

Mid Year Meeting Travel Report by Carol Lawhun:

It was a great meeting with wonderful ideas, great weather, and fantastic synergy & networking. CRS national is very committed to the chapters and growing membership. They are also very committed to keeping up with the way people like to get education while maintaining brand strength. Some ideas for chapter growth:

- Greg Fujita – leadership is looking at ways to help chapters create additional revenue streams (beside the traditional sources of dues and class revenues).
- Connecticut CRS is building CRS/chapter awareness by having breakfast meetings in local areas. Get one person plus nine others to commit to attending & then do presentation on CRS & chapter.
- Getting started in social networking for Chapters
 - Step 1 – Listen to learn how network & its culture works
 - Step 2 – Create personal page to gain experience
 - Step 3 – Set up chapter account & monitor frequently
 - Also use to monitor industry trends
 - Facebook now has people 'like' instead of becoming 'fan'
 - Twitter – can retweet posts found at crsconnect
 - In order to see entire twitter conversation need to follow people on both sides of conversation
 - CRS Connect is on youtube – www.youtube.com/crsconnect
 - As part of social networking , the chapter needs to
 - Mix up content links to events, video, poll, pictures, council info links, tip of the day, class testimonials
 - Monitor comments
 - Correct factual errors
 - Use opportunity to engage in conversation
 - Reserve right to remove content
 - May want to post rules for use
 - Can get involvement from CRS members may never hear from otherwise
 - Chapter page <http://facebook/group.php/gid+39155081677> (or on crs site when you sign in)
 - Lots of social networking on new CRS page
- Chapter can send new designees new certificate along with letter inviting them to chapter & reasons to join
- Administrative Items Reviewed

- Chapter logos – png is transparent , are coming out with high resolution & one for social media which doesn't cut off part when uploaded to social media
- When someone reinstates online, there is now a dropdown list with the chapter codes so the chapter can get reinstatement credit if we educate people to do that.
- CRS of the year - name is now required for pen & plaque to be sent. If done early enough can be mentioned in Residential Specialist
- Important for Chapters to be incorporated. If not, each officer is personally liable, if incorporated only corporation is liable. NAR insurance does cover individuals, but there is a \$20,000 deductible. It also does not cover settlements.
- The Residential Specialist (TRS) will be part of website design. (Over 60% members are not reading online at all)
 - Great ideas brainstormed at meeting for possible story ideas and/or angles (also looking for names of CRS experts to be contacted as resources for these articles)
 - New problems with lead based paint
 - Smoke detector changes in some states & how effects our clients (detectors not hard wired in Mass must have photo-electric sensors due to moisture near bathrooms & kitchens)
 - Chinese drywall concerns
 - Data security issues
 - Broadband usage & availability in rural areas
 - Net Neutrality issues in future (using one phone on different networks)
 - Disaster relief efforts / counseling clients on property values after natural disasters
 - Flood Insurance Availability info & lack of availability for investment properties
 - Education and/or checklists for how to read homeowners insurance policies
 - On-line etiquette
 - Home Inspector / ASHII cross referrals
 - Tax tips for independent contractors
 - Travel Budgeting
 - Referral testimonials on websites & chapter communications (one-liners showing referrals are happening)
 - Rewording statistics for consumer-centric usage (ie of the xxxxx million transactions in the US in 2009, xx # were performed by CRS agents who make up only 4% of the agents in the country – or x% transactions in country performed by CRS agents who are 4% of agents in country)
- When chapter works with charities need to be sure are following charitable contribution laws
 - If donation made to chapter, individual does not qualify for tax deduction

- If there is a chance to win something, it does not qualify for charitable donation tax deduction
 - If we co-sponsor with an organization & they get marketing exposure, they can write off as marketing expense their expenses (ie they provide refreshments), but they do not get charitable donation deduction unless payment made directly to charity
- Parliamentary procedures review
 - Chair does not give opinion unless steps out of chair
 - Rulings of chair can be appealed
 - Email voting needs to be unanimous (laws may differ by state)
- Membership Meeting
 - Statistics as of March 31 – 3.5% of NAR membership are members of CRS; 2.98% are CRS designees
- There has been discussion about an advanced designation – they are going to YOUiversity instead.