

DISCOVER YOUR NYSAR **MEMBER BENEFITS** 2024



New York State Association of REALTORS®, Inc.

CONTENTS

President's Message	3
What Does NYSAR Do for You	4
Get Involved	5
REALTOR® Advocacy	6
Legal	7
Education	8-10
Specialty Designations/Certifications	11-12
NYS Real Estate Education Foundation	13
Foundations	14
NYSAR Housing Opportunities Foundation, Inc	15
Member Perks	16
Industry News and Information	17
Photofy	18
Meet the CEO and Staff Directors	19



Dear colleague,

Welcome to the NYSAR family and thank you for your NYSAR membership. My goal as your NYSAR president is to support and encourage inclusivity. No matter what part of the state we reside and work in, or how big or small our businesses are, we are all family. Working together and coming together as a state-wide group provides strength in numbers and increases our strength as the voice for homeownership in New York. "Together towards tomorrow!"

As an organization, NYSAR will continue to offer members many valuable benefits, including our free monthly Legal Updates, advocacy on important legislation affecting our industry at the local, state and national level, timely educational opportunities to elevate your profession to the next level, and our popular Legal Hotline. For more on these benefits and others, please visit www.nysar.com.

I, along with our 2024 Leadership Team, President-elect Jacqlene Rose, Treasurer Ron Garafalo and Immediate Past President John Vernazza are eager to meet and hear from as many of our 65,000 members as possible. We look forward to serving you in 2024!



Joe Rivellino, *President*

2024 LEADERSHIP TEAM



Jacqlene Rose, *President-Elect*



Ron Garafalo, *Treasurer*



John Vernazza,
Immediate Past President



Duncan R. MacKenzie,
Chief Executive Officer



New York State Association of REALTORS®, Inc.

What does NYSAR do for you?

REALTOR® ADVOCACY

NYSAR advocates for REALTORS® and their consumers at the local, state and national level; and promotes the value of REALTORS®.

▶ nysar.com/advocacy

ANSWER YOUR LEGAL QUESTIONS

Our **exclusive** member-only Legal Hotline is available to NYSAR members on legal issues relating to real estate practices.

▶ **518.43.NYSAR (518.436.9727)**

PROMOTES PROFESSIONALISM

NYSAR provides free videos that explain the most common Code of Ethics issues.

▶ nysar.com/videos

EDUCATION CLASSES

Explore our opportunities in real estate courses, certifications, designations and more.

▶ nysar.com/education



NYSAR is your state association and we thrive because of you. No matter your role in real estate or how long you have been a member, we strongly encourage you to get involved by participating in our events and joining our committees.

BUSINESS MEETINGS

As part of our governance structure, nearly thirty committees, working groups and forums, composed of REALTORS® from across the state, meet twice a year at the NYSAR Mid-Winter and Fall Business Meetings. The committees examine issues affecting all aspects of the real estate business and formulate policies to be considered by the NYSAR Board of Directors. Attendees find the Business Meetings to be a great opportunity to better understand what NYSAR does, take a role in the association and network with peers.

COMMITTEE SIGN-UP MONTH

Sign-up online in July to participate in the committees of interest to you and make your voice heard. Committees range from professional standards and legislative policy to housing opportunities, education, communications, marketing, technology and more.

TRIPLE PLAY REALTOR® CONVENTION & TRADE EXPO

December 9-12, 2024

Assess your business and strategize new goals every year at Triple Play – your regional REALTOR® Convention and Trade Expo. Hosted every December in Atlantic City, NJ, this event brings you a vast array of industry experts, more than one hundred educational sessions, over fifteen hours of free CE credit, an expansive trade expo, and a variety of networking opportunities – all for less than \$100*. It is sure to provide both an immediate and long-term positive impact on your career! Please visit REALTORSTriplePlay.com.

REALTOR® LOBBY DAY

March 27, 2024

Meet face-to-face with your state legislators to help advance the REALTOR® agenda and protect your business interests. This event takes place in Albany at the Empire State Plaza.

*When you register online during the early-bird period. *Subject to change.

SAVE THE DATES

2024

Feb. 4-8

NYSAR MID-WINTER BUSINESS MEETINGS

*Crowne Plaza Albany –
Desmond Hotel, Albany, NY*

May 4-9

NAR LEGISLATIVE MEETINGS & TRADE EXPO

Washington, DC

Sept. 29-Oct. 2

NYSAR FALL BUSINESS MEETINGS

*Turning Stone Resort Casino,
Verona, NY*

Nov. 6-11

NAR GOVERNANCE MEETINGS & TRADE EXPO

Boston, Massachusetts

2025

Feb. 2-6

NYSAR MID-WINTER BUSINESS MEETINGS

*Crowne Plaza Albany –
Desmond Hotel, Albany, NY*

May 31-June 5

NAR LEGISLATIVE MEETINGS & TRADE EXPO

Washington, DC

Sept. 14-17

NYSAR FALL BUSINESS MEETINGS

*Turning Stone Resort Casino,
Verona, NY*

Nov. 12-17

NAR GOVERNANCE MEETINGS & TRADE EXPO

Houston, Texas

While you are working hard for your clients, we are boldly championing your interests at the State Capitol and Capitol Hill in Washington D.C. in an effort to secure and protect REALTORS® and the real estate industry.

NYSAR and the REALTOR® Political Action Committee* (RPAC) play a key role in safe-guarding REALTOR® interests by educating and supporting lawmakers who defend the real estate industry. As a result of our combined advocacy efforts and your RPAC investments, NYSAR was able to enact and defeat the following proposals:

DEFEATED PROPOSALS

- A ban on the use of natural gas and oil in existing homes
- A Prohibition on broker-prepared contracts
- Efforts to reclassifying independent contractors as employees
- Statewide good cause eviction legislation that included onerous rent caps
- Increased transfer taxes on property sold within two years of purchase

ENACTED LAWS

- New York's Property Tax Cap
- Preserving STAR Property Tax Relief
- A prohibition on private transfer fees
- Continuing education improvements
- Unemployment insurance for real estate licensees under the CARES Act

HOW DO I CONTRIBUTE TO RPAC?

Visit the Government Affairs section at NYSAR.com and contribute with the click of a button. You can also participate in fundraisers held at the NYSAR Business Meetings, Triple Play or at your local board/association.

WHAT'S NEXT?

NYSAR will continue to advocate for increased housing supply in New York, including affordable and workforce housing development through the implementation of local zoning changes and tax incentives as well as incentivizing the conversion of existing commercial spaces into residential housing. We will also continue to oppose the expansion of rent regulation, "Good Cause" eviction and fight to preserving REALTORS® independent contractor status. In addition, NYSAR will continue to seek a correction to the state's telemarketing ban during states of emergency and greater transparency in the purchase of a co-op.

CALLS FOR ACTION

Text NYREALTOR to 30644 to receive REALTOR® Party mobile alerts to quickly and easily contact your legislators to communicate the point of view of a REALTOR® today.

BROKER INVOLVEMENT PROGRAM (FREE)

Brokers, enroll in this program to alert agents to important REALTOR® issues, that encourages their response to Calls for Action. You can learn more at realtorparty.com.

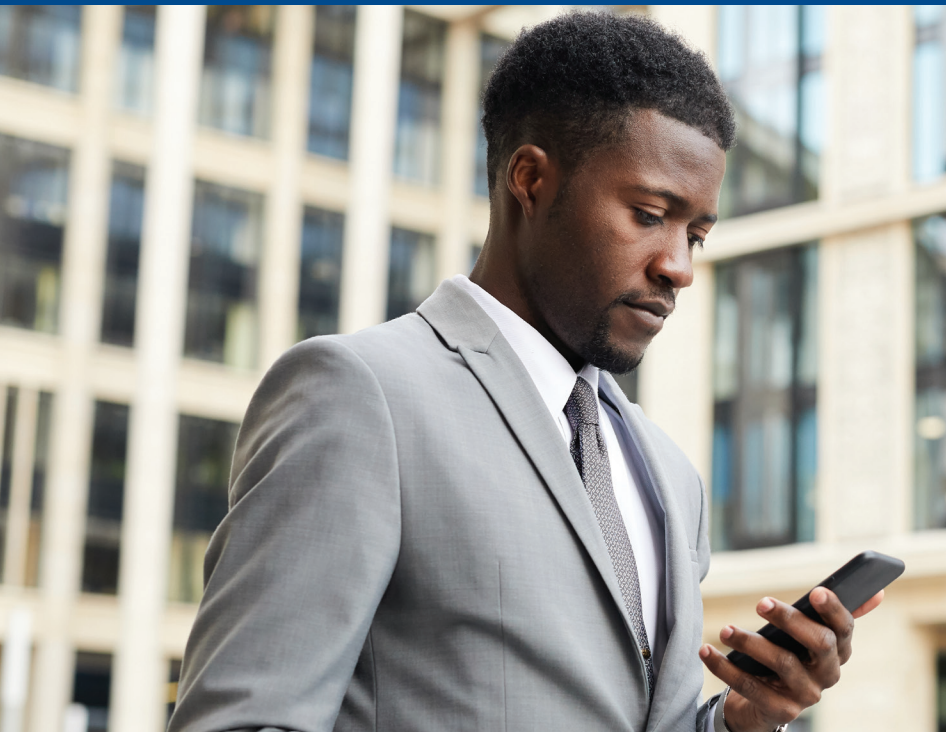
CONTACT GOVERNMENT AFFAIRS

(518) 463-0300 x217
govt@nysar.com



Your future in real estate is directly tied to the power of RPAC. * *Invest today.*

*Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may contribute more or less than the suggested amount. You may refuse to contribute without reprisal and the National Association of REALTORS®, the New York State Association of REALTORS® or any of its local boards or associations will not favor or disfavor any member because of the amount contributed. 70% of each contribution is used by your state PAC to support state and local political candidates. Until your NYSAR PAC reaches its PAC goal, 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 441a; after NYSAR PAC reaches its RPAC goal, it may elect to retain your entire contribution for use in supporting state and local candidates.



LEGAL HOTLINE

Whether you're a salesperson or a broker, new to the business or a veteran, our attorneys are on hand to provide one-on-one answers to your real estate-related legal questions. Answering questions on topics ranging from contracts and license law to commissions and agency disclosure, calling the Legal Hotline will not only save you both time and money, but will give you the peace of mind you need to confidently proceed with your business. Please call the hotline at (518) 436-9727. Available Monday-Friday from 9 a.m.-4 p.m.

STATEWIDE FORMS

NYSAR is now supplying statewide forms, including purchase contracts, to its members. Some local boards/MLSs have also adopted NYSAR's statewide forms. Current forms include Exclusive Right to Sell, Exclusive Right to Represent and various other disclosure forms. Forms are available in the legal section of nysar.com.

**CALL OUR LEGAL HOTLINE AT (518) 43-NYSAR (518.436.9727).
FOR MORE INFORMATION VISIT WWW.NYSAR.COM/LEGAL**

MONTHLY FREE CE LEGAL UPDATE

As a free member benefit, NYSAR is hosting FREE monthly legal updates via Zoom. These updates will be available for 1 hour of CE credit that satisfies the CE requirement for training on legal matters. CE credit is available on a first-come, first-served basis, but the updates will also be live streamed (for non-CE credit) to watch. Additionally, these updates will be recorded and posted to NYSAR.com for viewing on your schedule.

CE Legal Update 2024 Dates

- January 9
- February 20
- March 12
- April 2
- May 21
- June 11
- July 23
- August 20
- September 10
- October 22
- November 19
- December 17

Why is Continuing Education important as a REALTOR®?

Why take courses with NYSAR?

Continuing education and pursuing designations and certifications in real estate are essential steps for professionals seeking to elevate their careers and financial success. Regulations and laws, including required disclosures are always changing. Professionals must keep up-to-date to maintain licensure, mitigate potential lawsuits and better serve clients and consumers looking for specialized knowledge. Learn about what you don't know through coursework that will keep you updated on industry trends. Designations and certifications awarded by the National Association of REALTORS® (NAR) and its affiliated Institutes, Societies, and Councils signify a higher level of expertise in specific real estate sectors, providing a competitive edge in the market. NYSAR offers you the ability to earn valuable NY CE credit for NAR designations and certifications while expanding your knowledge and your market share through the benefits these credentials provide – including online networking opportunities, designation directories marketing support and more.

Take advantage of and learn about the wide variety of programs and courses offered by NYSAR's Education Department to increase your expertise, professionalism, and skills at www.nysar.com/education. An investment in education is an investment in yourself.

FAQS

What are my education requirements?

All real estate licensees must complete at least 22.5 hours of continuing education (CE) credit. REALTORS® must also take an approved Code of Ethics course every three years.

Included in the mandated 22.5 hours of CE credit for license renewal are the following: three hours of fair housing, one hour of agency (2 hours in the first license cycle), two and a half hours of ethical business practices, one hour of recent legal matters, two hours of Implicit Bias and two hours of Cultural Competency. **Brokers who were previously exempt from earning CE credit are no longer exempt when they renew their licenses.**

Is there financial assistance available?

Please visit the New York State Real Estate Education Foundation at [NYSREEF.org](https://www.nysreef.org) to learn how to apply for a free designation or certification course scholarship. Applicants must be licensed at least one year.

Looking for CE for online designations/certifications?

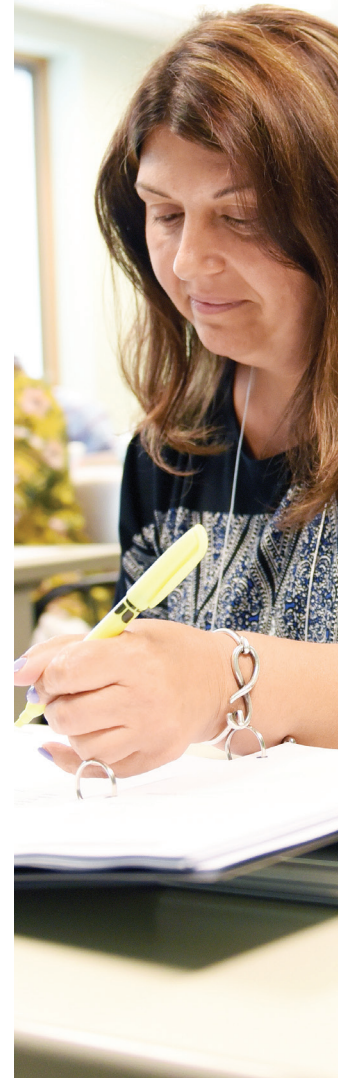
NAR online designation/certification courses no longer offer New York continuing education (CE) credit hours. **NAR designation and certification courses taken live on Zoom through NYSAR are approved for New York CE and can be applied toward your license renewal requirements.**

Who teaches our courses?

NYSAR faculty members have many years of expertise instructing REALTORS® like you. They share tools and techniques you can apply immediately to grow your business. They care about your success and are available to answer your questions after your class is over. Learn more at [NYSAR.com](https://www.nysar.com).

How do I register?

Login to www.nysar.com. Using NRDS # (on back of brochure cover).



A SEASONED REALTOR®?

Call NYSAR at (518) 463-0300 x219 to discuss testing out and transfer credit options.



GRI COURSE SCHEDULE VIA ZOOM

All GRI Zoom classes are held over two half days. Class hours are 9 a.m. to 1 p.m. each day, unless otherwise noted. 7.5 hours CE each, \$125 per class Members.

GRI-1 ETHICS

Capitalize on what sets REALTORS® apart from real estate licensees.

GRI-2 BUSINESS

Run your business like a professional practice and gain valuable market share.

GRI-3 AGENCY

Provide effective, legal and ethical client representation. Includes two hours of agency training for license renewal.

GRI-4 LEGAL

Operate your business without the risk of claims, fines and lawsuits. Satisfies one hour of recent legal matters for license renewal.

GRI-5 BUYERS

Demonstrate your value to buyers from listing to closing.

GRI-6 SELLERS

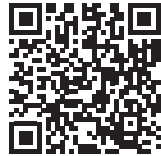
Represent seller clients in a way that keeps them coming back. Satisfies NYS two hour agency training requirement.

GRI-7 PROPERTY

Explore all the factors impacting value and close deals!

GRI-8 TECHNOLOGY

Explore the latest technologies to connect with, communicate with and service clients.



GRADUATE TO A NEW LEVEL OF SUCCESS.

- Increase your productivity.
- Reduce your risk.
- Tackle your toughest challenges.

Become a graduate of the REALTOR® Institute by completing the eight required GRI classes and 30 hours of elective credit* within five years. You'll earn dual CE credit and designation credit, satisfy license renewal requirements, taking your career to new heights!

*Electives include any local board of REALTORS® classroom CE or other NAR-family designation/certification courses.

EARN AS YOU LEARN!

Licensed one year or less?

Get 1 free GRI class with each 2 you take.

*Courses must be taken within a 12 month time frame.

ALREADY A GRI?

Take a refresher class via Zoom for only \$50 each and earn 7.5 CE credits (not applicable for courses taken in the same license cycle).

DID YOU KNOW?

When you take any NAR designation/certification course, you can apply it toward your GRI designation electives, or in some cases, substitute it for a GRI course.

*NAR Online Certification & Designation courses no longer offer NY CE to attendees.





Learn & Earn!

Receive NY Continuing Education credit for all specialty designation and certification courses taken on Zoom with NYSAR. **NAR online designation and certification courses no longer offer NY CE credit.** Active REALTORS® who earned NAR designations/certifications with us may retake previously completed designation and certification courses for \$50 each (provided their dues are current) and earn NY CE.

Accredited Buyer Representative Designation

Become a proficient and profitable buyer's representative, serving with quality, fidelity and confidence. Satisfies NYS two-hour agency training requirement for license renewal.

At Home With Diversity (AHWD)

This course provides a wealth of resources and exercises on business etiquette, developing an inclusive business plan and strengthening relationships with a diverse clientele.

Certified International Property Specialist Designation

Effectively serve clients from around the world in your local market.

e-PRO® Certification

Discover how to connect with consumers, market property online and keep client data protected throughout the real estate transaction.

Green - NAR's Green Designation

Days 1 and 2 will focus on the **Resource Efficient Home: Remodels, Retrofits, Renovations & New Home Construction.** On Days 3 and 4, learn about **Representing Buyers and Seller of Resource-Efficient Homes.**

Home Finance Resource Certification

Designed to teach REALTORS® how to explain key pieces of the loan origination process to clients and confidently answer questions about mortgage options.

Military Relocation Professional Certification

Help current and former military service members find housing solutions that best suit their needs and make the best use of their available benefits.

Pricing Strategy Advisor Certification

Enhance your skills providing clients with property pricing guidance, creating CMAs, working with appraisers and educating clients on potential misconceptions about home values.

Resort & Second Home Property Specialist Certification

Learn skills to work with resort, second home, or investment clients while you build your business.

Seller Representative Specialist Designation

Elevate your standards and enhance your ability to professionally and ethically represent sellers.

Seniors Real Estate Specialist Designation

Gain the expertise to guide homebuyers and sellers, age 50 and over, through financial and lifestyle transitions.

Short Sales and Foreclosure Resource Certification

The Short Sales and Foreclosure Resource (SFR®) certification is for REALTORS® who want to hone the skills that will allow them to help buyers and sellers of distressed properties.





APPRAISERS

Appraiser Career Development

NYS Requirement: Real estate appraisers must complete 28 hours of continuing education credit each license cycle.

FREE BENEFIT

"Find an Appraiser" search tool on [nysar.com/find-a-realtor](https://www.nysar.com/find-a-realtor).

Appraisal Conference

Includes 7-hour USPAP Update course and other appraiser/real estate CE. (required every 2 years)

Appraisal Live Broadcast Classes

Check the calendar at [NYSAR.com](https://www.nysar.com) for Appraisal CE classes offered via Zoom.



ELEVATE YOUR CAREER

Instructor Development Instructor Training Institute (ITI)

Intensive interactive, three-day course for real estate instructors, those who wish to become instructors, as well as sales managers, team leaders or coaches.

Course Development Workshop (CDW)

This hands-on session will teach you how to build a course that fosters attendee success using proven learning principles and engaging activities - from initial class concept and content through marketing the product.

Master Real Estate Instructor Designation*



NYSAR specific designation that allows NYS-approved instructors to showcase their expertise in the areas of instruction and curriculum development. Additional information at: www.nysar.com/mrei.

**Professional Designation not affiliated with or endorsed by the National Association of REALTORS®.*

Triple Play Convention & Trade Expo www.realtorstripleplay.com

Atlantic City, NJ - Provides the seven-hour USPAP Update course and extensive CE with opportunities to network.



NYS REAL ESTATE EDUCATION FOUNDATION

Providing scholarships to REALTORS®

Mission

Created in 2003, the foundation's purpose is to foster greater knowledge and professionalism among REALTORS® by providing scholarships for high-level, national designation courses, thereby enhancing the public's real estate transaction experience.

Priscilla Toth Education Scholarships

Who can apply?

Any active New York State REALTOR® who has been licensed in New York State for at least one full year is eligible to apply.

How do I apply?

Submit your completed one-page application, personal statement and two letters of recommendation.



Giving Opportunities

If your success depends on the vitality of the real estate market or the livelihood of REALTORS®, we urge you to help nurture that vibrancy by giving back. With your generous support, the foundation can continue to ensure the solid future of the real estate profession.

How can I contribute?

Download and submit the donor form available on NYSREEF.org.

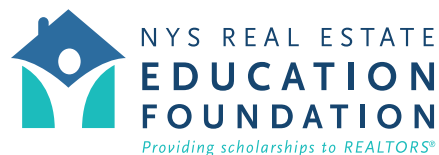
Donor Levels

Your donations are greatly appreciated. Donors are acknowledged in various ways, depending on the size of their donation.

Donor Level	Amounts
Friend	\$100—\$499
Scholar	\$500—\$999
Fellow	\$1,000—\$2,499
Dean	\$2,500—\$4,999
Chancellor	\$5,000—\$9,999
Trustee	\$10,000+



Visit NYSREEF.org for full details.



We offer scholarships for REALTORS® licensed in NYS for at least one full year who want to pursue a certification/designation.

Visit [NYSREEF.org](https://www.nysreef.org) to apply or to donate.
Contact Us: (518) 463-0300 x212
ccraig@nysar.com



Encourage your first-time homebuyers to apply for a \$2,000 grant to help defray their closing costs. The grant application and guidelines are available at [NYSARHousingFoundation.com](https://www.nysarhousingfoundation.com).

Show your commitment to helping New Yorkers achieve the American Dream by making a tax-deductible contribution to support the first-time homebuyer grant program today.

Contact Us: (518) 463-0300 x203, housingfdn@nysar.com

Learn more about and support NYSAR's charitable foundations.



Down Payment Resource is a free tool that connects you and your buyers to available homeownership programs that can help with the down payment, closings costs, and tax credits.

You can search by neighborhood, city, or county or by a specific property address. Make the search even more precise by entering household and professional information. Share the program results and the next steps with your buyers.

Learn more at www.nysar.com/member-perks

Bringing the **AMERICAN DREAM** home.

NYSAR's Housing Opportunities Foundation helps New Yorkers achieve the American Dream of homeownership.

Every day, New York REALTORS® assist families and individuals in becoming homeowners. The NYSAR Housing Opportunities Foundation was created to help families and individuals in overcoming the obstacles to homeownership. Through your charitable donations, we help defray ever-rising closing costs and down payment expenditures by awarding first-time home buyer grants. Learn how you can help by visiting nysarhousingfoundation.com.



NYSAR
Housing Opportunities
Foundation, Inc.

DONATE NOW



New York State Association of REALTORS®, Inc.

CONTACT US:

Phone: 518-463-0300

Fax: 518-462-5474

E-mail: housingfdn@nysar.com

MEMBER PERKS

Save money and gain access to exclusive members-only offers that directly benefit you both personally and professionally.

Office/Business



Benetech, a New York State provider of workforce management and training solutions, delivers a simple and affordable Sexual Harassment Training program, which complies with New York State's annual sexual harassment training requirement. 24/7 on-demand webinars, quiz booklets, and more are offered!

bit.ly/BenetechNYSAR

Insurance

P E A R L

INSURANCE

Affordable, comprehensive errors and omissions coverage that includes lockbox claims, disciplinary and PR advisory expenses and more.

pearlinsurance.com/nysar
(855) 465.0200

MY BENEFIT ADVISOR

NYSAR Broker Owners have access to every option of health insurance plans from seven health insurance companies in New York State. Cost-effective MetLife dental and vision plans with flexible coverage to meet your needs.

Members approaching or over the age of 65 have access to Medicare experts for guidance about coverage, pricing and enrollment.

Dental and vision insurance options are also available.

nysar.mybenefitadvisor.com
(888) 834-3713

Technology



Perform easy, comprehensive and reliable tenant background checks that include a full credit report, customized leasing recommendation and nationwide criminal record and eviction search. Plus, save five dollars for every screening.

nysar.mysmartmove.com
(866) 775-0961



MidasIQ ensures you're receiving every tax deduction you're legally entitled to so you pay as little as possible with their financial workshops.

bit.ly/MidasIQ_NYSAR

Marketing



A real estate CRM platform that combines a Contact Management, Lead Automation, Transaction Management, and more.

Wise Agent helps REALTORS® become efficient, giving them the opportunity to save time and take on more business.

WiseAgent.com/NYSAR



Photofy is a mobile content creation platform able to help NYSAR members with "on-the-go" marketing. The Photofy platform allows you to easily personalize and share marketing assets right from your phone. The National Association of REALTORS® previously partnered with Photofy and now NYSAR has joined the fast-growing mobile marketing content app to offer NY-specific marketing assets for REALTORS® on the go.

www.nysar.com/photofy



NEW YORK STATE REALTOR® Magazine

New York State REALTOR® magazine delivers the industry and association news you've come to expect six times each year. Each issue is organized into key sections that will improve your reading experience. Your Inbox features industry news. Your Business is where you'll find legal and education topics. Your Voice covers the latest about NYSAR's advocacy efforts on your behalf. Delivered by mail.

E-News Weekly, emailed to you Saturday mornings, highlights top REALTOR® news, legislative and legal updates, upcoming events, and RPAC.

From our Legal Update to the Broker Report and event emails, we cover the key association and industry issues you need to know.

Data & Information Resources

Reinforce your position as a local market expert with NYSAR's free, credible market data reports powered by ShowingTime. Share the straightforward reports and the "The Skinny" video to give clients an easy-to-understand overview of today's market.

Professional Standards Code of Ethics Video Resources

Many common and important situations in daily real estate practice are brought to life with this 11-video series. From exclusive representation and accessing properties to mediation and how to file a complaint – these FREE educational videos are available for you to use in your office or just as a reminder of the Code of Ethics to which all REALTORS® abide by. Visit www.nysar.com/videos for more.

Contact Communications

518.463.0300 x208,
communications@nysar.com

MARKETING MADE EASY!

Select. Customize. Promote!



Spread the word on social media
using customizable templates!
Ready to go from anywhere.



Learn more at www.nysar.com/photofy



MEET THE CEO AND STAFF DIRECTORS



GET IN TOUCH

📞 (518) 463-0300
📠 (518) 462-5474
✉️ info@nysar.com

130 Washington Ave.
Albany, New York
12210-2220



New York State Association of REALTORS®, Inc.

130 Washington Avenue
Albany, New York 12210

PRESORTED STD
U.S. Postage
PAID
WATERBURY, CT
PERMIT NO. 186

Look inside for your exclusive NYSAR member benefits and the new 2024 course schedule!

Please Note:

Your **9-digit NRDS ID number**, printed above your name on the mailing label, is the key to unlocking your NYSAR benefits. Please keep this number in a place you can find and reference in the future.

Connect with us!

