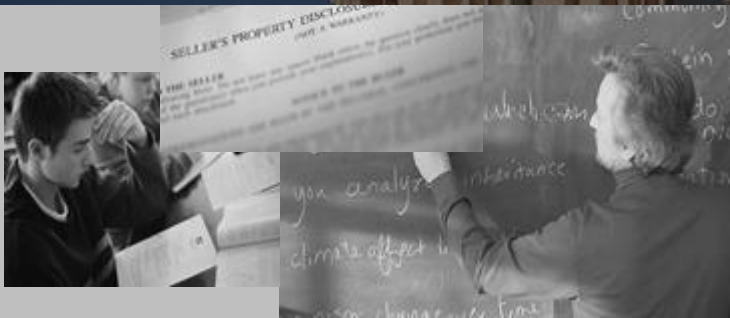




# TRETA Talk

TEXAS REAL ESTATE TEACHERS ASSOCIATION

Winter 2018



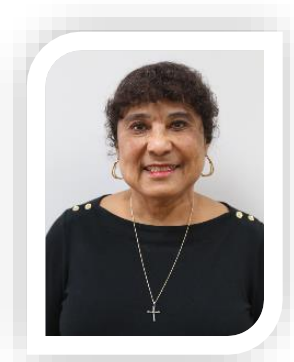
Texas Real Estate Teachers Association Newsletter

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## Greetings TRETA Members:

As we welcome in the fall and the end of daylight savings time, we reminisce on our long hot Texas summer. Weather changes across the country might have caused some of you to change or delay vacation plans. Now at the end of that season we can probably look back and say, "I don't think I have ever had a summer like that before". As we experience and adapt to weather changes we also experience and adapt to changes we see happening in education. A lot of us might be tempted to say, "I don't think I have ever had a class, a semester or a year like that before". Because like the weather, the economy, the state of the nation, etc. things do change, and we can all experience some changes as well. Books in a classroom in the past was the norm, however today some type of electronic device might be the norm.



As we head into the new season we can expect yes, more weather changes that we cannot control and more changes in the classroom that we might have more control over. Reaching our students today will require some changes. We all strive to improve, and we can do this by sharing information. We are looking forward to our annual conference "Positioning for the Future" in San Antonio, TX. April 4-6, 2019 at the Marriott Plaza. Reaching out to students in today's classrooms, economic conditions in Real Estate, teaching techniques, some of what we can expect.

Registration forms will be on the website soon with information about early registration as well as the link for reservations at the Marriott. Please call and make your reservations early.

We look forward to seeing and visiting with you in April. It is going to be a fun time. We have had to find another webmaster. Hopefully, we can get back on track.

Glenwood Stevenson, CREI, ABR, GRI, CRS, SRES, TAHS, E-Pro  
President, TRETA  
2018-2019



TRETA Certified Real Estate Instructor

Leading Education Forward



*Keep your colleagues in the loop with our innovative workshops to earn the CREI designation. They do not have to be taken in order and are packed with valuable tips on taking your presentation skills to the next level.*

## DON'T MISS YOUR OPPORTUNITY TO BE A CREI DESIGNEE



### **Register Online** for the **CREI Advanced Workshop**

**Saturday, February 23<sup>rd</sup> and Sunday, February 24<sup>th</sup>**  
**in Houston at San Jacinto College – South Campus**

**Register Now**

# Positioning for the Future

TRETA Conference 2019



**REGISTRATION IS OPEN**

**43<sup>RD</sup> ANNUAL CONFERENCE**

**APRIL 4-8, 2019**

**MARRIOTT PLAZA HOTEL**

**SAN ANTONIO**

**555 South Alamo Drive San Antonio, TX 78205**

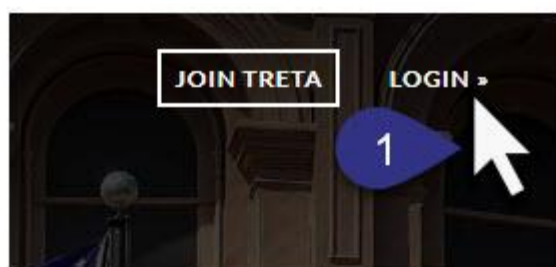
***Room Reservations must be made by March 5, 2019***

**Learn more**



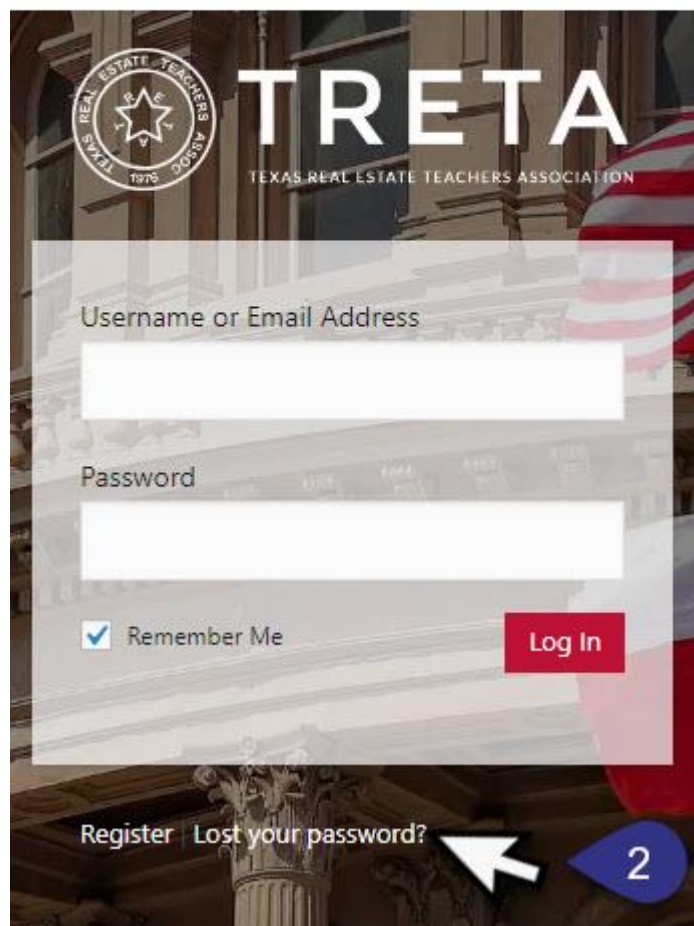


## MAKE A POINT TO VISIT THE NEW TRETA WEBSITE



EVERYONE has a new username and a new password on the website.

Everyone received a new username via email in April or you can also login with your email address.



1. At the top right of the screen. Click on LOGIN. On the login screen, click on "Lost your password?" Then enter your email address or your username and the password.

2. Check your email for the confirmation link to reset your password. Click on the link in the email to reset your password.

3. Be sure to save your new password for future reference. Our tech guru suggests using [LastPass](#) for securely saving all of your logins. You can even use your phone.

Check out these handy posts:

- [How to login to TRETA](#)
- [How to update your TRETA profile](#)





## RAISING THE BAR IN PROFESSIONAL DEVELOPMENT

*By Communications Director*

What does it mean to raise the bar in the real estate profession? In my opinion, it starts with education and a true focus on fiduciary and our duties when serving the client. Remember, OLDCAR (Obedience, Loyalty, Disclosure, Confidentiality, Accounting and Reasonable Care)? Keeping our fiduciary duties front and center indeed raises the bar. What exactly does it mean to raise the bar? I believe instructors differ in opinions, but we are all right. When focused on the client, superior customer service, differentiation and branding, we indeed encourage our students to “raise the bar.” Have you noticed that Wall street has moved into real estate? Yes, different models that have presented different methods to facilitate the real estate experience. It is a drastic shift from the status quo and it raises the question of what does a client really want from an agent? It is what we call a disruption to the traditional model facilitating a real estate transaction. It forces us to evaluate at a deeper level what the client really wants.

This TRETA Talk is about some of these changes and why we should be including them in our lectures and presentations. Let’s go out on a limb and start being more proactive on creating a vision for a student and helping them to step into entrepreneurship by looking at the data and the changes and adjusting accordingly. After all, it starts with us. We are too focused on the text and less focused on the industry changes. I daresay, real estate today will look nothing like real estate tomorrow. Are we prepared as instructors to change accordingly? When looking at the changes and the direct connection to the economy, we encourage our students to review the data. What is going on in their chosen area. The data will include: average and median sales prices, absorption rates, average rates, new developments, affordable housing, and government influences. Raising the Bar means we truly become experts in our niche and our geographical area.

Recently, I went to Boston to the NAR convention. The exhibitors even included Redfin and Zillow. Quite frankly, I was shocked. I asked myself, are we really on the same playing field. I mean really? I believe that NAR is saying that one shoe does not fit all, and we have a changing demographic that has different needs. This presents an opportunity for us as instructors to add some spice to our presentations and to do our part in focusing our students to being competent, targeted and more importantly, relevant to our changing times. Raising the bar positions our students for the future.

Cassandra Davis-Beach, MBA, CREI  
CRS, ABR, GRI, AHS, Graduate Leadership Dallas





## Consider Some of These Topics in Your Lectures

### **Affordability, Disruption & Rising Interest Rates Lead Top Ten Issues Facing Real Estate**

*The following information taken from NAR Website pertaining to 2018 Conference: BOSTON (November 4, 2018) – Housing affordability, disruptive technology and rising interest rates were just some of the issues the Counselors of Real Estate named most likely to affect the real estate industry during a session titled "Update: The Top Ten Impacts on Real Estate 2018-2019" at NAR's [2018 REALTORS® Conference & Expo](#).*

Each year CRE members pool their research, analysis and information to develop a Top Ten Issues Affecting Real Estate list and the substantiation that validates it. This list identifies the most pressing trends and challenges that will impact the housing and commercial real estate market now and in years to come.

"Real estate touches every American, from every part of the country and every walk of life," said panelist Hugh Kelly, of Hugh F. Kelly Real Estate Economics. "The concerns facing the real estate industry are our common concerns."

CRE divided the list into two groups: issues the organization believes the industry needs to be thinking about in the coming year and issues that will be important over the next 10 years.

Here are the two lists:

#### **Current Issues**

1. Interest Rates & the Economy
2. Politics & Political Uncertainty
3. Housing Affordability
4. Generational Change/Demographics
5. E-commerce & Logistics

"When it comes to politics, CRE tries to illuminate rather than advocate," said Kelly. "However, we think it is obvious that the dysfunctional state of our political discourse and our unwillingness to compromise on issues stand in the way of problem-solving – problems like the ones on this list."

### **Longer-term Issues**

1. Infrastructure
2. Disruptive Technology
3. Natural Disasters & Climate Change
4. Immigration
5. Energy & Water

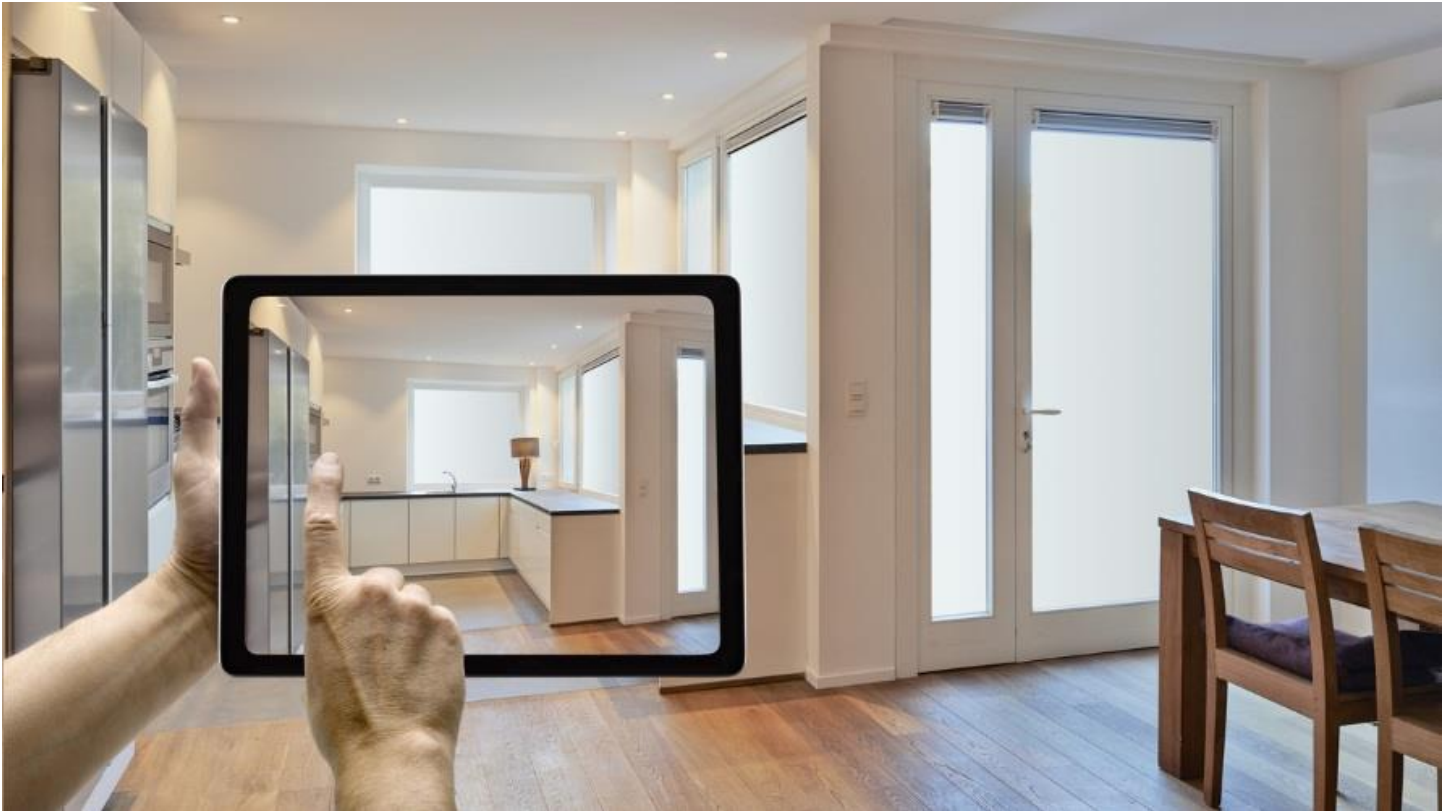
"It is widely known and documented that as infrastructure deteriorates, so do the local neighborhoods and communities," said panelist Julie Melander, Vice President-Portfolio Management at Carter Validus. "The reverse is also true; in regions where infrastructure is invested in we see a growth in population, an increase in business investment and a rise in property values."

The National Association of Realtors® is America's largest trade association, representing 1.3 million members involved in all aspects of the residential and commercial real estate industries.

# # #



## Social Media and The Impact in Real Estate



It's crucial for home sellers and agents to remain active on social media  
Bombaert/iStock

When teaching marketing, branding and reaching our client we must include Social Media. When talking about our changes, Millennials now make up **66 percent of the market** for first-time homebuyers, and 99 percent of those looking for homes use the internet to research properties. Still, these 30-something-and-under buyers are doing more than Googling a few keywords to find their dream homes. House hunters are now including property-related hashtags and social media feeds in their searches, and that's only the tip of the iceberg.

The second-largest search engine in the world, YouTube, is also being used to explore houses and communities. **86 percent of home shoppers** say they would use video to learn more about a specific community they are considering.



In this technology-driven age, it's crucial for home sellers and agents to remain active on social media in order to nurture interest in newly listed properties. Real estate voyeurism will only continue to expand its channels across the web.

How does a home seller use social media platforms like Instagram or Snapchat to move real estate?

## Facebook

Imagine being able to show detailed listing information to every newlywed couple in their 30s within a 20-mile radius. While this would be impossible to execute in person, Facebook's ability to target posts and ads to your core demographics are invaluable. **69 percent of real estate agents use Facebook** because it works. Even when Facebook doesn't deliver results, it still has top-of-the-line analytics that will help you understand what went wrong.

Try writing posts about what sold you on the home initially. Share photos of your weekly grocery haul or your dog playing in the yard. Use the bandwidth Facebook gives you to paint a picture of what living in that home is really like. Chances are, it may resonate with a buyer.

## YouTube

Among content types, **52 percent of marketing professionals** claim that video content has the best return on investment. Uploading a neighborhood guide or home tour of your own could attract views from the curious (which will boost your online brand and reputation), in addition to making the listing easier for buyers to discover when they research the area.

Most major markets now have qualified videography companies specializing in interior, exterior and drone footage of staged homes, helping sellers engage potential buyers before they commit to a walk-through. When **300 hours of video** are uploaded to YouTube every minute, it's essential to create content that differentiates you from the rest of the real estate crowd.

## Instagram

What sets Instagram apart from other social media networks? It's the ability to receive instant feedback on property and neighborhood photos. This is great for experimenting with different hashtags, captions or photography styles. You'll know right away whether or not that Mayfair-filtered kitchen backsplash picture is resonating with your audience.

Currently, Instagram is considered the fastest-growing social media platform, with **800 million monthly users**. Make sure to max out your hashtags (you can have up to 30) to tap into that ever-expanding community. And invite people to join in a conversation by including questions in the photo captions—it's great for staying relevant in a community saturated with content.

## Snapchat

Snapchat may not offer much in the analytics department, but with **178 million daily users** and counting, it can still have a big impact when it comes to selling your home. Each video and picture you send with the application disappears, meaning that there's only a small window to create content that captures the homebuyer's eye.

Taking short day-in-the-life videos inside the home is a great place to start. It will help house hunters visualize what living in the space is like, while showing off the property's amenities.

As you start crafting social media posts about a listing, remember to follow the golden rule: Create content that you would want to read. Enthusiasm is contagious, even if it's coming from a photo caption on Instagram. You never know when a potential homebuyer may be scrolling through your feed.

*Article taken from Adweek: Dario Cardile is vice president of growth marketing at mortgage and real estate solutions provider **Altisource**.*

*Please see the following link regarding TREC rules regarding disclosure and social media: <https://www.trec.texas.gov/article/what-you-need-know-comply-our-social-media-rules>. This is great information to include in your lectures.*



## Calming the Fears Are We Headed Towards a Recession?

Teaching our students to stay abreast of our market conditions by regularly visiting the data at NAR, TAR, Texas A & M Research Center and our local boards. The data indicates that inventory in some areas are improving and demand is starting to flatten in some areas. Should we be alarmed?

Real Estate Economist are optimistic about the data that indicate we are not headed towards a recession. While dubious, I wonder after over 10 year of expansion will the normality of a recession occur in 2019. I have been taught that the economy is cyclical and therefore, so is real estate. One thing we know for sure and that is real estate continues to have demand. Teaching our students to be flexible and strategize will increase motivation and opportunities.

In the "United States of Texas" we have the fundamental principle that defines a strong economy and that is "jobs." However, the inventory of affordable housing seems to be diminishing. Working to develop ways to increase homeownership remains a challenge. Let's make sure we stay abreast of the data! Below is an attachment from NAR economist Dr. Yun regarding the 2019 Economic Forecast.

<http://www.dfwre.org/files/LawrenceYunForecast.pdf>





**CALLING ALL REAL ESTATE INSTRUCTORS**



**TRETA TALK NEEDS YOUR ARTICLES,  
SUGGESTIONS & ANY INFO YOU HAVE THAT  
WILL SERVE AS A RESOURCE FOR OUR  
MEMBERS**

***Please Provide in a Word Format  
Don't Forget Your Picture!***

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