



SAN FRANCISCO  
ASSOCIATION of REALTORS®

# The Member's Edge

The Newsletter of the San Francisco Association of REALTORS®

## August 2019 Issue

### Election of Directors Opens on Monday

Below is your official slate for the election which will open on Monday, August 26, 2019, of three Board of Director members of the San Francisco Association of REALTORS® for a three-year term commencing on January 1, 2020. The success of our organization depends upon the selection of highly qualified candidates as Directors and your vote is crucial to attain this objective. Your particular attention is called to the fact that to be counted, your ballot must be submitted electronically by 12:00 noon on Friday, September 13, 2019. Please carefully review the instructions set forth on the electronic ballot to ensure that your vote is properly cast and will qualify for counting. (You will receive notification and the link to the official on-line ballot in your email inbox on Monday, August 26.)

Each nominee has been allowed to submit a personal statement describing his/her background, experience and service activities in support of his/her candidacy. The statements, as prepared by the candidates, are set forth below with the names of the candidates arranged alphabetically.

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**REALTOR® OR DESIGNATED REALTOR® MEMBER DIRECTOR  
ELECTED FROM A BROKERAGE WITH MORE THAN 75 REALTOR® MEMBERS  
(One Vacancy)**

**VANESSA R. GAMP-Zephyr Real Estate, 215 West Portal Avenue, San Francisco, California 94127**

I'm so excited to be running for the SFAR Board of Directors! I've worked closely with our REALTOR® community since getting my license in 2008. I'd be honored to have the opportunity to represent SFAR and continue working for YOU, the members. I'm an SF native, a working mom, and a woman of color: I hope

to bring a voice to the table that represents our diverse REALTOR® community, along with my experience and team player attitude. I'm always thinking positive, I'm always thinking forward, and it would be a privilege to have your vote.

- SF Women's Council of REALTORS® Board Member, 2008-2016
- SF Women's Council of REALTORS® President, 2015
- SFAR Education Committee, 2014-2016
- SFAR WCR Building Boom, 2014-2015
- SFAR MLS and Technology Committee, 2019

**SONIA GÓMEZ-REXELIUS-Zephyr Real Estate, 4040 24th Street, San Francisco, California 94114**

Since becoming a REALTOR®, I've been deeply involved in our real estate community, serving on the WCR Board (2009 President), NAHREP Board and SFAR committees, including Governmental Relations, Cultural Diversity, and currently Global Business Council Chair.

I now ask for your support and vote for Director on the SFAR Board.

As Director, I'll bring a fresh and diverse perspective, be a voice for our members, continue to bring innovative and topical education, find ways to keep our profession relevant, and make sure REALTORS® remain at the core of real estate transactions. I'm a team player, and I'm also not afraid to speak up for what I feel strongly about, especially when it comes to supporting the best interest of our members.

**ROBERT KINOSHITA, II-Coldwell Banker, 1560 Van Ness Avenue, San Francisco, California 94109**

As a fulltime agent and SFAR member since 2001, it has been my pleasure to sit on several committees and serve as the 2018 MLS and Technology Committee Chairman.

As an active REALTOR® in this market, I am in the trenches with my fellow agents. I understand the pressures, pain points and obstacles we deal with on a daily basis. I would strive to continue our Association's offerings, help roll out new tools and maintain our high standard of political involvement.

I am committed to continuing the great leadership that SFAR has had for so many years, and it would be my honor to serve you as a member of the Board.

Please vote and allow me to be of service to you. Thank you!

**REALTOR® OR DESIGNATED REALTOR® MEMBER DIRECTORS ELECTED/REELECTED AT-LARGE  
(Two Vacancies)**

**RICHARD A. BOCCI-Bocci Realty, Richard J., 194 School Street, Daly City, California 94014**

For the past 43 years, the only profession I have known is the real estate business. The San Francisco Association of REALTORS® has been a major part of my life and my career. My involvement with the Association over the years has and would continue to make my position as a director more meaningful

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If elected, I will attend and participate in all Board of Director meetings. I will try to be a positive force on the Board of Directors and contribute my assessments when appropriate.

**RANDALL N. KOSTICK-Zephyr Real Estate, 215 West Portal Avenue, San Francisco, California 94127**

It's been more than 10 years since I last served on the Board and my renewed interest is intentional. I believe in the SFARMLS and I believe in cooperation. These two critical components of our affiliation have drifted.

We can get back on track if we focus on what brought our industry together in the first place - the belief that we can achieve more when we cooperate with each other. I would be honored to have your support in this effort.

SFAR experience and participation: Grievance Committee Chair; Professional Standards Committee Chair; Budget and Finance Committee Chair (CFO); Managers Council Chair; MLS and Technology Committee; Standard Forms Committee; Nominations Committee; Executive Committee.

**BRIAN MATZA-Nob Hill Realty, 660 Vermont Street C, San Francisco, California 94107**

SFAR REALTORS®:

Seeking your vote for SFAR BOD: I am a good voice of reason and have demonstrated leadership in governmental affairs, finance and general areas that affect REALTORS®.

SFAR Committees: Global Business Council, Governmental Relations and Standard Forms.

Experience: Current NAR BOD (2016-2019) Executive Liaison Governmental Affairs; BOD Portland Metro; BOD Oregon REALTORS® (terming out 2019); 2011 National President NAR Affiliate CRB; Chaired committees and performed BOD President and leadership roles; NAR Presidents Working Group setting NAR Rent Control Policy nationally; NAR Global Business Alliances, Commercial, Pro Standards, Public Policy, attending DC and national meetings since 1990; Broker and contractor, California and Oregon; Apartment building owner in both states; RPAC Presidents Circle Gold; St. Ignatius High School; S.F. State; Graduate school - Industrial Psychology.

**MASOOD SAMEREIE-Aria Properties, 4406-B 18th Street, San Francisco, California 94114**

Real estate is my passion. I love San Francisco and it is important for me to be involved with the real estate community. I have served at the Association over the years in various committee appointments. I have enjoyed my work with the Association because it allowed me the opportunity to share my experience with peers. It also affords me the ability to work with others to resolve key issues that come before the Association. I believe that, as a member of the Board of Directors, I could advance my interest and participation with the Association, working with other Directors to improve and/or further the goals of the organization.

**REBECCA WHITE-Intero Real Estate Services, 2488 Junipero Serra Boulevard, Daly City, California 94015**

Having served on many committees [Education, YPN, Special Events, Global Business Council (2018 Chair)and Governmental Relations] for a decade, I've been responsible for creating and implementing innovative, relevant events with these groups.

Currently, I serve as a Director for the Chinese Real Estate Association and am a member of AREAA. I work at Interco Daly City.

As times change, I feel the Board needs to allow its volunteers to continue to create and implement new ideas and programming.

I promise that I will: Offer a fresh, creative perspective; work hard to represent you who elect me, and listen to you and change what needs to be changed!

It's time for some new, fresh voices. I'm not afraid to be the one! Please vote for me!

## **Association Voting is Electronic**

Once again this year, REALTOR® members will be able to cast their vote online for candidates for election/re-election to the Board of Directors. **Voting will begin at 12:00 a.m. on Monday, August 26, 2019 and continue through noon on Friday, September 13, 2019.**

At the opening of voting, REALTOR® members with an e-mail address on file with the Association will receive an e-mail notification containing instructions regarding accessing the voting web site. The site is operated by Votenet, a web-based online voting software and election system.

During the voting period, REALTOR® members can vote in just a few minutes by going to [my.sfrealtors.com](http://my.sfrealtors.com) and following the "REALTORS® Vote Here" link on the home page to the ballots. (REALTOR® members should log in using their member number, including lead zeroes, and password.)

Only REALTOR® members are eligible to vote.



## **SFAR Global Real Estate Fair 2019: "Learn to Earn" Opportunities for Investors, Digital Nomads and Future Retirees**

**Wednesday, August 28, 2019**

2:00 - 5:30 p.m.

3:00 - 5:30 p.m.

**St. Mary's Cathedral**

**1111 Gough Street, San Francisco**

Come for a fun, entertaining, and educational event that includes lifestyle information and strategies for doing business in a variety of global destinations including Mexico, Central and South America, Western/Central/Eastern Europe, and Central/Far East/Southeast Asia. "Tapas" will be served with a sampling of fine Mendoza wine flown in from the "Napa Valley of the South", or the Mendoza, Argentina wine region, courtesy of our sponsor ECI Development and their Gran Vineyard Estates property.

Enjoy a short program of high-value information about investment, travel, and retirement opportunities for REALTORS® and their clients around the world. This is a "Learn to Earn" event that can benefit every one of us who wants to tap into the expanding world of global opportunities for ourselves and for our clients!

Invite your colleagues, friends and clients. Studies show 1 in 10 Americans are thinking about offshore property. You know someone who wants to learn about this and the trend is growing.

This is a not-to-be-missed event! We hope to see you there!

**PROGRAM**

3:00 - 3:30 p.m. Lite Bites and Networking

3:00 - 5:30 p.m. Global Fair with 12 Country/Region-Hosted Tables

3:30 - 4:00 p.m. Presentations by Michael Cobb/ECI Development, and Chris Stafford/SFAR REALTOR®/Agent Unleashed

**FEATURING**

- Michael Cobb, Chairman and CEO/ ECI Development presenting "Domestic REALTOR® - Global Sales Tools for Success Right Now"
- Chris Stafford/SFAR Realtor/Agent Unleashed, "7 Things You Need to Know Now If You or Your Clients are Going to Invest in an International Lifestyle"
- Reid Rankin, SFAR/REALTOR® France: Invest and/or Retire

**DRAWINGS**

A chance to win with each entrance ticket:

- Three 4-night stay gift certificates compliments of ECI Development
- Accommodations at a value of \$650 in Grand Baymen, Belize
- Accommodations at a value of \$825 in La Morada Lodge, Gran Vineyard Estates, Argentina
- Accommodations at a value of \$750 in Gran Pacifica Beach & Golf Resort, Nicaragua

**HOSTED BY**

San Francisco Association of REALTORS® - Global Business Council

**CO-CHAIRS**

Callista Shepherd, CIPS and Rebecca White, CIPS

This event is \$20.00 for SFAR members; \$25.00 for non-members.



## Swords to Keyboards 2.0

**Thursday, September 12, 2019**

**4:00 p.m. - 8:00 p.m.**

**SF Elks Lodge #3**

**450 Post Street, Third Floor**

**San Francisco**

August is YPN's Month of Giving, Benefiting Swords to Plowshares, a nonprofit organization to help veterans!

Join your real estate colleagues at the exclusive Elks Lodge for a happy hour networking event with free savory appetizers, the latest MLS Tech update, and Silent Auction fundraiser.

**Charitable Giving:** Attendees are requested to participate in our silent auction where all proceeds will go towards Swords to Plowshares; Vets Helping Vets since 1974.

[Link to Donate](#)

### **Some of our auction items include:**

- Dinner for 2 at Robin SF
- Three work out sessions at JCCSF
- Giants Tickets
- Ceramic pieces from Sharon Art Studio
- Three Hours of Architecture time from New Formalism
- A pair of guest passes to Oakland Museum of California
- One Year Subscription to Disclosure.io Pro

The Latest MLS Tech Update: Tech Committee members will be doing hands-on AgentFirst demos. Check out the revamped pre-market app with one of them to receive a free drink ticket.

### **Event Details**

4:00 p.m.: Mix and Mingle, Silent Auction and AgentFirst Demos begin

5:00 p.m.: Word from our Sponsors

5:30 p.m.: MLS Tech Committee Announcements

6:00 p.m.: Words from Swords to Plowshares

7:00 p.m.: Final call for silent Auction

## Next New Member Orientation: Friday, September 13

SFAR conducts monthly in-person orientations for SFAR REALTOR® members. New REALTOR® members are strongly encouraged to join us, and current REALTORS® are also invited for a refresher of new services!

The orientations cover:

- Intro to the REALTOR® Association, including an overview of benefits from SFAR, CAR, and NAR
- Intro to and technical training on SFARMLS from the SFARMLS team
- An overview of professional standards and REALTOR® ethics training requirements
- An intro to SFAR professional and social networks

\*\* This orientation covers the MLS Fundamentals Class offered by the SFARMLS staff.

Thank you to our Orientation Sponsor:  
Deborah Byrne with PCN Bank



## SF Landlord and Tenant Issues for REALTORS®

Join us as Attorney Daniel Bornstein provides the latest legal information on the following real estate topics:

- Rent Control vs. Non-Rent Control
- Just Cause Eviction | SF Rent Ordinance
- Owner/Relative Move-In Evictions and Protected Tenants
- New Legislation on Tenant Buy-outs
- Subletting | AirBnB
- In-Law Units | Ellis Act - Update
- ADU - Accessory Dwelling Unit - Strategy

**Thursday, September 19, 2019**

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

**Event Center at St. Mary's Cathedral**

**1111 Gough Street, San Francisco**

**[REGISTER HERE](#)**



## **SFAR's 2019 Real Estate EXPO and Member Appreciation Day** **Registration Now Open!**

Join us on Thursday, October 3, 2019 and be engaged by motivating keynote presentations and sixteen educational sessions related to real estate apps and technology, international real estate, marketing, risk management, finance, 1031 exchanges, standard forms, and legal sessions such as landlord/tenant issues, co-ownership agreements and TIC agreements... and much more!

**This event is FREE for SFAR members.**

**Thursday, October 3, 2019**

**8:00 a.m. - 5:30 p.m.**

**Holiday Inn Golden Gateway**

**1500 Van Ness Avenue, San Francisco**

### **Schedule of Events**

8:00 to 9:00 a.m. - Continental Breakfast and Networking

9:00 to 10:00 a.m. - Opening of General Session: Katie Lanc

10:00 a.m. to 2:00 p.m. - SFARMLS Lab

10:00 a.m. to 3:00 p.m. - Opening of Exhibit Hall

10:30 to 11:15 a.m. - Breakout Sessions

11:30 a.m. to 12:15 p.m. - Breakout Sessions

12:30 to 2:00 p.m. - General Session Luncheon

(Space is limited to 450 guests, please RSVP early to reserve your spot.)

2:00 to 3:00 p.m. - Last Chance to Visit Exhibit Hall

3:00 to 4:00 p.m. - Breakout Sessions

4:00 to 5:00 p.m. - Reception and Prize Drawings

5:30 p.m. - Conclusion of EXPO

**REGISTER TODAY**



## **SFAR Foundation's 2019 Harvest of Hope Breakfast Tickets Now Available**

**Friday, October 11, 2019**

**8:00 - 9:30 a.m.**

**Airbnb Headquarters**

**888 Brannan Street, San Francisco**

The Welcome Home Project, an initiative of the San Francisco Association of REALTORS® Foundation, was created in 2015 with one clear goal: to help as many homeless families as possible as they move into permanent housing by providing essential household goods needed to support their fresh start.

On behalf of these families, we would be honored if you would join us on October 11, 2019 at the Fourth Annual Harvest of Hope, a fundraising breakfast to benefit the Welcome Home Project.

Consider buying a table and inviting friends, colleagues, and clients to this inspiring event!

Event tickets and sponsorships are available at a range of levels. Or, if you are unable to attend the event, make a donation to the Welcome Home Project of any amount in the 'custom' field.

Since we started the Welcome Home Project, the number of homeless households requesting assistance monthly has more than tripled and no one has been turned away. This fundraiser is essential to supporting this initiative. Please join us!

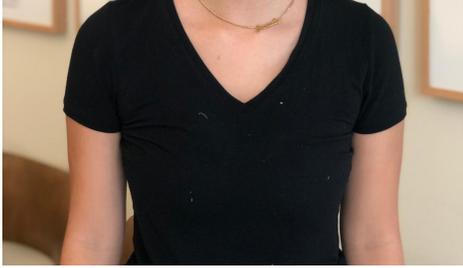
**[LEARN MORE AND REGISTER HERE](#)**

## **An Update on SFAR's Fraud and ID Theft Investigation and Reduction Program**



One of SFAR's summer interns, Sami Lee, worked on the SFAR fraud and ID theft program during her time with SFAR. She identified, flagged, and reported scams found on Craigslist. 20 out of every 150 rental listings were flagged and reported as scams. Many scams were fraudsters who associated themselves as a REALTOR® or with well-known housing services such as Airbnb.

Through Sami's investigation, she found the scams follow a similar



pattern:

- offers for apartment rentals were below market price
- the scammer claimed to be living out of the country
- each asked for a form of payment/deposit immediately
- the offer was always too good to be true

**Sami concluded her internship with wise words: if the offer seems too good to be true, that's because it is.** The unrealistic

listings (compared to the actual real estate market) are more likely fake and consumers should be weary of these scams.

For REALTORS®, wire fraud remains a major threat in the industry. Hackers and fraudsters are persistent and pervasive, finding new ways to legitimize scams to compromise consumer relationships.

With the results obtained by Sami, SFAR continues to evaluate the SFAR Fraud and ID Theft Investigation and Reduction Program for best practices to deter scams targeting REALTORS® and consumers in the future. SFAR encourages REALTORS® and consumers to work daily to identify fraud, ID theft, and scams and report any of these that they come across.

### **REALTORS® and Consumer Awareness Tips**

Below are tips for REALTORS® and consumers to safeguard against wrong-doers targeting you and your clients in the housing market:

#### **TIPS FOR REALTORS® TO ADDRESS FRAUDULENT LISTING SCAMS**

Don't open emails or attachments from unverified sources.

Put clients on notice early about the potential for email hacks and wire fraud.

Be proactive and set up search engine alerts such as "google alerts" on your name/company. Damage control steps most likely will not recover lost assets.

Use your company security protocols.

Never conduct business on unsecure Wi-Fi networks.

Remind clients often about your security tips.

Use two-factor authentication on emails to clients.

If your ID has been stolen and used for fraudulent listing scams (rentals or sales), visit those sites daily for scammers posing as yourself or your colleagues.

#### **TIPS FOR CONSUMERS/CLIENTS IN THE HOUSING MARKET**

Don't open emails or attachments from unverified sources.

Verify fund request with a secure method like a phone call to your REALTOR®.

Trust your REALTOR®. Trust that your REALTOR® will NEVER send wiring instructions or security requests by email.

If it sounds too good to be true, it probably is.

Never conduct business on unsecure Wi-Fi networks.

Follow the security tips from your REALTOR®.

Trust that your REALTOR® will use two-factor authentication emails to protect you

Call your REALTOR® about suspicious activity to verify communications. There is no harm to contacting your REALTOR® to verify information.





VETS HELPING VETS SINCE 1974

## **August is YPN's Month of Giving: Benefiting Swords to Plowshares**

This year, for the Month of Giving, SFAR Young Professionals Network has chosen to support Swords to Plowshares: Vets Helping Vets since 1974. Swords to Plowshares is a community-based, not-for-profit 501(c)(3) organization that provides needs assessment and case management, employment and training, housing, and legal assistance to approximately 3,000 veterans in the San Francisco Bay Area each year.

**Our goal is to raise \$10,000.**

Please donate whatever you feel you can. All donations are appreciated!

### **CONTEST**

To encourage participation, we are holding a contest for the top three individuals who and top three companies that raise the most money; the winners will be announced at the Member Appreciation Day luncheon on Thursday, October 3, 2019.

### **HOW TO PARTICIPATE**

Office managers may collect funds from agents in their office and then submit the full donation on this [donation page](#).

Individuals can also make donations. In this instance, they will enter their brokerage/office name, as well as their own name, and on September 1st we will add up all donations from each office and will use this amount as the office donation.

If you wish to send a check, please mail it to SFAR, 301 Grove Street, San Francisco, CA 94102.

Please make checks payable to San Francisco Association of REALTORS®, and in the memo, please state "YPN Month of Giving Donation."

Remember, a monetary gift of any amount is much appreciated!

Contest ends August 31, 2019.

**[DONATE HERE](#)**

**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.

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