



SAN FRANCISCO
ASSOCIATION of REALTORS®

The Member's Edge

The Newsletter of the San Francisco Association of REALTORS®

February 8, 2019 Issue

Lunch and Learn: Overcoming Tax Problems in Real Estate Sales. Reduce, Defer and Win the Deal.

Presented by the SFAR Events and Education Committee and hosted by Patrick Gardner at Synergy One Lending

Thursday, February 21, 2019

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

St. Mary's Cathedral (1111 Gough Street, San Francisco, 94109)

Join us for an enlightening panel discussion on buying and selling high-value real estate while reducing or deferring capital gains tax. Since REALTORS® may not offer tax advice, you'll find out who can. Understanding the potential for your clients will keep you ahead of the curve. Our panel has a combined 100 years of experience in the field and will be discussing real case studies.

The discussion will take us into and beyond 1031 Exchange and explore the lesser known but also dynamic Section Code 453 Installment Sale. These two section codes in tandem can help compel sellers/buyers to make moves in the market. Topics will touch on deferring capital gains tax on the sale of a primary or second homes, tax code updates and client strategies.

We'll also be discussing buy side "Opportunity Zones and Funds" and how the new tax law benefits Pass-Through Entities on rental property ownership. Learn how to target potential clients in San Francisco's high-value market and gain the know-how to make deals happen.

Panelists include:

- Raul Escatel, L.L.M - Tax attorney with Escatel Law
- Ralph Bunje - Principal at Independent Exchange Services, Inc.
- Jon Vicars - Senior Advisor at Sperry Van Ness

[Learn More and Register Here](#)

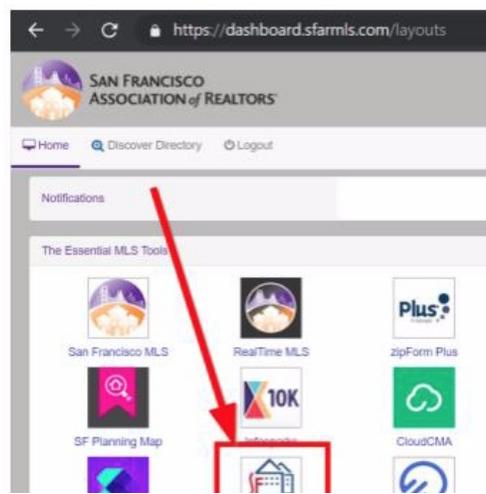
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New SFAA Residential Tenancy Agreement Forms

The newest version of the San Francisco Apartment Association (SFAA) Residential Tenancy Agreement (and associated documents) are complete and ready for use by SFAR members. The forms are provided by agreement with the SFAA and the California Apartment Association (CAA), all rights reserved by the original owners.

You can access the SFAA forms directly from the MLS Dashboard:





The CAA Bed Bug addendum is mandatory and has been included in the Residential Tenancy Agreement PDF. The PDFs for Storage and Parking are optional and are provided separately for download if you require them.

Once forms have been downloaded and filled out, you can either PRINT them for signatures, initials and appropriate date fields OR load them in your eSignature platform of choice (DocuSign, DigitalInk, SignNow, Adobe Sign, etc.). We have also added a PDF this year detailing the changes from the 2018 form version to the 2019 form version, titled: **List of changes from 2018 to 2019.pdf**.

Make sure you have the most recent version of [Adobe Reader DC](#) installed, and have saved any PDFs you intend to use to a local copy on your computer to ensure correct operation of auto-fill fields and fields that do calculations. The forms will not work reliably if you use them inside a tab of a web browser.

[Click here to see a common example of what to do if the form loads in your web browser.](#)

Before reporting a bug or issue to SFARMLS, please read the following:

- Bugs found when loading the PDF in a web browser (like Safari, or Chrome) are not real bugs unless it ALSO happens when the form is downloaded and opened using [Adobe Reader DC](#)
- If you fill out a form in a web browser, and accidentally close the tab, the data is not saved for you, the form will blank - you cannot use PDFs in a browser tab and use *File Save As...* or *File Save*, it will not reliably work
- On macOS, if you are using *Preview.app* instead of [Adobe Reader DC](#), the form is probably going to work, but depending on what version of macOS you have, it changes the version of *Preview.app* you have, and not all have been tested, only [Adobe Reader DC](#) is guaranteed to work

If you have downloaded the form, have verified that you're using the most recent copy of Adobe Reader DC, and are still experiencing a technical issue with the form fillable fields, we are here to fix and improve the document, please [email identified issues to the SFARMLS team](#).

If you have questions about the contents of any forms, please direct those questions to SFAA or CAA as appropriate.

From the SFAR Membership Department

When I read about the BirdBox Challenge, (where people conducted everyday tasks blindfolded, like in the movie, "Birdbox"), I originally thought it was a metaphor on life and would be a great topic to write about. I.e. don't go through life blindfolded; move forward in life with your eyes wide open; don't go about blindly into the real estate field without looking at all the benefits and services that come with Realtor® membership!

For example, from the California Association of REALTORS®, here are just a few benefits:

- REALTOR® membership comes with medical, dental and vision Insurance Options and new agents can enroll upon joining as a REALTOR®.

- REALTORS® also have access to a free Legal Hotline to talk to a CAR attorney in a confidential phone conversation about legal issues. (Salespersons must have authorization from their broker to initiate the call).

C.A.R. Legal Hotline

- Free online- pre-licensing training is offered from CAR as well for salespersons and broker. This is a new benefit that is available through CAR.

Pre-License Training

The NAR [REALTOR® Benefits Program](#) also provides deals on services for REALTORS®:



- DocuSign, for example, provides exclusive pricing on real estate "starters" and [REALTORS® receive exclusive pricing on DocuSign signature services](#).
- Car rental services such as Avis, Budget, and Hertz offer discounted services to REALTORS®.
- Electronics from Dell, Lenovo, and Sprint also offer significant discounts for REALTORS®.

REALTORS® membership dues are a significant investment, especially for new agents. SFAR staff want to encourage all our members to keep on top of the benefits and services that are provided and utilize them toward their success in real estate and in life.

Little did I know that people were literally blindfolding themselves and doing everyday tasks like driving, cooking, walking down the street, and watching TV (?). I won't spoil the movie if agents haven't seen it yet. But, I'll just say that all the memes are just as good as the movie.

Please [contact me](#) if you would like more information about REALTOR® benefits.

Best,
Esther Lee
SFAR Membership Director

Overwhelmed by Social Media Marketing?





Join Ameeta Jain, co-founder of HomeSelfe RE, on Tuesday, February 12, at 10:00 a.m. to discover how you can approach social marketing differently to grow your sphere and increase your leads. We will explore which proven methods will shape social media in 2019 and provide insider tips on how to generate qualified leads.

We will discuss how to :

- Attract exclusive, targeted leads in your area
- Grow your social audience
- Build meaningful relationships with followers
- Leverage content to stay top of mind to expand your business
- Make social media marketing better for you and your business in 2019

Got questions about social media? We will have a 10-minute Q&A session at the end for Ameeta to answer your questions.

[Register today to reserve your spot!](#)

Upcoming SFARMLS Classes

All taking place at:

San Francisco Association of REALTORS®
301 Grove Street, San Francisco

Listing Management

Monday, February 11

9:00 - 10:00 a.m.

Gather all of the information you need to enter your listing properly and accurately, and then manage the listing through the lifecycle from Coming Soon to Pending.

[Learn More and Register Here](#)

Searching and Organizing

Monday, February 11

10:15 - 11:45 a.m.

Learn how to use the MLS as a search tool and take advantage of the features such as hot sheets, saved searches, and folders. We will also be covering basic prospecting set-up and how to communicate with your

clients through the client portal and automatic email features in Rapattoni.

[**Learn More and Register Here**](#)
