as saying hello to your neighbor. “New School” is similar but different. Reaching out on social media to an individual or to the masses.

TRUST. Earn your clients trust. Become competent, know your material. Become confidence, have an positive attitude. Become consistent, show up with competent and confidence.

EXPERIENCE.

Using great service includes using your manners, using people's names, know your “stuff”, show up on time, return calls promptly, communicate with people the way they want.

Technology Home Tips

- Set up procedures to not only protect your clients, but also protect yourself when smart devices are involved.
- Have all smart technologies reset at manufacturers default before closing.
- Have a smart technology disclosure form with instructions, warranty numbers, tech help, etc.

Connecting To Our Communities

Engaging in Critical Conversations: How housing matters

Columbus Women's Commission

Shelly Beiting, Director

Jillian Olinger, Housing Representative

The Columbus Women's Commission works to advance the economic well-being of women in our community, is focused on key issues and directly influences policies and procedure to make big change happen in Columbus.

Columbus Local Data. Women are the face of homelessness. 95% families headed by women, 35% women are employed.

Over 50% of the population in Franklin County are women, and in Central Ohio, one in four women are economically insecure. Those are just a few examples of why the Columbus Women's Commission is focused on the issue of the gender pay gap and has launched The Columbus Commitment: Achieving Pay Equity. Columbus is on the cusp of being a top-tier American city, attracting and retaining top-tier talent. With your commitment to help the region alleviate gender-based inequities, we guarantee Columbus will remain competitive in business and open to opportunities for everyone.

The Women's Commission had a great event on Equal Pay Day 2019 to recognize the release of The Kirwan Institute's newest research report, A Workplace for the Modern Woman.

For every \$1 earned by a man, a women earns 80 cents.

Evictions can be the equivalent of a prison record.

Actions You Can Take In Your Community:

- Learn about the history of your community, urban renewal, eviction data, fair housing.
- Volunteer at a homeless shelter
- Get training on implicit bias: ask your councils, commissions, fair housing organizations to provide this.
- Do some self-reflecting: take the Harvard IAT test, "Professional Bias"

Connecting With Our Politicians

JoAnn Davidson, Women's Leadership Institute
Elizabeth Brown, President ProTeam
Columbus City Council

Do not wait to be asked; get involved. Find the motivation within.
Barriers they have faced as women with families. Juggling children and your busy schedule.

Smart, Simple, Sustainable Home Trends **Why real estate is paying attention.**

Industry research, value, consumer interest, benefits.
Amanda Stinton, NAR Sustainability

REALTORS & Sustainability Report 2019

Consumers are seeking the benefits provided by sustainable features. Best possible options and best quality of life. Healthy, comfortable and homey are important factors to todays consumers.

Changing home buyer preferences are reshaping expectations in the housing market. Social norms are changing and that carries over to the real estate industry.

Do you know your third-party data? Home certifications (LEED, NGBS, ENERGYSTAR) and ratings (HERS, HOMEENERGY SCORE) can tell you how efficient your home is. Both of these can increase buyer confidence and boost appraised value to your home as a third party verified source.

Which features are important to your clients: comfortable living space, proximity, windows doors and siding, home operating costs. Research is showing home buying is becoming less about the HOUSE and more about the QUALITY OF LIFE. It doesn't end with the home costs between the four walls. When you leave the house, what is important to your clients? It's about the quality of life.

59% of consumers say sustainability is important to them. 39% of Realtors are confident in discussing and providing knowledge on sustainability to their clients.

IECC 2009 energy codes, current in Ohio.

International Energy Conservation Code, focuses on sealing and insulating, and efficient appliances, cooling, and heating.

Resources at your finger tips:

Home Performance Matters Initiative, collaboration between NAR and NAHB to work together and succeed in the rapidly growing marketplace for high performance homes.

nar.realtor/sustainability

Education and demonstration on sustainability priorities. A primer sustainability resource guide for members and associations. REALTORS & sustainability report is a benchmark study for residential and commercial in all markets.

NAR Green Designations, 2 full days in the classroom or 12 hour online course. A robust of information on sustainability.

Home Energy Information Guide helps real estate pros and MLSs with green data.

CMLS Quick Start Guide helps MLSs understand and add RESO compliant green data fields.

AL Green Addendum helps assign contributory value to high performance home features. This is great to turn into your lender to find the appropriate appraiser for your green home.