

BENCHMARK

WINTER 2020
VOLUME 20, NO. 1

Capitol Conference 101

2019 RPAC Success

President's Message

A publication by the Iowa Association of REALTORS®

**SCOTT WENDL,
PRESIDENT**

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For more information about *The Benchmark* contact Grace McNamara at 515-309-9332.

@iowarealtors



The Roaring Twenties



Gavin Blair
CEO

How is it January 2020 already? I came to Iowa four years ago now and I have seen our Association grow from under 7,000 members to over 7,500. In this time, we've seen amazing growth in our education, legislative wins, great RPAC numbers, and a brand new headquarters for the Iowa Association of REALTORS®.

We enter 2020 in the best shape yet for the Iowa Association of REALTORS®. We are in a strong financial position as an association. We also have a strong Leadership Team (below) poised to take us into the new decade.

Real estate is changing rapidly whether it be with new brokerage models or new disrupters entering the market. At the end of the day though, all real estate is local. I can promise

you that here at the Iowa Association of REALTORS®, we will fight to keep you at the center of that transaction. We will do that by modernizing our MLS in the next decade which has already begun. We will fight in the Iowa Legislature for new provisions to make buying and owning easier, and keep government out of the transaction as much as we can.

Your local boards are also stronger than they have ever been. All 17 of our boards are run by professional staff who work each and every day on your behalf. Take time to go visit and get to know them. Get involved to really make a difference in your business. They need your volunteerism just as we do at the state level.

Finally, thank you for what you do everyday: helping people achieve the American Dream. Always remember we are here to help you do that!



Iowa Realty is the #1 Real Estate Company in

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*Licensed to sell real estate in the state of Iowa

*Based on 2018 MLS data on transaction count, volume count, agent count and office count.

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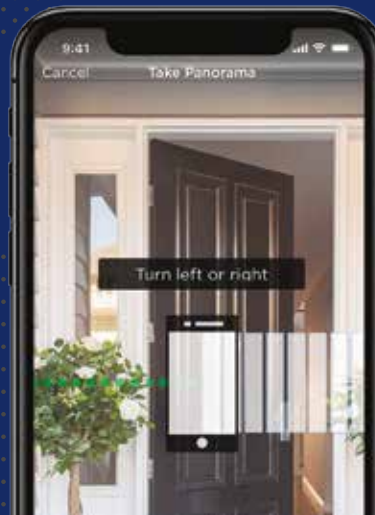
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Scott Wendl 2020 President

I'm sure you are all refreshed and ready to have a great 2020. While I have your attention, I would like to remind you of our Capitol Conference (formerly known as Bus-In Day) coming up February 12th - 14th. This year we will have David Price as our guest speaker. He is an Emmy award- winning reporter, anchor, and author. We are also waiting on confirmation that our governor Kim Reynolds will be able to attend. If you have not been to our beautiful state capitol, join us! We will visit the Hill on the 12th and talk to legislators about the issues we care about.

We will be having our governance meetings Thursday the 13th and Friday the 14th at the new IAR headquarters.

If you have not seen our new building this is a great chance to visit. We will be having our RPAC happy hour reception Thursday, followed by a fun Iowa YPN event in the evening at the Blue Moon Dueling Piano Bar nearby.

Speaking of RPAC, make sure to mark your calendar for June 9th - 10th for the RPAC Rally Ride. This is going to be a fun chance to explore all Northeast Iowa has to offer. We will return just in time for the Summer Meetings Kickoff at SingleSpeed Brewing Co. in Waterloo.

Be sure to tune into the monthly videos I'll be doing to update you all on what's happening!



A handwritten signature in cursive script that reads "Scott Wendl". The signature is written in a dark color, likely black or dark blue ink, and is positioned below the main body of text.



You've probably heard about a new MLS Rule – more specifically, MLS Statement 8.0, the Clear Cooperation policy. The new policy, adopted in November by the National Association of REALTORS®' Board of Directors, requires listing brokers who participate in a Multiple Listing Service to submit their listings to the service within one (1) business day of publicly marketing the property.

I get questions about this policy on the Legal Hotline constantly. That is totally OK. In fact, I encourage them! But I want members to be aware of the great resources available on many topics, including this one, on the National Association of REALTORS®' website.

Here are some links on NAR's website that answer many questions about this policy, as well as some other topics that often come up on the hotline. Take 15 minutes today and check them out!

The IAR Legal Hotline is here for you to call and email freely. We want to help. I thought it was important to remind everyone that there is so much information that NAR makes available to you all and I hope you take advantage of it! Always feel free to call the Legal Hotline at 888-636-2622 or email me at: legalhotline@iowarealtors.com.

I hope everyone is geared up for an awesome 2020!

GABE WALSH
IAR Legal Counsel

Taking Advantage of NAR Resources



For questions about MLS Statement 8.0:

1. Go to nar.realtor
2. Search "clear cooperation"
3. Click MLS Clear Cooperation Policy

Proper use of the REALTOR® Trademark:

1. Go to nar.realtor
2. Search "REALTOR trademark"
3. Click "Why NAR protects the REALTOR® Trademark"
4. Review this page and video.
5. Click "Logos and Trademark Rules". Explore this page.

Want Legal Sources of information affecting the Real Estate Industry, including NAR's Legal Pulse Newsletter?

1. Go to nar.realtor
2. In the top left corner, click on "Real Estate Topics"
3. Click "Legal". (nar.realtor/legal) Check out The Legal Pulse Newsletter, Window to the Law video series, cases, and other information on various legal topics)

Real·tor

[rē(ə)ltər] *noun*

An expert whose business is finding a home for yours. We'll be your first customer too.





RPAC PRESIDENT'S CIRCLE

The Few and the Proud

The President's Circle is an influential group of REALTORS® who contribute directly to REALTOR®-friendly candidates at the federal level. The President's Circle Program supports REALTOR® Party Champions – members of Congress who have made significant achievements in advancing the REALTOR® public policy agenda. The President's Circle allows REALTORS® to contribute beyond RPAC dollars and increase the strength of the REALTOR® voice on Capitol Hill by individually selecting the candidates they choose to support.

Being an RPAC Major Investor is a prerequisite for participating in the President's Circle Program.

In addition to a greater voice for REALTORS® in the federal legislative process, President's Circle members enjoy exclusive benefits beyond what they already receive as an RPAC Major Investor.

President's Circle membership is a \$2,000 yearly commitment of personal funds (no corporate funds allowed by law) in addition to your RPAC Major Investor investment. President's Circle members receive "special savings" on their Crystal and Golden R membership rates and have full control over the candidates they support.

They are also invited to an exclusive President's Circle conference each year. The 2020 RPAC President's Circle (PC) Conference will be held February 24 – 27, 2020 at the Fontainebleau Miami Beach Hotel, Miami, FL.

For more information on the President's Circle and how you might join this group, visit realtorparty.realtor/recognition/presidents-circle.



Kim Bakey



Lana Baldus



Gavin Blair



Travis Bushaw



Jen Burkamper



Ken Clark



Krista Clark



Jennifer Clark



Verne Folkmann



Robert Hackney



Lance Hanson



Monica Hayes



Randall Hertz



Megan Mitchum



Carlton Jackson



Jennifer Jansen



Jo Jenkins



Mark Kamps



Dick Koestner



Joseph Krage



Matthew Lepic



Shaner
Magalhães



Donald Marple



Byron Menke



Kathy Miller



Lisa Nolan



Tammy Stuart



Alan Swanson



Rick Tollakson



Mark Vos



Scott Wendl



Linda
Westergaard

Golden R Investors - \$5,000



Kim Bakey



Lana Baldus



Gavin Blair



Ken Clark



Verne Folkmann



Megan Hill Mitchum



Alan Swanson



Scott Wendl

Crystal R Investors - \$2,500



Dave Bert



Travis Bushaw



Krista Clark



John Dunn



Bob Hackney



Tammy Heckart



Jo Jenkins



Mark Kamps



Richard Koestner



Shaner Magalhães



Robert McCain



Kathy Miller



Lisa Nolan



Katie Sommers



Jen
Stanbrough



Tammy Stuart



Les Sulgrove

Sterling R Investors
\$1000-\$2,499

Matt Andersen
Donna Arnold
Joan Ballantyne
Richard Bassford
Tresa Boal
Rick Bratrud
Brennan Buckley
Kelly Burge
Jennifer Burkamper
Douglas Burnett
Scott Case
Thomas Casey
Bonnie Christensen
Jennifer Clark
Steven Clark
Kyle Clarkson
Sheila Crowner
Julie Dancer
Kathy Davis
Chris Delfs
Oliver Dent
Jeff Dill
Ronda Dix
Geri Doyle
John Dresher
Renee Dunkel
Jeffrey Edberg
Zelda Elwood
Collin Fett
Christopher Fischels
Marian Flink
Kathryn Fobian
Michael Franey
Kurt Friedrich
Justin Fuhr
Kelly Gibson
Donald Godwin
Mary Godwin
John Goede
Jennifer Goerd
Wanda Greif-Swinton
Erika Hansen
Lance Hanson
Michelle Hanson
Jill Hartke
Kurtis Hartsock
Monica Hayes
Randall Hertz
Steven Hidder
Melissa Hodapp
Ethan Hokel
Sara Hopkins
Jamie Horbach
Dean Hunziker
Melissa Ihnen
Carlton Jackson
Jennifer Jansen

Traci Jennings
Carey Jensen
Regen Johnson
Gwendolyn Johnson
Kari Juhl
Michael Knapp
Victoria Kollbaum
Joseph Krage
L Larson
Matthew Lopic
Kalen Ludwig
Ann Lyons
Anna Mack
Don Marple
David Maubach
Barbara McMurry
Julie McQuaid
Erik Melloy
Byron Menke
Jill Monnahan
Nicole Moran
Teresa Morrow
Scott Myers
Amanda Nelson
Colin Panzi
Paul Park
Cindy Pelz
Kevin Platz
Nick Polum
Donna Pudenz
Cory Rath
Courtney Ressler
Tyler Riddle
Caroline Ruhl
Erin Rundall
Amber Salmon
Jon Salvador
Bradley Sanderson
Timothy Scheib
Kimberly Schillig
Timothy Schutte
Joy Seyfer
Susan Sheldahl
Celiea Simmer
Katie Slater
Sharon Smith
Misty Soldwisch
Laura Soride
Michelle Sproul-Bennett
Michael Stanbrough
Dennis Stolk
Jason Strelow
Rick Tollakson
Shane Torres
Ryan Van Daele
Micole Van Walbeek
Robin Von Gillern
Mark Vos
Gabe Walsh
Rick Wanamaker

Linda Westergaard
Neal Westergaard
Amy Wienands
Charles Winkleblack
Heather Wright
Jon Yocum

Capitol Club Investors
\$500-\$999

Caitlin Balderas
John Beck
Mary Jo Beebe
Dan Berregaard
Debra Callahan
Diana Clark
Katherine Cole
Jane Fischer
Lloyd Flanders
Teri Fleming
Roger Flink
Robert Flynn
Renaef Forsyth-Christy
John Goede
Dale Gross
Lara Hallgrimsdottir
Robert Hanson
Karen Hope
Mary Lynn Ingvall
Michael Jensen
Sheri Johnson
Sheila King
Terry Knapp
Gary LaChapelle
Paul Livingston
Amy Maris
Marcia Munger
Kristin Polley
Richard Salem
Kurt Schade
Amber Scholl
Danielle Seifert
Mary Shileny
John Stark
Susan Sutton-Ludwig
Diana Symonds
Kimberly Tierney-Keller
Daniel Van Houten
Sonny Walker
Ted Weaver
Mitch Weideman
Roy Wier
Dodie Wilkins
Beverly Williams

Patriot Club Investors
\$250-\$499

Kim Bates
Dennis Bell
Jamie Boedeker
Tiffini Brockway
Tracy Brus
Brian Carlson
Rodney Clarkson
Caren Clevenger
Martin Eilers
Roger Flieth
Deb Gowler
Barry Frink
Tamara Goede
Julie Hagen Robb
Wesley Heald
Tamara Hicks
Robert John Hinn
Karen Hudek
Jennifer Kingland
Tanya Kirschbaum
Ronald Knudtson
Sally Kriener
Melissa Langhurst-Gucfa
Summer Leffler
Kathy Loeckle
K'Lynn Lynn
Carl McKnight
Karen McNaul
Staci Mellman
Jesse Meyer
Russell Nading
Nate Nerem
Brian Page
Adam Pretorius
Terry Rollins
Sue Scarbrough
Ben Sexton
Marion Sharp
Gale Shinkle
Raymond Siddell
Kimberly Staub
Michael Taylor
Cheryl Thompson
Kristi Tibben
James Von Gillern
Anne Weideman
Michelle White
Barbara Wiedenman
Gwen Wixom

Iowa RPAC Hall of Fame Inductees

Congratulations to the newest members of the prestigious Iowa RPAC Hall of Fame! Thank you for your continued support of RPAC and RPEC. The Iowa RPAC Hall of Fame was established in 2010 to recognize individuals who have given a significant amount to RPAC or RPEC in their lifetime. Their contributions must result in the aggregate lifetime total of at least \$10,000.



Brennan Buckley



Travis Bushaw



Jeff Dill



Lance Hanson



Megan Mitchum



Carey Jensen



Shaner Magalhães



Jill Monnahan



Jen Stanbrough



Dennis Stolk

.....

The Realtor® Political Action Committee (RPAC) is a fair, legal, and vital way for Realtors® to speak in a unified voice. RPAC raises and spends money to elect candidates who understand and support REALTOR® interests. The Realtors® Political Education Committee (RPEC) works to further the political education and awareness of our membership and the public. RPEC contributions are used for issues mobilization coalition building, and development of position papers (but not campaign contributions). Invest or learn more: iowarealtors.com/political-affairs/rpac.

2020 LEGISLATIVE AGENDA



Buckle up (and register to vote), Iowa Realtors! The 2020 Legislative Session will begin on January 13th. The official Iowa Caucus is also around the corner, taking place on Monday, February 3rd. Election years are nothing short of interesting and your government affairs team will be closely monitoring legislation that impacts the Realtor® profession.

Over the course of the year, the Iowa Association of Realtors® Legislative Committee discussed various real estate issues that could potentially be solved through legislative action. Some of these topics discussed include: seller disclosure exemptions, land bank legislation, and remote notarization revisions to name a few.



We're excited to see how quickly things move over the course of this session. The Legislative Committee meets each Monday to discuss updates and issues in the real estate profession which determines our course of action and official agenda. Please join hundreds of Realtors® across the state at our annual Capitol Conference on February 12th. We will spend the day advocating for your profession and for homeowners across the state, and thanking our top-notch legislators for all that they do (and of course, enjoy great food, drinks and company!).

Hope to see you all there!

Jamie Horbach
Government Affairs Director

Jen Kingland
IAR Lobbyist

FIRST TIME HOME BUYER TOOLKIT

Downloadable Resources Available

We have compiled a toolkit to help promote the availability of Iowa's new First Time Home Buyer Savings Account. Resources include shareable infographics, sample email messages to both stakeholders and consumers, sample social posts and photos, and a customizable, printable postcard. We encourage you to download any or all of these resources to share with your peers, colleagues, and clients.



Digital and print!



IowaFirstHome.com/Toolkit



HEY YOU, WITH THE PHONE!

WIN \$500

text "Realtors" to 30644

**TO BE ENTERED TO WIN A
\$500 VISA GIFT CARD.**

Subscribers will receive Realtor Calls For Action alerts. Winner will be announced at IAR Convention in September.

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the quality of life
for **IOWANS**



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IowaFinanceAuthority.gov
#IFAProud



PRESIDENTIAL PIT STOP

Keep an eye on our Facebook page for monthly video updates from your 2020 IAR President, Scott Wendt!





1

MEET YOUR FEDERAL POLITICAL COORDINATORS

Every member of Congress is assigned a REALTOR® FPC.

FPCs are a specially selected group of REALTORS® who are the voice and the face of real estate to our federal lawmakers, playing a pivotal role in REALTOR® Party Outreach.

- 1 Travis Bushaw
Congresswomen Abby Finkenauer
- 2 Les Sulgrove
Congresswoman Cindy Axne
- 3 Jo Jenkins
Congressman Dave Loebsack
- 4 Dick Koestner
Senator Chuck Grassley
- 5 Dale Gross
Senator Joni Ernst

In addition to regular contact with the assigned Member of Congress, each FPC must:

- Attend each annual REALTORS® Legislative Meetings & Trade Expo in Washington, D.C.
- Advocate on behalf of all REALTORS® and the REALTOR® Party.
- Participate in online or in-person training as required.
- Use and deliver all RPAC investments.
- Respond to all NAR Calls for Action.



2



3



4



5

Thank you, Jan DeMott!

IAR would like to thank Jan DeMott, for her years of teaching real estate classes for the association. Jan's passion for educating Realtors® began back in 1995 and turned into a part-time career for over 25 years! Teaching for IAR has taken Jan all over Iowa during her career. Jan loved to engage and challenge her students with small group discussion, role play activities, and healthy debates.

Many know her as the Trust Account Expert from her Real Estate Trust Account classes. Others enjoyed taking the pre-license courses from her. Jan was known to keep in touch with past students to see how they did on the real estate licensing exam. She led hundreds of exam prep sessions over the years. Countless Realtors® have appreciated Jan's version of the Law Update and Ethics courses. Jan's teaching resume includes topics like Safety, Closings, Negotiation, Fair Housing and several of the courses required for a broker's license. Jan was an integral part of re-writing and updating IAR courses during her tenure.

In addition to teaching courses at IAR, Jan gave back to the industry by serving as a volunteer on the Iowa Real Estate Commission and its Investigative Committee for many years.

In 2016, the Iowa Association of REALTORS® honored her with the prestigious O.G. Powell/Joan Ballentyne Award for her distinguished service throughout her career.

Some fun facts about Jan:

Jan taught Home Economics at Westside High in Omaha during her early career. She raised a family of 6 children on their family farm with her husband Lanny. She started in real estate back in 1981. She was the President of Property Exchange, Inc. Jan was the president of the Bedford Chamber of Commerce for two years. She served as a trustee board member for Southwest Community College.

Jan is an avid hunter as a 12 point buck on her wall to prove it. This international traveler enjoys golfing and fishing all over North America. Jan will continue to enjoy spending time with her 14 grandchildren and attending the sporting events and school activities.

Everyone throughout the state and at IAR are so appreciative of Jan's service and expertise through the years as she worked tirelessly to better her students. She has impacted IAR in more ways than one!





2020 Education **Designations**



March 25 & 26 | IAR Headquarters

The Accredited Buyer's Representative (ABR®) designation is for real estate buyer agents who focus on working directly with buyer-clients at every stage of the home-buying process.

8am - 5pm, June 10 | Creating Listing Abundance with Rich Sands. 8 hrs Holiday Inn, Cedar Falls (Summer Meetings)

The CRS designation is the highest credential awarded to residential sales agents, managers, and brokers. On average, CRS designees earn nearly three times more in income, transactions, and gross sales than non-designee REALTORS®. Presented by Residential Real Estate Council.



**Certified
Residential Specialist**



Coming Fall 2020!

The Seniors Real Estate Specialist® (SRES®) designation is for REALTORS® who want to be able to meet the special needs of maturing Americans when selling, buying, relocating, or refinancing residential or investment properties.





Realtor® Ring Day

presented by: 

Iowa REALTORS® teamed up with colleagues throughout the nation to ring the bell for those in need. On December 6, 2019, over a hundred REALTOR® associations supported the Salvation Army across the country including each of our 17 boards in Iowa.

REALTOR® Ring Day presented by IAR originated from a REALTOR® member in Fargo, N.D., who wanted to give real estate professionals an opportunity to support a cause familiar to them - housing. The Salvation Army is the perfect fit because it offers so many housing-related programs and has many locations across the country.

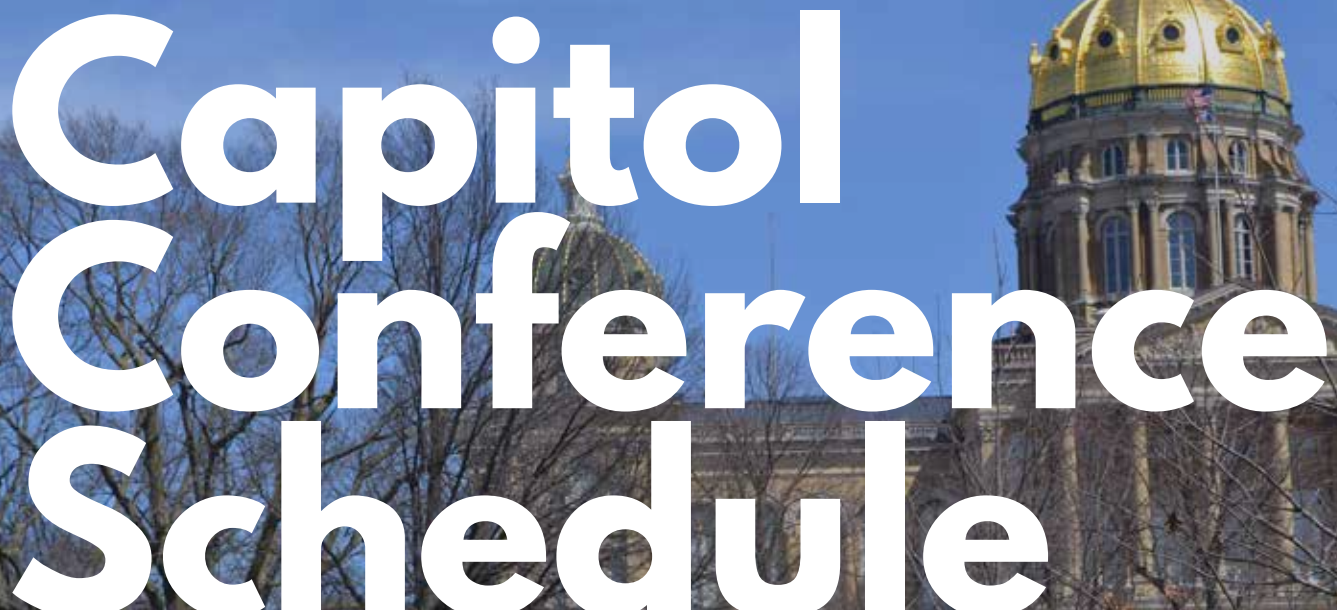
This is IAR's eighth year participating in this great event joining over 25 other states ringing the bell for the Salvation Army. Thank you to all those that participated and supported! We helped raise thousands of dollars for people in need.

“ We are so blessed to be able to give back to our local communities. The Salvation Army helps with natural disasters, rental assistance, food programs, job training and so much more. Our team had so much fun! We used a speaker and played Christmas songs. The donors joined us and we invited them to sing, too! It was a fun and easy way to raise money for the Salvation Army. ”

- Vicki Kollbaum, Sioux City

“ Ring Day is an easy way for agents to give back to the community that they serve and a great way to build camaraderie with other agents! ”

- Danielle Minde, Nevada



Capitol Conference Schedule

Wednesday, February 12

- 9:30 RVP/Bylaws
- 10:45 Bus Pick-Up at IAR Office
- 11:30 Legislative Lunch at Curate
- 1:00 Hill Visits
- 4:30 Evening Reception @ Curate
(there will be several return buses throughout the evening.)

Thursday, February 13

- 8 Professional Standards/Risk Management
- 9 RPAC Fundraising
- 10 Communications Committee
- 11 RFI Taco Lunch
- 11:30 Executive Officers Meeting
- 11:30 YPN Meeting @ Wellman's Pub
- 12 Personnel Committee
- 1 RPAC Trustees
- 1 RFI Meeting
- 1:30 Legislative Committee
- 3 Public Policy Coordinating Committee
- 3 President/President-Elect Roundtables
- 3 Member Involvement & Visionary Forum
- 5 RPAC Kickoff Event | IAR Lobby
- 7 YPN Event @ Blue Moon Piano Bar

Friday, February 14

- 9 Executive Committee
- 10 Board of Directors



WEDNESDAY, FEBRUARY 12 | CURATE

LEGISLATIVE LUNCHEON WITH DAVE PRICE

Dave Price is a national Edward R. Murrow and Emmy award winning reporter, anchor and author. Dave serves as WHO-TV's political director, managing editor, Sunday evening news anchor and host of "The Insiders with Dave Price," a weekly interview program with local and national political leaders and strategists. It is difficult to find a local television reporter who has done more presidential candidate interviews over the past 20 years than Dave.

JOIN US AT THE CAPITOL CONFERENCE TO HEAR FROM DAVE!

Register: iowarealtors.com/capitolconference

2020 RPAC TOTALS

8

'Golden R' investors
(\$5,000 to RPAC)

17

'Crystal R' investors
(2,500 to RPAC)

123

'Sterling R' investors
(\$1,000 to RPAC)

32

'President's Circle'
members
(\$1,000 to RPAC and \$2,000 to
congressional candidates of
choice)

IOWA REALTORS FAR EXCEEDED OUR GOAL OF \$341,000!

148 of these dedicated individuals are Major Investors (\$1,000 + investment) and 33 are part of the prestigious President's Circle .

Year after year, Iowa continues to grow its RPAC culture and the generous investments follow. RPAC is the number one protector of our profession.

41% of members invest, but 100% of members benefit.

Let's get this participation to 100% in 2020!

STATEWIDE TOTAL

\$354,110

PERCENTAGE OF
MEMBERSHIP INVESTED

41%



Did you know?

The **REALTOR®** FOUNDATION OF IOWA

contributes thousands of dollars to community involvement programs and promotes other programs across the state that impact Iowans.

How can I give?

Donation: You can donate to this 501(c)3 directly or via the charity auction at our Annual Convention.

Trust Accounts: You can divert the interest from your trust account from the state's general fund.

Shop at AmazonSmile: Bookmark smile.amazon.com and choose Realtor Foundation of Iowa as your chosen charity. .5% of your purchase will be donated to RFI by Amazon!



TACO BAR FUNDRAISER

11 am - 1 pm | Thursday, February 13

All-you-can-eat with \$20 donation to the Realtor® Foundation of Iowa.



OWN YOUR PRESENT.



EMPOWER



YOUR



FUTURE.



You can lead the way. Commitment to Excellence empowers you to enhance and showcase your high level of professionalism. It gives you an advantage in an increasingly competitive market and shows consumers you're committed to conducting business at the highest standard. Be committed to excellence.

Get started today at [C2EX.realtor](https://www.C2EX.realtor).



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