



The Member's Edge

Newsletter of the
SAN FRANCISCO
ASSOCIATION of REALTORS®

August 4, 2017 Issue

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A MESSAGE FROM OUR PRESIDENT

Matt Fuller
2017 SFAR President

Give Back Day thank you.
Reciprocal Data Access
Report on Board of Director Nominations
Member Appreciation Day 2017



ANNOUNCEMENTS



Attend the SFAR Event of the Year!

Join us on **Thursday, October 26th** and be inspired by motivating keynote presentations and twenty educational track 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, TICs, and much more.**

Special guest **Nobu Hata**, NAR's Director of Member Engagement will be the opening speaker, addressing the topic of "What do Buyers and Sellers Really Want".

In addition to our educational sessions, you will have abundant opportunities to connect with real estate professionals and suppliers in our robust exhibit hall. This year we expect 50 suppliers showcasing products and services to help you make the most of your business, and they will have plenty of swag for you to take away!

What would a REALTOR® event be without good grub, drinks and lots of giveaways?

We've got you covered! You'll enjoy a light breakfast, snacks and a special sit-down luncheon program. Plus there will be an array of special offers, door prizes and giveaways throughout the day.

This event is FREE for SFAR members, we just ask that you RSVP so we know you will be there.



[Click here to Reserve Your Spot Now!](#)





SFAR's Welcome Home Project Has Helped Over 1,000 Formerly Homeless Individuals Transition Into Permanent Housing

Dear REALTORS®,

For the last two years, SFAR has been leading an effort to help tackle the homelessness crisis in our city. The Welcome Home Project (WHP) is a collaboration between non-profit, real estate, and government organizations to help homeless families settle into permanent housing by providing basic household necessities.

Since its founding in 2015, WHP has helped over a thousand formerly homeless individuals transition into their new homes by providing items such as linens, cleaning supplies, and kitchenware. Just last year, the Project assisted close to 500 people. One of these individuals was Maria.

On October 31, 2016, Maria lost the lease to her apartment. With no place to stay, she and her family were forced into homelessness. With no home to go back to and with most of her time spent on helping her family survive, Maria's daughter was forced to drop out of City College. For six months, Maria and her family endured hardship, suffering through the winter rainstorms with only umbrellas to protect them.

Maria and her family eventually found housing two months ago. But she was still just getting back on her feet and needed any assistance she could find.

That's when the Welcome Home Project came in. Maria contacted us about our program after seeing our PSA in Real Estate Times. We were more than happy to help. While she was happy to finally have a new home, she didn't have any beds for her and her family to sleep on. With the resources provided from SFAR and local REALTORS®, we were able to furnish Maria with a sorely needed futon bed and linens.

With a home to call her own and a bed to sleep on, Maria and her family are on the road to

success. She is working with city agencies to seek employment. Maria's daughter is now back at City College and is on the path of fulfilling her dream of becoming a doctor.

Maria is just one of the many hundreds of people helped by the Welcome Home Project. It is only from resources provided by you, the REALTORS®, that we can assist hundreds of homeless people in the Bay Area. As Maria herself said, *"Every donation matters, no matter how small. Welcome Home made such a difference when everything counts."*

Sincerely Yours,

Walter T. Baczkowski, CEO,
San Francisco Association of REALTORS®

Mary Jung, Director of Community Affairs
San Francisco Association of REALTORS®

[Learn more about the Welcome Home Project here.](#)

Did Your MLS Access Get Cut Off?

Account suspensions occurred on August 1.

For members looking to reinstate their account they will need to make the payment and the account will be manually reinstated once payment is received. Please contact the accounting department at ar@sfrealtors.com with any questions, to make a payment or to reinstate your account.

NOMINATIONS OF CANDIDATES FOR ELECTION TO BOARD OF DIRECTORS NOW CLOSED

In accordance with the provisions of the Bylaws, the nomination of candidates for election to the Board of Directors has now closed. The names of candidates for directorship positions which will become vacant at year end are set forth below. The candidates were nominated either by the Nomination Committee or by petition.

All nominees have met the Bylaws requirement of having served as a member of at least one committee.

**REALTOR® or Designated REALTOR® Member Directors
Elected from a Brokerage with Between 1-75 REALTOR® Members
(Two Vacancies)**

Gabrielle F. Bunker - Redfin
Marc Dickow - Core7 Real Estate
Jeannie Gant - Dot Real Estate
Jodi L. Hansen - Park North Real Estate
Rebecca White - Intero Real Estate Services

**REALTOR® or Designated REALTOR® Member Director
from an Office Located in Daly City
(One Vacancy)**

Fanny Y. Chu - BHG J.F. Finnegan REALTORS®

**REALTOR® or Designated REALTOR® Member Directors Elected At-Large
(Three Vacancies)**

Kelly L. Canady - Coldwell Banker Previews Int'l

Steven Huang - Compass

Eugene Pak - Climb Real Estate

Jack D. Ryder - Pacific Union International

Andrea F. Swetland - Vanguard Properties

The Association wishes to express its appreciation to REALTOR® members who indicated an interest in running for election to the board of directors but who were not nominated at this time. The continued success of the Association is dependent upon the willingness of members to serve on policy-making bodies, such as the board, and we should all be grateful to the members for manifesting that interest.

Homes.com Now Available for Advertising Your Listings

The San Francisco Association of REALTORS® has recently completed a full integration with Homes.com, including the option to use the Homes Connect marketing suite powered by Homes.com. Your free marketing products include a professional polished Profile on Homes.com, the excellent Homes Connect Leads and Contacts application, helpful Email Marketing Tools, the Listings Manager, and more.

Over the next week, keep your eyes out for an invitation email that will allow you to "Claim Your Profile" and fully implement the Homes Connect features, should you choose to do so.

Please note that for some features to work, you must have your BROKERAGE complete the Syndication Opt-In process to send data to Homes.com from the MLS. If your broker or office manager needs help completing this, they can reach out to the SFAR-MLS team in San Francisco at mls@sfbrokers.com or by phone: 415-431-8500 (opt.3).



HELPFUL ARTICLES

Sophisticated Email Scam Targets Home Buyers Ready To Close

SAN FRANCISCO (KPIX 5) - Bay Area home buyers are being targeted by an alarming and sophisticated email scam that can wipe out a victim's life savings in an instant. In one case, a woman lost \$500,000.

KPIX 5 has learned the scam is succeeding in the Bay Area because home prices are high, properties are scarce and people are trying to close deals quickly to beat out the competition.

Like most REALTORS®, Kristina Solovieva frequently communicates with clients via email. But last year, unknown to her, criminals hacked her Gmail account and monitored the

correspondence between her and her clients. The scammers then waited for the perfect time to strike.

"The timing was impeccable, actually," said Solovieva. "It was time to send the remainder of the down payment to close escrow."

Using Solovieva's email account, the hackers sent a message to one of her clients, telling them to wire hundreds of thousands of dollars to a fraudulent account.

And this was not an isolated case...

To read the full article, please [click here](#).

Check out this news story from KPIX, which includes an interview with our very own 2017 SFAR President, Matt Fuller. Click on the video below to view.



11% Growth in SF Property Tax Base, Highest Among Bay Area Counties

by Nicole J. Agbayani, Office of the Assessor-Recorder

At a cumulative value of \$231 billion, San Francisco's total property tax assessment roll represents an increase of almost 11% over the

from property transfers; 22% resulted from construction activities; and 19% resulted from annual inflationary increase by 2% under

previous fiscal year, which is the highest among Bay Area counties. The property roll is a summary of all properties, including land, building, fixture and personal property.

While the roll is awaiting certification by the City Controller's Office, preliminary information shows that the total roll has increased from \$209 billion to \$231 billion, bringing in a total of \$2.7 billion in local revenues to support education, health, public safety and other crucial public services.

The growth is due in part to strong growth in the real estate market, additional construction across San Francisco, and the Assessor's continued efforts to increase efficiency.

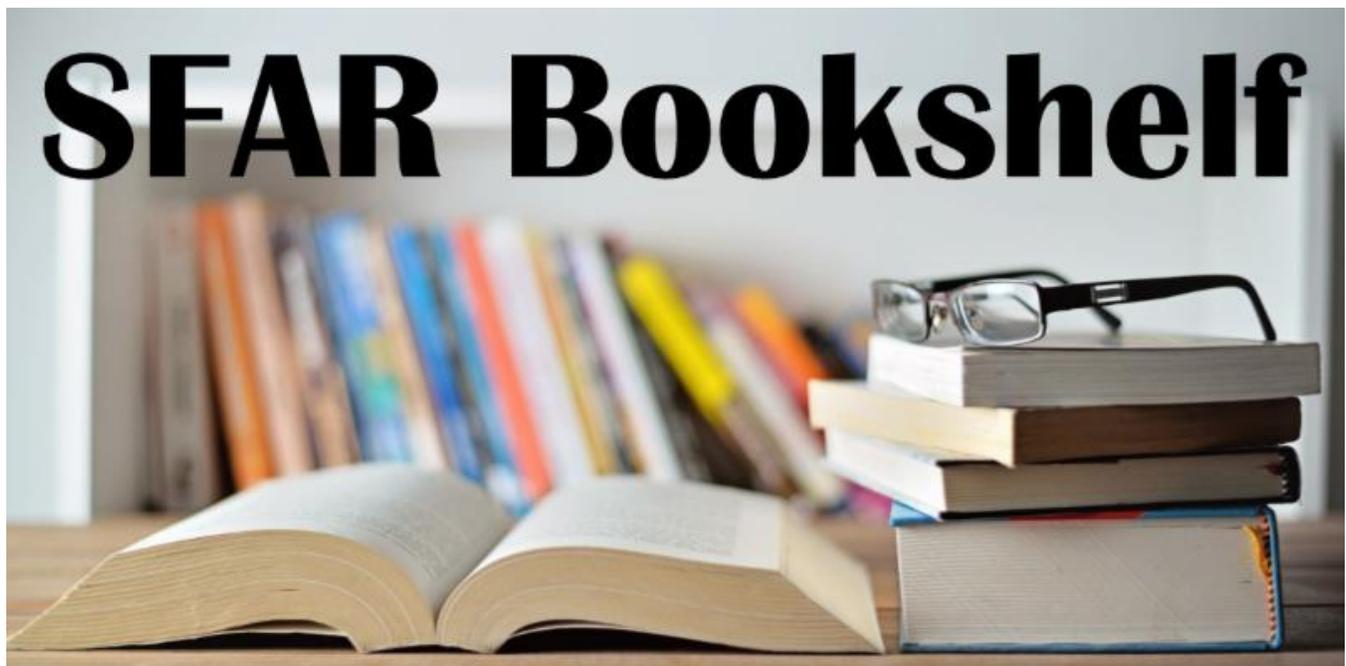
According to the Assessor's Office, the growth can be roughly broken down to: 59% resulted

Proposition 13 (1978)

Each property's assessed value serves as the basis for property tax bills. Property owners should have received their annual Notice of Assessed Value (NAV) from the Office of the Assessor-Recorder by now. The letter informs property owner the assessed value of their property for Fiscal Year 2017-18, which is the value of their property tax bills in October will base on.

This year, the Assessor's Office has included assessment on ongoing construction activities for the first time. You can check out a sample of the NAV and translations by visiting the Office's website.

THE SFAR BOOKSHELF

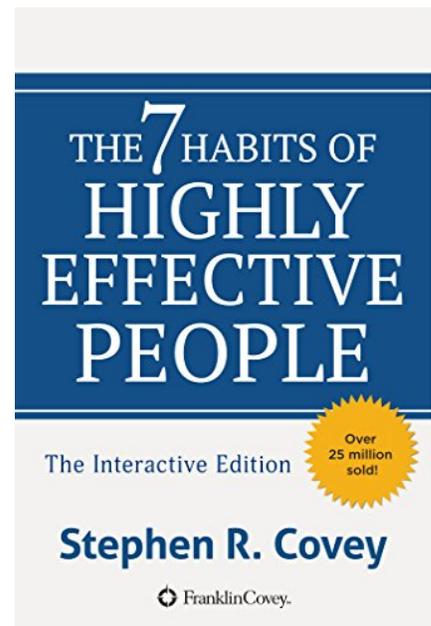
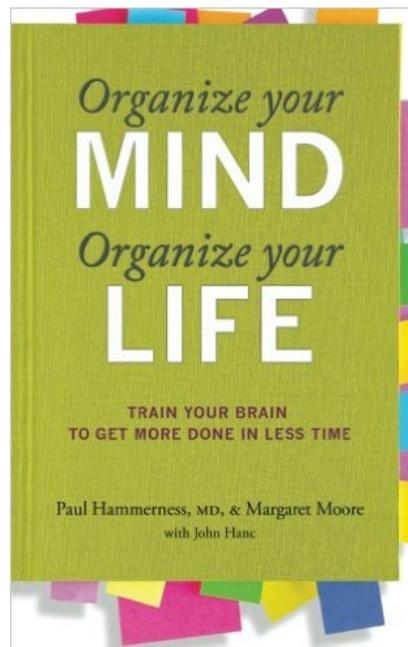
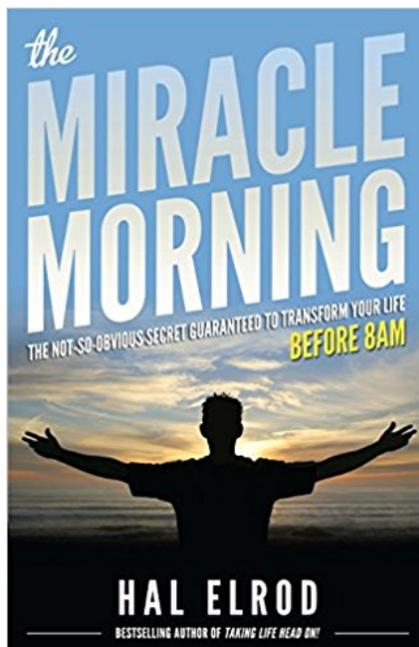
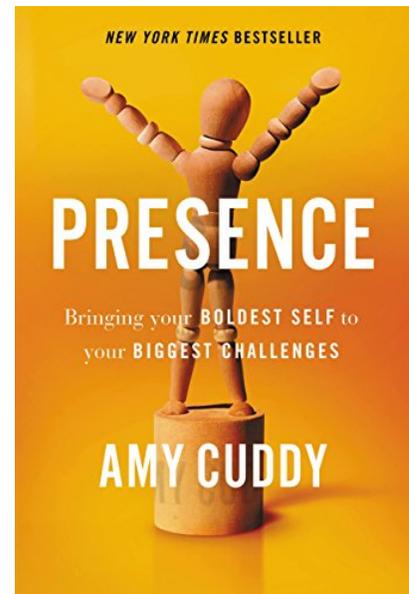
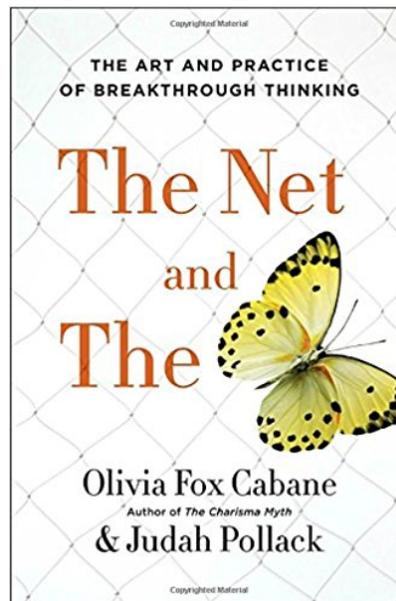
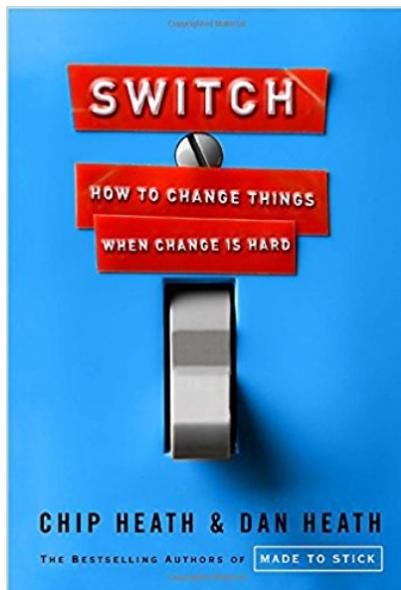


"Not all readers are leaders, but all leaders are readers." - Harry Truman

This month we are introducing a new section called **"SFARs Bookshelf"**. This section will focus on Business and Leadership books that we just can't put down, and think you will relish too.

We'd love to hear the from you, as well... If you have any recommendations for books we should feature, please email deborah@sfrealtors.com.

Check out what's on our bookshelf this month...



1. ["Switch: How to Change Things When Change Is Hard"](#) by Chip Heath and Dan Heath
2. ["The Net and the Butterfly"](#) by Olivia Fox Cabane and Judah Pollack
3. ["Presence: Bringing Your Boldest Self to Your Biggest Challenges"](#) by Amy Cuddy
4. ["The Miracle Morning: The Not-So-Obvious Secret Guaranteed to Transform your Life" \(before 8AM\)](#) by Hal Elrod and Robert Kiyosaki
5. ["Organize Your Mind, Organize Your Life: Train Your Brain to Get More Done in Less Time"](#) by Margaret Moore and Paula Hammerness
6. ["The 7 Habits of Highly Effective People"](#) by Stephen R. Covey

If you have a leadership or business book that you recommend, let us know! We'd love to add it to our bookshelf!

EDUCATION AND TRAINING

SFARMLS Fundamentals

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) should be seen as a precursor to all other courses. All member benefits available on www.sfarmls.com will be covered.

NOTE: If you have taken the MLS Essentials and/or MLS Power Features between 2013 and 2015 you have already seen all of the information in this course and should look at Listing Management or Search and Stats as a starting point instead.

CLASS DETAILS

Friday, August 18 | 9:00 to 10:00 a.m.
San Francisco Association of REALTORS®
301 Grove Street, San Francisco



SFARMLS Listing Management

The SFARMLS Listing Management class will give you all of the information you need to enter your listing property and accurately, and manage that listing through the lifecycle from Coming Soon to Active, Active to Pending and Pending to Sold.

NOTE: If you have already taken the MLS Essentials class between 2013 and 2015 you will recognize most information in this course, but we have added a section on LISTING LIFECYCLE MANAGEMENT you may find very helpful.

CLASS DETAILS

Friday, August 18 | 10:15 to 11:15 a.m.
San Francisco Association of REALTORS®
301 Grove Street, San Francisco



SFARMLS Searching and Organizing

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.

NOTE: This class contains a mixture of information from the MLS Essentials class and the Stats & Data class offered between 2013 and 2015. While you will recognize that information in this course,

but we have added a section on using Infosparks that you will find useful.

CLASS DETAILS

Thursday, August 31 | 9:00 a.m. to 10:00 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



SFARMLS Prospecting

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) and we'll even touch on Paragon and MLSListings prospecting.

NOTE: This class contains information from the previous MLS Fundamentals class. While you will recognize some of that information in this course, the new section on RealTimeMLS and reciprocal prospecting is not to be missed.

CLASS DETAILS

Thursday, August 31 | 10:15 a.m. to 11:15 a.m.

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