



REALTOR® Rally

April 2nd
Maine State House
9am-1pm

RALLY REGISTRATION IS OPEN!

Funding for new affordable housing, local option sales taxes on rental housing, and flood risk disclosure are just a few of the topics up for potential changes in Maine law this session. Come to Augusta and chat with your legislators. They want to hear from their constituents! Mark your calendar to be in Augusta on **April 2** from 9:00 a.m. – 1:00 p.m. for the **MAR REALTOR® Rally!** **There is no cost to attend, we help with the talking points, and lunch is on us!**

RSVP Now!

RALLY- MOBILE ALERTS:

Be ready for the virtual portion of MAR’s REALTOR® Rally! Text REALTORS to 30644 to register for mobile alerts. When a state or national REALTOR® call for action is launched, you can take action from your cell phone!

I ACT
 #REALTORParty



SOCIAL MEDIA AND ADVERTISING:

Listings that are posted on your personal Facebook page (and other social media platforms) are considered advertising by the Maine Real Estate Commission. Be sure that all advertising, including advertising on social media, contains the trade name of the **agency** as licensed by the Maine Real Estate Commission, and that the **agency trade name** prominently appears or is readily accessible to the public.

HOMESTEAD EXEMPTION:

The homestead exemption provides a reduction of up to \$25,000 in the value of a home for property tax purposes. To qualify, the

Quick Links

[Maine Association of REALTORS®](#)

[National Association of REALTORS®](#)

[Maine Listings](#)

[Maine Real Estate Commission](#)

Board Portal Links

[Greater Bangor Association of REALTORS®](#)

[Greater Portland Board of REALTORS®](#)

[Kennebec Valley Board of REALTORS®](#)

[Maine Association of REALTORS®](#)

- Maine Commercial Association
- MAR Only Members
- York County Council

[Mid-Coast Board of REALTORS®](#)

- Acadia Council
- Waldo County Council
- Penobscot Bay Council

[Mountains to Shore Board of REALTORS®](#)

- Androscoggin Valley Council
- Lincoln County Council
- Merrymeeting Council
- Western Maine Council

MAR Leadership

applicant must be a permanent resident of Maine, the home must be the applicant's permanent residence, the applicant must have owned a home in Maine for the twelve months prior to applying, and an application must be filed **on or before April 1** with the municipality where the property is located (only need to file once). [Learn more and share this link with your clients](#)



We're here when it matters most



LEARN MORE



WE'RE HERE WHEN IT MATTERS

MOST:

Be watching for MAR's newest public relations campaign, "We're here when it matters most" which highlights Maine REALTORS® as the most valuable guide for navigating the complex, and often competitive process of buying or selling a property. Digital social media ads and streaming platform ads through Premion OTT are active now and will run during March, April and July. Ads on broadcast TV (WGME, WPFO, WMTW, WPXT, WCSH, and WLBZ) will run during the weeks of March 18, April 15, and July 8. Our campaign is avoiding the May-June timing due to the high costs associated with airtime during the primary election season. All of the ads [direct consumers to this landing page](#). Thank you to the MAR Communications Committee for their work on this campaign!

KNOW ANYONE?

WE'RE HIRING:

We're looking for two part-time employees to join our team! The MAR Foundation is searching for a Program Manager (12-15 hours/week) and MAR is searching for an Office Assistant (20 hours per week).

Employees cannot hold an active real estate license.

Persons with interest may contact [Suzanne](#) for additional information. All inquiries are held in strict confidence.



ZIPFORMS – NEW FORMS EDITOR:

Lonewolf Zipforms has fully migrated to their updated forms editor. Here are resources to assist with your transition:

- [Quick Start Guide](#)
- [New Forms Editor Basics \(3 mins\)](#)
- [New Forms Editor Advanced \(4 mins\)](#)
- [How To Use \(11 mins\)](#)
- [MAR's February 27 Lunch & Learn Recording \(60](#)

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Last Issue: February 29
Some content may be commercial in nature.



REALTOR® Rally



April 2nd



2024 ECONOMIC FORECAST

Amanda Rector
Maine State Economist



Dr. Jessica Lautz
NAR's Deputy Chief Economist & VP of Research

Tuesday | April 9
12pm-1pm



2025 NAR COMMITTEE APPOINTMENT PROCESS:



The deadline is May 15 if you would like to request an appointment to a 2025 National Association of REALTORS® Committee. NAR Committees will meet in May and November 2025 at the national REALTOR® meetings (in DC and Houston) and may also meet virtually at other times during the year. There are currently 17 Maine REALTORS® serving on NAR committees during 2024.

Please note: NAR committee applications are completed online.

Step 1: you must create/update an Expertise Profile on NAR.realtor;

Step 2: you can apply for up to five NAR committee appointments;

Step 3: you may seek endorsements/recommendations for your applications (which is important to do).

[Find a list of NAR committees](#), [a link for your Expertise Profile](#), [access to the 2025 NAR Committee Application process](#) (NAR.realtor login required), and [FAQ's about the NAR Committee process](#)

For login assistance for the NAR website (NAR.realtor): 1-800-874-6500. Please contact [Suzanne](#) with any questions.

ACCREDITED BUYER'S REPRESENTATIVE (ABR):



Through 2024, the National Association of REALTORS® is offering REALTOR® members **no-cost access to the two-day Accredited Buyer's Representative (ABR®) designation's core course** (a \$295 savings) to help REALTORS® communicate their value to buyers in this changing real estate landscape. The ABR® core course can be accessed in live virtual or self-paced virtual format (no Maine continuing education credit is offered).

Take the ABR core course alone, or to continue on and earn the ABR designation, you'll need to complete an additional elective course (at your expense) and have completed at least 5 buyer-side transactions. More details and registration information here: [How to Earn Your ABR® | ABR®](#)

MAINE REALTOR MAGAZINE DELIVERY:

The spring issue of Maine REALTOR® magazine will be mailed later this month to your "Communication Preference" address on file at the Maine Association of REALTORS®. See below for instructions on how to update your contact information. The default communication preference is your office address.

COMMUNICATION PREFERENCE:

To update your "Communication Preference" in the MAR membership system:

- 1) Login to the [Maine Association of REALTORS® RAMCO portal link](#)
Help info is on the top and right side of the portal sign-in screen.
- 2) Click on the "Update Your Member Profile" in the blue box (upper left)
- 3) Note the five sections on the left to update (Main, Home Address, Mailing Address, Personal, Communication Preference)
- 4) Update your information in each section and be sure to click on Save at the bottom of each section.

TAX TIME:

Now is a good time to look over your financial wellness. [Check out this resource from the National Association of REALTORS®](#)



SPRING IS NEAR!

Don't forget to spring your clocks ahead one hour this weekend for Daylight Savings Time!

Connect with us!



Maine Association of REALTORS® | 19 Community Drive, Augusta, ME 04330

[Unsubscribe tanya@mainerealtors.com](mailto:tanya@mainerealtors.com)

[Constant Contact Data Notice](#)

Sent by claire@mainerealtors.com powered by



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