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Subject: Building a Culture of Preparedness

July 9, 2020



[Building a Culture of Preparedness](#)

No one could have prepared for what 2020 has had in store for us to date. However, it is important REALTORS® proactively prepare for the upcoming hurricane season. With market activity returning to full swing, customers will likely have questions when looking at homes and properties in flood-prone areas. That's why NAR has worked with the Federal Emergency Management Agency (FEMA) on a [suite of flood resources](#) to help you advise your clients.

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By The Numbers

8/8

Extended application deadline of the Paycheck Protection Program (PPP), a program popular with REALTORS® and the real estate industry. The PPP offers forgivable loans for small businesses to pay expenses and keep workers on the payroll. A new, shorter EZ application loan forgiveness form was released by the Small Business Administration, and full forgiveness was granted to independent contractors and sole proprietors who meet certain guidelines. NAR has also called on Congress to automatically forgive all loans under \$150,000.

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400+

Number of organizations from across the country, including the National Association of REALTORS®, participating in the U.S. Chamber of Commerce's Equality of Opportunity initiative. NAR is part of this broad national effort to examine economic inequality in America. This group of business and policy leaders has assembled to advance economic inclusion and data-driven solutions that promote equal opportunity.

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55

Number of hard-to-count cities where the 2020 Census self-response rate for households to date is low in comparison to population numbers in the 2010 Census. These cities also have census participation rates that are below the current national response rate of 61.8%, and could potentially miss out on future funding because of an inaccurate population count. Join NAR in promoting Census participation and its impact on state and local communities.

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The REALTOR® Party At Work

Highlighted here are a few of the many REALTOR® Party success stories across the nation. These and others are cataloged in the [Success Stories section on REALTORParty.realtor](#).



Beloved Park Was Defaced, Then Revived with NAR Grant

Due to the damage of public spaces that occurred separate from the peaceful protests nationwide, real estate pros are leading the charge to clean up vandalized areas in our local communities. NAR's new Community Rebuilding Grant helps REALTOR® associations make it happen.

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[Delaware REALTORS® Lobby State to Spare Summer Rental Season from Extended Pandemic Shutdown](#)

Facing an extension of restrictions on out-of-state visitors and short-term rentals as the all-important summer beach season approached, Delaware REALTORS® engaged their governor and other elected officials in problem-solving discussions. A five-part Call for Action through the Advocacy Everywhere program helped get the message through.

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[Huntsville Area REALTORS® Deflect Steep Increase in Impact Fees on New Housing Construction](#)

REALTORS® responded in force to a Call for Action letting elected officials in Madison, Ala., know that raising impact fees on new developments would price their middle-class clients out of the housing market. The mayor and city council heard the message loud and clear, and are finding other revenue sources to support city services.

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[Howard County REALTORS® Contest Closing Fee Increases](#)

The last thing that property owners and prospective buyers in Howard County, Md., needed this year was a steep increase in recordation and transfer taxes – but that's what the county council was proposing. With help from the REALTOR® Party, and a REALTOR® Champion serving on the council, and members of the Howard County Association of REALTORS® sent a strong message leading the governing body to reconsider.

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Resources & Opportunities



[Expanding Housing Opportunity – A Toolkit for REALTORS® and Associations](#)

An updated collection of guides is now available to help REALTORS® and associations address affordability challenges in their communities. Rich with ideas and resources, this toolkit is designed to be a reference and working companion for those facing housing affordability challenges.

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[Save Time, Money and Stay Safe with Members TeleHealth](#)

Access virtual healthcare for only \$7/month (a 50% savings). Through Members TeleHealthSM, NAR members receive 24/7/365 access to MDLIVE, a network of more than 2,300 state-licensed and board-certified physicians who are trained to provide non-emergency medical treatment through smartphone, tablet, or computer.

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[New Coronavirus Consumer Guides Available in English and Spanish](#)

Download and customize the [*Protect Your Investment*](#) and [*Protect Your Credit*](#) brochures to share with your clients. These resources are for homeowners facing financial challenges due to the coronavirus pandemic and offer guidance on working through those challenges with trusted professionals like REALTORS® and financial counselors.

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[On Common Ground: Reinventing How Communities Work in the Age of COVID-19](#)

REALTORS® will play a pivotal role in helping communities rebuild and recover as states and localities work towards getting to a new normal after the COVID-19 pandemic. In this special issue of *On Common Ground*, take a deeper dive into the evolution of homeownership post-pandemic; what nonprofits and local governments are doing to help preserve homeownership; and how local governments are re-tooling public spaces to accommodate social distancing.

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[Stay up to Date with NAR's Coronavirus Resources & Information](#)

NAR is providing guidance to help REALTORS® respond to COVID-19 – commonly referred to as the coronavirus – and its impact on the real estate industry and real estate transactions. Updates and resources from NAR are collected on nar.realtor/coronavirus.

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[Take Advantage of the Right Tools, Right Now](#)

In this uncertain time, NAR has activated the [Right Tools, Right Now](#) program to make a sweeping selection of products and services available for free or at reduced cost. Offerings on financial planning, technology, skill-building, and more will help you earn more and keep more of what you earn.

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