



OFFICIAL PUBLICATION OF THE ASPEN BOARD OF REALTORS®

Aspen REALTOR®

MARCH 2018

V4 N03

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Our **MISSION** is to serve our members by providing programs and services that empower them to conduct their business successfully with integrity and competence.

aspenglenwoodmls.com



Jackson
Horn
2018 Chair



Dear Members,

AGSMLS ANNUAL SHAREHOLDERS MEETING UPDATE

Did you know that we have our own public facing MLS Database? aspenglenwoodmls.com.

This site was produced to help your future clients find YOU...local, qualified real estate offices, REALTORS®, and the most accurate and up to date listings and local information from Aspen to Glenwood Springs and beyond. The **Aspen Glenwood MLS** is your regional MLS focusing on providing real estate resources for the Roaring Fork Valley.

Annually, the board of directors of the Aspen and Glenwood Springs Boards get together for a **MLS Shareholders Meeting** to discuss the direction of the MLS System in depth, and the **MLS Board** meets monthly, to research new MLS technology and tools, to review the budget and to fine tune the integrity of the database.

The following key points were discussed this year: Keeping up with the pace of current real estate technology, what threats do we need to be more aware of, how can we continuously improve AGSMLS's value proposition and odds for survival into the future, what alternative business models are available for consideration and which ones, if any, should AGSMLS research and understand during this time?

There are many forces at work which do not share our common values and views about the future for organized real estate. The Shareholders strive to assess where we are and to investigate all feasible business models on behalf of the member/users. Their goal is to continue to keep the REALTOR® at the center of the transaction and to provide a state of the art technology tool to accomplish this goal. The MLS Committee's goal for the MLS system is simple: **Make Listings Successful**.

Your input is always welcome. Here's to your continued success,

Jackson



Annual MLS Strategic Planning Meeting

CALENDAR OF EVENTS

MARCH
APRIL
2018



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**BASALT
CARAVAN**

MARCH
28
APRIL
11

9:30 – 11:30

**SNOWMASS
CARAVAN**

APRIL
4, 18

9:30 – 11:30

**ASPEN
CARAVAN**

MARCH
29
APRIL
5, 12, 19

9:30 – 11:30

*Caravans will not take place on Spring Tour Dates

**APR
12**

2018 CREC Annual Update

With John Wendt @ Inn at Aspen

**APR
12**

Colorado Contracts & Forms Review

With John Wendt @ Inn at Aspen

**APR
19 & 20**

Seller Representative Specialist

with Adorna Carroll @ Inn at Aspen

**APR
23, 26, , 30**

Spring Tour

**MAY
2**

Board of Directors Meeting

@ ABOR Office

**MAY
2 & 4**

Spring Tour



SAVE THE DATE:

May 8th

**Resort and Second-Home Property
Specialist with Holly Mabery**

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News in the Roaring Fork Valley of Particular Interest to the Real Estate Community

Aspen

Downtown Building Sells for \$28 Million

Nearly half a block's worth of downtown commercial space that has mostly sat vacant since being completed two years ago sold for \$28 million to a Florida real estate company, the Aspen Daily News reported....[MORE](#)

New Tenant Approved for Wheeler Opera House Space

Aspen City Council officially approved what could be a 15-year lease with a new operator for the restaurant space in the Wheeler Opera House, the Aspen Daily News reported....[MORE](#)

Real Estate Still Going Strong

Properties selling for \$2,000 a square foot are no longer a novelty; they the norm according to real estate transactions in 2017, the Aspen Daily News reported....[MORE](#)

City Extends Summer Bus Hours

In its dogged pursuit to get people out of their cars and reduce traffic in town, Aspen City Council agreed to extend summer bus service an extra month, the Aspen Times reported....[MORE](#)

Snowmass

Snowmass Mountain Club to Debut Next Winter

Aspen Skiing Co. recently announced its new Snowmass Mountain Club that will open mid-November in conjunction with the Base Village plaza, Limelight Hotel and Buildings 4 and 6, the Snowmass Sun reported....[MORE](#)

Snowmass Residents Split on Pot Shops

A simple majority of the Snowmass community feels that pot shops should be prohibited in the village, according to the results of the town's recent marijuana survey, but the margin, is minor, the Snowmass Sun reported....[MORE](#)

Basalt

Basalt Retail Sales Surge

Basalt's retail sales climbed 6.2 percent in 2017 over the prior year and the town's sales tax collections soared past \$5 million for the first time, the Aspen Times reported....[MORE](#)

New Cell Tower Coming to Basalt

Cell phone service in the midvalley near Basalt is notoriously bad, and Verizon Wireless has applied to the town of Basalt for a permit to construct a tower designed to fix it, the Aspen Times reported. But the company doesn't have a timeline yet for the project....[MORE](#)

Carbondale

BLM Formalizes Prince Creek Trails

Some popular mountain biking and running trails along Prince Creek Road south of Carbondale were legalized while others will be rerouted and a handful will be closed in a decision made Monday made by the Bureau of Land Management, the Glenwood Springs Post Independent reported.

The conclusions were reached after studying the 112-acre Haines parcel. About 4 miles of existing single-track was authorized while more than 4 miles of new single-track trail was approved. About 2 miles of trails will be closed because portions trespass on private property.

Glenwood Springs

Apartment Project Approved

A 79-unit apartment project planned for a 6-acre site on the hillside north of the Walmart store in south Glenwood Springs won City Council's nod of approval, against the objections of neighbors, the Aspen Times reported....[MORE](#)

Pitkin County

Ikon Pass Price and Benefits Announced

The much-anticipated Ikon Pass from the newly formed Alterra Mountain Co. will cost \$899, offering unlimited access to a dozen resorts including Steamboat and Copper in Colorado and SquawAlpine and Mammoth in California, as well as seven days of skiing each at premium destination partners including Aspen Skiing Co.-owned mountains, Jackson Hole and Alta/Snowbird....[MORE](#)

Aspen and Pitkin County Mull Housing Authority Split

Aspen City Councilman Adam Frisch won support from his colleagues to pursue the possibility having the city take over governing the affordable housing program and let Pitkin County out of a decades-long partnership, the Aspen Times reported....[MORE](#)



ASPEN BOARD OF REALTORS®

The Voice For Real Estate In The Roaring Fork Valley

Thursday, June 7th, 2018

5:00 pm to 8:00 pm

Kickoff to Summer Pre-Party



IT'S TIME TO
THINK ABOUT

Golf!

Friday, June 8th, 2018

34th Annual REALTOR® Golf Classic Scholarship Tournament



Kick-Off to Summer Celebration - Join us at Shlomo's from 5pm-8pm on Thursday, June 7th, for an evening of bidding on live & silent auction items, libations, fun, good food and networking. If you have a great item or service to donate, please use the ***Sponsor and Donation Form*** or the ***Silent Auction Form***. Register for the Pre-Party today!

34th Annual REALTOR® Scholarship Classic - Join us for a beautiful day at the Snowmass Club Golf Course on Friday, June 8th, supporting our kids & giving back to our community! Watch the 2017 REALTOR® Classic Golf Video by clicking the link provided.

Sponsorship Opportunities Still Available! Please join our generous sponsors in supporting this event.

Your continued support and participation is truly appreciated!

[Click here](#) for the Sponsorship & Donation Form

[Click here](#) for the Team & Player Form

[Click here](#) for the Silent Auction Donation Form

[CLICK HERE](#) for the 2017 Golf Video.



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Professional Development Calendar



John Wendt III
CBMM

2018 CREC Annual Update

This course is presented without modification as required by the Colorado Real Estate Commission (CREC).

April 12th | 8:30am-12:30pm | 4hrs CE | Limelight Hotel

[Click Here to Register](#)

Colorado Contracts & Forms Review

This course will review the Contract to Buy and Sell Real Estate.

April 12th | 1:00pm-5:00pm | 4hrs CE | \$50 | Limelight Hotel

[Click Here to Register](#)



Adorna Carroll
Dynamic Directions

Seller Representative Specialist

This 2-day Designation Course is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. This course provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's marketplace.

April 19th & 20th | 8:30am-4:30pm | 14hrs CE | \$249/\$279 after 4/1 | Inn at Aspen [Click Here to Register](#)



Michael Moran
Pillar to Post

Mold in the Home

This course will teach you: Some of the characteristics of mold, how it grows and sources, how to control mold, methods of cleaning it and remediating, and how to put this into perspective for a client.

May 17th | 9:00am-10:00am | 1hrs CE | Free | ABOR

[Click Here to Register](#)



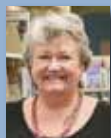
Holly Mabery
Realty ONE Group

Resort and Second Home Property Specialist

The RSPS is a hands on look at working with buyers & sellers in this speciality market. This class helps break down how to work with both investors focused on their bottom line and families looking for recreation. This 1-day course will add tools to your tool box and provide strategies to enhance and grow your business.

May 8th | 8:30am-4:30pm | 7hrs CE | \$150/\$175 after 4/17 | Inn at Aspen

[Click Here to Register](#)



Adrian Rippey-Sheehy
Professor of Real Estate

New Member Orientation & Code of Ethics

This is a mandatory (free) new member orientation, followed by a 3-hour Code of Ethics course & MLS training.

May 22nd | 9:00am-1:00pm | 3hrs CE | Free | ABOR

Code of Ethics

REALTORS® are required to complete an ethics training within two-year cycles. A new two-year cycle began January 1st, 2017. The deadline for this cycle is December 31st, 2018.

May 23rd | 9:00am-1:00pm | 3hrs CE | \$40 | ABOR

[Call ABOR to Register](#)



Cheryl Lacy
Independent Director

S.O.L.D. Safety Class (Situational Awareness, OODA Loop, Leveling the Playing Field, Deciding to Win)

Agents who take this course will learn how to pay attention to and monitor their surroundings in a calm and relaxed manner. This class will teach agents to reduce their vulnerability, to protect both themselves and their clients.

May 24th | 9:00am-11:00am | 2hrs CE | \$20 | ABOR

[Call ABOR to Register](#)



Noah Jones
CTM Software

Intermediate CTMe Contracts Class

This is an intermediate level course reviewing CTMe Contracts.

May 30th | 10:00am-12:00pm | 2 hrs CE | Free or \$20 with CE Credit | ABOR

[Click Here to Register](#)

Advanced CTMe Contracts Class

This is an advanced level course reviewing CTMe Contracts.

May 30th | 1:30pm-3:30pm | 2 hrs CE | Free or \$20 with CE Credit | ABOR

[Click Here to Register](#)



Scott Peterson
General Counsel for CAR

10 Legal Things for REALTORS®

This course is an overview of the top 10 legal things currently impacting real estate licensees.

June 21st | 1:00pm-3:00pm | 2hrs CE | \$35 | Inn at Aspen

[Click Here to Register](#)

The Aspen Board of REALTORS® Presents:

Seller Representative Specialist

Instructor: Adorna Carroll



Thursday, April 19th & Friday, April 20th ~ Cost: \$249/\$279 after April 1st



Adorna Carroll
Dynamic Directions

14 Hours of CE Credit

April 19th ~ 8:30am-12:30pm & 1:00pm-4:00pm

April 20th ~ 8:30am-12:30pm & 1:00pm-4:00pm

SRS is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. This designation course provides a comprehensive foundation of skill development, training and resources to help real estate professionals represent the interests of sellers in today's marketplace.

Location: Inn at Aspen
[Click Here to Register](#)

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The Aspen Board of REALTORS® Presents:
Resort and Second-Home Property Specialist



Instructor: Holly Mabery



Tuesday, May 8th ~ 8:30am-4:30pm ~ Cost: \$150/\$175 after April 17th



Holly Mabery
Realty ONE Group

7 Hours of CE Credit

This RSPS Designation Course is a hands on look at working with buyers & sellers in this speciality market, instructed by Holly Mabery. We are selling a lifestyle and a potential investment.

This class helps break down how to work with both investors focused on their bottom line and families looking for recreation. Two different purposes in one location. This 1-day course will add tools to your tool box and provide strategies to enhance and grow your business.

Location: Inn at Aspen
[Click Here to Register](#)

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From Left: Kurt Beereboom-Title Officer, Julie Morrah-Manager, Jenny Luu-Escrow Officer and Amanda Libra-Escrow Assistant

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WHAT'S TRENDING



2018 Annual Market Update

ABOR'S 2018 ANNUAL MARKET UPDATE LUNCHEON

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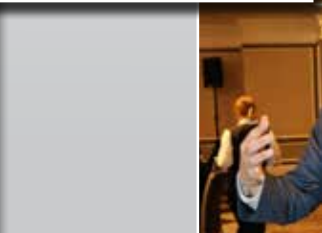


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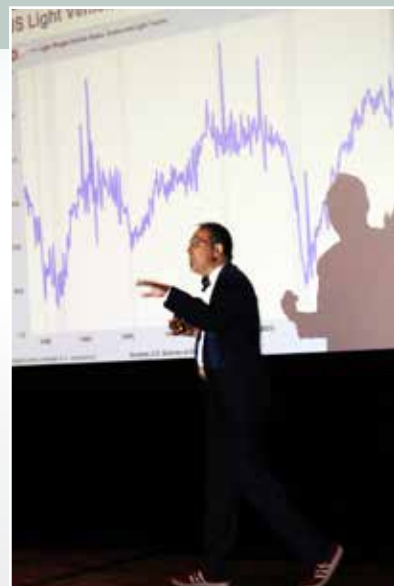
[CLICK HERE](#) to view Elliot Eisenberg's slide presentation.

[CLICK HERE](#) to view Randy Gold's slide presentation.





Luncheon





WHAT'S TRENDING



ASPEN BOARD OF REALTORS®

The Voice For Real Estate In The Roaring Fork Valley

The Age of Austerity Is Over

Elliot Eisenberg, Ph.D., GraphsandLaughs, LLC

When the Congressional Budget Office made its June 2017 forecast of our fiscal future, it projected a deficit of \$689 billion in FY2019. The deficit is now poised to be \$1.2 trillion, a dramatic and profound change that is hard to overstate. One major reason for the growing deficit is that the GOP tax cut that passed in late December is estimated to reduce revenue by \$1 trillion over the next decade, even after pro-growth economic effects are factored in. The other reason is the budget deal passed by Congress in early February, includes \$300 billion in new spending over two years, along with \$90 billion in hurricane relief, fully financed by larger deficits.

This is a stark reversal from the years 2010 through 2016, when congressional Republicans insisted on spending cuts and the Obama administration insisted on raising taxes (by allowing some of the Bush administration tax cuts to expire). Those steps, combined with an improving economy, cut the budget deficit from almost 10% of GDP in 2009 to less than 2.5% in 2015. What does this abrupt fiscal change mean for the economy in the near term, medium-term and long-term?

In the near term, economic growth should be quite strong. No matter what assumptions are made, and which economic models are used, GDP growth over the next 18 to 24 months will be about half a percentage point higher than it would be absent these twin expansionary policies. After all, between tax cuts and the boost to spending, close to \$500 billion is being injected into the US economy over the next year! Even in an economy near full employment, this will boost growth and reduce the likelihood of a recession to a minimum.

In the medium-term, things are a bit murkier. The big question is whether the economy has room to grow without generating inflation -- and how the Fed will respond. With unemployment near 20-year lows, it is unknown how close the economy is to full employment. If it is close, inflation is likely to worsen. But if the US has more growth potential, due to more corporate investment in plant and equipment, reduced regulation, and more workers coming from the ranks of those that dropped out in years past, the Fed could raise rates more slowly, allowing the expansion to run longer

because inflation would be subdued. In addition, there is also fear that the Powell Fed will proactively raise rates too fast simply to prove its inflation-fighting-chops and needlessly cut short the current expansion.

In the long-run, the annual deficit is going to be worse than at any time other than during recessions or wars. This not only reduces the ability of the government to fight the next recession with a big dose of fiscal stimulus, but higher debt service costs are also a concern. And as interest rates rise because of the added borrowing, so too will interest payments. Lastly, there is also concern that government borrowing may "crowd-out" private sector borrowing. To the extent funds that can be borrowed are finite, and that is debatable, every dollar the government borrows is a dollar potentially not available for home mortgages or business expansion.

To conclude, in the short run, things look good. In the medium-term, the fear of inflation and the Fed's ability to let the data speak and not preemptively raise rates unnecessarily will determine how long the current expansion lasts. In the long-run, the government will have less room to maneuver when the next recession hits, and interest payments will consume a growing percentage of the budget, making budget battles on Capitol Hill more contentious and the need to find more revenue increasingly pressing.

Elliot Eisenberg, Ph.D. is President of GraphsandLaughs, LLC and can be reached at Elliot@graphsandlaughs.net. His daily 70-word economics and policy blog can be seen at www.econ70.com.





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Colorado Association of REALTORS®



Check out the latest Legal Bites, MIC Drop and other informative videos from CAR's collection. [Click Here](#) to View Legal Bites - #25 – Contract Blanks



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WHAT'S TRENDING



Palladium Properties Open House - Willits





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Tax Class by Reese Henry at ABOR



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Government Affairs Corner



Basalt Monitoring Supply/Demand of Affordable Housing Closely in 2018, List other Priorities

One of Basalt Town Council's highest priorities for 2018 will be assessing how the addition of hundreds of public- and private-sector affordable-housing units in the midvalley has affected demand. Last year Basalt added 46 rental units at El Jebel Mobile Home Park, 27 for-sale condominiums for teachers and 50 price-restricted apartments at Willits Town Center. The completion of the Roaring Fork Apartments next to Stubbies in Basalt this spring will add another 56 units of housing geared toward low-income households. That will boost the total affordable units coming online in 2017 and 2018 to 179 units.

In addition, Habitat for Humanity Roaring Fork is teaming with the Roaring Fork School District and Pitkin County to build 27 residences by Basalt High School. Stott's Mill is approved for a residential project that includes 25 deed-restricted affordable-housing units.

The Tree Farm project in El Jebel earned approval for a plan that includes 40 apartments with rent controls and 10 deed-restricted sale units. The project will include 150 units that will be reserved for sale to Roaring Fork Valley residents for the first 60 days after they come on the market. After that, any unsold unit can be offered on the free market. There will be no restrictions on prices of those 150 units but Eagle County contends they qualify as affordable housing.

Some members of town council are interested in measuring these developments have on demand now.

Councilman Gary Tennenbaum said a significant amount of affordable housing has been added to the midvalley mix. "We need a way to assess how that's impacting our needs," he said.

Other priorities listed at a recent council meeting included:

- Looking at the town's capital improvements plan, including street repairs, parks improvements and fleet-equipment replacement.
- Bid out prime street projects such as resurfacing the roundabout at Willits and projects on Two Rivers Road.
- Finding land to purchase for a new public works facility.
- Completing out-of-water improvements to complement Pitkin County's whitewater park on the Roaring Fork River across from the Elk Run entrance.
- Updating the town master plan and syncing it with Eagle County Mid-Valley Master Plan.

Affordable Housing Tax Credit Bill Moves Along in Colorado House

This week, HB18-1195 passed the House Finance Committee by an 8-5 vote and now moves along to the Appropriations Committee. This bill, sponsored by Representative Pabon (D-Denver) and Senator Tate (R-Centennial), provides a state income tax credit for contributions to nonprofit organizations engaged in the new construction of affordable housing for homeownership of at least 120% Average Median Income. The donation by an individual or organization must be tied to an actual project that is planned and the amount of the credit allowed by the bill is fifty percent of the amount of the money or the value of the securities donated to the eligible organization. The credit is capped at \$250,000 per taxpayer in one income tax year, but if the credit is not fully used in the first year, it can be carried forward for five successive tax filing years. The total amount of the credits cannot exceed more than \$20 million dollars over nine years starting in the 2020 tax year.

The Colorado Association of REALTORS® (CAR) Legislative Policy Committee (LPC) supports this bill. This legislation will incentivize new construction of affordable housing that all areas of Colorado need given the dearth of affordable inventory statewide. These projects will be developed with an attainable price for homeowners in the low-income and workforce housing level. CAR is happy to support good public policy solutions that will start to address the continuing problem of affordable housing.

Federal News: ADA Reform Bill Passes House

On Thursday, February 15, the House of Representatives voted to pass HR 620, the ADA Education and Reform Act, by a vote of 225-192. This bipartisan legislation, sponsored by Rep. Poe (R-TX), adds a "notice-and-cure" provision to the Americans with Disabilities Act (ADA), giving businesses an opportunity to fix alleged violations before a suit can be filed against them. It also creates an education program between the Department of Justice, states/local governments, and businesses to raise awareness of ADA compliance issues, and a model mediation program for resolving ADA complaints.

In recent years, the practice of "drive-by-ADA suits," in which attorneys hit many businesses with demand letters for small, easily curable infractions of the ADA (sometimes multiple times),



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has risen. This disproportionately impacts small businesses and commercial properties, and they often end up spending time and resources settling the issue instead of on actually fixing the violation. The attorneys behind these suits are simply trying to collect the legal fees associated with them; under the ADA, plaintiffs themselves do not collect any damages. H.R. 620 restores integrity to the ADA by incentivizing businesses to quickly resolve ADA violations, ultimately furthering the purpose of the ADA: to ensure access for all individuals to public spaces.

NAR advocated strongly in support of HR 620, sending a letter of support to the full House of Representatives, and issuing a commercial-targeted call-for-action ahead of the floor vote. Many state associations also reached out to their Congressional delegations in support of the bill. NAR looks forward to working with the Senate on crafting a companion bill and ultimately working to see this legislation passed into law.

CFPB Industry Roundtable Discussion

On February 15, NAR participated in an Industry Roundtable Discussion at the Consumer Financial Protection Bureau (CFPB)

with Acting Director Mulvaney. The purpose of the roundtable was to foster an open dialogue between new agency leadership and roundtable participants, discussing the priorities for the future and united efforts. NAR joined other consumer and banking trade associations in explaining how agency operations affect members of the real estate and housing finance industries, and the consumers they represent.

The Director provided feedback on the new direction of the CFPB, including increased transparency and communication by agency staff, improved engagement with industry, and better coordination with federal and state examiners enforcing consumer protection laws. NAR stressed with the Director REALTORS® connections with consumers and how the agency should continue to look to NAR as a trusted partner.

NAR will continue working with the CFPB, following up on issues of concern raised at the roundtable, such as less regulation through enforcement and more clarity on complex regulations, especially in light of the recent PHH case. NAR will also be commenting on the CFPB's Requests for Information (RFIs) that will provide the agency with details to assess agency efficiency and effectiveness, and encourage feedback from members also wishing to weigh in anonymously.

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6 Buzzworthy Marketing Trends You Can Use

Are pricey, highly produced property videos worth the expense? Has the moment for drones passed? Find out how real estate professionals are changing their promotional tactics and how you can adapt your business to the latest trends.

FEBRUARY 2018 | BY BRIAN HOPPER

We saw some of the most creative real estate marketing from agents across the country last year. Low interest rates, coupled with deprived inventory in many markets, created an ultracompetitive marketplace in which agents were bringing nothing short of their A game to the table. I predict none of that will change this year—except for maybe the methods. Here are six of my predictions for what we will see in real estate marketing in 2018.

Fewer Hollywood-Caliber Video Tours

In the last couple of years, we saw exceptionally creative and highly produced (read: expensive!) mini-films as property tours in the ultraluxury real estate market. Some of these videos cost \$40,000 or more to produce and featured helicopters, luxury cars, and a cast of talent. While some of this may continue in prime luxury markets, such as Los Angeles or New York, it isn't sustainable for most agents—even if they do serve the top 1 percent. I think we'll see many luxury agents retreat from high-priced, overproduced videos and return to simpler, traditional video tours that focus less on plot development and more on the home.

Pro tip: Don't overthink the message you're trying to convey through video. If you do produce a property film, remember that the main focus should still be the property. Don't let an overly complicated plotline overshadow the home you're trying to sell.

More Focus on Agent Personality

Clients want to know who you are as a real estate professional and a person. So agents likely will focus on creating video and other marketing materials that showcase their personality as much as the homes they're selling. Humor is one way to accomplish this. One of the funniest and most creative real estate videos of 2017 was the marketing of hip-hop star Ryan Lewis's newly renovated Seattle mansion. Real estate agent Casey Price invited Seattle musician Allen Stone to "break into" Lewis's home in a "Funny or Die"—style production. The film is more than 20 minutes long—a bit lengthy for my attention span—but it's filled with laughs from beginning to end.

This personality-driven marketing has become very effective and will only grow as technology advancements continue to roll out. Personally, I received great responses on a lifestyle video I created and sent out to potential clients before a first appointment.

Pro tip: Don't wed yourself to the image you want others to see of you. Step outside your box. If you're the agent posting photos of yourself in front of expensive cars, wearing a Rolex and Gucci shoes, I dare you to post a pic of yourself in front of a car from the '80s. Tell a story about how this car is just like the one your family had when you were growing up, and then tie it back to your current status with a hashtag like #StartedAtTheBottom. The goal is to have fun and be transparent.

Virtual Reality Goes Mainstream

More consumers indicate a desire to work with an agent who provides VR marketing, enabling home shoppers to have an immersive experience in a digital home tour. But the technology remains somewhat exclusive, and there's not a simple solution to applying it to real estate. I'm keeping my eyes open for a compatible mobile add-on that will allow you to capture VR video from your smartphone, bringing usage of the technology to a wider audience.

Pro tip: If you've never used a 3-D tool in your marketing, make this the year you try it. Even if you're not ready for VR, it's imperative to show clients that you have some understanding of emerging technology. Transported is one of my favorite tools, providing the ability to create 3-D and VR tours, adding a layer of content to your marketing plan.

The Drone Craze Is Over

Aerial images and video were the hottest marketing tools in 2017. But the industry may be going through drone fatigue. So many agents have marketed listings solely using drone photography, and in many cases, it's been detrimental. I've seen many listings of beautiful homes in which the property video only showed aerial footage, with no interior shots. It does a massive injustice to the home. I think we'll see much-needed moderation in the use of drone footage, as agents remember not to forsake professional-quality photos, 3-D tours, and other tried-and-true marketing materials.

Pro tip: You can still shoot aerial video, but make sure it doesn't become your shtick. Reserve the use of drones for properties where it makes sense, such as ultraluxury homes or those on large parcels of land. But know when to say enough is enough. Too much of a good thing is just that—too much.





One-to-One Marketing Is the New Black

This is a customer relationship management strategy emphasizing personalized interactions with customers. Generic drip marketing campaigns don't cut it anymore. It's like writing "HBD" on a friend's Facebook wall on the day of their birthday (because nothing says, "I really took time to think of you on your birthday" more than that). This is the year agents will switch to a better CRM that allows them to deliver specialty communications to each and every client. My team recently started using Contactually. With templates for emails, a "send now" feature for handwritten cards, and the ability to connect clients' social media accounts to their system profiles, we can stay in front of our customers at all times.

Pro tip: Avoid CRMs that offer too many features you won't use. The simpler the CRM, the more likely you will be to use it. Also, know your clients' communication patterns so you can decipher how much contact is too much. Set up your touch points according to each client's communication preferences.

The Year of More Polished Live Video

A lot of agents and brokers dipped their feet into live video in 2017 through platforms such as Periscope, Instagram stories, or Facebook Live. But their efforts didn't always go according to plan. During one of my first broadcasts, the camera fell out of its stand, which ended up being quite comical. But real estate professionals have gone through the period of trial and error and will now begin to master live video. We'll be using quality mics and professional equipment to eliminate background noise, improve image quality, and deliver a more professional viewing experience.

Pro tip: Don't allow your desire for perfection to slow down or hamper your production of live video. Unexpected flubs on camera is part of the nature of shooting live. Do a practice run to test your lighting, sound, and other equipment before you go live in front of your audience. And most of all, have fun with it.

Millennials Lead All Homebuyers, Even as Some Can't Escape Their Parents

NAR | Newsroom

WASHINGTON (March 14, 2018) — Home purchases by millennials ticked up over the past year, but inventory constraints and higher housing costs kept their overall activity subdued and prevented some from leaving the more affordable confines of their Gen X and baby boomer parents' homes.

This is according to the National Association of Realtors® 2018 Home Buyer and Seller Generational Trends study, which evaluates the generational differences¹ of recent home buyers and sellers. The survey additionally found that millennial buyers prioritize living close to friends and family over a home's location and proximity to schools, and an overwhelming majority used a real estate agent to buy or sell a home.

Slightly more than a third of all home purchases were made by millennials over the past year (36 percent; 34 percent in 2017), which kept them as the most active generation of buyers for the fifth consecutive year. Gen X buyers ranked second (26 percent; 28 percent in 2017), followed by younger (18 percent) and older baby boomers (14 percent) and the Silent Generation, those born between 1925 and 1945 (6 percent; 8 percent in 2017).

According to Lawrence Yun, NAR chief economist, this year's survey findings reveal both what it takes to be a successful millennial buyer in today's housing market, as well as why,

even though sales to millennials reached an all-time survey high, stubbornly low inventory conditions pushed home prices out of reach for many. As a result, the overall share of millennial buyers remains at an underperforming level.

Revealing the greater purchasing power needed over the past year, the typical millennial buyer in the survey had a higher household income (\$88,200) than a year ago (\$82,000) and purchased the same-sized home (1,800-square-feet) at a more expensive price (\$220,000; \$205,000 in 2017). Millennials also had higher student debt balances than in last year's survey, and slightly more of them said saving for a down payment was the most difficult task in buying a home.

"Realtors® throughout the country have noticed both the notable upturn in buyer interest from young adults over the past year, as well as mounting frustration once they begin actively searching for a home to buy," said Yun. "Prices keep rising for the limited number of listings on the market they can afford, which is creating stark competition, speedy price growth and the need to save more in order to buy."

[CLICK HERE](#) to continue reading.

MEMBERSHIP REPORT

February 2018

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New REALTOR® Members

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Homelight (MLS Participant)
Elsa Lapeze
Lester Properties

New Offices

Homelight
(MLS Participant)

Reinstated Members

Julie McClain
Coldwell Banker Mason Morse – Willits
Anthony Greene
Aspen Real Estate
Dawn Blasberg
Romero Group
Raleigh Vos
ASSIR - SMV

Company Changes

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Compass
Chris Burley
Keller Williams Mountain Properties

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Secondary - 29
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Kaegebein Fine Home Building



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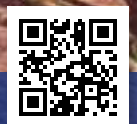
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FLEX MLS UPDATE



ASPEN BOARD OF REALTORS®

The Voice For Real Estate In The Roaring Fork Valley

The Aspen Glenwood MLS will be providing Flexmls training on April 4th & 5th in Aspen & Glenwood. We will have 2 sessions each day with Joshua Hernandez presenting both sessions. The registration form is below, please fill out, scan and email to Suzanne@agsmls.com

Morning Session: System Overview, Searching, Subscriptions and Portals (2 hours)

This class will begin with a 20-minute system overview (navigating the menu, using the dashboard, using quick launch), then go into more depth on searching, subscriptions and portals. The morning session will also cover creating and managing subscriptions, and how to use the newest version of the Flexmls Portal. Joshua will show the differences between subscriptions and portals and demonstrate how they work in conjunction with each other.

Afternoon Session: Flexmls Mobile Solutions (Flexmls Pro), CMAs, and Customizations (2 hours)

Joshua will begin this session with an overview of Flexmls Pro for Mobile Web, iPhone, and Android. It will review much of the same material for searches, portals, and subscriptions covered in the morning session, but in mobile form. He will review CMA options in Flexmls and end with how to customize Flexmls to make it more efficient to access menu items, search for listings, and view search results.

[Flexmls class registration](#)



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FEBRUARY 2018



Dear Member,

As a benefit of membership, the Aspen Board of REALTORS® is proud to present CAR's latest local monthly housing statistics based off of sales in our FlexMLS program. As a reminder, ABOR has partnered with CAR and ShowingTime (formerly 10K, a real estate research and marketing firm) to provide these monthly real estate reports at the State, Regional and Local levels. These reports are released to the media and published for the public to view on the CAR website. The Local reports are shared by each area board.

The reports are broken down by major area for the Aspen/Glenwood MLS listings. The links are provided here for your convenience.

[**Aspen Report February 2018 >>>**](#)

[**Basalt Report February 2018 >>>**](#)

[**Carbondale Report February 2018 >>>**](#)

[**Glenwood Springs Report February 2018 >>>**](#)

[**Marble Report February 2018 >>>**](#)

[**Missouri Heights Report February 2018 >>>**](#)

[**New Castle Reports February 2018 >>>**](#)

[**Old Snowmass Reports February 2018 >>>**](#)

[**Redstone Reports February 2018 >>>**](#)

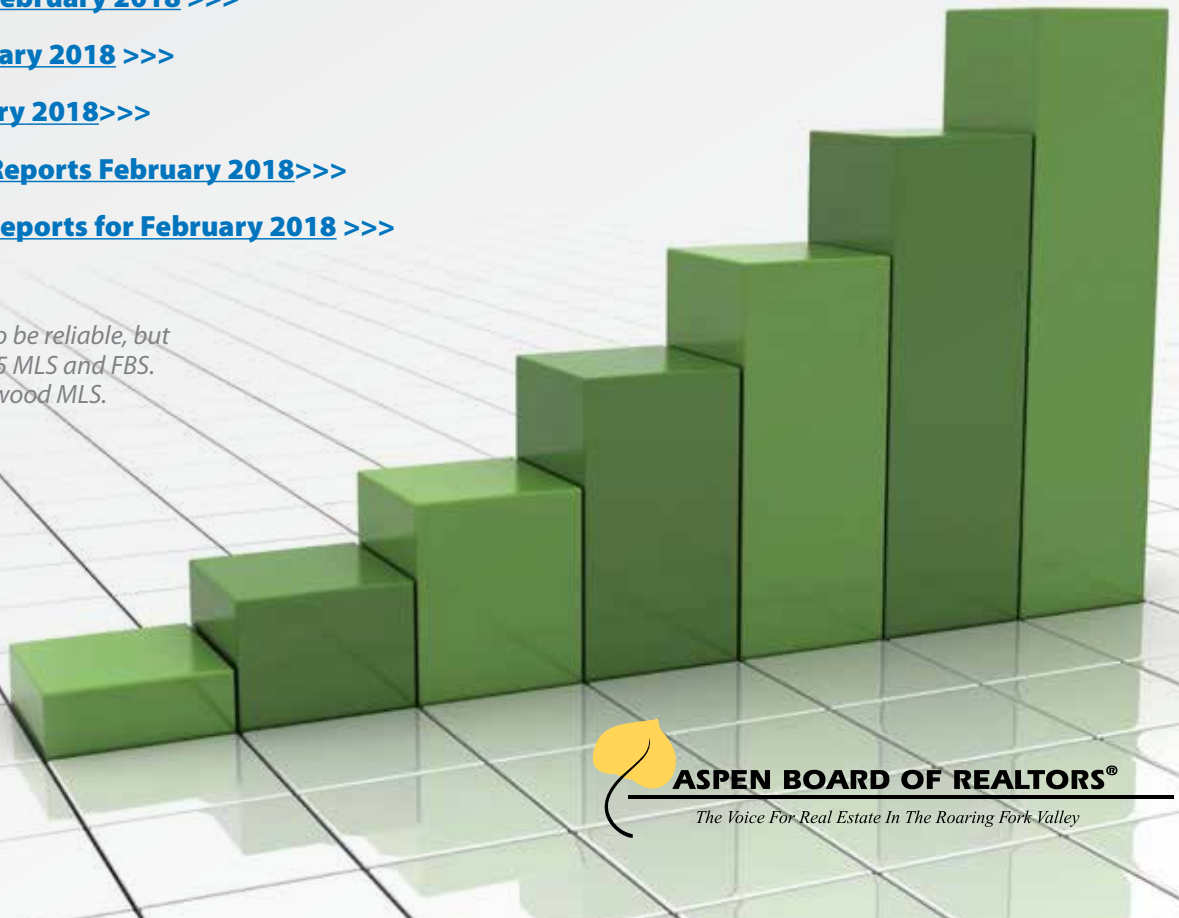
[**Rifle Reports February 2018 >>>**](#)

[**Silt Reports February 2018 >>>**](#)

[**Snowmass Village Reports February 2018 >>>**](#)

[**Mountain District Reports for February 2018 >>>**](#)

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