

KANSAS
ASSOCIATION OF
REALTORS®

*2020
Tools & Services*

YOUR INDUSTRY PERSPECTIVE FOR A BETTER BOTTOM LINE

Your success, our priority

Thank you for being a member



At the Kansas Association of REALTORS® (KAR), we are here for you and your business. We advocate for property rights that strengthen the real estate industry and help you achieve success. On the following pages, you'll find the tools and member benefits provided to every KAR member.

Look to KAR for a broader perspective on what's happening for a better bottom line. We provide Information, Accreditation, and Representation to help you succeed. We understand the busy life of a REALTOR®. We help provide clarity on the latest real estate trends, topics, and statistics. We provide education and professional development that helps you become an expert guide when leading your clients through the buying and selling process. We advocate for pro-industry lawmakers and support laws to create the best real estate environment possible to make your job easier.

We're continuously working to offer you the best tools and services possible. That's why we conduct a member survey every year. Your feedback matters and we are listening. To enhance member communication we've created *The Buzz*, an online community where you can network with other REALTORS®, find the latest industry information, access meeting information, and more! We've partnered with organizations that share common interests and goals with KAR through the Industry Relations Task Force. By doing so, we are able to strengthen our advocacy efforts and promote REALTOR® values within the community.

We are honored to work with you as a member and look forward to serving you in 2020.

Sincerely,

A handwritten signature in black ink, appearing to read 'Karen Gehle'.

Karen Gehle, CEO



The value of membership

Accreditation

REALTORS® are known for their superior industry knowledge and customer service. That's why we offer top-notch professional development opportunities. We see your potential and are prepared to guide you to success with professional designation programs, continuing education opportunities, and professional development.

Representation

Have you considered how legislation impacts your business? Legislative and regulatory policies play a major role in the health of the real estate market and its professionals. We're on the front line of the Kansas Legislature and the Kansas Real Estate Commission, advocating for pro-real estate legislation and regulations.

Information

Appointments, emails, phone calls, contracts. We know you're busy. Don't lose your focus by trying to sift through massive amounts of information and news. Our staff are dedicated to researching industry news to give you the information you need to serve your clients and stay at the top of your game.

Commitment to Excellence (C2EX)

REALTORS® are known for their professionalism. You can take your skills to the next level with this member benefit. C2EX features elements of professionalism ranging from customer service to the use of technology. Along with the knowledge, you will also gain the C2EX designation.

You can get started by visiting C2EX.realtor to take the self assessment that measures your proficiency in each of the elements of professionalism.

**Complete modules
from your desktop or
mobile device**



Sponsored by the
National Association
of REALTORS®

"The future depends on what you do today." - Mahatma Gandhi

10,000+ members strong

An association is an organized group of people for a joint purpose, but being part of the REALTORS® Association is much more than that.

Protection at three levels

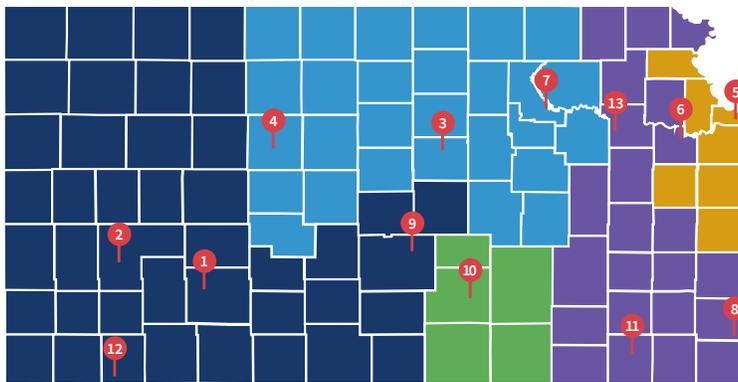
Local association (where you do business)

State – Kansas Association of REALTORS® (KAR)

National – National Association of REALTORS® (NAR)

This collaboration is a three-way agreement that governs REALTOR® associations to ensure we work together to shape public policy, set standards of ethics, promote the value of membership, and contribute to the success of your real estate practice. Like the economy, there are many factors that play into the health of the real estate industry. The three-way agreement allows the association to have a big-picture view and offer a better perspective.

Local Associations in Kansas



ZONE 1 **ZONE 2** **ZONE 3** **ZONE 4** **ZONE 5**

1. Dodge City Board of REALTORS®
2. Garden City Board of REALTORS®
3. Great Plains Association of REALTORS®
4. Hays Board of REALTORS®
5. Kansas City Regional Association of REALTORS®
6. Lawrence Board of REALTORS®
7. Flint Hills Association of REALTORS®
8. Pittsburg Board of REALTORS®
9. Prairie Land REALTORS®
10. REALTORS® of South Central Kansas
11. Southeast Kansas Association of REALTORS®
12. Southwest Kansas Board of REALTORS®
13. Sunflower Association of REALTORS®

Did you know NAR is the largest trade association in the US with more than 1.4 million members and KAR is the largest trade association in Kansas with more than 10,000 members?

Knowledge is power

An advanced designation can increase your earning power; we have a variety of professional development opportunities to take your career to the next level.

Certified Residential Specialist (CRS)

Become a leading agent by earning this prestigious designation. CRS combines training, experience, and success in the marketplace with a strict code of ethics to provide customers with unparalleled service. With the CRS designation, clients can rest assured they have a top performer on their side to help them get a winning deal.

[KansasRealtor.com/CRS](https://www.kansasrealtor.com/CRS)



Graduate REALTOR® Institute (GRI)

Are you a go-getter looking to grow? The GRI program can help you design a powerful business plan, negotiate more effectively, avoid legal pitfalls, and increase your knowledge about structural features and routine issues found in homes. By enrolling in our GRI course, you can set yourself apart from the competition.

[KansasRealtor.com/Professional-Development/Designations/GRI/](https://www.kansasrealtor.com/Professional-Development/Designations/GRI/)

The Right Track Leadership Academy

Do you step up to challenges? Are you a workplace leader? If yes, consider The Right Track Leadership Academy. This program helps you recognize and maximize your strengths, explore the psychology of leadership, and determine your leadership style. Boost your public speaking abilities and enhance an array of skills you need as a leader.

[KansasRealtor.com/The-Right-Track-Leadership-Academy](https://www.kansasrealtor.com/The-Right-Track-Leadership-Academy)

Keynote Courses

In the fast-paced real estate world, we know your gig isn't 8-5 Monday through Friday. That's why we offer traditional classroom courses as well as online courses. Keynote is a series of video-based online courses that:

- Feature some of the most well-known experts in real estate today
- Meet the highest standards for distance learning
- Help you to master a range of skills that directly benefit your clients



Sign up for a Keynote course today at [KansasRealtor.com](https://www.kansasrealtor.com)

We represent you

Decisions at the Kansas Capitol impact you and your business. We actively support members by tracking, researching, and delivering testimony on bills important to REALTORS® and property owners. We work with legislators during the session and throughout the year, advising them on the ways legislation will impact the real estate industry and consumers.

Not only do we represent over 10,000 REALTORS®, we also represent more than 700,000 Kansas home and property owners. We support economic development that creates jobs and stimulates our economy. We foster positive relationships with elected officials to create a better Kansas by advocating for policies that provide a high quality of life and housing opportunities while protecting the rights of private property owners.

Key Issues

- Protecting the Mortgage Interest Deduction (MID)
- Pushing for property tax reform
- Safeguarding the availability of mortgage financing
- Supporting flood insurance options for homeowners
- Protecting private property rights



[kansasrealtor.com/what-is-realtor-advocacy](https://www.kansasrealtor.com/what-is-realtor-advocacy)

Kansas Real Estate Commission (KREC)

KREC is the state government agency that provides protection to Kansas consumers of real estate, escrow, land development services, and also works to ensure a professional environment conducive to a healthy real estate market. KREC oversees all real estate licensing, education requirements, and compliance. We work with KREC to prevent burdensome regulations and keep members informed about regulation changes.

[KREC.KS.gov](https://www.krec.ks.gov)

Help your business, Kansas REALTORS®, and Kansans

Legislation that supports property ownership is good for Kansas. That's why it is important we work to protect pro-real estate policies. Not only is home ownership the American Dream, it strengthens communities and families. You can be a part of what's happening by signing up for Calls for Action and investing in RPAC.

CALLS FOR ACTION!



Text KSREALTORS to 30644 to receive alerts when action is needed.

REALTORS® Political Action Committee (RPAC)

Help support pro-real estate political candidates and policies by investing in RPAC. Investing is easy and you can have a chance to win sweet prizes by entering quarterly raffles.

Resources you can trust

In the digital age, information overload is everywhere, that's why our staff scouts out the best, most reliable information to keep you up to speed on all things real estate. Here are just a few of the tools we offer members.

Tech Helpline | 866-432-3021

Available Monday – Friday 8 am – 7 pm CT, Saturday 8 am – 4 pm CT

Live technology support is a member benefit.



Legal Hotline

Live legal help from a real estate attorney provides quick answers to transaction questions.

Monday – Friday. (Subscription-based service available exclusively for brokers)

rebr.com/products/legal-hotline



Market Data

Each month we publish the latest statewide market statistics as well as offering an annual housing market forecast. A statewide perspective on the housing market helps you set realistic expectations with your clients and establishes credibility as the market expert.

REAL Trends Industry Update

Stay in the know about monthly industry trends, strategies, analysis, people and news shaping the real estate industry.



REALTORS® Property Resource (RPR)

RPR gives you customized property reports to build credibility with clients. Search data on 160 million on-and-off market properties for sales, listings, valuations, tax and mortgage history, school info, and demographics. This is a member benefit through the National Association of REALTORS®.



Contracts and Forms

Access to up-to-date legal forms for all types of properties and transactions saves you time and money.

Discounts

As a member, you have access to exclusive discounts from hundreds of partners on products and services.

Find more information on these resources and more at KansasRealtor.com

Something is Buzzing...

The Buzz

Now you can network with other REALTORS®, access industry news, and access meeting and events information all in one place.

Use your existing KAR account credentials to log in at kar.buzz. If you are unsure of your login, email info@kansasrealtor.com or contact us toll free (800) 366-0069.



Get started today by visiting

kar.buzz



Save the dates

National Association of REALTORS® Legislative Meeting

May 11-16, 2020 | Washington, DC

National Association of REALTORS® Region 9 Conference

June 27-30, 2020 | Oklahoma City, OK

Kansas Association of REALTORS® Annual Conference

October 5-7, 2020 | Topeka, KS

National Association of REALTORS® Annual Conference

November 13-16, 2020 | New Orleans, LA

Kansas Association of REALTORS® Capitol Conference

February 2-4, 2021 | Topeka, KS

