

April is Fair Housing Month: Resources to Explore



Fair Housing Month commemorates the anniversary of the Fair Housing Act in 1968. This major legislation sought to put an end to housing discrimination of all kinds—although many believe discrimination has only become more subtle in the decades since that time.

The **Fair Housing Council of Oregon** commemorates Fair Housing Month by organizing community events (Here is FHC0's list of Fair Housing Month Events for 2014). They also offer historical tours of Portland, with important stops that serve to illustrate why fair housing is important to our past, present and future. These tours are highly recommended by RMLS™ staff, including Data Accuracy Liaison Vallerie Bush, who thinks REALTORS® who want to learn more about the history of Portland, or REALTORS® new to the area might find the tour especially enlightening.

The **National Association of REALTORS®** observes Fair Housing Month each year to “recognize the significance of [the Fair Housing Act of 1968] and reconfirm our commitment to offering

equal professional service to all.” Click the link and find a set of articles including “Four Things You Didn’t Know About the Fair Housing Act,” and “What Everyone Should Know About Equal Opportunity Housing.”

An episode of ***This American Life*** called “House Rules” aired last year, which illustrated the ongoing need for fair housing laws. National Public Radio followed up with “A Battle for Fair Housing Still Raging, But Mostly Forgotten,” an interview with reporter Nikole Hannah-Jones, who became interested in the topic while reporting on the topic in our very own Portland, Oregon.

While Hannah-Jones worked for ***The Oregonian***, the paper ran an extended series about housing discrimination in Portland in Locked Out. The series begins with “Portland Housing Audit Finds Discrimination in 64% of Tests; City Has Yet to Act Against Landlords” in May 2011. (That’s right–2011!)

We hope you’ll take some time to explore some of these resources and reflect on what you can do to help end discrimination and the fair housing movement through your work with clients.

Training Classes for May 2013

Here’s a quick rundown of upcoming real estate training events for May in Oregon and Southwest Washington. If you have an event that’s not listed here, let us know in the comments! Be sure and check out the new RMLS*Central* events page as well.

May 3: Broker Education Series (Brookings)

Rick Harris will teach the law and rule required course for 3 CE credits. Recent changes to rules and laws that affect the

real estate business and the licensee's requirements to practice. Property management, trust accounts, license renewal, radon and carbon monoxide issues, plus a review of recent administrative actions and what they mean to brokers and managers. All Oregon licensees are required to have this course for license renewal.

Location: Lucky 7 Casino, Smith River, CA – FREE

May 9: Portland State University MRED Information Session

Learn more about Portland State University's Master of Real Estate Development (MRED) program from the Academic Director and Graduate Business Programs staff.

Location: PSU School of Business Administration Building, Room 550, Portland – FREE

May 15-16: Earth Advantage STAR Course (Portland)

S.T.A.R. (Sustainability Training for Accredited Real Estate Professionals) gives real estate professionals the knowledge and skills to communicate with clients about the value and benefits of a new or remodeled green home. This certification course will provide real estate professionals with an understanding of the green home consumer market segments and prepare them to market and sell a green home. This course will be taught by Taylor Watkins, who is also a Washington State approved instructor.

Location: Downtown Portland – \$365

FREE RMLSweb Training

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- Brookings
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Don't forget to check out our webinars for training outside these areas, and the Open House hours at the Portland office each Friday (10am-noon) when subscribers may consult with our training staff for individualized attention.

You can also find ongoing education and training classes through a number of different associations in the Portland metro area and beyond. To search for classes in May, check out the current event listings at the following associations:

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Nationwide Open House Weekend is Coming April 20-21, 2013

Did you know?

- *Mid-income buyers, those with income between \$55,000-\$75,000, are most likely to find their home through an open house compared to those in other income brackets.*
- *Married and unmarried couples are more likely to walk through open houses than single buyers.*
- *Repeat buyers use open houses more frequently, and are more*

likely to find their home from an open house than first-time buyers.

(Source: National Association of REALTORS®)



REALTORS® across the country will host the nation's largest open house weekend Saturday and Sunday, April 20-21, 2013. Nationwide Open House, organized by the National Association of REALTORS®, allows real estate professionals around the country to showcase properties currently on the market.

How many open houses will be entered into RMLSweb this year? As of April 3, we have a mere three open houses scheduled.

Sharing your open house via RMLSweb will not just attract other REALTORS®—potential clients also access the information directly on RMLS.com, our public-facing website. The National Association of REALTORS® site, REALTOR.com, also displays this open house information. (On their site, click on “Advanced Search” and check the “Open House” box.)

We'd love more subscribers to join in and advertise their open house through RMLS™! Here's how. In RMLSweb, navigate to the Back Office menu, and click on Listing Load. Find the right listing, and click on the box labeled *OH/BT*. Select New Open House. Then enter the date of your open house, the start and end time, directions to the property, whether you'll be providing food, and any other remarks. Click on the Save button in the upper right hand corner. Congratulations—you've added your open house to Nationwide Open House Weekend!

If you'd like to read some tips on holding your open house, check out these articles:

- How to Prepare for the Open House (REALTOR® Magazine)
- Six Ways to Capture Clients at Open Houses (REALTOR® Magazine)
- Is an Open House a Waste of Time? (MSN Real Estate)

- Make Your Open House Memorable (RealtyTimes)

If you'd like a little break-time fun, be sure and check out the Who Comes to Open Houses? Quiz.

Training Classes for April 2013

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April 10: Cloud CMA Demonstration

Come learn about what Cloud CMA has to offer! Cloud CMA is now integrated with *RMLSweb*. The program leverages multiple data sources and internet information to create custom reports for buyers and sellers from your PC, iPad, or smartphone. A large part of the class will focus on listing presentations, mobile applications, and utilizing social media to help propel your business.

Location: RMLS™ Portland – FREE

April 10-11: Certified Negotiation Expert Seminar (15CE)

A two day course taught by Oliver Frasca which includes competitive win-lose vs. collaborative win-win negotiation; the psychology of buying; persuasion principles; CNE model and planning; case studies; role plays; and group discussion. Attendees will be awarded Certified Negotiation Expert designation at the end of the course. Approved for CE in Oregon and Washington.

Location: Airport Clarion Hotel, Portland – \$249

April 11: RMLS™ Spring Education Summit and Trade Fair

Hit a home run with RMLS™! This annual event offers free CE hours for both Oregon and Washington agents (registration required). Exhibitors will be on hand to offer the best in services, technology, and tools for your business needs. Refreshments will be available for purchase, and a special guest will be on hand to ensure a memorable day.

Location: Oregon Convention Center, Portland – FREE (except PMAR classes)

April 18: BuildRight: High Performance Building and Remodeling Conference and Expo

The Home Builders Association of Metropolitan Portland offers its annual business-to-business building and remodeling conference in the Portland metro area. Select classes are available for CE credit, and PMAR members may receive discounted registration.

Location: Airport Holiday Inn, Portland – \$150

April 25: At Home with Diversity® (6CE)

PMAR's Homeownership Opportunities Committee offers the National Association of REALTORS® At Home with Diversity® Program. Gain diversity awareness and cross-cultural skills and begin preparing your diversity marketing plan today! With this certification, you will be able to better serve your clients in the ever-growing diverse marketplace. PMAR members receive discounted registration.

Location: Oregon Medical Association, Tigard- \$149

April 26: Homeownership Opportunities Certification Course (5CE)

Developed to help address buyers' concerns about homeownership affordability, the Homeownership Opportunities Certification program provides practical, hands-on information about financing programs and products that may help financially challenged or first-time homebuyers in the Portland metropolitan region. PMAR members receive discounted registration, and lunch will be provided.

Location: Oregon Medical Association, Tigard- \$149

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April is National Fair Housing Month



Each April, Fair Housing Month commemorates the anniversary of the Fair Housing Act in 1968. This major legislation sought to put an end to housing discrimination of all kinds—although many believe discrimination has only become more subtle in the decades since that time.

The Fair Housing Council of Oregon celebrates Fair Housing Month by organizing at least one major community event. This year, they've teamed up with Portland Center Stage to present a special performance of *Clybourne Park* by Bruce Norris on Thursday, April 18th.

Clybourne Park is a new play that tells the story of a 1950s neighborhood that splinters over the black family about to move in, and compares it to the present day when the same house represents very different demographics, neighborhood values, and tensions. Decades apart, neighbors battle over territory and legacy that forces viewers to consider how far ideas about race have evolved.

Tickets to the April 18th performance are \$75 and include a pre-show reception including refreshments, and a post-show discussion. Contact Justin Taylor with Fair Housing Council of Oregon at (503) 223-8197 x111 if you'd like to attend.

Read More About Fair Housing History:

- "History of Fair Housing" by the US Department of Housing and Urban Development
- Fair Housing History and The Way It Was by Jo Becker, Fair Housing Council of Oregon Education/Outreach Specialist

RMLS™ Spring Education Summit and Trade Fair

Hit a home run with RMLS™!

The RMLS™ Spring Education Summit and Trade Fair will be held on Thursday, April 11, 2013, from 8:30am-5:00pm at the Oregon Convention Center in Portland.

Classes are filling quickly—register online today to ensure enrollment! FREE CE hours are available for both Oregon and Washington REALTORS®!

Exhibitors will be on hand to offer the best in services, technology, and tools for your business needs. SentiLock will be in attendance for subscribers who would like to preview the lockbox equipment that RMLS™ will transition to later this year.

A special guest will also be on hand to keep the day memorable, and refreshments will be available for purchase. Don't forget to bring business cards for door prize drawings!

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Training Classes for March 2013

Here's a quick rundown of upcoming real estate events and education for March in Oregon and Southwest Washington. If you have an event that's not listed here, let us know in the comments!

March 7: Top Producers Discussion (1 CE)

The Oregon chapter of the Council of Residential Specialists presents a panel discussion with top producers from Eugene, Bend, and Salem. Galand Haas, Shelly Hummel, and Amy McLeod will discuss their techniques for success, and answer questions. Contact Jane Robertson at (503) 228-9560 or oregoncrs@oregoncrs.org for more information or to register. Location: George Fox University, Tigard OR – \$10 for non-members

March 7: Owner and Manager Forum (1.5 CE)

Portland Metropolitan Association of REALTORS® presents "Something New, Something Old, Something SOLD: Updates, Trends, and Red Flags in 2013." Company owners and managers are welcome to attend this event with Phil Querin, Evan Swanson, and Alan Brickley, legal professionals in real estate.

Location: Multnomah Athletic Club, Portland OR – \$15

March 14: HOA and Condos (2 CE)

Ryan D. Harris of Vial Fotheringham LLP leads a class featuring the legal concerns of home owner associations and planned communities. Contact Andrea Milbrett at (541)

902-2560 or cocbrmls@oregonfast.net for more information or to register.

Location: Florence Event Center, Florence OR – \$20

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Training Classes for February 2013

Here's a quick rundown of upcoming real estate events and education for February in Oregon and Southwest Washington. If you have an event that's not listed here, let us know in the comments!

February 7: Law and Rule Every broker is required to complete this course, which PMAR will be holding throughout the year. Topics include new licensing and continuing education requirements, new laws, new exemptions, and interactive case studies!

Location: Oregon Medical Association, SW Portland – \$30

February 20: Basement and Crawlspace Waterproofing Learn about codes dealing with new construction, methods of waterproofing, proper drainage, existing basements, why they leak, how to repair, existing crawlspaces, water vapors, and more.

Location: Fidelity National Title, 700 NE Multnomah, Portland

February 27: Investing 101: Working with Small Multi-Family Housing Investors Panelists will walk attendees through working with investors purchasing four units or less. Topics include identifying and qualifying investors, appraisal challenges, and financing tips.

Location: Multnomah Athletic Club – \$25 (continental breakfast included)

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Training Classes for January 2013

Here's a quick rundown of upcoming real estate events and education for January in Oregon and Southwest Washington. If you have an event that's not listed here, let us know in the

comments!

January 24: Dos and Don'ts for Today's Real Estate Licensees

Join professionals for some continuing education in Florence on January 24, 2013. Stacey Harrison and Selina Barnes, Division Managers with the Oregon Real Estate Agency, will discuss complaints, investigations, and how REALTORS® can stay in compliance with Oregon's laws and rules. Location: Florence Events Center, Florence, OR – \$25

January 31: PMAR Masters Circle Educational Event

Portland Metropolitan Association of REALTORS® offers a panel of top producers sharing their expertise to attendees. Breakfast will be served, and you do not need to be a Masters Circle member to attend! Location: Multnomah Athletic Club – \$22

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Training Classes for December 2012

Here's a quick rundown of upcoming real estate events and education for December in Oregon and Southwest Washington. If you have an event that's not listed here, let us know in the comments!

December 5-6: Earth Advantage Broker Certification Course

Earth Advantage Institute offers this one-time certification course, designed to provide a comprehensive overview of green building techniques, third-party certification programs, techniques for communicating features of a green home, and effectively marketing and selling green homes.

9:00am-4:00pm, 13 CE for Oregon and Washington

Location: Portland – \$365.

December 7: Cloud CMA Demonstration

RMLSweb is now integrated with Cloud CMA, a program that leverages multiple data sources and internet information to create custom MLS reports for clients from your computer, iPad, or smartphone. This class will cover ways to help get more business, working with buyers, and more.

10:00am-11:00am

Location: RMLS™ Portland office – Free

December 12-13: Earth Advantage Broker Certification Course

Earth Advantage Institute offers this one-time certification course, designed to provide a comprehensive overview of green building techniques, third-party certification programs, techniques for communicating features of a green home, and effectively marketing and selling green homes.

8:00am-4:00pm, 13 CE for Oregon and Washington

Location: Salem- \$365.

December 19: Green Home Trends and Appraisal Methodologies

Taught by Fiona Douglas-Hamilton and William Norman, this class will explore appraisal aspects of green building, a growing trend in new construction.

8:30am-4:30pm, 7 CE hours for Oregon

Location: EWEB Headquarters in Eugene – \$70.

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