

# RE+VIEW™

MAR+APR 2019

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## HOW TO OWN YOUR BRAND

Practical Ways  
Agents Can  
Stand Out From  
the Crowd

GET INVOLVED:  
NEW LEADERSHIP  
OPPORTUNITIES

PAGE 32

BRIGHT MLS:  
YOUR QUESTIONS  
ANSWERED

PAGE 38



### YOUR CLIENTS

Transportation In  
the Region

16

### YOUR BUSINESS

Social Media  
Tips

28

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# RE+VIEW™

MAR+APR Volume 102, Issue 2

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By Christine Richardson

## ENGAGEMENT ON YOUR TERMS

### LEADERSHIP, LEARNING, LAUGHTER

During my term as your NVAR president, I'm committed to increasing the number of ways for our members to engage with the association. There are more than 12,000 of us – all with varying backgrounds, interests, and levels of experience. My goal this year is to work towards creating opportunities that check a box on each member's list for professional engagement.

I'm excited to announce that at our February meeting the Board approved the creation of five new leadership opportunities: the Awards & Recognitions Advisory Group, Ambassador Program, Leadership Development Advisory Group, New Member Advisory Group, and Top Producer's Forum Advisory Team. You can read more about them on page 32, including information about how to apply. These additions to our roster of leadership groups will provide additional ways for interested members to engage with the association and to help shape the future of the organization. I hope you'll consider participating!

This year, we'll also be adding new professional development options that align with the way that many of our members work. You'll be seeing more online offerings, "nano-learning" options, and instructors. Stay tuned for details in the coming months.

And finally – FUN! Those of you who know me, know that I like to have fun. And there's no reason that we can't combine that with our professional goals. Perhaps you participated in our recent Karaoke Night for NV/VPAC. And our annual trip to the ballpark will take place again in June. Events like this are so much fun, while also serving the important work of the VPAC. We'll be planning more fun programs throughout the year, including a new event for our Top Producer's Club members. I hope that you'll apply for the TPC, if you haven't already. See page 33 for application information. And plan to join us for the celebration event. We'll be sharing details about that soon.

I know that we've faced some challenges together with our MLS. With your help, we are addressing the issues and moving forward in a positive direction. It is our number one priority. I appreciate the input that I've received from many of you. Please read the coverage on page 38 of our Feb. 15 livestream meet-up with Bright MLS leadership. Our collective engagement on that topic will help to ensure continuing improvements.

Be sure to stay in touch with NVAR so that we can all be engaged! Check out some tips on page 35 to ensure that you're connected. And, as always, feel free to reach out to me directly at president@nvar.com.

Christine Richardson  
2019 NVAR President  
president@nvar.com





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# HOW TO OWN YOUR BRAND

Practical Ways  
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the Crowd

Page 20

## YOUR CLIENTS

- 8 Market Metrics: Movers in the NVAR Region
- 16 Economic Impacts of Transportation Investments in the Region
- 27 Market Stats: January 5-year Look-back
- 30 Today's Smart Home and a Glimpse into CES 2019
- 34 Commercial Real Estate: The Key to Vienna's Commercial Redevelopment
- 36 April is Fair Housing Month: Realtor® Compliance
- 37 Save the Date: Fair Housing Training and Luncheon – April 3
- 38 Your Questions Answered: Bright MLS

## YOUR BUSINESS

- 12 2019 Legislative Bus Trip Recap
- 14 RPAC Hall of Fame Honorees Announced
- 15 Submit Your Photo in the NV/RPAC Photo Contest
- 17 Save the Date: 2019 Legislative Reception – May 1
- 18 Get Excited for YPN This Year
- 26 Ombudsman Program Encourages Open Communication
- 28 Social Media Tips: Stories, Live Video and Groups
- 29 Save the Date: Legal Summit – June 25
- 32 Get Involved: New Leadership Opportunities
- 33 Top Producer's Club: How to Leverage the Branding of Your Award
- 35 Tips for Managing Your Member Account and Staying Connected
- 46 Professionalism: Code of Ethics Updates
- 47 Ask NVAR: Common Law Lease and POA Disclosure Packet



The views expressed in this publication may not reflect NVAR policy, and may be the opinions of the writer or interviewee. Reach us by email at [re+view@nvar.com](mailto:re+view@nvar.com).

## DEPARTMENTS

- |                              |                                          |
|------------------------------|------------------------------------------|
| 3 President of the Board     | 40 New Members                           |
| 6 CEO Column                 | 41 2019 Strategic Partners               |
| 7 Staff Spotlight and Update | 42 Class Schedules                       |
| 14 NV/RPAC Investors         | 44 Affiliated Service Provider Directory |

## OWNING THE REALTOR® BRAND



In this month's cover article, we focus on how members can stand out from the crowd by owning their brand. If that sounds familiar, it's because this was the theme of our 2018 Convention. There was such great energy behind that topic that we wanted to continue to share ideas this year.

Standing out from the crowd is what successful Realtors® do best. Our goal is to ensure that NVAR membership offers a professional advantage that gives you an edge in the marketplace.

Looking through the pages of this magazine, you'll find opportunities for leadership, professional development and networking. *RE+VIEW* is also an excellent informational resource for serving your clients and running your business. There are articles devoted to

law and ethics, our regional market statistics, the commercial marketplace, and even the latest smart home technology. These pieces have been researched, written and curated with one goal in mind: your professional success. I hope that you'll take time to read and share them with your clients. Use this resource to help you stand out.

At NVAR, we work hard to own our Northern Virginia Realtor® brand to benefit your business. Throughout this issue, there are examples of how NVAR collaborates within our community to keep the Realtor® brand visible to legislators, businesses, civic leaders and consumers.

Whether it's partnering with the George Mason University Center for Regional Analysis on market analytics and projections, working with the Northern Virginia Transportation Alliance to keep the region moving, or joining forces with Fairfax County

to promote fair housing, NVAR is representing you throughout Northern Virginia. We're also pleased to announce the recent publication, in partnership with the Northern Virginia Chamber, of the Northern Virginia *Livability Magazine*. We'll have a limited supply of copies available at our Fairfax headquarters, and you can access it online at [livability.com/northern-virginia](http://livability.com/northern-virginia).

Please remember that NVAR is your association – dedicated to providing the best resources for serving your clients and running a successful business. Engage with us to make the most of this significant professional relationship. And please share suggestions about how we can help you stay engaged and continue to own the Realtor® brand in our community.

**Ryan Conrad, CAE, CIPS, RCE, e-Pro**  
 NVAR Chief Executive Officer  
[rconrad@nvar.com](mailto:rconrad@nvar.com) +

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# Get to Know Us!

NVAR STAFF IS DEDICATED TO YOUR SUCCESS

NVAR HAS 34 STAFF MEMBERS spread across two locations in Fairfax and Herndon. Each staff member brings a unique expertise to the table, and we are all here to help you – the member!

The NVAR Staff Spotlight features a different team member in each issue of *RE+View* Magazine, so you can get to know the people who are working every day to support you and your business.



**NVAR STAFF SPOTLIGHT**  
**STEVE RUSSELL | 3.5 Years**

**What do you love about NVAR?**  
 "I love how our staff is like one big family, all working as a team."

**How do you help our Realtor® Members?**  
 I co-instruct Realtor® 007, which helps our members avoid being "Secret Agents".

**What's your "fun fact"?**  
 I love computers and built my first one when I was 13. I love "Star Wars" and spending time with my wife and my dog. I also love camping and sports!



## STAFF UPDATES

NVAR is proud to announce the latest title and role changes. Our staff is continually evolving to advance your success.

- Ann Gutkin:  
Vice President of Communications
- Vika Mitchell: Associate Director of Special Programs & Events
- Stevie Fisher: Associate Director of Professional Services
- Jina Myers: Manager of Marketing Promotions
- Jill Landsman: Community Outreach Strategist

NVAR has also added a new staff member, Tiffany Johnson, as the Professional Services Administrator.

## CHECK OUT THESE MILESTONES!

In 2019, these staff members will have been at NVAR for 5, 10, 15 and 20+ years:

5+	10+	15+	20+
Frank Doyle	Ann Gutkin	Paige Audet	Mary Beth Coya
Debe Glakas	Sherri Harris	Renee Brown	Elaine Fortune-Moat
Josh Veverka	Helen Joo	Erick Campos	Andrew Riggs
	Jill Landsman	James Foster	Tim Taylor
	Verna Vargas	Vika Mitchell	
	Teresa Watson	Lauren Sellers	

## MORE ABOUT US – By the Numbers

Of our **34** staff members...

**9**

have an advanced degree

**11**

play a musical instrument

**19**

were born outside of Virginia and 5 were born outside the country

**17**

have pets (including cats, dogs, chickens, a gecko, fish and a dove!)

# Movers in the NVAR Region

WHO THEY ARE, WHERE THEY'RE MOVING AND WHAT THEY'RE BUYING

By Terry L. Clower and Keith Waters

EACH YEAR BETWEEN 2015 TO 2017, almost 100,000 households moved in the NVAR region, which represents about one in six total households. Of the households that moved, an average of 21,865 bought a home. The housing choices made by these households significantly impacted the region's housing market.

## HOUSEHOLD MOBILITY

Between 2015 and 2017, an average of 99,714 households in the NVAR region moved into their location each year (Table 1). With an average of 582,318 households in the region each year during that period, the average mobility rate for the NVAR region was 17.1 percent.

Table 1. Number of Mover Households Per Year, 2015-2017 Average

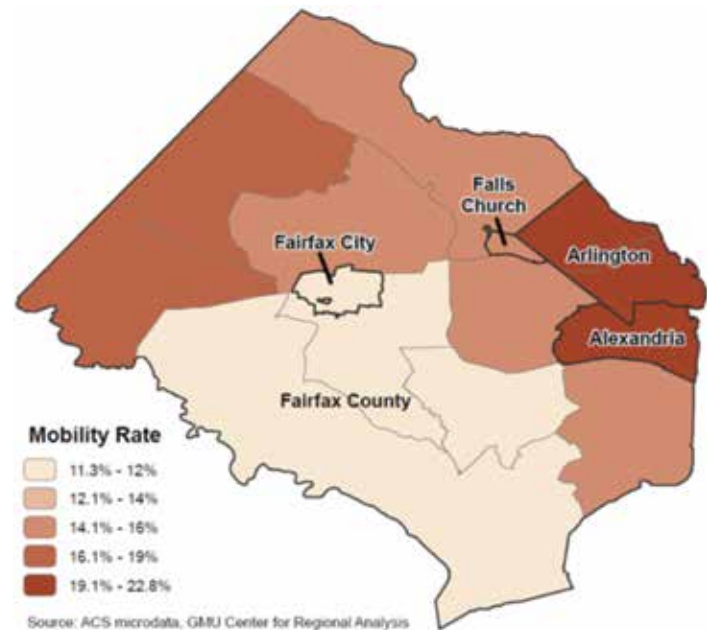
	Households	Percent
<b>Non-Mover</b>	482,604	82.9%
<b>Mover</b>	99,714	17.1%
<b>Total</b>	<b>582,318</b>	<b>100.0%</b>

Note: Totals may not sum to 100% due to rounding averages.

Source: American Community Survey (ACS) Microdata, GMU Center for Regional Analysis

Mobility rates varied substantially across the NVAR region (Arlington County, Fairfax County, Alexandria City, Fairfax City and Falls Church City). Generally, communities closer to Washington, D.C. had a higher mobility rate than those farther away (Figure 1). The communities with the highest mobility rates between 2015 and 2017 were in Arlington and Alexandria, at about 22 percent. The areas with the lowest mobility rates were in the southern portion of Fairfax County, ranging from about 11 to 12 percent. The rate of household movers was higher in western Fairfax County, exceeding 16 percent of total households in that area.

Figure 1 - Mobility Rate in the NVAR Region, 2015-2017 Average



Source: American Community Survey (ACS) Microdata, GMU Center for Regional Analysis

## RECENT BUYERS

Renters are much more likely to move residence in any given year. Still, an average of almost 22,000 households each year are moving into a purchased home (Table 2). The analysis assumes that households that moved in the past year into residences they owned are mover households that bought their homes. While this definition of mover households includes households that moved into a second home they previously owned, such situations should not impact overall analysis.

Homeowners who are thinking about renting their current home when they buy a new home should take into consideration the rate at which renters move.

“Each year between 2015 to 2017, almost 100,000 households moved in the NVAR region, which represents about one in six total households.”



Table 2. Number of Households Per Year by Ownership, 2015-2017 Average

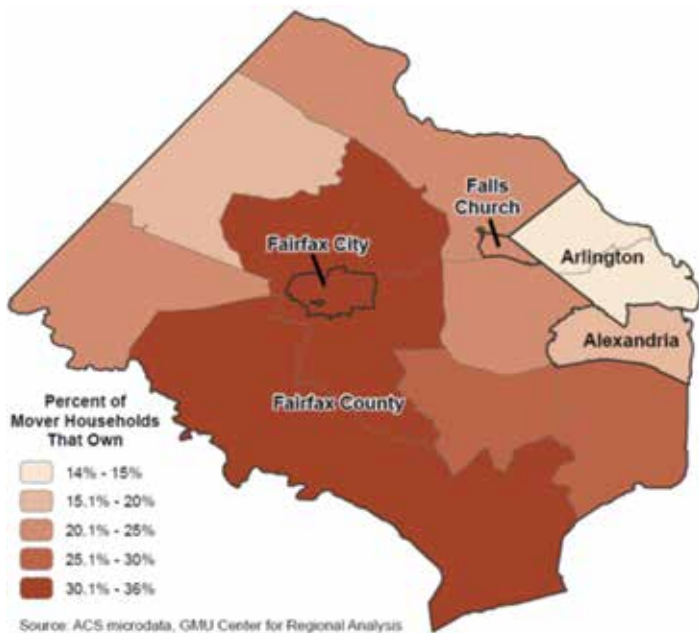
	Rent	Owner	Total	% Owners
<b>Non-Mover</b>	155,694	326,909	482,604	67.7%
<b>Mover</b>	77,849	21,865	99,714	21.9%
<b>Total</b>	<b>233,543</b>	<b>348,774</b>	<b>582,318</b>	<b>59.9%</b>

Note: Totals may not sum to 100% due to rounding averages.

Source: American Community Survey Microdata, GMU Center for Regional Analysis

In general, the proportion of movers who are renters appears to be driven by proximity to D.C., which includes the more expensive areas, and the relative amount of rental and owner-occupied properties (Figure 2). Of mover households, the highest ownership rates were in the communities that extended from Vienna through Fairfax and down to Lorton, where more than 30 percent of mover households bought their homes. The western end of Fairfax County that surrounds Chantilly is an outlier, with households that moved to this sub-market being less likely than the region as a whole to have purchased their homes.

Figure 2 - Percent of Mover Households That Own, 2015-2017 Average



Source: American Community Survey (ACS) Microdata, GMU Center for Regional Analysis

## RECENT BUYERS BY HOUSEHOLD TYPE

Mover households that bought their homes generally fell into one of three household types: married couples with children, married couples without children, and individuals living alone. These three household types accounted for 82 percent of all mover households that bought their homes.

Among household types, married couples with children accounted for the largest share of mover households that bought

their homes. Each year from 2015 to 2017, an average of 7,285 married couple households with children bought a home; these households accounted for 33.3 percent of all mover households who bought their homes (Table 3). The second largest share of mover households who bought homes was married couples without children; these households accounted for 27.5 percent of all mover households who bought homes.

Households characterized by individuals living alone, both male and female, accounted for another 21.2 percent of mover households that bought homes. Female householders who bought were more likely to live alone than their male counterparts, which appears to be driven by the fact that male householders who recently moved into residences they owned were more likely to have non-related roommates.

Table 3. Number of Buyer Households Per Year by Household Type, 2015-2017 Average

	Recent Buyers	Share of Total Recent Buyers
<b>Married Couple Household with Children</b>	7,285	33.3%
<b>Married Couple Household without Children</b>	6,023	27.5%
<b>Male Householder, No Wife</b>	714	3.3%
<b>Female Householder, No Husband</b>	1,269	5.8%
<b>Non-Family: Male Householder, Living alone</b>	2,163	9.9%
<b>Non-Family: Male Householder, Not living alone</b>	1,312	6.0%
<b>Non-Family: Female Householder, Living alone</b>	2,462	11.3%
<b>Non-Family: Female Householder, Not living alone</b>	639	2.9%
<b>Total</b>	<b>21,865</b>	<b>100.0%</b>

Note: Totals may not sum to 100% due to rounding averages.

Source: American Community Survey Microdata, GMU Center for Regional Analysis

## MARRIED COUPLES WITH CHILDREN

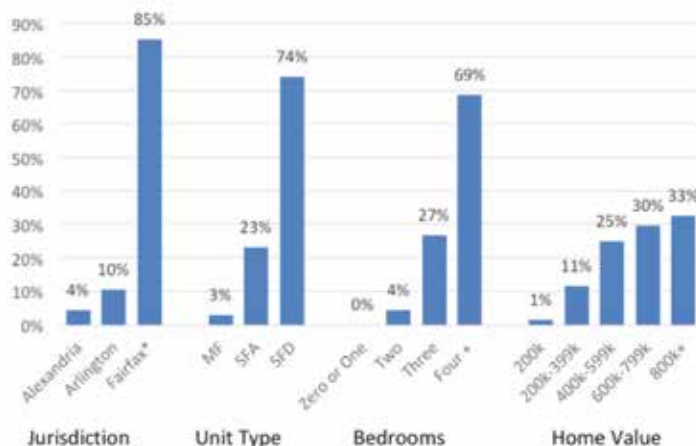
Households composed of married couples with children accounted for the largest share of mover households from 2015 to 2017 that bought their homes. These households bought overwhelmingly in Fairfax County, Fairfax City or Falls Church (85.3 percent), although this is expected given the geographic size of these markets (Figure 3, pg. 10). Married couples with children were far more likely to buy single-family detached homes (73.9 percent) than either single-family attached homes (23.3 percent) or multi-family homes (2.8 percent). Traditional home purchasing decisions still seem to apply to millennials with children.

Married couples with children were also likely to buy bigger and more expensive homes. Almost all of these households (95.3 percent) bought a home with three or more bedrooms, with the majority of these homes having four or more bedrooms (68.8 percent). Nearly one-third (32.7 percent) of married couples with children that moved bought homes valued at \$800,000 or more.

Market Metrics continued on page 10

continued from page 9

Figure 3. Home Characteristics of Buyers: Married Couples with Children  
NVAR Region, 2015-2017 Average

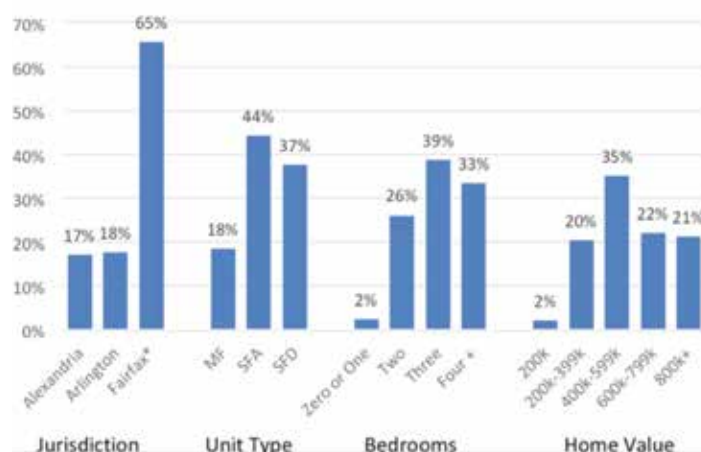


\* Includes Fairfax County, Fairfax City, and Falls Church.

Note: Percentages may not sum to 100% due to rounding averages.

Source: American Community Survey Microdata, GMU Center for Regional Analysis

Figure 4. Home Characteristics of Buyers: Married Couples without Children  
NVAR Region, 2015-2017 Average



\* Includes Fairfax County, Fairfax City, and Falls Church.

Note: Percentages may not sum to 100% due to rounding averages.

Source: American Community Survey Microdata, GMU Center for Regional Analysis

## MARRIED COUPLES WITHOUT CHILDREN

Between 2015 and 2017, households composed of married couples without children accounted for the second largest share of mover households that bought their home. Figure 4 shows that married couples without children bought primarily in Fairfax County, Fairfax City, and Falls Church (65.4 percent). However, married couples without children were far more likely to have bought in Alexandria or Arlington (34.6 percent) than married couples with children (14.7 percent). Married couples without children were more likely to buy a single-family attached home (44.2 percent) than a single-family detached home (37.4 percent) or a multi-family home (18.4 percent).

Married couples without children were also more likely to buy smaller, less expensive homes than married couples with children. The plurality of married couples without children who bought a home chose homes with three bedrooms. While a third of married couples without children bought homes with four or more bedrooms, 68.8 percent of married couples with children bought homes with four or more bedrooms. Married couples without children also bought less expensive homes; the largest share bought homes valued from \$400,000 to \$599,999.

“The third largest mover household type that bought a residence from 2015 to 2017 was individuals living alone.”

## INDIVIDUALS LIVING ALONE

The third largest mover household type that bought a residence from 2015 to 2017 was individuals living alone. Like married couples with and without children, most of these households bought in Fairfax County, Fairfax City or Falls Church (Figure 5). However, these single-individual households were more likely than married-couple households to buy in Arlington (22.3 percent) or Alexandria (19.3 percent). The majority of individuals living alone bought a unit in a multi-family building (54.7 percent) and were unlikely to have bought a single-family detached home (16.5 percent).

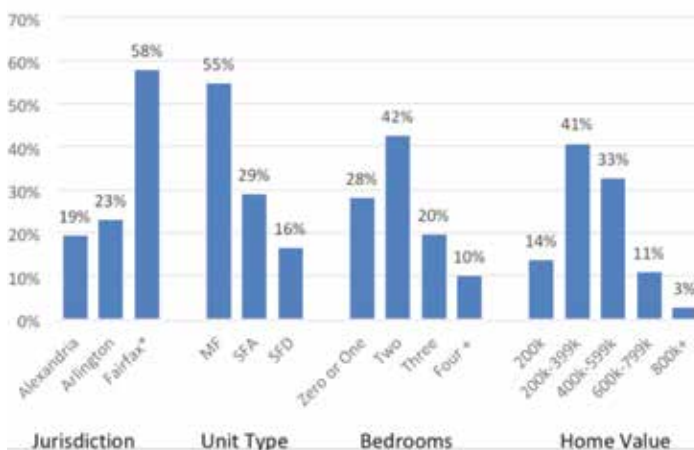
As would be expected, individuals living alone bought smaller, less expensive homes. Nearly three-quarters (70.5 percent) bought homes with two bedrooms or fewer. The largest share of individuals living alone bought homes priced from \$200,000 to \$399,999.



“Housing availability for growing households and new, incoming workers to the region will remain a key component of continued economic growth in Northern Virginia.”



Figure 5. Home Characteristics of Buyers: Individuals Living Alone  
NVAR Region, 2015-2017 Average



\* Includes Fairfax County, Fairfax City, and Falls Church.

Note: Percentages may not sum to 100% due to rounding averages.

Source: American Community Survey Microdata, GMU Center for Regional Analysis

## OUTLOOK

While the housing preferences of the three largest household types were, perhaps, to be expected, the groups may begin to compete with one another for homes in coming years. As

the population of the NVAR region continues to grow, land available for development will become increasingly scarce. The lack of developable land will perhaps become most acute for the building of single-family detached homes sought by married couples with children. Given this, it may be reasonable to expect the homes purchased by married couples with children and without children to have fewer bedrooms and be either attached or multi-family units, though perhaps not less expensive than single-family homes. This may also contribute to the continued out-migration of young family households to the outer reaches of the metro area.

Housing availability for growing households and new, incoming workers to the region will remain a key component of continued economic growth in Northern Virginia. Successful Realtors® should be tracking the trends and preferences of these potential buyers in the coming years. +



**Terry Clower** is director of the George Mason University Center for Regional Analysis.



**Keith Waters** is a research associate with the George Mason University Center for Regional Analysis.



# Realtors® Brave Icy Roads to Educate Legislators at the Capitol

By Josh Veverka

ON JAN. 30, a group of 65 hardy Northern Virginia Realtors®, including leadership from the Dulles Area Association of Realtors® and the Realtor® Association of Prince William, braved single-digit temperatures to make the annual trip to Richmond for NVAR's 2019 legislative advocacy day. Realtors® met with many Northern Virginia members of the General Assembly, statewide elected officials and members of the Governor's administration.

Highlights of the day in Richmond included discussing the deal to bring Amazon HQ2 to Virginia with Secretary of Commerce and Trade Brian Ball; advocating for Realtor® transportation interests with Secretary of Transportation

Shannon Valentine; and briefings from Lieutenant Governor Justin Fairfax and Attorney General Mark Herring. Participants also viewed the General Assembly at work from the House and Senate Galleries and visited the offices of members of the Northern Virginia legislative delegation.

After witnessing the effectiveness of NVAR and Virginia Realtors® advocacy efforts and the power of RPAC, Realtors® invested more than \$5,000 in NV/RPAC while enjoying refreshments on the bus ride home! ➕



Josh Veverka is the NVAR government affairs director.



NVAR President Christine Richardson welcomes Realtors® to the Legislative Bus Trip to Richmond.



NVAR Board Member Peter Nguyen is ready to party as the Realtors® returned to the bus after a long day of advocacy in Richmond.



(L-R) NVAR Immediate Past President Lorraine Arora, NVAR member Karlene Tolbert, 2019 NVAR Board Member Shelia Jackson and 2019 NVAR Cares Committee Chair Mary Ann Burstein enjoy the bus ride to Richmond.



(L-R) NVAR staff member Ebony Brown, event sponsor Sherry Skinner with Interstate Moving, Relocation & Logistics, NVAR member Karlene Tolbert and NVAR YPN Chair Michelle Doherty listen as elected officials speak to the audience.



Mary Beth Coya, NVAR Senior Vice President of Public & Government Affairs, briefs members on the Realtor® Legislative Agenda and other bills of interest.





Realtors® gather in the House Gallery to view the General Assembly in action and hear a special introduction from Delegate Eileen Filler-Corn (D-Fairfax).



Attorney General Mark Herring explains the role of the Attorney General's office and some of the many issues he is working on.



Secretary of Transportation Shannon Valentine discusses transportation funding, Metro, tolls and other crucial Northern Virginia transportation issues.



Delegate David Bulova (D-Fairfax) reviews his legislative priorities for the session. Del. Bulova is a Realtor® champion and is the chief patron of Realtor® legislation relating to the delivery of incomplete condo and HOA documents.



Bus trip participants took the opportunity to visit the legislative office of Senator Dick Saslaw (D-Fairfax) and met with the Senator's aide, Janet Muldoon.



As the sun rises on the snowy Jan. 30 morning, the bus gets ready to depart for Richmond from NVAR's Fairfax headquarters.

# Thank you to our 2019 NV/RPAC INVESTORS

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NVAR

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[NVAR.com/RPAC](http://NVAR.com/RPAC).

\* Pledged investments | <sup>HOF</sup> RPAC Hall of Fame | <sup>PC</sup> Presidents Circle

\*as of Feb. 12, 2019

## Congrats to Hall of Fame Honorees

### MEMBERS RECOGNIZED FOR RPAC COMMITMENT

By Josh Veverka

THE NATIONAL ASSOCIATION OF REALTORS® RPAC Hall of Fame recognizes dedicated members who have made a significant commitment to RPAC by investing an aggregate lifetime amount of at least \$25,000. Our new Hall of Fame members will be installed at the May Realtors® Legislative Meetings & Trade Expo in Washington, D.C.

Hall of Fame recognition includes a name plaque on the RPAC Hall of Fame wall located on NAR's Washington, D.C. building rooftop, a personal plaque commemorating the installation, and a pin with the Hall of Fame designation.

NVAR congratulates Shane McCullar, Susan Mekenney, Zinta Rodgers-Rickert and Margaret Handley for making this significant commitment to the Realtor® profession. +



Shane McCullar  
Keller Williams Realty



Susan Mekenney<sup>PC</sup>  
RE/MAX Executives



Zinta Rodgers-Rickert  
RE/MAX Gateway



Margaret Handley  
M.C. Handley, Ltd.



# NV/RPAC PHOTO CONTEST



## 2019 is the year to CELEBRATE REALTOR® ENGAGEMENT

NV/RPAC helps engage elected officials in our local and state communities to protect your real estate business interests and protect private property rights.

What does **community engagement** mean to you? Do you coach a youth sports team, help the homeless, support community arts or volunteer at your child's school? There are so many ways to be involved.

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Contest open to all NVAR members in good standing. All fees support Realtors® Political Action Committee (RPAC). A contribution to RPAC is divided between the Northern Virginia/RPAC (40%), RPAC of Virginia (30%) and National RPAC (30%). Your voluntary contribution is not tax deductible for federal income tax purposes and is used for political purposes.

# NVAR Hosts a Forum on the Economic Impacts of Transportation Investments in the Region

By Erica Hawksworth

**NORTHERN VIRGINIANS ARE ALL TOO FAMILIAR** with bumper-to-bumper traffic on their morning and evening commutes, passing the time by tuning in to their favorite radio programs or listening to podcasts.

During a recent forum held at the headquarters of the Northern Virginia Association of Realtors®, experts in real estate, transportation, business and heavy construction discussed the need for investment in highway and transit improvements. Presenters also spoke about intelligent transportation systems that will move the most people through the region, reduce congestion and travel time delays, increase network reliability, and promote regional economic development and growth.

On Feb. 6, the “Forum on the Economic Impacts of Transportation Investments,” co-presented by the Northern Virginia Transportation Authority and the Northern Virginia Transportation Alliance, convened at NVAR’s offices in Fairfax, Va. The standing-room-only forum examined the economic benefits of investing in

transportation projects throughout Northern Virginia – specifically the economic benefits of the Authority’s \$3 billion in regional funding of multimodal transportation projects – and how transportation factors into business decisions. Also on the agenda was the recent Authority study on the economic benefits of the organization’s multi-billion-dollar funding of transportation projects aimed at tackling congestion across the region.

The event kicked off with Authority Chair and Prince William County Coles District Supervisor, Martin Nohe, presenting the economic impact of the Authority study’s findings and key takeaways. The Authority is advancing 122 regional multimodal projects across seven modes with its primary focus to alleviate congestion throughout Northern Virginia.

The Authority commissioned an independent firm, Chmura Economics & Analytics, to conduct the study using IMPLAN Pro, one of the most widely used economic assessment modeling systems. Key economic analysis

takeaways presented by Nohe included:

- 1) 26,000 jobs will be created through Authority project funding adding to the tax base and ensuring regional growth and vitality (90 percent of those jobs staying in Northern Virginia);
- 2) Authority projects are expected to save Virginians 209 million hours of travel time, representing \$3.1 billion in monetary savings; and
- 3) NVTa’s funding of \$1.9 billion in regional transportation projects plus \$3.8 billion in additional investments totals \$5.7 billion in critical transportation projects to Northern Virginia.

“If you make people’s commutes better, they will be more likely to want to work here,” Nohe said. “NVTa projects are reducing travel time through 2030 by 209 million hours of time people will not spend in their cars. Two hundred and nine million hours that people will be with their families out doing things they enjoy, or spending a little more time at work, perhaps, that produces a cost savings of \$3.1 billion.”

Following Nohe’s presentation, Monica Backmon, executive director of the Northern Virginia Transportation Authority, moderated a panel discussion with Chair Nohe, Comstock Companies Vice President of Communications Maggie Parker, Shirley Contracting Company LLC President Greg Smith, and Alliance Executive Director Jason Stanford.

The panelists spoke about the importance of transportation investments and having a seamless transportation network, as well as how best to get people moving in





the region through a multimodal, regional approach.

"There is always going to be a transportation need but not enough funding to meet the needs," Stanford said. "It's all about prioritizing. How do we move people in the most cost-effective way?"

Parker said every prospective Comstock Companies property tenant considering relocating to the region asks, "How do our people move? How can I attract employees? ... I want them to be able to bike, to ride a bus, to walk, to take the train, to drive a car.

"Things have got to flow," Parker continued. "We can't attract anyone without significant transportation investments. To have this Authority that is planning on a regional basis is critical because we can't be parochial in our view of transportation only within our

small jurisdictional boundaries."

Comstock Companies is a real estate development company currently building two large communities, both along the Metro's Silver Line.

The presenters emphasized the importance of offering multiple mobility choices in the D.C. Metro region and providing residents freedom of choice that works best for their lifestyles, where they want to live, and where they want to work.

Backmon echoed the panelists' sentiments. "For this region, you cannot prescribe one mode for everyone. It just doesn't work that way," she said.

Smith emphasized the importance of transportation as a means of mobility and as an economic driver.

"Businesses can now plan for the long-term," Smith said. "When contractors and businesses know there is a little bit of

certainty out there, that there is going to be funding, that things are going to get going, it absolutely creates jobs. It has a direct impact...because it definitely drives our economy and drives goods and services."

Nohe clarified that roadway maintenance and operations cannot be funded by the Authority; however, it can fund projects such as highway construction, roadway expansion and new tracks and trains.

"The Authority has a huge impact on our transportation system, even more so than the state [Virginia]," Stanford said. "The Authority plays a critical role for us."

The full one-hour event can be viewed on the Authority's Facebook page, @TheNVTA. +



Erica Hawksworth is the communications & public affairs manager for the Northern Virginia Transportation Authority.

*When Realtors® asked for their support, they listened.*

## 2019 NVAR LEGISLATIVE RECEPTION

May 1st, 2019  
5:30pm–7:30pm  
NVAR Fairfax

NVAR.com/LR2019





# NVAR Young Professionals Network: Building Excitement for 2019

LEADERS STRIVE FOR VALUED FRIENDSHIPS, FUN, PROFESSIONAL SUCCESS

By Diana Costa

## YPN LEADERS IN THE SPOTLIGHT:

### 2019 CHAIR, MICHELLE DOHERTY

**1. What three traits best define you?**

Driven, social butterfly and determined.

**2. What has the YPN done for you?**

The YPN has brought amazing, meaningful lifelong friendships that I would never have had if I didn't get involved. This YPN has given me my TRIBE! It completely changed my life for the better! It's opened the doors into other leadership opportunities and partnerships!

**3. What do you hope to accomplish with the YPN in 2019?**

I hope to grow our YPN by leaps and bounds! Get more of our members engaged not only with YPN but also the association in general and bring more value to our members with bigger and better events! I want to really focus on helping our YPN members reach their professional and personal goals.



### 2019 VICE-CHAIR, NICOLE CANOLE

**1. What three traits best define you?**

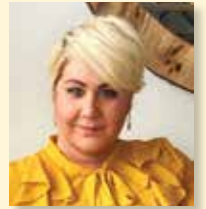
I strive to empower others; passionate; and I ask the hard questions personally and professionally.

**2. What has the YPN done for you?**

The YPN has blessed me with amazing friendships and cherished professional relationships – not only locally, but nationally. Personally, I've been able to brainstorm and collaborate with respected team leaders, industry partners, and extraordinary agents across all brokerages. Most importantly, it's given me the opportunity to collaborate with future leaders of the industry I love.

**3. What do you hope to accomplish with the YPN in 2019?**

To support our 2019 initiative of boosting member engagement, inspire future NVAR leaders, and provide professionally enriching (and SUPER FUN) networking opportunities for our YPN tribe.



### 2019 YPN ADVISORY GROUP MEMBERS

Olivia Adams, Mary Bowen, Shane Gaboury, Emily Gordon, Helen Krause, Will Lawrence, Chris Miller, Trevor Moore, Alex Norcini, Max Sandler, Zabrine Watson, Caitlin Keany



## YPN SPEED NETWORKING EVENT

The kick-off event of 2019 was deemed a huge success. With more than 80 attendees, including NVAR members and Realtors® from neighboring associations, the Annual Speed Networking Event has become one of the group's most popular events. Using the 'speed dating' technique, Realtors® go from table to table answering questions regarding their business, leadership, and the benefits of NVAR membership. Afterwards, members enjoy an open networking session and have the opportunity to meet with industry leaders, strategic partners, and NVAR affiliate members. Participants learn from their peers and potential referral partners what it takes to be in the business, who is there to help them succeed and what tools are available as part of their NVAR membership. +



Diana Costa is the NVAR executive assistant to the CEO.

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# HOW TO OWN YOUR BRAND

## Practical Ways Agents Can Stand Out From the Crowd

Casey Samson, CEO of The Casey Samson Team with Samson Properties in Vienna, doesn't think he looks good in pictures. But one day when he was trying on a black vest in a pro shop, he crossed his arms to test the fit and had an "aha" moment.

"That's the look I knew I wanted for my brand," says Samson. "I've been a football coach since the 1980s. As a coach and as a real estate agent, you need to be calm and confident enough to run the show. That crossed-arm pose with the black vest presented that image. My brand started with that moment."

By Michele Lerner





Realtors® need to establish their identity in a way that makes them memorable to potential clients and reflects something about themselves or their values.

“Your brand can’t be a substitute for your relationship with your clients; it just needs to reinforce that they made the right decision to work with you,” says Elizabeth Lucchesi, a Realtor® and leader of The LizLuke Team with Long & Foster in Alexandria.

Lucchesi can pinpoint the exact date she decided to develop her brand: May 15, 2008.

“I had a watershed moment when I suddenly realized that I was working too hard, doing everything myself and yet my pipeline was about to be empty,” says Lucchesi. “My clients and other people knew how much I cared about them, but I wasn’t getting that message out in any clear and consistent way.”

Lucchesi created a team and realized that her website address, which was her full name, was too long and didn’t represent the team approach. After branding “The LizLuke Team,” she and her team have developed intentional ways to promote the team’s mission and core values of providing care before, during and after a sale to create lasting relationships.

## WHY YOUR BRAND MATTERS

Real estate is a competitive business, so you need to find your differentiator, says Jeffrey Shaw, a branding consultant in Miami and author of “LINGO: Discover Your Ideal Customer’s Secret Language and Make Your Business Irresistible.”

“I recently worked with a real estate agent in Miami who helped me find an apartment that fit my ‘Northern ways,’” says Shaw, who is originally from New York. “She’s from Boston and she understood that I wanted a place with a concierge who would know me, and she knew I would be surprised that

in Miami, renters typically need four months’ worth of rent upfront, including first and last month’s rent, plus a security deposit for the landlord and a security deposit for the building owner.”

Shaw says he suggested she brand herself to highlight her “Northern sensibility” along with her Miami market knowledge to reach others like him moving to the city.

Every professional in any field needs to stand out from others who provide the same services, says Steven Starks, a senior career counselor with the University of Phoenix.

“Your brand should be a way to demonstrate your reputation, your expertise and your value,” says Starks.

A brand needs to reflect what’s unique about you, your experience or your skills, he says.

“Your brand is your promise to your clients and your future clients about what to expect,” says Tara Furges Houston, an associate broker with eXp Realty in Ashburn. “Your brand speaks before you do.”

Houston’s brand started as “Building Legacy Through Homeownership,” but over time she and her husband and business partner realized that their business is broader.

“Our mission is Building Legacy through education, training and helping other agents build their business, as well as through homeownership,” says Houston.

## START WITH STORIES

While Houston says numerous coaches and mentors helped her sharpen her brand focus, she explains that storytelling is an essential part of branding.

“You need to figure out your unique story and tell stories that could have an impact on other people’s lives,” she says. “People are moved by understanding how you got to where you are. They want to know about your struggles and setbacks, not just your success stories.

Your stories need to resonate with people, so they remember you.”

For example, Houston says, in her experience people are more interested in a story about how you helped a single woman who had been bankrupt become a homeowner rather than helping a millionaire buyer.

A series of success stories can add credibility to your brand, especially if they’re personalized, not just a bunch of statistics, says Starks.

For Bobbi Desai, a Realtor® with Century 21 Redwood Realty in Ashburn, known as “Special Agent Bobbi,” branding came naturally.

“My background is in marketing, and I switched to real estate for a more flexible schedule,” says Desai. “At first I worked leads from my company, but I knew I wanted to figure out a niche.”

Desai, whose son has special needs, wanted to help other families with special needs kids, which eventually became part of her brand.

“The majority of the people I work with aren’t special needs families, but my referrals mention how patient and caring I am with people,” says Desai. “People remember the name ‘Special Agent Bobbi’ which refers to the fact that I am a real estate specialist as well as a special needs mom.”

The most important thing an agent can do is figure out who they are, says Samson.

“I realized that from my football background I’m into winning,” he says. “Results count. My job is to sell your house and win for you, so our brand became ‘results count.’ Lots of Realtors® say they provide good service, but you have to differentiate yourself. We focus on selling.”

## EXERCISES TO DEVELOP YOUR BRAND

Even new agents can start building their brand as they grow their business,

BRANDING WITH THE  
REALTOR® "R"

While every real estate agent can develop his or her own brand, only real estate professionals who are members of the National Association of Realtors® can use the term "Realtor®" as part of their brand. "Realtor®" indicates not only membership in NAR, but a commitment to abide by NAR's Code of Ethics.

"The Realtor® symbol is a brand in and of itself," says Tara Furges Houston, an associate broker with eXp Realty in Ashburn. "Everyone benefits when they understand the standards that come along with that Realtor® 'R' and that you're not just a licensee."

Using the title "Realtor®" represents a level of professionalism that you don't get with the generic "real estate agent" title, says Bobbi Desai, a Realtor® with Century 21 Redwood Realty in Ashburn.

Learn how to use NAR's membership marks—including the Realtor® logo and the terms Realtor® and Realtors®—correctly and according to the rules outlined in the Membership Marks Manual at [nar.realtor/logos-and-trademark-rules](http://nar.realtor/logos-and-trademark-rules).

says Houston, by working on a slogan that reflects what they want to accomplish.

"Ask yourself why you're doing this, what your mission is – understand what attracts you to real estate," says Houston. "That will help you understand why someone would want to work with you."

Houston says agents should avoid branding themselves as a "real estate tycoon" for example, when they haven't sold anything yet.

"Real estate agents should look at the words their clients use in testimonials and use some of those words as part of their brand."

– Steven Starks, University of Phoenix

"Your brand can evolve with you as your business grows," she says.

Desai did a branding exercise with her broker, answering questions such as "who are you?" and "who do you want to work with?" and "what do you want to be known for?"

"I realized I connected with people who have special needs kids or who have unique needs," says Desai.

To develop a brand, suggests Starks, you should start by understanding who you want to reach. He recommends making your brand specific to the clients you want.

"Take stock of yourself and get feedback to look for your value to others," says Starks. "Real estate agents should look at the words their clients use in testimonials and use some of those words as part of their brand."

If you're not sure why your clients will refer you or not sure if they will, Lucchesi says you should ask them.

"Triple-dog-dare yourself to double-down on this and ask your clients what attracted them to you and then replicate those traits with a consistent message," says Lucchesi.

Pay attention to the compliments you brush off, says Shaw.

"I've always been teased and complimented about being extremely organized, but I didn't see that as a value," he says. "But it turns out a lot of the people I worked with as a professional photographer appreciated

that they knew every detail would be handled."

You also need to understand your customers' perspective, says Shaw.

"If you know you're working with young people or older people or mostly women, you can develop a brand around what feels familiar and comfortable to them," says Shaw. "Your logo and your colors can be targeted to a contemporary or a traditional style based on your knowledge of your customers."

## WHEN TO BRING IN THE PROS

While most people can DIY their branding, says Starks, a professional can help you package your brand.

"If you hire a professional branding expert, make sure you have one-on-one time with the pro to articulate your goals and values," says Starks.

Shaw suggests hiring several subcontractors, including technical people who can develop your logo and website.

"You also need someone who is focused on your messaging; people hire you because they think you get them," says Shaw. "They need to feel that they share your values. It can be hard to get to your core message on your own because you're too close to it."

A brand consultant can be brought in early in your career to help you decide who you are and who you connect with, says Shaw. Or it can be

part of a reboot if your career is lagging.

While Desai handled her own messaging, she used “48 Hours Logos” for an inexpensive logo, hired someone to design her brochure and engaged a social media team to help her with videos.

Lucchesi employed a graphic artist to create a logo and uses that logo everywhere from her website to stationery, signs and water bottles.

“I rely on my internal team to coordinate our social media,” says Lucchesi. “I just want to sell houses, not spend too much time marketing myself and my team.”

## USING YOUR BRAND

Once you’ve developed your brand, you need to use it consistently for it to have value. The LizLuke Team rolls the brand into every part of its marketing, which includes posting market and mortgage trends, client testimonials and fun neighborhood items on social media. The team has a marketing plan for every day, week, month and quarter.

Houston and her team use “Building Legacy” or “Legacy Builders” on every social media site.

“Sixty percent of people on social media use mobile devices, so they often go to the first page only,” says Shaw. “You need to make sure you’ve got ‘front-facing branding’ that shows up on the home page of your website. People have a short attention span, so that’s why you need a standout statement, a one-line tagline or slogan that helps them understand who you are and remember you.”

Shaw recommends that real estate agents get their clients to help spread brand recognition.

“Tell your clients the top three things you’d like to be known for and ask them to mention [those things] in their testimonials and referrals,” he says.

Consistency is the most important thing when it comes to your brand, says Desai, who puts a short video out every Tuesday.

“I align myself with companies that fit my brand and stay true to my mission and give 20 percent of every commission to a children’s charity,” says Desai.

Samson relies on a full-time assistant to focus on brand maintenance.

“We focus on the message, such as ‘we just sold a house’ and the market, which is anyone who would care about that particular sale,” says Samson. “Based on the message and the market, we choose a delivery system, such as sold cards to homes and a Facebook post to a certain segment of followers.”

Shaw systematically uses a variety of social media platforms and repeats or repurposes content. He recommends sharing content with your community, such as a link to an interesting article with a comment that shows your expertise.

“Choose one platform, such as your website, that serves as a point of reference where people can see your success stories,” says Starks. “Then choose another platform for active sharing of valuable information where the people who you want to serve will see it when they’re looking for information, such as Facebook or LinkedIn or Twitter.”

Branding isn’t a “one-and-done” exercise.

“Your brand is who you are when you wake up and when you go to sleep,” says Houston. “It’s never off.”



Michele Lerner, a freelance writer based in the Washington, D.C. area, has been writing about real estate and personal finance for more than 20 years.

## RESOURCES FOR BUILDING AND PROMOTING YOUR BRAND

- NAR resources for Realtors® – branded items, website and print services and more: [nar.realtor/realtor-benefits-program/marketing-resources](http://nar.realtor/realtor-benefits-program/marketing-resources)
- “LINGO: Discover Your Ideal Customer’s Secret Language and Make Your Business Irresistible” by Jeffrey Shaw
- “REALTOR® BRANDING: Marketing Yourself for REAL ESTATE SUCCESS” by Irina Kim Sang
- “Build Your Brand Mania: How to Transform Yourself Into an Authoritative Brand That Will Attract Your Ideal Customers” by Matt Bertram
- “LAUNCH! How to Take your Business to New Heights” by Jennifer Du Plessis

## 5 STEPS TO DEFINING A PERSONAL BRAND

1. **Identify brand attributes.** Choose your personal mission and values.
2. **Develop goals.** Decide how you want to be perceived.
3. **Define the audience.** Identify your target market.
4. **Tell a story.** Develop a two or three-sentence explanation of your brand.
5. **Promote the brand.** Use social media and other tools consistently.

Source: Steven Starks, a senior career counselor with the University of Phoenix in Phoenix





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# The NVAR Ombudsman Program

WHAT IS IT? HOW DOES IT SUPPORT PROFESSIONALISM?

By Stevie Fisher



ONE OF THE BIGGEST POINTS of pride in being a Realtor® is professionalism. The National Association of Realtors® (NAR) Code of Ethics defines professionalism in real estate. The NVAR Professional Services Department, with support and guidance from our member volunteers, facilitates processes to address allegations that a Realtor® member has violated the Code of Ethics. The purpose of this process is two-fold: 1) to hold members found in violation of the Code of Ethics accountable for their actions; and 2) to act as a deterrent from possible unethical behavior by other Realtors®.

In order to provide due process to all parties in actions involving potential Code of Ethics violations, this process can be heavily procedure-oriented and time-consuming. One might ask if there is a more efficient means of resolving a conflict involving a Realtor® member. The answer is: YES, the NVAR Ombudsman Program!

Effective Jan. 1, 2016, NAR required all local and state Realtor® associations to offer Ombudsman services to

members, clients and consumers; but what is the Ombudsman Program?

NVAR Ombudsman Linda Martin describes the program as “mediation-lite”: a voluntary process with the goal of creating a better understanding between two parties and a “real people” approach that can provide time-efficient solutions. It is possible that a complaint processed through the Ombudsman Program can be resolved in one day.

All NVAR Ombudsmen are experienced Realtor® members who have served on the Board of Directors or the Professional Standards or Grievance Committees.

When a potential Complainant contacts NVAR and provides information suggesting a complaint that revolves around a failure of communication or a misunderstanding, NVAR staff will encourage the voluntary use of the Ombudsman Program prior to the filing of a formal complaint. Once a request for Ombudsman services is received, staff will assign an Ombudsman to assist.

When NVAR Ombudsman George M. Bigus contacts potential

Complainants, he introduces himself and asks the party to explain the problem that he or she is experiencing. Bigus will then contact the potential Respondent (and the Respondent’s broker, if appropriate) in an effort to secure a resolution between the parties.

Complaints best suited for the Ombudsman Program are uncomplicated and are often the result of a failure of communication. The Ombudsman reopens the lines of communication in an attempt to reach an understanding between the two parties. Disputes are often solved by providing basic education or knowledge. The Ombudsman can also facilitate an agreement between the parties to eliminate the need to file an ethics complaint.

By choosing to participate in the Ombudsman Program, parties may arrive at a “win-win” solution. A solution could be financial compensation, a release from a contract, an agreement to discontinue certain behavior, etc. Such agreements are not possible in the ethics complaint process, where the only recourse is sanctions



# NVAR Region 5-Year Look-Back: January Data



©2019 RealEstate Business Intelligence. Data provided by Showing Time as of Feb. 12, 2019. +

Access current and historical market data at [NVAR.com/stats](http://NVAR.com/stats) and [getsmartcharts.com](http://getsmartcharts.com)

against a member found in violation of the Code of Ethics with no award or compensation to the Complainant.

The Ombudsman Program can resolve many types of disputes, including but not limited to: property management, leases and security deposits; the removal of SentiLock lockboxes; basic misunderstandings relating to the execution of contracts; and areas of frustration that may not be related to a violation of the Code of Ethics. To be eligible for the Ombudsman Program, a complaint must be uncomplicated, communication-based, and not involve a large monetary amount. Additionally, if a complaint involves a possible violation of the public trust, it is ineligible for the Ombudsman Program.

The Ombudsman Program can also serve as an important screening function. Bigus points out that the Grievance Committee is only provided with the Complainant's side of the

story. Grievance Committee procedures require that the Committee assume that all allegations contained in the complaint are true, as the Committee considers whether the allegations represent a possible violation of the Code of Ethics. This means that it is possible for complaints to be forwarded for review when there is no actual violation. When the Ombudsman Program is utilized, an Ombudsman may better educate the Complainant about the process and the Complainant can then make an informed decision regarding whether the ethics complaint process is appropriate for his or her situation.

According to Professional Standards Committee member, Zinta Rodgers-Rickert, "the Complainant and Respondent should be encouraged to utilize [the Ombudsman Program] first, thus freeing up precious limited time and resources."

However, not all cases qualify for the Ombudsman Program. Rodgers-

Rickert believes it is important to reserve volunteer and staff resources for cases that are not eligible for the Ombudsman Program and must go through the ethics complaint process.

A high level of professionalism within the membership is vital to the success of Realtors® and the Realtor® brand. The NVAR Ombudsman Program is only successful with the support of member volunteers and members who utilize the program. The ultimate goal is to encourage higher levels of professionalism, resolve disputes, educate fellow members, and prevent violations of the Code of Ethics.

For additional information regarding the Ombudsman Program, visit [NVAR.com/ombudsman](http://NVAR.com/ombudsman) or email [proststandards@nvar.com](mailto:proststandards@nvar.com). +



Steve Fisher is the NVAR associate director of professional services.

# Fight FOMO! (For Your Clients)

ENGAGE ON SOCIAL MEDIA WITH STORIES, LIVE VIDEO AND GROUPS

By Steve Russell



**FOMO**, or the “fear of missing out,” is alive and well in the age of smartphone and social media addiction. It comes in the form of a buzzing phone or audible “ding” and often with a parade of floating red hearts and emojis. These small gestures constantly remind us about what someone else is doing, the great time they are having and how much we’re missing by not being there.

Marki Lemons-Ryhal, a Realtor® keynote speaker, said it best when speaking of social media at Inman Connect in New York this past January, describing it as “the need for people to tell you all their business in real time.” But that’s just one of the reasons we consume social media, isn’t it?

Whether following a favorite actress jet-setting across the globe or a local staging blog, social media allows us to peer into the lives and ideas of content creators and ask ourselves – “How do I get there?”

When sharing content with your audience and capitalizing on your FOMO instincts, it’s important to know where the line is drawn. When marketing yourself and your business, especially to potential clients, you don’t want to come off as arrogant, too exclusive or unreachable. One of the most valuable benefits of using social media is the ability to engage with your audience and present yourself as a problem solver. If all of your content is “look at me” or “look at this,” you leave little room for the audience to chime in and interact. Some examples of interactive content include posts that are inviting or inclusive, like announcing events, welcoming a new neighbor or community member and celebrating milestones.

## STORIES, LIVE VIDEO, GROUPS

These specific features on Facebook and Instagram allow you to engage with your audience directly and offer problem-solving opportunities.

## FACEBOOK LIVE: THE KING OF FOMO

What says “wish you could be here” more than a live video of what you’re doing? Offer live video as a chance for your viewers to follow along or get exclusive access to information or experiences they won’t find anywhere else. Build hype for your live videos by using the Schedule feature and letting clients know when to tune-in.

If live video terrifies you, try recording a video and use the Premiere feature. This lets you publish a pre-recorded video as a live-stream on your Facebook page. You can then follow along with your viewers, get feedback and answer questions.

## STORIES: SOCIAL CONTENT ON DEMAND

A Story is content you post on Instagram or Facebook that lives at the top of your page (and everyone’s app) and disappears after 24 hours. The rise in popularity of the Story feature



has significantly altered the way people use these platforms. In June of 2018, there were 400 million daily story posts on Instagram, according to [upfluence.com](http://upfluence.com). That represents an increase of 400 percent over the two years since the feature was introduced.

So why is content that goes away in a day valuable? Because people are viewing it – a lot.

The main social channel feeds can be unpredictable, with unannounced algorithm changes that impact the type of content people see. With Stories, you have a more predictable position (front and center for both apps) and don't have to fight the timeline.

Also, in Instagram you can save your stories as Highlights that can be viewed on your page past the 24-hour limit. These Highlights live on your profile page above your regular posts. This is a great feature for saving story

content that really resonated with your audience or for pinning an upcoming event or About Me information.

#### GROUPS: YOUR PEOPLE

Like pop-culture or fashion, social media experiences trends and movements that shape the way people interact with it. With over 2 billion monthly active users on **Facebook**, as reported by [zephoria.com](http://zephoria.com), there are countless ways your content is being filtered out and never reaching potential viewers.

A Group is an invitation-only or request-only Facebook community with shared interests or goals, such as “Looking for a Home in Fairfax County VA” or “Colonial Home Remodel Enthusiasts.” The value in having a presence in a Group is knowing why the audience is there, so you can set yourself up as the problem solver.

Look for Groups that interest you and see how the community dynamic works. If you are joining a Group, it is important to start by “reading the room” to see what kind of content is being posted, and what is being engaged with the most. Ask yourself if that strategy can be applied to you and your business.

Creating a Facebook Group can be time consuming but extremely rewarding for your online presence. As your Group grows, try offering specific content or incentives to Group members to generate buzz. Your Group offers a chance to build your own community of clients (future, past and present), affiliate service providers, neighborhood or community resources and much more. +



Steve Russell is the NVAR digital engagement manager.

# LEGAL SUMMIT

**SAVE THE DATE!**

Tuesday, June 25th, 2019

NVAR Fairfax

[NVAR.com/LS19](http://NVAR.com/LS19)



Back to the Future

# Today's Smart Home

AND A GLIMPSE INTO CES 2019

By Kate O'Toole

THROUGHOUT THE YEARS, TV shows and movies like “The Jetsons,” “Smart House” and “Back to the Future Part II” have romanticized smart homes of the future. Some predictions, such as self-cleaning floor absorbers, may not have come to fruition, but others did – from video calling to robot vacuums.

Smart home technology continues to evolve, and many of those advancements are best seen at the Consumer Electronics Show (CES), which showcases the latest consumer technologies each year in Las Vegas. By staying aware of such technology and prevalent smart home trends, Realtors® increase their value proposition to clients and may even prevent transaction complications.

## PRODUCTS AND TRENDS

The “gateway” to smart home technology for most people was the Nest thermostat, according to Matthew Rathbun, executive vice president of Coldwell Banker Elite in Fredericksburg, who is also a smart home expert and has attended CES for the past two years. Today, Rathbun said some of the biggest-selling products are voice assistants like Alexa and Google Home.

“If you’re really looking at a major trend at CES, Alexa’s game is strong. They are absolutely destroying,” Rathbun said. “If you say smart home, the first thing you think of is Alexa.”

Consumers crave connectivity and want to control every feature of their home from one app, including surveillance cameras, motion sensors,



alarms, lighting, kitchen appliances and temperature.

“Back in the day, you had a security system and then if you wanted to do something like lighting control, that would be a different system. Now people want it all in one,” said Liam Armstrong, business development manager at Trinity Wiring & Security Solutions.

Video doorbells are the most popular product Armstrong’s clients want installed. People like the ability to see who is at the door, receive a phone notification, and be able to talk to the person remotely. Other common security features include flood sensing and electronic door locks, he added.

While video doorbells have been around for some time, a few companies

demonstrated a new spin on the product at CES 2019, which took place from Jan. 8 to 11. The Ring Door View Cam installs over a peephole instead of the side of the door, and the Netatmo Smart Video Doorbell became the first doorbell to be compatible with Apple HomeKit.

Also at CES was a host of kitchen appliances that speed up and digitize the cooking experience. The GE Kitchen Hub is a 27-inch touch screen and ventilation combo that fits above the range and allows users to video call, look up recipes, stream television shows, organize their calendar and more. The smaller, 10-inch KitchenAid Smart Display offers similar functions but stands alone and is water resistant.

**“65 percent of homeowners will pay more for a smart home property, and by 2022 the number of homes that will have smart technology will reach 65 million, compared to 17 million in 2017.”**



Whirlpool, which owns the KitchenAid brand, also announced an in-wall oven concept that uses Augmented Reality through a 27-inch transparent display where the oven door would normally be. Whirlpool's products are integrated with the Yummly app, which uses image recognition to recommend recipes, provides video tutorials and step-by-step recipes, and helps users complete tasks such as shopping for groceries and meal prepping.

“I love to cook. I like those devices. But at some point, it's like buying an expensive car with all the bells and whistles. It takes more energy to maintain it, and you're not going to use all the features,” Rathbun said.

While certain devices may serve a

more practical purpose than others, there were many novel gadgets at CES 2019 that show just how far smart home technology has come, such as smart mirrors and toilets, rollaway TVs, home beer brews and even a 10-second-cleaning toothbrush.

#### WHAT REALTORS® NEED TO KNOW

According to Armstrong, 65 percent of homeowners will pay more for a smart home property, and by 2022 the number of homes that will have smart technology will reach 65 million, compared to 17 million in 2017. With more smart homes in the market each year, staying up-to-date on new smart home technology is particularly important for Realtors®.

Rathbun said installing smart home technology in a listing could set that property apart and elevate its desirability to consumers. While it may not increase the home's value, it does serve as a great differentiator, he added.

“We have Realtors® do that all the time,” Armstrong said. “They'll buy a package and we'll go out there and install it. They sell it as a smart home and then we'll meet with the new homeowners to enhance their package or see what else they want to have.”

Understanding smart home technology also gives Realtors® the ability to tailor to a client's specific needs. For example, nearly 90 percent of seniors are aging in place and want to stay in their own homes, according to AARP. Being able to recommend technology to help seniors with limited mobility or help family members

monitor their loved ones will add value to a Realtor's® service.

According to Sanjay Joshi, a Realtor® with IKON Realty, many homes already have cameras installed. It is important for Realtors® to understand that if sellers are monitoring their surveillance cameras while buyers visit their property, it could be a violation of the law (learn more at [NVAR.com/camera](http://NVAR.com/camera)).

“When we go to see a house with a buyer, we always assume there are cameras and that these cameras can see and listen to your conversation,” Joshi said.

Joshi tells his clients before entering a house that they should wait until after the visit to discuss the property. Rathbun places notices at each of the home's entrances about the presence of smart devices and also discloses that information in the listing, he explained in his blog about the topic. In addition, knowing how the technology will convey with the property is essential for agents and their clients (learn more at [NVAR.com/smart](http://NVAR.com/smart)).

For Realtors®, the implications of increased connectivity can impact the privacy and process of real estate transactions, as well as what consumers look for in their dream home – and those possibilities are endless. From the Jetson's robot vacuum to Marty McFly's video calling TV, time has proven that almost anything consumers imagine can become a reality in the world of smart home technology. +



Kate O'Toole is the NVAR digital content specialist & managing editor.



# NEW 2019 Leadership Opportunities!

## FIVE WAYS YOU CAN STILL GET INVOLVED THIS YEAR

By Kate O'Toole



TO ACHIEVE NVAR'S 2019 GOAL of increased member participation and engagement, the board of directors has approved the creation five new leadership opportunities. NVAR's volunteer groups help bridge the gap between the association and members and allow for collaboration to meet the needs of NVAR's membership.

The online application for the first four groups listed below will be open from March 1 to March 31. The selected applicants will serve a half-year term beginning in May and ending Dec. 31. For the 2020 year, these four groups will become integrated with the application process for NVAR's existing 28 volunteer groups. The Ambassador Program is part of a separate application process, with more details coming soon!

Below is a summary of each new leadership opportunity.

❖ **THE AWARDS & RECOGNITIONS ADVISORY GROUP** ensures that qualified NVAR members and programs are identified, nominated, recognized and ultimately selected as recipients for local, state, national and international awards.

**Staff liaisons:** Vika Mitchell and Diana Costa

❖ **THE LEADERSHIP DEVELOPMENT ADVISORY GROUP** fosters volunteer leadership within the association and creates and supports multiple systems to cultivate, recruit and orient new leaders to NVAR leadership.

**Staff liaisons:** Vika Mitchell and Diana Costa

❖ **THE NEW MEMBER ADVISORY GROUP** ensures that the content, materials and activities surrounding the NVAR new member onboarding experience prepares new members for

their personal and professional journey and success within the real estate field. The group is limited to members that have four years or less experience as a Realtor®.

**Staff liaisons:** Jina Myers and Lauren Sellers

❖ **THE TOP PRODUCER'S FORUM ADVISORY TEAM** ensures that members of the Top Producer's Club have a vehicle for sharing their knowledge and expertise, celebrating their shared accomplishment, and inspiring the entire NVAR membership to achieve sales success. The forum is limited to members who have at least two years of immediate past affiliation with the Top Producers Club.

**Staff liaisons:** Vika Mitchell and Joanne Salazar

❖ **THE AMBASSADOR PROGRAM** is a unique opportunity for members to serve as representatives of the association and promote upcoming NVAR events and benefits. The 2019 NVAR Products and Services Advisory Group, along with help from select members of the 2018 Leadership Institute, will oversee the implementation of this new program, including but not limited to coordinating program details and selecting and training ambassadors.

**Staff liaison:** Jina Myers

For more information and to apply, visit [NVAR.com/leadership](http://NVAR.com/leadership). Questions? Email [webmaster@nvar.com](mailto:webmaster@nvar.com) +



Kate O'Toole is the NVAR digital content specialist & managing editor.

# Own Your Success

## HOW TO LEVERAGE THE BRANDING POWER OF YOUR TOP PRODUCER AWARD

By Kate O'Toole

**OWNING YOUR BRAND** and owning your success are two sides of the same coin. Being a member of the NVAR Top Producer's Club allows you to take ownership of your achievements, but the real value comes with announcing your success to clients and the community.

Here's how you can incorporate the award into your personal branding to elevate your value.

• **On the Web** – As part of your Top Producer exclusive benefits, you receive a branding kit with digital assets and logos to boost your marketability. Download the Top Producer logo and place it on your **Realtor.com** profile, email signature, social media account,

personal website or any other place you have an online presence. Included in the branding kit is also a Facebook profile picture template, so you can easily share your Top Producer status with your Facebook friends.

- **In the News** – Your name will be featured in our annual Top Producer's Club directory, which is sent to local media and posted on **NVAR.com**.
- **In Person** – Your branding extends to your in-person interactions, too! Wear your Top Producer pin when you're headed to a showing, meeting with prospective clients or out and about in the community. Add "NVAR Top Producer" to your business card

and frame your certificate to showcase your experience to clients whether you meet in or out of the office.

The Top Producer's Club recognizes the highest volume and unit sales agents of NVAR and replaces what was formerly the Multi-Million Dollar Sales Club. Visit **NVAR.com/topproducer** to learn what's new in 2019, including a simplified application process and a recognition event open to *all* club members and their brokers.

The application deadline is March 15, 2019. +



Kate O'Toole is the NVAR digital content specialist & managing editor.



## Own Your Success.

You deserve recognition for your achievements in 2018!  
Claim your spot in NVAR's  
Top Producer's Club!

Standard Application Deadline  
March 15, 2019

Apply online at:  
**NVAR.com/TopProducers**



# Zoning: The Key to Vienna's Commercial Redevelopment

By Frank Dillow

**WHEN AUTOMOBILES FIRST APPEARED** on Vienna's streets around 1904, the speed limit in town was set at 12 mph. For today's commuters attempting to navigate Maple Avenue – Vienna's main thoroughfare – during morning and evening rush hours, 12 mph would be a considerable improvement.

The first shopping center opened on Maple Avenue in 1954 to provide commuters with convenient places to stop and shop as they drove to and from their suburban homes. Since then, the street has been transformed from a maple-lined country road rolling through Vienna's bucolic downtown into a four-lane thoroughfare navigating a maze of asphalt parking lots and retail centers.

Zoning is one of a community's strongest tools to control property development, particularly the type of development and where it will be allowed. In Vienna, development has largely been the result of a zoning ordinance adopted in 1969 when many of today's suburban baby boomers were still being driven from place to place in their parents' station wagons.

In 2014, exactly 60 years since the first shopping center opened its doors, Vienna's Town Council approved a more flexible revised zoning ordinance known as the Maple Avenue Commercial (MAC) zone in an attempt to attract development that would recapture Vienna's small-town identity.

According to Vienna's Maple Avenue Vision statement, "MAC reinforces Maple Avenue's role as the town's main



street." It encourages developers to design their plans around "pedestrian friendly mixed-use projects," rather than the automobile-oriented strip mall development that currently dominates Maple Avenue.

Vienna's interest in rethinking its downtown comes as suburban communities throughout Northern Virginia react to residents and developers seeking to transform existing retail outlets into more modern lifestyle community centers featuring restaurants and entertainment.

The nearby Mosaic District is a good example. With better access to the Vienna/Dunn Loring Metro stop than downtown Vienna, Mosaic has become a highly successful center in the past few years. With multifamily housing, boutique shopping, dining, a hotel and a movie theater, Mosaic welcomes those eager to shop, eat, be entertained or just meet their neighbors.

Mosaic was developed and is owned and operated by Edens, a company that

proclaims on its website that its work is "bigger than real estate," and its purpose is to "enrich community through human engagement."

Christopher Leinberger, professor of urban real estate at the George Washington University School of Business, is one of the country's leading proponents of the notion that the future will be one of "walkable neighborhoods."

"The postwar era of automobile-oriented 'drivable suburbanism' is over," he predicted six years ago in a report entitled "DC: The WalkUP Wake-Up Call."

"Most growth over the next 30 years will happen in strip commercial redevelopments," Leinberger predicted. While he had Tysons in mind when he wrote the report, his observations may also apply on a smaller scale to recent developments in communities like Vienna.

A change in Vienna's commercial development is already underway with



# "Most growth over the next 30 years will happen in strip commercial redevelopments."

— Christopher Leinberger, George Washington University School of Business

the Town Council's approval last fall of the 444 Maple West project, which covers nearly three downtown acres and will allow the demolition of an existing three-story hotel with 179 rooms and a stand-alone restaurant at the corner of West Maple and Nutley Streets. In its place a four-story mixed-use development will be constructed, with 151 multi family residential units atop 20,000 square feet of commercial retail and restaurant space.

A report in 2002 sponsored by the National Association of Realtors® and produced by the Local Government Commission entitled "Creating Great

Neighborhoods: Density in Your Community," observed, "To create great communities, neighborhoods must combine density with great design."

Pointing to Arlington County as an example, the report noted the growing public realization that "adding density in appropriate locations can create great places to live."

Increasingly, people understand that to achieve their community goals and create a vibrant place to live, the community needs different types of development – different types of density. "[The community] cannot thrive over the long-term with only

one development choice," the NAR-commissioned report concluded.

As Northern Virginia continues its rapid commercial transformation, Realtors® should be looking beyond the current well-publicized developments in Tysons, Reston or Arlington County, to expanded opportunities in the commercial redevelopment occurring in older, more established communities such as Vienna. +



Frank Dillow is a past chair of NVAR's Realtor® Commercial Council and is a senior commercial broker in Long & Foster's Commercial Division. He can be reached at [francis.dillow@longandfoster.com](mailto:francis.dillow@longandfoster.com).

## Take Control: Steps for Managing Your NVAR Member Account

UPDATE CONTACT INFORMATION, ACCESS PAYMENT HISTORY, UNDERSTAND DEDUCTIBILITY OF EXPENSES

AS TAX SEASON APPROACHES, you may have questions about which expenses can be deducted, how to access your dues payment history and more. Here are a few quick tips:

### WHICH EXPENSES ARE DEDUCTIBLE?

#### Dues

Dues are not deductible as a charitable contribution for federal income tax purposes. However, such fees may be deductible under other provisions of the IRS Code, such as an ordinary and necessary business expense. Please consult your tax advisor.

#### Lobbying Expenses

Certain provisions of the current tax law regarding lobbying expenses limit the extent to which your national, state and local dues will be deductible as a business expense. The estimated non-deductible portion of your dues is as follows:

Non-Deductible Estimated Lobbying Expense Percentage	Portion
National Association of Realtors® (38% of \$150 annual dues)	\$57.00
Virginia Realtors® (11.2% of \$155 annual dues)	\$17.36
Northern Virginia Association of Realtors® (2% of annual dues)	\$ 5.90

**Total Non-Deductible Portion of Dues**

**\$80.26**

### NV/RPAC Voluntary Contribution

An investment in NV/RPAC is not deductible for federal income tax purposes.

### HOW DO I ACCESS MY PAYMENT HISTORY?

Login to your member dashboard at [NVAR.com/login](http://NVAR.com/login). Click on "Review Order History." Receipts can be printed from that screen.

### I'M NOT RECEIVING NVAR EMAILS. HOW DO I VERIFY OR UPDATE MY CONTACT INFORMATION?

To access your NVAR member record, login to the member dashboard at [NVAR.com/login](http://NVAR.com/login).

On the dashboard, click on "Edit Membership Info." You will be able to verify and update your email address in the database. If the email address is correct, and you are still not receiving emails, please contact [webmaster@nvar.com](mailto:webmaster@nvar.com).

In the database, you may also change your password, select mailing preferences, and update other personal information. To change office information, you will need to complete a Brokerage Transfer Form or Existing Firm Update Form. Both forms are accessible at [NVAR.com/realtors/resources](http://NVAR.com/realtors/resources).

# Ensure Housing Access for All with Fair Housing Compliance

ATTEND THE FREE FAIR HOUSING TRAINING, LUNCHEON SET FOR APRIL 3, 2019

By Jill Parker Landsman

**HOUSING DISCRIMINATION IS UNLAWFUL.** Realtors® serve on the front lines to ensure that all buyers and renters are provided full access to housing opportunity.

This year marks the 51st anniversary of Fair Housing Act. The U.S. Department of Housing and Urban Development (HUD) estimates that more than four million instances of housing discrimination occur each year. Fewer than 30,000 complaints are filed annually, according to HUD estimates. Millions of acts of rental, sales, lending and insurance discrimination go unchecked. It is crucial that real estate practitioners understand fair housing laws to serve clients and help prevent fair housing abuses or violations. Compliance is part of the NAR Code of Ethics.

NVAR members are urged to attend the Wednesday, April 3 Fair Housing Training, offered by the Fairfax County Office



of Human Rights and Equity Programs and the Fairfax County Fair Housing Task Force. The program check-in starts at 8:00 a.m. with a free luncheon and program following it.

Attend to learn more about the latest fair housing issues as well as emerging eviction problems plaguing Virginia. Increased attention to evictions in Virginia has been sparked by recent data that cites the Commonwealth's estimated eviction rate of 5.1 percent, which is twice the national average.

Attorney Sarah Pratt will be the lunch keynote speaker. She practices fair housing and civil rights law, including lending and civil rights compliance.

Prior to joining the law firm of Relman, Dane & Colfax, Pratt was deputy assistant secretary for enforcement and programs and senior advisor to the assistant secretary at HUD's Office of Fair Housing and Equal Opportunity. She was responsible for overseeing HUD's enforcement of the Fair Housing Act, Title VI of the Civil Rights Act of 1964, the Americans with Disabilities Act, and related laws.

Student awards will be presented at the luncheon for the literary and art contest that was hosted by the 2019 Fairfax County School System Student Human Rights Commission.

See the ad on page 37 for registration details, or visit [www. NVAR.com/fairhousing2019](http://www.NVAR.com/fairhousing2019). For more information, email [jlandsman@nvar.com](mailto:jlandsman@nvar.com). +



Jill Parker Landsman is the NVAR community outreach development strategist.



**NVAR SPIRIT  
AWARD**

**2019 Broker Spirit Award**

Know a brokerage that has made a difference in their community? Submit nominations through June 28!

Learn more at [NVAR.com/NVARCares](http://NVAR.com/NVARCares)





NORTHERN VIRGINIA ASSOCIATION OF REALTORS®

## GOOD NEIGHBOR AWARD

**Nominate an outstanding REALTOR® member!**

### Nomination Criteria and Eligibility:

- Contribute significant volunteer hours, money, materials, or resources to aid those in need in the community
- Judged on impact of contribution, broadness of impact, project sustainability, etc.
- Nominee should serve as a role model for REALTORS® in the community
- NVAR REALTOR® members may nominate themselves or may be nominated by another NVAR member or broker

Apply Online:

[NVAR.com/GoodNeighbor](http://NVAR.com/GoodNeighbor)

Applications due:

**June 30, 2019**

## Regional Fair Housing Training & Luncheon

**Wednesday April 3<sup>rd</sup>, 2019**

Check-In: 8:00—8:45AM

Event begins: 9:00AM—2:00PM

**Waterford at Fair Oaks**

12025 Lee Jackson Memorial Hwy

Fairfax, VA 22033

- Basic Fair Housing training presented by the Equal Rights Center and HOUSING OPPORTUNITIES MADE EQUAL OF VIRGINIA
- Luncheon at 11:30AM
- Keynote from attorney **Sara Pratt** of Relman, Dane & Colfax PLLC

[NVAR.com/fairhousing2019](http://NVAR.com/fairhousing2019)





YOUR QUESTIONS ANSWERED

# Bright MLS Livestream Meet-Up

By Kate O'Toole



**AT A LIVESTREAM** and in-person meet-up with Bright MLS leadership on Feb. 15, the message from Bright was clear: we hear you, we know we have made mistakes, and we are working diligently to address your concerns and improve the new system.

The event, which was held at NVAR's Fairfax headquarters, was co-hosted by NVAR, Dulles Area Association of Realtors® (DAAR), Realtor® Association of Prince William (PWAR), Greater Piedmont Realtors® (GPR), Fredericksburg Area Association of Realtors® (FAAR) and Blue Ridge Association of Realtors® (BRAR).

Bright MLS Interim CEO Brian Donnellan began the event by expressing Bright's eagerness to engage in an open dialogue with members. He summarized three pillars that Bright seeks to improve: the user experience, data speed and accuracy, and communication with local associations and Bright subscribers. In addition, he emphasized Bright's commitment to "learn, listen and adapt," as well as to localize the new system.

"We've made your lives harder in some ways and for that I apologize," Donnellan said. "I want to focus today on where we are and where we are moving forward."

Below is a summary of the information panelists provided to the most commonly asked questions. The panelists included Donnellan, Bright Chief Technology Officer Frank Major, Bright Regional Vice President Vernon Jones, Bright MLS Board Member David Howell, NVAR President Christine

Richardson and NVAR CEO Ryan Conrad.

To watch the recording of the event, visit [NVAR.com/bright](http://NVAR.com/bright).

## CUSTOMER SUPPORT

Bright acknowledged that subscribers are experiencing long wait times and issues with call-backs. They have hired more customer support representatives and will continue hiring until they meet their goal of answering 80 percent of phone calls in 60 seconds or less. In addition, Bright has implemented a regional vice president program, which assigns a dedicated Bright staff member to each local region.

Bright is revamping its customer service training process to ensure consistency of responses. They are implementing more user training and have started a YouTube channel in addition to in-person training.

## DATA INTEGRITY

One of the most common concerns of subscribers has been the accuracy and speed of the data. Bright explained that while most of the data is correct, it is not showing up in Matrix correctly because of differences between the old and new system. Bright is working diligently to address these issues, which include:

- **Public Records Data:** When bringing public records data into the new system, Bright used third-party data vendors with the county data. In some counties this method worked, but in the NVAR region, the previous data was more reliable. Bright is adding back in the county data one

county at a time and will provide a timeline of when each county can expect to have that data.

- **Subdivisions:** In the old system, Subdivision was a free-text field. In the new system, Bright implemented a dropdown menu, and some of that integrated data from the free-text field was inaccurate. Bright is cleaning up each subdivision to ensure the dropdown options are correct. Users can still use a wildcard (\*) to search for keywords that are included in the subdivision name.
- **Listing Data:** Bright is implementing a listing data checker, which is an external process that will ensure the data is correct.

## STATUSES AND DAYS ON MARKET (DOM)

To answer the question of how decisions were made about statuses and DOM, Donnellan explained that at the outset, Bright created a vision team, which included Realtors®, that looked at statuses and DOM to make recommendations for the new system. The decisions reached have caused confusion, due in part to the lack of an industry standard for DOM. Bright is assembling a new team to "re-look at the intentions of Days on Market," Donnellan said.

Read more about DOM status clarification in the Bright updates linked at [NVAR.com/bright](http://NVAR.com/bright).

## TIMELINES AND PRIORITIES

Bright has created a list of known issues and created a 30-60-90-day plan

“Our charge is to make your lives easier –  
to bring you the best MLS out there.”

– Brian Donnellan

for when those problems will be fixed. Log in to Bright, or visit [NVAR.com/bright](http://NVAR.com/bright) to view a list of known issues. Bright has been collecting member feedback and tracking subscribers' concerns through forums such as Facebook groups, local associations, and the support center. In the future, Bright's goal is to have a community forum for members to share their input and weigh in on topics. Bright encouraged members to continue to provide feedback through the Facebook group, and said they will be improving communication efforts to subscribers, so that members are aware of when and how issues are being resolved.

#### ASSOCIATION AND BRIGHT RELATIONSHIP

Bright MLS is owned by 43 associations, which are each shareholders of the organization. The associations do not have contracts with Bright, and association executives are not paid by Bright. Bright's Board of Directors consists of 29 volunteers – many of which are brokers and day-to-day practitioners. The board does not get paid, but members do receive a stipend for travel expenses. They are nominated and voted on by shareholders.

#### MOVING FORWARD

“Our charge is to make your lives easier – to bring you the best MLS out

there,” Donnellan said.

The new Bright system cannot revert back to MRIS, Donnellan explained. CoreLogic, the vendor that develops the Matrix product, is the same system that MRIS used. Matrix 360 is their newest product and CoreLogic is no longer supporting the old versions. “Having said that, there are some things we can do to configure that to bring back prominent features of MRIS,” he said.

NVAR members can continue to provide feedback and get the latest Bright updates by visiting [NVAR.com/bright](http://NVAR.com/bright). +



Kate O'Toole is the NVAR digital content specialist & managing editor.

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## Becoming a Realtor®

### BECOMING A REALTOR®

#### Principles of Real Estate

9 am - 5 pm

June 3 - 20 ..... Fairfax

November 1 - 19 ..... Fairfax

### BROKER PRE-LICENSING

#### Broker Management

9 am - 5 pm

August 15 - September 19 ..... Fairfax

#### Broker Finance

9 am - 5 pm

March 21 - May 2 ..... Fairfax

#### Law (45 hours)

9 am - 5 pm

June 6 - July 18 ..... Fairfax

### NEW MEMBER ORIENTATION

9 am - 1 pm

March 5 ..... Fairfax

March 20 ..... Herndon

April 4 ..... Herndon

April 27 ..... Fairfax

6 pm - 10 pm

May 8 ..... Herndon

## Your First Year

### POST-LICENSING EDUCATION (PL)

#### Agency Law

6 pm - 9:30 pm

March 5 ..... Fairfax

9 am - 12 pm

April 1 ..... Fairfax

#### Ethics

6 pm - 9:30 pm

March 11 ..... Fairfax

9 am - 12 pm

April 1 ..... Fairfax

#### Contract Writing

6 pm - 9:30 pm (two evenings)

March 18 and 19 ..... Fairfax

9 am - 4 pm

April 2 ..... Fairfax

#### Real Estate Law & Board Regulations

6 pm - 7:45 pm (two evenings)

March 25 and 26 ..... Fairfax

8:45 am - 4:45 pm

April 8 ..... Fairfax

#### Risk Management

6 pm - 9:30 pm

March 12 ..... Fairfax

9 am - 12 pm

April 9 ..... Fairfax

#### Escrows and Protecting Other People's Money

6 pm - 9:30 pm

March 13 ..... Fairfax

1-4 pm

April 9 ..... Fairfax

#### Fair Housing

6 pm - 7:45 pm

March 4 ..... Fairfax

10 am - 12 pm

April 15 ..... Fairfax

#### Current Industry & Trends

7:45 - 9:30 pm

March 4 ..... Fairfax

1 - 3 pm

April 15 ..... Fairfax

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## Maintaining Your License

### CONTINUING EDUCATION (CE)

#### CE: 16-hour Course (4 evenings)

6 pm - 9:30 pm	
March 12 (part 1) .....	Herndon
March 14 (part 2) .....	Herndon
March 19 (part 3) .....	Herndon
March 21 (part 4) .....	Herndon

#### CE: 16-hour Course (Day 1)

8:45 am - 4:45 pm	
March 9 .....	Fairfax
April 13 .....	Herndon
May 11 .....	Fairfax

#### CE: 16-hour Course (Day 2)

8:45 am - 4:45 pm	
March 16 .....	Fairfax
May 18 .....	Fairfax
April 20 .....	Herndon

#### CE: 8-hour Mandated Course

8:45 am - 4:45 pm	
March 27 .....	Herndon
April 9 .....	Fairfax

#### CE Elective: Architecture Styles, Building Nomenclature and Materials

9 am - 12 pm	
March 20 .....	Fairfax

#### CE Elective: Buyer Beware: Foreclosed and Neglected Properties

8:45 am - 12:25 pm	
April 10 .....	Fairfax

#### CE Elective: Detection and Prevention of Contract Fraud

8:45 am - 12:25 pm	
March 28 .....	Herndon

#### CE Specialty Course: Effective Team Management

10 am - 12 pm	
May 8 .....	Fairfax

#### CE Elective: New Rules of Real Estate Finance

1 pm - 4:45 pm	
March 28 .....	Herndon

#### CE Elective: Basements, Foundations & Crawl Space Issues

1pm - 4:45 pm	
April 10 .....	Fairfax

### BROKER CE

#### Broker Management and Supervision

10:45 am - 12:25 pm	
March 6 .....	Fairfax
April 17 .....	Fairfax

#### Production Agents and Profitable Offices

1 - 4:45 pm	
March 6 .....	Fairfax
April 17 .....	Fairfax

### DC CE

#### Fair Housing

9 am - 12:15 pm	
March 12 .....	Fairfax
April 16 .....	Fairfax

#### Ethics

1 - 4:45 pm	
March 12 .....	Fairfax

#### Legislative Update

1 pm - 4:15 pm	
April 16 .....	Fairfax

### MARYLAND CE

#### Maryland Code of Ethics

10 am - 1 pm	
March 13 .....	Fairfax
9:30 am - 12:30 pm	
April 3 .....	Fairfax

#### Fair Housing

2 - 3:30 pm	
March 13 .....	Fairfax
1:30 - 3:00	
May 15 .....	Fairfax

#### Legislative Update

9:30 - 12:30 pm	
April 12 .....	Fairfax

#### MREC Agency Residential

10 am - 1 pm	
March 8 .....	Fairfax
9 am - 12 pm	
May 10 .....	Fairfax

#### Contract Basics

10 am - 1 pm	
March 22 .....	Fairfax

#### Creating Value Through Renovation Loans

1 - 2:30 pm	
May 10 .....	Fairfax

#### First-Time Homebuyer Financing

1:30 - 3:00 pm	
April 22 .....	Fairfax

#### GCAAR Sales Contract Review

9:30 am - 12:30 pm	
May 15 .....	Fairfax

#### Negotiating in Today's Market

9:30 am - 12:30 pm	
April 22 .....	Fairfax

## Taking It Further

### FEATURED OFFERINGS

#### Accredited Buyer Representative (ABR) Course

8:30 am - 5 pm	
April 3 & 4 .....	Fairfax

#### CI 101: Financial Analysis for Commercial Investment Real Estate

9 am - 5 pm	
March 25 - 28 .....	Fairfax

#### Pricing Strategies Advisor

9 am - 5 pm	
March 4 .....	Fairfax

#### Senior Real Estate Specialist (SRES) Designation

9 am - 5 pm	
March 27 & 28 .....	Sunrise Senior Living

#### GRI 508: Real Estate Law and Virginia Regulations

9 am - 4 pm	
March 7 .....	Fairfax

#### GRI 503: Business Planning

9 am - 4 pm	
April 11 .....	Herndon

#### GRI 504: Working with Buyers

9 am - 4 pm	
May 2 .....	Fairfax

#### Realtor® 007

1:30 - 4:30 pm	
March 6 .....	Fairfax
April 10 .....	Herndon
May 15 .....	Fairfax



### FAIRFAX HQ ACCESSIBILITY:

Underground parking is available with direct access to lower level classrooms. Elevator is available, accessible from main entrance on building's west side.





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The Rotonda Condominium Unit Owners Association..... Autumn Fields ..... 703-821-8100

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Commission Express..... Missy Rigatti ..... 703-560-5500

### FINANCIAL

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AAFMAA Mortgage Services LLC..... Lawrie Vick ..... 703-599-0908

Access National Bank..... Vicki Cooper ..... 703-871-2110

Access National Bank..... Don Wipf ..... 703-871-1833

Access National Bank..... Athena Ullrich ..... 703-871-5720

Access National Bank..... Tom Ciolkosz ..... 703-871-2100

Access National Bank..... John French ..... 703-871-2100

Andrews Federal Credit Union..... Stanley Koussis ..... 703-647-6430

Bank of America Mortgage..... Joel Bisailon Jr. .... 703-667-5648

BB&T Mortgage..... Kevin Connelly ..... 703-855-7403

BluePoint Financial..... Brian Hutt ..... 301-214-6790

Burke & Herbert Bank..... Tracy Bray ..... 703-549-2314

Caliber Home Loans..... Eric Wigren ..... 703-599-3618

Caliber Home Loans..... Christopher Miller ..... 703-599-3504

Chain Bridge Bank, N.A..... Mary Stanger ..... 703-748-2005

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Embrace Home Loans, Inc..... Shawn Barsness ..... 828-506-0487

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Fairway Independent Mortgage Corporation..... Kelly Katalinas ..... 703-868-9103

Fidelity Bank Mortgage..... Eric Bumgardner ..... 703-466-4080

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George Mason Mortgage LLC..... Brian Kempf ..... 571-309-4911

George Mason Mortgage LLC..... Amit Kaim ..... 202-625-3062

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Home Saving & Trust Mortgage..... Patrick Cunningham ..... 703-766-4636

Intercoastal Mortgage Co..... Alex Norcini ..... 571-298-8166

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Merscope Holdings, Inc..... Laurinda Clemente ..... 703-328-4080

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Movement Mortgage LLC..... Maria Clark ..... 807-873-5493

Movement Mortgage LLC..... Kerry Hogan ..... 703-385-1567

MVB Mortgage..... Graham Pruitt ..... 703-501-1777

MVB Mortgage..... Lyn Gundogdu ..... 703-254-8080

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Northpointe Bank..... Erik Thomas ..... 703-675-8891

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PNC Mortgage..... Brenda Thorne ..... 703-689-4735

Presidential Bank Mortgage..... Lisa Gastrell ..... 301-894-1500

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SunTrust Mortgage..... Jennifer Mullin ..... 804-839-1382

The Federal Savings Bank..... Upen Patel ..... 571-331-5161

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TIAA Bank..... Scott Barr ..... 703-261-8894

TIAA Bank..... Frank Donnelly ..... 703-261-8882

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U.S. Bank..... Kevin Darcey ..... 703-624-7618

United Nations Federal Credit Union..... Raymond Friday ..... 703-448-5930

Valley National Bank Residential Mortgage..... Stan Schnippel ..... 703-615-7373

VHDA..... Janice Burgess ..... 804-343-5926

VHDA..... Toni Ostrowski ..... 800-227-8432

VHDA..... Dan Kern ..... 804-343-5992

VHDA..... Joni Moncure ..... 804-343-5595

VHDA..... Ayan Addou ..... 804-343-5527

VHDA..... Regina Pinkney ..... 804-343-5748

Wells Fargo Home Mortgage..... Kelley May ..... 703-442-5320

Wells Fargo Home Mortgage..... Brandon Frye ..... 202-895-5155

Wells Fargo Private Mortgage..... Clarry Ellis ..... 703-869-3648

Wells Fargo Private Mortgage..... Javier Gonzalez ..... 571-283-9076

Wells Fargo Private Mortgage..... Amy O'Dell ..... 703-869-6348

Burke & Herbert Bank..... Nancy Espeland ..... 703-837-3898

Burke & Herbert Bank..... Ahmed Hachim ..... 703-549-2315

Citizens One Home Loans..... Katie Wayne ..... 703-245-3465

Integrant, Inc..... Heber Garcia ..... 703-272-8688

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Allstate Angles Insurance..... Christine Angles ..... 703-330-9400

Atkinson Insurance Agency..... Cory Nicastro ..... 703-517-5020

Victor Schinnerer & Co., Inc..... Eric Myers ..... 301-951-5495

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Dunlap, Bennett, & Ludwig PLLC..... George Hawkins ..... 703-442-3890

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Fidelity National Law Group..... Michael Tompkins ..... 703-245-0286

Friedlander, Friedlander & Earman PC..... Jerome Friedlander ..... 703-893-9600

James D. Turner, Esq..... James Turner ..... 703-836-3400

Joseph A. Cerroni, Esq..... Joseph Cerroni ..... 703-941-3000

Law Office of Ann-Lewise Shaw..... Ann-Lewise Shaw ..... 703-774-7626

Pesner Kawamoto..... Susan Pesner ..... 703-506-9440

James C. (Beau) Brincefield..... Beau Brincefield ..... 703-549-4820

S & T Law Group..... Tola Gross ..... 703-997-0917

Shulman, Rogers, Gandal, Pordy & Ecker, P.A..... Marc Lipman ..... 301-230-5200

### REAL ESTATE TRAINING/CONSULTING

BrokerWindow..... Anne Wylder ..... 703-851-4589

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Allied Title & Escrow..... Thomas Meade ..... 703-567-7933

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Central Title & Escrow, Inc..... Jennifer Ploutis ..... 703-658-1300

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Double Eagle Title Company..... Georgina Clough ..... 703-992-0291

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Ekko Title LLC..... Todd Condon ..... 703-537-0800

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Ekko Title LLC..... Jon Lyon ..... 888-821-3556

Ekko Title LLC..... Mark Barrett ..... 703-573-3556

eTitle Agency, Inc..... Jody Esposito ..... 703-777-4261

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Key Title..... Steven Sacks ..... 703-522-3900

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Universal Title..... Elizabeth Wasserman ..... 610-517-6089

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Vesta Settlements..... John Showalter ..... 703-350-8700

Vesta Settlements..... Laurie Kauffman ..... 703-314-6366

Vesta Settlements..... Keith Barrett ..... 703-288-3333

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Changeover Media..... John Gagliardi Jr. .... 703-728-1230

My Marketing Matters..... Kelly Ryan ..... 301-332-0537

SonderWorks..... Elena Lozina ..... 571-982-6725

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DotLoop..... Sarah Bittlinger ..... 888-368-5667

Homevisit..... Dave O'Brien ..... 703-953-3866

Ixact Contact Solutions, Inc..... Rich Gaasenbeek ..... 416-256-5011

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Realtor.com..... Tricia Tough ..... 800-878-4166

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SentriLock LLC..... Dan Kinzie ..... 513-644-1511

Trinity Wiring & Security Solutions..... Brendan Armstrong ..... 703-257-9403

Trinity Wiring & Security Solutions..... Liam Armstrong ..... 703-257-9403

# PROPERTY SERVICES

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Alan Lord and Associates, Inc.	Alan Lord	703-768-1954
Allen Appraisals	Charles Allen	540-664-1169
Amanda Rae Smith	Amanda Smith	703-895-4993
AMC Appraisal Group	Keith Smith	571-282-5962
Anthony Appraisers	Michael Magnotti	703-319-0500
Appraisal Works, Inc.	Dennis Park	703-906-8258
Appraise Metro DC LLC	John Osipchak	703-200-6400
AREAS Appraisers, Inc.	Gilbert Rogers	703-866-6000
AREAS Appraisers, Inc.	Cindy Coffman	703-866-6000
Barish & Associates of Fredericksburg	Stephen Barish	540-693-5373
BFM, Inc.	Robert Thompson	703-670-2586
Bird & Associates	Mark Bird	703-864-2093
BN Real Estate, Inc.	Brenda Nguyen	703-599-9463
Bruce W. Reyle and Company, Inc.	Michael Jackie	703-273-7375
Capitol Appraisal Service, Inc.	Richard Bowman	703-691-8800
Classic Appraisals	David Kontny	703-675-2265
CMS Appraisals, Inc.	Silvia Bennis	703-209-9123
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DCO Appraisal Services, Inc.	David Olynik	301-855-3886
Dickman & Associates	John Dickman	703-938-6633
Distinctive Homes Realty LLC	Michelle Gore	540-338-4606
dm Appraisal LLC	David Maeng	571-529-0534
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F & F Appraisals	Jerry Fleming	703-963-1743
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Fortune Appraisal Services, Inc.	Wanda Graham	571-449-6136
Gallop Appraisals, Inc.	Areej Rasheed	703-980-4212
Gee Appraisers, Inc.	Robert Gumbrewicz	703-451-9020
Hartmann Group	Lynette Hartmann	703-406-7621
Heiner Appraisal, Inc.	Despina Gellios	703-754-6110
Home Appraisers	Thomas Runion	703-709-5695
Homestar Real Estate Services	Daniel Gartrell	571-261-3367
Hundley and Associates	Julie Lawrence	703-212-9080
Inman Appraisal Services, Inc.	Scott Inman	703-644-9877
JDC Appraisals, Inc.	Jeff Cunningham	301-946-4865
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Karas, Inc.	Mouna Karas	703-753-5635
Karas, Inc.	Melissa Jones	703-753-5635
Kinder Appraisal Services	Jill Kinder	703-268-0756
Lesley Omega Appraisers	Lesley Omega	703-403-2024
Marcia Novak & Associates LLC	Marcia Novak	703-585-2615
Metro Appraisal Services	Stephen McArdle	703-644-7772
Monir Moshashaie	Monir Moshashaie	703-255-6451
NVA Appraisal LLC	Jeffrey Kidwell	703-477-3178
NVA Appraisal LLC	Stephen Capistrant	703-477-3178
Omni Appraisal Services	John Chapman	703-591-4001
Omni Appraisal Services	Nathalie Palmer	703-591-4001
Patricia A. Rasser	Patricia Rasser	202-505-0645
Pemberley Appraisal	Teresa Gilg	703-618-7265
Premier Appraisals Services, Inc.	Amanullah Chaudhary	571-437-4530
Preston Hummer	James Hummer	703-929-0857
Preston Hummer	Preston Hummer	703-929-0857
Real Estate Appraisals 4 You	Diane Richard	703-794-9118
Renner, Hansborough, & Reese	Jan Symons	301-258-8181
Residential Appraisal Group, Inc.	Dale Goodson	703-777-7033
REX Appraisal Services	Esther Omorodion	703-468-1123
RH Real Estate Appraising	Richard Hayes	703-731-5040
Riverpoint Appraisals	Robert Riddell	571-333-3747
RSG Commercial, Inc.	James Ruffner	703-273-9106
Sandra A. Le Blanc	Sandra LeBlanc	703-629-6842
Stewart Jarrett Real Estate Appraisal and Consulting	Stewart Jarrett	703-671-3662
Suburban Appraisers & Consultants	James Loizou	503-591-4200
Tech Appraisal Group LLC	Amy Switzer	703-631-1111
Walker Valuation Services	Dan Mori	703-933-2010
Washington Appraisal Group, Inc.	David Shin	703-813-8160
William C. Harvey & Associates	Richard Olsen	703-759-6644
World Mortgage	Patricia Kearns	703-934-5502
Zeena Deeb	Zeena Deeb	703-964-7473

## CONSTRUCTION SERVICES/NEW HOME BUILDERS

MaxSalePrice.com	Matt Siegal	844-944-2629
Toll Brothers	Jim Dail	703-346-1961

## ENGINEERING SERVICES

Deska Services	Jim Maloney	703-457-6540
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## ENVIRONMENTAL & MOLD SERVICES

1-800 Water Damage	Johnnie Shaffer	703-650-9104
AART, Inc.	Christine Sleigh Popeck	703-425-2822
Accurate Radon Testing	Alexandra Bukowski	703-242-3600
Dominion Environmental Testing LLC	Rex Brouillard	703-496-3799
Guardian Radon	Terry Strange	703-425-7001
Madison Taylor Services, Inc.	John Taylor	877-932-7177
PEARL Home Certification	Cynt hia Adams	434-825-0232
Pollard Environmental LLC	John Pollard	804-749-3339
Radon Defense	Nicholas DeFelice	703-688-3797
VESCO	Ken Conte	703-722-8851
VESCO	Gregory Caudill	703-722-8851

## GUTTER REPAIR

Gagnon's Gutterworks	Timothy Gagnon	703-716-0377
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## GLOBAL DEVELOPMENT

ECI Development	Mike Cobb	703-795-2555
ECI Development	Rachel Jensen	703-795-2555

## HOME INSPECTION AND PROPERTY DISCLOSURE

Abode Check LLC	Raquel Barrientos	703-255-6622
Advocates Home Inspection	Doug McCullough	703-674-0478
Anderson Inspection Consultant	Gary Anderson	301-855-3337
Anthony Elbert Lane	Anthony Lane	571-221-5756
Beltway Home Inspections	Dennis Polczynski	703-957-0155
Burnett Home Inspections LLC	Chris Burnett	703-965-5260
Donofrio & Associates LLC	Donna Seeker	703-771-8374
Donofrio & Associates LLC	PJ Moore	703-559-5111
FUCO Inspection LLC	Chaofu Lee	240-888-0219
House Inspection Associates	Jiri George Danihel	703-453-0442

Hurlbert Home Inspection	Seth Hurlbert	703-577-7127
Infinity Air LLC	Haichen Ren	571-334-9893
InspectionPro LLC	Andrew Renaux	540-455-9078
J Anlauf Home Inspections	Justin Anlauf	540-514-9099
Master Home and Building Inspections	Donald Masters	240-292-8175
Master Home Inspection LLC	Richard Park	703-851-3339
Merit Home Inspectors LLC	Alexander Aderton	703-589-6740
National Property Inspections	Christopher Nelson	571-330-0974
National Property Inspections	John Nelson	571-330-0974
Next Day Inspect	Nafez Mustafa	703-450-6398
No Surprises Home Inspection	Paul Cummins	703-472-9020
Pillar To Post Home Inspections	Eric Boll	703-657-3207
Pillar To Post Home Inspections	Lisa Lloyd	703-520-1440
Pillar To Post Home Inspections	Kevin Dougherty	703-291-0344
Pillar To Post Home Inspections	Michael Ward-Dahl	703-402-2475
Prime Property Inspectors LLC	Ray Dayhoff Jr.	301-916-0300
Property Disclosure Solutions LLC	Nanette White	703-839-3154
ProSpect Inspection Services LLC	Anthony Kelly	703-407-7841
Pro-Spec, Inc.	Glenford Blanc	301-675-8411
ProTec Inspection Services	Amy Devine	301-972-8531
ProTec Inspection Services	Francis McDonald	301-972-8531
Royal T Home Inspection	Troy Vogt	703-910-3251
The Robert Paul Jones Company	W. Scott Gudely	703-385-8556
Prime Property Inspectors LLC	Romano Pietrobono	301-916-0300
Prime Property Inspectors LLC	Ronald Meely	301-916-0300

## HOME STAGING

Brogley's Estate Organization and Relocation	Rebekah Miller	202-827-5276
Leslie Anderson Interiors	Leslie Anderson	703-973-8734
M. Quinn Designs	Moiria Quinn Leite	703-354-6359
Market Ready Staging Solutions	Susan Driscoll-Blount	703-660-8727
Pragmatic Staging Solutions	Drew Gattis	703-672-3940
Preferred Staging	Monica Murphy	703-851-2690
Staged Interior	Trish King	703-261-7026

## HOME WARRANTY

2-10 Home Buyers Warranty	Kelly Roberson	703-398-2905
First American Home Warranty	Lisa Hultgren	703-859-2700
Home Warranty of America	Anne Lang	703-220-9633
Old Republic Home Protection	Molly Flory	800-282-7131
SUPER	Jorey Ramer	617-817-1334
SUPER	Jonathan Asfour	703-254-9628
SUPER	Bill Davis	703-731-2259
SUPER	Heather Stephenson	703-731-2259
SUPER	Dilyana Mazur	703-731-2259

## REMOVAL SERVICES & DONATION PICKUP

123JUNK	Neil McKinnon III	703-400-7645
1-800-GOT-JUNK	Richard Galliher	800-468-5865
Atlas Services LLC	Lori James	703-201-3084
Atlas Services LLC	Shannon Hildreth	703-201-3084
GreenDrop Charitable Donations	Melanie Neubauer	267-432-8743

## MOVING & STORAGE

Able Moving & Storage, Inc.	Andy Lopez	703-986-9901
Brogley's Estate Organization and Relocation	Rebekah Miller	202-827-5276
Interstate Moving Relocation	Erick Barr	703-898-0095
Interstate Moving Relocation	Sid Sillah	703-380-7278
Interstate Moving Relocation	Sara Gunn	703-864-8266
Interstate Moving Relocation	Mike Stine	703-863-7238
Interstate Moving Relocation	Sherry Skinner	571-296-0405
Interstate Moving Relocation	Kim Woods	571-238-9483
JK Moving	Michael Bennett	703-260-4262
My Guys Moving	Joseph Magnotti	571-338-4456

## OTHER REAL ESTATE NEEDS

Academy Door & Control Corp	Alan Greenberg	703-541-0300
Agents Mailings by RSP	Rebekah Huffman	443-386-7902
Aqua Guard Waterproofing	Saidah Adams	301-595-9670
Asian-American Homeownership Counseling, Inc.	Song Hutchins	301-760-7636
Blue Moon Estate Sales	Toby Affuso	703-389-9794
Design Pro Remodeling	Andrew Jones	703-782-9349
Dolce Vita Italian Restaurant and Wine Bar	Meghan Schulze	703-385-1530
Duke Carpet Cleaning	Julio Sucuzhany	301-679-9636
Ethan Allen	Julie Goss	703-356-6405
Fairfax Estate Sales & ThriftFrog Valet	Janeene Silvester	703-609-3535
Four Sales LTD	Daniel Sanders	703-256-8300
Jeeves Handyman Services	Claudia Agreda	703-465-0100
Liberty Carpet One	Mark Bisbee	703-691-1616
Lux Flooring Specialists	Heather Patrum	615-260-0848
MasterLync	Timothy Ketron	540-660-1839
MasterLync	Amber Valentine	540-539-4998
ServiceMaster Restore	Danielle Akram	703-968-0505
Sun Design	Katelyn Coram	703-201-4823
Sunrise at Fair Oaks	Valarie Parker	703-264-0506
The Benjamin Group, Inc.	Joseph Grouby	703-684-3577
Washington Gas	Melissa Farrar	571-369-8477

## PEST CONTROL SERVICES

Alexandria Pest Services LLC	Richard Diggs	703-752-1634
Alexandria Pest Services LLC	Chau Tran	703-752-1634
Holiday Termite and Pest Control	Cleveland Dixon	703-569-9333
Holiday Termite and Pest Control	Leonard Scott Jr.	703-569-9333
Hughes Pest Control, Inc.	Robert Hughes	703-481-1460
My Exterminator LLC	William Trefry	703-615-4028
Rat Pack PC LLC	Jairo Hernandez	703-906-7094
My Pest Pros	Brett Lieberman	703-665-4455

## PLUMBING

Marines Plumbing	Ray Toczylowski	703-331-2100
Michael and Son Restoration	Anthony Dennard	703-658-6558
Plumb Right Plumbing	Eric Figaroore	703-335-9102

## RENTAL FURNITURE

CORT Furniture Rental	Frances Boller	703-379-8846
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## ROOFING

Augustine Roofing LLC	Bill Augustine	703-281-7663
Augustine Roofing LLC	Evan Howard	703-281-7663
DryHome Roofing & Siding, Inc.	Steve Gotschi	703-891-4663
Rooftop Chimney Sweeps LLC	Andrew Raycroft	703-836-7858

# Code of Ethics Updates

## CONFIRMATION OF OFFER SUBMISSIONS

By Stevie Fisher



EFFECTIVE JAN. 1, 2019, Article 1, Standard of Practice 7 of the National Association of Realtors® Code of Ethics has been amended to include specific direction during a situation in which a cooperating broker submits an offer to a listing broker, and that cooperating broker requests confirmation that the offer has been submitted to the seller or landlord. The update requires the listing broker to provide a written affirmation OR a written notification that the seller or landlord has waived the obligation to have the offer presented.

While many in the industry will likely find this change to be positive by encouraging communication between the parties, it does present some

additional questions. Ultimately, all of these uncertainties will be addressed by Realtors® on the Grievance and Professional Standards Committees. In the meantime, here is some initial guidance.

**Q. THE UPDATE STATES THAT THE REQUEST, AFFIRMATION AND NOTIFICATION MUST BE "WRITTEN." DOES THIS MEAN I CAN SEND A TEXT OR AN EMAIL TO SATISFY THIS REQUIREMENT?**

A. The Code of Ethics does not specify the form that the written affirmation must take. However, Virginia law treats electronic communications the same as hardcopy written

communications. Therefore, it is likely that an email would satisfy the requirement, and possible that a text message would also be sufficient.

**Q. IS THERE A SPECIFIC TIMEFRAME IN WHICH THE LISTING BROKER MUST PROVIDE A RESPONSE?**

A. There is not a specified timeframe during which the listing broker must provide a response. Therefore, a reasonableness standard would apply. A "reasonable time" for a response does not have a concrete definition and will be judged on a case-by-case basis.

**Q. WILL THE NVAR FORMS BE UPDATED TO REFLECT THIS CHANGE?**

A. The NVAR Standard Forms are currently compliant as this is primarily a communications issue and does not require a signed contract or addendum. However, the Standard Forms Committee may decide to recommend the creation of a form or modification of an existing form to facilitate this communication and enable the listing broker to provide a formal written affirmation.

For the 2019 updates to Article 1, Standard of Practice 7, in its entirety, and updates for the 2019 Code of Ethics and Arbitration Manual, please review [NVAR.com/coeupdates](http://NVAR.com/coeupdates). +



Steve Fisher is the NVAR associate director of professional services.



# Your Common Law Lease and POA Disclosure Packet Questions Answered

By Matthew L. Troiani, Esq.

## Q&A

Q.

I represent a landlord who owns and leases two or fewer properties in Virginia. Why can't I find the NVAR Common Law Lease in the NVAR Forms Library?

A.

As of Jan. 1, 2019, there will no longer be a substantive difference between the common law landlord/tenant provisions and the Virginia Residential Landlord Tenant Act (VRLTA). To avoid confusion or duplication of efforts, the Common Law Lease has been retired since the law now requires common law leases to be virtually identical to the VRLTA Lease. A Landlord can still technically opt out of the VRLTA in order to use a common law lease, but that common law lease would be virtually identical to a VRLTA lease.

been issued within a certain amount of time from the date of the contract or delivery. In the event that the seller delivers to the buyer a resale disclosure packet that does not contain all of the information and documents specified in the statute, the buyer does not have the right to refuse acceptance of the disclosure packet. The statutes specifically provide that it is the seller's obligation to prove delivery but does not permit the buyer to refuse receipt or acceptance.

In the event that the resale disclosure packet is outdated, or does not contain all of the statutorily required information, the buyer may request an update at the buyer's expense. However, the buyer's request for an update does not extend the three-day rescission period. If the buyer is uncomfortable proceeding to settlement with an incomplete or outdated disclosure packet, the buyer's remedy under the statutes is to exercise the right of rescission and void the contract.

Q.

I represent a buyer, and the property is located in a Property Owners Association. My client received the resale disclosure packet, but it does not appear to include all of the information and documents required by the Property Owners Association Act or the disclosure packet is several months old. What are my buyer's options? Can the buyer refuse to accept the incomplete or out-of-date resale disclosure packet and preserve the three-day right of rescission until a complete or updated packet has been delivered?

A.

Virginia courts have recently weighed in on this issue again. The three-day right of rescission under the Property Owners Association and Condominium Association Acts starts running from the moment the seller has delivered the resale disclosure packet to the buyer whether the resale disclosure packet is complete or not.

Per the statutes, the resale disclosure packet need only be accurate as of the date issued. Resale disclosure packets do not need to have

Q.

When does the three-day right of rescission period end – at 9 p.m. on the third day following delivery, or some other time?

A.

The right of rescission and the notices required under the Property Owners Association and Condominium Association Act cannot be waived or modified by contract. This includes the time period for exercising the right of rescission. While the NVAR Residential Sales Contract calculates "Days" as ending at 9 p.m. on the number of days specified following Delivery, this does not apply to the three-day right of rescission period. The statutes specifically state that the buyer has three days to rescind the contract, but do not otherwise define "days." Until there is greater clarity in the statutes or from a court opinion, the safest option to avoid a dispute is to exercise the right of rescission within 72 hours of delivery of the resale disclosure packet. +



Matthew L. Troiani, Esq. is the NVAR vice president of professional development and deputy general counsel.

Members are encouraged to contact the Legal Hotline with questions about these matters or others. Visit [NVAR.com/legalhotline](http://NVAR.com/legalhotline).

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