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Director of Programs & Education



Lora Cusumano is the Broker/Owner of Lux House Hunters - Exclusive Buyer Agents. Lora is practicing in the metro NY/Long Island and the Palm Beaches in Florida since 2006. She joined NAEBA in 2008.

Lora was inducted into REBAC's ABR Hall of Fame in 2014 and received her Master's Degree Residential R.E. Sales, Management & Marketing from Realtor University in 2017.

This made her a natural fit for NAEBA's Director of Programs and Education and 2019 NAEBA

Conference Committee Chair.

Reach out to Lora by email [here](#).

Present at the 2019 Conference

We want to hear from you! If you would like to be a presenter at the 2019 conference, please apply now to be considered.

Do you have something you want to share with the membership at the conference? Do you consider yourself an expert in a topic that

would benefit our members if you shared your tips? This is your chance to submit an application to our Conference Committee and have the opportunity to present in Arizona in early 2019.



APPLY NOW

Marketing Resources



Are the emails you're sending to your prospective clients getting opened? Perhaps you struggle with subject lines and knowing the secret to getting a higher open rate.

We want to share with you these two resources:

[16 Email Subject Lines You'll Probably Want to Click](#)

[How to get an 80% open rate on your emails](#)

Do you have a tip, trick or technique you would like to share with the members

in an upcoming newsletter? Send us an [email here](#) and tell us more about it!

NRSI Update

Each month we will dedicate this space for Director of NRSI, David Alvarez, to share an update from NRSI.

- For the second consecutive month, leads as well as revenue have surpassed last year's April and May totals.
- Through May of 2018, The NAEBA Referral Service has experienced 144 closings throughout the United States.
- The NAEBA Referral Service (NRSI) network of NAEBA and Best Non NAEBA Agents is comprised of over 600 agents that are dedicated to assisting home buyers throughout the country.



In the News



Canadian province banned dual agency — could the United States be next?

NAEBA member, Rich Rosa, recently shared this article on the [Facebook Group Page](#).

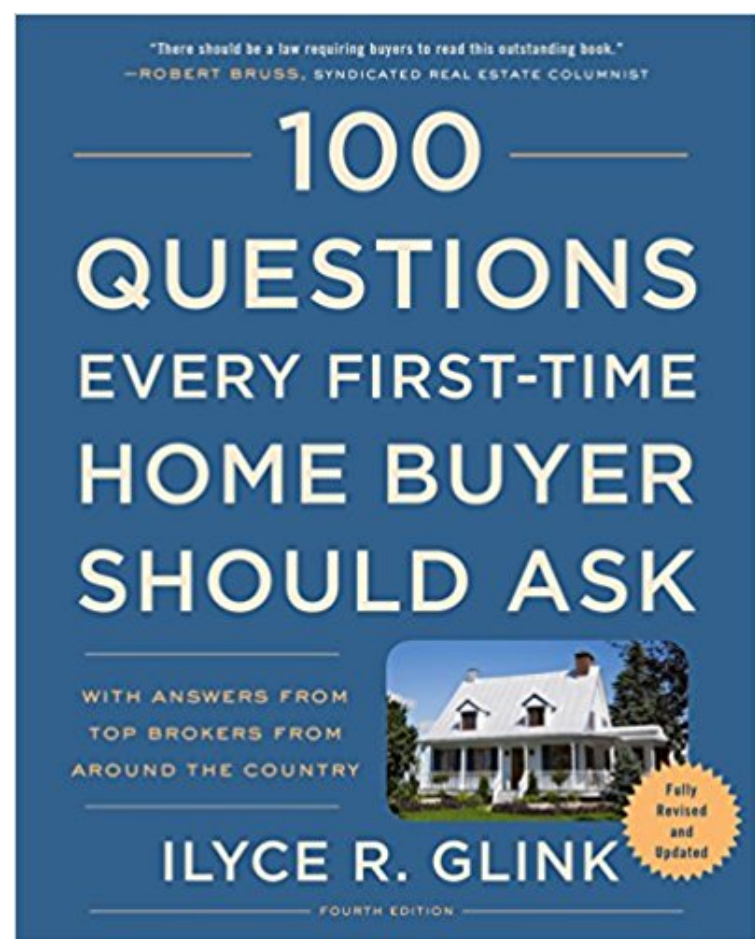
Read the full article [here](#).

NAREE Conference in Las Vegas

Board President, Andi DeFelice, attended the NAREE Conference in Las Vegas earlier this month.

Andi met with several journalists about NAEBA and also had the pleasure of meeting Ilyce Glink. Ilyce mentions NAEBA in her latest book, 101 Questions every first-time home buyer should ask.

You can learn more about this book or purchase your copy from Amazon [here](#).



Tips to Share

The "TIPS TO SHARE" portion of this newsletter is for you to (1) copy and paste the introductory content we have written for you and (2) include a link to the recommended article. Please do NOT copy and paste the content of the recommended article to your social media site(s). Doing so is an infringement of copyright. For a full explanation of copyright law, please visit www.copyright.gov.



Crowdfunding your home down payment

Crowdfunding to raise money for business startups and other



4 Myths about buying a home directly through a listing agent

Anxious home buyers have some

purposes is fairly common these days, but it might seem fanciful to crowdfund your down payment. That may be changing, thanks to a new crowdfunding platform. Here's what [home buyers](#) should know!

[Read more here](#)

mistaken beliefs about how to succeed, according to a [recent article by Bernice Ross](#) in Inman News. Ross reported that too many buyers are omitting the representation of a buyers agent.

[Read more here](#)

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