



April 5, 2019 Issue

SFAR on Capitol Hill

SFAR's 2019 Board President, Nina Dosanjh, spoke to the U.S. Senate's Commerce, Science, and Transportation Subcommittee on March 26 on behalf of the 1.3 million members of the National Association of REALTORS®. Nina provided insight on protecting data privacy. Read Nina's testimony [here](#) and watch an NAR video with footage of Nina's remarks [here](#). Great work, Nina!





A Quick Legislative Update: Three Things You Should Know

- 1) A new City report shows that it can take 6 months to a year for a small business to get the necessary permits to open in a vacant storefront. [Meanwhile, the business owner is often left paying rent on an empty space.](#)
- 2) Sheriff Vicki Hennessy has announced that she will not be seeking re-election this November, [creating another open election on this year's ballot.](#)
- 3) The CAR Legislative Day is coming up! Join 2,000 fellow REALTORS® as we advocate for homeownership and affordable housing in Sacramento on May 1st. Transportation, breakfast, and lunch included! [Sign up here.](#)

If you ever have any questions related to political, legislative, or government affairs, don't hesitate to reach out to SFAR staff members Mary Jung (mary@sfrealtors.com) and Jay Cheng (jay@sfrealtors.com).

A New Video from SFAR: "That's Who We R"

SFAR is proud to have more than 4,000 REALTOR® members committed to responsible business practices and giving back to the San Francisco community. [Watch this new video](#) to learn a little more about who we "R"!



From the SFAR Membership Director

An Agent Walked into SFAR...

...to take care of their REALTOR® business.

SFAR provides business tools such as the MLS, Supra Key service, and REALTOR® membership services and benefits.

We also provide many networking opportunities for our SFAR members to meet other agents and real estate stakeholders. Fellow SFAR members are not merely competitors; they are your colleagues, a source of referrals, potential listing co-agents, as well as your mentors in the business. Check out our [SFAR calendar of events](#) for upcoming networking opportunities to grow your real estate potential.

We advise new members to come to SFAR's technical classes and special programs and events where success stories are shared directly REALTOR® to REALTOR®.

Here's a success story I wanted to share from an agent who stopped by the SFAR office to take care of REALTOR® business:

He told us that his brokerage team just sold a home that was the same home for which he represented the buyer 20 years earlier. In between his sharing pictures of his grandchildren (very cute) and pictures of himself 20 years early (very retro), he told us that the homeowner kept his business card from 20 years earlier and decided to contact him about the sale. Twenty years later, he's with a new brokerage and back in business after having taken a long break. This is a charming tale, highlighting the people-to-people bonds that successful agents have in common.

Hear and share more success stories directly with other agents at [SFAR sponsored events](#). Hope to see you there!

Best,

Esther Lee

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A Spring Refresh for SFARMLS!

An upgrade to the SFARMLS home page is coming later this spring. Overall, the current fixed-size panels will be replaced by new dynamically-sized panels with updated fonts, graphics, and functionality.

Here are a few more of the notable updates:

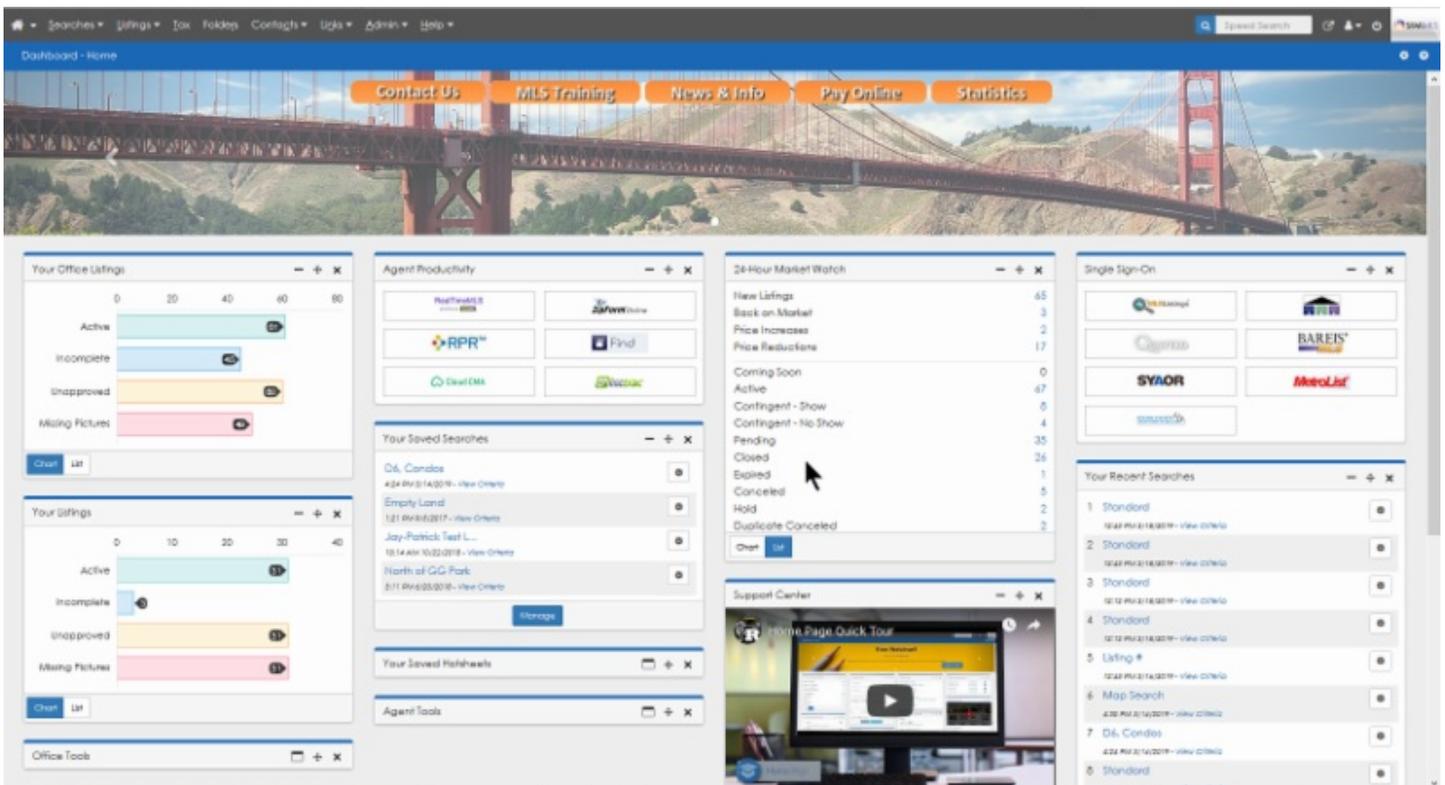
- Dynamically sized panels = less wasted space
- Quick Search bar moved into the top = more area for your information

- Welcome message is now a "banner"
- Many panels (Your Office Listings, 24-Hour Market Watch) have optional GRAPH displays!
- All panels can now be collapsed to show/hide the information as needed

All of the usual functionality is still supported (you can drag and drop your panels into any order and configuration you want, and you can completely remove panels if you do not need them.)

We will also be breaking out the SSO access icons and the application SSO icons into two different panels when we go live.

Below is a sneak peek of the new look and feel for the SFARMLS Home Page. More to come!



Need Tech Support? Use the Free Tech Helpline

Slow computer? Printing issues? Browser headaches? Smartphone questions?



An SFAR Member Benefit -- The Tech Helpline

As a member of the San Francisco Association of REALTORS®, you have access to free US-based tech support. Call (866) 610-8941 or go to the Tech Helpline website [here](#). The home page has been updated for SFAR members and the new design is optimized for mobile use.

Support Mothers Experiencing Violence

This month SFAR is partnering with [Safe and Sound](#), formerly the San Francisco Child Abuse Prevention Center, to provide self-care kits to mothers affected by violence. The kits will be distributed at a healing spa day organized by Safe & Sound on Saturday, April 27 as a restorative pre-Mother's Day event.



Strengthening Families.

Ending Child Abuse.

Please join us by making a donation of \$50 or more to the Welcome Home Project to support these care packages. All SFAR members who contribute at least \$50 to this effort will be recognized by SFAR in communications and at a special reception.

Tax-deductible donations can be made [here](#).

Help a struggling parent out and surprise them with a gift that will put a smile on their face. Thank you for your consideration.

The Ultimate Guide To Listing and Selling Commercial Investment Property

Tuesday, April 9, 2019

9:00 a.m. - 5 p.m.

San Francisco Association of REALTORS®

301 Grove St

This Course is approved for "7-hours" of Continuing Education Credit "CalBre Sponsor No.- 5129"

In this one-day course you will learn these Marketing Strategies:

- How to Reach Sellers with MASSIVE Portfolios without having a single listing
- How Investors Make Buying Decisions
- The Language of the Investor -- and what to say to show you're knowledgeable
- How to get the Appointment & What to Say at the Appointment
- How to Qualify Prospects in 3 minutes or less
- How to Approach a Commercial Broker and Get Cooperation Every Time

Additionally, you will learn these steps:

- The 4 Most Effective Systems to Get Clients
- How to get Commitments from the Investor based on their non-specific criteria
- How to Use the Income Approach to Analyze Property and Determine Value
- How to calculate GRM, CAP, ROI, ROE, Expenses, Vacancy factors
- How to Use Formulas Effectively to Stand out from the Competition, Get Business and GET PAID!
- Plus - Huge Money Making Tips, Techniques & Strategies

\$75 per person. Refunds up to 7 days before event.

Register today. Space is limited!

[Register Here](#)

ADU: What Can You Do?

Friday, April 18, 2019

11:30 a.m. - 1:30 p.m.

Event Center at St. Mary's Cathedral

1111 Gough Street

San Francisco, CA 94109

Join us for a special luncheon event to learn how to address illegal units for property assessment, marketing for sale, or use as rentals.

Also, what does it take to add a new unit in your garage? Hear about the process of adding an Accessory Dwelling Unit (ADU) from the San Francisco Planning, Building and Safety Department; the rent board; and an appraiser's point of view.

Guest Speakers:

- Anthony Blackburn - CEO | Apple Appraisal, Inc - Statewide Reach / Local Expertise
- Carly Grob - Senior Planner Office of Executive Programs
- Natalia Kwiatkowska - Senior Planner - ADU Coordinator & Preservation Planner | Flex Team, Current Planning

- Stephen Kwok - Senior Building Inspector City & County of San Francisco Department of Building Inspection

Moderator:

- Elizabeth Zareh, Esq. - Zareh & Associates

Tickets are \$15.

[Register Here](#)

Sponsored by:



April's New REALTOR® Member Orientation

Friday, April 12, 2019

9:00 a.m. - 12:00 p.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

New REALTOR® members are strongly encouraged to attend an orientation. Current REALTORS® are also invited for a refresher on SFAR's services or to satisfy the REALTOR® Code of Ethics requirement.

The SFAR member orientation covers:

- Fundamentals of SFARMLS
- Overview of the SFAR dashboard of services and benefits
- REALTOR® Code of Ethics course
- Walk through of programs and events you don't want to miss on the SFAR calendar

[Register Here](#)

Thank you to this month's New Member Orientation Sponsor, Patrick Gardner with Synergy One Lending!



Join CAR's Center for California Real Estate in April



CCRE TALKING PROPTech + WORKFORCE HOUSING IN SAN FRANCISCO

C.A.R.'s **Center for California Real Estate** is coming to **San Francisco**, and we're talking about the city's two favorite topics: tech and housing affordability.

Don't miss out – secure your tickets today and join us for two events featuring thought leaders from San Francisco and beyond, focused on some of the biggest issues facing Bay Area REALTORS® right now.

April 11: The Bay Area's Housing Deficit

Will 2019 be a turning point in the Bay Area's fight to overcome its crippling housing affordability issues? Watch leaders including Mayor London Breed's new 'housing czar' Judson True discuss how San Francisco plans to address its workforce housing issues.

April 12: Analyzing Proptech

Artificial intelligence, machine learning, iBuyers. News about proptech's arrival abounds. This panel will uncover the disruption happening on real estate's doorstep.

**Seats are first come, first served.
SECURE YOUR SPOT TODAY!**

[Register for the April 11 Event Here](#)

[Register for the April 12 Event Here](#)