

1 STATE OF ALASKA
2 DEPARTMENT OF COMMERCE, COMMUNITY & ECONOMIC DEVELOPMENT
3 DIVISION OF CORPORATIONS, BUSINESS AND PROFESSIONAL LICENSING
4

5 **REAL ESTATE COMMISSION**
6 **Education Committee**
7 **MEETING MINUTES**
8 **March 11, 2020**
9

10 "These draft minutes were prepared by the staff of the Division of Corporations, Business
11 and Professional Licensing. They have not been reviewed or approved by the
12 Commission." By authority of AS 08.01.070(2), and in compliance with the provisions of
13 AS 44.62, Article 6, a scheduled teleconference meeting of the Real Estate Commission
14 Education Committee was held March 11, 2020, at the State of Alaska Atwood Building,
15 550 W. 7th Avenue, Suite 1550, Anchorage, Alaska.

16
17 **Wednesday, March 11, 2020**

18 **Agenda Item 1 - Call to Order**

19 Ms. Harris called the meeting to order at 12:00 p.m.
20

21 Roll Call – 1(a)

22 Attendees present:

23 Denny Wood, Associate Broker, Keller Williams, Anchorage

24 Anita Bates, Associate Broker, Dwell Realty, Anchorage
25

26 Staff Present:

27 Nancy Harris, Acting Executive Administrator
28

29 Agenda 1(b) – Approval of Agenda,

30 The agenda was not approved.
31
32

33 **Agenda Item 2 – Set Guidelines for 2020-2022 DCE Topics**

34 Ms. Bates submitted her recommendations of the designated topics for the 2020-2022
35 licensing period.
36

37 **Broker Supervision and Management – 2 hours**

- 38 • Definition of Supervision
 - 39 ○ Broker responsibility for policies and procedure
 - 40 ○ Licensee relationships
- 41 • Teams
- 42 • Broker policy & implementation of client confidentiality
- 43 • Responsibilities of Brokers with branch offices
 - 44 ○ Direct supervision
 - 45 ○ Advertising
 - 46 ○ Home Offices
- 47 • Brokers engaged in property management
 - 48 ○ Policies for licensee owned property
 - 49 ○ Overseeing records of transactions
- 50 • Recordkeeping responsibilities
- 51 • Consequences for failure to supervise
- 52 • Reporting violations
53

54 **Ethics – 2 hours**

- 55 • Business ethics as it relates to real estate
- 56 • Ethics as it relates to Alaska Real Estate
- 57 • Commission’s Consumer Disclosure
- 58 • Ethical handling of conflicts of interest
- 59 • Protecting client confidentiality
- 60 • Ethics models in other professions (i.e. medical)
- 61 • Disclosures

62
63 **Prohibited Conduct – 2 hours**

- 64 • Receiving/paying commissions
- 65 • False advertising/misrepresentation
- 66 • Falsifying license applications/credentials
- 67 • Misrepresentation, fraud
- 68 • Failing to disclose
 - 69 ○ Licensee relationships
 - 70 ○ Conflicts of interest
 - 71 ○ Compensation
 - 72 ○ Property information
 - 73 ○ License status
- 74 • Employment of unlicensed personnel
- 75 • Violation of local, state, federal law

76 **Advertising and Social Media – 2 hours**

- 77 • Advertising requirements for property
- 78 • Consumer owned
 - 79 ○ Written authorization
 - 80 ○ Name of brokerage
- 81 • Licensee owned
 - 82 ○ Name of brokerage
 - 83 ○ License status
- 84 • Advertising of home offices
- 85 • Risks of social media
 - 86 ○ Failure to comply with local, state, and federal advertising statutes & regulations
 - 87 ○ Claims of defamation & libel
 - 88 ○ Copyright infringement
 - 89 ○ Trademark infringement
 - 90 ○ Breach of ethics (NAR COE articles 12 & 15)
 - 91 ○ Discrimination
 - 92 ○ Misrepresentation

94
95 Committee members discussed the guidelines presented and made changes.

96 The courses must include at least 2 of the subject areas:

97
98 Under social media - added: How to properly advertise on social media.

99
100 Under broker supervision and management - added: Reporting violations and teaching
101 professionalism.

102 Under ethics - added: Disclosures.

103

104 Ms. Harris will make edits as discussed and email to members to review. Final copy will be
105 presented to the Commission for their consideration at the March 25, 2020 meeting.

106

107

108 **Agenda Item 3 – Set Date for Next Committee Meeting**

109 Committee members did not set a date for future meetings. They agreed to wait and see
110 what the Commission decided at the March 25, 2020 meeting, with regards to committees.

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112

113 **Agenda Item 4 – Adjourn**

114

115 **On a motion duly made by, Ms. Bates, seconded by Mr. Wood, it was,**

116

117 **RESOLVED to adjourn.**

118

119 **All in favor. Motion passed.**

120

121 Meeting adjourned at 1:00 p.m.

122

123

Prepared and submitted by:
Real Estate Commission Staff

124

125

126

Approved:

127

128

REC Education Committee

129

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Date: _____