

A YEAR LIKE NO OTHER

Q & A with Bob Clark as he looks back on his tenure as President of Minnesota Realtors®

Serving as president of Minnesota Realtors® is both an honor and responsibility for those selected. When Bob Clark filled the position in January 2020, not even a lifetime of industry experience could have prepared him for the tumultuous year ahead.

How did your focus and priorities shift in March as we were hit by a pandemic and a recession?

Clearly, the pandemic exacerbated the housing shortage and sent the market soaring in value. Unfortunately, this didn't help all of our members. Although some have exceeded their best years, others have taken a big hit to their livelihoods. Time will tell how long this lasts and where we end up after the virus subsides.

The health and economic crisis firmly cemented the outstanding value of RPAC. Now, more than ever, we need legislators who are good for our customers and the businesses we serve. By keeping Realtor® champions in positions of power, we end up with a voice at the table.

What action did you take to help get the real estate business classified as an essential service during the governor's shut-down order, and what difference has it made for our industry?

Working with leaders in the brokerage community, our Government Affairs team let Governor Walz and Commissioner Simon know that the executive order would irreparably damage many transactions and moves already underway. By effectively presenting the industry's case, the association succeeded in getting real estate classified as an essential business.

This played a big role in the subsequent recovery and boom.

What does MNR's new location say about the direction the association is taking on behalf of its members? How will they benefit?



Bob Clark, MNR 2020 President

Our new home represents the fulfillment of a long overdue need. For many years, we had to rent space in hotels for member meetings. This new facility gives us ample space for classes, events, hearings, and much more. This may sound simple, but the benefits of being able to host our meetings in-house are substantial. It gives us the flexibility to stay in place and expand or contract according to our needs. Best of all, we aren't overburdened with a large mortgage, so it's a sound investment for now and well into the future.

As we look toward 2021, what is the greatest opportunity for Realtors®?

It's a fact that the majority of consumers use a Realtor® when buying or selling properties. This gives us a foundation to build on, and an opportunity to up our game, recommit to delivering unparalleled levels of service, and ensure that when given the choice, our clients would overwhelmingly choose to do business with us again.