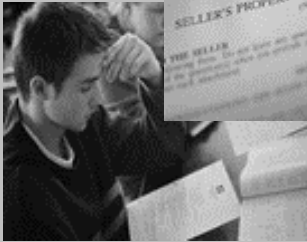




# TRETA Talk

TEXAS REAL ESTATE TEACHERS ASSOCIATION

February 2019



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## Texas Real Estate Teachers Association Newsletter

Greetings and HAPPY NEW YEAR. Are you entering the new year with some of the same concerns from 2018? If the answer is yes, you are not alone. For example, some of the “Top Issues Affecting Real Estate for 2018-2019” by Robert J. Pliska, CRE, CPA and from the Counselors of Real Estate include:



1. Interest Rates and the Economy. Rising rates impact both commercial and residential real estate markets, typically with reduced demand for commercial property, and increased mortgage rates.
2. Politics and Political Uncertainty. Tariffs, Tax reform, Government Shutdown and other policies impacts jobs, incomes economic activity and property of all types.
3. Housing Affordability. Since the 2008 Financial Meltdown, there has been a decrease in the affordability of housing across nearly every income bracket except for the wealthiest households.
4. Generational Changes / Demographics. There are four distinct groups exerting influence on both commercial and residential real estate.
5. Infrastructure: There has been no serious effort to address the aging infrastructure and its subsequent impacts on the economy.
6. Disruptive Technology: This covers a number of “this changes everything” activities, whether it is advanced robotic manufacturing and warehousing; driverless cars and trucks; availability and utilization of personal and transactional data; smart building technology; information protection through cybersecurity or the new cybertools and business models disrupting traditional Broker/Realtor structures.

(This list was condensed and edited). You can read the entire article [here](#). As Real Estate Educators and Practitioners we have probably experienced many of these issues over the years. Some things don't really change however, new technology affects how we tackle the challenges. Of course, with these new challenges comes opportunities. We will be addressing some of these industry issues at the 43<sup>rd</sup> Annual TRETA Conference. Mark your calendar to attend April 4-6<sup>th</sup> in San Antonio. Don't miss this opportunity to network, share information and learn some valuable teaching techniques with other real estate instructors.

The Annual Conference registration form is on the web site. You can save by taking advantage of early registration. Please use the link for your reservation at the Marriott Plaza. The City of San Antonio is full of history and attractions for all. Watch for more information about the conference.

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**



## 2019 CREI Designation Workshops

### Advanced Workshop

Sat. Feb 23 – Sun. Feb 24  
(8:30 am-4:00 pm)

Houston at San Jacinto  
College – South Campus

[Register Now](#)

### Basic Workshop

Sat. June 8 – Sun. June 9  
(8:30 am-4:00 pm)

San Antonio at the San  
Antonio Board of Realtors

[Register Now](#)

***Take the classes in ANY order!***



# TRETA

TEXAS REAL ESTATE TEACHERS ASSOCIATION

## MAKE A POINT TO VISIT THE NEW TRETA WEBSITE



EVERYONE has a new username and a new password on the website. Your new username is **{USERNAME}**, but you can also login with your email address **{EMAIL ADDRESS}**.

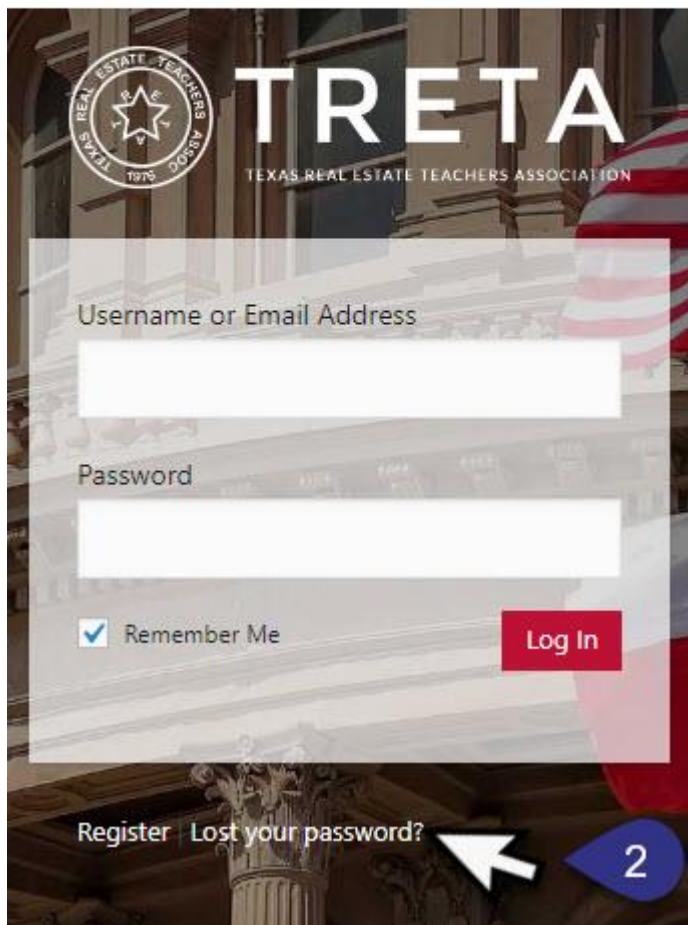
1. At the top right of the screen. Click on LOGIN. On the login screen, click on "Lost your password?" Then enter your email address or your username and the password.

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.

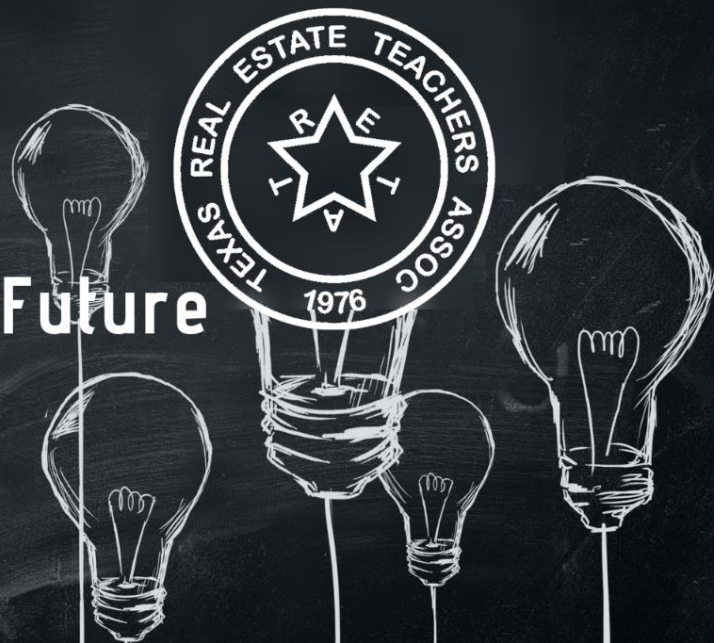
Check out these handy posts:

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



# 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**





## TAKE THE SURVEY!

**Calling all Educators!!** Please take the time to complete this survey and encourage other licensees to do the same. This data is helpful to all us. Pearson is great in consistently assisting us with sponsorship. Here is a small way to show our appreciation. *Below is taken directly from the Pearson Vue website.*

\*\*\*\*\*

As a licensed real estate salesperson or broker, you have the expertise Pearson VUE needs. A small amount of your time will help us develop licensing exams that reflect today's real estate industry.

Whether you are newly licensed or have been practicing for decades, we need you to tell us about your work so we know what topics should be covered on our exams and we can be sure they accurately reflect industry practices.

Your participation in our job analysis survey is a simple way to contribute to the professional real estate community and prepare the next generation of real estate licensees. For more information and to complete the survey, please visit:

<https://go.pearsonvue.com/realestateJTA>

Thank you in advance for your assistance!

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**Below information taken from the Texas Real Estate Commission website:**

**Go to the following website to get the complete agenda:**

**<https://www.trec.texas.gov/article/get-ce-credit-attending-commission-meeting>**

Receive up to a maximum of 4 hours of CE credit for attending the February 11, 2019 Commission meeting in Austin.

To be eligible for the credit, current license holders must:

- Attend the meeting in person;
- Attend the meeting from the start to the end of the proposed rules portion of the posted agenda;
- Provide photo identification; and
- Sign in and out on the class attendance roster for the meeting.

**Please remind your students review the TREC published social media rules to remain compliant and avoid fines. The below link directs you to those rules:**

**<https://www.trec.texas.gov/sites/default/files/pdf-forms/Social%20Media%20and%20Advertising.pdf>**

**Interested in how the rule making process works? Click on the below link to see a list of additional interesting meetings in Austin at the Texas Real Estate Commission:**

**<https://www.trec.texas.gov/apps/meetings/>**



## “Give them an inch and they will take a mile”



It started with Realtor.com and then Trulia and now Zillow. It seems the more data we give, the more they want. The fact that this is a multi-trillion dollar industry and third parties have entered the space, it poses a few questions and concerns from Realtors, both new and seasoned.

What is going to be our fiduciary duties to the client? The move by Zillow to get our sold data to provide even more accurate information to the customer is clearly something they feel is a customer demand that should be fulfilled. A Texas Realtor article published in March 2018 stated the following:

*“Texas REALTORS® are receiving requests from Trulia to provide sold data. If you’ve received such a request from Trulia or any party other than your local MLS to report or submit sale price information, keep the following in mind:*

**Authorization.** *You need authorization from your client to report sale price information to any third party. The Texas REALTORS® Residential Real Estate Listing Agreement, Exclusive Right to Sell authorizes the listing broker to report the sale price information to the MLS if the listing is to be filed with the MLS. However, it does not authorize the sale price information to be reported to any third party.*

**Fiduciary.** *When acting as a fiduciary, your primary duty is to represent the interests of your client.*

**MLS rules.** *If you did not participate in a transaction, follow your MLS’s rules as to how you can use the sale price data. Of course, agents can use such data to perform broker price opinions.”*

Our fiduciary duties include confidentiality as stated above by this article. Does handing over this information pose a threat to our duty of confidentiality. How long do we hold our client’s information private? Forever. We are only able to give the sold information if we are given permission by the owner.

MetroTex asked local area realtors to weigh in on this issue. While many Realtors have expressed their concern, including myself, the following information was written in the MetroTex News section regarding a November Ntreis Data Feed. It appears the final decision is not in our hands but between the higher powers at Ntreis and Zillow. The following is taken from that blog:

\*\*\*\*\*

**“NTREIS UPDATE: The NTREIS Board of Directors did not vote on the proposed agreement concerning Zillow at this week’s NTREIS Board Meeting. A motion was made, seconded and passed to create two President’s Task Forces (a) to review options for alternative input and data delivery technologies and (b) to review options for delivery of sold listings to third party portals. At this point NTREIS has not set a time frame for the two President’s Task Forces to report their findings.**

**Approximately 3 years ago, NTREIS made the decision to facilitate a direct feed of active listings for any Broker that does not opt out from the Zillow feed. The reason for that decision was to ensure that the information provided to consumers would be provided by an accurate and trusted source for the listing data.**

*To this goal, The NTREIS Board of Directors is considering the inclusion of sold data in the already existing data feed.*

**What will this mean if approved by the NTREIS Board of Directors?**

- *The Zillow display for a recently sold property will reflect the accurate property status as “Recently Sold”, instead of “Not for Sale”.*
- *Proper credit for the sale of the property will be given to the listing broker and listing agent and to the selling broker and selling agent.*
- *Zillow is also requesting the sales price; however, the sales price will not be displayed to the public.*
- *Zillow will be prohibited from displaying the sales price, but would instead show a “range” in which sales price may fall. REALTOR.com is currently displaying sold listings for our market in this manner.*
- *Almost 50% of listings sold in our largest counties currently have a displayed sales price which has been provided to Zillow by an agent or homeowner involved in the transaction.*
- *Although Texas is a non-disclosure state, it is not illegal to display the sales price. Again, the proposal does not include a proposal to display the sales price. Zillow would only be authorized to show a “range” in which the sales price may fall.*

**Due to the agreement currently in place between Zillow and NTREIS:**

1. *Zillow may not act as a broker in the NTREIS market area (which means the North Texas area).*
2. *The listing agent is always the first agent listed on a listing displayed on Zillow.*

*Please note that this is not a MetroTex Association of REALTORS vote. This will be decided by the Board of Directors for NTREIS.”*

\*\*\*\*\*

There is no doubt in my mind there will always be a need for Realtors and the personal touch we have with our clients. However, is it time to start redefining the role(s) we will play in a residential real estate transaction in the future? I believe we are moving more towards being consultants that charge only for what the client needs or desires. Actually, we are already partners with Zillow. Keep in mind, most buyers and sellers check out Zillow’s estimate before even calling a Realtor. However, it has been in the Realtor’s powerful arsenal to say, “let me give you the most updated and accurate information regarding comparables.” *Bam!!!*

I believe it is time we start the process of teaching and training our students to know their worth in the transaction, the reason why the Realtor is needed and the importance of being an expert in their chosen niche. We as educators should always motivate our students to continue to learn, get designations and perfect their skills in order to continue to add value to the transaction.





## AFFORDABLE HOUSING AND SERVICING BUYERS

***According to Recon, in some areas it is more affordable to rent:***

According to the report, it is more affordable to rent than buy in 71.1 percent of the 45 Texas counties that were analyzed. Those counties are (in alphabetical order):

- |           |            |
|-----------|------------|
| Bell      | Henderson  |
| Bexar     | Hidalgo    |
| Brazoria  | Hood       |
| Brazos    | Johnson    |
| Collin    | Kendall    |
| Comal     | McLennan   |
| Dallas    | Midland    |
| Denton    | Montgomery |
| Ellis     | Parker     |
| Fort Bend | Randall    |
| Galveston | Rockwall   |
| Grayson   | Smith      |
| Gregg     | Tarrant    |
| Guadalupe | Taylor     |
| Harris    | Travis     |
| Hays      | Williamson |

Affordable housing or the lack thereof continues to be a nationwide dilemma. I know you are wondering “what about HUD?” Well, they appear to be just as dumbfounded as the rest of the country. High cost areas and stagnated wages are taking a toll even in the United States of Texas.

Recon further quotes in its January issue:

***“NAHB: 127,560 households priced out with each \$1,000 increase***

***WASHINGTON (National Association of Home Builders) – A \$1,000 increase in the cost of a median-priced newly-built home pushes 127,560 prospective buyers out of the market, according to the National Association of Home Builders (NAHB).***

***Based on their incomes, these households would be able to qualify for a mortgage to purchase the home before the price increase, but not afterward.***

***Additionally, a quarter-point rise in the rate for a 30-year fixed-rate mortgage would price out around one million households.***

***Of all the states, Texas had the largest number of homebuyers that would be priced out of the new-home market. The \$1,000 price increase would push out 11,152 households.***

***Texas is followed by California (9,897) and Ohio (7,341).***

***"This study illustrates how even a relatively small increase in price or interest rates can dramatically impact housing affordability," said NAHB Chairman Randy Noel. "Housing affordability is a serious problem right now in communities across the country. Rising interest rates, regulatory barriers, higher building materials costs, and labor shortages all add to the cost of a home and are preventing households from achieving the goal of homeownership."***

With the major business centers (employment) being strategically located in booming areas, the following counties according to Recon are the most affordable: The counties in which it is more affordable to buy are listed below:

Cameron	Lubbock
Ector	Nueces
El Paso	Orange
Hunt	Potter
Jefferson	Tom Green
Kaufman	Webb
	Wichita

Obviously, for most work force families to the American Dream, it is going to mean a significant commute. Please remind your students to stay abreast of what is going on with the affordability crisis and to do appropriate research to assist families, veterans and first time homebuyers become home owners.

Click here for more information about:





# TRETA *Talk*

TEXAS REAL ESTATE TEACHERS ASSOCIATION

**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!***

Cassandra Davis-Beach  
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469-556-1583

