

The National Association of REALTORS®, “The Voice of Real Estate,” is America’s largest trade association, representing 1.2 million members involved in all aspects of the residential and commercial real estate industries.

Moe Veissi
2009 NAR First Vice President-Elect
Ohio Association of REALTORS®
Annual Convention – Opening General Session
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NAR UPDATE

Introduction

- **Thank you for having me here to the Buckeye State!**
- **Your Survivor theme for the conference resonates with me because I know I’m among friends here.**
 - **I’m a Survivor, too.**
 - **As a REALTOR® from Florida, this year I’ve seen some of the toughest times in my 40 years of business.**
 - **But sales are turning around in Florida, and I know the economy is going to turn around here in Ohio.**
- **In fact, I have some long-awaited news to share with you.**
 - **The national housing market is turning around for the better.**
 - **Four straight months of rising existing-home sales.**
 - **Housing inventory decreasing compared to a year ago.**
- **There’s good reason to believe that maybe the worst is behind us.**
 - **July data shows home sales rose in all four regions.**
 - **People buying today will likely see a price gain this time next year.**
- **But in order to keep REALTORS® on the offensive this fall, NAR is focusing on several issues on Capitol Hill.**
- **We’ve also created a brand new Short Sales and Foreclosure Certification program that will be particularly helpful to supporting your businesses here in Ohio.**

NAR’s Fall Legislative Priorities

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- **Let me first give you a quick overview of the five priorities NAR is focusing on in Washington this fall:**

FIRST: Homebuyer Tax Credit

- **NAR’s top priority.**
 - **Been crucial to reinvigorating the housing market this past year.**
 - **Estimated that the tax credit has encouraged about 350,000 additional homes sales.**
- **We sent out a Call for Action last week on September 15th that you should have seen in your email.**
 - **NAR is asking Congress to extend the tax credit through 2010 and to expand it to all homebuyers.**
- **We’re asking ALL REALTORS® to get on board and respond to the CFA immediately.**
 - **I have one question for you:**
 - **Can you imagine your business this past year without the tax credit?**
- **It’s essential that we keep this tax credit going.**
 - **If you haven’t responded yet, go to REALTORActionCenter.com and be a part of the Call for Action.**

SECOND: Conforming Loan Limits

- **NAR successfully lobbied to raise the conforming loan limit to as much as \$729,750 in high-cost areas this year.**
- **We want Congress to extend the higher conforming loan limits through 2010 for FHA, Fannie, and Freddie loans.**
- **Keeping higher loan limits is essential to:**
 - **Keeping homes affordable in all parts of the country.**
 - **Increasing consumer confidence nationwide.**
 - **This will overall help stabilize prices and our national economy.**

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THIRD: Appraisals and the HVCC

- **I know this is a big concern here in Ohio.**
- **Remains a front burner issue for NAR.**
- **NAR is asking members of the House of Representatives to support an 18-month moratorium on HVCC.**
 - **The bill for the moratorium is HR-3044.**
 - **54 House leaders have signed on so far.**
 - **I urge you to contact your leaders in the House from Ohio and ask them to sign on to HR-3044.**
- **Then write your Senators Voinovich [voy-nih-vitch] and Brown and ask them to introduce similar legislation in the Senate calling for a moratorium on HVCC.**
 - **In order to truly be Survivors, we’re all going to have to pitch in here and use all our resources.**
 - **So please take the time to contact your state leaders about the moratorium.**

FOURTH: Health Care Insurance Reform

- **One main thing you should know about this debate:**
 - **NAR has not endorsed any one proposal!**
- **We advocate for reform that supports independent contractors and the self-employed.**
 - **We’ve provided guidance to both the House and Senate on what provisions best reach those goals.**
- **However, remember we are just one voice in a very large debate.**
 - **But we intend to raise our voice on behalf of all members and the 400, 000 uninsured REALTORS® in our association.**
- **Keep up-to-date on this issue by going to REALTOR.org/HealthReform.**

FINALLY: Energy Bill

- **House passed its version of the bill in June.**

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- **REALTORS® successfully:**
 - **Worked to removed energy labeling for existing homes and buildings.**
 - **Helped secure financial incentives for owners to make property improvements and reduce energy costs.**
- **Now we are vigilantly watching the Energy Bill as it goes through the Senate.**
- **We will not support any bill that does not support the real estate industry.**

NAR Ready for a Busy Fall

- **Do we have a busy fall?**
 - **Yes!**
- **Are we prepared to be on top of all of all these issues?**
 - **Absolutely!**
- **But we can’t do it alone.**
 - **NAR policy experts, leaders, and lobbyists are nowhere near enough.**
 - **We need all members committed to getting involved this fall.**
 - **If you haven’t answered the Call for Action on the tax credit, please go to REALTORActionCenter.com and respond through the Web site.**
 - **Our strength will be heard in the multitude of voices asking Congress to keep this tax credit going!**

NEW Short Sales and Foreclosure Certification Program

- **But if we’re really going to stay on the offensive this year...**
- **If we’re really going to be Survivors...**
 - **We need to tailor our businesses to keep up with the trends.**
- **Unfortunately, short sales and foreclosures have been a leading trend this past year in my home state of Florida and here in Ohio.**
- **No one wants to see a family lose its home.**

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- **But if it comes to that, REALTORS® can step in and help a homeowner get his or her needs met quickly.**
- **We can be a part of the solution!**
- **NAR just created a brand new certification: the Short Sales and Foreclosure Certification program.**
 - **Prepares members to understand the ins and outs of managing short sales, foreclosures, and REO properties.**
- **Short sales and foreclosures accounted for a third of all home sales in July.**
 - **Presents a large chunk of business for members.**
- **Requirements:**
 - **Complete one-day education program, either in-person or online.**
 - **Complete 3 one-hour webinars.**
- **Go to RealtorSFR.org for full details.**
- **The certification will also be offered at the 2009 REALTORS® Conference and EXPO in San Diego, November 13th to the 16th.**
 - **I frankly can’t think of a better place to get a brand new certification, listen to top-notch seminars, and network with my colleagues that in San Diego in November.**
 - **Register for the conference at REALTOR.org/Conference.**

Conclusion

- **Success never happens alone.**
 - **It’s going to take all of us making our voices heard to our state leaders this fall and taking advantage of new business opportunities, like the new certification program.**
- **Survivors aren’t just people who get by.**
 - **Survivors persist. Survivors endure. Survivors create new opportunities out of the resources around us.**
 - **We see dry land when others only see a stormy sea.**

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- **NAR is working vigilantly on your behalf this year:**
 - **To make sure your interests are represented in Washington, D.C.**
 - **And so you have the resources you need to take your business to the next level, no matter the market conditions.**
- **One of my favorite bands happens to be Guns N’ Roses.**
 - **One of their greatest hits was “Welcome to the Jungle” back in 1987.**
 - **Do you know what kind of people thrive in jungles?**
 - **Survivors do!**
- **I’m proud to stand alongside the Ohio Association and say I’m surviving with you!**
 - **And I see the blue sky through the jungle leaves.**