

From: Priester, Nicole <NicolePriester@gov.sc.gov>
Required: Godfrey, Rob <RobGodfrey@gov.sc.gov>
Adams, Chaney <ChaneyAdams@gov.sc.gov>
Packard, Clark <ClarkPackard@gov.sc.gov>
Symmes, Brian <BrianSymmes@gov.sc.gov>
Pippin, Zach <ZachPippin@gov.sc.gov>
Subject: SC Realtors Annual REALTOR Rally
Location: Columbia Convention Center, 1101 Lincoln Street, Columbia, S.C.
When: 3/24/2015 10:15:00 AM - 10:45:00 AM

Advance: Colin Duncan
(803)260-0938

APPROVED BY: NH on 3/5

EVENT: SC Realtors Annual REALTOR Rally

DATE: Tuesday, March 24, 2015

TIME: 10:15-10:30 AM

LOCATION: Columbia Convention Center, Exhibit Hall, 1101 Lincoln Street, Columbia, S.C.

LOCATION SET-UP: Theater style with a stage and a podium with a microphone.

ON-SITE LOCATION CONTACT:

Sarah Cobb
Convention Center Events Manager
scobb@columbiaconventioncenter.com
803-545-0034

SCHEDULING CONTACT:

Cashion Drolet
cashion@screaltors.org
Cell: (803) 318-1630
Sr. VP of Government Affairs
South Carolina REALTORS®

PRIMARY STAFF: Ashton Lee

ADVANCE STAFF: Zach Pippin

PURPOSE: Governor Haley will address the SC Realtors Annual REALTOR Rally.

PRESS: Yes.

PUBLIC: Yes.

INVITED BY: Cashion Drolet, Sr. VP of Government Affairs, South Carolina REALTORS®

INTRODUCED BY: David Kent, SC REALTORS® President-Elect, Real Buyer's Agent (Mt. Pleasant)

LENGTH OF SPEAKING: 10 mins and 5 mins of Q&A

SPEAKING ORDER/LINE-BY-LINE:

10:00 am David Kent (SCR President-Elect) takes the stage for welcome and introduction of Governor Haley

10:15 am Governor Haley to speak

10:30 am Governor Haley departs

Following Governor Haley, Adair Senn (SCR Legislative Chair) will introduce Kenny Parcell (National Association of REALTORS®) to discuss RPAC and the REALTOR® Party update.

2 speakers on the SCR issues mobilization program and its application at the state and local levels.

Cashion Drolet to speak on SCR legislative agenda

11:45 am Rally attendees move over to the Statehouse

12:00 pm House and Senate convene

1:00 - 2:30 pm Luncheon on Statehouse grounds

GOAL: The Governor will address the SC Realtors Association to discuss the economy and the real estate market – highlighting positive news in the SC economy, the SC real estate market, and legislative accomplishments the Governor has signed into law.

SUGGESTED TALKING POINTS

Economy/Housing Market

- Thanks for the kind introduction, President-Elect Kent.
- I'm happy to be here at the SC Realtors Association's annual rally.
- I want everyone here to know that the Realtors Association does a terrific job representing you and ensuring your voice is at the table when decisions impacting the real estate market are being debated here in Columbia.
- As everyone knows, the Great Recession of 2008 crippled the entire economy, but the real estate industry was hardest hit – realtors, builders, contractors, and mortgage lenders.
- There was job loss and a slowing economy, and then came regulatory uncertainty from the federal government in the form of Dodd-Frank
- But I am proud to say we've turned the corner and the housing market is in a much better spot than it was just a few short years ago.
- A strong and growing real estate market depends on the strength of the broader economy, and in South Carolina, we're leading the way in showing what it takes to make sure our economy is thriving.
- Last year was a record breaking year for the number of people working. .
- January of 2014 marked the 62nd straight month of employment growth in South Carolina and there are more people working than at any time in our state's history.
- From highs above 11 percent, the statewide unemployment rate has fallen to 6.6%
- That's great news for our entire state, but more specifically, for the real estate industry!

- First of all, interest rates remain historically low
- Statewide, the number of houses sold has increased by 14% between February 2014 and February 2015!
- And the average time houses are on the market has declined from 121 days in February 2014 to February 2015.
- That's a sure sign of growing confidence in the economy, and it's making a real difference for homebuyers and realtors in our state.

Legislation Supported by Realtors Association Signed by the Governor

- I've been proud to work with the Realtors Association on important pieces of legislation during my time in office.
- I signed the Competitive Insurance Act in 2014 to provide a market-based approach to property insurance reform to attract competitors, offer competitive insurance rates, and provide for a more storm-resistant coast.
- I also signed a bill to modernize the realtor background check process at LLR and the Real Estate Commission that has empowered the Real Estate Commission with the necessary means to deny licensure to individuals who have committed violent or fiduciary crimes.
- I signed two bills last year that helped address the inequities in the property tax laws. First, there was a bill that **allows homeowners to rent their homes for up to 72 days a year and maintain the 4% owner-occupied assessment ratio (up from 15 days).**
- **I also signed a bill allowing military families who are transferred to rent their homes and maintain the 4% ratio.**
- As everyone knows, abandoned properties affect neighborhood property values, reduce the tax base, and increase crime in neighborhood. That's why I signed a bill to expedite the foreclosure process for properties that are unoccupied by creating a process within the foreclosure system to quickly identify these properties and move them back on the market.
- In 2013, I signed a bill that provides tax incentives for abandoned building revitalization to curb the problems associated with such properties.
- Thanks again for inviting me to speak here and keep up the good work!

Background: The Realtors Association has proposed the following for their legislative priorities:

- **Property tax reform** – they want to reduce the property tax burden imposed on non-owner occupied properties imposed by Act 388.
- **Curbing patent abuse** – members of the Realtors Association are increasingly confronted by individuals who claim to own the patents of common practices like using a scanner, making copies or emailing a listing to clients.
- **Protecting businesses from unnecessary litigation** – **S.229 (Campbell)** is on Special Order in the Senate. The bill would clarify that there is no private right of action under the SC Pollution Control Act. The Governor signed the original bill in 2012. This is an important goal of business groups and developers.
- **Curbing Eminent Domain abuses on properties with underwater mortgages** – the Realtors Association want to enact a law that would prevent local government from using its powers of eminent domain to seize underwater mortgages. Certain counties in California have done this.

- **Reforming Homeowners Associations** – Realtors Association wants to work to improve transparency of HOA boards, easier access to HOA documents, quicker solutions to disagreements between HOA and its residents.
- **Ensuring Transparency at the Local Level** – improving FOIA laws to increase transparency after the SC Supreme Court ruled that local governments are not required to publish meeting agendas.
- **Streamlining DHEC Permit Process** – the Realtors want to improve the permitting process, particularly the permit appeals process. Under current law, the process can take up to 155 days because a decision made is appealed to the DHEC board, then appealed to Administrative Law Court (ALC). Realtors **support S.228 (Campbell)**, which removes the DHEC Board as the intermediate appellate body and skips the step by transferring straight to the ALC.

ECONOMIC DEVELOPMENT INFORMATION

Richland County

Announced Investment: \$294 million; announced Jobs: 1,624

Announced Date	Company Name	Objective	Product or Service	Announced Investment	Announced Jobs
2014-11-21	IBM Corporation	New	Customer Delivery Center		100
2014-09-17	The Ritedose Corporation (TRC)	Expansion	Blow Fill Seal (pharmaceutical)	\$110,000,000	65
2014-06-18	Rhythmlink International LLC	Expansion	Medical Device Packaging	\$1,400,000	50
2013-09-26	Dayton-Rogers Manufacturing, Co.	New	Stamping and Fabrication	\$11,000,000	134
2013-09-03	2AM Group, LLC - Blythewood	New	Assembly Operation	\$500,000	100
2013-03-28	Constantia Hueck Foils, LLC	Expansion	Films for Food and Pharmaceutical Products	\$12,000,000	15
2012-11-20	JTEKT Automotive South Carolina	Expansion	Automotive Steering Systems	\$130,000,000	175
2012-09-25	McEntire Produce, Inc.	Expansion	Fresh Fruits and Vegetables	\$5,000,000	85
2012-05-22	WNS North America Inc.	New	Customer care center	\$4,250,000	750
2011-10-31	Sensor Electronic Technology, Inc.	Expansion	LED Lights	\$20,000,000	150

Between January 2011 and January 2015, the unemployment rate in Richland County has decreased by 2.5 percentage points from 8.8 percent to 6.3 percent. There are now 16,223 more people employed in the county and 3,734 fewer people unemployed.

LEGISLATIVE INFORMATION

Richland County

	Senate Delegation	Voted for Rankin Amendment (to strip independent investigations) to Ethics Bill (S.1)	Co-Sponsor of Cleary Transportation Tax Increase (S.523)	Pay Raise Vote in 2014-15 Budget
R	John Courson	N	N	EA
D	Darrell Jackson	Y	N	Y
D	Joel Lourie	Y	N	N
D	John Scott	Y	N	N
D	Thomas McElveen	Y	N	N
	House Delegation	Pay Raise Vote in 2014-15 Budget	Co-Sponsor of Haley Tax/Transportation Plan (H.3580)	Co-Sponsor of Simrill Tax Increase/Transportation (H.3579)
D	Jimmy Bales	Y	N	Y
R	Nathan Ballentine	N	Y	N
D	Beth Bernstein	NV	N	N
D	MaryGail Douglas	Y	N	Y
R	Kirkman Finlay	N	N	N
D	Chris Hart	Y	N	Y
D	Leon Howard	Y	N	Y
D	Joe McEachern	Y	N	N
D	Mia McLeod	Y	N	N
D	Joe Neal	Y	N	N
D	Todd Rutherford	Y	N	N
D	James Smith	NV	N	N