



SAN FRANCISCO
ASSOCIATION of REALTORS®

The Member's Edge

The Newsletter of the San Francisco Association of REALTORS®

July 12, 2019 Issue

A Quick Legislative Update: Three Things You Should Know

- 1) The Mayor and the Board of Supervisors have placed a \$600 million General Obligation Bond to fund affordable housing on the November 2019 ballot. [SFAR fought hard to ensure that it would not raise property taxes...and we were successful!](#)
- 2) As we know, homelessness continues to be a major issue in San Francisco. But the problem might be bigger than we think - [a City report finds that San Francisco's homeless population has grown 30% in the last two years.](#)
- 3) The Planning Commission and Building Inspection Commission hosted a joint hearing on Supervisor Peskin's Home Demolition Legislation, [and heard plenty of concerns from REALTORS®, builders, and housing advocates about the legislation.](#)

If you ever have any questions related to political, legislative, or government affairs, don't hesitate to reach out to SFAR staff members Mary Jung (mary@sfrealtors.com) and Jay Cheng (jay@sfrealtors.com).

Calling All CAR Directors!

Deadline to Submit an Application is Friday, August 9

Each year, the San Francisco Association of REALTORS® (acting as CAR Region 8) appoints those REALTOR® members it believes will best represent the interests of the district on the State Association's

REALTOR® members it believes will best represent the interests of the district on the State Association's board of directors. When vacancies occur, new REALTOR® members who show promise of best representing the district in the future are appointed directors.

There are currently four vacant positions for the district that should be filled in 2020, with one of those positions reserved for the 2020 President-Elect of the Association who may not be a C.A.R. Director. Accordingly, the directors are seeking to determine whether any qualified REALTOR® members of the San Francisco Association of REALTORS® are interested in being considered for State directorship.

The only qualification for serving as a State Association director is that the member shall have served on a San Francisco Association committee for at least one year.

Qualified members wishing to apply should fill out and return this questionnaire by no later than Friday, August 9, 2019. Thank you!

QUESTIONNAIRE

From the SFAR Membership Director

REALTORS® and their clients know to be constantly vigilant about potential wire fraud scams, email phishing and identify theft scenarios. SFAR, as an Association also maintains a "constant vigilance" approach to scams and fraudsters. Like REALTORS®, SFAR staff are highly aware to watch out for scam emails, phishing scams and wrong-doers.

In 2016, per the request of our SFAR 2016 President Matt Fuller, SFAR launched a program to address the ID theft and email scams in San Francisco.

In 2019, SFAR has taken the extra step of required mandatory weekly security education webinars with quizzes for all SFAR staff in order to stay ahead of new forms of fraud, scams and malicious software/malware programs.

SFAR continues to address scams that directly fraud consumers with a focus on the rental scams found on Craigslist. Our 2019 researchers have monitored similar ratios as was identified in 2016. One out of every 10 rental postings are scams. As was the outcome of 2016, we have identified that on many occasions, scammers use stolen REALTOR® identities to legitimize their scam. This year, our researchers have discovered that scammers are now legitimizing their scam by falsely associating themselves with well-known housing brokers like Airbnb.

As an on-going practice, SFAR will be continuing this program to research, investigate, flag and report to the authorities scams, fraud and ID theft that we identify. SFAR will continue to educate our membership, alert the public and report our findings to the FBI and other internet security authorities.

We will be publishing our findings in the months ahead. If you have any questions about the SFAR program, please contact Esther Lee at esther@sfreatlors.com.

A Refresher on SFAR Tech Tools from Marc and Nina!

Watch our latest video highlighting tech tools which can make a difference for your business and meet



This Month's Lunch and Learn

How Remine and Cloud Suite Can Help Your Business!



Thursday, July 18, 2019

11:30 a.m. - 1:45 p.m.

SFAR Office (301 Grove Street, San Francisco)

First, join Remine for an in-depth training of the Remine Property Intelligence Platform! Remine is a modern real estate platform available to SFAR MLS members that makes engaging with your clients easy. You will have access to more data than anywhere else.

During this training session, you will learn about:

- Client Invite: Invite your contacts to Remine and provide them with the best search experience in the business. When they register, you are their default sponsor agent;
- Saved Search: Get alerts about the latest MLS data for you and your clients;
- CMA 360: Pull a CMA for your clients in minutes, without having to leave the Remine platform;
- Engage CRM: Premium tool that monitors client activity so you can prioritize your efforts;
- Lead Generation: Quickly find new opportunities through geographical farming; and
- Direct Mail: Send direct mail through Remine using our new integration with Rocket Print & Mail (Postcardmania).

Then, maximize your Cloud Agent Suite SFARMLS member benefit with Shane McCarthy!

Topics include:

- Win more listings with Cloud CMA;
- Faster listing alerts with Cloud Streams; and
- Streamline your MLS daily workflow with Cloud MLX.

We are excited to be offering this Lunch and Learn event covering two of the most popular online real estate tools for our members. Please join us!

[REGISTER HERE](#)

RealTimeMLS to Become AgentFirst™

AGENT FIRST

POWERED BY **RESAAS.**

The RealTimeMLS app will be undergoing some big improvements next week!

The RealTimeMLS application, on both the MLS Dashboard and your mobile device, is going to be upgraded with new features and functions and also rebranded as AgentFirst.

What do you need to do? Absolutely nothing! The same application will be reachable using the old RTMLS button, but you can also use the new AgentFirst button to access the upgraded application:



New features include:

- Listings are automatically given a Rapattoni MLS# when you create them in AgentFirst (RTMLS);
- The layout of the mobile app on Android and iOS is greatly improved to use all of the available screen space;
- Navigation is easier - fewer clicks;
- The new application name AgentFirst has been updated throughout; and
- More features around buyer needs.

Take a look at the updated application this **Monday, July 15.**

Questions? Contact Jay Pepper-Martens, SFAR's Director of MLS and IT, at jaypm@sfirealtors.com.

New Feature of RPR: Integrated Mailing Labels!



As an SFAR Member, you have access to Realtors Property Resource (RPR), an application on the MLS Dashboard which provides you access to data, tools and reports to help your clients and close more deals.

Starting this week, you are now able to create farming or prospecting lists and generate up to 2,000 pre-formatted labels per month for mailings to residential or commercial property owners based on any RPR search.

The labels are available in popular formats, or you can choose to export the results into a standard CSV file. The data used to create the lists is licensed from Black Knight, RPR's public records provider.

Additionally, beginning in August, REALTORS® interested in expanded capabilities or additional fields for their mailing labels can link directly from RPR into Black Knight's property analytics product, SiteXPro.com.

This added benefit will help REALTORS® who are looking for advanced list generation features. The link, and a discount, will be available for RPR users beginning in August through a banner on the bottom of the Mailing Labels window.

Here are a few resources in case you have questions or would like more information:

- [Introductory Video](#) - See the new feature in action
- [Quick Start Guide](#) - A printer-friendly guide for your members
- [Frequently Asked Questions](#) - Answers to top questions about RPR Mailing Labels

MarketStats Monthly Webinar Session



Join MarketStats for a deep dive into the housing market! They will show you how to use InfoSparks and FastStats to better understand your local trends.

[Sign Up for the Next Session 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.