

## **A Message from the President –**

I hope everyone is having a good year so far. Spring is quickly approaching! Soon we will have more daylight and more time to show houses! Inventory is definitely a problem. Hopefully, that will be corrected in the near future. The Association is busy at work with virtual programs. Many of our committees are also meeting to discuss live events when we are able. As always, we strive to do the best for our members. Let me know if there is anything that we can improve!

**Chris Drewer**

## **Kathy McFadden, CEO -**

### **ShowingTime-purchased by Zillow**

Our Association is a stockholder in Bright MLS. There have been several virtual meetings in the last couple of weeks with the Bright MLS leadership team and their stockholders. They have been very transparent in communicating with REALTOR® members and Associations regarding the purchase of ShowingTime by Zillow.

There is still a lot of discussion and misinformation on social media regarding this situation. **PLEASE MAKE SURE YOU STRESS TO YOUR AGENTS THAT ZILLOW IS NOW A REALTOR® MEMBER AND ANTI-TRUST LAWS COME INTO PLAY, IF THERE ARE ANY DISPARAGING REMARKS MADE ABOUT THEM AS IS WITH ANY OTHER REALTOR® MEMBER.**

Please read below the information found on Bright MLS website and communicated with our members:

#### **1. Nothing has changed with ShowingTime**

We understand the impact of this acquisition. While it has been announced, the agreement has NOT been approved or finalized yet. Until the acquisition is complete and closed, NOTHING will change with our relationship with ShowingTime. All of the data protections in place from our existing agreement with ShowingTime remain intact and will continue after the transition.

#### **2. You WILL have a choice for showing solutions**

Bright is in discussions with Sentrilock to provide their new SentiKey® Showing Service. Subscribers to BOTH Supra AND Sentrilock will be able to use SentiKey.

We are also vetting several other solutions and may continue to expand our Showing Service offerings over time.

#### **3. System updates are happening now to prepare to support multiple showing service choices.**

Bright is actively preparing its infrastructure to give you the choice of showing service. Our goal is to make it easy for you to access one or more of the tools we provide.

**4. Bright is evaluating its OWN showing service. Bright is also evaluating a path to build its OWN showing service to provide you with an option that is wholly owned and controlled by Bright MLS.**

### ShowingTime and Zillow FAQs:

What does this mean for our online showing solution through Bright?

Bright offers ShowingTime as part of our suite of products. There are no plans to stop offering ShowingTime at this time, and Zillow and ShowingTime have both confirmed that there is no change expected in the services to our subscribers at this time. We nevertheless will continue to evaluate all options to provide Brokers and Agents with the best services and choices when it comes to showing solutions. We will share updates and information as we learn more.

Is my showing information private?

Yes, Bright's agreement with ShowingTime protects your information (including all showing information) from being shared without your knowledge.

When does this go into effect?

The acquisition still has to proceed through a normal deal closing process, including in this case approval by the U.S. antitrust authorities. This can take time.

How does this affect our SmartCharts statistics and ShowingTime scheduling in the Homesnap app?  
No changes are expected at this time and will share any updates and information as we learn more.

What other solutions is Bright evaluating?

Bright's goal is to provide Brokers and Agents with choices when it comes to showing solutions. All available solutions are continuously being reviewed and we are looking again now at all options.

Additional resources

General ShowingTime instructions

How do I remove ShowingTime as an agent?

How do I remove ShowingTime as a broker?

### **Diversity – NAR Code of Ethics**

On February 12<sup>th</sup>, the Broker/Manager/Team Leader meeting had four presenters who addressed various aspects of the NAR Code of Ethics (COE) changes. President Chris Drewer introduced the speakers: Bonnie Roberts-Burke, Region 3 Vice President, NAR; Paula Diggs Smith, Chair, Harford County Association of REALTORS® Inclusion, Diversity and Equity Awareness (IDEA) Committee; Dave Stromberg, Chair, Harford County Association of REALTORS® Education Committee and Vice Chair of the IDEA Committee; and, Colette Massengale, Esq., Senior Staff Attorney, MD REALTORS®.

NAR continues to provide monthly training on Breaking Down the Changes in the Code. There are two more training sessions left in a series of six sessions. The next one I encourage every member to attend - March 9 - Session 5: Breaking Down the Changes in the Code: Redefining Public Trust. The last in the series is April 6 - Session 6: Breaking Down the Changes in the Code: Panel Discussion of Commonly Asked Questions on New Professional Standards Policies on Discriminatory Speech. To register, click on the NAR link <https://www.nar.realtor/search-results?qu=Breaking%20down%20the%20changes%20to%20the%20COE>

On February 23<sup>rd</sup> and 25<sup>th</sup>, Maryland REALTORS® hosted “At Home With Diversity.” Our Education Committee paid the \$25 fee for our Board of Directors, Education Committee, IDEA Committee and Equal Opportunity Committee members to attend. I am pleased to report that 21 members and staff attended the two-day training. Several of our members serve on two or more of those committees.

As reported in our past news updates, the Association launched the Inclusion, Diversity and Equity Awareness (IDEA) Committee and the volunteers have been working hard exploring different avenues to roll out programs for our members. Through their efforts, the Association will soon be including a Diversity Resource section on its website. We will keep you posted as we roll out various educational materials.

### **“Meeting in Person” Task Force (MIPTF) developed**

As we approach the one-year mark of Governor Hogan’s Executive Order on COVID-19 State of Emergency Order/Stay At Home, there is light at the end of tunnel with three vaccines rolling out. The Executive Committee and Board of Directors have created the MIPTF to discuss plans for in-person meetings, in-person events, outdoor meetings, and the number of attendees. The MIPTF will review all the safety guidelines for such events and determine how we can safely move forward.

One of the questions frequently asked at the Association has been, will we still be able to continue virtual CE classes once we can meet again in-person? Once the Governor lifts the State of Emergency Order, it is totally up to the Maryland Real Estate Commission to grant us continued virtual classes. The only other avenue for the real estate industry to continue with virtual CE classes would be to have Maryland REALTORS® advocate for virtual CE legislation during the 2022 General Assembly next session and have the legislation passed and signed into law.

### **Danielle Leppo, Member Services Coordinator -**

Since July 2020, we have had over 1,800 REALTOR® members take virtual classes with us. This number includes members from both Continuing Education (CE) classes and New Member Orientation.

We have held 23 classes since October, and plan to hold 15 more over the next two months. Specifically, in the month of March, we have eight classes scheduled for a total of 15 CE credits as is always our credit goal for each month.

We recently offered an elective course concerning Sale of Real Estate at Public Auction scheduled in March that is already full!!

We also have scheduled two Housing Opportunity Certification classes to recertify the members that already hold the certification. We have sixty people that are eligible for these recertification classes and they will be contacted directly to encourage their registration.

In other news, [an interactive CE evaluation has been created!](#) As you may recall, pre COVID, members would take a class and fill out an evaluation form regarding the class and instructor. This practice was changed and required extra work when the Association began all virtual classes... until now. Members

that attend upcoming virtual CE classes will be asked to fill out a form online letting us know how they feel about the classes and instructors. It takes less than five minutes to complete and it a lot easier than the old form. Hopefully, everyone will find this process much more streamlined and appealing.

**Laura Metz, Director of Operations -**

**PARTNERS:**

Many thanks to our 2021 Partners!!! The support of our Partners makes many great initiatives possible, including complimentary continuing education, networking events, our Annual Membership Meeting, and additional REALTOR® membership incentives.

PLATINUM:

Aberdeen Proving Ground Federal Credit Union  
Certified Property Inspection

GOLD:

Freedom Federal Credit Union  
Harford County Association of REALTORS® Charitable & Educational Foundation  
The Robinson Law Firm, LLC

SILVER:

360 Tour Designs Services  
Broadview Title  
Chesapeake Bank of Maryland  
Hall's Septic Services  
HAR-CO Credit Union  
Home Land Environmental  
Jarrettsville Federal Savings & Loan  
Movement Mortgage  
Pillar to Post  
Rosedale Federal Savings & Loan  
Sanctuary Title  
Southern Trust Mortgage  
SunTrust Mortgage now Truist  
WesBanco Bank

**YPN Committee:**

The YPN Committee has been conducting monthly Open Forums, "It's Not Training, It's Conversation". Please join us! Ask questions, present ideas, help each other out! The next forum is scheduled for Monday, March 8<sup>th</sup> from 4:00-5:00 p.m. via our Ring Central virtual platform.

**Veronica Rolocut, Government Affairs Director -**

**HarCAR** is the new acronym approved by the Board of Directors as HCAR has been copyrighted by the Howard County Association of REALTORS® and has caused confusion with newer members and for online searches. But don't worry. No one will be upset if you say HCAR at the Association. This is for documents and online searches.

**10** is the number of major investors the Association needed to reach its 2021 RPAC goal. WELL, we just blew right on by that with our most recent major investor auction event that became the talk of the State! We are now at TWELVE! The returning Sterling R (\$1,000+) VIPs are as follows: **Chris Drewer, Theresa Simon, Lee Tessier, Louise Costello, Kevin Barnaba, Ed Garono, Sandra Hopkins, Heather Schafer Adkins, and Kathy McFadden.** AND, we had a returning Crystal R (\$2,500+) investor **Kay Deitz!!!!!!** We also added two new major Sterling R investors, **Aimee O'Neill and Kim Taylor!** Also, special shout out goes to Melissa Baldwin for her \$500 RPAC investment. If you are interested in becoming a major investor in RPAC, there is still room on our training room wall for your photo!!

**“Critical areas”** are lands within a thousand feet of tidal water (streams, rivers, wetlands, etc) that have a different set of regulations placed on them to protect water quality. The Harford County Department of Planning and Zoning has been experiencing an increase in the number of problems facing homeowners living in “critical areas.” If you or your clients have questions early in the homebuying process regarding “critical areas,” please call Harford County Planning and Zoning at 410-638-3103.

Please be sure to follow and “like” us on Facebook.

Brokers/Managers/Team Leaders - if you would like to catch-up on the latest happenings at the Association as well as hear about RPAC at your virtual office meeting, please contact the Association to schedule a date.

**Debbie Gantert, Administrative Services Professional -**

We are still here to take care of your Lockbox and SentiCard needs. Service continues to be by appointment only, so please contact me at 410-569-0750.

**Important information from SentiLock:** Beginning April 1<sup>st</sup>, 2021, all new members will be issued an app exclusive account and will no longer be issued an actual SentiCard. This is something that Brokers can advise their new agents when they are onboarding and discussing SentiCard. Also, beginning January 1<sup>st</sup>, 2022, agents will no longer be able to use their SentiCard to access lockboxes. It will strictly be by the SentiKey Real Estate app only. We will provide more information as it becomes available.

If you need a sign rider, brochure stand, or anything else to help keep your business a success, we are continuing to do REALTOR® Store Curbside pick-up by appointment only and items are based on availability. When you call to make an appointment, we will take payment over the phone, and your

card will be charged prior to your appointment. When you arrive, all you need to do is pull up, pop your trunk, and we will load the item (s) and receipt for you.

Have you redeemed your \$25 store credit yet?? Just a reminder that all renewing members who paid their dues on time between October 16<sup>th</sup> and November 16<sup>th</sup> have received a \$25 credit to use in our REALTOR® store. This credit will be good thru May 31<sup>st</sup>. Don't miss out!!! Contact us for more information or to place your order.

FUN FACT - Since the beginning of our fiscal year in October, we have had roughly 95 new members join the Association.