

THE REALTOR®



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LIRealtor.com



President's Message

By Matthew Arnold
LIBOR President

As I reflect over the past two months, what it means for our business and the real estate industry as a whole, I find myself looking back at the past twenty years and all of the trials, tribulations and triumphs we have endured along the way. I began my career in real estate in the 1990's, this was prior to the dot-com era, a time where we utilized zone books and Polaroids, which slowly crept into the PIX-LINK software market. This was the beginning of an unprecedented market — a market thriving, supported by innovative and new technology.

In the beginning of the twenty-first century I, like the rest of the world, witnessed 9/11. Our country suffered an astonishing blow in the aftermath of that harrowing day. Through this unconscionable tragedy, we saw the real estate market expand to great heights. Our nation yearned for positivity, patriotism and hope, and they sought this out in the American dream of homeownership.

From 2008 to 2012, we experienced a drastic recession, while simultaneously weathering two massive hurricanes, Irene and Sandy. This time saw dual challenges for homeowners, some were financially distressed and unable to pay their mortgages, while others were unable to reside in their homes after the devastation of two hurricanes.

The economy slowly and steadily began to rise from that point, until recent years, where we've seen a five to ten percent annual increase in certain markets.

This came to a halt in March 2020. REALTORS® were faced with the unprecedented challenges to our business as a result of government actions to reduce

the spread of COVID-19, that was directly related to real estate. An Executive Order (EO) by Governor Andrew Cuomo restrict-

ed real estate licensees from working outside of our homes. Everything, from brokerage operations to how listings were being marketed and the ability to close transactions, required REALTORS® to adapt to these extraordinary circumstances. And adapt, we did.

REALTORS® were on the front lines of keeping housing alive and pushing for financial relief. We held virtual open houses, Zoom video conferences for our office, Board of Directors and client meetings alike. REALTORS® adapted to the new reality, we used this time to make the commitment to C2EX, we completed CE online and Ethics training.

Our association staff created an Information Hub for COVID-19 — www.lirealtor.com/covid-19, which has an abundance of information, resources and services to support members during these uncertain times. With insightful webinars, discount education courses, digital tools for marketing, the HUB was, and still is, your one-stop resource to continue to expand your skills and your personal and professional growth.

The corona virus pandemic has impacted the real estate industry in every way possible. And as with every challenge to our industry that we have faced in the past, we continue to adapt and persevere. Homeownership is still a cornerstone of the American Dream. And now more than ever, we truly know the importance of having a home to stay safe in. We will do our part in making this dream a reality. REALTORS® will support and help rebuild our communities, because that's who we R®. ●



Avoiding Cybersecurity Risks When Working Remotely

By Patrick Fife, Associate Corporate Counsel and Doreen Spagnuolo, Corporate Counsel, Long Island Board of Realtors®, Inc.

With brokers and agents working remotely, cyber-criminals have seized on the prospect that businesses will let their cybersecurity guard down. In fact, the FBI warns that cybercriminals are leveraging the COVID-19 pandemic to steal personal information and financial data, and gain access to computer systems. These criminals/hackers are targeting the real estate industry by intercepting email accounts with the objective to commit wire fraud.

Whether you are involved in virtual showings, remote closings, remote listing presentation, or procuring electronic signatures, you must take appropriate precautions to protect the personal information collected throughout the course of your business, such as social security numbers, bank account information, credit card information, driver's license numbers, etc.

To limit your risk of having a data breach while working from home, you should follow these BEST PRACTICES:

1. Update your software — Make sure that any software being run on your home computer and any other devices is updated, especially your antivirus software, firewalls, and operating system.

2. Continue to maintain good password and email habits — Use long and complicated passwords or password management software, and use two-factor authentication whenever available. Do not click on suspicious links or attachments, and employ encrypted messaging to share sensitive information. Beware of coronavirus-themed phishing emails.

3. Use a virtual private network (VPN) — A VPN can help protect the data you send and receive while you work from home. A VPN helps to create a trusted connection between employees and their organizations and ensure ongoing access to corporate tools. Corporate VPNs provide additional protections against phishing and malware attacks, the same way corporate firewalls do in the office.



4. Don't mix personal and business — Continue to use your work devices and email to do work and personal devices and email for personal matters. Not doing so increases the risk of introducing a software program with a security flaw or exposing your business to a phishing email.

5. Don't improvise — While it is helpful to use collaboration tools like instant-messaging platforms and video-meeting rooms, if a tool is not working right, do not download an unknown substitute. You could inadvertently introduce a software program with a security flaw - and that means someone unauthorized may be able to access company data, or any personal data you have on the device.

6. Alert your customers and clients at the outset — Have a conversation right up front that wire fraud is real and emails sent by these criminals are convincing and sophisticated. Advise your customers and clients that before wiring any funds they should call the wire recipient using a phone number they know is accurate to verify the legitimacy of the request.

7. Mitigate teleconference hijacking threats — Keep virtual meetings private and not public by requiring a meeting password and sharing it only with specific people. Manage screensharing options and ensure you are using the most up-to-date version of the remote meeting application.

You should check with your insurance carrier for the type of insurance protection, if any, they offer in the event of a cybersecurity attack or data breach. If you need this type of insurance protection, or would like more coverage, you can visit NYSAR's and NAR's websites for a description of the cybersecurity insurance plans available to REALTORS®. ●

Show Us Your REALTOR® Spirit



By Christina DeFalco-Romano
Public Relations & Communications Programs Manager

The Long Island Board of REALTORS® (LIBOR) is accepting applications for the 2020 REALTOR® Spirit Award, recognizing real estate professionals who have made a positive impact through volunteer service in their communities.

Nearly 70% of REALTORS® volunteer in their community each month, according to the National Association of REALTORS® Community Aid and Real Estate report. Over the past two months, REALTORS® nationwide have come to the aid of the hungry and homeless, despite significant challenges posed by COVID-19. Many are LIBOR members, who selflessly donate their time and have adapted their volunteerism and charities to meet the changing needs of their neighborhoods during the outbreak of the virus.

The REALTOR® Spirit Award celebrates and recognizes the remarkable efforts made by our members, and gifts the organization through which they volunteer time and talents. Through the REALTOR® Spirit Award, one winner will receive a \$5,000 grant for their community cause. The recipient will also receive: two tickets to attend the Long Island Board of REALTORS® Annual Installation Gala held in December; local and state exposure in the LIBOR insert of the NYS REALTOR® Magazine, and all LIBOR communication channels.

“LIBOR is celebrating 14 years of the REALTOR® Spirit Award, honoring those REALTORS® who selflessly give themselves to their communities. This selfless devotion is ever apparent, as we’ve seen our fellow REALTORS® care for the needs of our most vulnerable citizens throughout the COVID-19 outbreak.” said Matthew Arnold, LIBOR President.

The REALTOR® Spirit Award was launched in 2006 by LIBOR’s Public Relations committee as part of the “We’re More than REALTORS®...” (WMTR) campaign, and has since recognized more than 50 REALTORS® for their outstanding commitment to community service.

REALTOR® Spirit Award entries must be received by September 30, 2020. For more details and an entry form, visit LIRealtor.com.

REALTORS® - GET COUNTED!

MORE INFO: WWW.2020CENSUS.GOV

HOW TO TAKE THE 2020 CENSUS



Online



Mail



Phone

IMPORTANCE OF THE CENSUS

The 2020 Census will determine congressional representation, inform hundreds of billions in federal funding every year, and provide data that will impact communities for the next decade.

The results of this once-a-decade count determine the number of seats each state has in the House of Representatives.

The results will inform decisions about allocating hundreds of billions of dollars in federal funding to communities across the country — for hospitals, fire departments, school lunch programs, and other critical programs and services.

Share with your peers, colleagues, and clients!

LIBOR MEMBERS KNOW THE IMPORTANCE OF LEADING THE WAY.

Our members have made the best of the recent stay at home order by taking advantage of the tools available to become better REALTORS®.

306 of your fellow LIBOR REALTORS® are in the process of C2EX — will you be the next to commit to excellence?

Get started today at C2EX.realtor.



LIBOR EDUCATION

2020 VISION

32ND ANNUAL LIBOR THOMAS F. TABONE
EDUCATION CONFERENCE & TRADE SHOW

NEW DATE TO BE ANNOUNCED

NEW COURSE OFFERINGS VISIT LIREALTOR.COM TO REGISTER

Going Global! Do I Have to Leave My Home? •
Approved 7.5 Hours CE

Identify and Capture Your Niche • Approved 7.5 Hours CE

NEW COURSE OFFERINGS — *Pending CE Approval*

Writing Your Business Plan • 3 Hours CE

Section 8 Housing • 3 Hours CE

Successfully Selling HUD Homes • 3.75 Hours CE

Success with 203K Purchase/Rehabilitation Transactions •
3.75 Hours CE

UPCOMING NYSAR COURSES AT LIBOR

PRICING STRATEGY ADVISOR CERTIFICATION (PSA)

Instructor: Roseann Farrow • West Babylon • Friday, June 5

SELLER REPRESENTATIVE SPECIALIST (SRS)

Instructor: Roseann Farrow

Jackson Heights • Tuesday, June 8 & Wednesday, June 9

SHORT SALES & FORECLOSURE RESOURCE (SFR)

With Randy Templeman • Riverhead • Thursday, June 18

GRI 4 LEGAL

Instructor: Don Cummings • West Babylon • Friday, June 26

GRI 6 SELLERS

Instructor: Nick Gigante • Woodbury • Friday, July 10

NYSAR GRI WEBINARS

5/5-7/20 • **GRI-1 Ethics** • Roseann Farrow • AM and PM class

5/12-14/20 • **GRI-5 Buyers** • Roseann Farrow •

AM and PM class

TO REGISTER: Visit nysarportal.com or

call 518-463-0300 xt 219

LIBOR'S COVID-19 INFORMATION HUB

Everything You Need To Know

Visit our Information Hub for **COVID-19** -
lirealtor.com/covid, for frequent and focused updates,
free business related webinars and other important
educational resources to guide your business during the
crisis and to prepare you for the future.

One KeyTM MLS

ONEKEYMLS.COM

The ONE source for Accurate and Reliable
Listings is now LIVE!



Consumers will love these new features:

- Latest New Listings and Open Houses
Prominently Appear on the Home Page
- Multi-Lingual Search
- Community & Neighborhood Guides
- Innovative Mapping
- Lead Generator - All leads from onekeymls.com
go directly to the Listing Broker

It pays to go right to THE ONE place that is
the most trusted, the most reliable and the
most comprehensive source of real estate
listings and information.

