



RESOURCES AND OTHER HELPFUL INFORMATION

(Updated June 9, 2020)

How to prepare for the market's return

Without a doubt the COVID-19 outbreak and the economic crisis that has ensued continue to deeply affect all of us in our global and connected economy. As reopening continues slowly within the region, it is still perhaps too soon to even comprehend the full depth and impact of this crisis. While we continue to adjust to social distancing rules and working within the CDC guidelines and Realtor® best practices, **the following resources, educational offerings, market insights and marketing tools can help you prepare for the market's return.**

National, State and Local Association Resources

NAR: Coronavirus: A Guide for Realtors®	NAR: Coronavirus Aid, Relief and Economic Security Act
NAR: Open House Guidance During COVID-19	NAR: Fair Housing Guidance During COVID-19
NAR: NAR Commends Protections for Realtors®, U.S. Consumers in \$2 Trillion Economic Relief Bill	
NC REALTORS®: Best Practices Guide	NC REALTORS®: COVID-19 Status Updates
Canopy Association of Realtors®: COVID-19 Updates and Resources	Canopy Association of Realtors®: Managing Showing Appointments during COVID-19

Stay connected!

Each Monday, read eHeadlines – the top five items of most importance or timeliness.

Log into Matrix daily for important, time-sensitive news and updates.

Follow us on Facebook (@canopyrealtor) and Twitter (@canopyrealtor).

Visit our dedicated COVID-19 page at <https://www.carolinarealtors.com/covid-19-updates>.

Take advantage of financial & wellness resources

The National Association of Realtors® (NAR) has updated its website to include advocacy regarding pandemic unemployment assistance, how to take advantage of the programs offered through the CARES Act, and other general questions concerning real estate transactions, mortgages and personal finance during the COVID-19 pandemic.

Important: NAR has advised that Realtors® seeking relief during this time should be prepared, remain persistent and exercise patience. [All the NAR FAQs can be accessed here.](#)

The CARES Act

Two important programs offered through the CARES Act include the Economic Injury Disaster Loan (EIDL) program and the Paycheck Protection Program (PPP). FAQs and additional information regarding each program can be accessed on the NAR website using the respective links below.

[Economic Injury Disaster Loans \(EIDL\)](#)

[Paycheck Protection Program \(PPP\)](#)

Pandemic Unemployment Assistance Update for N.C. and S.C.

The North Carolina Division of Employment Security and the South Carolina Department of Employment and Workforce have now received official guidance from the U.S. Department of Labor on how to implement the three unemployment programs under the federal CARES Act. Please use the links below to access that important information:

Department of Commerce Employment Security

<https://des.nc.gov/need-help/covid-19-information/federal-unemployment-assistance>

South Carolina Department of Employment and Workforce

<https://dew.sc.gov/covid-hub>

Further your education and professional development

By the very nature of real estate profession, you have been positioned as leaders and as a valued and trusted resources. Stay in the know with these free classes:

NAR Courses:

[Educational Courses](#)

[Free Real Estate Investment Course](#)

[Free Pricing Strategies Course](#)

[Free ePro® Certification Course](#)

[Free CCIM Courses](#)

NAR Webinars:

[C2EX](#)

[Financial Wellness](#)

[Free 2020 Tech Trends Webinar](#)

[Free Navigate & Maximize Facebook Webinar](#)

NC REALTORS®:

[#MobileMondays](#) (Tune in for this member-only feature on the first Monday of the month for quick, engaging content via Facebook Live)

Canopy Real Estate Institute

[Education & Class Offerings](#)

Canopy MLS/Broker Relations Training

[Tech Classes, Matrix Tips & Tricks, SAM, Branding & More](#)

Keep up with the latest market research

Market intelligence will always set you apart and position you as the expert! Find content to engage your spheres of influence and keep them coming back for more.

NAR:

[NAR Research Pages \(housing Indicators, commercial research\)](#)

[Housing Statistics \(releases and data tables\)](#)

realtor.com®:

[Research Insights](#)

[Home Improvement Advice](#)

[Housing News](#)

Canopy:

[Weekly Market Activity Reports](#)

[Monthly Reports](#)

[SAM](#)

Charlotte Regional Business Alliance:

[Daily Digest Pages](#) (A quick and easy update of the key takeaways during this unusual time)

[Charlotte Region's Economic Data Pages](#)

Increase Your Influence

And then empower yourself by understanding how to use social media, blogs, vlogs and the power of pictures to speak to your current spheres of influence while gaining even more of a following!

[NAR Social Media for Realtors® \(Free digital download\)](#)

[NAR Content Resource for Consumers](#)

[NAR Tips for Listing Photos](#)

[NAR Style, Staged, Sold](#)

[realtor.com® Realtor® Videos](#)

Stay Informed -- Stay on top of industry changes and insights with these resources.

[Inman Select \(free for Canopy members!\)](#)

[RISMedia](#)

[REALTOR® Magazine](#)

NC REALTORS® has Marketing Toolkits where you can download digital graphics for a variety of NCR initiatives, from social media graphics to website and email banners. Find toolkits here:

<https://www.ncrealtors.org/toolkits>

Having trouble with your devices? Try [NC REALTORS® Tech Helpline](#). And remember NC REALTORS® can help with legal concerns too. Email them at legalhotline@ncrealtors.org.