



SAN FRANCISCO
ASSOCIATION of REALTORS®

The Member's Edge

The Newsletter of the San Francisco Association of REALTORS®

January 24, 2019 Issue

New Market Overview Reports Available

Home prices were consistently up again in most markets in 2018 but at reduced levels compared to recent years. High demand for the few homes for sale fueled price increases, but evidence is mounting that inventory will finally improve in 2019.

Members: Logon to <http://my.sfrealtors.com> and read more in the December 2018 Market Statistics Report and the 2018 Market Overview Report located under Documents / Market Statistics.

Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.

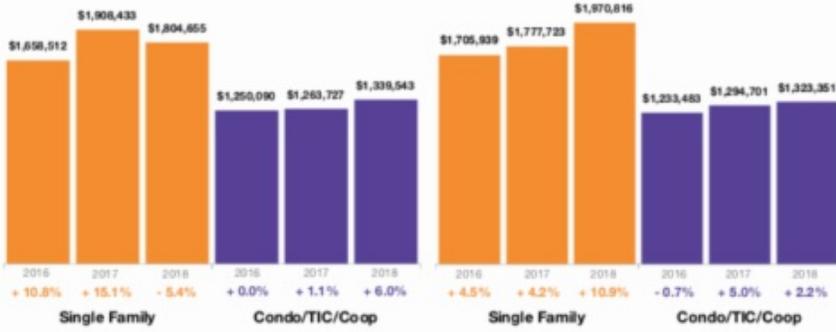


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December

Year to Date

Avg. Sales Price	Single Family	Year-Over-Year Change	Condo/TIC/Coop	Year-Over-Year Change
Jan-2018	\$1,787,311	+9.4%	\$1,321,377	+13.7%
Feb-2018	\$2,107,400	+25.1%	\$1,264,610	+6.0%



Feb-2018	\$2,167,409	+23.1%	\$1,264,046	+0.9%
Mar-2018	\$1,949,493	+3.1%	\$1,371,131	+6.9%
Apr-2018	\$2,202,113	+17.1%	\$1,335,718	+3.0%
May-2018	\$2,020,490	+10.1%	\$1,399,046	+3.9%
Jun-2018	\$1,943,346	+12.5%	\$1,337,494	-1.0%
Jul-2018	\$1,969,483	+13.3%	\$1,241,331	-0.1%
Aug-2018	\$1,844,836	+17.7%	\$1,347,023	+6.1%
Sep-2018	\$1,826,997	+13.4%	\$1,255,936	+3.2%
Oct-2018	\$2,168,225	+8.3%	\$1,345,345	+5.5%
Nov-2018	\$1,876,642	+6.9%	\$1,269,045	-8.5%
Dec-2018	\$1,804,655	-5.4%	\$1,339,543	+6.0%
12-Month Avg*	\$1,970,816	+10.9%	\$1,323,351	+2.2%

* Avg. Sales Price for all properties from January 2018 through December 2018. This is not the average of the individual figures above.

Updated Tech Helpline

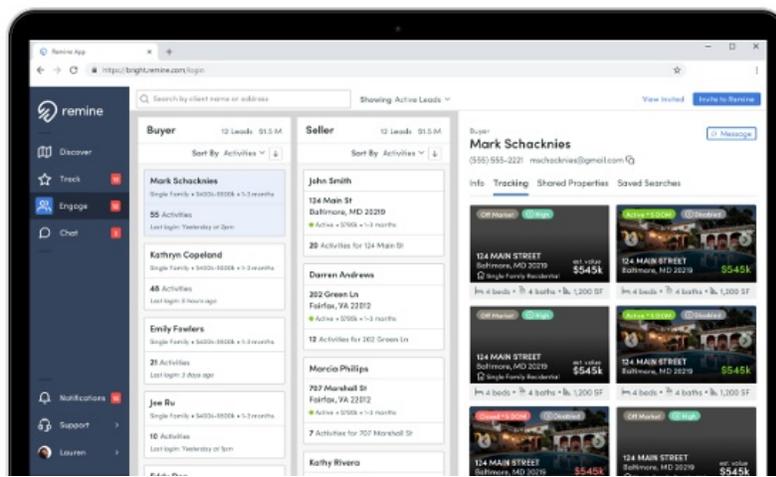
Slow computer? Printing issues? Browser headaches? Smartphone questions?

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.



Your SFAR Member Benefit: Tech Helpline

Introducing Remine's Client Engage





With Client Engage, you can provide your clients with more robust and accurate data than they can get from anywhere else, and it keeps you at the center of their transaction! Use Remine to collaborate with your clients more efficiently with a modern, invitation-only search experience.

Client Engage adds the following new features for agents:

- Client Invite: Invite your contacts to Remine and provide them with the . When they register, you are their default sponsor agent.
- Client Portal: You now have your own agent website for your clients. You can include this portal in your email footer to expand your digital footprint and lead capture.
- Engage CRM: Engage is now a premium CRM tool that monitors client activity and provides modern workflows, such as preparing clients' CMAs.
- New UI: Improved navigation with more filters. FYI, notifications were moved to Track.
- Saved Search: Get alerts about the latest MLS data for you and your clients.
- Scheduling Tours: Your clients can request property tours with you directly from listings.
- Chat: You can now chat with clients as well as agents.
- Add Valuation: Add your own pricing estimates for future prospects to see and engage with you.
- Remine Mobile: Give your clients the most powerful mobile search. Download on the App Store or on Google Play.

Simply Powerful. Simply Connecting. Simply Engaging. Provide your clients with the best and win more business! [Log in today](#) to get started!

Learn more [here](#).

SFARMLS Classes

Start off 2019 with refreshers on SFARMLS!

Thursday, January 31

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

9:00 - 10:00 a.m.

Listing Management

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.

[Register here](#)

10:15 - 11:45 a.m.

Searching and Prospecting

How to use the MLS as a search tool and take advantage of the features such as hotsheets, 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.

[Register here](#)

2019 Annual Dues and 1st Quarter MLS Bills are Now Overdue

If you neglected to pay your membership dues and/or first quarter MLS fees (which were due by December 31) a late fee has been assessed to your account. Final payment is due no later than January 31 before your account will be suspended.

*Please note: We will be sending out suspension notices to agents who have not paid their dues and who will be suspended for non-payment; Brokers will also be copied on all messages.

For those on the Deferral Payment plan, your first payment is due on January 31. If we do not receive payment by this day, your account will be assessed a late fee in the amount of \$30.00.

You can log on to SFAR's website to see your latest statement and to pay your bill.

Please contact the SFAR Accounting Department with any questions at ar@sfrealtors.com.
