

# **Bullhead City / Mohave Valley Association of REALTORS®**

## **COMMUNICATION POLICY**

The following are the Communication Policies of the Bullhead City / Mohave Valley Association of REALTORS®, from henceforth known as the Association. As new policies are created, or existing ones are abolished or modified, they will be presented to the Board of Directors for review, approval or disapproval. These policies will then be modified accordingly.

### **Policy 1- Authorized Spokesperson**

- (A) The President shall be the authorized spokesperson for the Association. No other individual shall speak for the Association on matters affecting its membership as a whole without prior approval of the president.

### **Policy 2 – General Communications**

- (A) Copies of all communications between the Association and the National Association of REALTORS® shall be sent to the Arizona Association of REALTORS®.
- (B) When amended, the Association shall send Arizona Association of REALTORS® and the National Association of REALTORS® copies of all governing documents.
- (C) Articles and announcements to be submitted to the media regarding any Association activity or function shall be reviewed or developed, and subsequently submitted, by the Executive Officer upon approval of the president.

### **Policy 3 – Committee Correspondence**

- (A) Any and all correspondence of a committee to other individuals regarding that committee's functions, responsibilities and programs shall come only from the Chairman or Association staff. Further, all such communications shall originate from or be coordinated with the Association Office. All written communications relative to programs, activities, notices and meetings shall be submitted in advance to the Executive Officer for reference and retention.
- (B) All committee programs, classes and activities shall be noticed to the general membership via the communication method or methods determined to be the most effective by the Association Office.

### **Policy 4 – Calls to Action**

- (A) Unless specifically directed by the National Association of REALTORS®, Arizona Association of realtors®, or Association, no "Call to Action" will be initiated by any individual Association members, office, affiliate or staff person.

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- (B)** No individual member, office affiliate or staff person is authorized to communicate with a county or city official on behalf of the Association without prior consent of the President or Executive officer.
- (C)** No Individual member, office, affiliate or staff person is authorized to communicate with state legislative officials on behalf of the Association or The Arizona Association of REALTORS® unless directed by the Arizona Association of REALTORS® via a Call of Action, REALTOR® Day at the Capital talking points or other written communiqué.
- (D)** No individual member, office, affiliate or staff person is authorized to communicate with Federal Legislative officials on behalf of the Association unless directed by the National Association of REALTORS®; however, from time to time, federal action will also be requested by the Arizona Association of REALTORS® on behalf of the National Association of REALTORS®, which is permissible.
- (E)** All Association members, offices, affiliate and staff persons when acting solely on behalf of themselves on real estate matters are strongly advised to first consult the Arizona Association of REALTORS® prior to expressing legislative opinions and/or concerns with any legislative officials to ensure there is a clear understanding of the issue at hand.

### **Policy 5 – Association Publications**

- (A)** Publications include but are not limited to any verbiage, article, newsletter or commentary developed and disseminated by the Association.
- (B)** No member, Affiliate, or individual is permitted to develop derivative works or modify Association publications without the express written permission of the Association.

### **Policy 6 – Member Roster / Email Lists & Broadcasts / Advertising**

- (A)** Member rosters are available at no charge to all members; however, member email addresses will not be included on any roster.
- (B)** For the security of member email addresses, the Association will not provide REALTOR® or Affiliate members with database lists of its member email addresses nor assistance in attaining such lists. The Association will not sell or distribute email addresses to any third party or current member of the Association or any Association.
- (C)** The Association email broadcasts will only be used for the specific purpose of the Association. The Association will only advertise the product and services of the

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Association, the Arizona Association of REALTORS® and the National Association of REALTORS® in its email broadcasts.

### **Policy 7 – Association Website: Access, Blogs and Forums**

- (A)** Association staff are the sole administrators of the website. No member may be granted administrative access.
- (B)** Blog postings will be at the sole discretion of the Association; however, members may suggest potential topics for inclusion.
- (C)** Forums are provided for member use.
  - (a)** The opinions expressed in the forum are the opinions of the individual author and may not be shared by the Association.
  - (b)** The Association reserves the right to edit or remove any post without notice.
  - (c)** Posts pertaining to or implying any matter which may be or be construed as a violation of Antitrust Law will be immediately removed; the author of the post will be fined \$250.00 and the author's access to members only portion of the site will be terminated.
    - (i)** Antitrust Law violations include, but are not limited to, price fixing, commissions and boycotts.
  - (d)** The Association reserves the right to suspend or terminate access to the member only section of the website for any member who abuses the service. Abuse may be defined on a case-by-case basis, is solely at discretion of the Association and is without recourse.

### **Policy 8 –Safety Notices**

- (A)** The Association takes the safety of its members very seriously and, in conjunction with the National Association of Realtors, offers numerous resources, programs and informational guides to educate members on safety.
- (B)** The Association shall directly refer all member complaints about individuals acting suspiciously to the local police.
- (C)** Member-related safety issues which result in the local police opening a file on the complaint shall be noticed to the members only via a statement received directly

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from the local police department. All inquiries regarding the notice shall be directed to the police. Association staff shall not comment or advise on the issue.