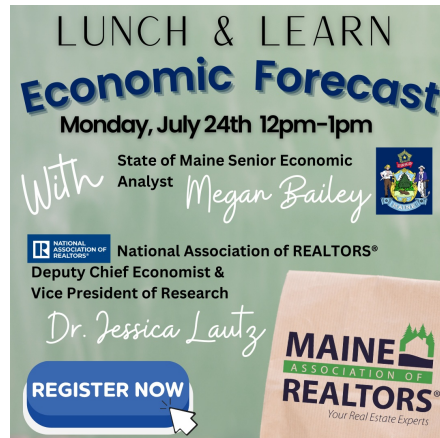




**LUNCH & LEARN:
ECONOMIC UPDATE**

Mark your calendar: Monday, July 24th 12pm-1pm. MAR is joined by Maine State Senior Economic Analyst, Megan Bailey and NAR's Deputy Chief Economist and Vice President of Research, Dr. Jessica Lautz. We'll hear economic updates about Maine and our nation. Grab some lunch, tune in, and bring your questions!



Register Now!



MAR CONVENTION:

Save the dates! CSI – Communicate, Socialize & Innovate (the MAR Convention) will be an in-person event October 3-5 at the Samoset Resort in Rockport. The preliminary convention schedule and registration details and deadlines will be posted on the MAR website in mid-July.

Convention registration will open at 9:00 a.m. on August 2.

THANK YOU TO OUR SPONSORS & EXHIBITORS!

Thank you to our convention sponsors and industry partners! Contact [Tanya](#) for sponsorship opportunities.

ARE YOU SERVING LOCALLY?

Please let MAR know if you're serving in your local government. Town Councillor? Mayor? On the Planning Board? Selectperson? School Board Director? Appeals Board? Road Commissioner? Other? Send your info to: [Claire](#)



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- Androscoggin Valley Council
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- Merrymeeting Council
- Western Maine Council

MAR Leadership

HOW ARE YOU COMMUNICATING AS A REAL ESTATE PROFESSIONAL?

by MAR Legal Counsel, Hannah McMullen

Article 12 of the NAR Code of Ethics states the following:

“REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional.” Please make sure that you clearly identify yourself as a REALTOR® in all of your real estate communications (i.e. to customers, clients, other REALTORS®, etc.). This includes communications such as texts or emails sent to listing brokers to request showings.

In addition, Chapter 410, Section 1 of Maine Real Estate Commission rules requires that you include in all real estate brokerage advertisements a prominent display of “the trade name as licensed by the Commission of the real estate brokerage agency that placed the advertisement.” Please note that advertisements “include all forms of representation, promotion and solicitation disseminated in any manner and by any means of communication for any purpose related to real estate brokerage activity, including, at a minimum, advertising the sale or purchase of real estate or promotion of real estate brokerage services conducted by mail, telephone, the Internet (including but not limited to the world wide web, electronic mail and social media), business cards, signs, television, radio, magazines, newspapers, and telephonic greetings or answering machine messages.”



NAR REAL ESTATE FORECAST SUMMIT:

On August 2, 2023, from 1:00–2:00

p.m., NAR will hold its virtual, no-cost! Real Estate Forecast Summit: Residential Update event, which will provide an outlook on the residential market. The discussion will also include consideration of international activity in the residential market.

[Register Here!](#)

DID YOU KNOW?

Happy summer reading! With your REALTOR® membership, you have access to the world’s largest real estate library (text, audio, and video eBooks): [Check it out here!](#)

MAINE LISTINGS NEWS:

Click on the links below to learn about:



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Last Issue: July 6

Some content may be commercial in nature.

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

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