

Review



COMING UP

EDUCATION COMMITTEE

August 5; 9:00 am - 10:00 am

CODE OF ETHICS TRAINING COURSE

August 6; 8:30 am - 12:00 pm

RECHARGE TASK FORCE

August 9; 1:00 pm - 2:00 pm

RPAC FUNDRAISING TASK FORCE

August 9; 2:30 pm - 3:30 pm

DIVERSITY COMMITTEE

August 10; 11:00 am - 12:00 pm

SOCIAL EVENTS COMMITTEE

August 11; 11:00 am - 12:00 pm

MEMBERSHIP LUNCHEON

August 12; 11:00 am - 1:00 pm

YPN COMMITTEE

August 12; 1:30 pm - 3:00 pm

RPAC FUNDRAISING TASK FORCE

August 16; 2:30 pm - 3:30 pm

GOVERNMENTAL AFFAIRS COMMITTEE

August 17; 10:00 am - 11:00 am

OABR DIRECTORS MEETING

August 25; 10:00 am - 11:00 am

COUNSELING HOMEBUYERS CE CLASS

August 26, 9:00 am - 12:00 pm

MEMBERS SUPPORT RPAC ON THE RIVER CITY STAR

Thank you to all who enjoyed the beautiful weather and scenic views with us on the River City Star! Ticket sales for the July 15th event helped support RPAC (REALTORS® Political Action Committee). Delicious hot dogs, hamburgers, chips, and cookies were provided by Hy-Vee Catering and live music was performed by Swampboy Blues Band.

What is RPAC? RPAC is a voluntary political action committee whose membership consists of REALTORS® and affiliates interested in actively and effectively protecting the real estate industry and the dream of homeownership by participating in government affairs at the local, state and federal levels. The organization has two primary objectives: to advocate for rights of all real estate owners, and to promote the best interests of REALTORS®. In conjunction with the Nebraska REALTORS® Association and the National Association of REALTORS®, RPAC is the leading voice for all things real estate; in Omaha, in Nebraska, and across the Nation.

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Read the REview online!

OmahaREALTORS.com/news

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OMAHA AREA BOARD OF REALTORS® 11830 Nicholas Street Omaha, NE 68154

A MESSAGE FROM THE PRESIDENT

Bill Swanson, 2021 President



THE DANCE

Many years ago, I heard a story of two villages on opposite sides of a region. Both villages were similar in nature, similar social structure, similar in numbers and size. There was one huge difference. For as long as anyone could remember, one of the villages had a 100% success rate when performing a rain dance.

One year, a terrible drought had befallen the region; the village on one side of the land was in a dire predicament. No rain came; no matter what rain dance they performed, it was not effective. The elders had heard tales of that other village across the land that had a magical rain dance that worked without fail. Finally, the tribal elders dispatched an emissary to the second village to see if they would share the secret of their 'magical rain dance'. They had heard of this powerful ceremony and its astounding success. Months go by, and the emissary finally returns. He meets with the elders and tells of his trip to the other village. He reported that those elders were most accommodating upon his arrival and seemed quite puzzled at his query of their magical rain dance. "Yes," the town elder told him, "Our rain dance works every time and has for generations." "Please tell me the secret," pleaded the emissary. "It's quite simple," said the elder, "We just dance until it rains."

I remember once, as a boy, I was visiting my Aunt and Uncle for the weekend. They did not enjoy the luxury of city water but did have a well. A pump was attached to a hose spigot in the yard, and my Uncle asked me to fill a bucket. After several pumps and no water, I yelled to him that the well must be broken. He chuckled and told me to keep pumping, heading my way. When he joined me, he asked if I was done, and I said yes, the well was certainly out of water. He took over where I had left off, and after just a few more pumps, the water started flowing. I had clearly stopped dancing.

As I pen this last President's article, I started to think of other times where I didn't stop pumping just before the reward, where I had indeed danced until it rained. When I was a teenager, I decided I needed to learn to ride a unicycle. I knew a friend of mine had one, so I asked him to just show me how he got up on it and started to ride. He showed me. It looked easy, so I walked it home with thoughts of about a half-hour of practice, and I would just ride it back to him. After about 9 hours and dozens of scrapes, scratches, and bruises later, I could ride from one tree to the other in my front yard. A couple of hours after that and I could ride down the block. I kept dancing that day.

Other examples from growing up include learning to juggle or solving a Rubik's cube, both tasks I attacked with the same attitude, not stopping until I succeeded. Both tasks were also several hours, but I kept dancing. I'm sure that you have some of those same examples in your past where you kept at it until it was done, whatever it was. Maybe it's something in the athletic arena, maybe it's something academic, or maybe it's something nerdy like my examples. You know how to dance, we all do.

How many times have you or I embarked on a business building endeavor, whether it be a mailing campaign, a sphere of influence program, social media marketing, prospecting a farm area, or some other sort of marketing to increase our production or efficiency? How many times have you or I decided to give up that program because the results weren't as expected? What if just a few more calls, postcards, emails, or open houses would have gotten what we wanted? Like a few more pumps on the well... How long did we dance? Not long enough.

I want to express my gratitude to so many people who have helped make this year a truly fantastic year to be here. The staff at OABR, in my opinion, is second to none and has always been there for all my questions or requests, no matter how mundane or crazy they are. I think **Donna Shipley** has a ringtone for my calls that says, "Warning, crazy idea or question alert." But she handled them all with grace, efficiency, and competence, and always with an upbeat and wonderful attitude. Thanks, Donna!

Currently, we are at an all-time high for membership in OABR. With that comes a lot of extra hours needed to manage so many agents and affiliates. Over the last year and a half, there have been many changes – more than any since I've been a REALTOR® – and **Doug Rotthaus** and his staff have handled them with grace. We are in good hands as we move into the future of our businesses and our Board.

Speaking of moving forward, your 2022 Executive team of **Megan Bengston**, **Crystal Archer**, and **Denise Poppen** will carry us all into the next year with confidence. I am excited to see us grow, not just in numbers but the betterment of our industry, and these three incoming Officers are second to none, in my opinion.

It indeed has been a pleasure being your Omaha Area Board of REALTORS President over the last year. I thank you for the opportunity.

Keep dancing my friends,
Bill



#1190R

COUNSELING HOMEBUYERS WITH MINIMAL FUNDS

EARN 3 HOURS OF CONTINUING EDUCATION

Thursday, August 26th, 2021
8:30 AM - 12:00 PM
OABR Education Center

Topics for discussion include: FHA, VA, Rural Development & Conventional Reviews; Building the Relationship; Nebraska Investment Finance Authority Presentation & REALTOR® Certification; Local Downpayment Assistance Programs; and How \$1,000 Buys a Home

REGISTER NOW AT IMS.OABR.COM

\$25 PP / PROCEEDS TO OABR FOUNDATION

MEMBERSHIP LUNCHEON

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An update from our Suburban Mayors

8.12.21



11 – 1PM

CHARLIE'S ON THE LAKE

4150 S 144TH ST, OMAHA



Bellevue
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\$20 LUNCH INCLUDED

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Bennington
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Earn 1 Hour of Commission Approved Training

INCOMING OFFICERS

Omaha Area Board of REALTORS®

2022 BOARD OF DIRECTORS

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Megan Bengtson

President-Elect

Crystal Archer

Secretary/Treasurer

Denise Poppen

2022 Directors

Brad Fricke

Angel Starks

2023 Directors

Denise Poppen

Jessica Sawyer

2024 Directors

Jill Anderson

Ashley Livengood

Dakotah Smith

Ex-Officio Directors

Bill Swanson
(Past President)

Dakotah Smith
(MLS)

Jonathan Jameson
(Affiliates)

Chrissy Cameron
(Women's Council)



2022 PRESIDENT: MEGAN BENGSTON

Megan Bengtson has been a member of the Omaha Area Board of REALTORS® for 15 years and is a Nebraska Realty Sales Associate. While at Nebraska Realty she has been one of their top agents and was honored to receive their highest award, The Renee Lampman Service Award in 2013. She has been actively involved in the industry. She has earned her CRS and GRI designations. She is served as chair for OABR Young Professionals Network and the past President and past Regional Governor for the Women's Council of REALTORS®. She is also actively involved in the Nebraska CRS Chapter, License Law committee, Nominating committee. She is currently on the Nebraska REALTORS® Association Board of Directors and the Secretary/Treasurer for the Omaha Area Board of REALTORS®. Megan graduated from the University of Nebraska-Lincoln with a Bachelor of Arts and Sciences Degree. When she is not working, she enjoys spending time with husband and two daughters, Emma and Cameran along with their dog Cooper. She also loves to spend time at the lake with family and friends while enjoying a glass of wine.



2022 PRESIDENT-ELECT: CRYSTAL ARCHER

Crystal Archer joined PJ Morgan Real Estate in 2013 as an already successful REALTOR®, and her feats continue to rise. Whether it's renting, buying, selling or negotiating, no task is too big or too small. You can rest assured she'll apply the same determination and focus every time. Crystal knows the ins and outs of both the residential and commercial markets, providing trusted advisement no matter what. She's a stickler for detail and will make the process seem effortless. She's lauded for her professionalism, knowledge and expertise in the industry. Crystal's drive and influence in the industry most recently awarded her the 2019 Midland's Business Journal 40 Under 40 Award. Prior to that, she served as the 2017 Omaha Area Board of REALTORS® Education Forum Chair and the 2016 President of the Women's Council of REALTORS® Omaha chapter.



Sharing mental wealth is also important to Crystal. She acts as a volunteer and leader with various other associations in the Omaha area. Combined with her Bachelor's in Business Administration from Kansas State University, it's no wonder she's on a successful path.

2022 SEC/TREASURER: DENISE POPPEN

Denise Poppen began her Real Estate career in 2000 at BJ Brown as an unlicensed assistant on a team. She moved with her team to Prudential Ambassador, now Berkshire Hathaway HomeServices RE and became licensed in 2001. Branching off on her own in 2009 she started to become involved with the OABR and has been serving on many committees since. Denise was the Women's Council of Realtors Omaha 2019 President and is currently serving as their Nebraska State Governor. She has been awarded the Outstanding Service Awards in 2017 from WCR, 2018 from Berkshire, 2019 from OABR as well as received the WCR 2019 Realtor of the Year. She is very active with many charities including being a TeamMates Mentor. Denise's husband Bill, daughter Amy, son Adam and step son Brett are a huge support. She enjoys golf, bowling and traveling with Bill, her family and friends.



NEW DIRECTORS

2024 DIRECTOR: DAKOTAH SMITH

Dakotah Smith is a Redfin Designated Broker, responsible for running Redfin's sales operations in Nebraska, Iowa, & Memphis, TN. Dakotah is a University Adjunct Professor at UNO teaching Real Estate Law, a Douglas County Planning Commissioner, sits on the Board of Directors for both the GPRMLS INC & GPRMLS LLC, and holds the designation of Graduate, Realtor Institute (GRI). At OABR, Dakotah has been an active member of the OABR & NRA Government Affairs Committees since 2015, and served as Vice Chair of the MLS Users Group in 2019. Prior to a career in real estate, Dakotah worked in Washington, DC on both federal and state legislative advocacy and political campaigns. He serves as a volunteer firefighter/EMT at Waterloo Vol. Fire Department, as President of the Pacific Ridge HOA, and in 2016 served as the Realtor Board Member of 'Citizens for a Safer Douglas County', supporting the successful public safety bond issue that year. Dakotah grew up and went to school in Austin, TX, but got to Omaha as fast as he could after meeting his wife Mary, an Omaha-native, in Washington. They have two young girls and like to travel to the extent that the little ones allow.



2024 DIRECTOR: ASHLEY LIVENGOOD

Ashley Livengood entered into the Real Estate business in 2014 on the Burrows Tracts Team under Deeb Realty and then followed team leader, BJ Burrows, as he started a brokerage of his own. Ashley is now an Associate Broker for Burrows Tracts Real Estate. She has been actively involved in the industry throughout her career. Currently, she is serving as the Great Plains MLS Users Group Chair as well as a member of the Nebraska REALTORS® Association Committees: License Law, PEP, and Governmental Affairs. She has served as the Women's Council of REALTORS® - Omaha as President in 2020, President-Elect in 2019, and Membership Director in 2018. She holds the GRI and PMN designations, the AHWD Designation, and has completed C2EX. Ashley enjoys being outdoors with her husband, James, and their two pups, Lumen and Lennox. They love to travel and enjoy lake time with family and friends.



OTHER DIRECTORS



BRAD FRICKE
2022 DIRECTOR



ANGEL STARKS
2022 DIRECTOR



JESSICA SAWYER
2023 DIRECTOR



JILL ANDERSON
2024 DIRECTOR



DAKOTAH SMITH
EX OFFICIO (MLS)



BILL SWANSON
EX OFFICIO (OABR
PAST PRESIDENT)



CHRISSEY CAMERON
EX OFFICIO
(WOMEN'S COUNCIL)



JONATHAN JAMESON
EX OFFICIO
(AFFILIATE COUNCIL)



JOIN US FOR THE 136TH
OMAHA AREA BOARD OF REALTORS®

INSTALLATION & AWARDS BANQUET

IN HONOR OF
INCOMING 2022 PRESIDENT

MEGAN BENGTON

SEPT 9 2021

5:30 PM - CASH BAR & HORS D'OEUVRES
7:00 PM - PROGRAM

KIMPTON COTTONWOOD HOTEL
302 S. 36TH STREET

REGISTER AT:
OMAHAREALTORS.COM/INSTALLATION

RPAC RIVER CITY STAR



CERTIFICATIONS & DESIGNATIONS

Gary Baumer, eXp Realty - Commitment to Excellence (C2EX)

Paula Commers, Nebraska Realty - Pricing Strategy Advisor (PSA)

PERSONALS

Condolences to:

- Dick Hoback & Joni Craighead**, Nebraska Realty, on the recent passing of their brother/brother-in-law
- Dave Kenney**, Nebraska Realty, on the recent passing of his brother
- Cheryl Japp**, Nebraska Realty, on the recent passing of her father
- Denise Poppen**, BHHS Ambassador Real Estate, on the recent passing of her brother
- Candice Watkins**, Unity Real Estate, on the recent passing of her brother-in-law
- The friends and family of **Jeanean Morris**, Hike Real Estate, on her recent passing

Congratulations to:

- Scott & Melanie Seeber**, Nebraska Realty, on the recent birth of their baby girl



**HAVE SOMETHING
YOU WOULD LIKE
TO SHARE?**

Contact us at:

Jodi@OmahaREALTORS.com



Ericka Heidvogel
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MEMBERSHIP REPORT

See the full membership report at:
OmahaREALTORS.com/membership-report

JUNE ACTIVITY	MO	YTD
New REALTOR® Members	29	205
Resignations	14	90
MEMBERSHIP (As of July 1)	2021	2020
Designated REALTORS®	200	197
REALTOR®	2958	2826
REALTOR® Emeritus	74	74
TOTAL REALTORS®	3279	3131
Institute Affiliate	71	69
Affiliate Full Members	172	188
Affiliate eKey Only	162	163
TOTAL AFFILIATES	416	431



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OABR GOLF OUTING

HOSTED BY THE AFFILIATES COUNCIL



**WEDNESDAY,
SEPTEMBER 29, 2021**

**CHECK IN: 10 AM
SHOTGUN START: 11 AM**

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**\$100 / PLAYER INCLUDES:
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AND FUN!**

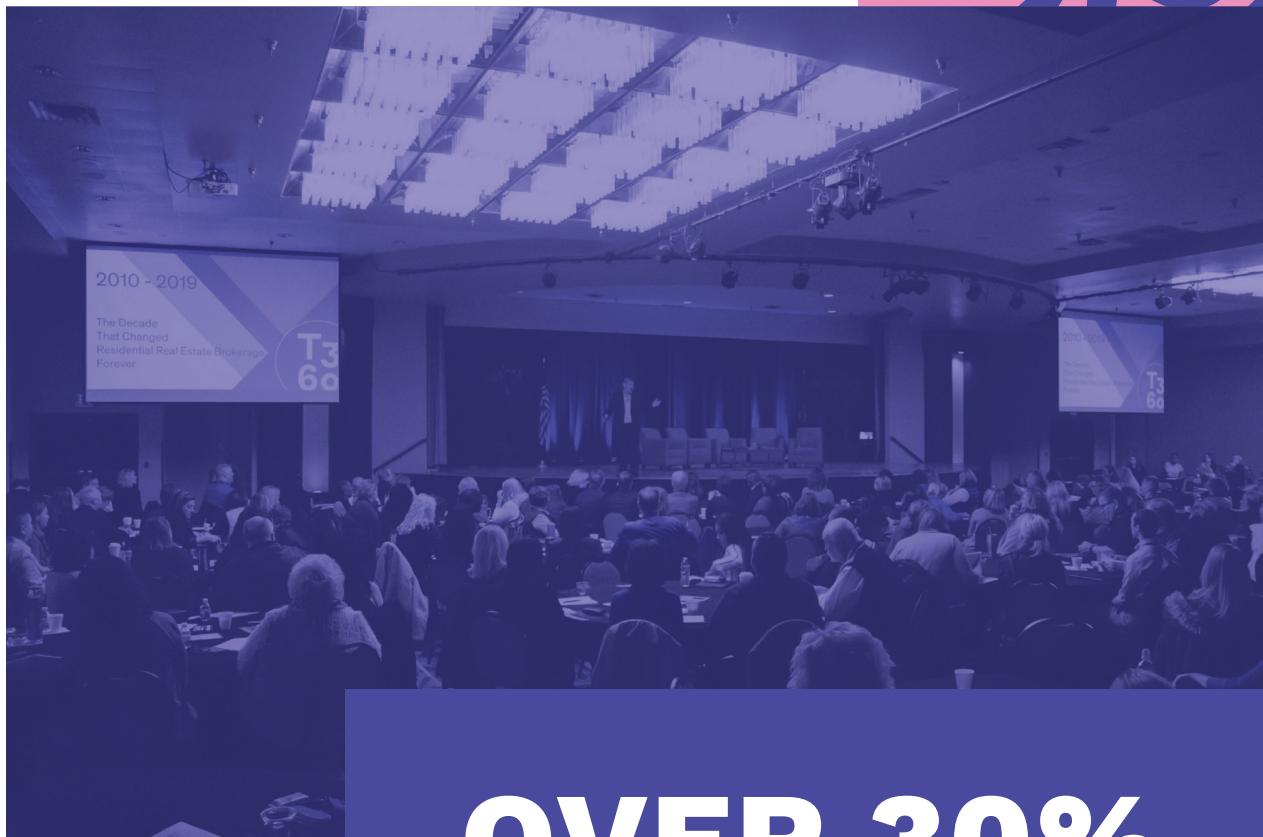
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2022 RECHARGE



OVER 30% SOLD OUT!

02.16.22

EMBASSY SUITES LAVISTA

There's only 500 tickets for the 2022 REcharge and over 30% of them are SOLD OUT! This is going to be the biggest and best REcharge you've seen yet, so don't delay... Get your tickets now!

RECHARGENEBRASKA.COM



KATIE LANCE

Katie is the CEO and Co-Founder of Katie Lance Consulting. For the past 10 years, Katie has been working with real estate agents and brokers to help them get smarter about how to use social media to grow their business. She is the author of the best-selling book, #GetSocialSmart and the founder of #GetSocialSmart Academy. Katie has been named one of the most 100 influential people in real estate by Inman News and is frequent contributor to The Huffington Post.

9:00 am - 9:50 am | The Art of Social Media Storytelling

GUS GUSTAFSON

Gus had dreams of being the next Nebraska Husker I back and then on to the NFL. Then, came a tragedy. He suffered a horrible farm accident at the age of 9. The question was "How would he respond?" Gus has since started three companies, bought a company and turned it around, and spent his last 20 years traveling North America sharing his passion for people and life. His love for life, passion for people, and determination to make a difference will be evident.



12:30 pm - 1:20 pm | Turn Your Setbacks into Comebacks



DARRYL DAVIS

Darryl entered into real estate part-time at the age of 19. He went on to become a Top Producing Salesperson averaging six transactions per month. Later, he became a licensed broker, and as a manager, Darryl had the #1 listing and selling office within its first six months of operation. Darryl founded The Power Program®: a real estate coaching and marketing platform to help agents transform their careers, succeed with more ease, and average an increase of more than \$33,000 in revenue.

3:30 pm - 4:30 pm | How To Design a Career & Life Worth Smiling About





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AFFILIATE SPOTLIGHT

DEFINING THE VA FUNDING FEE

BY KATIE LIEFFERS, VETERANS UNITED HOME LOANS

We've all heard about it – but what exactly is the VA funding fee, and why does it exist?

The VA funding fee goes directly to the Department of Veterans Affairs and helps keep the VA home loan program going for future generations of Veterans and service members.

The VA funding fee percentage varies based on the borrower's length of service, the type of loan they are using, and how many times they've used their VA home loan benefit.

Unless the Veteran or service member is receiving disability compensation for a service-connected disability or has received a purple heart, all VA borrowers pay the VA funding fee.

For first-time purchases and cash-out refinances, the funding fee is 2.3% of the loan amount. For every purchase or cash-out refinance that follows, the VA funding fee

percentage increases to 3.6% for all borrowers. It's possible to finance the VA funding fee into the loan, or even ask the seller to pay it. If you have additional questions, contact Katie for more information!



Veterans United[®]
Home Loans



KATIE LIEFFERS
VETERANS UNITED HOME LOANS
402.813.2551
katie.lieffers@vu.com





Why did you join Women's Council of REALTORS® and why do you stay?!

My answer, as I'm sure I've already told you, was that I was forced into Women's Council against my will... :) Just kidding, but really I didn't think twice about joining when I was introduced to Women's Council in 2014 fresh off my Real Estate test and 7 months into my first pregnancy! To me, the Women's Council of REALTORS® organization and Real Estate go hand in hand.

Our board members got together in July after our monthly Board Meeting to chat more about Women's Council and why we are part of this fabulous community, what we've got out of it so far and why we plan on staying involved. With the help of the extremely talented Matt Bills with Get it Sold Listing Services and the fabulous studio at the Dundee location of BHGRE we were able to get our thoughts and experiences on video. We are looking forward to sharing the fantastic videos we made with our members and can't wait for all the amazing things we still have in store for 2021!

Join us for our next Lunch August 5th at Champions where we will focus on REALTOR® Safety. Learn more about how to defend yourself with Nancy Scott from Definitely A Must LLC and get a quick update on the local safety initiatives with our OABR Safety Chair, Deda Myhre, (who just so happens to be a Women's Council past president!)

Thank you to all our members for your support and engagement in all things Women's Council.

- Jen Monjas, President

August 5th Lunch Event: REALTOR® Safety at Champions

THANKS TO OUR DOUBLE DIAMOND SPONSORS FOR YOUR SUPPORT



FULFILL YOUR CODE OF ETHICS REQUIREMENT!

The National Association
of REALTORS® requires
completion of ethics training by
all members every two years.

**The next deadline is
December 31, 2021.**

Sign up for REALTOR®
Party Mobile Alerts

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GO-ASHI Greater Omaha Chapter American Society of Home Inspectors

The Mission of ASHI is to set and promote
standards for property inspections and to provide
the educational programs needed to achieve
excellence in the profession. The members of
GO-ASHI promote this mission through continued
education provided at our monthly meetings.



Current Membership

Jon Vacha ACI (President) - Home Standards Inspection Services
Tim Krof ACI (Vice President) - Home Standards Inspection Services
Steve Marten ACI (Treasurer) - Homespec Property Inspections
Mike Frerichs ACI (Secretary) - Home Buyers Protection Co
Ahlers, Chad ACI - Cornerstone Property Inspections
Byrd, Mark ACI - Accurate Building Inspection
Carney, Dominic - Home Buyers Protection Co
Crnkovich, Rick ACI - Heritage Home Services, Inc
Duckett, Steve - Midwest Inspection & Testing, LLC
Eggenburg, John, ACI Surehome Inspection Services
Fisher, Jessie - Home Standards Inspection Services
Gaskin, Paul, ACI - Gaskin Property Inspections
Pachunka, Paul - Home Standards Inspection Services
Petersen, Bret ACI - Home Buyers Protection Co
Ruel, Forrest - Home Standards Inspection Services
Simmerman, Brent ACI - Midlands Home Inspections, Inc
Vacha, Steve ACI - Home Standards Inspection Services
Les Wallace - Advanced Building Inspections

Check out our website! www.ASHIomaha.com
*ACI denotes ASHI Certified Inspector



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Committees!



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These volunteers
filled 976 backpacks
for the Food Bank
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An advertisement for "my insurance". It features a dog wearing yellow sunglasses and a yellow rubber duck floating in water. The text "DOG DAYS of SUMMER" is written in large, white, hand-drawn style letters. The "my insurance" logo is in the bottom left, and the Trusted Choice logo is in the bottom right. The Trusted Choice logo includes the text "INDEPENDENT INSURANCE AGENTS".

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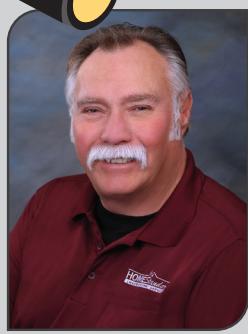
IT'S TIME TO PAY ANNUAL DUES! Due August 15



Dues statements for the 2021 fiscal year are now being mailed. Member dues must be paid by August 15, 2021 or a 10% late payment fee will be assessed. Payments can be made online at OmahaREALTORS.com by using your MLS login ID and password. Specific instructions are located on the back side of the dues statement. REALTOR® dues are collected for all three levels of the REALTOR® organization.

OMAHAREALTORS.COM

INSPECTOR SPOTLIGHT



Forrest Ruel
ASHI certified &
InterNachi certified
Home Inspector



Forrest has been with Home Standards since 2017 and has quickly become one our most requested inspectors. We asked Forrest some questions:

Tell us about your family.
I have been married 27 years, have six children, 12 grandchildren, four great grandchildren, and two dogs (Auggie and Jax).

What do you like to do for relaxation or fun?
In my free time, I like camping and fishing with the family and friends. I also like watching a good movie.

How does your background or past experiences help you excel as a home inspector?

Working in the home and commercial industry with roofing installation and repair;

electrical, plumbing, building construction, remodeling, repairing of residential and Commercial Properties has given me a solid foundation of understanding of the building components and installation.

Being an ASHI and InterNachi certified inspector is a benefit for me professionally, by giving me the knowledge that keeps me sharp through the continued education. A home buyer benefits from knowing continued education is a strong part of the ability to perform a quality inspection.

What do you enjoy about home inspecting?

I really enjoy helping potential buyers make an informed decision based on the findings of the home inspection.



RECENT REVIEW

"I needed to get an inspection done on a house that I am purchasing. I have never bought a home before. Forrest was very patient and took the time to explain everything to me but never in a way that belittled me. I cannot say enough wonderful things about him! Thank you for making this process very smooth! I appreciate it!"

– Chelsea C

CELEBRITY HOMES

Homes • Villas • Townhomes



Sherri Daly



Ericka Heidvogel



Shelley Hourigan



Brooke Johnson



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REALTORS® RELIEF FOUNDATION ANNOUNCES 20TH ANNIVERSARY CAMPAIGN

JUNE 28, 2021

The REALTORS® Relief Foundation was created in the immediate aftermath of September 11, 2001, with the belief that no American should be left homeless because of a terrorist attack or natural disaster. Realtors® raised \$8.4 million within 100 days of the attacks, and in the years since have raised and disbursed tens of millions in additional funds to the victims of hurricanes, floods, wildfires and other disasters. As the nation marks two decades since 9/11, RRF is commemorating its 20th anniversary by launching Hope Rising, a campaign designed to ensure the Foundation can respond to disasters as quickly and effectively as possible.

"Today, almost 20 years after its founding, the REALTORS® Relief Foundation continues to respond to the nation's biggest disasters, ensuring Americans have a roof over their heads and a place they can call home even in the worst of times," said NAR President Charlie Oppler, a Realtor® from Franklin Lakes, N.J., and the CEO of Prominent Properties Sotheby's International. "RRF embodies a history of giving back and a future of paying it forward, and as it is called upon with increasing frequency to respond to natural disasters, the role it plays becomes even more critical."

With major natural disasters in the U.S. becoming more common, RRF has been forced to intensify its focus on sustainability for the years ahead, particularly as it is currently distributing funds almost as quickly as they are received. Hope Rising is part of a deliberate effort to better position RRF for the next 20 years, formally shifting its fundraising efforts to a more proactive model.

When a major disaster occurs, RRF mobilizes its outreach efforts and turns to NAR members and other constituents for support. New goals set as part of Hope Rising will help maximize the impact the Foundation can have on communities and people in need by ensuring it has the resources it needs to respond to any disaster at a moment's notice.

"As we commemorate the RRF's 20th anniversary, we have a bold vision to 'never say no' to a victim in need," said RRF

President Michael Ford, who noted the Foundation has already raised more than \$4 million of its \$8.5 million campaign goal. "The goal of our 20th Anniversary Campaign is to ensure that we are able to immediately respond and protect people in a time of need, and I'm confident that we'll be successful."



Realtor.com®, which is a Founders Club-level supporter of the Foundation's 20th Anniversary Campaign, was RRF's first corporate investor in the real estate industry. "At realtor.com®, home means everything," its CMO Mickey Neuberger said. "We express that value in our site experience through tools like Flood Factor™ that help people better assess flood risks to neighborhoods and homes, and by supporting programs like the REALTORS® Relief Foundation, which sends hope and help to those in need during times of crisis. Recent crises like the winter storm in Texas and flooding in Tennessee underscore the need to help communities and homeowners get back on their feet after these life-changing events, and we are proud to stand with NAR, its members and the REALTORS® Relief Foundation as part of our ongoing commitment to bringing people home."

With 100% of its administrative costs covered by NAR, every dollar donated to RRF goes directly to disaster relief efforts. To date, funds have been used in response to some 105 events across 40 U.S. states and territories, helping 17,000 families with housing-related financial assistance.

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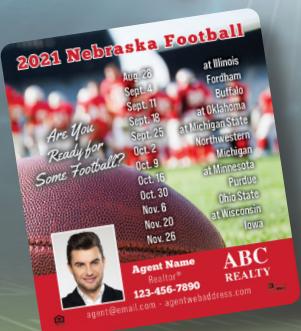
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