

2020 Board of Directors



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Julie Deal

Fidelity
National Title

Look for the “R” - NAR roles out new campaign!

WASHINGTON (February 3, 2020) – Building on the successful launch of last year’s “That’s Who We R” national branding campaign, the National Association of Realtors® (NAR) is introducing the next creative iteration. Kicking off with a series of three new spots developed in partnership with Havas Chicago, “Look for the R” calls upon consumers to turn to the iconic “R” trademark as a beacon of integrity and clarity in real estate. The new creative is part of NAR’s advertising strategy to further distinguish Realtors®, members of the National Association of Realtors®, from non-member agents and apps.

“Last year’s foundational ‘That’s Who We R’ campaign communicated to consumers that “R” = Realtor®, and there is a difference. This year, the campaign will show them what that difference looks like, in action,” said NAR President Vince Malta, broker at Malta & Co., Inc., in San Francisco, California. “The ‘Look for the R’ evolution clearly positions Realtors® as

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- NAR Trademark FAQ
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Protect your membership investment: Trademark rules and who can use them

Top 5 Things You Need to Know About the REALTOR® Trademarks

1. REALTOR® = Member of NAR

A REALTOR® is a member of the National Association of REALTORS®. The term REALTOR® should never be used as a substitute for "real estate agent."

The REALTOR® trademarks include:

REALTOR® REALTORS® REALTOR-ASSOCIATE® The REALTOR® block "R" logo

The REALTOR® marks let people know that you are more than just a real estate practitioner: you adhere to a strict Code of Ethics that protects clients, the public, and other real estate agents. The term REALTOR® is not only a trademark owned by NAR and protected by federal law, it's a valuable membership benefit that distinguishes members from other real estate licensees.

2. Members can use the REALTOR® trademarks, with limitations

Members may use the REALTOR® marks only in the context of identifying themselves as members of NAR. To maintain the value of the marks, it's important that they be recognized by the public as identifiers of NAR members, and never used generically to denote a vocation or a business. Members are licensed to use the marks only in connection with their real estate business and in connection with the place of business with which their membership is associated.

3. Non-members may not use the REALTOR® marks or the term realtor

Non-members are never allowed to use the REALTOR® trademarks in reference to or in connection with their businesses or themselves. Certain nominal uses of the marks are permissible. For example, newspapers, magazines, or radio or television programs may use the marks to accurately identify an individual as a member of NAR or in reference to a Member Board.

4. Design standards for REALTOR® marks must be followed

The preferred form of the term is REALTOR®—in all caps, and using the registered trademark symbol. If using the symbol isn't possible, then the next best form is in all caps: REALTOR. The REALTOR® block 'R' logo consists of a letter R set in Futura Typeface on a sharply contrasting rectangular background to form a block "R" with the term REALTOR® centered underneath. The rectangular block and the term REALTOR® centered under that block must be the same contrasting color.

5. The REALTOR® marks can be used on the internet and in marketing

In usernames, members are allowed to use the REALTOR® marks only to indicate membership in NAR by using the marks with a member's name or with the legal name of a member broker's real estate business. In usernames, email addresses, and domain names, the REALTOR® marks do not need to be separated from a member's name or real estate business name with punctuation, as they do elsewhere. The marks may be used on merchandise such as T-shirts and ball caps, as long as the item includes the member's name or firm name. However, the marks may not be used in institutional advertising by franchisors.

Please note: If the REALTOR® marks are in lower case, you are still using the membership marks. The registered mark is REALTOR® in any and all of its forms. To encourage others to recognize its status, NAR has adopted certain standards for its appearance. Please note that the preferred format is in all caps with the registration symbol. A non-member may not use the term realtor, even if in lower case and without the registered trademark! Former members who have gone inactive or into referral should remove the term in all materials including social media and emails.

PROTECT YOUR INVESTMENT—Use your trademark correctly!

Source: <https://www.nar.realtor/logos-and-trademark-rules/top-5-things-you-need-to-know-about-the-realtor-trademarks>

NAR Asks Consumers to “Look for the R” in Next Iteration of Advertising Campaign

(Continued from page 1)

real estate professionals who adhere to a Code of Ethics and make property ownership a reality through expertise and fair and ethical treatment.”

“Look for the R” focuses on authentic, human moments in the journey to property ownership, both residential and commercial, and seeks to capture the relationships between Realtors®, their clients, and communities. The new ads use a compelling mix of visual and verbal cues to make the Realtor® “R” mark memorable. Through bold crea-

tive depictions that bring the “R” icon to life, the campaign rallies consumers to look for the “R” for reliable guidance throughout the real estate process.

“The National Association of Realtors® has such a strong brand mark in the ‘R,’” said John Norman, Chief Creative Officer, Havas Chicago. “The modern, geometric shapes are great building blocks for communication. ‘That’s Who We R’ takes those iconic shapes, that same ‘R’ Realtors® wear so proudly on their shirts and lapels and brings it into the world.

Look for the ‘R’ and you’ll find it wherever good things are happening in real estate. It’s a clever way of integrating the NAR brand into people’s lived experience as buyers and sellers. It highlights just how meaningful a Realtor®’s expertise can be.”

For more information visit:

<https://www.nar.realtor/newsroom/nar-asks-consumers-to-look-for-the-r-in-next-iteration-of-advertising-campaign>

2020 LPCAR Scholarship



LPCAR is pleased to offer Scholarships in the amount of **\$600** each to area students who plan on pursuing further education after graduation or are currently attending a college or trade school and who are related to a **REALTOR or Affiliate** member of LPCAR. (3 scholarships available in 2020)

This award will be given to a person demonstrating outstanding community involvement who is planning to pursue further education through an accredited college, university, or trade school or are currently attending college or a trade school.

Applications are now available on our [website](#). The application also requires an essay of 200 words or less explaining why the scholarship should be awarded. Any application received without the essay will not be considered during the selection process. It is important for the student to complete all parts of the application



The deadline for this year is **April 17, 2020**. Please download the application available online on our website and have your student complete and send the form back by the deadline. Students of family members of LPCAR are eligible for this scholarship so we encourage them to apply as soon as possible.



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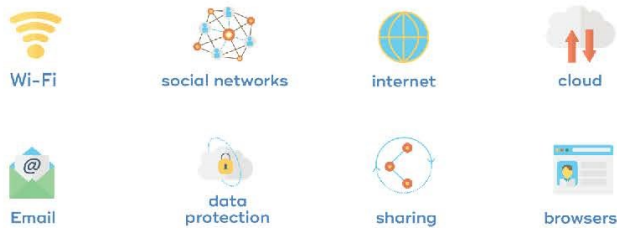
HARDWARE



SOFTWARE



NETWORKING



GENERAL TECH ISSUES

- Helping with your mobile world: syncing, screenshots, hotspots, etc.
- Providing picture-perfect assistance: settings, sharing, backups, etc.
- Giving social media guidance: Facebook, Twitter, Instagram, Snapchat, etc.
- Setting up Alexa or Google Home devices
- Casting from your PC to your TV
- Mail merging labels for your holiday mailing
- Solving image format issues
- Getting your iTunes library organized or sharing your Spotify Playlist
- Setting up two or more monitors on your computer or laptop
- Answering Apple CarPlay or Android Auto Help questions
- Giving website hosting advice
- And much, much more!

THE BEST PART

- There are no additional fees; it's already included in your membership.
- No limits on the number of calls or on the length of time per call.
- Experienced, reliable, professional and courteous assistance.
- Assistance in English or Spanish.
- U.S.-based analysts located in Orlando, Florida.

LEARN MORE



 Watch video (3 min.)
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CE Opportunity

Mark your Calendar for our next CE class on **Tuesday, March 10, 2019** with Instructor Tim Reed. Course: Purchase Agreements—**2020 Residential Form Changes** for 2 CE credits for all brokers. Our meeting will begin at 4:30 p.m. (please note time change) CST and our guest speaker will be Dan Coffey, MLS president discussing your MLS! Meeting will take place at Portofino Grill in La Porte.

Membership Update

The following have applied for membership in our Association:

Jenna Francesconi ~ Century 21 Affiliated/La Porte

Jane Krass ~ Metropolitan Title Company

Brandon Thomas ~ Keller Williams New Buffalo

Jason Summer ~ US Inspect

Please contact the Board office with any questions or comments at 219-324-8120. Thank you.



Congratulations to our 2019 Affiliate of the Year - La Porte County Assessor Michael Schultz. Michael was honored at our January Membership Meeting. Read more at:

<http://bit.ly/2vNXVAX>

Photo: President Brad Anderson and Mike Schultz

LPCAR members attend Indiana Association of REALTORS 2020 Legislative Conference in Indianapolis

Several members from the board of directors attended the IAR Legislative conferences in January. This conference provided LPCAR members an opportunity to meet with our legislators and stress the importance of protecting private property rights, homeownership, and the real estate industry.





RPAC: Your Best Investment in Real Estate

Since 1969, the REALTORS® Political Action Committee (RPAC) has promoted the election of pro-REALTOR® candidates across the United States. The purpose of RPAC is clear: REALTORS® raise and spend money to elect candidates who understand and support their interests. The money to accomplish this comes from voluntary contributions made by REALTORS®. These are not members' dues; this is money given freely by REALTORS® in recognition of how important campaign fundraising is to the political process. RPAC doesn't buy votes. RPAC enables REALTORS® to support candidates that support the issues that are important to their profession and livelihood.



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Inc.



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Contact Us



LPCAR
PO Box 248
La Porte, IN 46352

Phone(219)324-8120
Fax: 219-363-9323
lpcar@lpcar.com lpcar@frontier.com Visit us on the
web at www.laportecountyrealtors.com

February 2020

SUN MON TUE WED THU FRI SAT

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2 3 4 5 6 7 8

Board of Director
Meeting at 11:30 am
at Board Office

9 10 11 12 13 14 15



16 17 18 19 20 21 22

President's Day—
Office Closed

23 24 25 26 27 28 29