



SAN FRANCISCO  
ASSOCIATION of REALTORS®

# The Member's Edge

The Newsletter of the San Francisco Association of REALTORS®

April 4, 2018 Issue

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# Announcements





## Look Who Tied the Knot...

### **Congratulations and Best Wishes to Kanishka Karunaratne and Jay Cheng!**

On March 24, SFAR's own Government Affairs and Community Relations Deputy Director, Jay Cheng wed Kanishka Karunaratne, advisor to Mayor Mark E. Farrell and Candidate for BART Board of Director. The ceremony too place at San Francisco City Hall, on the same day as the March for Our Lives Rally. The day could not have been more perfect!

*Please join us in wishing Jay and Kanishka a lifetime of love and happiness!*

## Congratulations Michael Bellings!

*REALTOR® Magazine's Class of 2018 30-Under-30*

Votes are in and our own Michael Bellings has been elected into REALTOR® Magazine's Class of 2018 30 under 30!

The magazine raves "This group illustrates the most stellar traits in customer service, community involvement, and business acumen: their positive energy is contagious and motivating. From San Francisco to Washington, D.C., these salespeople, team members, team leaders, and broker-owners are ushering in a new era for the real estate industry, unapologetically standing up for their professional passions. This year's honorees show that authenticity is the new standard for exceptional service."



When asked about this accomplishment Michael said "I can't thank everyone



When asked about this accomplishment, Michael said, "I can't thank everyone enough for all the support and love throughout this process. I am humbled and proud to represent our amazing city as a NAR 30 under 30 REALTOR®. It's a fun and exciting time for San Francisco real estate, and I'm so grateful to be a part of our REALTOR® community."

To read the entire article in REALTOR® Magazine, [click here](#).

## **Congratulations Mary Jung!** *Certificate of Honor Recipient*

SFAR is proud to congratulate our own **Mary Jung**, Government Affairs and Community Relations Director, for being chosen to receive a **Certificate of Honor from Mayor Farrell** in recognition of **Women's History Month** in March.

The Mayor selected Mary and seven other honorees because their "contributions to this City have made San Francisco a better place for all. They are visionary leaders and fearless trailblazers and their groundbreaking work is a reason why the nation looks to San Francisco-and not Washington D.C.-for ideas that inspire real, positive change in this country."



# Upcoming Special Events



RealTime MLS

DTMI 2020

# RTMLS 2.0

OFF-MARKET PRE-MARKET BUYER NEEDS  
#OFFMARKETFOREVERYONE  
SAN FRANCISCO ASSOCIATION of REALTORS®

## Experience the New and Improved RTMLS 2.0 For All Your Off-Market, Pre-Market and Buyer's Needs

You're invited to come by and have a cup of coffee on us while you learn about a powerful money making tool that is **FREE** to you compliments of the San Francisco Association of REALTORS®!

Please note: No need to pre-register, just come on down and join us at one of the following events:

Thursday, April 5  
8:30 to 9:30 a.m.  
Starbucks  
1554 Van Ness

Thursday, April 12  
8:30 to 9:30 a.m.  
Starbucks WestPortal  
101 Vicente Street

Thursday, April 19  
8:30 to 9:30 a.m.  
Philz  
3101 24th Street

*Pre-Registration is NOT required.*

Come experience **#OFFMARKETFOREVERYONE**

# REALTALK

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## Secrets to My Success



Thursday, April 26

5:30 to 8:30 pm

Networking at 5:30 p.m.

Program at 6:00 p.m.

Reception at 7:00 p.m.

**Villa Fontaine**

411 Vermont Street

San Francisco,

Join your fellow REALTORS® for YPN's very own Speaker Series, TEDTALK style. You'll be hearing from leading young professionals in the industry who will be sharing the secrets to their success. Learn the tools and tricks they use to stay on top of the market, provide a competitive advantage and build a successful business.

Speakers include top producers: **Danielle Lazier; Connie Chung & Kenny Gong; and Kenny Truong.**

You've heard it before: "If opportunity doesn't knock, build a door." These young and seasoned real estate professionals are doing just that. Come join us and gain valuable insights on the keys to a successful career.

Following the program, we will have a reception where you can mix and mingle with other REALTORS® and the speakers over savory appetizers, sweet desserts and adult beverages.



## **Legislative Day 2018**

### **Take the FREE Bus to C.A.R.'s Legislative Day on May 2, 2018**

On **Wednesday, May 2, 2018** C.A.R. welcomes you and nearly 2,500 of your fellow REALTORS® to Sacramento to learn about current issues and legislation affecting our industry, and SFAR is sponsoring transportation to Sacramento for our members.

Once we arrive in Sacramento you will be able to attend the Morning Briefing, where you will hear from dynamic speakers, C.A.R. leadership, and possibly a few of California's legislative movers and shakers. Once again, Governor Brown has been invited and we look forward to him accepting our invitation again this year. Next, you will break off with your association to network before you converge on the Capitol to meet your Legislator and educate them on how current legislation is impacting our industry.

REALTORS® are responsible for building California's diverse communities. While our nation struggles to stay united, California's REALTORS® come together to continue to make the Golden State one of the nations' best destinations to live and work.

[CLICK HERE TO RESERVE YOUR SPOT ON THE BUS TO SACRAMENTO](#)

Transportation departs San Francisco at 7:00 am and returns to the city by (approx.) 4:00 pm. There is a \$20 reservation fee to reserve your seat, however, this fee is fully refundable when you attend! Lunch at Lucca Restaurant is also included for all who take the bus to Sacramento.

Advanced Registration is Required.

[Click here](#) for a schedule of events and to register.

#### TAKING YOUR OWN TRANSPORTATION?

You are also invited to attend the SFAR Legislative Luncheon being held at:  
Lucca Restaurant  
1615 J Street  
Sacramento, CA 95814.

Please [click here](#) to Register for the Luncheon.

### SAVE THESE DATES!

#### REGISTRATION WILL OPEN SOON FOR THESE EVENTS:



#### San Francisco Building Boom

Thursday, June 21, 2018

Program: 2:30 to 4:30 p.m.

Reception: 4:30 to 6:30 p.m.

Holiday Inn Golden Gateway

#### 3rd Annual REALTOR® Give Back Day

Thursday, July 26, 2018

Various location around the city

#### San Francisco Real Estate EXPO | Member Appreciation Day

Thursday, October 4, 2018

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

Holiday Inn Golden Gateway

## What You Need to Know



# REALTOR SAFETY AWARENESS

## **REALTOR® SAFETY ALERT!** **10 Tips for Holding a Safe Open House**

Open houses can be great sales tools, but hosting one also exposes you to numerous unfamiliar people for the first time. Please take these steps to stay safe:

- If possible, always try to have at least one other person working with you at the open house.
- Check your cell phone's strength and signal prior to the open house. Have emergency numbers programmed on speed dial.
- Upon entering a house for the first time, check all rooms and determine several "escape" routes. Make sure all deadbolt locks are unlocked to facilitate a faster escape.
- Make sure that if you were to escape by the back door, you could escape from the backyard. Frequently, high fences surround yards that contain swimming pools or hot tubs.
- Have all open house visitors sign in. Ask for full name, address, phone number and e-mail.
- When showing the house, always walk behind the prospect. Direct them; don't lead them. Say, for example, "The kitchen is on your left," and gesture for them to go ahead of you.
- Avoid attics, basements, and getting trapped in small rooms.
- Notify someone in your office, your answering service, a friend or a relative that you will be calling in every hour on the hour. And if you don't call, they are to call you.
- Inform a neighbor that you will be showing the house and ask if he or she would keep an eye and ear open for anything out of the ordinary.
- Don't assume that everyone has left the premises at the end of an open house. Check all of the rooms and the backyard prior to locking the doors. Be prepared to defend yourself, if necessary.

(Sources: Washington Real Estate Safety Council; City of Mesa, Arizona; Nevada County Board of REALTORS®; Georgia Real Estate Commission)

Visit NAR's REALTOR® Safety website at [www.nar.realtor/Safety](http://www.nar.realtor/Safety)

## **Does your Home Smell as Good as You Think?**

### **Find and Eliminate Four Funky Odors Only Your Guests Can Smell**



Because we are in our homes for extended periods of time, we may become immune to some smells that linger. If this is the case, we may have developed "noseblindness" to odors that are obvious to our visitors.

[Click here](#) to read the article on houselogic.com and discover how to find and get rid of some of the most common offenders, such as pet odors, mustiness, smelly bedding and fridge and freezer grime, and how to ban them from your home.

# April is Fair Housing Month

San Francisco Association of REALTORS® is among REALTORS® (SFAR) Nationwide Commemorating the 50th Anniversary of Fair Housing Act.

San Francisco Kevin Birmingham and leaders from SFAR will join REALTORS® across the country to commemorate the 50th Anniversary of the Fair Housing Act, one of our country's most significant laws guiding the real estate industry today.

"As we celebrate Fair Housing Month in April, it's particularly important this year as we are also commemorating the 50th anniversary of the Fair Housing Act," said Kevin Birmingham, 2018 SFAR President. "Fair housing makes us stronger, and as REALTORS®, we embrace our role being at the forefront of advancing fair housing and making a commitment to address fair housing issues," said Birmingham.

All year long, members of SFAR, will lead efforts to raise awareness of fair housing issues by reaffirming their commitment to uphold fair housing laws and offering equal professional service to all in their search for real property.

"The passage of the Fair Housing act represents a huge step toward ensuring that all Americans have a chance to live where they choose, but there's still much for REALTORS® and others in the real estate community to do," said Birmingham.

President Lyndon B. Johnson signed the Fair Housing Act into law on April 11, 1968, noting that the right to fair housing "is now a part of the American way of life." The legislation now prohibits discrimination based on race, color, religion, sex, handicap, familial status, and national origin.

50th Anniversary

**The Tech Helpline** is a member benefit offering support for hardware, software, networking and digital devices. The best part is you have the choice of contacting their friendly and knowledgeable analysts via phone, e-mail, and online chat. They troubleshoot problems and offer solutions, often by connecting remotely to your computer and fixing it while you relax. They can advise you on hardware and software purchasing, and most importantly, they understand your needs as a REALTOR®.

- Instruction for installing and configuring new hardware and software.
- Diagnosis and repair of computer hardware and software issues.
- Advice for purchasing hardware, software and services.
- Basic instruction with major software applications.
- Recommendations for upgrades and updates.
- Advice for performance optimization.



**Tech support is your new, included member benefit!**

Call: **(866) 610-8941**



**TechHelpline**<sup>SM</sup>  
your tech support team

Brought to you by the  
San Francisco  
Association of  
REALTORS®

- Troubleshooting network issues.
- No limits on the number of calls or on the length of time per call.
- Experienced, reliable, professional and courteous assistance.
- Assistance in English or Spanish.
- U.S. based analysts located in Orlando, Florida.

**Support is available Monday through Friday 6:00 am to 5:00 pm and Sat. 6:00 am to 2:00 pm Pacific Time, toll-free at 866.610.8941 or via live chat.**

- For chat support, click here: <http://chat.techhelpline.com>
- Email us: [support@techhelpline.com](mailto:support@techhelpline.com)
- For a complete list of computer support, please visit: <http://www.techhelpline.com/computer-support>

## **You're invited to attend the SFAR TOASTMASTERS Group**

**Mondays at noon to 1:00 p.m.**  
held at San Francisco Association of REALTORS  
301 Grove Street, San Francisco



Do you want to become a confident public speaker and strong leader? If so, Toastmasters is the place for you. You'll find a supportive learn-by-doing environment that allows you to achieve your goals at your own pace. Learn how Toastmasters has changed the lives of members.

SFAR Past President, Richard Sax founded this Toastmaster group 30 years ago, and we are still going strong.

By being a part of a Toastmasters Club and honing your public speaking skills will help you when you find yourself in a place where you may be:

- Accepting Awards
- Delivering Eulogies
- Delivering Technical Briefings
- Giving Sales Pitches
- Introducing Speakers
- Preparing a Speech
- Presenting Awards
- Speaking to Diverse Audiences
- Giving Successful Speeches
- Using Visual Aids and Props

- Using Gestures and Body Language

We invite all SFAR members to visit our Toastmaster Club as our guest, and see if our club is right for you. To RSVP, please email Deborah Morgan at [deborah@sfrealtors.com](mailto:deborah@sfrealtors.com).

# Education and Training

## STANDARD FORMS TRAINING

### SF FORMS - UPDATE & TUTORIAL

Friday, April 6, 2018 | 11:00 am - 12:30 p.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



*Presented by: Daniel A. Hershkowitz*

Daniel will guide our members through the use of the San Francisco Purchase Agreement, and also advise our members as to which of the corollary addenda and counter-offers are recommended, and when. Daniel will also compare and contrast the SFAR purchase agreement with the California Association of REALTORS® purchase contract.



### SFARMLS Searching & Organizing

Monday, April 9, 2018 | 9:00 am - 10:15 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



The SFARMLS Searching & Organizing class will show you how to use the MLS as a search tool and take advantage of the features such as FOLDERS. Search types, saved searches, and working with results are all covered. Come learn how to get started searching the MLS and organizing your results. You will also get a preview of how to find the member benefit Infosparks from 10k.

### SFARMLS Prospecting

Monday, April 9, 2018 | 10:30 am - 11:45 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



Learn the ins and outs of prospect management with this critical 1 hour class. You will learn how to use auto-prospecting and client portal in Rapattoni systems (SFARMLS, BAREIS, Metrolist, and Quattro). Before setting up your clients for automatic emails, it's important to know exactly how this service works to maximize impact and usefulness.

## SFARMLS Fundamentals

Monday, April 23, 2018 | 9:00 am - 10:00 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



The SFARMLS Fundamentals class is intended to provide an orientation of the website and tools available to members who have never seen our system before or who are learning to use MLS technology for the first time. Topics include login, how to find all your various member benefits, what sort of benefits are available to you, how to navigate our websites, and how to customize your profile and preferences. This class (or equivalent experience) is a prerequisite to all other classes.

## SFARMLS Reciprocal Access

Monday, April 23, 2018 | 10:15 am - 11:30 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



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 SFARMLS staff is not available. If you work outside of the City, you'll want to check this out.

# THURSDAY THINK TANKS

### Class / Topic

### Date / Time

### Location

**The Ultimate Probate Real Estate System**

**April 19**  
3:00 to 4:30 pm

Class will be held at SFAR  
301 Grove Street

[\*\*REGISTER\*\*](#)

**Disclosures as a Competitive Advantage**

**May 17**  
3:00 to 4:30 pm

Class will be held at SFAR  
301 Grove Street

[\*\*REGISTER\*\*](#)

**Commissions/IRAs**

**July 19**  
3:00 to 4:30 pm

Class will be held at SFAR  
301 Grove Street

[\*\*REGISTER\*\*](#)

**Blockchain and Crypto Currency**  
(Registration will open soon)

**August 18**  
Time TBD

Location TBD

**Business Planning with Kitty Cole**

**September 20**  
3:00 to 4:30 pm

Class will be held at SFAR  
301 Grove Street

[\*\*REGISTER\*\*](#)

## New Member Orientation

Friday, April 13, 2018 | 9:00 a.m. to 12:00 p.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



SFAR monthly in-person Member Orientations for SFAR REALTOR® members.

New REALTOR® members are strongly encouraged to attend these Orientations.

Current REALTORS® are also invited for a refresher of new services or to satisfy the REALTOR® Code of Ethics.

Orientations will cover:

- Intro to the REALTORS® and from SFAR Leadership (including overview of benefits from SFAR/CAR/NAR)
- Intro to SFAR MLS from SFAR MLS Staff
- Overview of Professional Standards and REALTOR® Ethics Training Requirements
- Intro to SFAR Professional and Social Networks
- MLS Fundamentals Class offered by SFAR MLS Staff

This Orientation also covers the REALTOR® Ethics Training Requirements for the 2017-2018 Biennial Cycle.

Thank you to our Orientation Sponsor:



## Distinguish yourself as an International Real Estate Professional with the C.I.P.S. Designation May 21-25, 2018



Attend the 5-Day 2018 C.I.P.S. Institute at the San Francisco Association of REALTORS®

This course will help teach you all you need to know to pass the C.I.P.S.

Designation EXAM and start your international real estate business. When you become a C.I.P.S. designee, you gain immediate access to business-enhancing products and services that are offered exclusively to C.I.P.S. designees.



Set yourself apart as a Global real estate professional, get more listings & referrals, expand your business and your wallet with the ONLY International Designation recognized by NAR.

[Click here](#) for more information on the benefits of becoming a C.I.P.S.

[Click here to Register for C.I.P.S. now.](#)

### DATES & COURSES

May 21 - Global Real Estate: Local Markets

May 21 - Global Real Estate: Local Markets  
May 22 - Global Real Estate: Transaction Tools  
May 23 - Europe and International Real Estate  
May 24 - Asia/Pacific and International Real Estate  
May 25 - The Americas and International Real Estate

### TIME

8:30 a.m. - 5:00 p.m.  
Continental Breakfast and Lunch included daily

### WHERE

San Francisco Association of REALTORS®  
301 Grove St., San Francisco, CA, USA

### FEES

- \$169/day (includes an electronic version and a photo copy of the manual)
- \$599/week\* (includes electronic copy of manual only)
- \$649/week (includes an electronic version and a photo copy of the manual)

*\*Only an electronic version of the manual will be provided for this rate. A link will be given to download and print your own C.I.P.S. Manual.*

## Ethics Video Class

Classes are held each Friday | 1:15 to 3:45 p.m.  
San Francisco Association of REALTORS®  
301 Grove Street, San Francisco



New members of the San Francisco Association of REALTORS® are required to complete an orientation course on the Code of Ethics within 25 days of their acceptance as a REALTOR® member in accordance with the Association's bylaws. If a new member fails to take the course within the 25-day time frame, he or she will have their membership placed on inactive status until the requirement is filled.

The National Association of REALTORS® also requires continuing members to complete the NAR Code of Ethics course once in every 2-year Biennial period. The current Biennial period is from January 1, 2017 to December 31, 2018.

The two and a half hour DVD course is presented at the Association's headquarter offices every Friday afternoon at 1:15 p.m. The cost is \$15 for all SFAR members. Payment is required at the time a reservation is made. To register, please click the button below and you will be prompted to provide your credit card information. Or, you may call (415) 431-8500, extension 1130. **Please note that the \$15 fee is non-refundable and non-transferable to future courses.**

Parking is available across the street at the Performing Arts Garage.

FYI: If you would like to take the ethics class online for free instead you can do so by visiting [www.realtor.org](http://www.realtor.org) selecting the "Education" tab, and then clicking on the "Code of Ethics Training" button.

You can also submit a completed [Ethics Self-Certification Form](#).

# Other Industry Events

## NAGLREP Breakfast & Learn

The National Association of Gay and Lesbian Real Estate Professionals (NAGLREP) SF Bay Area chapter is hosting a free breakfast program on **Thursday, April 12, at the Presidio Golf Course from 10:00 a.m. until 12:00 p.m.**



Mark Kaladais, General Manager of Engel & Volkers, will explain how agents can use their sphere of influence to generate more business; and US Bank Senior Mortgage Loan Originator, David Breaux, will lead a discussion about little known mortgage/lending products that may help get buyers and sellers "off the fence".

To register for this complimentary program, [click here](#).