

YOUR VOICE IN REAL ESTATE

#### Membership Benefits of the Central Oregon Association of REALTORS®

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#### **Our Mission**

Organizations come together to define their goals, their core values, their purpose and their vision. The Central Oregon Association of REALTORS® created a mission statement that encompasses their collective purpose for REALTORS® and the public.

The Central Oregon Association of REALTORS® exists to enhance its member's ability and opportunity to operate successfully in all real estate markets, through professional standards, educational services, information networks, and collective community and political influence. We are your Voice in Real Estate for Central Oregon.

### **AFFINITY PROGRAMS**

As a member of the Central Oregon Association of REALTORS® (COAR) you are eligible to participate in the REALTOR BENEFITS® PROGRAM of the National Association of REALTORS® (NAR). Designed with you in mind, the program is your official member benefits resource, bringing you discounts and special offers on products and services just for REALTORS® and appraisers. Partners are carefully selected; you can be assured they understand the unique needs of real estate professionals and are committed to your success. Whether for your professional or personal needs, make www.REALTOR.org/RealtorBenefits the first place you stop when you shop. Call 1-800-NAR-5233 for live REALTOR Benefits®.































**AVIS**<sup>®</sup>























SENTRILOCK









\*Disclaimer: Not all benefits may be available in Oregon due to state laws. Benefits are not available to affiliate members who are not members of NAR.

### **COMMUNICATIONS**

COAR understands the importance of keeping members up-to-date and informed about the activities of the association, the current market conditions and other pertinent real estate news. COAR utilizes various communication avenues to keep members informed and equipped with the knowledge they need to succeed in any real estate market. The following are electronic communications utilized by the association:



In addition to our communications directly to members, COAR believes it is our responsibility to increase the visibility of the association and members as well as to increase the positive perception of REALTORS® to the buying and selling public.

We also believe it is essential to increase awareness of the importance of using a REALTOR® and what their contribution is to a real estate transaction. Because of these important values, the association has created an awareness campaign through the COAR Communications & PR Committee that blends print, radio and TV advertising.

We are also working to create videos that our entire membership can use for their own advertising or to display on their websites. Videos can be found on the association homepage, www.coar.com. COAR also works with local media to get advertising discounts during special events throughout the year.

COAR utilizes its Multiple Listing Service data to provide monthly and quarterly statistics to members, the public and the media to ensure that accurate information about current market conditions is being circulated.

## **COMMUNICATIONS**

COAR launched a new state of the art website, www.coar.com, in February 2014. This website provides valuable information to our membership and the public. It provides information in the below areas and much more. COAR.com is constantly updated to ensure that members and the public receive the information they need regarding the association and the current market anytime. Additionally, our website is mobile friendly to assist our members looking for information on the go. The website contains information on the following:



## **EDUCATION**

COAR understands the importance of educating members in an always changing real estate market. Whether it is changes in the market, changes in technology, changes in real estate regulations or changes to everyday business practices, COAR is there to help members navigate these changes through its broad educational course offerings.

01

COAR offers over 100 CE credits annually.

02

<u>COAR</u> offers members FREE classes each month.

COAR offers classes in various locations to provide for our outlying areas.

In January of 2015, COAR will be offering online webinars and a library of self-paced classes so that members do not have to travel for classes.

COAR is a REBAC provider through the National Association of REALTORS®, which allows us to offer designation and certification courses such as: ABR, SRS, SRES, e-PRO® & RSPS.

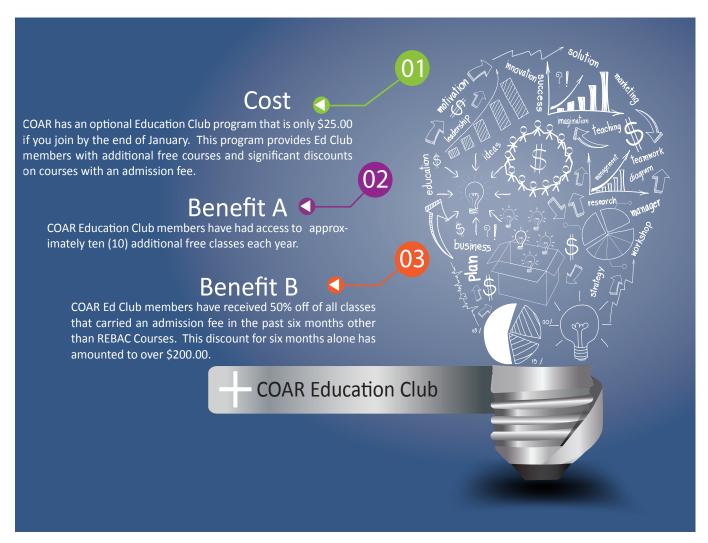
COAR sponsors managing principal broker breakfasts throughout the year with round-table discussions on current issues such as office policies, multiple offers & pocket listings.

COAR employs a staff member to coordinate CE courses, general education, online education, events, REBAC courses and locations throughout our territory.



### **EDUCATION**

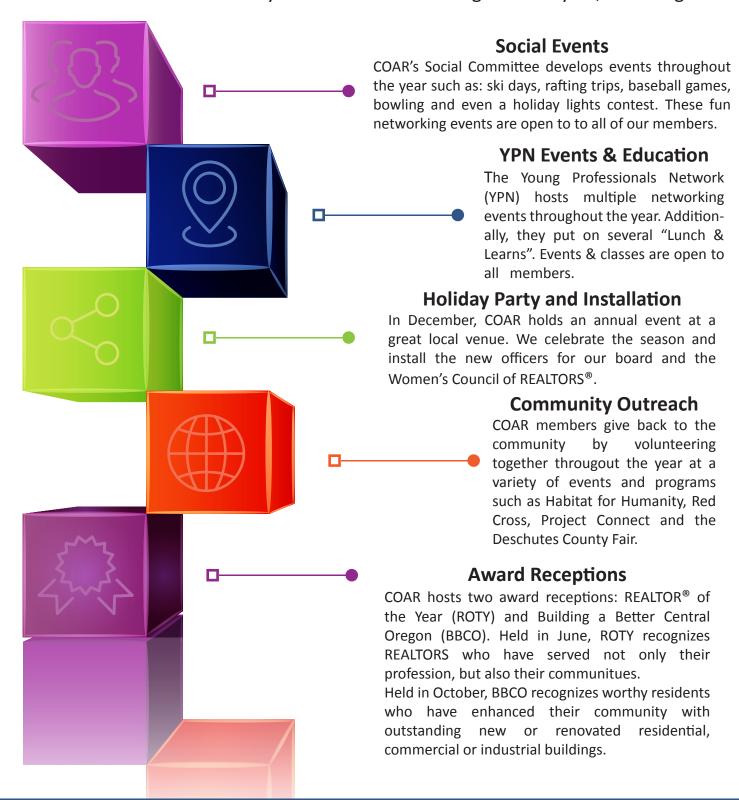
COAR offers a unique members-only benefit called Education Club (Ed Club). This is an optional program that allows members to access low to no cost education in order to fulfill their state mandated CE requirements as well as an extensive selection of general education topics.



In addition to our CE courses, general education classes, and our Ed Club program, COAR owns and operates the Multiple Listing Service of Central Oregon, which is only available to REALTOR® and appraiser members of COAR. If our REALTOR® or appraiser members opt to also join our MLS, we offer several classes on the ins and outs of our MLS system, Rapattoni. These classes include Rapattoni I, Rapattoni II and Rapattoni Input. Each of these courses are FREE and offered once per month. These courses are recommended for new members and available to our seasoned members looking for a refresher on the software. COAR also employs an Information Technology Directory who provides training on residential and commercial aspects of the REALTORS® Property Resource (RPR) system.

#### **EVENTS & COMMUNITY OUTREACH**

COAR members have the opportunity to participate in a variety of networking, educational and community outreach events throughout the year, including:



## **MULTIPLE LISTING SERVICE**

COAR owns the Multiple Listing Service of Central Oregon (MLSCO). Membership in the MLS is optional but is only available to members of COAR. The MLS is a means by which REALTORS® can offer cooperation and compensation to other REALTOR® members within the MLS. COAR offers a library of forms to all MLS members, included in OREF's ZipForm subscription. COAR strives to ensure that its MLS is offering state of the art technological services that are user-friendly. In addition, COAR holds local tour meetings in all areas within our jurisdiction, at which members can network and review properties they currently have listed to further market properties for their clients. Our MLS currently syndicates listing data to multiple channels through a nationwide syndicator ListHub. ListHub allows offices to limit or increase the number of channels to which their listings are syndicated. MLSCO uses a nationally renowned MLS vendor, Rapattoni Corporation. Rapattoni allows us to make many customizations to the system in order to provide the members with the best product possible. Our MLS system includes:



#### **GOVERNMENT AFFAIRS**



COAR members not only have government affairs staff working on their behalf in Salem and Washington D.C., but on a local level as well. While state and national issues have an impact to our members' ability to practice real estate, local issues can have an even greater impact on our members day-to-day real estate activities. COAR employs a full time Government Affairs Director who has significant experience in government affairs and trade associations. It is the goal of COAR to ensure that the local real estate industry is represented with local and regional governments. COAR advocates for the industry by participating in all facets of the policymaking process, including representing the industry on various committees and stakeholder panels,

eeting with local government staff and elected officials on important issues, and providing testimony before city and county governments.

In addition to a Government Affairs Director, COAR has a Government Affairs Committee and COARPAC Trustees who help determine the political direction of the association. The Government Affairs Committee reviews issues that have risen in all areas within our jurisdiction and make a determination on what position the association will take and how we will support or oppose the issue. The COARPAC Trustees oversee the REALTORS® Political Action Committee on a local level by assisting in the fundraising process and selecting REALTOR® friendly candidates to support with campaign contributions. Our voluteer leaders and your peers make the decisions on which postions COAR takes on issues and which candidates are supported.

As of August 2014, COAR has:

Raised a total of \$35,357

162% of NAR Goal



32% of the Membership

COAR also supports the use of the NAR Action Center to increase participation in Calls for Action to ensure that the REALTOR® voice is heard.





### **CONFLICT RESOLUTION**

COAR provides several different avenues for conflict resolution for members and the public to help navigate them through any disputes that may arise during a real estate transaction involving a REALTOR®.

As members of the National Association of REALTORS®, members agree to abide by the NAR Code of Ethics and also agree to arbitration through our association as part of their membership duty. COAR has multiple staff members equipped to administer the ethics, arbitration and mediation programs required by the National Association of REALTORS®. COAR trains its Professional Standards Committee members each year in their role in reviewing complaints, serving on hearing panels and also trains its Board of Directors' members to serve on appeal tribunals.



Mediation is a low cost and expedited process that allows members and the public to come to a mutually agreed upon resolution. COAR has a group of REALTOR® members trained in mediation to offer assistance in either REALTOR® vs. REALTOR® mediation or Buyer vs. Seller mediation.

Additionally, in 2014 COAR approved the creation of an Ombudsman Committee and has begun creating policies for the administration of this program. Often times, complaints arise out of a misunderstanding and can be solved without going through the formal ethics complaint process. Ombudsman will serve as the first line of communication when an individual the has a complaint against a member and will try to resolve the complaint informally through telephonic communication. COAR will be launching this program in 2015.



#### **GOVERNANCE**

COAR works to ensure that its governing documents reflect the wants and needs of the association through the approval of the COAR Board of Directors. To ensure we are always operating in-line with the National Association of REALTORS®'s guidelines, COAR has governing documents that go through a rigorous approval process with NAR, which allows the association to maintain its charter membership of NAR and Errors and Omissions (E&O) insurance for the association. This E&O insurance protects the association and members serving the association on the Board of Directors and various committees. COAR has a Board of Directors, which is charged with overseeing the business of the association and maintaining fair and equitable policies and procedures for the association as a whole. To ensure our Board of Directors is comprised of members from all portions of our geographic composition, our Board consists of the following groups:



COAR has several committees that provide the staff with the direction needed to successfully administer several programs. COAR works to ensure that there is representation from all our geographical areas and that all members interested in volunteering for committee service receive an appointment to at least one committee. COAR's committees include:



COAR feels it is important to have a solid vision of the future of the association to help guide the direction of programs and services offered. It is important that our members are the driving force of the future association. COAR issues membership surveys to gauge the interest of current programs and services and to get feedback on what they feel the association is lacking. Based on the survey results the Strategic Planning Committee creates a strategic plan. The strategic plan focuses on Governance, Communications & PR, Community Outreach, Professional Development, Commercial Services & the Multiple Listing Service.

### STAFF DIRECTORY

#### Casie L. Conlon, RCE, GREEN

Chief Executive Officer Email: casie@coar.com

Liaison to the COAR Executive Committee

Liaison to the COAR Board of Directors

Liaison to the COAR Strategic

Planning Committee Liaison to the COAR

**Professional Standards** 

Committee

**Professional Standards** 

Administration

Oversight of COAR

Communications

Oversight of COAR Staff

#### **Catherine Emert**

Information Technology Director

Email: catherine@coar.com

IDX & RETs Feed Administration Troubleshoot issues with COAR Website and Rapattoni

**Network and Systems** 

Administrator

IT Program Development for

**Future Systems** 

Internal Website Maintenance

Telecommunications

Association Membership

Database Management Professional Standards

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Administraton

#### **Kim Gammond**

Education, Events & Communications Coordinator Email: kim@coar.com

Liaison to the COAR
Social Committee
Liaison to the COAR BBCO &
ROTY Committees
Liaison to the COAR Affiliates,
Institutes and Divisions
Liaison to the COAR Public
Relations Committee
E-News Coordination
Sponsorship Coordination
Coordinates Events and
Education Courses
Marketing and Materials
Coodination

#### **Marcia Hilber**

MLS, Membership & Executive Services Coordinator Email: marcia@coar.com

Fields incoming office calls
Assists with office admin
Input Listings & Changes into
MLS

MLS Policy Questions Liaison to the MLS Executive Committee

Key/Lock Box sales & support Membership Sign Ups

MLS Tour Meetings

Forms Updating & Questions
Assists with Accounting

#### **Chad West**

Finance Director
Email: chad@coar.com

COAR Accounting
MLS Accounting
COARPAC/RPAC Accounting
REALTORS® For Kids Accounting
REALTORS® Relief Fund
Accounting
CID Accounting
Quarterly Statistics and Trend
Reporting
Liaison to the MLS Executive
Committee
Liason to to YPN Committee

#### **TBD**

Government Affairs Director Email: info@coar.com

Lobbyist on Local Issues
Mobilization
Liaison to COARPAC/RPAC
Trustees
Liaison to the Government
Affairs Committee
Government Affairs Member
Communications
Local My REALTOR® Party
Program Coordinator

# **NOTES**



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