

From: Louisiana REALTORS® <info@larealtors.org>
Sent: Friday, March 13, 2026 12:16 PM
Subject: Monthly Resource - new podcast and consumer campaign, legislative session starts, become a LAPC, spring conference and more!



REALTOR **RESOURCE**
The trusted voice of real estate



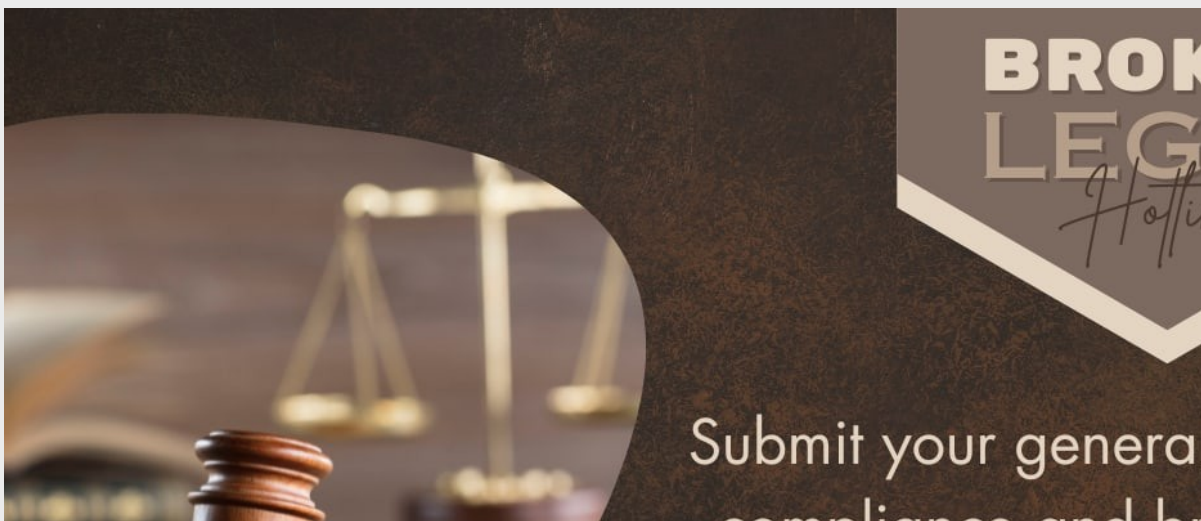
NATIONAL ASSOCIATION REALTORS

Introducing the REALTOR® News Change Agents Podcast

NAR launched a new podcast last week, **REALTOR® News Change Agents**, which features candid conversations with broker CEOs, industry innovators and real estate leaders.

The podcast is hosted by NAR CEO Nykia Wright and members of the NAR executive team, bringing members closer to the conversations shaping the future of real estate. In the debut episode, Nykia talks with eXp Realty CEO Leo Pareja about the record-breaking speed of change in the industry, driven by the rise of AI and other tech innovations. New episodes drop the first and third Wednesday of each month.

[Listen now >>](#)





2026 Legislative Session Has Kicked Off

Louisiana's 2026 Regular Session opened this week with several developments that matter directly to REALTORS®, property managers and housing providers, alongside some broader political shifts worth watching.

HB 292: Security Deposit Return Timelines

Rep. Delisha Boyd's HB 292, which addresses procedures for returning residential security deposits, was deferred to next week. This provides additional time for stakeholders to engage with members on practical impacts for lease administration, move out inspections and documentation standards. We'll continue working to ensure any changes to deposit law are clear, workable and do not expose housing providers to unreasonable liability.

Land Use and Development: St. James Parish Decision

The Louisiana Supreme Court's recent St. James Parish decision significantly tightens the standards for overturning local land use decisions, reinforcing that zoning and permitting authority rests with parish and municipal governments as long as their decisions are not arbitrary or capricious. For real estate and development, that means more predictability if projects are aligned with adopted plans and ordinances, but also higher stakes in local elections, planning processes and parish-level negotiations.

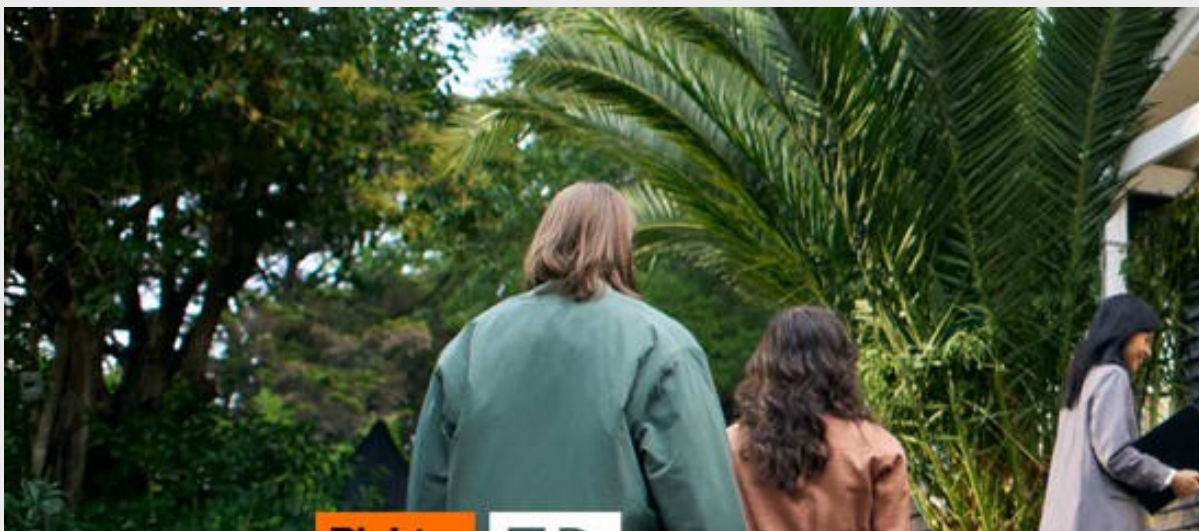
Governor's State of the State

In his State of the State address, Governor Jeff Landry reiterated his push to phase out the state income tax, expand the LA GATOR and MJ Foster scholarship and workforce programs, and replace vehicle inspection stickers with a QR code system. These programs frame a debate around long-term competitiveness, workforce readiness and household cost of living which are all key drivers of housing demand and migration patterns.

Business & Market Trends

The business community is focusing the session on insurance, workforce and energy. Commercial and property insurance costs remain a top concern for employers and property owners, and we are monitoring civil justice and insurance reform proposals that could affect market stability and availability. At the same time, Louisiana is seeing more than \$100 billion in announced industrial and data center projects, which could reshape local markets, labor conditions and housing needs in multiple regions of the state.

[View the bill tracking report on the blog >>](#)



2026 Consumer Campaign Spotlights Your Value

NAR's new consumer ad campaign to elevate the REALTOR® brand, [More Than Opening Doors](#), is driven by data and now featured on video, audio and social channels. It shows how NAR members protect their clients with expertise and professionalism, well beyond the property search.

After logging into the NAR site, members can download many images and logos, as well as share both video and audio spots with their clients, including suggested copy. Members can also access assets from [Photofy](#) app, along with some from the 'That's Who We R' prior consumer campaign.

[View and share campaign assets >>](#)



LAPC: The Louisiana Political Coordinator Program

Louisiana REALTORS® is strengthening its Louisiana Political Coordinator (LAPC) Program to ensure REALTORS®' voices are heard where it matters most—the State Capitol. The

program connects REALTOR® members who have personal or professional relationships with legislators, helping to share real-world insights that shape better housing and property laws.

As a Political Coordinator, your role is simple but impactful: when key real estate issues arise, you may be asked to reach out to your legislator directly. It's not about politics—it's about relationships. By building this statewide network of trusted advocates, we can make sure Louisiana REALTORS® are part of every important conversation that affects our industry and communities. If you know a legislator, get involved today and help strengthen Louisiana's future.

[Sign-up to be an LAPC >>](#)



Spring into Action Legislative Conference Registration & Hotel Room Block Open

The **Spring Into Action Legislative Conference** returns **May 13–14**, bringing REALTORS® from across the state together for two days focused on advocacy, professional development and engagement with Louisiana lawmakers. The conference will kick off with **REALTOR® Day on Wednesday, May 13**, featuring a full schedule of back-to-back activities, continuing education sessions and valuable networking opportunities with legislators at the Capitol. It's a unique chance for members to connect directly with policymakers and help ensure the voice of Louisiana REALTORS® is heard on issues that impact the real estate industry and property rights.

On Thursday, May 14, the conference continues with Louisiana REALTORS® governance meetings, where association leaders and members will discuss important initiatives, priorities and the future of the organization.

Attendees are also encouraged to make the most of the week by registering for the **AI Powered Real Estate Professional Certification Course** taking place May 12, as a pre-conference event. And don't miss the **LARPAC "Denim and Diamonds" Fundraiser** the evening of May 12, an exciting opportunity to support REALTOR® advocacy while enjoying a fun and memorable kickoff to the conference. The AI course is a separate registration, however tickets for the LARPAC event can be purchased when registering for the conference.

[Learn more >>](#)

[Book your hotel room >>](#)

[Register for the conference >>](#)



The Louisiana REALTORS® Board of Directors will conduct several elections this Spring. Interested candidates that meet the qualifications who are looking to serve as Officers at the state association level or as Directors at the national association level are encouraged to view the criteria and submit an application. **Deadline to apply is April 24, 2026.**

[View criteria and apply >>](#)



Award Nominations

Award nominations are open now through April 24, 2026, for the **Louisiana REALTORS® 2025 REALTOR® of the Year** and the **2025 Lawrence R. DeMarcay, Jr. Distinguished Service Award**. Both awards are aimed to showcase an individual who has volunteered their time in service to the real estate industry.

[Submit a nomination >>](#)



Get Connected Online

We're excited to share that Louisiana REALTORS® has launched a new association management system (GrowthZone) featuring an updated online Member Info Hub! This new platform is designed to make connecting with LR easier, faster and more convenient than ever.

Here's what you can expect in the new **Member Info Hub**:

- Easier event registration and registration management
- Access important member-only resources
- Search online REALTOR® member and office directory
- Manage communication and subscription preferences

...And more features are coming including a member mobile app and forum community!

Create your online profile at the link below to have all these features at your fingertips!

[Create your online profile >>](#)

In other news...

- Check out the wrap-up from the [Leadership Conference](#)
- Share the latest [Consumer Guide: Spotting Deepfake Scams in Real Estate](#) with your clients
- Listen to the most recent Advocacy Scoop podcast - [A Bipartisan Breakthrough on Housing: How NAR Helped Lay the Groundwork](#)
- Register for the [REALTORS® Legislative Meetings](#) - June 13–18, Washington, DC



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Louisiana REALTORS®
821 Main Street, Baton Rouge, LA 70802
(225) 923-2210



This email was sent on behalf of Louisiana REALTORS® located at 821 Main Street, Baton Rouge, LA 70802.