



MEETING NOTES January 8, 2024

Keeping in Touch – The Basics

Mail Item of Value * Email * Call/Text * Hand-Written Note * Social Media Snuggle * Pop-By
Pick 3 each month for each contact and watch your business grow!

Canopy Mortgage Interest Rates

\$500k SFR, 20% down, owner occupied, 740 credit score

This Week	11/20	Last Meeting
Conv 30 YR	6.875	6.500
Conv 15 YR	6.250	5.750
FHA 30 YR	6.250	5.750
VA 30 YR	6.250	5.990
Invest 25%	7.875	8.125

DATES TO REMEMBER

- 1/8 Sales Meeting
- 1/15 Skills Meeting – Farming
- 1/22 CE Class New Construction
- 1/23 Master Mind
- 1/29 5th Wednesday, No Meeting
- 2/5/ Sales Meeting
- 2/12 No Meeting

11 Listings
3 Under Contract
7 Buyers Under Contract
212 Closed Transactions
\$850 SSL Fee starting Jan 1, 2025

****THIS MEETING WILL BE SUMMARIZED USING AI, AND THE SUMMARY WILL BE EMAILED TO THE BROKERAGE****

1. Market Update
2. Birthdays and Recognition
3. Feb Mailers <https://www.4imprint.com/product/141320-IL/Calendar-Bookmark-Illusion>
 - a. Orders are due January 13th.
4. NEW SSL POLICY – Please use the “Send Earnest Request” button for all earnest money deposits effective immediately.
5. 2024 4th Quarter Utah Division of Real Estate Newsletter Highlights
 - a. <https://realestate.utah.gov/newsletters/2024-q4/>
6. **Report 2024 Sales on UtahRealEstate.com**

The Realtor® 500 is an invitation-only event for primary members of the Salt Lake Board of Realtors®. Selection is determined by gross sales volume (as reported on UtahRealEstate.com). Sales are counted for the primary buyer’s/seller’s agent under which they are reported. Only 2024 sales recorded on UtahRealEstate.com by **Friday, Jan. 10, 2025** will be counted.

The top 500 member-agents will be notified at the beginning of February. Award recipients will be featured in the Salt Lake Realtor® Magazine!

7. Current NAR lawsuits
8. TCPA Rules
 - a. The Telephone Consumer Protection Act (TCPA) requires businesses to comply with a number of regulations to avoid penalties:
 - b. **Obtain consent:** Before calling, texting, or delivering a voicemail, businesses must obtain prior consent. The level of consent required depends on the type of communication and technology used.
 - c. **Adhere to do not call requirements:** Businesses must respect the [National Do Not Call Registry \(.gov\)](https://www.ftc.gov/identity-theft/identity-theft-prevention) and honor opt-outs.
 - d. **Calling restrictions:** Businesses can only make telemarketing calls between 8 AM and 9 PM, local time.
 - e. **Implement opt-out mechanisms:** Businesses should provide frequent opportunities for customers to opt out of receiving communications.

- f. **Include your business name:** Businesses should include their business name in all messages.
- g. **Clearly communicate terms and conditions:** Businesses should clearly communicate terms and conditions.
- h. The consequences for TCPA violations are substantial. The TCPA has a strict liability statute, which means companies are legally responsible regardless of fault or intent.