



Official publication of the Aurora Association of REALTORS®

Aurora Outlook

The Voice of Real Estate in Aurora, Colorado

OCTOBER 2019

TIPS to Maximize the Success of Your Farm

For more information, turn to page 6.



The purpose of AAR is to:



- provide its members the resources required to serve their customers and clients in a professional and ethical manner;
- advocate for private property rights;
- and actively support the communities it serves.

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By **Bailey Templeman**
Business and Marketing Coordinator
National Property Inspections
720-588-0438

Apple cider and football and pumpkins. . .oh my!

The best season of the year is upon us (I might be biased but c'mon, fall is pretty amazing) and in between sips of our pumpkin spice lattes there are some things we can keep an eye out for around the house to prepare for the winter! This list was made by National Property Inspections for homeowners to look over as we quickly approach the cold months.

- 1. "Repair leaky faucets"** We get it...this is something that is so easy to put off. However, cold months also mean that chances of freezing pipes go up and that is just not a good mix. Check this off your to do list and you will be thankful you did later!
- 2. "Sweep the chimney"** Nothing is better when it is cold outside to be snuggled up next to a fire in the living room. But that party will be quickly ruined when carbon-monoxide is entering your home because of built up soot! Another thing that is easy to put off but you will be so glad it is done.
- 3. "Change your furnace filters"** Do they recommend once a month? Yes. Is that realistic? Not really. I don't even remember to brush my hair when I walk out the door sometimes, so a furnace filter is definitely not high on my priority list. However it really should be

this time of year! Let's hold each other accountable to get this done!

- 4. "Fix walkway cracks"** When you are just trying to keep your feet under you to make it to your front door while walking on a solid sheet of ice, this is something you will be glad got fixed. We want you safe!

At National Property Inspections, we love to help homebuyers and homeowners fully understand their home and a huge part of that is looking for safety hazards. We want you and your clients SAFE in your own home. If you come across something that doesn't look quite right or you are curious about, we would love to hear from you and discuss what caught your eye! We hope you have a safe and wonderful harvest season!



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2019 Aurora Voter Guide

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www.FrazierForAurora.com

Aurora City Council

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The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to advance public policies and candidates that build strong communities, protect property interests, and promote a vibrant business environment. Candidates are interviewed locally by the Aurora Association of REALTORS® Government Affairs Committee to ensure the principles of the REALTOR® Party are upheld.

Learn more:

<https://realtorparty.realtor/>



FIND OUT MORE ABOUT VOTING or CHECK YOUR
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See reverse for City of Centennial Recommendations

\$39/ person includes:

- 1 Dinner Ticket
- 1 Drink
- 4 Bingo Cards
- 1 Ticket For Prizes

Additional Prize tickets available for purchase

Must be present to win!

**AT
BACKSTREET
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1150 S Galena St.
Aurora, CO

RPAC'S 4th ANNUAL BINGO NIGHT

**WEDNESDAY, OCT 30th
5PM-8PM**

**Taco Bar - FUN - PRIZES
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Contributions are not deductible for income tax purposes. Contributions to RPAC are voluntary and are used for political purposes. You may refuse to contribute without reprisal and the National Association of REALTORS® or any of its state associations or local boards 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 state reaches its RPAC goal, 30% is sent to National RPAC to support federal candidates and is charged against your limits under 2 U.S.C. 411a; after the state PAC reaches its RPAC goal it may elect to retain your entire contribution for use in supporting state and local candidates.



By **Tish Gaddy**
Heritage Title Company
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TIPS to Maximize the Success of Your Farm

Frequency and Consistency

This is a big one. Even if you mess up everything below, if you consistently market to your farm (with good content), you will eventually see activity. It's like exercise and weight loss, there's no quick fix. It takes a long time for the body to reflect the effect of poor diet and lack of exercise (although it may feel like overnight), and your marketing plan will suffer from disuse as well. You must pick a well-thought-out program and stay with it. Don't forgo your marketing just because you're not seeing immediate results.

Quantity and Concentration

Make sure your farm is of a large enough quantity that you have a statistical chance of getting listing leads. Sure you can send to 100 homes, but it will probably take you a lot longer to get a solid lead. If you are set on a small number for whatever reason, add another form of marketing that puts you in front of that farm, like door knocking, neighborhood garage sales, etc. The optimal number of houses is 350. That gives you a nice mix and won't break the bank on a monthly basis. Keep it focused on a geographic area that is concentrated and not scattered among different smaller farms.

The List

Obviously, the list itself needs to have certain qualities to provide you with optimum opportunity to get listing leads. We talked about quantity, and you should also look at turnover rate. How frequently do homes go on the market? Just because you might "love" a certain geographic area, if it doesn't have at least a four percent turnover rate, you should

either walk away or plan for a longer haul. It's better to fish where fish are. Farming based on life events has become more popular with data being more accessible. Just make sure you keep your list updated or you may find yourself marketing to people who have already moved in or out.

Branding

Getting the brand of you in front of your target market means that they are much more likely to remember you. Be a resource for your farming area, know what's happening in the community and make the information available to the homeowners. A strong brand name and logo/image helps to keep you top of mind with your potential customers. A customer recognizing your brand could mean the difference between no-sales and a sale. Even if the customer was not aware that you sell a particular product, if they trust your brand, they are likely to trust you. If a customer is happy with your service, a brand helps to build customer loyalty across your business.

Content

The message or content of your direct mail is an important part of the success. If your content is compelling, then you get the recipient to act. People are curious about the value of their home and having the map and home estimate on your direct mail, spurs those who are interested into action. Their action is measurable and allows you to follow up according to your style.



Calendar of Events



REALTOR® Update Meetings – a great member benefit!

This benefit is another way the Association strives to serve you. Attendance is just \$1, except on the first Friday of the month when there is no charge and breakfast is provided by an Affiliate member. All AAR members are welcome.

FRIDAY, NOVEMBER 1

8:30am
Friday Marketing Meeting

9:45am
Government Affairs Committee

SUNDAY, NOVEMBER 3

Daylight Saving Time ends

MONDAY, NOVEMBER 4

12:00pm
Community Investments Committee

1:15pm
Speaker's Committee

TUESDAY, NOVEMBER 5

10:00am
Foreclosure Fundamentals w/ Dean Ruybal

WEDNESDAY, NOVEMBER 6

9:00am
REcolorado- Keep in Touch with Your Past, Present & Future Clients

12:00pm
Tech Talk

THURSDAY, NOVEMBER 7

11:00am
CHFA Lunch & Learn

FRIDAY, NOVEMBER 8

8:30am
Friday Marketing Meeting

9:45am
Education Committee

MONDAY, NOVEMBER 11

Veterans Day
3:30pm
Leadership Team Meeting

THURSDAY, NOVEMBER 14

11:00am
Marcia Waters Luncheon

FRIDAY, NOVEMBER 15

8:30am
Friday Marketing Meeting

9:30am
Affiliates Committee

TUESDAY, NOVEMBER 19

8:00am
NAR Code of Ethics

1:00pm
Annual Commission Update

WEDNESDAY, NOVEMBER 20

10:00am
Board of Directors

FRIDAY, NOVEMBER 22

8:30am
Friday Marketing Meeting



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Welcome New Members

Applications have been received from the following for membership. Any member who believes that an applicant is not eligible for membership in this Association should submit the objection in writing in accordance with the bylaws.

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Bret Pachello
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Education Schedule

Month - Time	Event	Speaker/Instructor	Cost & C.E. Credit
October 24, 2019 9:00am – 12:00pm	REcolorado: Getting Started	Required class for new REcolorado Subscribers	FREE! Register Now!
October 24, 2019 12:30pm – 2:00pm	Lender Roundtable	Additional Details & Registration coming soon!	
October 28 & 29, 2019 8:00am – 4:00pm (both days)	SRS: Sellers Representative Specialist Designation Course	Mickey Sanders, North American Title	12 hours CE provided by the Colorado Assn. of REALTORS® EARLY BIRD! \$180 before Sept 30
November 5, 2019 10:00am – 12:00pm	Foreclosure Fundamentals Save the Date!	Instructor: Dean Ruybal	
November 14, 2019 11:00am – 1:00pm	Lunch & Learn with Marcia Waters	Marcia Waters, Division Director Colorado Real Estate Commission	1 hour CE FREE! Register Now!

*Registration is required for all courses.
Please visit
www.auroraassociationofrealtors.com
for a downloadable registration form.*



General Member Message Points on Antitrust Lawsuits



REALTORS® are encouraged to have transparent conversations with current and prospective clients about the services they will provide and how they will get paid for those services. The National Association of REALTORS® developed the following message points to make sure members are up to date and knowledgeable about the litigation and help guide their conversations with current and prospective clients.

REALTORS® are champions of homeownership, property rights and the communities they serve.

Every REALTOR® adheres to a strict code of ethics based on professionalism, consumer protection, and the golden rule. REALTORS® draw on their unmatched knowledge to help buyers and sellers navigate one of the most complicated financial transactions of their lives. And REALTORS® are engaged neighbors committed to building and enhancing the communities they serve.

The MLS system and the way commissions are paid create competitive, efficient markets that benefit home buyers, sellers and small business.

The MLS system creates a highly efficient residential real estate market that fosters cooperation between brokers to the benefit of consumers. Commission structures (including how the listing broker pays the buyer broker) ensure greater access for a large community of home buyers who might

otherwise be priced out of the market, which also would limit options for sellers.

Local, expert brokers play a crucial role in helping buyers and sellers achieve their goals.

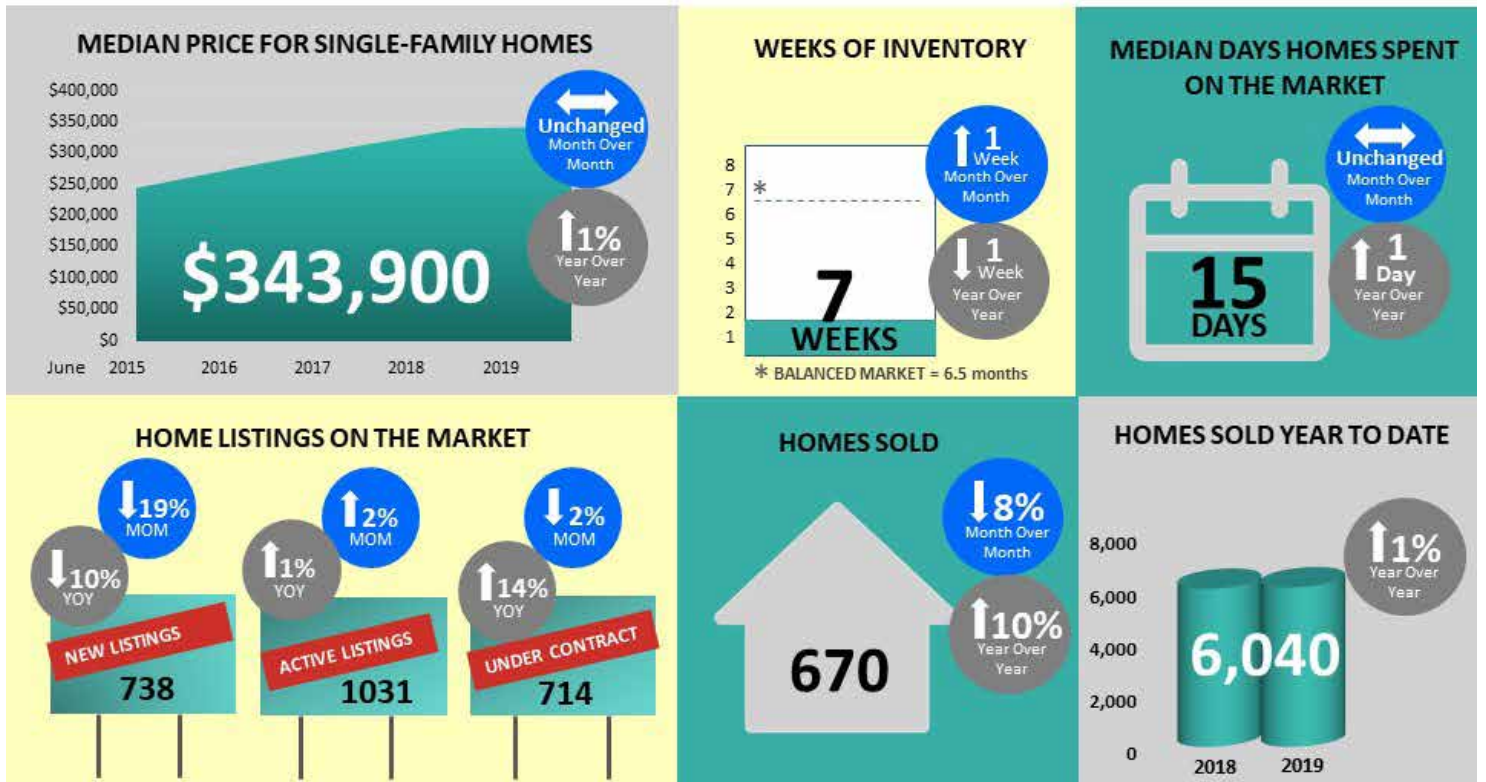
Given the volume of information buyers have to navigate and the complexity of this transaction, buyer brokers serve many essential, highly informed roles ranging from scheduling home tours and inspections to coordinating with lenders and appraisers to coordinating attorney reviews and closing documents. Consumers agree: 78 percent of homebuyers say their broker was an important information source, and almost 90 percent would recommend their broker to a family member or friend.

These lawsuits are wrong on the facts, wrong on the economics, and wrong on the law.

Commissions are negotiable and, in fact, can be negotiated at any point during the transaction. The MLS and associated brokerage system create highly competitive markets with increased transaction volume and superior customer service. Consumers have many choices of different service and fee models among many brokers. Over 100 years, the courts have repeatedly validated this pro-competitive, pro-consumer MLS system, recognizing it increases the efficiency of the market and thus serves the best interests of sellers and buyers alike.

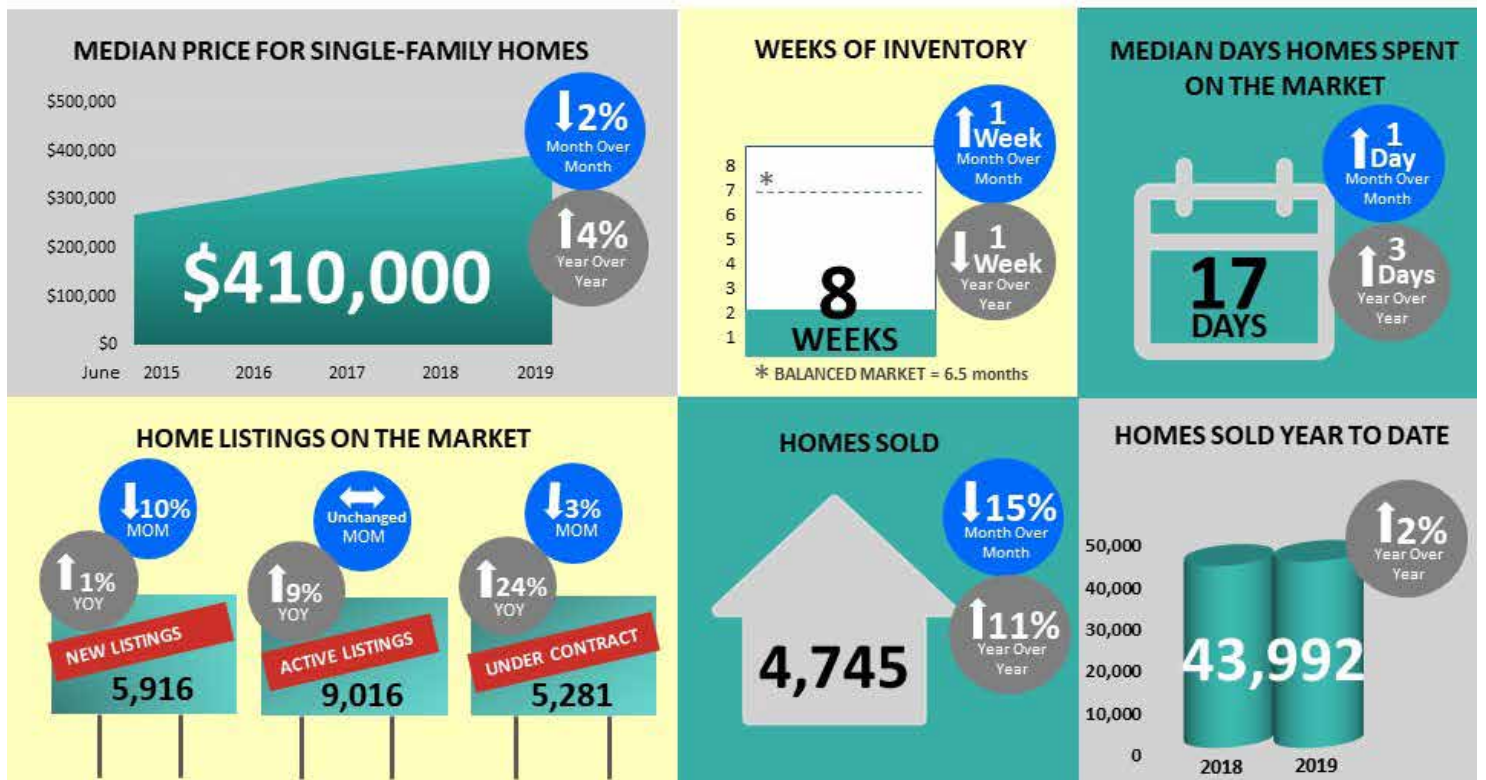
HOW'S THE MARKET? | September 2019

Inventory shows it's still a Seller's market in Aurora, but don't think you can overprice a listing and still expect it to sell. Median days on market is just over 2 weeks, giving Buyers some breathing room with which to make a decision; and the seasonality shift has begun with fewer new listings hitting the market.



HOW'S THE MARKET? | September 2019

The Denver market is showing increased days on market, yet this is still a Seller's market (below 180 days). Buyers are benefitting by more properties to view and some price reductions. A potential interest rate reduction before the end of the year should spur on additional buyer activity.



2019 Centennial Voter Guide



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Learn more:

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Centennial City Council

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www.RonPhelps.com
- ✓ Richard Holt (District 3)
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- ✓ Don Sheehan (District 4)
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Holiday Magic

ANNUAL HOLIDAY LUNCHEON



Enjoy an amazing holiday feast, door prizes & music by Rangeview H.S. Choir! Tickets are \$37 per person, your donations support the
Gateway Domestic Violence Shelter!

Friday

6

DECEMBER
11 AM - 2 PM

HERITAGE EAGLE BEND
23155 E Heritage Pkwy, Aurora CO

The magic of the holidays is here again! Come in the giving spirit and stop by the Gateway Domestic Violence Shelter Donation Tree located at Registration!

Register online: <http://bit.ly/2019AARHolidayLunch>

Do You Know Who You Are Calling?

Your phone marketing strategy could land you in legal trouble.



by Jonathan Waclawski

As a real estate professional, you're constantly looking to grow your business. While picking up the phone to call potential clients and solicit new business may seem outdated in today's digitized world, the reality is that the telephone still plays an important role in marketing. In fact, using your phone to send text messages to potential clients is more common than ever. But also becoming more popular are class-action lawsuits alleging violations of the [Telephone Consumer Protection Act](#).

The TCPA is a federal statute, premised on protecting residential and personal telephone numbers from telemarketing and autodialed calls. Two primary restrictions are at the heart of the law. The first prohibits telemarketing calls to numbers registered with the national Do Not Call Registry. The second requires a caller to obtain written consent before using an autodialer to send telemarketing text messages or calls, even when the number called is not on the DNC registry.

Learn how to ensure your phone call marketing plans comply the TCPA's do-not-call registry restrictions in this [short video](#).

In the 17 months after the Federal Communications Commission's July 2015 order clarifying TCPA rules, 3,121 lawsuits were filed, targeting U.S. businesses of all kinds, a 46 percent increase from the 17 months prior to the clarification. And aggressive plaintiffs' attorneys are increasingly focused on real estate in class-action TCPA litigation. In April, a consumer sued a California brokerage alleging the brokerage violated the TCPA by making unsolicited autodialed calls to consumers without their consent, including to consumers registered on the Do Not Call list. These lawsuits can be expensive, as the TCPA provides for statutory damages ranging from \$500 to \$1,500 per violation. While plaintiffs more often target deep-pocketed brokerages, individual agents are not inherently protected.

How to Avoid Being Sued

Protect yourself by ensuring the numbers you text or call are not included on the DNC list. Adopt a written policy that includes these requirements:

- Check your call lists every 30 days against the Do Not Call list (available at telemarketing.donotcall.gov).
- Record consumer removal requests, and add removed numbers to an internal company do-not-call list.
- Honor do-not-call requests promptly (no later than 30 days from date of request) and for a minimum of five years.

While many states have elected to use the national Do Not Call list as their statewide registry, 12 states maintain separate registries. Therefore, if you make telemarketing calls or send text messages in Colorado, Florida, Indiana, Louisiana, Massachusetts, Mississippi, Missouri, Oklahoma, Pennsylvania, Tennessee, Texas, or Wyoming, make certain you are aware of any state-specific do-not-call restrictions, and scrub call lists against the state lists in addition to the national registry.

Next, before texting or calling people with marketing messages, get their written consent. Consent is best achieved through a written agreement that is signed by the consumer (an electronic signature is sufficient). The agreement should include the consumer's phone number and state that the consumer authorizes you to place telemarketing calls to the consumer. It should also disclose that the consumer is not required to sign the agreement as a condition of purchasing any property, goods, or services.

Practically speaking, this consent can be incorporated into existing methods of acquiring potential client contact information, such as open house sign-in sheets. But you must let consumers revoke their consent and opt out of receiving future texts or calls.

Review your telemarketing text and call methods to ensure you're in full compliance with the TCPA. It's never too late to protect yourself and your business against the growing threat of costly litigation.

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Tech Talk for 2019

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AAR's Tech Talk

Wednesday, November 6, Noon – 1 p.m.
AAR Conference Center

Tech Talk typically meets the first Wednesday of every month.

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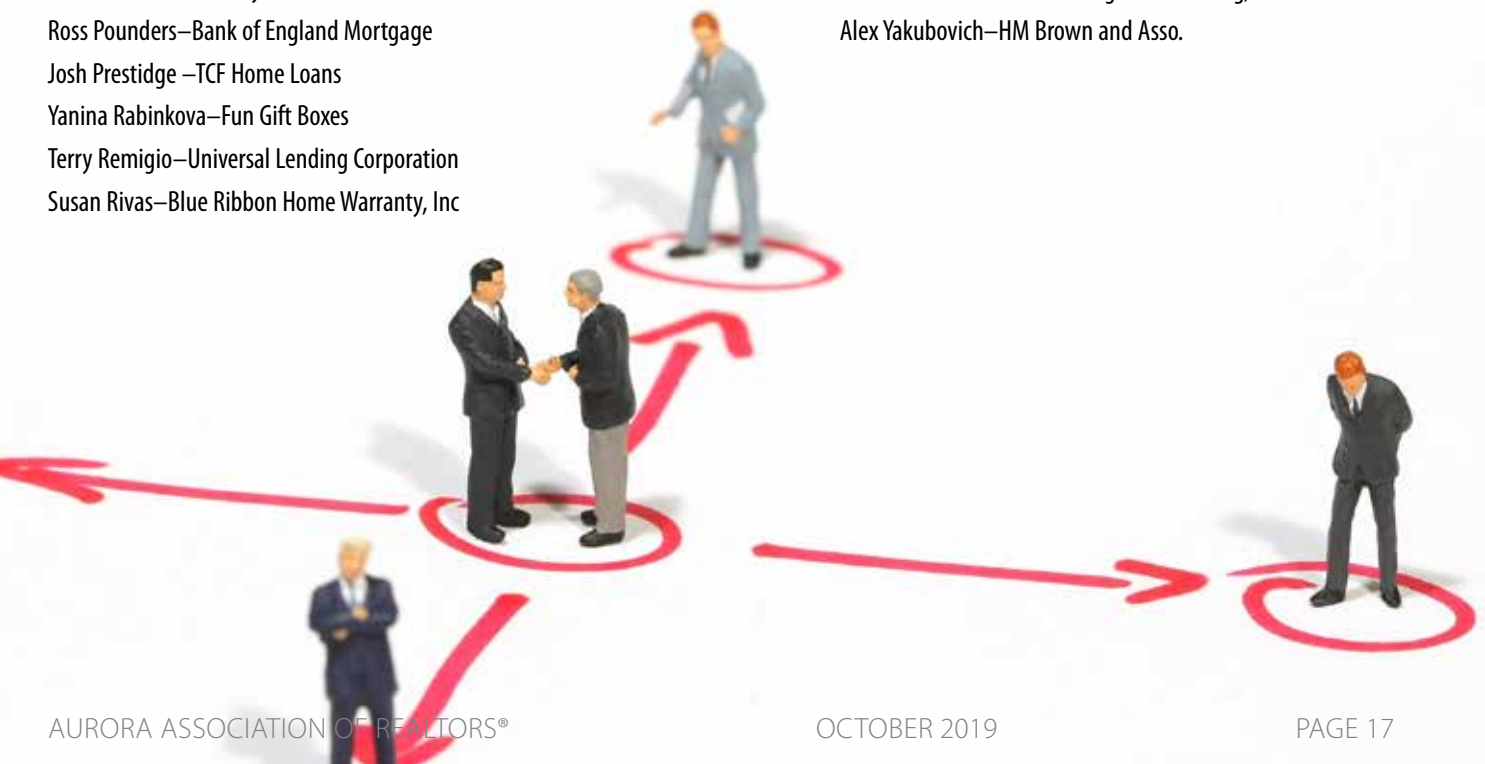
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Cassandra Thacker—New Way Marketing
Shelly Thoman—Carpet Connection
Gary Thomas—Legal Shield & Identity Theft Shield
Faith Trossbach—Carpet Connection
Natalya Tsubarkova—American Pacific Mortgage
Chris Tyrrell—Chris Garage Doors
Ryan Urbach—American Pacific Mortgage
Arlen Van Alstyne—Spectrum Improvements Inc.
Jeff Watson—A Better Sewer Inspection
David Williams—Trusted American Mortgage
Shawn Williams—Iron Phoenix Inspections
Paulette Wisch—Universal Lending Corporation
Rich Workman—Pinnacle Design & Marketing, Inc.
Alex Yakubovich—HM Brown and Asso.



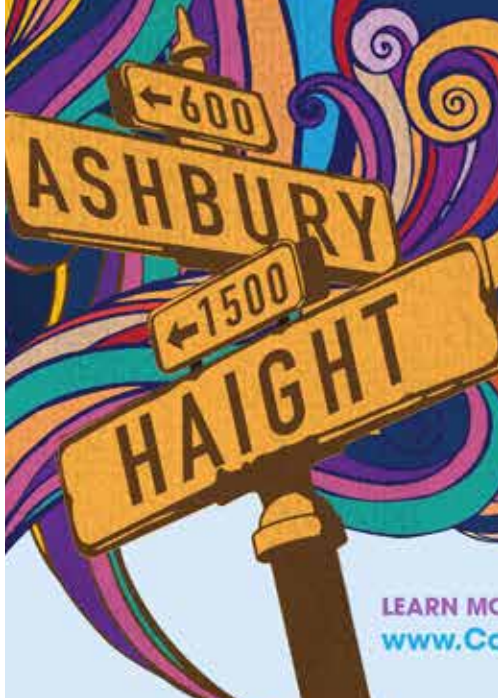


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