



## What can SLAR do for you?



### SLAR NEWS

#### Dear Laura,

Have you created your 2014 business plan? Check out [this Marketing Field Guide provided by NAR](#) for tips on how to build your personal promotion, increase your presence in a niche market, and strengthen your marketing plan.

#### What's the Economic Forecast for 2014?



Lawrence Yun,  
NAR Chief Economist

**When:** Thursday, February 20<sup>th</sup>  
**Time:** Registration: 8:30AM | Breakfast 8:30AM-9:15AM | Program: 9:00AM - 11AM  
**Where:** [Kirkwood Community Center](#)  
**Cost:** **FREE!**  
**Info:** [Register](#) to attend the [2014 Economic Forecast Breakfast](#) and hear insight from **NAR's Chief Economist, Lawrence Yun**, and the **Publisher of the St. Louis Business Journal, Ellen Sherberg**. Both will provide insight on local and national trends for 2014. This **free** event also includes a hot breakfast, coffee, and juice.

#### New!! Live Market Data Available At Your Fingertips

Want [Market Snapshot Reports](#) available at the touch of the button? This **new** member benefit brought to you by SLAR and MARIS, is now available on [www.stlrealtors.com](http://www.stlrealtors.com). Visit [this page](#) to view a live snapshot of the market or create a custom search by selecting a specific zip code, school district, county, or municipality at the top left side of the page.



#### Learn the Basics of Green Housing & Celebrate Winners



**When:** Thursday, January 30<sup>th</sup>  
**Time:** Seminar - 4:30PM-6PM  
 Ceremony - 6PM  
**Where:** Washington University in St. Louis  
**Cost:** **FREE!**  
**Info:** Want to know the basics of Energy Efficient Housing? Join us for the free [Energy Efficient Housing Seminar](#) on Thursday, January 30<sup>th</sup>. The seminar will be taught by Nate Johnson, Sean

#### Quick Links

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#### Upcoming Events

[Energy Efficient Housing Seminar, WashU, 01/30/14](#)

[Energy Efficient Housing Contest Ceremony, WashU, 01/30/14](#)

[Urban Affairs Forum, St. Louis Zoo, 02/06/14](#)

[RE BarCamp, Sheraton Westport Plaza, 02/13/14](#)

[Economic Forecast Breakfast, Kirkwood Community Center, 02/20/14](#)

#### Featured Sponsor

Thanks to  
**BMO Harris Bank** for  
 sponsoring the  
**2014 Economic  
 Forecast Breakfast:**



Zalmanhoff, and Marc Bluestone. Following the seminar we will have a [ceremony](#) to honor the winners of the Energy Efficient Housing Contest. Information and registration for both events can be found [here](#).

## You Or Your Client Could Win a Brand New Furnace!

Join the [Energy Efficient Housing Contest mailing list](#) and you will be automatically entered in the drawing for a brand new York TM9X 95.5% Energy Efficient Forced Air Furnace sponsored by [SmartHouse Home Performance Experts!](#) **Refer your clients to the mailing list as well!** If their name is pulled in the drawing, you will win a **\$100 Visa Gift Card**. Drawing will be held February 28<sup>th</sup>, 2014.

## Thank You for Voting! New Bylaws Adopted

The SLAR Bylaws have been approved and are now available on the website. To review the Bylaws in its entirety, please [click here](#).

## Take An Educational Visit to the St. Louis Zoo



**When:** Thursday, February 6<sup>th</sup>  
**Time:** 9AM-10:30AM  
**Where:** St. Louis Zoo  
**Cost:** **FREE!**  
**Info:** [RSVP](#) for this month's [Urban Affairs Forum](#) to learn about the future Zoo expansion plans in Forest Park and the Clayton-Tamm neighborhood. Free breakfast and free parking!

## GET THE CREDIT YOU DESERVE! Apply Today for the Missouri REALTORS® Honor Society

The Missouri REALTORS® Honor Society Program recognizes REALTORS® that have contributed their time and skills to Board and Association leadership. A minimum of 150 points per year is needed to qualify for or maintain membership. Please download and complete [this worksheet](#) to determine your points. Download the membership application by [clicking here](#).

## A Year in Review: 2013 Housing Market Summarized

Check out the [video on the right](#) for a brief overview of how the housing industry performed in 2013. Statistics show that it was truly a bounce back year in the St. Louis area real estate market!



## Don't Risk Losing Your License: Renew Now

## Hot Tech Tips

### 10 Techniques for Improving Lead Conversion



Check out this [webinar from InmanNext](#) for 10 techniques for improving your lead conversion strategy. Consider using these ideas as you finalize your business plan for 2014!

## Upcoming Sponsorship Opportunities

### [2014 Sponsorship Opportunities](#)

For more information on sponsorship opportunities please contact Laura DeVries at 314.590.2301 or [ldevries@stlrealtors.com](mailto:ldevries@stlrealtors.com).

**Interested in sponsoring a new member orientation class? Contact [ldevries@stlrealtors.com](mailto:ldevries@stlrealtors.com) or call 314.590.2301.**

The first quarter SLAR CE schedule is now available online. Register for your classes today! [Click here](#) to download the full schedule and registration form or register for your courses online at [www.stlrealtors.com](http://www.stlrealtors.com). The deadline for Brokers is June 30, 2014. The deadline for Sales Licensees is September 30, 2014.



## HUD May Reevaluate Loan Limits in Your Clients' Community

On Dec. 20, 2013, the Federal Housing Administration announced a 25-day extension for communities who wish to request a change to high cost area loan limits. The new deadline for appeals is Jan. 31, 2014. [Click here](#) for more information and to read about NAR's involvement with this issue.

## Continue to Show Your Support for Those In Need in RHAF's 25<sup>th</sup> Year

Thank you to [everyone who donated to RHAF in 2013!](#) In 2014, RHAF will celebrate its 25<sup>th</sup> anniversary and hopes to raise \$50,000 this milestone year. Please consider making RHAF your charity of choice for 2014 to help us reach this ambitious goal. More than 95 cents of every dollar you give goes directly to our grant program, which funds local charities that combat homelessness. [Donate to RHAF today.](#)



We'd like to hear from you.

Click [here](#) to share your feedback and ideas.



# January Shoppe Specials



**Don't forget about one of the most important marketing functions of your business in 2014. Stock up on all of your real estate sign needs by visiting the REALTOR® Shoppe at SLAR! For the month of January, we will be offering **\$2.00 off of ALL signs available in the store.****

**Questions? Contact us at 314.576.0033 and ask for the REALTOR® Shoppe.**

**Offer Expires January 31<sup>st</sup>, 2013**

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