

September is REALTOR® Safety Month

A month designated to helping members understand the risks they face through knowledge, awareness and empowerment

It is imperative for all REALTORS® to have personal safety protocols in place that can be used every day with each interaction, such as meeting new clients, showing properties and sharing information online.

The Long Island Board of REALTORS® (LIBOR) has made available an assortment of tools focused on agent safety that brokers and agents can use to establish a strategy that can also be incorporated into current office safety protocol.

Available to all LIBOR members as a free member benefit, is the Real Safe Agent program.

Real Safe Agent is more than a personal safety app; it is a crime prevention system built specifically for the real estate industry. Based on behavioral science, the system empowers our real estate community to cooperate and collaborate for the purposes of keeping each other safe. We implore all members to take advantage of this free benefit. The more members using the system, the safer everyone becomes.

In 2019, LIBOR established a REALTOR® Safety Alert Network to notify members of local safety concerns and emergencies. Through this system, LIBOR's CEO, Legal Counsel and/or President will determine which parties should be notified and the appropriate communication channels for the alert. The procedure then follows suit with the National Association of REALTORS® (NAR) alert system which deploys REALTOR® Safety Alerts via social media when a physical or cyber threat to REALTORS® warrants national attention.



Alerts will be issued in situations when a REALTOR® or a REALTOR®'s immediate family member goes missing, an association name is being used fraudulently to dupe consumers, or a physical threat to REALTORS® is deemed to warrant national attention.

The goal of these programs, aside from keeping practitioners informed of threats in their area, is to educate members about common dangers in the field, empower them with precautions and preparations so that they can avoid risky situations, create awareness of members' surroundings and to identify the dangers that REALTORS® face every day.

Further information on these tools and additional resources are available at www.LIRealtor.com/safety. ●

President's Message



*By Matthew Arnold, President
Long Island Board of REALTORS®*

As summer comes to an end, and I reflect back on this extraordinary year serving as your LIBOR president, I am in awe of the remarkable work of REALTORS® across the island who continue to give so much to our communities during the uncertainty of the past six months.

LIBOR as an association, has continued on with our public relations efforts through the "We're More than REALTORS®" campaign, despite significant challenges posed by the COVID-19 pandemic.

In July, LIBOR awarded the REALTOR® Scouting Scholarship to six New York Gold Girl and Eagle Scouts in the graduating class of 2020. The recipients were honored with \$1,000 merit-based scholarships for their notable leadership, scholarship, scouting experience and community involvement.

Candidates were asked to submit an essay on "What HOME means to me." The results were a heartening array of stories of family life on Long Island, all stressing the importance of having a safe place to call home during the recent state-issued pause.

As part of NYSAR's REALTOR® Care Week held in August, LIBOR hosted a Back to School Supplies Drive to benefit the Long Island Coalition for the Homeless. The drive was conducted both virtually and physically to collect much needed school supplies for at-risk children living in shelters, temporary housing and other facilities.

Applications are still being accepted for the REALTOR® Spirit Award (RSA), honoring REALTORS® who have made a positive impact in our communities. Through the program, one winner will receive a \$5,000 grant for their community cause. RSA entries must be received by September 30, 2020. For more details visit: www.lirealtor.com/spiritaward.

As we continue to navigate through uncharted territory, LIBOR remains committed to being of service to our community and aiding our neighbors in need. ●

REALTORS® Vote

*By Marlo Paventi Dilts, Government Affairs Director,
Long Island Board of REALTORS®*

This past June, New York State expanded absentee ballot access by allowing more New Yorkers to vote via mail in ballot during the pandemic.

According to recent data from the National Association of REALTORS®, approximately 83% of our REALTOR® members are registered to vote on Election Day. As you prepare to vote in many important races, your Government Affairs Department is committed to being a resource for you in this year's election cycle. Below you will find some frequently asked questions that may be helpful to you in preparation for Election Day.

Q. How do I know if I am a registered voter and if so, where do I go to vote?

A. The New York State Board of Elections has a NYS Voter Registration Search on their site. Simply fill out the required information and it will tell you where you're registered and where you polling location is. You can find the NYS Voter Registration Search at <https://voterlookup.elections.ny.gov/>

Q. I'm not registered to vote. What do I do?

A. Drop what you are doing and register- RIGHT NOW! In order to vote on November 3, you will have to fill out a New York State Voter Registration form. Your completed form must be postmarked by October 9. New York State Voter Registration forms can be found at <https://www.elections.ny.gov/VotingRegister.html#VoteRegForm>

Q. I'm not comfortable with voting in person because of COVID-19. Does this mean I can't vote?

A. There is no definite answer to this question as of when this article was written. Governor Cuomo has yet to announce if there will be an alternative to in-person voting. Check your emails and the LIBOR COVID HUB for updates on Executive Orders issued by the Governor on the

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Taking the Virtual Showing Too Far: Avoid Misleading Real Estate Photography Tricks

By Doreen Spagnuolo, Corporate Counsel and
 Patrick Fife, Associate Corporate Counsel,
 Long Island Board of REALTORS®



When COVID-19 placed restrictions on the ability to do in-person showings, it became even more important to virtually market homes using the latest digital photography techniques. With the home-buying process starting and, in some cases, taking place completely online, it has become critical to present listings in the most appealing way possible.

However, including engaging and attention getting imagery in your online tours and photos must never cross the line and become misleading. While digital manipulation and virtually staged rooms are sometimes allowed to help present a property in a positive light, photographs and video must always present an accurate picture of the property. Photo manipulation of pictures that mislead potential buyers by editing out property flaws or altering the appearance of rooms in houses could violate New York State Department of State Rules and Regulations and Article 12 of the REALTOR® Code of Ethics, which provides that "REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations."

So what is acceptable and what crosses the line when it comes to the alteration of photographs?

Acceptable

- Straightening crooked images (such as where the camera was held at a bad angle).
- Brightening underexposed photos.
- Removing items from an image that are easily removed in real life such as trash cans in a kitchen or cars in a driveway.
- Altering the color of furnishings that are not fixtures and won't remain in the home.

Unacceptable

- Hiding holes in walls or cracks in cement or pavement.
- Adding grass or plants where they don't exist.
- Removing existing power lines or telephones lines.

- Changing paint colors and paint blemishes, or repositioning lighting fixtures.
- Editing or blurring neighboring properties, including the street.
- Touching up photos to cover up property imperfections or repair issues.
- Removing or changing other permanent fixtures.

The bottom line is that you must never change the appearance of the property or house where it will have a negative impact on the buyers when they view it in person. Finally, if you have questions about potential alterations to photographs, you should consider getting independent legal advice on specific changes you can make, or specific language that may be used for disclosing that photos have been digitally staged or altered. ●

REALTORS® Vote

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plans for voting in November.

Q. I will not be in the area on Election Day, so I can't vote, right?

A. Sure you can! If you go to <https://www.elections.ny.gov/VotingAbsentee.html>, you can download Absentee Ballot application, fill it out and send it in! Absentee Ballot Applications must be postmarked by October 27. Within a week or two, you will receive your Absentee Ballot. Your ballot must be returned and postmarked by November 3.

Q. All this information is great, but who am I voting for?

A. It's a Presidential year. You will also be "pulling the lever" for your Members of Congress, New York State Senate and Assembly.

If you have any other voting/Election Day questions, feel free to contact your Government Affairs team... you




LIBOR COURSE OFFERINGS
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UPCOMING NYSAR CLASSES VIA ZOOM!

COURSE	APPROVED CE HOURS	DATE	TIME
GRI 7 — PROPERTY	7.5	9/23	9:30-5:00
GRI 4 — LEGAL UPDATE	7.5	9/25	9:30-5:00
GRI 6 — SELLERS	7.5	10/9	9:30-5:00
ABR — ACCREDITED BUYER REPRESENTATIVE	15	10/22-23	9:30-5:00
RSPS — RESORT & SECOND HOME PROPERTY SPECIALIST	7.5	10/26	9:30-5:00
GRI 8 — TECHNOLOGY	7.5	11/3	9:30-5:00
SRS — SELLERS REPRESENTATIVE SPECIALIST	15	11/3-4	9:30-5:00
PSA — PRICING STRATEGIES	6	11/5	9:30-4:30
SFR — SHORT SALES & FORECLOSURES	6	11/9	9:30-4:30

TO REGISTER VISIT
WWW.NYSAR.COM/EDUCATION
OR CALL 518.463.0300

LIBOR DUES BILL



Your **2021 LIBOR Annual Dues** bill was e-mailed on August 24, 2020. All payments are due by September 30th. For questions or inquiries, please call LIBOR Membership and Billing at **631-661-4800**.




HELPING REALTORS® DO BETTER BUSINESS

HELP CENTER

The Help Center on onekeymlsny.com is a resource of comprehensive business information and support materials that REALTORS® need to do better business.

Check out the NEW How-to Search Stratus videos now available on the Help Center's video section and learn how to search the new Stratus more efficiently.



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