

THE MINNESOTA REALTOR[®]

MAY / JUNE 2020



A NEW BRAND
IDENTITY
FOR AN ENDURING
MISSION
page 2

4 POP QUIZ:
COVID-19 and the Law

8 The Art of Long-Distance
Home Buying

10 Successfully Managing
the Virtual Brokerage

3 NOW TRENDING

The Legal Download
New Brand, New Website
Realtors® Unite State Convention
MNR's COVID-19 Update

4 LEGAL QUIZ

COVID-19 and the Law

6 ADVOCACY IN ACTION

Legislative Update
It's Campaign Season!
MNR Pancakes & Politics

8 GROW YOUR BUSINESS

The Art of Long-Distance Home Buying
Successfully Managing the
Virtual Brokerage
Fearless Flyers

15 EDUCATION + EVENTS

Did You Miss Our Free Webinars?
CE Requirements
May & June Calendar

17 MEMBER HIGHLIGHT

We Are Minnesota Realtors®
What is the Best Tool to Stay
Connected to Clients?

LETTER FROM LEADERSHIP



Heather Boschke

Vice President

Marketing & Communications



**Minnesota
Realtors®**

A NEW BRAND IDENTITY FOR AN ENDURING MISSION

Over the last couple of months, we've been reminded about the importance of fundamentals: good food, family, friends, and most of all, good health. Not to mention the power of staying positive and finding joy. Even before this time of pandemic, we had been taking a deep look at our own fundamentals and just recently emerged with a new brand identity that more strongly reflects Minnesota Realtors® mission to unite, empower, and inspire our members.

The most visible component of this is a completely redesigned website that makes it easy for you to find the services and resources you need. Plus, we've launched a new initiative called MNR Share Source that includes insightful video interviews with Realtors®, premiers on the latest tools and technologies, and tips for growing and improving a real estate practice.

By now, you may have noticed our new logo appearing on social media, our website, and our emails. The design is clean, modern, and memorable. The logo icon is a geometric outline of the state of Minnesota enclosing three layers of property, symbolizing community, collaboration, and connection—the cornerstones of our purpose. We included a pop of yellow, which symbolizes optimism, positivity and warmth, and the various hues of blue stand for trust, dependability and strength.

Beneath all the new colors and design, is a commitment to continually refine and improve our services to meet the ever-changing needs of our members. Our goal is simple, we are dedicated to helping Realtors® build their careers and grow their businesses. That commitment has been a constant for over 100 years and will continue to guide us as we innovate better ways to serve your businesses, and keep our industry thriving and growing for the next century and beyond.



The Legal Download

In February, we launched *The Legal Download*, a monthly email exploring common legal and ethical issues faced by Realtors®, and the most burning questions on the Legal Hotline.

In the April issue, our Risk Management team tackles the complex issues emerging in the wake of the COVID-19 pandemic. From the ethics of using (or not using) personal protective equipment to potential liability if your client gets Covid-19 after a showing, this edition tackles your most pressing concerns.

The Legal Download is an exclusive benefit of membership from Minnesota Realtors®. Check it out [here](#).



Realtors® Unite State Convention

Sept. 16-17. Save the date for UNITE!

Mark your calendar for MNR's annual convention! Unite is the place to learn best practices on growing your business, network with other Realtors® and leaders, and be inspired by some of the best speakers in the country.

Later this summer, we will make a decision about the convention's venue (live or virtual) based on the status of the Covid-19 pandemic, and guidelines recommended by the governor and the CDC. Stay tuned for more information!



New Brand, New Website

In early May, MNR launched a new look for our brand and a new, much improved website!

It's sleek, intuitive, and a lot easier to navigate. From the forms you rely on to do business to the classes you need for professional development; you'll find it all fast. Plus, be sure to check out exciting new features like Share Source for the latest on tools, tips, and technologies for Realtors®.



MNR COVID-19 Updates

Stay current in these times of uncertainty. We're keeping you updated on the latest news regarding the COVID-19 pandemic. From open houses and virtual showings, to the latest in federal and state legislation.

Be sure to visit MNR's [COVID-19 Resources](#) often as the 24-hour news cycle means constant change.

COVID-19 AND THE LAW

**How well equipped are you for the pandemic's legal hot zone?
Take the quiz and find out!**

Doing business during the COVID-19 emergency comes with a host of rules, restrictions and guidelines. Whether you think you've got them all down cold, or are still struggling to keep pace, this quiz will help you see where you stack up.

TRUE OR FALSE?

1



Prospective buyers are now legally required to fill out health-status and travel questionnaires in order to view a property through a showing.

2



It is recommended that all Realtors® and their clients must wear face masks during showings.

3



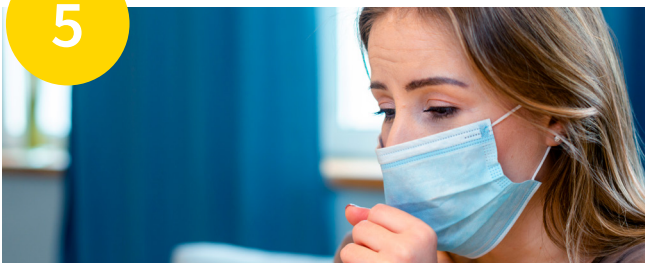
While touring a home, it is prudent to avoid having clients flip light switches on and off, touch doorknobs, test appliances, and move freely without restrictions.

4



If a client contracts COVID-19 after participating in showings that you have arranged, it's unlikely you will be liable for them becoming ill.

5



Realtors® who work while sick, hold open houses, and fail to observe social distancing standards may or may not be in violation of the National Association of Realtors®' Code of Ethics (even though they may be in violation of other laws or regulations).

See the next page for answer and details!

Quiz Results: True or False?

1

Prospective buyers are now legally required to fill out health-status and travel questionnaires.

FALSE

There is no state or federal law requiring buyers to answer questions about their health or travels in order to view a property for sale. On the other hand, you as a broker are not prohibited from asking. However, if you choose to use such questionnaires, you should consider asking all prospective buyers the same questions to ensure Fair Housing laws are not violated. You should also determine how you handle rejections based on answers and do this consistently.

Ultimately, a questionnaire is not an effective way to identify those with COVID-19. Many people who are potentially contagious have no signs or symptoms. And by gathering sensitive health and travel information about individuals, you assume responsibility for protecting and permanently disposing of it. So, if you still want to use a health-status questionnaire, consider speaking with your legal counsel about all the pros and cons.

Consider these alternative measures to prohibit ill persons from entering the property:

- Adopting the **MDH health screening checklist**; or
- Posting a version of the MDH **Stop! Help Protect our Residents** posters asking ill people not to visit; or
- Utilizing the **MN Symptom Screener** or **Self-Screen Tool**

2

Under Governor Walz's Peacetime Emergency, all Realtors® and their clients must wear face masks during showings.

TRUE

The CDC recommends wearing cloth face coverings in public settings where social distancing is difficult to maintain. However, a seller can make it a criterion for allowing a showing. You should discuss all current safety options with your clients and make them aware of alternatives like virtual showings.

3

While touring a home, clients should not be allowed to flip light switches on and off, touch doorknobs, test appliances, and move freely without restrictions.

TRUE

As a best practice during the pandemic, Realtors® should ask their clients and customers not to touch anything in the homes they tour. While you are with them, be sure to observe social distancing and make sure everyone stays six feet apart during the showing. Consider using disposable gloves while opening doors, flipping light switches, touching appliances, etc. Be sure to safely dispose of the gloves after leaving the home. You should also thoroughly wash your hands or use hand sanitizer before and after each showing.

4

If a client contracts COVID-19 after participating in showings that you have arranged, you are likely not liable for them becoming ill.

TRUE

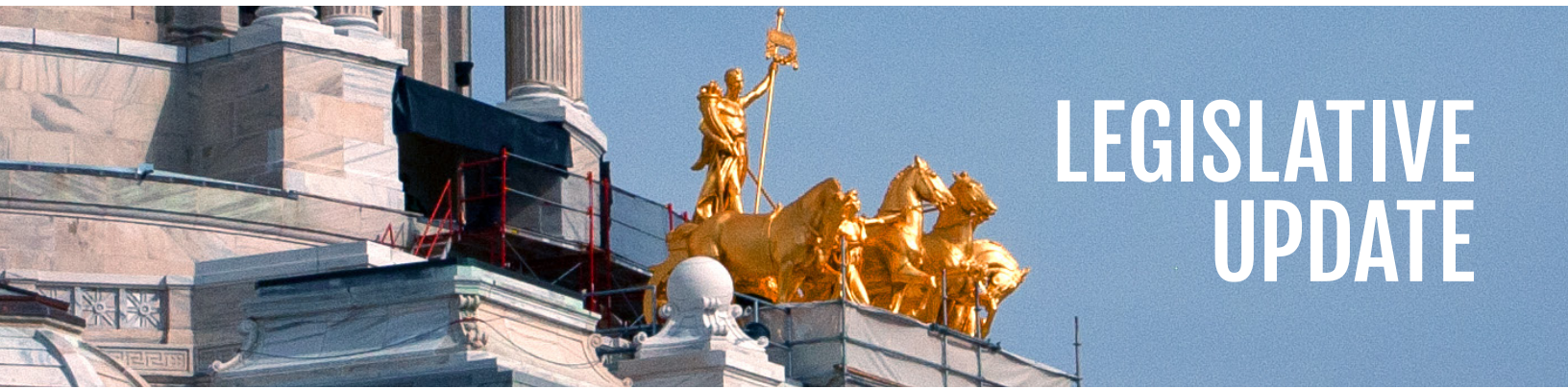
It would be very difficult for a client to prove that they contracted COVID-19 after a showing and subsequently fault the broker. To avoid misunderstandings about risk, it's important to educate clients about the pros and cons of onsite walkthroughs and face-to-face meetings versus virtual alternatives. That way, they can make fully informed and responsible decisions for themselves.

5

Realtors® who work while sick, hold open houses, and fail to observe social distancing standards may or may not be penalized under the National Association of Realtors' Code of Ethics.

TRUE

The Code of Ethics has no articles or standards of practice that directly apply to best practices or conduct during a global pandemic. However, it is possible that an Article could be violated in a way that is in conjunction with the Code of Ethics. Please see NAR's article, **COVID-19 and the Code**. The advice provided by state, local, and national associations urges Realtors® to follow guidelines from the Centers for Disease Control and the Minnesota Department of Health. This includes self-isolating if you are ill.



LEGISLATIVE UPDATE

Leading up to the first day of the 2020 Legislative Session, February 11, conversations at the Capitol were typical for the second year of a biennium. Because Legislators were not required to pass any bills to maintain state operations, debates focused on two key topics:

- **How much should be spent on public infrastructure improvement projects through a bonding bill?**
- **What should be done with an anticipated \$1.5 billion budget surplus?**

In early March, COVID-19 upended those discussions. As the pandemic hit the state's economy, government at all levels was forced to take unprecedented actions.

When Governor Walz declared a peacetime emergency with Emergency Executive Order 20-01, the Legislature halted normal operations. Both the House and Senate agreed to only advance legislation when all four caucuses had reached agreement. Subsequently, the first bills taken up on the floor were COVID-19 emergency response packages that provided small business loans, funding for hospitals, and various temporary provisions for courts and local units of government struggling to provide essential public services while implementing social distancing.

Since mid-March, we have witnessed history in the making.

- **Governor Walz self-quarantined for 14 days after encountering a staffer who tested positive for COVID-19**
- **The Legislature began holding virtual committee hearings via Zoom or conference call with varying degrees of success (e.g. while chairing his committee, Sen. Westrom was on the phone with his cable provider to increase his internet bandwidth due to the poor quality of his connection)**
- **After adopting new rules, the House and Senate can now conduct business with most members voting remotely. So, when the Session convenes, only a limited number of legislators will actually be present at the Capitol.**
- **The Speaker of the House, Melissa Hortman, now presides over the House wearing a protective face mask, as recommended by public health professionals.**

House and Senate leaders have begun discussing end-of-Session priorities. However, the diminished revenue generated by the state due to COVID-19 rendered the previously anticipated \$1.5 billion budget surplus all but gone, drastically changing the course for the Legislature as they approach May 18, the constitutional deadline for adjourning the Session.

IT'S CAMPAIGN SEASON!

As the 2020 Legislative session wraps up, the campaign season is well under way

Although COVID-19 will alter campaign activities and potentially the way we vote, 2020 is still a big election year. Minnesotans will vote for President, a Member of Congress, a U.S. Senator, a Representative to the Minnesota House, and a Minnesota State Senator.



With uncertainty regarding COVID-19, it is important to know that Minnesota has “no-excuse absentee” voting, which means anyone can vote by absentee ballot instead of voting in person. If you are not registered to vote, please [REGISTER](#) today!

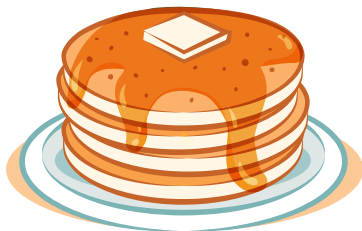
MN-RPAC INVESTORS SHOW THEY'RE IN IT TO WIN IT

In this important election year, investing in RPAC is critical. RPAC supports candidates that advocate for the real estate industry at all levels of government. Every investment in RPAC has an impact! If you're able, [you can support RPAC](#) by investing \$15 (or more) so that we can support the Realtor® Champions running for office in this important election year.

In March, MN-RPAC competed against other states in a friendly competition to see who could raise the most dollars for RPAC. For the fourth year in a row, MN-RPAC won, raising \$10,538. Thank you to all who invested.

MNR PANCAKES & POLITICS

During the closing weeks of April, RPAC Major Investors participated in Zoom meetings with two U.S. Congressional Representatives. On April 20 they met with Congressman Dean Phillips, and then with Congresswoman Angie Craig on April 27. During the sessions, the representatives updated participants about their legislative work, and answered questions about issues facing the Realtor® community. The RPAC members shared their concerns about the continued funding and extension of the small business loan program, SECURE Notarization, and increased mortgage liquidity.



Keeping the lines of communication with elected officials is extremely important and these meetings were a great opportunity to make our members of congress aware of the needs of the real estate community.

PAID FOR BY MINNESOTA REALTORS® POLITICAL ACTION COMMITTEE — Contributions are not deductible for income tax purposes. Corporate contributions of any kind are prohibited. Contributions to RPAC are voluntary and are used to benefit political candidates on a state and federal level who support REALTOR® objectives. You may contribute more or less than the suggested amount. You may refuse to contribute without reprisal, and the National Association of REALTORS® or any of its state or local associations will not favor or disfavor any member because of the amount contributed. One hundred percent (100%) of contributions under \$1,000 go to MN-RPAC for use in state and local elections. Contributions totaling \$1,000 or more result in a 70% allocation to MN-RPAC to support state and local political candidates and a 30% allocation (up to the federal contribution limit) to NAR-RPAC to support federal candidates and is charged against your limits under 52 U.S.C. § 30116. Any amount exceeding federal contribution limits under 52 U.S.C. § 30116 will be allocated to MN-RPAC. Federal law prohibits NAR-RPAC from soliciting donations from other than: (i) executive and administrative personnel of the National Association of REALTORS® or affiliated state or local associations, (ii) members of the National Association of REALTORS® or any affiliated state or local associations, (iii) individual members of a member nonstock corporation (with proper prior approval), and (iv) families of all three groups. Any contribution received from any other person will be returned to the donor. For further information concerning RPAC contributions, please contact Chris Galler, RPAC Treasurer at cgaller@mnrealtor.com.

THE ART OF LONG-DISTANCE HOME BUYING

Virtual transactions are rooted in old fashioned customer service



Les and Linda Hanson

When Les and Linda Hanson boarded their 45-foot motor-coach five years ago, they traded in a lifetime of Minnesota living for the open highway. And they didn't plan on ever coming back.

"We wanted to find the perfect place to live," said Les, 70, who had recently retired from a career as an insurance claims adjuster. After Linda sold her Twin Cities based trucking company, the couple sold their home in Eagan and began a cross-country quest that eventually took them to 46 states. As they racked up miles, the couple got a taste of life in many different places, from the rainy Pacific northwest to the dry Texas hill country around Luckenbach. And despite a serious draw to that dusty town immortalized in song by Waylon Jennings, they felt the irresistible pull of family in Minnesota.

"We were wintering last year in Arizona when I called the Realtor® and told him we wanted to look for a place in Minnesota," Les recalled. The catch

" The better you know a client, the better service you can give them. That's what this business is all about. **"**

was that they could not fly back to tour homes, walk properties, check out neighborhoods or do any of the in-person tasks that house hunters normally do. This transaction would have to be entirely virtual. And while "virtual" has become part of the real estate lexicon since the pandemic hit, it was still something of a novelty when Peter Donovan agreed to check out properties for his longtime client and friend.

"I had only done one other remote transaction," said Donovan, who has been a Realtor® since 1984. "But I didn't hesitate to do this for Les and Linda. I've known them for many years and sold them four properties, so it's a long-term relationship. The better you know a client, the better service you can give them. That's what this business is all about."

In an enormous display of trust, Les and Linda gave Donovan a price range and approximate location and let him do the rest. "He knows what our tastes are—what we'll like and what we won't," Les said. "I'd trust him with my life," he added.

Drawing on his deep knowledge of their preferences, Donovan narrowed the field to a few choice

(continued on next page)



Peter Donovan, Coldwell Banker Realty

locations. Eventually, a townhome in Woodbury caught their eye. Les and Linda took a virtual tour, poured through photos, checked out specs from the MLS sheet, and finally asked Peter to be their eyes and ears on an in-person showing.

Starting with what he calls the Big Three—roof, furnace, and electric—Donovan methodically checked out the townhome. After confirming that the big-ticket items were in good repair, he focused on the finer details.

“Les and Linda aren’t walking through this house. It’s up to me as a professional to look for things that they’re not looking for. It’s all the little things that matter,” said Donovan. “They might not see a crack in the ceiling during a virtual tour, but I do. And they can’t see the wear and tear in the carpet or check out the washer and dryer or have a close look in the utility room.”

To get a sense of the neighborhood for his virtual buyers, Donovan visited the street on different days and times. Les and Linda valued peace and quiet, so he listened for highway noise or air traffic. He also scoped out the neighborhood’s proximity to places of importance to the couple, from the gym to the grocery store. He even measured the curb space on the street to make sure they would be able to

park their motor home in front of the townhouse. Satisfied that their new home and community would meet all of their expectations, Les and Linda made an offer and settled on closing date—virtually, of course.

“I have absolutely zero reservations about not seeing this house before we move into it. I don’t expect it to be any different than what we’ve been told it will be,” said Hanson. “I think this is a new way of buying a house. You go online, look at all the pictures, do a virtual tour.” Of course, he added, it’s imperative

“We should be there to help people. The more you help, the more you’re going to succeed.”

to work with a Realtor® you know very well and completely trust, preferably someone you’ve done business with in the past.

After closing, Donovan continued to serve his snowbird clients, showing up at the home to receive package deliveries, and even help move a new mattress into the bedroom. As the May 22 move-in date approached, he periodically stopped by the townhome, just to make sure that everything was still in good working order.

“This whole business is about service. It’s not about us as Realtors®. For every purchase—remote and in-person—you’ve got to be honest, transparent, and deliver the best customer service. We should be there to help people. The more people you help, the more you’re going to succeed.”

SUCCESSFULLY MANAGING THE VIRTUAL BROKERAGE

Lessons from Three Real Estate Leaders

To be a Realtor® is to mingle. From busy open houses and showings to crowded sales meetings, trainings, and classes at the brokerage, real estate is a person-to-person business. At least, that's the way it was until COVID-19. How are Minnesota's brokerages managing their firms in a world where face-to-face has been replaced by Facetime, Zoom, Microsoft Teams and Google Meets? To find out, we tapped three leaders who are helping their businesses adapt and in the process inventing a whole new way of doing real estate.

When it comes to adapting new technologies, Tina Angell has the right resume for the job. With a background managing an IT team at Thomson Reuters and computer programming at State Farm, she's at home in the fast-paced, ever-changing world of computer technology. Angell draws on those skills now more than ever in her role as branch vice president at Coldwell Banker Realty. In a time when her 95 real estate agents are practicing safe social distancing, she uses an array of communication tools to stay in touch and keep business moving forward.

"A lot of my role is helping people look at different ways to do things," Angell said. "It's about being more tech savvy and helping your agents adapt."

In the weeks since the statewide lockdown, Angell and her team rapidly transitioned from a traditional office to a virtual workspace. With a full calendar of regularly scheduled activities, the agents and staff meet via Microsoft Teams for weekly sales meetings and trainings. On Zoom, Angell organizes virtual Coffee and Case Studies, Lunch and Learns, and a



Tina Angell, Coldwell Banker Realty

Virtual Book Club focused on business-oriented titles. There's also virtual happy hour to keep spirits up and boost camaraderie. She also organized a virtual Scavenger Hunt where agents compete to locate online resources and participate in education sessions. Prizes are awarded to those who finish the hunt by completing the list of activities.

To help agents do things more virtually for their clients, Angell's company has a process already in place called Listing Concierge, a service that provides photos and videos for virtual tours, plus a suite of marketing materials for each house.

"Agents are able to tell their clients that we have things in place where we're able to do virtual showings, virtual technology, and help guide them in selling and buying as safely and efficiently as possible," Angell said.

(continued on next page)



Jen Azure, Engel and Völkers

Practicing Mindful Real Estate

Other brokerages are also making judicious use of technology, not only for business, but for managing personal stress. At Engel and Völkers, office manager Jen Azure is hosting Mindful Monday Yoga classes on Facebook Live.

“It’s a great way to start the week and get everybody going in a positive direction,” said Azure, who also uses Facebook Live for a variety of team meetings, including special Friday sessions for newer agents. To keep people from overdosing on screen time, she makes the online get-togethers short and focused.

“Having a little something every day—not for hours—but an hour here or 30 minutes there has just kept everybody really connected,” said Azure.

Pick up the phone

Although digital communications are now a lifeline for countless businesses, they shouldn’t replace lower tech modes of communication like phone calls, according to Patty Zuzek, broker and Vice President of Marketing and Sales at 4 Sale Real Estate and Fieldstone Family Homes.

“Many of us have found that if we just text or just email it gets lost in translation,” Zuzek observes. “When you follow up with a phone call, it’s a way to articulate our true thoughts and meanings, and make sure that we’re all on the same page.”

Three Things Every Realtor® Should Do in Tough Times

Insights from Jen Azure, Office Manager at Engel and Völkers

1

DON’T QUIT

What was true during the last recession is true today. Agents that work really hard at their businesses right now and don’t quit are going to come out the other side really strong. They will hit the ground running.

2

STAY IN TOUCH

Reach out to your past clients and see how they’re doing. How are the kids? How are their families? How has the pandemic impacted them? Do they have questions about the market? You can make a genuine impact by reaching out.

3

LOOK AT YOUR BUSINESS PLAN

Your business plan today is not the plan you created in December or January. So, take a deep breath and look at the next 30, 60, and 90 days. Nobody has a crystal ball, but you can make intelligent projections and plan accordingly.

(continued on next page)

Make it personal and meaningful

“What we miss most is not having the personal interaction. I’ve tried to recreate that virtually with online tools,” Angell said. Of course, no amount of technology can erase the suffering and economic damage the pandemic has caused. She is keenly aware of this and believes that Realtors® have a role to play in helping their communities.

“The way I look at this is, how can we help people through this time? How can we continue to be positive during these uncharted times?”

One way she does that is by encouraging her team to transform their normal weekly networking communications into personal check-ins.

“Just reach out to people and let them know you’re thinking about them. How’s your family doing in all of



Patty Zuzek, Four Sale Real Estate

“
The way I look at this is,
how can we help people
through this time?
— Patty Zuzek
”

this? Is there anything I can do to help?” She adds that not only does this provide an opportunity for community service, it’s a way of gently reminding the public that Realtors® are part of an essential industry that is here to serve them.

“That goes for all Realtors® at all brokerages. I don’t look at us as competitors. We are all in this together. We’re all piling sandbags and need to help any way that we can. There’s always good things that can come out of tough situations. It’s the path that you choose to take from it that makes all the difference,” said Angell.



MNR SHARE SOURCE

Tips, Tools, and Tactics for Moving Your Business Forward

MNR Share Source is designed to inform, inspire, and help you build a successful real estate business, and keeps you up-to-date and on track to achieving your goals.

- **one on one** — Learn about best practices from top Realtors® in this video series
- **tools to try** — Effective tools to keep you on track in your real estate practice
- **tech tips** — Master technology with tips on creating videos and pointers for virtual meetings
- **real giving** — Find ways to give back, and learn how your peers are helping their communities
- **learning lab** — Sharpen your skills and best practices for growing and thriving in your practice

Visit MNR Share Source at mnrealtor.com



FEARLESS FLYERS

A pioneering aviator & her daughter soar in high-end real estate

Although flying airplanes might seem unlikely training for a career in real estate, logging thousands of hours in the sky helped the mother-daughter team of Kathy Rauth and Sarah Polovitz hit stratospheric heights as Realtors®. Last year, this dynamic duo from Edina Realty sold 60 upper-bracket homes and did more than \$35.2 million in volume. Driven, competitive, and always up for a challenge, their formula for success is rooted in the aviator's mantra for dealing with emergencies: Assess. Plan. Act. Not only have these words served them well in business, they once helped save lives after a perilous crash in the wilds of Canada.

It was a flawless summer day in 1996 when Rauth, her mother, husband, and 12-year-old Sarah took off from Gull Lake in a Cessna 185 float plane. Rauth's father, also a pilot, and her 11-year-old daughter Becky had taken off earlier in a slower moving Champ float plane. Their destination was a wilderness fishing camp on a remote lake 407 miles north in Ontario. As they headed into Canada, they were buffeted by gusting winds, and Rauth received a static-ridden distress call from her dad. His plane had flipped while landing on the choppy waters.

Pushing down panic, Rauth pulled on all the training and experience she used in her day job as a pilot for United Airlines.

"They always taught us in flight training that when an emergency presents itself, don't make a knee-jerk reaction," said Rauth, 63, who earned

her pilot's license at age 17, and became one of the nation's first female airline pilots when she was 32. "You assess the situation, figure out a plan, and then you act on that plan."

Telling her passengers to "buckle up," she swooped low over the white caps, and after spotting the capsized plane, she set down ahead of it. A daring Indiana Jones style rescue operation followed, and the family was soon safely ashore by the calmer waters near their fishing cabin.

Turning adversity into advantage has long been a way of life for Rauth. After a downturn in the aviation industry following 9/11, she left her career as a commercial pilot in 2005 and transformed a sideline in real estate into a fulltime profession. Sarah, who once dreamed of flying beside her mother as a commercial aviator, opted for a private pilot's license and a high-powered career as

(continued on next page)



Sarah Polovitz and Kathy Rauth, Edina Realty

a national sales manager. But after five years of corporate jet-setting, the birth of her first child made her re-evaluate her options.

“It was really hard to go back to thinking about being on a plane every other week, and away from a newborn,” said Polovitz, now 36. With its flexible hours and schedules, real estate seemed like the perfect career for raising a family. “We’d always wanted to fly together. Being in the real estate business let us do that. It’s just on the ground now.”

Serving luxury markets in Excelsior, Lake Minnetonka, Cross Lake, Watertown, and other communities, their RP logo graces lawn signs for upper end homes around the state. Their current listings range from \$690,000 to \$3.5 million.

But just as calm skies gave way to foul weather during that long-ago flight, the real estate industry was hit by the storm of COVID-19. Even before open houses and home showings evaporated, and the flood of listings slowed to a trickle, Rauth and Polovitz were assessing, planning, and ready to act.

“We thought, we cannot let this slow us down,” said Polovitz, who handles most of the team’s marketing.

So, they quickly produced a video to reassure clients that every aspect of the transaction could be handled virtually: staging and listing appointments, home showings, and almost anything else. “We were very forward with it. We knew the next 30 days would be make or break in our ability to survive the pandemic.”

A robust presence on social media has been key to their outreach strategy with frequent postings on Facebook and Instagram. They project the glimmer of the luxury market and showcase the capabilities of this service-oriented team.

“People are home on social media right now. We’re trying to let them know we’re still out showing houses and having transactions close. They need to see that we can still be an essential business and able to serve them.” Polovitz said. “Now more than ever you need to stay in front of people.”

After what they describe as a rough week or two in the wake of the governor’s Stay at Home order, business began to right itself and move forward.

“

Now more than ever you need to stay in front of people.

”

“We expect to keep going strong,” said Rauth. “We course corrected quickly and are still regularly getting listing appointment requests. We’re just putting three listings on. I think as people adapt and get used to what’s going on here, we’ll continue to grow and deal with these current conditions, and hopefully once we’ve figured a vaccine out, then life will get back to a new normal.”

And whatever else may come in the months ahead, you can bet that Rauth and Polovitz will assess it, make a plan, act on it, and keep on flying into the future.

DID YOU MISS OUR FREE WEBINARS?

MNR has been bringing you some great, free webinars during this stay-at-home time. If you were unable to attend these sessions live, you can still view the content.



Extraordinary Marketing for Extraordinary Times

What tools can you use to market property without visiting the property itself? Peter Schravemade, who has been a keynote speaker at Inman Connect and NAR Conventions, shows you how to still look like a Rockstar in this new time.

[VIEW HERE](#)

Survive & Thrive

Listen to a conversation between top-producing agent, Shay Hata, and NAR's Director of Industry Outreach & Engagement Strategy, Nobu Hata, on how business has changed for the better and the worse during the COVID-19 crisis.



[VIEW HERE](#)



NAR Economic Update

Dr. Jessica Lautz, VP of Demographics and Behavioral Insights at NAR, presents information from NAR's Flash Survey of members on the impact of the coronavirus on their markets.

[VIEW HERE](#)

[Check out the Learning Lab on MNR's Share Source site to view more webinars.](#)

CE REQUIREMENTS

Required Education for Licensees

Find out if you're up to date with your CE requirements:

- Go to www.PULSEportal.com
- Choose "Minnesota Department of Commerce" as a Program
- Choose "Real Estate" as a Board
- At the bottom, under "Other Services" select "Review Your CE Transcript"
- Enter your last name, license number, and Social Security Number
- From this menu, you will be able to print a copy of all of your real estate continuing education classes that you completed during the current licensing cycle.

The 2019-2020 Salesperson & Broker Required Module is "Agency, Fair Housing, & Energy Efficiency", for 3.75 hours of continuing education. It must be completed prior to the June 30, 2020 licensing renewal deadline.

More information is available at <https://mn.gov/commerce/licensees/education-licensees/licensees>.

NOTE: You may need to disable your pop-up blocker to view the reports.

EDUCATION + EVENTS

May & June Calendar

MAY	MAY	MAY
18 Executive Committee Meeting 10 am-noon Commercial Forms Subcommittee Meeting 1-3 pm	20 Forms Committee Meeting 9:30 am-12:30 pm	25 Memorial Day MNR Offices Closed
JUNE	JUNE	
4 Governmental Affairs Committee Meeting 10 am-noon RPAC Trustees Meeting 12-30-2:30 pm	11 Board of Directors Meeting 10 am-1 pm	

FOLLOW US!

See the latest updates, news, member shout-outs, events, business tips, and more by finding us on your favorite social media channel!



MinnRealtor



Minnesota_realtors



mnrealtors



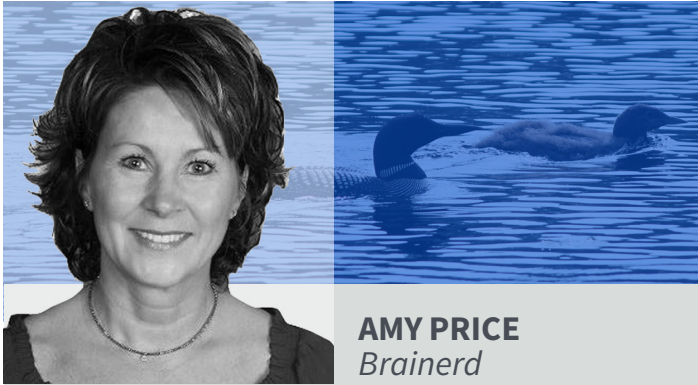
Minn_Realtors



mnarealtor

WE ARE MINNESOTA REALTORS®

These Minnesota Realtors® have generously given their time and energy to help their communities in this new pandemic era. We would like to thank them, and all of the other Minnesotans doing great things in these times.



AMY PRICE
Brainerd

Amy has always had a soft spot for senior citizens, but in the time of COVID-19 that soft spot became a firm resolve to help older people in need. After the pandemic struck, she sent mailers to all the senior-living town homes in her area, offering to grocery shop, pick up prescriptions, and do other errands. She also delivers food to home-bound seniors via Meals on Wheels.



DEE FURO
Two Harbors

For the past two years, Dee has been conducting egg hunts at a local park in Two Harbors for Easter. Instead of canceling this year's event, Dee created a sign-up for local families. Rather than meeting at the park, Dee delivered egg baskets to each family's yard. As a result of her generosity, over 50 local children are delighted by this annual event.



JASON DOWDEY
Willmar

In a time when the headlines are filled with trouble and strife, Jason is getting downright bearish on bad news. Partnering with his furry-costumed friend, Curt the Bear, Jason regularly spreads joy by walking, waving, and bringing smiles to children and elderly residents of the Willmar community.



EMILY SILVERNESS
Duluth

When the pandemic struck, Realtor® and Special Ed teacher Emily Silverness ordered protective masks for her students. The shipment never arrived. So, Emily broke out her sewing kit and made the masks instead. Seeing the need in her community, she sewed over 200 masks for area schools, hospitals, friends and co-workers. She plans to keep her needle and thread going as long as needed.

Read more stories about Realtors® making a difference in their communities at
weareminnesota.org.

WHAT IS THE BEST TOOL TO STAY CONNECTED TO YOUR CLIENTS?



Bryan Sletten
RE/MAX Results

I have been using **Zoom** and **Facetime** a lot lately. I wasn't a fan of using it before the pandemic, but now, I'm very comfortable with getting on camera and chatting.

The phone in your pocket is a very powerful tool, you can call, text, video chat or catch up on social media. It doesn't matter what medium you're using so long as you're having meaningful conversations and staying connected.

Brandon Doyle
RE/MAX Results



Tracey Westendorp
Realty Group

Zoom has quickly become my favorite tool for staying in touch with clients. As more consumers have become comfortable on video, it is a great way to make and keep connections. I love it for Buyer and Seller Consultations and Offer Presentations. Even if we didn't have social distancing guidelines, it's helpful for out-of-state clients and bringing together multiple decision-makers with busy schedules.

To help streamline the manual, time-consuming pieces we use a digital real estate assistant called, **Emma**. It automatically creates and delivers promotional materials, social media templates, buyer and seller guides, and more. With Emma, those platforms all work seamlessly to support our daily activities.

Lisa Leicht
Edina Realty

