



# The Member's Edge

Newsletter of the  
**SAN FRANCISCO**  
ASSOCIATION of REALTORS®

April 1, 2017 Issue

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## ANNOUNCEMENTS

**thank you**

**We want to THANK all our members who paid their 2nd Quarter MLS fees by March 31st. Your next MLS fee's will be due on June 30th.**



## Don't Get a LATE FEE!

For Members who have not yet paid their 2nd Quarter MLS fee's - please do so immediately, as **late fee's will be assessed the first week of April.**

If you have any questions about your bill, please contact [ar@sfirealtors.com](mailto:ar@sfirealtors.com).

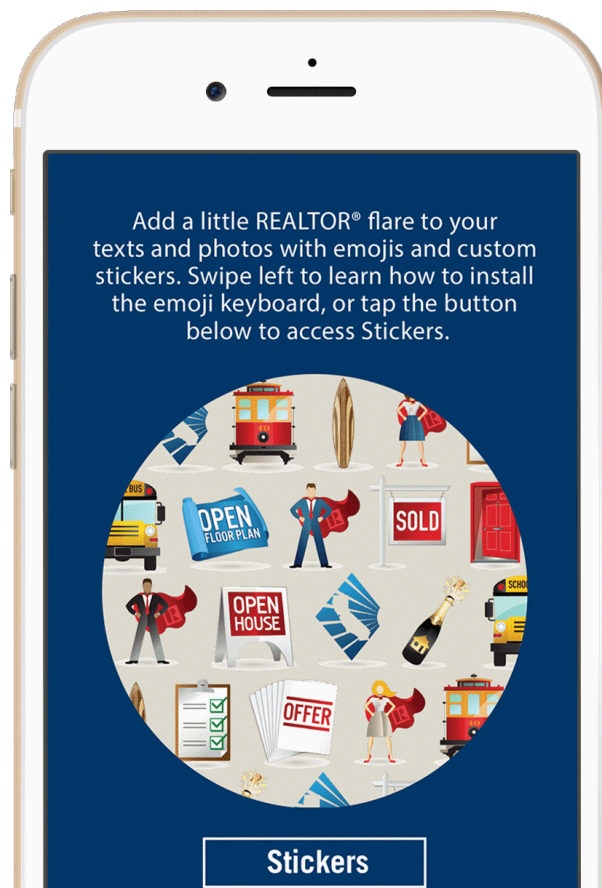
## Got Flare?

Add a little REALTOR® flare to your texts and photos with emojis and custom stickers presented by CALIFORNIA ASSOCIATION OF REALTORS®.

Personalize your social content and client communication with these free marketing tools.

Available now in the iTunes App Store and Google Play.

[Click here for more information.](#)



## Virtual Media Types Have Been Fine-Tuned

Please be aware that we have made changes to the labels in **Virtual Media** to bring our MLS into closer compliance with the standard Data Dictionary maintained by REALTORS® and MLSs across the country, through the Real Estate Standards Organization (RESO.org).

### The following changes have been made:

1. The list entry for "Property Web Page" has been changed to the RESO term "Property Website".
2. The list entry for "Podcast" has been upgraded to the more useful term "Voiceover". You can link to any type of audio content, Podcast, Audio Stream, or live audio link.
3. The list entry for "Movie" has been upgraded to the more inclusive term "Video". Video has become ubiquitous with the Internet (and MLS) of today. Link to any type of video content.

4. The value for "Matterport 3-D" has been switched for the generic "3D Showcase". This provides a way to add links for other non-Matterport modeling and VR tools.

**In NONE of these cases was any data changed, moved or altered.**

These are labeling and data field changes to bring us inline with RESO. If you have any questions, please don't hesitate to email the MLS team at [mls@sfbaymls.com](mailto:mls@sfbaymls.com) and we can help you out.

### Enter / Revise Virtual Media

[Revise Listing](#)

▶ Enter the full URL of the virtual tour or other media type for listing #

Virtual Media Type

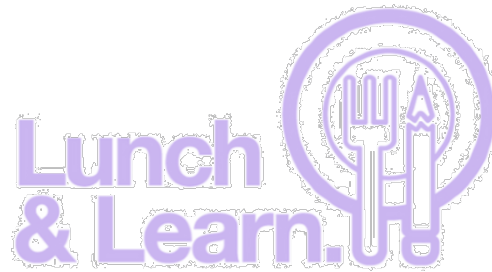
- Virtual Tour
- Virtual Tour
- Unbranded Tour
- Property Website
- Voiceover
- Video
- 3D Showcase

## APRIL EDUCATION

### E&O Insurance: Protect Yourself and Keep Out of Court

Thursday, April 6 | Noon to 2:00 p.m.

SFAR Large Conference Room  
301 Grove Street, San Francisco



Lunch is included with this session and is FREE to SFAR members, but you must pre-register to attend so we have an accurate count.

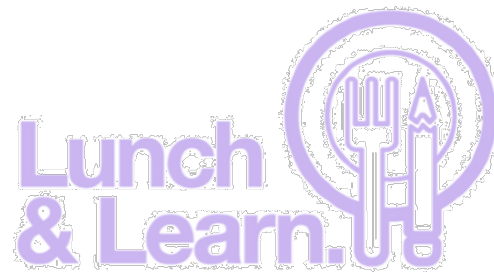


### Immigration Law Update:

## Current EB5 and H1B Visa Regulations and Immigration Laws Impacting Real Estate Now

Wednesday, April 19 | Noon to 2:00 p.m.

SFAR Large Conference Room  
301 Grove Street, San Francisco



Lunch is included with this session and is FREE to SFAR members, but you must pre-register to attend so we have an accurate count. This class is brought to you by the SFAR Global Business Council.



Unless otherwise noted, all MLS classes are offered at no charge to SFAR Members, but you must preregister to attend.

### RealTimeMLS & Prospecting

Thursday, April 6 | 9:00 to 10:00 a.m.

SFAR Large Conference Room



Learn about the new RealTimeMLS platform for Agent to Agent communication and learn the ins and outs of prospect management with this critical 1 hour class. You will learn how to make use of RealTimeMLS to talk to Agents about listings that are coming on the market soon (and the difference between RTMLS and Coming Soon in SFARMLS). The 2nd half of the class will cover Contacts/Prospects, Manage Groups and Reverse Prospecting.

### SFARMLS Reciprocal Access

Thursday, April 6 | 10:00 to 11:00 a.m.

SFAR Large Conference Room



Our all-new Reciprocal Access class will give you the details on accessing the other Bay Area MLSs, inputting data into those systems, and also where to do broad area searches (Quattro). We will help you understand where your listing data goes once entered and help you understand the differences between those systems and how best to both get help and help yourself when MLS staff is not available. If you work outside of the City, you'll want to check this out.

## SFARMLS Fundamentals

Thursday, April 20 | 9:00 to 10:00 a.m.

SFAR Large Conference Room



The SFARMLS Fundamentals class is intend to provide an orientation of the website and tools available to members who have never seen our system before. Topics include login, how to get help, and where to find the MLS Rules & Regulations. This class (or equivalent experience) is a prerequisite to all other classes.

## MyPropertyOffice (MPO) Training

Friday, April 28 | 10:00 to 11:00 a.m.

SFAR Large Conference Room



Finally! SFAR, EBRD and BAREIS data on one map for you and your clients!  
MLS without borders for Bay Area agents.

**Effective May 1st SFAR agents and their clients will be able to see SFAR, EBRD and BAREIS data on their MyPropertyOffice websites for FREE.**

Join us on Friday, April 28th to learn more about cross MLS searching and other FREE benefits available through MyPropertyOffice.

Learn about MPO best kept secrets for marketing and building your business, all available to you FREE.

- Property search across Multiple MLSs for you and your clients
- Market Reports by Neighborhood
- View and Organize your Broker Tours (in multiple MLSs)
- Broker Tour trip planner and custom tour sheets
- Collaborate with your clients on your website
- Save searches and favorite properties across multiple MLSs

## MAY EDUCATION AND EVENTS



## CAR Legislative Day - Wednesday, May 3, 2017

SFAR is hosting round-trip transportation to Sacramento for Legislative Day on May 3rd

If you are already planning on attending the C.A.R. Meetings in Sacramento, we'd

for any members who wish to attend, but who do not wish to drive.

still love to have you join us at the legislative luncheon.

Transportation will leave the SFAR office at 7:00 a.m. and will return to SFAR at approximately 4:00 p.m. that day.

We ask for a \$20 per person "reservation" fee, however, this will be refunded to all who attend.



**BUILDING THE WALLS-**  
HOMEOWNERSHIP, DEMOGRAPHICS, AND THE OUTLOOK FOR CALIFORNIA'S RE BUSINESS

MID-YEAR LUNCH MAY 4, 2017  
KEYNOTE SPEAKER JOEL SINGER | C.A.R. CEO

## C.A.R. MID-YEAR MEETINGS IN SACRAMENTO

### Building the Walls - Homeownership, Demographics, and the Outlook for California's RE Business

Thursday, May 4, 2017, from 11:30 a.m. to 1 p.m.

Sacramento Convention Center

1400 J Street | Sacramento, CA 95814-2918



**California's housing affordability crisis is at an all-time high.** The erosion of homeownership, becoming a majority renter state, out-migration, lack of property inventory, and multiple demographics being pushed out of housing opportunities are all major factors that are changing the California housing marketplace. What does this mean for the future of the real estate industry?

**C.A.R. CEO Joel Singer** will address how these issues are impacting the industry, the penalties of selling, trading, and moving out of state, government policies that will affect the

# EXIT STRATEGY



## Exit Strategies: How to Broaden the For-Sale Inventory and Help Sellers Defer Capital Gains

Presented by: Ralph B. Bunje, Jr. and Jon Vicars

Thursday, May 4 | 10:00 a.m. to Noon

SFAR Large Conference Room



Learn tax deferral strategies for sellers to help you get more listings. With over 70-years of combined real estate experience in their respective fields, Ralph B. Bunje, Jr. and Jon Vicars will discuss the strategies available in IRS Section 1031 and IRS Section 453 and incentives available for personal home sales, investors and corporate entities.

This class is FREE for SFAR Members, but you must preregister to attend.

## Working with First Time Home Buyers



## Tools for Working with First-Time Home Buyers

Presented by: Shannon Way,  
Homeownership SF

Wednesday, May 10 | 10:30 to 11:30 am

SFAR Large Conference Room



Learn about local resources to help buyers prepare for home ownership and access San Francisco assistance programs.

Homeownership SF will discuss tools and services to help your first time buyers achieve the dream of owning a home. Find out about upcoming Below Market Rate (BMR) ownership units, and how the expanded Downpayment Assistance Loan Program (DALP) could help your clients receive up to \$375,000 towards the purchase a market rate property in San Francisco.

This class is FREE for SFAR Members, but you must preregister to attend.

## Tools for Building Your Business Using RPR

Presented by: Amy A. Ulloa,  
REALTORS® Property Resource, LLC

**Friday, May 12 | 10:00 a.m. to Noon**

SFAR Large Conference Room

This class is FREE for SFAR Members, but you must preregister to attend.

RPR's dynamic data and client-friendly reports help REALTORS® achieve professional success. Attend this free workshop and see how you can:

- Search more than 160 million on (and off) market properties
- Create custom branded reports
- Calculate the ROI for your clients' home improvement project
- Search for properties and run reports anytime, anywhere with the RPR mobile app





# How To List and Sell Commercial / Investment Property: With an Emphasis on Working with Buyers

Wednesday, May 24 | 9:00 a.m. to 5:00 p.m.

SFAR Large Conference Room

One-Day Course Cost: \$49.00



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

- How to put 4 marketing systems into action that will deliver every level of client.
- How to qualify prospects in 3 minutes or less and ONLY work with clients who are ready to do business TODAY.
- How to reach eager sellers with MASSIVE portfolios without having a single listing.
- How to find investor clients

Additionally, you will learn these steps:

- How to calculate Cap Rates, Gross Rent Multiplier (G.R.M's) & set up sheets
- Terminology and tips for communicating with Investors and other C.I. Brokers
- How to calculate return on Investment (R.O.I.) vacancy, expense factors
- How to analyze and determine value using the income approach
- How to do a rent survey and the impact of market rent vs. actual rent on value
- How investors make buying decisions

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

## JUNE SPECIAL EVENT



**PROGRAM: 2:30 to 4:30 p.m.**

**Koret Auditorium | SF Main Library**

**30 Grove St., San Francisco 94102**

**RECEPTION: 4:30 to 6:30 p.m.**

**Hotel Whitcomb**

**1231 Market St., San Francisco 94103**

### **PROGRAM**

We are pleased to welcome Housing Policymaker, Supervisor Ahsha Safai who will join experts on upcoming property developments, community planning, the economy, business intelligence, and international investments at our 4th Annual Building Boom panel.

### **Panelists include:**

- **Ahsha Safai**, Housing Policymaker and District 11 Supervisor
- **Darlene Chiu Bryant**, Executive Director, China SF
- **Joshua Switzky**, Manager, Community Planning, San Francisco Planning Department
- **Kristy Wang**, Community Planning Policy Director, SPUR
- **Krysen Heathwood**, Executive VP & Managing Principal, The Mark Company
- **Selma Hepp**, Chief Economist & VP Business Intelligence, Pacific Union

### **RECEPTION**

A cocktail reception will be held across the street at Hotel Whitcomb immediately following the program. Mix and mingle with fellow REALTORS® while sipping a cocktail and nibbling on some savory appetizers.

### **COST TO ATTEND**

SF Building Boom Program only - No Charge  
SF Building Boom Program AND Cocktail Reception - \$25.00



## **INFORMATION YOU CAN USE**



## Reducing the Risk of Real Estate Wire Fraud

Clareity Consulting has put together a comprehensive brochure to help you and your clients reduce the risk of wire fraud.

[Click here to download a copy of the brochure.](#)

## Be Your Buyer's First Source of Mortgage Information With RatePlug



Do your buyers have a clear picture of home affordability? Be their source for mortgage information with the award winning RatePlug technology available through the SFAR MLS system. With this tool, you can include monthly payment estimates from your trusted lending sources. The estimates are specific to each listing, making it easy to help your client determine the affordability of each property you send them, based on mortgage type, taxes and the overall cost of the property.

The monthly cost of owning a property can be difficult to break down in terms of easy monthly payments. But you can fill this need with no extra work on their part and very little on yours. By enrolling in RatePlug, you can be the source to provide them with reliable information and have the opportunity to introduce them to a reliable mortgage contact.

### **Affordability information provided by RatePlug**

RatePlug works with your lenders to gather the mortgage information and present it in an easy to understand format. The RatePlug information includes the different loan types that are available, for example 30 year fixed, 15 Year Fixed, and 5/1 ARM. It factors those loan types with the fees associated with a property, like home owners association fees, taxes and insurance. Your buyer can also interact with the mortgage information to customize for their specific financing considerations.

### **Represent your in-house or other trusted lenders**

RatePlug also allows you to present information from your in-house or affiliate lender. This gives your buyers the advantage of accurate mortgage information and allows you to promote a relationship with a lender you trust. Designate one, or several of your desired lenders during your registration process and RatePlug will contact the lender(s). Once the

lender(s) is registered, the payment information and types of loans those lenders offer will appear on the report.

As an added value, promoting your preferred lender through RatePlug helps you stay compliant. According to RatePlug, "Every piece of information created is archived to provide you 100% confidence regarding the FTC MAP ruling." This addition helps take some of the worry about paper trails out of promoting a lender. In addition, RatePlug is TRID, RESPA and TILA compliant.

### **Customizable flyers make great take-aways**

Through your RatePlug affiliation, lenders can create co-branded flyers with mortgage information, perfect for Open Houses and other events. These flyers provide easy-to-understand mortgage information next to property information, making them great take-aways. If a buyer casually visits an Open House and takes a flyer, the monthly payment estimate could convince the buyer of affordability, creating serious interest in the property.

An added value to your MLS membership, RatePlug requires a simple registration. RatePlug costs nothing additional for MLS members as it is included in your monthly MLS dues. Provide RatePlug with some key information like your desired lender(s), office name and email address. Once your registration is complete and RatePlug has set up your desired lender(s), you will be able to begin sending listing-specific mortgage numbers to your buyers via a link which will be displayed on the listings you send through the MLS system.

You can learn more or register by [clicking here](#).

## **Improve your Communication, Leadership & Community**

Did you know we have a Toastmasters group that meets each Monday at noon at the SFAR offices? Well, we do, and you are invited to visit the group anytime and check us out.



### **SFAR Toastmasters**

**Mondays from Noon to 1:00 p.m.**

SFAR Large Conference Room  
301 Grove Street, San Francisco

San Francisco Toastmasters is a club rich with tradition and members are unified by a common mission: to enrich our lives and the lives of others through our three values: **communication, leadership & community**.

Skill levels vary from practiced & confident speakers to those of a novice level, ready to conquer fears of public speaking. We thrive on a mutually supportive (and fun!) environment, which encourages improvement and grants opportunities we provide for prepared speeches, impromptu speaking and constructive evaluations.

For more information, please contact Deborah Grinnell Morgan, SFAR Communications Director and SFAR-TM Treasurer at 415-230-2632, or [email](#) her today.

We hope to see you on Monday.

## NAR is Seeking Entries for the Good Neighbor Awards

**Five REALTORS® will get grant awards of \$10,000!**



REALTOR® Magazine's Good Neighbor Awards recognize REALTORS® who have made an extraordinary impact on their community, or on the national or world stage, through volunteer work.

Five winners are announced each fall in REALTOR® Magazine. Winners are recognized annually at the REALTORS® Conference & Expo, and receive \$10,000 grants for their charities. Winners also receive travel expenses to the conference and national and local media exposure for their community cause. In addition to the winners, five honorable mentions each receive a \$2,500 grant.

REALTOR® Magazine's Good Neighbor Awards was launched in 2000 and has since recognized more than 160 REALTORS® for their service to their communities. Through Good Neighbor Award grants and associated programs, Good Neighbor charities have received more than \$1,000,000 in donations. In addition, each winner receives national and local publicity, which generates additional donations and inspires new volunteers to get involved. Many REALTORS® are also recognized for their community service through state and local real estate associations.

### **This year's Good Neighbor Award deadline is May 12, 2017**

Nominations are received from REALTORS® around the country, as well as through local and state Good Neighbor Award programs that serve as feeders to the national program. Applicants must be members of the National Association of REALTORS®.

[Click here](#) for the

**Good Neighbor Awards Entry Form.**