



The Mid-Fairfield Record

Just a reminder that we are back working in the office!

Dear MFCAR Members,

You can easily reach us by phone again at 203-227-4418.

Please note that we have a few guidelines in place for in person visits to the office.

1. You must schedule an appointment with us in advance.

- If you happen to show up without an appointment please stay in your car and give us a call at 203-227-4418.

2. When you arrive for your appointment park in the front circle and knock on the front door. If you come into the office you must wear a mask.

If you need to purchase a keybox please complete your purchase with the Smart MLS first. The Smart MLS will contact us advising us that your purchase is complete. In turn, we will reach out to you to schedule an appointment to pick up your keybox.

- Park in the front circle, give us a call and we will bring the keybox out to your car. Please test your keybox prior to leaving. Give us a call if your keybox is not working.



SEPTEMBER

18 - MFCAR Zoom Board of Directors Meeting - 10:00 AM

21 - MFCAR Zoom New Member Orientation - 9:30 AM

23 - MFCAR ZOOM GM Ethics & Prof Standards - 10:00 AM
Speaker: Katie Johnson, NAR General Counsel and Chief Member Experience Officer

24 - MFCAR Zoom Nominating Committee Meeting - 10:00 AM

28 - Local President's and AE's Appreciation Day

OCTOBER

8 - CTR – Zoom State Directors Meeting 10:00 AM



12 - MFCAR Board Office closed in observance of Columbus Day

13 - Bradford Tax Solutions ZOOM Seminar 10:00 AM - 11:15 AM - [Click to Register](#)

16 - MFCAR Zoom Board of Directors Meeting - 10:00 AM

PRESIDENT'S UPDATE

Hi fellow association members,

No crystal ball here about how countless incredible forces will continue to evolve our market - Covid (of course), pandemic-driven changes to buyer tastes, sustained mortgage lows, newly skyrocketed national deficits, unprecedented changes to the number and nature of jobs, rising and falling financial markets, natural events (Isaias! and even the terrifying scenes from the West coast), THE Election, and all issues political. It's a lot and I know that's not the full list.



Where will it lead our market? Further up? Up and down? Sideways? Something new that we didn't anticipate? Hard to say.

Anyone have a Crystal ball, right?

I know none of us does, but what a set of professionals we are guiding buyers and sellers with our knowledge of housing, towns, rules and regulations, costs and services, etc. We help the public think through their needs, their options, and future scenarios.

Anyone who has ever worked with a REALTOR® knows it is invaluable.

The results of that process are that we've had the most remarkable Summer. No matter the segment, record setting numbers of transactions have been completed in Norwalk, Weston, Westport, and Wilton.

Think about how many consumers and clients that means REALTORS® have helped! I'm so proud to be amongst this group doing what we do.

Schools are back in session COVID-style. Let's all be so incredibly supportive and cognizant of all that means. Give more space on the roads and in our hearts for those participating in unprecedented change.

In addition to all the work our association does to continually maintain the framework of our marketplace, your association also continues to plan and offer useful and meaningful content. Check this monthly newsletter and the website frequently to see the latest.

Thanks always to our Association Executive, Carol Heins, and our great professionals in the office, Danielle and Anissa. They are so committed and truly first rate. It all happens because of them.

Ideas and feedback and involvement always welcome!

Sincerely,
Mark

Mark Gilrain
President, Mid-Fairfield County Association of REALTORS®
917-287-2451
mgilrain@halstead.com

Special Guest Speaker Katie Johnson

General Counsel and Chief Member Experience Officer with the
National Association of REALTORS®



September 23, 2020 10:00 AM - 11:00 AM

A few topics that will be covered at this meeting:

- Handling multiple offers
- National issues, most prominent
- Buyer Love Letters that Agents are sending to the sellers
- Protecting client security from an agent standpoint vs brokerage electronic protection

This meeting is limited to 100 participants. Registration is not required. Participants will be admitted to the meeting until capacity is met.

Link to meeting: <https://us02web.zoom.us/j/89974007564>

Katie Johnson is the General Counsel and Chief Member Experience Officer, National Association of REALTORS®, the nation's largest trade association representing more than 1.3 million members involved in all aspects of the real estate industry.

Katie joined NAR in 2007 and was appointed as General Counsel in 2014. As General Counsel, she is responsible for assuring that the programs, policies, and activities of NAR are in compliance with the law. She's also responsible for defending the association against legal challenges and initiating litigation to protect and preserve association assets and policies. As NAR's Chief Member Experience Officer, she leads initiatives to enhance member engagement and satisfaction through delivery of trusted knowledge, resources and experiences that elevate member success and professionalism.

Katie has earned a juris doctorate and a master's degree for Information Technology and Privacy Law. She lives in Chicago with her husband and three children.

ETHICS CORNER

Case #12-1: Absence of Name on Sign (Reaffirmed Case #19-3 May, 1988. Transferred to Article 12 November, 1994. Revised November, 2001.)

Prospect A observed a sign on a vacant lot reading: "For Sale— Call 330-5215." Thinking he would be dealing with a For Sale by Owner, he called the number on the sign. He was surprised and offended that the lot was exclusively listed by REALTOR® A, and the telephone number on the sign was the home number of REALTOR-Associate® B in REALTOR® A's office.

Prospect A filed a complaint against REALTOR® A and REALTOR-Associate® B alleging a violation of Article 12 of the Code of Ethics.

At the hearing, REALTOR® A stated that he permitted REALTOR-Associate® B to put up the sign. REALTOR-Associate® B's defense was that the sign was not a "formal" advertisement, such as a newspaper advertisement, business card, or billboard, to which he understood Article 12 to apply.

The Hearing Panel determined that the sign was an advertisement within the meaning of Article 12; that its use violated that Article of the Code; and that both REALTOR® A and

CAROL'S NEWS

JOIN THE MFCAR BOARD OF DIRECTORS

Are you interested in deepening your association involvement? Would you like to be a part of the decision-making body for your professional association? If your answer is yes, consider applying for a position on the 2021 Mid-Fairfield County Association of REALTORS® Board of Directors.



The Nominating Committee will be meeting in a few weeks to look at perspective Directors for the upcoming year. Maybe you're not ready for board involvement, but you know a fellow REALTOR® member who would serve the association well. Consider nominating that individual for one of the open director-at-large positions.

The MFCAR Board of Directors meet every third Friday of the Month. If there is no pressing business no director meetings are held during the summer months of July and August.

Please contact Carol Heins @ carolheins@mfcar.com or 203-227-4418 if you have interest in considering a position on our Board of Directors. I will be happy to answer any questions you might have.

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### **REMINDER**

If you have a complaint about another agent please email or call me to discuss. MFCAR has a complaint process which we have outlined on our website. You can view it by clicking this link: <https://mfcar.com/complaint-processes/>

Carol Heins  
Associate Executive  
MFCAR  
203-227-4418  
[carolheins@mfcar.com](mailto:carolheins@mfcar.com)

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## **SEPTEMBER IS REALTOR® SAFETY MONTH**



[Click here for NAR'S 2020 REALTOR® Safety Report](#)

## **Register for NAR'S Free Safety Webinar on September 23, 2020**

**Topic: Selling Safely: Because It Can Happen To You**

**Time: 01:00 PM in Central Time (US and Canada) 2:00 PM - 3:00 PM - EASTERN TIME**

Description: REALTORS® face job-related risks every day. Being aware of potential dangers and taking precautions will help you avoid risky situations that can happen to any agent—including you!

In this free REALTOR® Safety webinar from the National Association of REALTORS®, Jen Stanbrough, REALTOR®, shares lessons learned since the loss of her close friend and fellow REALTOR®. She'll discuss the risks agents and brokers face on the job, how to be aware of situational dangers, be prepared to keep yourself safe, and avoid risky situations. Jen will also share best habits, tips, and tools all real estate professionals should include in their safety practices.



**Click Here to Register**

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**Do you know about Supra eKey Agent Alert?**



# Agent Alert

Send an alert notification with your Supra® key

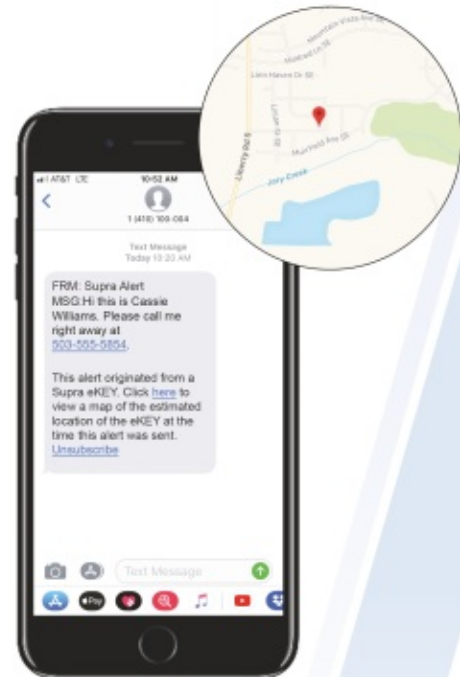
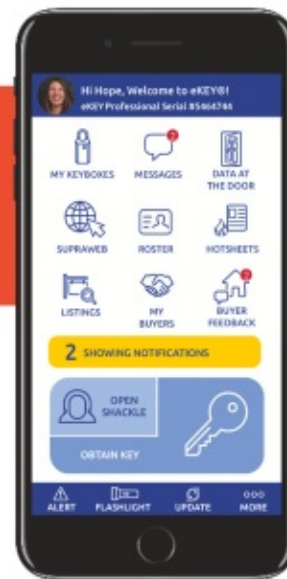
Agent Alert is a convenient feature built into Supra's keys, providing peace of mind for agents anywhere they carry their Supra wireless key. With the press of a button, agents have a simple and discreet method to send an alert message to priority contacts. The message and up to three contacts are set up in advance. Holding the alert button for 3 seconds automatically sends the message to the contacts.

- Send alerts discreetly using any of Supra's wireless keys — eKEY®, XpressKEY®, ActiveKEY®, or Apple Watch® paired with a smartphone using eKEY.
- Elevate visibility of an agent's location.
- There's no need to be at a keybox or a showing. The alert notification can be used anywhere.
- Open the eKEY app or turn on the XpressKEY or ActiveKEY and press and hold the alert button for three seconds to send an alert.
- Notifications can be sent as email or text message.
- A link to a map of the key's location is included.

## Setting up Agent Alert

1. Login to SupraWEB at [supraekey.com](http://supraekey.com)
2. Select the **Alert** link
3. Check **Enable Service**
4. Enter the contact names
5. Enter the email address or cell phone number
6. Enter the message

*Note: Agent Alert feature must be enabled by the organization. Location Services must be enabled for the eKEY app to include location information in the alert notification.*



[supraekey.com](http://supraekey.com)

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## Help Us Make a House a Home – A Bed Frame Needs a Mattress



Since the start of the pandemic, our partners at the CT Coalition to End Homelessness (CCEH) worked tirelessly with their statewide network of providers and government agencies to move 1,000 people from crowded shelters into temporary hotel space in order to keep them safe and healthy. Their next step is to get them into permanent housing.

Thanks to a generous donation from IKEA, CCEH was able to distribute furniture across the state to help furnish 100+ new homes. However, the IKEA bed frames do not have mattresses.

In conjunction with the CT REALTORS® 100th anniversary, the CT REALTORS® Foundation is stepping up to help raise funds for 100 mattresses.

We need YOUR help to reach this goal!

For every \$100 raised, a new boxed mattress will be provided to an individual/family who presently have a bed frame and no mattress.

Please join us in commemorating 100 years of CT REALTORS® and let's help those struggling to have a mattress in the new place they can call home.



**Join Bradford Tax Solutions for a ZOOM Seminar on Tax-Reduction Strategies for the Real Estate Professional that will save you time and money!**

**Tuesday, 10/13/2020 ~ 10:00 am - 11:15 am**

(Please plan to log in 10 minutes prior to start of meeting in case you have to download the app or encounter any login issues. Seminar begins promptly at 10:00 am)

### Here's some of what you'll learn:

- CHANGES in your 2020 Tax Deductions and why your accountant can't "just take" the new deductions for you.
- HOW to take advantage of the great 2020 "makeover" of the CAR DEDUCTION rules by purchasing a new or pre-owned car sooner than you planned.
- HOW to safely qualify your home office for big tax deductions, even if you spend most of your office time at a branch office. More Important than ever!
- WAYS to take advantage of the New...and Improved...and Not well-known... food and beverage deductions for real estate professionals.

**After this seminar, you'll have what you need to bring to your tax accountant, so you'll qualify for thousands of dollars more in deductions.**

# Click Here to Register



**About your Instructor:** Charlie Davis is a tax professional and financial advisor. Charlie's thorough understanding of tax planning and tax reduction strategies stems from his successful tax practice which is focused on helping real estate professionals and the self-employed reduce their taxes and preserve their assets. Having been personally selected and trained by W. Murray Bradford, he has worked with Bradford and Company, Inc., since 2000. With a proven record as a speaker, Charlie is a recognized professional with hundreds of nationally taught sessions on tax strategies for the self-employed professional. Charlie's mix of financial expertise and self-employed know-how make his live programs exciting and relevant for any self-employed professional.



The REALTOR® Party is a powerful alliance of REALTORS® and REALTOR® Associations working to advance public policies and candidates that build strong communities, protect property interests and promote a vibrant business environment.

## **Vote**

As a member of the REALTOR® Party, NAR encourages you to vote for candidates and issues that build strong communities, protect property interests and promote a vibrant business environment at the local, state and national levels.

### **REALTORS® Get Involved**

#### **2020 Elections**

- **Register to Vote**
- **Find Your Polling Place**
- **Find Your Elected Officials**
- **Update Your Voter Registration Information**

## **Act**

As a member of the REALTOR® Party, you act when called upon to support the REALTOR® Party at the local, state and national levels. Recognizing the importance of REALTORS® speaking with one voice, participating in national and state Calls for Action allows our collective voice to be heard from Capitol Hill to the statehouse. In addition, participating in community outreach projects and activities sponsored by your state and local associations are great ways for REALTORS® to establish themselves as valuable community assets.

### **REALTORS® GET INVOLVED**

- **Take Action on a Call for Action**
- **Sign Up for REALTOR® Party Mobile Alerts**
- **Learn about NAR's Position on State and Local Issues**
- **Find Your Elected Official** and Learn where They Stand on Real Estate Issues
- **Research an Issue using the State Issues Tracker**
- **Join the Broker Involvement Program**

Learn More about and Participate in Community Outreach Projects and Activities with Your State and Local Association.



Since 1969, the REALTORS® Political Action Committee (RPAC) has promoted the election of pro-REALTOR® candidates across the United States. The purpose of RPAC is clear: voluntary contributions made by REALTORS® are used to help elect candidates who understand and support their interests. These are not members' dues; this is money given freely by REALTORS® in recognition of the importance of the political process.

- [Invest in RPAC](#)
- [Invest in President's Circle](#)
- [Invest in the Corporate Ally Program](#)
- [Invest in the Political Advocacy Fund](#)

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**November 3, 2020**



**Are You Registered  
to Vote?**



**SIGN UP FOR CTR TEXT ALERTS**

MFCAR'S REALTOR® membership count as of MAY 2020 is 1045 members. To date, only 511 members have signed up for CTR text alerts.

With things happening so quickly, CTR has been sending text alerts to keep all Members up to date with the latest information REALTORS® need to know.

Please take a moment and sign up so you can get timely, first hand information to help you run your business more effectively and efficiently.

Be in the know. Sign up is simple go to <http://ctrealtor.com/text> or text 528-86.

**[Click Here to Check](#)**



**AUGUST 2020**

[CLICK HERE FOR THE AUGUST 2020 FAIRFIELD LOCAL MARKET UPDATE](#)

[CLICK HERE FOR THE AUGUST 2020 NORWALK LOCAL MARKET UPDATE](#)

[CLICK HERE FOR THE AUGUST 2020 WESTON LOCAL MARKET UPDATE](#)

[CLICK HERE FOR THE AUGUST 2020 WESTPORT LOCAL MARKET UPDATE](#)

[CLICK HERE FOR THE AUGUST 2020 WILTON LOCAL MARKET UPDATE](#)

[CLICK HERE FOR THE MFCAR BOARD AUGUST 2020 MONTHLY INDICATORS REPORT - INCLUDES TOWNS OF NORWALK, WESTON, WESTPORT & WILTON](#)

Reports provided by  
SMART MLS - FAST STATS



## NEW MEMBERS AUGUST 2020

Total Affiliate Membership –

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Total REALTOR® Membership –

[Click Here for AUGUST New Members](#)

REMINDER TO EMAIL MFCAR YOUR ETHICS CERTIFICATES

If you took Ethics outside of MFCAR, online or through another board, please email your ETHICS CERTIFICATE to MFCAR@MFCAR.COM so that we can update your NAR record. *(Please only send us your Ethics Certificate)*

All REALTOR® & APPRAISER members who have access to the Smart MLS need to comply with NAR's Code of Ethics Requirements which states: Existing REALTOR® members must complete 2.5 hours of ethics training, meeting specific learning objectives and criteria, within three-year cycles.

Current Cycle

January 1, 2019 to December 31, 2021

Future Cycle

January 1, 2022 to December 31, 2024

If you're not sure if you've fulfilled your Ethics requirement [click here](#) to check.



How to Get Your REALTOR® Membership Card

Getting your card is simple:

- [Visit the Membership Card page.](#)
- Log-in with your nar.realtor username and password. Forgot your username or password? [Look it up here](#), or call NAR's Member



Connecticut State Department of Consumer Protection

Real Estate License Change of Information

NAME CHANGE:

To report a name change, please send an email to DCP.Licenservices@ct.gov with the following information:

- Real estate license number
- Current name on license
- New name

Support at 800-874-6500 if you're still having trouble.

- Your designations and certifications are pulled directly from your NRDS records.

The card can be added to your Apple Wallet, saved to Google Pay, or sent to you directly via email as a PDF file.

- A copy of an official court document reflecting the legal name change (marriage certificate, divorce decree) or a copy of a driver's license reflecting the name change.

ADDRESS CHANGE:

To report a change of address, please send an email to DCP.Licenseservices@ct.gov with the following information:

- Real estate license number
- Date of birth
- Current address of record
- New address



CTR members are eligible to receive discounts and access to several member benefits.

<https://www.ctrealtors.com/members/member-benefits-partners/>



REALTOR® Benefits Program

Designed with you in mind, the REALTOR® Benefits Program is your official member benefits resource, bringing you savings and unique offers on products and services just for REALTORS®.

See our limited-time offers below.

- [View all partners](#)
- [Learn more about the Program](#)

