

TEXAS REALTOR®

Succeed in Texas Real Estate

July 2019 \$3.50

Budget for SUCCESS

How to set and measure
your social media
advertising spend

p.23



Real Estate Wins at the Texas Capitol

Here's the lowdown on new laws
relevant to your business.

p.18

My why?

A stellar app branded just for me, automated marketing resources at no additional charge, a lead generation system that works... I could go on. The tech offerings at RE/MAX® make it possible for me to do more - with intention. I now have more energy and time to give my clients an unforgettably successful experience.

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Having trouble? We're here to help. 800-873-9155 ext. 169 or benefits@texasrealtors.com.



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Texas REALTORS®

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Annexation Reform	\$10.00
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#50for50

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COVER: © Tyler Olson - iStockphoto.com

INSIGHTS



WHY ARE WE SO SUCCESSFUL? BECAUSE TEXAS REALTORS® SHOW UP AND YOU SPEAK UP.

Chairman

“ The 86th legislative session ended May 27. To say I’m proud to have led our association throughout would be an understatement.

Texas REALTORS® had a historic list of victories that will solidify our state’s position and future as an economic powerhouse by directly benefiting taxpayers, providing investments in our education system, and protecting private property rights.

Why are we so successful? Because Texas REALTORS® *show up* and you *speak up*.

Here are a few examples:

Close to 3,000 Texas REALTORS® participated in REALTOR® Day at the Texas Capitol in March, spending the day meeting with lawmakers to discuss real estate issues.

When we launched a timely call for action on property tax reform in April, you sent more than 6,100 messages in a matter of hours to members of the Texas House of Representatives, urging them to support the legislation.

And throughout the 140-day session, association leaders—myself included—and staff presented our support for hundreds of bills on behalf of the association.

In short, you *earned* these victories.

Turn to pages 18-22 to see a recap of several REALTOR®-supported bills that are now law.

And be sure to check out the Legislative Hall of Fame on pages 21 and 22.

We are proud to recognize these lawmakers for their dedication to Texas real estate and private property rights as members of the 86th Texas Legislature.

This truly was a monumental session for every Texan, thanks to you.

But we still have work to do.

First, let’s keep the momentum going as we move into the 2020 election cycle.

The March primaries will be here soon, and it’s imperative that we show up at the polls to elect candidates who support our industry at every level of government.

And second, I encourage you to speak up by sharing these victories with your current and prospective clients.

Let the real estate consumers in your life know that your role as their advocate extends far beyond contracts and negotiations—you’re fighting for strong public policies on their behalf, too.

Tray Bates



REGISTER NOW FOR 2019 TEXAS REALTORS® CONFERENCE

Reserve your spot now for the 2019 Texas REALTORS® Conference, September 12 to 15 in Fort Worth. The earlier you register, the better chance you have of securing your preferred hotel.

Taking place at the Fort Worth Convention Center and Omni Fort Worth Hotel, this year’s conference includes expert panelists and speakers, a recap of the recently completed session of the Texas Legislature, more than 40 hours of

CE from top instructors, a one-day Trade Expo with 150 vendors and prizes, and opportunities to grow your network. Retired NBA player Walter Bond will deliver the keynote speech, sharing lessons and stories about what’s possible in life despite adversity.

View the full conference schedule, learn about hotel and travel options, and register at texasrealestate.com/conference.



YOUR ONE STOP FOR EDUCATION INFO

There's a new education feature at texasrealestate.com: My Education.

It's where you can access all your Texas REALTORS® education information, including your course and designation certificates, Fast Pass profile, education history, and even upcoming classes in your area.

Go to texasrealestate.com > Education > My Education.

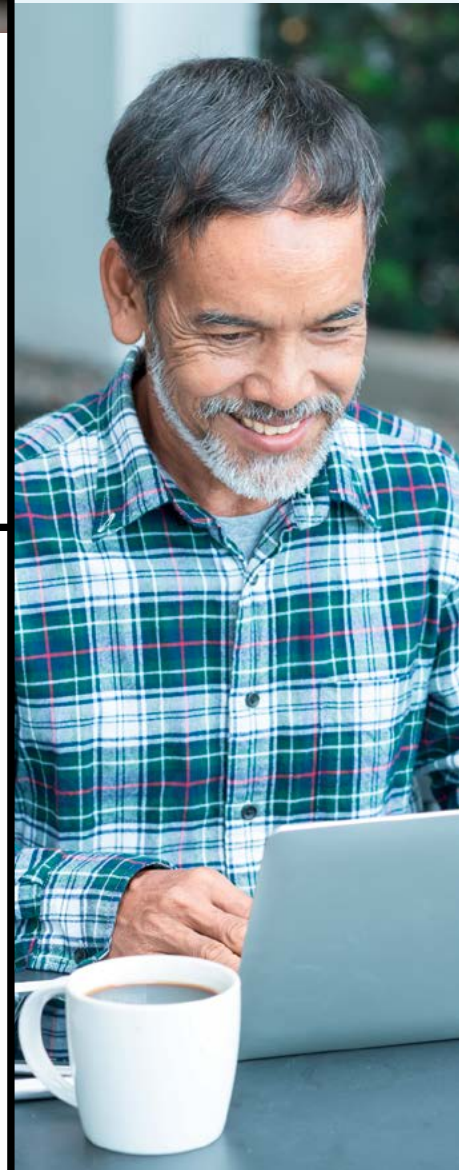
MAKE YOUR OWN COMMERCIAL TO SUPPORT TREPAC



Now is your chance for stardom in your very own commercial while showing support for private property rights! Enter a funny or persuasive TREPAC video starring you and some of your closest REALTOR® friends. Submit your best commercial supporting TREPAC by September 20 to enter the TREPAC Video Contest. You could be a star and win \$500 for your local association!

Your video will be played and voted on at the Texas REALTORS® TREPAC/Governmental Affairs Orientation in October, then posted to trepac.com to help promote the political action committee's message.

Visit trepac.com for submission directions and to view last year's entries.



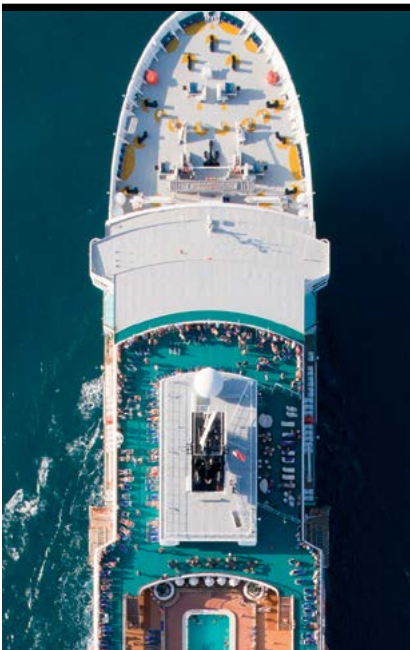
2020 TEXAS REALTORS® INTERNATIONAL CRUISE: JAN. 12-19

Register before Sept. 1 for special pricing.

The seven-day Texas REALTORS® International Cruise returns for 2020 with three days of classes at sea and onshore excursions coordinated with local REALTOR® organizations at each of its three ports of call.

You'll sail from Galveston to Cozumel, Mexico; George Town, Grand Cayman; and Falmouth, Jamaica, aboard the Royal Caribbean *Liberty of the Seas*.

Visit texasrealestate.com/cruise to register and for pricing and other information.





REALTOR®-SUPPORTED CANDIDATES DO WELL IN LOCAL ELECTIONS

Texas REALTORS® engaged in 127 races across Texas in the May 4 municipal elections, winning 91 (72%) of those races. In the June 8 runoffs, TREPAC supported 15 candidates, winning 12 races (80%).

Local races, especially runoffs, often see low turnout. These are excellent opportunities for REALTORS® to make a difference by supporting candidates who support private property rights and other issues important to Texas REALTORS® and the real estate industry.

NEED HELP WITH A LOCAL ISSUE?

The Texas REALTORS® Issues Mobilization Program is designed to help local REALTOR® associations act on local issues that affect REALTORS® or private property owners. The program provides you with funds or staff support to help fight for or against proposed local ordinances, ballot measures, or other issues.

NO ISSUE IS TOO SMALL. We want to help you tackle small problems before they get big. Local associations have received support as small as \$250 for one newspaper ad.

IT'S NEVER TOO EARLY. Tell us as soon as you see an issue looming. The sooner we're able to get involved, the more likely we can make a difference.

Note that Issues Mobilization will not fund or support a campaign that puts one local association at an advantage over another. Also, the committee doesn't typically approve grants that only pay money to another entity or PAC.

If you know of a local issue that may warrant REALTOR® engagement, contact your association executive and your Texas REALTORS® field representative to determine if the issue is appropriate for Issues Mobilization assistance. Any Texas REALTOR® can identify a local issue; however, all Issues Mobilization applications must originate from a local association of REALTORS®, and the local association president must sign the application. Texas REALTORS® staff can help you complete the application and/or develop a campaign plan.

Representatives from your local association may be asked to present your application and plan to the Issues Mobilization Committee for consideration. The committee acts fast, so your presentation could be scheduled for a conference call within a few days after the application is submitted. If your application is approved, assistance may come in the form of political expertise, strategic guidance, marketing, or funding. Texas REALTORS® staff will work with you throughout the campaign.

Find the application and more details at texasrealestate.com/issuesmob.



BUSINESS

SUCCESSFUL REAL ESTATE AGENTS SHARE THESE 5 TRAITS

by Bubba Mills



There is no simple recipe on how to become a successful real estate agent. It takes hard work, but it always starts with investing in yourself.

Taking stock of your character traits requires honesty and courage. In the real estate industry, there are several traits that we see over and over again in our top selling agents.

Do these traits listed here describe you? If not, it's time to get to work.

Are You Consistent?

Real winners are often consistent winners. They bring in the big numbers every month, every quarter, and every year, year after year. Great real estate agents don't rest on their laurels after posting one great month. They continue doing whatever it was that contributed to that great month and they don't stop. From appearances to attitudes to processes, consistency is crucial.

Are You Persistent?

A persistent real estate agent learns from mistakes and gets back to work. They don't use setbacks as a reason to throw in the towel. From following up on leads to editing scripts and finding a way to make clients happy, real estate agents need to demonstrate persistence in every aspect of their business.

Are You Focused?

Successful real estate agents know what they want. They work toward a set of measurable goals. Go ahead and set a sales goal. Now, set a more aggressive stretch goal. If you aim for the stretch goal, you will likely end up somewhere between the sales goal and the stretch goal. Shooting for the moon and landing in the stars is not a bad place to be!

Do You Pay Attention?

Many real estate agents believe they can become more effective by improving their closing skills. But truth is these agents end up turning off prospects by trying to prove how great they are. Instead, agents need to focus on the clients' needs. This starts with active listening:

- Encourage: "Please tell me more about ... "
- Clarify: "When did that happen ... ?"
- Normalize: "I've had other clients who ... "
- Empathize: "I can appreciate that ... "
- Solicit: "I would like to hear your thoughts on ... "
- Validate: "I appreciate your willingness to ... "

Are You Willing to Be Supported?

Who are you going to thank at the winner's podium? All medalists have supporters to thank, whether it's a colleague, coach, or mentor. Not only do effective agents have a solid network of support, they know how to ask for help when they need it. They know that asking for a professional second opinion pays big dividends. Surround yourself with talented people and ask for help when you need it.

BUBBA MILLS is the CEO and owner of Corcoran Consulting and Coaching, Inc. (corcorancoaching.com/programs, 800-957-8353), an international real estate, mortgage, and small-business coaching company committed to helping clients balance success in business while building value in life.

HOUSING QUALITY, COSTS, AND NEIGHBORHOODS IN TEXAS

Neighborhoods

37%

of households agree "This neighborhood has good bus, subway, or commuter bus service."

7%

of households agree "This neighborhood has a lot of serious crime."

92%

of households agree "This neighborhood has good schools."

12%

of households agree "This neighborhood is at high risk for floods or other disasters"

92%

of households report "There is no trash, litter, or junk on streets or any properties within 1/2 block" of their home.

Housing Quality



6% of households live in **inadequate housing**



3% of households report having **mold in the last 12 months**



4% of households report **heating problems that resulted in being uncomfortably cold for 24 hours or more**

327,600

households have made some home improvement(s) in the past 2 years



27% of these households cite energy efficiency as a reason for improvements



86% of households cite accessibility for elderly or disabled persons as a reason for improvements

Housing Costs

\$810

was the median monthly mortgage total amount excluding insurance and taxes

\$998

was the median monthly cost of housing

\$1,500

was the median expenditure on home improvement projects in the past 2 years

\$800

was the median monthly cost for rent

15%

of households pay at least **half their monthly income** for housing

\$211

was the median monthly cost paid for utilities

Source: U.S. Department of Housing and Urban Development | Office of Policy Development and Research: American Housing Survey 2017

MANY OF THE FASTEST-GROWING CITIES IN THE U.S. ARE IN TEXAS

The South and West continue to have the fastest-growing cities in the United States, according to new population estimates released in May by the U.S. Census Bureau. Among the 15 cities or towns with the largest numeric gains between 2017 and 2018, eight were in the South, six were in the West, and one was in the Midwest.

Two of the top five cities with the highest population increases were in Texas: San Antonio had an increase of 20,824 people, and Fort Worth had an increase of 19,552 people.

Other Texas cities that experienced a surge in population were Austin (12,504), Frisco (10,884), and McKinney (9,888).

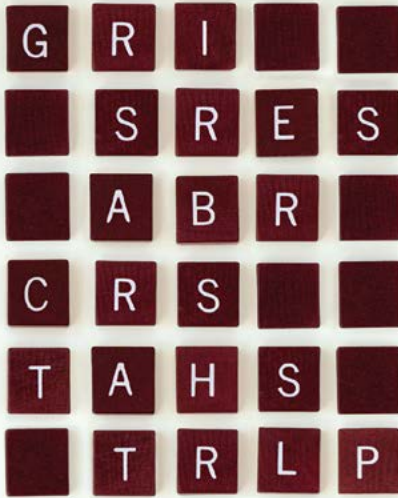
Texas incorporated places that for the first time exceeded the 50,000 population mark in 2018 were Leander (56,111), Little Elm (50,314), and Wylie (51,585). The U.S. Census Bureau defines incorporated places as cities and towns.

San Angelo was one of three cities nationwide that crossed the 100,000 population mark in 2018 with a population of 100,215.



Photos & images: © Jacob Lund, Jürgen Fälchle, lawrain, partyvector / Adobe Stock

DOES IT MATTER WHICH DESIGNATIONS COME FIRST?



Have you earned multiple designations and you're not sure how to list them in your email signature or marketing materials? There's no official way that you must list your designations, and you don't necessarily need to include them all in every communication. The first designation listed may be the only one people notice, so make sure you're smart about its placement.

Here are a few ideas to get you started.

The GRI

If you've earned the prestigious Graduate, REALTOR® Institute designation, you can put it before all others to show you've had in-depth industry training covering legal issues, professional standards, and sales.

The Specialty Designation

List designations most relevant to your specialty and intended audience. For example, if you specialize in helping seniors, list your SRES first.

You can also create different signatures to use depending on who you are communicating with. If you're contacting a prospective residential buyer, use the signature that lists your Accredited Buyer's Representative (ABR) designation and Certified Residential Specialist (CRS).

The Texas-Specific Certification

Texans love Texas, and they'll be especially interested to know if you've got qualifications that are specific to the state.

The Potpourri Designations

Some designations may be easier to place than others. For those that don't have a clear spot, try sorting them alphabetically, by the dates you earned them, or the order in which you'd prefer to explain them to prospects and clients.

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LEGAL & ETHICS

DO YOU UNDERSTAND THE DTPA'S PROFESSIONAL SERVICES EXEMPTION?

by Gary L. Pate

Real estate professionals are concerned about potential liability under the Texas Deceptive Trade Practices-Consumer Protection Act. The DTPA has penalties that are alarming to say the least: trebled damages for an "intentional" or "knowing" violation, damages for mental anguish, and even attorney's fees and costs. Many plaintiff attorneys like alleging that a real estate professional has violated the DTPA in hopes of strong-arming a settlement early and for more money than is reasonable.

But did you know that the DTPA has a safety net? There is a "professional services exemption" under the DTPA, which applies to those in the real estate profession and can be your saving grace if you stay in that box and respect its boundaries.

The Boundaries of the DTPA

Section 17.49(c) of the DTPA exempts from liability "a claim for damages based upon rendering a professional service, the essence of which is the providing of advice, judgment, opinion, or similar professional skill." Where some real estate professionals get into trouble is by offering advice and judgment, but staying from their vocation.

For example, a real estate professional who tells a client that it seems like the air conditioning system is functioning just fine is not staying in the DTPA's safety net. This applies to all mechanical systems within a home or commercial structure. Remember not to give opinions as to the functionality of foundations, roofs, air conditioning systems, pool pumps, and the like.

When the DTPA Professional Services Exemption Doesn't Apply

An express misrepresentation of a material fact cannot be protected by the professional services exemption, even if the misstatement is related directly to real estate advice. Likewise, a failure to disclose cannot enjoy this protection. Nor can any "unconscionable act" that takes advantage of another person fall within this broad protection.

Possibly the most common way in which real estate professionals stray from the protection of the professional services exemption is to give an opinion on the law.

Although arguably you are "rendering a professional service, the essence of which is the providing of advice, judgment, opinion," you are offering a legal opinion and not a real estate opinion. Providing a legal opinion when you are not an attorney is a common way real estate professionals venture out of DTPA protection, since the profession of real estate has many intersections with ordinances, regulations, tax law, building codes, environmental regulations, and other types of law.

There are wide protections under the professional services exemption, but those protections are not without limit. Do what you do best and enjoy it! Know the boundaries of your professional advice, and you will enjoy the law's protection. Advising your client to consult another expert in another relevant discipline does not take away from your competency, but rather *enhances* your credibility.

GARY L. PATE is a partner at Thompson & Coe in Houston and defends real estate professionals in litigation and TREC complaints. Contact him at gpate@thompsoncoe.com.

How Texas REALTORS® Helped You Gain an Exception to the DTPA

Legislative efforts by Texas REALTORS® resulted in the Texas Legislature in 2011 amending the Texas Deceptive Trade Practices-Consumer Protection Act to clarify that real estate professionals fit within the professional-services exception to the DTPA. This is not to say you cannot be sued, but the basis for a suit is more defined and must constitute a deviation from providing professional advice, judgment, or opinion expected of the real estate profession.



YOU CAN GET INFORMATION—NOT ADVICE—ON THE LEGAL HOTLINE

Attorneys on the Texas REALTORS® Legal Hotline (800-873-9155) can help you with all manner of real estate legal information. What they cannot do, however, is give legal advice.

What's the Difference?

Legal advice is a statement that recommends a course of action or interprets the law based on your or your client's specific circumstances. Legal information is a statement that provides public information, such as rules or laws, or can be an explanation of those rules, terms, or forms.

Here are two examples:

- Legal advice: "The listing agent says the last day of the option period is today, but I think it ended yesterday. Who is right?"
- Legal information: "How do I count the days to determine the deadline for my client's termination option?"

Who Can Give Legal Advice?

If you want legal advice, you must hire your own attorney. Texas REALTORS® legal staff provides legal information that is not intended and should not be considered legal advice.

Legal Hotline

800-873-9155

Hotline callers frequently ask what happens when the MLS lists personal property as part of the property for sale but sellers subsequently refuse to give up the personal property. For example, the MLS lists a refrigerator as part of the property for sale, but the seller insists he is taking it or that the price of the refrigerator is not included in the asking price.

Ultimately, the sales contract controls how that personal property will be treated. Therefore, a buyer's agent should always attach the signed *Non-Realty Items Addendum to Contract* form (TXR 1924) to ensure the buyer has a claim to the personal property in the sales contract.

Prohibitions against misleading advertising in the Real Estate License Act, TREC rules, the MLS rules, and the Code of Ethics may provide avenues for redress against listing agents who advertise personal property in the MLS despite knowing the seller does not intend to include that personal property in the asking price.

—Iman Ali, associate counsel



WHERE TO GET YOUR TEXAS REALTORS® FORMS



Texas REALTORS® has created more than 130 real estate contracts and forms for exclusive for use by members and members' clients. You have access to forms for commercial transactions, managing relationships with your clients, notices, amendments for a variety of circumstances, and many more.

Texas REALTORS® licenses its forms library to several form-management platforms, so you have options where you can use your member forms. Currently, Texas REALTORS® forms are licensed for use on the following forms platforms:

- Brokermint
- Dotloop
- Docusign
- Instanet
- zipForm (a member benefit provided to all REALTORS®)

Additionally, the Texas REALTORS® *Seller's Disclosure Notice* (TXR 1406), *Information About On-Site Sewer Facility* (TXR 1407), and *Information about Special Flood Hazard Areas* (TXR 1414) are licensed for use by Sellers Shield, a Texas REALTORS® Risk Management Partner that provides a service that guides homesellers through the disclosure process and helps prevent lawsuits for sellers and their agents and brokers.

You also can download PDFs of your members-only forms from texasrealestate.com.

If you ever see a Texas REALTORS® form being provided outside of these legitimate providers, please let us know by emailing forms@texasrealtors.com. We want to protect the valuable resources that only members of Texas REALTORS® are entitled to use.



CAN YOU REBATE PART OF YOUR COMMISSION TO YOUR CLIENT?

YES. Texas Real Estate Commission rules allow a license holder to rebate part of her commission to a party in the transaction if certain requirements are met.

The license holder must have the written permission of her sponsoring broker and the party she represents. For example, if the buyer's agent wanted to rebate part of her commission to the seller, she would need the permission of her broker and the buyer.

A rebate can't be used to mislead a broker, lender, title company, or government agency about the transaction or financial resources of the buyer, so the license holder should ensure the appropriate parties are informed of the rebate before closing.

Any advertisement offering a rebate must disclose that payment is subject to the consent of the party represented by the license holder. If payment of the rebate is subject to restrictions—such as the use of a certain service provider or the approval of a lender—that must also be disclosed in the ad.

Legal FAQ

My buyer just had an inspection done on a property. The listing agent of the property told me neither he nor the seller wants to receive a copy of the inspection report. Do I or the buyer have to comply with this request?

NO. Despite the request, it is up to your buyer whether he or she would like to send a copy of the inspection report to the listing agent or seller.

A listing agent or seller who receives an inspection report is charged with knowledge of the information in the report, even if he or she doesn't open it. If the report reveals material defects, the seller and the listing agent are obligated to disclose those defects to subsequent potential buyers.



Ethics Case Study

IS LINKING TO A LISTING PORTAL CONSIDERED UNAUTHORIZED ADVERTISING?



In building her firm's Facebook page, REALTOR® A decided to include a link to a realtor.com page with all the listings in her city. Competing broker REALTOR® B in the same community happened upon the Facebook page and discovered the link to realtor.com, which included REALTOR® B's listings.

REALTOR® B immediately filed an ethics complaint with the local association of REALTORS® alleging REALTOR® A had violated Article 12, Standard of Practice 12-4. Following review by the association's grievance committee, the complaint was scheduled for a hearing before a hearing panel.

At the hearing, REALTOR® B argued that

REALTOR® A was advertising without authority all the listings in the local MLS on her firm's Facebook page by providing a link to the listings on realtor.com. REALTOR® A countered, saying that links are merely a method of "pointing" or "referring" to another site; that the information had not been altered nor had any information been deleted; and that people who view links to websites understand that.

After hearing all relevant testimony, the hearing panel went into executive session and concluded that by linking to a website which contained other REALTORS®' listings, REALTOR® A had not engaged in unauthorized advertising and had not violated Article 12.

Contract Close-Up

**ADDENDUM
CONCERNING
RIGHT TO
TERMINATE DUE
TO LENDER'S
APPRAISAL**



The *Addendum Concerning Right to Terminate Due to Lender's Appraisal* (TXR 1948) is to be used only when the *Third-Party Financing Addendum* (TXR 1901) is used as well. It is not to be used in transactions involving FHA or VA financing. The addendum has three options that can change a buyer's ability to terminate because of an appraisal. Here's how they work:

1. WAIVER

If your client selects this choice, she waives her right to terminate if the appraisal doesn't satisfy the lender's underwriting requirements. The form says if the lender reduces the amount of the loan, the buyer covers the difference between the loan and the sales price. Make sure your client understands the financial consequences.

2. PARTIAL WAIVER

If your client selects this choice, she is waiving her right to terminate only if the appraisal meets or exceeds the amount she selects for the space in (2)(ii). If the appraisal is lower than the amount in (2)(ii), the buyer may terminate if the appraisal doesn't satisfy the lender's underwriting requirements. The form says if the lender reduces the amount of loan because of the appraisal, and the appraisal is equal to or more than the amount written in (2)(ii), the buyer covers the difference between the loan and the sale price. Your client should carefully choose the amount for the space in (2)(ii).

3. ADDITIONAL RIGHT TO TERMINATE

If your client selects this choice, she has an additional right to terminate the contract due to the appraisal in certain circumstances. For example, she might want an option to terminate if the property does not appraise for a certain amount. Make sure your client carefully considers the appraisal amount she is comfortable with and selects a time period that gives the lender enough time to obtain an appraisal.

This addendum is not required or necessary if your client is not interested in modifying her right to terminate due to the lender's appraisal.



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¹Your client's participation in the Verified Approval program is based on an underwriter's comprehensive analysis of credit, income, employment status, debt, property, insurance, appraisal and a satisfactory title report/search. If new information materially changes the underwriting decision resulting in a denial of the credit request, if the loan fails to close for a reason outside of Quicken Loans' control, or if the client no longer wants to proceed with the loan, participation in the program will be discontinued. If the client's eligibility in the program does not change and the mortgage loan does not close, the client will receive \$1,000. This offer does not apply to new purchase loans submitted to Quicken Loans through a mortgage broker. Quicken Loans reserves the right to cancel this offer at any time. Acceptance of this offer constitutes the acceptance of these terms and conditions, which are subject to change at the sole discretion of Quicken Loans. This is not a commitment to lend. Additional conditions or exclusions may apply.

²Verified Approval within 24 hours of receipt of all requested documentation.

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Quicken Loans, 1050 Woodward Ave., Detroit, MI 48226-1906

A Mortgage Experience Made With Agents In Mind

Quicken Loans is transforming the mortgage experience for real estate professionals with personalized, real-time support.

Quicken Loans transformed the mortgage industry with technology, but they didn't stop there. For the past few years, the mortgage lender has been actively looking for ways to improve the mortgage experience from all sides. They've solicited feedback from real estate professionals and have used it to develop new, innovative approaches that create a better, more streamlined experience for clients, agents and lenders alike.

Among these innovative approaches is the introduction and growth of the Agent Relationship Manager role – an agent's single point of contact throughout the mortgage process for every client they have working through Quicken Loans, at any point in time.

This emphasis on confidence and communication is not only making an impact, but it's helping real estate professionals grow their business and save time, particularly when it comes to working with their dedicated Agent Relationship Managers.

“This single point of coordination has overhauled the agent experience for the better.”

“As the main contact for our brokerage, our Agent Relationship Manager, McKenna Rush, has saved me hours of calling specific loan officers for different files and running independent escalation attempts,” said Caitlyn Bogart, Relocation Coordinator at Better Homes and Gardens Real Estate Winans in Dallas. “I’ve used that time she has saved us to do more check-ins with our clients to help ensure their highest satisfaction with our brokerage. This single point of coordination has overhauled the agent experience for the better.”

“I make sure that communication is the priority in every transaction,” said McKenna Rush, Agent Relationship Manager at Quicken Loans. “Even if something is not going well, or we’ve hit a bump in the road, the agent needs to know. If anything comes up that could hold us back from that closing date, they can jump in and we can both make an impact together. This stems from great communication and working as a team.”

“The core of what we do is to develop trust and reliability with our agent partners by giving them a singular resource for any Quicken Loans need,” said Tom Dempsey, Quicken Loans Vice President of Business Development, while speaking on the importance of

Agent Relationship Managers for real estate professionals and the mortgage experience as a whole. “At Quicken Loans, we’re deeply committed to offering the best customer service and mortgage experience to every client that partners with us, including our agent partners.”

“Agent Relationship Managers are available 24/7 to ensure our agent partners are completely satisfied with their experience.”

Agent Relationship Managers offer the trust and continuity historically found through locally cultivated relationships, but uniquely offer the strength and expertise of America's largest mortgage lender. They are a resource for all loan-related questions, but most importantly, they're a clear and stable channel of communication from approval to closing – and after. They're ready and available beyond banking hours.

“Agent Relationship Managers are available 24/7 to ensure our agent partners are completely satisfied with their experience,” said Dempsey, recalling a number of specific instances in which having an Agent Relationship Manager available during off hours was the make-or-break detail that gave real estate agents and their clients an advantage in pressing situations. In one such instance, an agent was in need of an updated approval letter on Thanksgiving Day. Their Agent Relationship Manager responded quickly and was able to get an updated letter back within 15 minutes. The buyer's offer was accepted that day and was followed by eight competing offers the following morning.

“Our buyer and agent were able to pull off this win because of the sense of urgency that both the agent and her Quicken Loans Relationship Manager displayed,” said Dempsey. “Simple, effective communication contributed to this agent creating success for her client, and on Thanksgiving Day no less.”

“My goal every day is to walk in and make a positive impact on at least one agent's experience with Quicken Loans that day,” said Rush. “Whether the agent has worked with us before or this is their first time, my goal is to make sure this is their best mortgage experience yet.”

Note: ¹Based on Quicken Loans data in comparison to public data records.

Disclaimer: Client execution of Real Estate Agent Consent form required for Quicken Loans representative to share loan details with real estate agent.

Quicken Loans[®]

LEADER OR MANAGER

Which One Are You?

by Bernice Ross

Leadership is quite different from management. A good leader may not be a good manager, and vice versa. Take the quiz below to find out how well your own leadership skills are developed.

Each question has two choices. Even though you may feel that both choices express your viewpoint, select the one that best characterizes what you presently think and do.



1. My management style would best be described as:
A. taking charge by effectively directing the activities of my sales associates.
B. attaining predetermined objectives through the voluntary cooperation of my sales staff.
2. It is more important for me to:
A. do things right.
B. do the right thing.
3. When a sales associate comes to me with a problem, I:
A. do my best to come up with a solution.
B. encourage the sales associate to try to find her own solution.
4. As a manager:
A. I try to create an environment where people motivate themselves.
B. it is my duty to motivate my sales and support staff.
5. I believe leadership:
A. is an art based upon person-to-person relationships.
B. is a science to be broken into a series of components that can be mastered.
6. I have come to the conclusion that leadership is:
A. the most critical "at the top."
B. needed at every level of the company.
7. In my opinion, it is more important to:
A. achieve company-set goals.
B. constantly try to move to a new, higher plateau.
8. I believe it is more important for me to focus upon:
A. innovation and growth.
B. getting the job done.
9. I see myself primarily as:
A. a facilitator of human potential.
B. a source of solid information and good advice.
10. My role within my company is to focus on:
A. the company's values, commitment, and aspirations.
B. the company's organization, human skills, and technology.
11. In my office, my job is to:
A. "pull" others along by my example.
B. "push" others to achieve their goals.
12. I know that I'm doing a good job when:
A. everything in my office is harmonious.
B. I can deal with conflict effectively.

SCORING:

- On items 4, 5, 8, 9, 10, and 11, give yourself 5 points for each “A” answer.
- On items 1, 2, 3, 6, 7, and 12, give yourself 5 points for each “B” answer.

■ WHAT YOUR SCORE MEANS ABOUT YOU AS A LEADER OR MANAGER

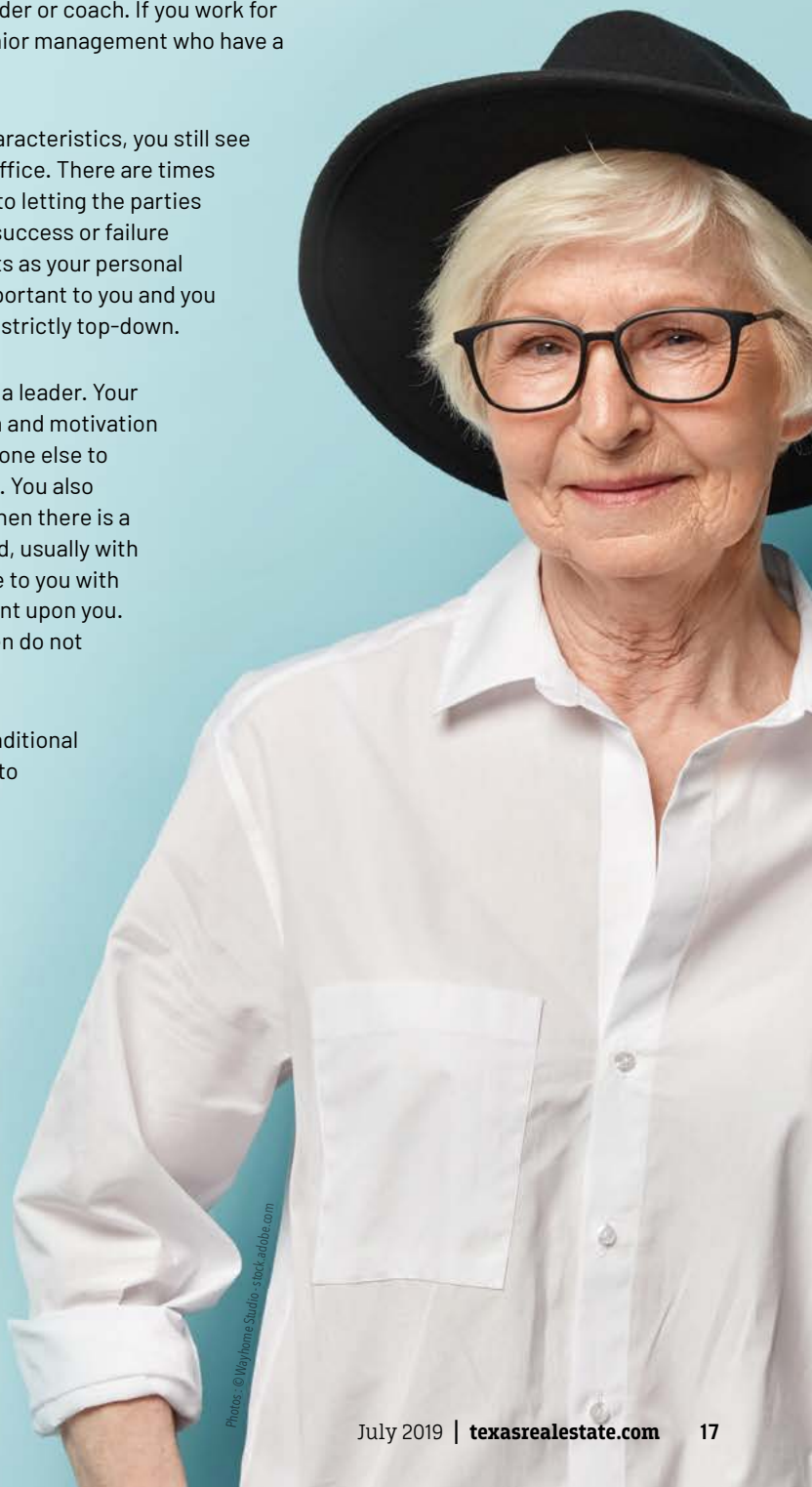
45-60: You have very strong leadership skills and are probably perceived as a people-person. You encourage your agents to take responsibility for themselves and help them along by encouraging them to make their own decisions. You challenge your staff to “move to the next level.” You value input from your entire staff and are willing to listen suggestions as well as complaints. Your office is probably one where the Y management theory applies—the focus is on the team rather than you as the leader or coach. If you work for a top-down organization, you may have difficulties with senior management who have a different notion of what your management style should be.

35-40: While you have a predominance of leadership characteristics, you still see yourself on some occasions as the primary expert in your office. There are times when you may prefer to just solve the problem as opposed to letting the parties come to their own solution. You may feel that your agents’ success or failure reflects primarily upon you because you perceive the agents as your personal responsibility. Nevertheless, the team is probably quite important to you and you would feel quite uncomfortable in an organization that was strictly top-down.

15-30: You view your role more as a manager rather than a leader. Your focus on problem solving and being a source of information and motivation can be quite effective for those individuals who need someone else to motivate them. You like to set goals and then achieve them. You also believe achieving company-set goals is quite important. When there is a problem, you believe that it can be analyzed and then solved, usually with your assistance. You probably prefer that your agents come to you with their problems, but this tends to make them quite dependent upon you. You may spend so much time putting out fires that you often do not get to other important tasks that you need to complete.

0-10: You believe in the X theory of management—the traditional top-down organization. You believe it is your responsibility to solve your agents’ problems, make sure that company policies are followed, motivate your agents to be successful, and push your agents into achieving their goals. Unfortunately, this creates an environment where your staff may become extremely dependent upon you. Also, if you do not come up with the correct solution for a problem, your staff will blame you instead of taking responsibility. Also, the weight of always pushing your agents to achieve their goals or follow company policy may be getting you down. If you are working for a company that believes in a Y organization (where the leader works side by side with the other members of the team), you may have difficulty.

BERNICE ROSS, Ph.D., is an author, speaker, trainer, and coach who combines her expertise in psychology with more than 30 years of real estate sales experience. Visit realestatecoach.com to learn about her consulting and coaching services.



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Real Estate Wins at the Texas Capitol

The 86th Texas Legislature adjourned May 27, closing out a monumental session for Texas real estate consumers and private property rights.

by Jaime Lee

Texas REALTORS® tracked
2,784
of 7,851 bills and
resolutions filed in the
86th legislative session.

Your association read and analyzed every bill that was filed this session to ensure the interests of Texas REALTORS® and real estate consumers were protected. Then, we monitored bills that had the potential to directly or indirectly affect the Texas real estate industry.

Thanks to your grassroots advocacy efforts during REALTOR® Day at the Texas Capitol and timely response to calls for action, Texas REALTORS® earned several incredible legislative victories this session that have been signed into law by Gov. Greg Abbott.

PROPERTY TAX REFORM

After years of advocating for changes to the state's property tax system, Texas REALTORS® have succeeded in giving taxpayers more information about how tax rates are set and how to engage in the rate-setting process that determines your property tax bill.

The Texas Legislature agreed that property tax reform is critical, passing REALTOR®-supported Senate Bill 2, also

known as The Texas Property Tax Reform and Transparency Act.

This legislation, authored by Sen. Paul Bettencourt and sponsored by Rep. Dustin Burrows, implements several REALTOR®-supported measures that enhance transparency for taxpayers.

The new law requires central appraisal districts to create online databases to:

- Show property owners how proposed tax rate changes would affect their bills
- Make it easy for taxpayers to submit comments via an online form
- Provide information about when and where a property owner's local taxing entities are holding public hearings to set their tax rates.

The legislation also makes changes to the rollback rate that is currently at 8% for local taxing entities:

- Most cities and counties will be subject to a 3.5% rollback rate
- Most cities and counties will have automatic elections if they exceed the rollback rate. (Currently, these

elections may only happen if voters petition for them.)

- Keeps rollback rate at 8% for special taxing units, including:
 - Cities/counties with population <30,000
 - Junior colleges
 - Hospital districts.
- Renames the rollback rate the “voter-approval tax rate”
- Renames the effective rate the “no-new-revenue tax rate.”

SCHOOL FINANCE REFORM

The Texas Legislature unanimously approved legislation to reform the public school finance system and the property tax system: House Bill 3, authored by Rep. Dan Huberty and sponsored by Sen. Larry Taylor.

This REALTOR®-supported legislation is a comprehensive reform of the state’s public school finance system and property tax system to lessen the burden on local property taxpayers while increasing the state’s investment in educators and students.

One of the most impactful changes is the lowering of school property tax rates statewide, which provides \$5.1 billion in tax relief through an average eight-cent tax rate reduction in 2019-2020 and 13-cent reduction in 2020-2021. Additional changes:

- Provides \$6.5 billion in additional funding to public education and school employee compensation
- Increases the state’s share of education funding from 38% to 45%
- Reduces recapture by 47% (\$3.6 billion) in the next biennium
- Raises the basic allotment from \$5,140 to \$6,160 per student, benefiting all school districts.
- 3.5% voter-approval tax rate for ISDs.

The new law creates the Tax Reduction and Excellence in Education Fund to provide further tax rate compression and funding for schools using revenue from several existing sources:

- Sales tax revenue from the Wayfair court decision (\$300 million per year)
- Available School Fund revenue to be used for increased school funding (\$600 million per year)
- Any severance tax revenue diversion provided by the Texas Constitution to be used for tax compression
- Any revenue appropriated to the fund.

The new law also maintains the enhanced transparency measures and automatic rollback elections REALTORS® support.

ENDING FORCED ANNEXATION STATEWIDE

REALTOR®-supported House Bill 347, authored by Rep. Phil King and sponsored by Sen. Brian Birdwell, ends forced municipal annexation statewide, giving property owners a say in whether they are annexed.

If a municipality seeks to annex an area into its limits, the municipality must now hold an election of the affected residents.

EXPANDED ACCESS TO HOME EQUITY

House Bill 1254, authored by Rep. Jim Murphy and sponsored by Sen. Kelly Hancock, will allow a property owner to use agricultural land as collateral for a home equity loan.

In 2017, voters approved a REALTOR®-supported constitutional amendment (Prop 2) to modernize the home equity lending process for property owners.

This new law further updates those provisions to allow more homeowners the ability to access the hard-earned equity in their homes while maintaining the strong consumer protections in the Texas Constitution.

TREC SUNSET REVIEW

In 2018, the Texas Real Estate Commission underwent what’s known as sunset review—a process for state agencies during which Texas Sunset Advisory Commission staff evaluate the agency and issue recommendations for positive change.

Texas REALTORS® staff worked on your behalf with the Sunset Commission and staff on final recommendations for TREC that are reflected in the legislation—REALTOR®-supported Senate Bill 624, authored by Sen. Robert Nichols and sponsored by Rep. Senfronia Thompson.

This legislation implements the Sunset Commission’s recommendations for TREC, such as extending TREC for six years, allowing the agency to maintain its self-directed, semi-independent status, and requiring additional reporting to the Legislature, governor, and Sunset Commission.

PROTECTING PROPERTY OWNERS FROM EXCESSIVE TAXES

REALTOR®-supported House Bill 1743, authored by Rep. Tracy King and sponsored by Sen. Brandon Creighton, reduces



CALL FOR ACTION RESPONSE:
Texas REALTORS®
sent more than
6,100
messages
to lawmakers urging
them to support
property tax reform.



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change-of-use lookback taxes due when a property is changed from agricultural to non-agricultural use.

Currently, when a property changes its use classification from agricultural to non-agricultural, chief appraisers can assess the owners five years of retroactive taxes based on the new classification, plus 7% interest per year.

This new law reduces the lookback period from five to three years and reduces the interest due from 7% to 5%.

TRANSPORTATION FUNDING

REALTOR®-supported Senate Bill 962 continues the development of a stronger highway system for Texas. The legislation was authored by Sen. Robert Nichols and sponsored by Rep. John Zerwas.

In 2014, 80% of voters approved an amendment to the Texas Constitution to allocate revenue from oil and gas production tax (aka severance tax), split between the State Highway Fund and the Economic Stabilization Fund (aka the state's Rainy Day Fund). The State Highway Fund can only be used for constructing, maintaining, and acquiring rights of way for public non-toll roadways.

The new law extends provisions related to that constitutional amendment to ensure no interruption of funding for 10 years, continuing the voters' desire to invest in transportation projects.

BUILDING MATERIALS

REALTOR®-supported House Bill 2439, authored by Rep. Dade Phelan and sponsored by Sen. Dawn Buckingham, protects Texas property owners.

This new law prevents a governmental entity (city/county) from requiring or prohibiting the use of certain building methods, products, or materials in the construction of a residential or commercial structure.

PERMITTING FEES

REALTOR®-supported House Bill 852 was authored by Rep. Justin Holland—who is a Texas REALTOR® himself—and sponsored by Sen. Pat Fallon.

The new law will keep cities from using construction fees as a backdoor tax for the funding of other services, bring greater fairness to the distribution of the fee burden, and prevent cities from requiring sales price disclosure as part of the permitting process.

ENHANCED SELLER'S DISCLOSURE

Texas REALTORS®-supported Senate Bill 339, authored by Sen. Joan Huffman and sponsored by Rep. Geanie Morrison, and House Bill 3815, authored by Rep. Morrison and sponsored by Sen. Huffman.

This pro-consumer law is the most comprehensive update to the seller's disclosure statement since the statement's creation in 1993. The updates add significant information related to flooding and provide buyers with in-depth information about past flooding on the property and its structures, while still limiting the seller's liability.

DISASTER RELIEF/RESPONSE

After the devastating effects of Hurricane Harvey and other recent natural disasters across the state, Texas lawmakers passed several REALTOR®-supported bills to increase resources for property owners and create disaster recovery and prevention plans.

House Bill 5, authored by Rep. Dade Phelan and sponsored by Sen. Lois Kolkhorst, creates a catastrophic debris management plan and training for cities and counties.

House Bill 6, authored by Rep. Geanie Morrison and sponsored by Sen. Lois Kolkhorst, creates a disaster recovery task force to assist with long-term recovery plans.

House Bill 7, authored by Rep. Geanie Morrison and sponsored by Sen. Joan Huffman, creates a disaster recovery plan to be enacted by state agencies as needed.

Senate Bill 6, authored by Sen. Lois Kolkhorst and sponsored by Rep. Geanie Morrison, creates a disaster response plan for local officials.

Senate Bill 7, authored by Sen. Lois Kolkhorst and sponsored by Rep. Dade Phelan, creates the Flood Infrastructure Fund to finance flood mitigation projects.

Senate Bill 8, authored by Sen. Charles Perry and sponsored by Rep. Lyle Larson, creates a statewide flood plan.

TENANT LATE FEES

REALTOR®-supported Senate Bill 1414, authored by Sen. Kelly Hancock and sponsored by Rep. Dade Phelan, establishes clearer parameters around fees that may be assessed for the late payment of rent.

The law clarifies what types of costs and considerations may be included in the

(Continued on page 22)

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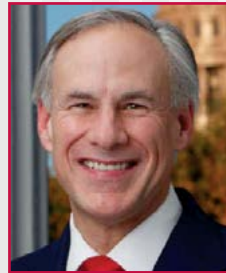
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86TH TEXAS LEGISLATURE HALL OF FAME

Texas REALTORS® had several successes on behalf of real estate consumers during the 2019 legislative session thanks to the collaborative efforts of Texas REALTORS® and lawmakers who understand the importance of private property rights.

STATEWIDE SUPPORTERS

Texas REALTORS® thanks our statewide leaders for ensuring the passage of pro-consumer legislation.



Governor
Greg Abbott-R



Lt. Governor
Dan Patrick-R



Speaker of the House
Dennis Bonnen-R

REALTOR® CHAMPIONS

Texas REALTORS® is proud to recognize these members of the 86th Texas Legislature for their dedication to real estate consumers and private property rights.



Sen. Brian Birdwell
R-Granbury



Sen. Dawn
Buckingham
R-Lakeway



Sen. Kelly Hancock
R-North Richland Hills



Sen. Bryan Hughes
R-Mineola



Rep. Dustin Burrows
R-Lubbock



Rep. Charlie Geren
R-Fort Worth



Rep. Ryan Guillen
D-Rio Grande City



Rep. Celia Israel
D-Austin



Rep. Tracy King
D-Uvalde



Rep. Jeff Leach
R-Plano

HALL OF FAME



Sen. Paul Bettencourt
R-Houston



Sen. Brandon Creighton
R-Conroe



Sen. Joan Huffman
R-Houston



Sen. Robert Nichols
R-Jacksonville



Sen. Larry Taylor
R-Friendswood



Rep. Angie Chen Button
R-Garland



Rep. Drew Darby
R-San Angelo



Rep. Craig Goldman
R-Fort Worth



Rep. Dan Huberty
R-Houston



Rep. Stephanie Klick
R-Fort Worth



Rep. Lyle Larson
R-San Antonio



Rep. Joe Moody
D-El Paso



Rep. Jim Murphy
R-Houston



Rep. Chris Paddie
R-Marshall



Rep. Four Price
R-Amarillo



Rep. Senfronia Thompson
D-Houston

(Continued from page 20)

calculation of late fees and provides a safe harbor for reasonable late fees.

ON THE NOVEMBER BALLOT

The Texas Legislature passed 10 measures that will be on the Nov. 5, 2019 ballot for every Texas voter.

The following two REALTOR®-supported joint resolutions call for constitutional amendments to help Texans prepare for or recover from disasters.

House Joint Resolution 4, authored by Rep. Dade Phelan and sponsored by Sen. Brandon Creighton, proposes a constitutional amendment to create a fund to aid in financing flood mitigation projects, with the following ballot language: *The constitutional amendment providing for the creation of the flood infrastructure fund to assist in the financing of drainage, flood mitigation, and flood control projects.*

House Bill 492/House Joint Resolution 34, authored by Rep. Hugh Shine and sponsored by Sens. Larry Taylor and Paul Bettencourt, propose a constitutional amendment to provide a temporary property tax exemption for qualified property damaged by a disaster, with the following ballot language: *The constitutional amendment authorizing the legislature to provide for a temporary exemption from ad valorem taxation of a portion of the appraised value of certain property damaged by a disaster.*

WE DEFEAT BAD BILLS, TOO

Texas REALTORS® know harmful legislation when we see it. That's why we go on record in opposition to legislation that would have detrimental effects on Texas real estate. This session, the association successfully opposed legislation on issues including mandatory sales price disclosure, appraisal caps, and weakening equal and uniform appraisal standards.

JAIME LEE is governmental affairs communications manager for Texas REALTORS®.

HONOR ROLL

★ Sen. Pat Fallon ★
R-Prospër

★ Rep. Roland Gutierrez ★
D-San Antonio

★ Rep. Candy Noble ★
R-Lucas

★ Sen. Chuy Hinojosa ★
D-McAllen

★ Rep. Cody Harris ★
R-Palestine

★ Rep. Jared Patterson ★
R-Frisco

★ Sen. Angela Paxton ★
R-McKinney

★ Rep. Justin Holland ★
R-Rockwall

★ Rep. Dade Phelan ★
R-Beaumont

★ Sen. Charles Perry ★
R-Lubbock

★ Rep. Phil King ★
R-Weatherford

★ Rep. Hugh Shine ★
R-Temple

★ Rep. Gina Calanni ★
D-Katy

★ Rep. John Kuempel ★
R-Seguin

★ Rep. John Turner ★
D-Dallas

★ Rep. Terry Canales ★
D-Edinburg

★ Rep. Geanie Morrison ★
R-Victoria

SOCIAL MEDIA ADVERTISING for a **DOLLAR A DAY!**

How to effectively
and efficiently
advertise online and
track your success

by Michael Schrantz

SOCIAL MEDIA ADVERTISING, especially on Facebook, now represents a huge part of the overall advertising market. Last year, Facebook alone accounted for nearly 21% of all money spent on digital ads in the U.S., according to research firm eMarketer. And small- to medium-sized businesses are an important part of that share, with Facebook unveiling a new set of tools for just this segment at its annual developer conference in May.

If you're new to advertising on social media, one of the first challenges you face is setting your initial budget. And once you've cleared that hurdle, how do you track whether the investment is paying off for you?

Fortunately, social media networks are some of the most accessible advertising options for small- to medium-sized businesses. They provide targeting and tracking tools anyone can learn to use, and the initial



DOING ADVERTISING MATH

CLICK-THROUGH RATE (CTR)

Clicks / Impressions or Views x 100

The click-through rate measures what share of your audience clicked on your ad. A low CTR (1% is a benchmark) can indicate improvements need to be made, while a high rate may indicate that further investment should be made.

COST PER CLICK (CPC) AND REVENUE PER CLICK (RPC)

Cost or Revenue / Clicks

Cost per click and revenue per click measure how much money each individual click costs or brings in, on average. These metrics can show whether a campaign can be expected to be revenue positive, but be careful not to underestimate the revenue attributable to the campaign and otherwise discount a successful effort.

CONVERSION RATE (CR)

*Number of unique actions taken /
unique visits x 100*

The conversion rate is the percentage of your audience who follows through on the action you want them to take. For example, if you have a Facebook lead ad, the conversion rate would be [People who completed the form] / [Unique reach of that ad] x 100.

COST PER ACQUISITION (CPA)

Total campaign cost / Number of desired results

The cost per acquisition is how much it costs to get a user to take your desired action, such as completing a lead form. CPA can be used to compare campaigns, channels, or strategies to one another or to track the same campaign over time.

RETURN ON INVESTMENT (ROI)

(Revenue - Cost) / Cost x 100

To evaluate your marketing plan or any aspect of it, you need to know if the return is greater than the cost. ROI calculates the ratio of profit or loss to the original costs.

budget can be as low as a dollar a day.

For Karla Arjona, a REALTOR® in Sugar Land, that's enough.

Match Your Budget to Your Audience

Arjona has been advertising on Facebook since 2015, and her budget has floated with the platform's minimum daily spend, which was \$5 per day at one point but now sits at \$1 per day.

"It's worked beautifully to increase exposure on my Facebook page," Arjona says. "I haven't really increased my budget."

Targeting your sphere is a good way to start advertising on Facebook for a low initial budget, according to Aarin Chung, CEO of Honey Bar Media and creator of the Community Influencer Show, a real estate marketing podcast. That strategy may include advertising to your Facebook followers, creating a Facebook audience with your email list, or embedding a pixel on your website to retarget visitors when they log into Facebook.

"One dollar a day is more than sufficient to stay top of mind with those in your sphere," says Chung. "Those are people who know you, like you, trust you—very hot audiences for you."

From there, Chung recommends reaching out to what she terms warm audiences: those who've seen your signs or heard your name but aren't a lead yet.

Bridget Goodenbour, a REALTOR® in Pearland, uses Facebook ads as part of a multi-pronged marketing approach that also includes signs, other marketing collateral, networking events, open houses, and door knocking. She spends an average of \$2 per day on Facebook ads with the goal of building brand awareness and familiarizing potential clients with her website.

Her leads may have been exposed to multiple aspects of her marketing campaign. "As

you can imagine, there's a lot of crossover," Goodenbour says. "Together, it brands me as the local expert."

The less familiar an audience is with you, the more it will cost to reach, according to Chung. Warm audiences may take up to \$5 per day to effectively reach on Facebook, she says. Those who are completely unfamiliar with you—a cold audience in Chung's terms—are the most expensive to reach and convert. If used effectively, however, \$5 to \$10 per day can be enough to advertise to a cold audience on Facebook, Chung says.

Monitor and Measure Your Campaign

Facebook provides a host of metrics and data for your campaigns. Commonly used metrics in digital advertising include click through rates (CTR), cost per click (CPC), cost per acquisition (CPA), cost per 1,000 impressions (CPM)—all of which are calculated for you in Facebook's Ad Manager.

Travis Thom, a Facebook marketing strategist for real estate agents, tracks the click-through rates and conversion rates of campaigns for his clients. As those are often lead-generation campaigns using Facebook's lead-ad form, the click-through rate measures clicks to open the form, and the conversion rate would measure how many users finished and submitted the form.

"The industry benchmark click-through rate that we look for is 1%," Thom says. "If it's below that, something is off—the targeting, the ad copy—something is not resonating with the audience."

Facebook assigns each ad a relevance score from one to 10. The relevance score reflects how positively Facebook expects your target audience to respond to the ad, with 10 being the highest. "If you have a relevance score of seven or higher, you know you're doing something right," Chung says.

Thom says you can get an idea of how the campaign is

going to perform after it has reached around 2,500 impressions. Before that, Facebook is still in the learning phase. Then you can start to evaluate the reach, frequency (how often a user has seen the ad), relevancy score of the ad, and click-through rate or other measure of engagement with the ad.

If you use other automated systems as part of your marketing—automated text messages, transactional emails, etc.—track those conversions, too. Thom tracks conversions on and off Facebook, counting each home viewing appointment or listing presentation as a conversion.

When evaluating your cost per acquisition, you need to keep in mind the overall cost to convert a warm lead versus a cold lead, according to Thom. Even if your ad is relevant, setting your budget too low may allow other advertisers to outbid you for the leads most likely to take action. “If you’re fishing at the bottom of an auction, you might be disappointed with low-quality prospects,” Thom says.

Tracking the revenue generated by Facebook advertising down to the click or conversion can be helpful, Thom says, but you need a significant amount of data to get an accurate view. “If you run a campaign for a month, then measure it 60 days later, that timeline is too short,” he says. Six months is a more realistic time span to evaluate the effectiveness and return of an ongoing campaign, according to Thom.

How to Define Success

“Ideally, yes, I want conversions into transactions,”

Arjona says. But her Facebook campaign is focused on branding and growing her audience, with impressions being her most closely tracked metric.

“My success has come from people seeing my ads, looking me up somewhere

ly,” Goodenbour says.

Tracking conversions, cost per acquisition, revenue per click, and other metrics is important, Chung says, but she tells her clients not to obsess over individual metrics. A house is a very involved deci-

whatever interaction your ad is designed to promote. If you’re not getting any feedback in the first couple days of a campaign, check your ad’s relevance score, click-through rate, or other metric you’re targeting and make changes.

You don’t want to run an ad just for fun. You want to have a goal in mind.

—Aarin Chung

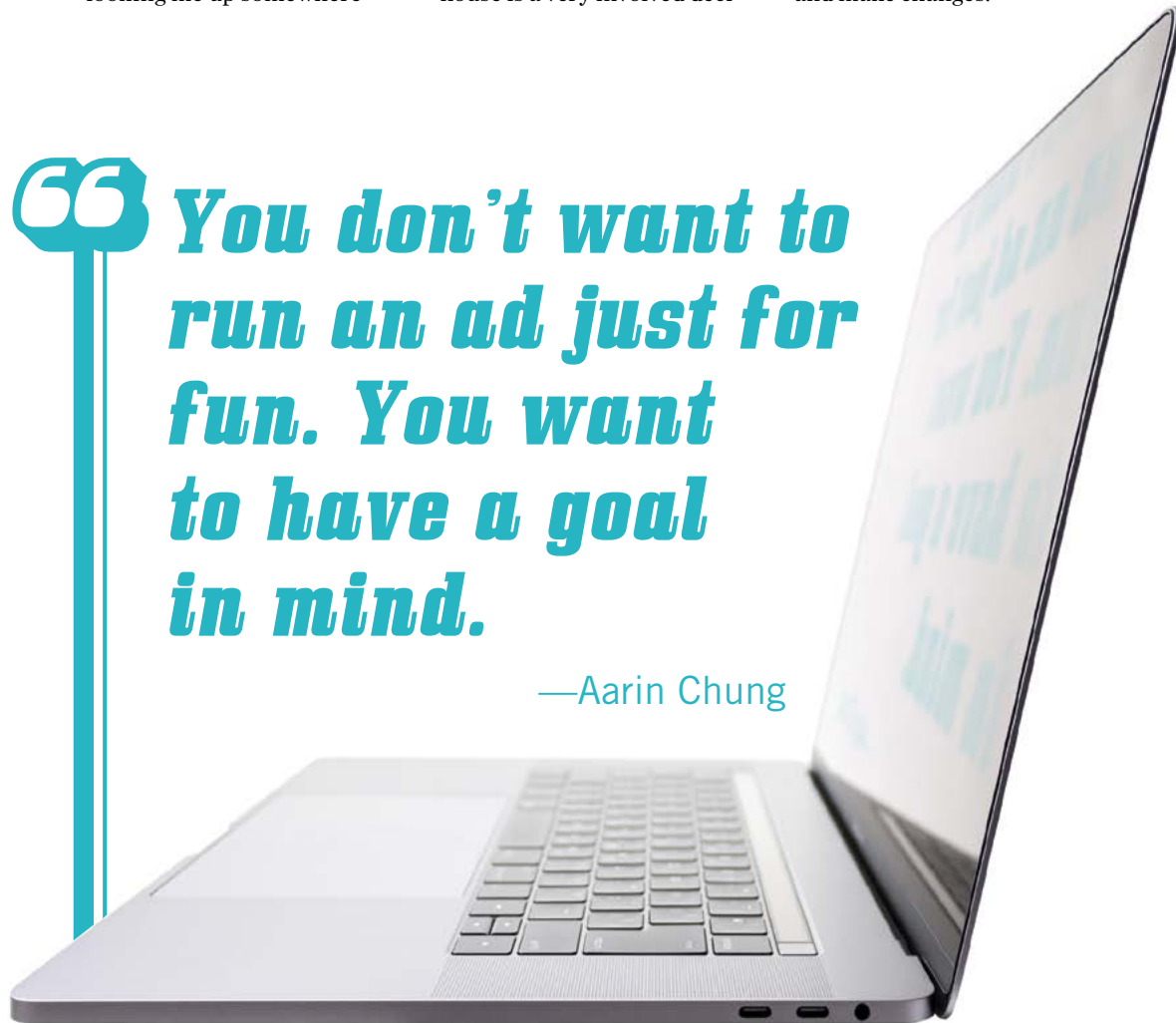


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else, reading my reviews, then calling me and giving me an opportunity to work with them,” Arjona says.

Like Arjona, Goodenbour’s social media ads focus on branding, but she does track where her clients come from. “While the majority of my business is referrals from my clients and network, approximately 25% of my business has mentioned to me that they saw me on social media, even if that isn’t ultimately how they came to work with me direct-

tion-making process, she says. You can’t treat it the same way as you would an impulse buy from an ad in your news feed.

You’ll know your social media ads are working if you’re getting feedback, which can happen within hours after starting a campaign. If you’re advertising to hot audiences, your phone will start ringing, Chung says. For warm or cold audiences, the feedback may be people signing up for your newsletter, registering to receive a list of open houses, or

When showings of a listing start to tail off, Arjona will run Facebook ads promoting that specific property. “Often when I start running the ad, showings increase again,” she says. “So even if those agents aren’t telling me they saw the ad, I know that it’s generating showings.”

MICHAEL SCHRANTZ is digital marketing manager for Texas REALTORS®.



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MANAGING RENTAL PROPERTIES DOESN'T HAVE TO BE STRESSFUL

If you've ever wondered if the headache of managing your own investment properties is worth it, you're not alone. A recent survey of landlords by the home improvement company Porch found that 88% had experienced stress in renting out their properties.

But the solution isn't to divest or grin and bear it. Hiring a property manager can help alleviate the stress and potentially improve the financial health of your investment. Here are four examples of ways a property manager can make life as a landlord easier.

PROPERTY MANAGERS ARE EXPERIENCED IN HANDLING TENANT DISPUTES AND ISSUES.

Nonpaying tenants, evictions, and altercations between tenants are just some of the major headaches of being a landlord. A property manager will be able to handle those issues in a professional manner with as little stress to you as possible.

PROPERTY MANAGERS ARE VERSED IN REAL ESTATE-RELATED REGULATIONS.

Do you know how federal fair-housing laws apply to you and your property? Do you know if there are local anti-discrimination ordinances? And do you know what you can and can't ask about requests for assistance animals? Property managers do. Hiring a property manager can help you reduce your legal risk and remove the need for you to stay on top of complicated regulations.

PROPERTY MANAGERS ARE ON-CALL SO YOU DON'T HAVE TO BE.

Whether it's a 3 a.m. plumbing emergency or a last-minute showing, you'll be relieved to have a professional handling time-consuming or inconvenient tasks instead of them falling to you.

PROPERTY MANAGERS CAN BENEFIT YOUR BOTTOM LINE.

The fees associated with hiring a property manager can be offset by timely payments, competitive rents, low vacancy, and other benefits of professional management. Property managers often have case studies that show how they've helped other properties and what they may be able to do for yours.



Reduce your stress and boost your investment by contacting a Texas REALTOR® who specializes in property management.

TAKE 5

YOUR ROLE IN DEALING WITH APPRAISERS

Although you aren't a key player in an appraisal, here are a few reminders of how the appraisal process works and your options for participating in it.

THE APPRAISER WORKS FOR THE MORTGAGE LENDER

The lender may order the appraisal either directly from an appraiser or through an appraisal management company that coordinates the process on behalf of the lender.

YOU CAN TALK TO THE APPRAISER

Real estate agents are allowed to communicate with the appraiser since you have an interest in the real estate transaction. You can also be at the property when the appraiser is there and answer her questions. Even so, give the appraiser space to do her job.

YOU CAN PROVIDE DOCUMENTS TO THE APPRAISER

Documents such as plats, surveys, deeds, covenants, neighborhood details, and comparable sales are all relevant items the appraiser may be able to use.

WHAT TO DO WITH YOUR CONCERNS ABOUT THE APPRAISAL REPORT

Appraisers cannot discuss their reports with anyone but their client—the mortgage lender—and anyone the lender designates to receive the information. Contact the lender in writing if you think there are errors in the report or if you want the appraiser to consider additional information.

WHAT TO DO WITH YOUR CONCERNS ABOUT THE APPRAISER

Like real estate agents, appraisers are required to be competent in the geographic area in which they work. If you think the appraiser isn't competent to appraise property in your area, contact the appraiser's client—the lender who ordered the appraisal—and share your concerns. You can also contact the Texas Appraiser Licensing and Certification Board, which enforces the rules and laws appraisers must follow.

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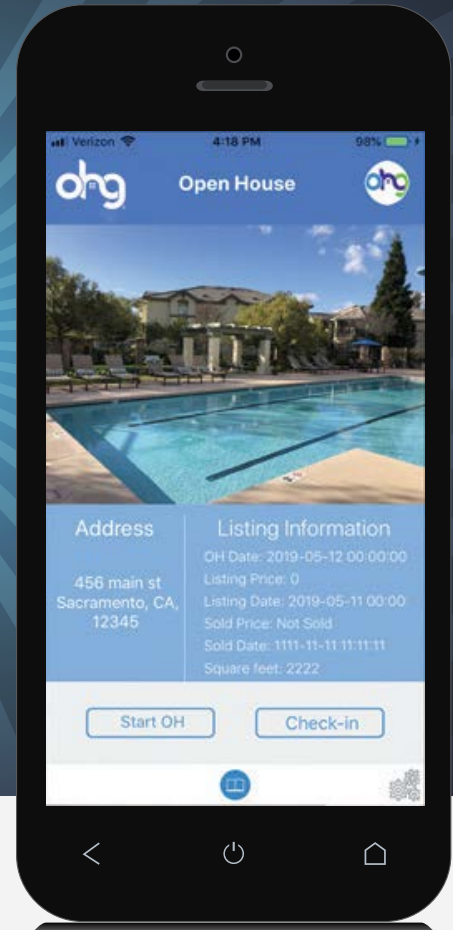


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