**DAAR Ambassador Talking Points**

***Week of February 26th, 2018***

**For Your Business**

***Topic #1: Feedback Needed to Help Improve Your MLS Experience***

DAAR is aware that as part of the transition from MRIS to BrightMLS to create an improved user experience and more innovative MLS system, many have experienced performance issues with the system.

We are making every effort to communicate with BrightMLS challenges that you have experienced and are working towards a resolution and improvement of the system on your behalf.

To assist us with describing challenges with the system to BrightMLS, we are asking members to submit specific issues and experiences via cwindle@dullesarea.com. There’s also an online form within the article “Feedback Needed to Help Improve Your MLS Experience” via <https://dullesarea.wufoo.com/forms/z3id8kw15jlir2/>

As always, you can contact Bright MLS with your issues and concerns at Toll Free: 1-844-55-BRIGHT (1-844-552-7444) or email support@brightmls.com

***Topic #2: DAAR's January Housing Market report from George Mason University is Available***

* Another Record Low Month for Inventory
* Home Sales Continue to Decline
* New listing activity increased in January versus last year (13.3 percent)
* Loudoun County homes continued to sell faster than last year, with half of the January sales listing for 28 days or less—down from January 2017’s median of 33.
* Loudoun County home sellers received, on average, 97.4 percent of original list price in January.
* Condos saw record numbers of both January new listings and closed sales.
* The full report is available via <http://dullesarea.com/wp-content/uploads/2018/02/DAAR-Housing-Market-Update-Loudoun-January-2018.pdf>
* Members are welcome to use the text in the report for their newsletters, websites or social media.

**DAAR Events**

*Topic #3: DAAR's REALTOR® Awards Ceremony takes place on Wednesday, March 14th, 5PM at 1757 Golf Club* REALTOR® professionals who have reached exceptional levels in various categories during DAAR’s Production Awards and Circle of Excellence Ceremony. Award categories include Anniversary Awards, Circle of Excellence, Top Producer, Top Producer Team, Circle of Excellence, Jeannette Newton Community Leadership and Rookie of the Year. Early-bird registration is $35 until March 7. To register visit [www.dullesarea.com](http://www.dullesarea.com) or email info@dullesarea.com.

**Industry Updates**

*Topic #4: IRS Clarifies Home Equity Loan Interest Deductibility*

The Internal Revenue Service (IRS) has issued a news release found here <https://www.irs.gov/newsroom/interest-on-home-equity-loans-often-still-deductible-under-new-law> clarifying that in many cases, interest paid on home equity loans remains deductible under the new tax reform law.  Many questions have arisen on this issue, as many media reports on the new tax law indicated that as of 2018, interest is no longer deductible on home equity loans.  The IRS stated that “despite newly-enacted restrictions on home mortgages, taxpayers can often still deduct interest on a home equity loan, home equity line of credit (HELOC) or second mortgage, regardless of how the loan is labelled.”  The key factor is that the proceeds of such loans must be used to buy, build, or substantially improve the taxpayer’s home that secures the loan.  Interest on a home equity or other loan used for personal living expenses (e.g. paying off credit card debt, education, or vacation expenses) would not be deductible.

The news release offers several examples.

For more information on tax reform, visit NAR’s homepage on this issue <https://www.nar.realtor/tax-reform/the-tax-cuts-and-jobs-act-what-it-means-for-homeowners-and-real-estate-professionals>

**Did You Know?**

Topic #5: DAAR’s Website has a New Look!

DAAR’s Website has been redesigned and reorganized. Let us know what you think of the new www.dullesarea.com by clicking on the "Contact Us" button at the top of the site.

***Questions? Please contact Christine Windle, CEO, DAAR, 571-291-9803 (direct), 703-727-2144 (cell) or*** ***cwindle@dullesarea.com***