



The Member's Edge

Newsletter of the
**SAN FRANCISCO
ASSOCIATION of REALTORS®**

A bi-weekly newsletter highlighting important news and events for REALTORS®

July 9, 2013

SFAR's New Consumer Search Portal is Live

The screenshot shows the SFREALTORS.COM website interface. At the top, there is a navigation bar with the SFAR logo and menu items: Properties, Rentals, Open Homes, REALTORS®, and Neighborhoods. A 'Login | Register' button is in the top right. The main heading reads 'Homes for sale & property data under one roof.' Below this is a search form with tabs for 'Find a Home for Sale', 'Find a Property For Rent', 'Look Up Any Property', and 'Find a REALTOR®'. The search form includes fields for Location (Jordan Park - Laurel Heights, San Francisco, CA), Property Type (Any), Price (\$ Min to \$ Max), Beds (Any), and Baths (Any), along with a 'SEARCH' button. A 'REALTOR® Login' button is circled in purple in the bottom right corner. On the right side, a vertical list of features is shown with arrows pointing to the corresponding elements on the website: NEIGHBORHOOD INFORMATION, REALTORS® LIST, OPEN HOME SEARCH, RENTAL PROPERTY SEARCH, and MLS-DRIVEN PROPERTY SEARCH. Below the search form, there are sections for 'SFAR News' and 'About SFAR'. The 'About SFAR' section includes a 'Join SFAR' link.

SFREALTORS.COM FEATURES

NEIGHBORHOOD INFORMATION

REALTORS® LIST

OPEN HOME SEARCH

RENTAL PROPERTY SEARCH

MLS-DRIVEN PROPERTY SEARCH

LINK TO SFAR MEMBER WEBSITE

Have you been to www.sfrealtors.com lately? There are some big changes that have taken place. The new sfrealtors.com site has been completely redesigned as a consumer-friendly property search site compatible with all mobile and tablet devices.

The property and rental search features on sfrealtors.com are powered directly from the local MLS, making it the most accurate and up-to-date source for property listings and sale information in the area. In addition to property listing details, the site provides SFAR members and their clients with a wealth of property information including: ownership, permit data, notices

of default, tax information, hazards and environmental data, recent sales, price-per-square foot and user-friendly search maps.

SFRealtors.com is also the place SFAR members will go to log onto the SFAR member website. Simply click on the REALTOR® login button in the lower right-hand corner of the page, to be redirected to the SFAR member website. You can also bookmark my.sfrealtors.com if you want to bypass the public portal site altogether for faster access to the member site. Here users can login to gain access to the MLS, forms platforms, bill pay and sign up for classes and events offered by SFAR.

www.sfrealtors.com



SFARMLS

ZipFormMLS-Connect® Coming to SFARMLS Tomorrow!

Beginning tomorrow, SFARMLS will be implementing zipFormMLS-Connect®. zipFormMLS-Connect® connects directly to our SFARMLS to automatically populate basic but important fields like property address in a zipForm® transaction, eliminating the need for double data entry when creating a form (such as an offer to purchase) in zipForm®. zipFormMLS-Connect® will be available to all zipForm® users regardless of the platform (desktop application or web-based interface) used. When it goes live, members will be able to utilize the zipFormMLS-Connect® feature through their C.A.R. zipForm® 6 account. Members can already easily access the C.A.R. website by clicking on the zipForm® Online link in the Single Sign On Module on the SFARMLS home page.

After logging into their zipForm®6 account and choosing the form they would like to fill out, members can click on Tools at the top of the page and then MLS Connect. A window will prompt the user to enter their MLS ID and password (only the first time using the feature) and the listing number of the listing they are creating a transaction for. The MLS Connect feature will then auto-populate fields in the form from information found in the listing such as the property address, listing price, listing agent information, and more. Learn more about [ZipFormMLS-Connect® here](#). Don't forget to sign up for the free webinar offered on July 18 to learn more about this service.

Take a Webinar to Learn More About zipFormMLS-Connect®

Thursday, July 18, 2013
10:00 AM - 11:00 AM PDT

Reserve your seat in the webinar now:
<https://www1.gotomeeting.com/register/309827881>

Tuesday Tour Not Available for All Property Types

Please be aware that Tuesday Tour will not be available for certain property types, including leases and the soon-to-be implemented Fractional-Timeshare property types.

We're Upgrading to Realist 2

The latest version of Realist is coming to the SFARMLS in late July or early August. The upgraded Realist has been redesigned to offer more features, improved user experience and increased customization. Specific new features to expect include:

Property Centric Data – Agents will now be able to conduct a single property search and viewing results consolidated from both the public record and MLS data. In addition, detailed property reports containing public record information will be supplemented with MLS history, photos and sales information.

Advanced Mapping – Agents can begin their search using the map feature to see results for individual properties or neighborhoods, including parcel boundaries, active listings, recent sales, pending foreclosures, color-coded trend information and school information.

Custom Configuration – Create custom search forms, including general property searches, foreclosure searches, or search a specific region covering multiple counties.

Market Analysis and Trends – Combining both public record information and MLS listing data means agents can obtain detailed market information at the county, city, zip code or neighborhood level.

SSO Link to Nevada County Association of REALTORS® MLS

SFARMLS participants and subscribers will soon have full reciprocal access to the Nevada County MLS. The addition of the Nevada County Association of REALTORS® expands the network of MLSs which SFARMLS users are able to access to a total of 7 MLSs encompassing 22 counties in California. When the service is available, an SSO link will be added to the SFARMLS site.

DRE is now the Bureau of Real Estate

Effective July 1st, the Department of Real Estate (DRE) became the Bureau of Real Estate (BRE) and moved its headquarters location from 2201 Broadway, Sacramento, CA 95818 to 1651 Exposition Boulevard, Sacramento, CA 95815.

For more information about the change, please visit the [BRE Website](#).



Gas and Hazardous Liquid Transmission Pipeline Addendum to Comply with New Law Effective July 1, 2013

Effective July 1, 2013, a new law went into effect requiring all residential real property purchase agreements to contain the following notice:

NOTICE REGARDING GAS AND HAZARDOUS LIQUID TRANSMISSION PIPELINES

This notice is being provided simply to inform you that information about the general location of gas and hazardous liquid transmission pipelines is available to the public via the National Pipeline Mapping System (NPMS) Internet Web site maintained by the United States Department of Transportation at <http://www.npms.phmsa.dot.gov/>. To seek further information about possible transmission pipelines near the property, you may contact your local gas utility or other pipeline operators in the area. Contact information for pipeline operators is searchable by ZIP Code and county on the NPMS Internet Web site.

This notice is similar to the one already contained in the current version of the San Francisco Association of REALTORS®' general information statement for buyers and sellers of residential real property in the City and County of San Francisco. The SFAR notice reads as follows:

State and National Pipeline Mapping System - *A government mapping program which provides locations of gas pipelines.*

State and federal law requires a comprehensive database of pipeline information for use in responding to emergencies, including the location of pipelines. Information in this regard can be found at osfm.fire.ca.gov/pipeline/pipeline_mapping.php and www.npms.phmsa.dot.gov/default.htm.

The SFAR Purchase Agreement was revised several months ago to add a new paragraph 20 setting forth the new statutory notice and should be available on all platforms later this month.

Meanwhile, an Addendum form for members to use in connection with the SFAR Purchase Agreement to comply with this new law for any agreements entered into or after July 1, 2013 is available on the SFAR member website.

The Addendum form can be found at my.sfrealtors.com. Simply login to the website using your member number and password and visit the San Francisco Forms Library under the Documents tab. The Addendum Gas and Hazardous Liquid Pipeline form can be found under the [Purchase Contracts and Supplements](#) category within the forms library.





San Francisco Leaders and REALTORS® Celebrate PRIDE



Board Member State Board of Equalization **Betty Yee**, Senator **Mark Leno**, SFAR Government Affairs Directors **Jay Cheng** and **Mary Jung** and SFAR Board Member **Jeffery Woo** celebrate San Francisco Pride.



SFAR Board President-Elect **Betty Taisch** and San Francisco City Mayor **Ed Lee**, pose for a picture along the Pride parade route.

Schedule an Office Visit from SFAR CEO Walt Baczkowski

Want to know what's new at the San Francisco Association of REALTORS®? Find out first-hand. SFAR CEO Walter Baczkowski is making the rounds visiting agent and broker offices in the area and he'd like to schedule a visit with your office.

Find out what is new at the Association and take the opportunity to express your concerns, give your feedback and ask questions. Contact us to schedule a time for Walt to come meet with you and your staff. To schedule your visit, simply send an email to: Marivic@sfirealtors.com

Be sure to include in the email the preferred dates and times for your visit.

TIC/Condominium Conversion Update

On June 18, 2013, the San Francisco Board of Supervisors passed the "Expedited Conversion Program". Under this legislation, TICs formed or in escrow before April 15, 2013, that meet certain owner-occupancy requirements can convert to condominiums under a 7-year phase-in structure.

This new law will take effect July 18, and the applications are expected to be available July 29. The application process is still under development, but once completed, the application form and instructions will be available on the Department of Public Works website at www.sfdpw.org. Owners of TICs who are planning to convert are encouraged to work with a lawyer.

As information becomes available, updates will be released on the SFAR member website: my.sfirealtors.com.



Still have Questions about TIC/Condo Legislation?

Then don't miss the next Thursday Think Tank series in July. The topic will include a panel of speakers talking about TIC/Condos and what recent decisions mean for property owners. The series is FREE for SFAR Members.

TIC/Condos: What's the Better Fit?

Panel of Speakers Including: Attorney Jeff Woo, REALTOR® Bonnie Spindler and Sterling Bank representative, Henry Jeanes.

When: July 25, 2013, 4:00 - 5:00 p.m.

Where: 301 Grove Street, San Francisco, CA

[Register Online](#)

The Winner of the iPad mini is Kristin Hofso. Congratulations!

SFAR would like to thank the more than 600 SFAR members who took part in our online survey and provided us with feedback about the Association's products and services. Your input is greatly appreciated and will help shape the future offerings of SFAR.

Each of the survey respondents was entered into a drawing for an iPad mini. At the conclusion of the survey, on July 1, a winner was chosen.

We are happy to announce the winner:

Kristin Hofso of Bernal Hill Realty

Congratulations Kristin! We hope you enjoy your iPad mini and use it to take advantage of all of the new products and services SFAR offers!



SFAR CEO Walter Baczkowski presents Kristin Hofso with her new iPad mini.

Increase Your Online Marketing Reach

Join Lee Clark of Point2 on **July 12** for one of four **FREE** workshops to learn more about maximizing your online exposure in order to attract more leads, convert your prospects, and close more sales. Classes are free to SFAR members.

Topics:

- Learn the new trends to effectively market your brand and listings online;
- Engage the power of social media to attract new prospects;
- Interpreting your website traffic through Google Analytics in order to shorten the lifecycle of conversion to close;
- Prominently position your listings using single property websites to stand out from your competition;
- Preview of Point2 agent online productivity and reporting tools.

Don't miss this free event from Point2 and the San Francisco Association of REALTORS® Association. We're making online easier.



[Sign up](#) today.

Learn About FIND

SFARMLS participants and subscribers will have access to Move Inc.'s Find SM Application beginning on **Monday, July 29**. The application allows SFARMLS users to access realtor.com data through an intuitive search engine.

Using the application, users can type in natural language requests, such as, "3 bedrooms home for sale in San Francisco with parking" and get a list of up-to-date active listings that fit the search criteria. The application is updated every 15 minutes, allowing for real-time listings.

Look for the new Find link on the SFARMLS home page in the Single Sign On module and on listing detail pages on **July 29**.

SFAR will be hosting three, two-hour training sessions in which you will learn how to get the most of the FIND application.

[Sign up](#) for one of the three **FREE** sessions held at the Association's office at 301 Grove Street

July 31, 2013 - 1:00 to 3:00 p.m.

August 1, 2013 - 9:30 to 11:30 a.m.

August 1, 2013 - 1:00 to 3:00 p.m.



Cloud CMA Demos and SSO Links

Have you been looking for a way to make beautiful reports for your clients? It will soon get easier.

SFARMLS will be adding a single sign on link to Cloud CMA. Cloud CMA allows users to create stunning reports for clients by allowing agents to choose their own colors, fonts and custom page features. Once a report is created, agents can then send to clients from their computer, smartphone or tablet.

To take advantage of Cloud CMA's product, SFARMLS users will first need to subscribe directly through Cloud CMA's website at CloudCMA.com and sign up for one their various plans.

The integration between SFARMLS and Cloud CMA allows Cloud CMA subscribers to search SFARMLS results, select listing numbers and pass them over to Cloud CMA's format page in a few short, easy steps. Soon, Cloud CMA links will appear in the Single Sign On module on the SFARMLS home page and on listing detail pages. The SSO link will automatically direct MLS users to the Cloud CMA website, making it easier to access their services.



See a Live Demo

When: Wednesday,
July 24, 2013

9:00 - 10:00 a.m.
and
2:30 - 3:30 p.m.

Where: SFAR Office,
301 Grove Street

[Register Here](#) for one
of the two demos.

C.A.R. is Taking Applications for Directors at Large

According to the C.A.R. Bylaws, the C.A.R. president may select up to twenty Directors at Large to serve during the year of the President's term of office subject to the ratification of the Board of Directors. If any Directors at Large are ratified after January 1 of the elective year of the President, he or she shall only serve as a Director for the balance of the .

[Click here to download and fill out an Application for C.A.R. Director at Large](#)

The Deadline for Application Submission is August 1, 2013


Check out the new [SFAR Member Calendar](#) to register for the latest Association events and trainings.

July 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

August 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

 SFAR Board and Committee Meetings

Inman Real Estate Connect San Francisco: **July 10-13**

 SFAR Member Orientations

MLS Specialized Training, July 11, 2:30 - 3:30 p.m.

 Special Events & Trainings

Point2 Technologies Presentations: Friday, **July 12**, 8:30 - 9:30 a.m./11:30 a.m. - 12:30 p.m./1:00 - 2:00 p.m. and 2:00 - 3:00 p.m.

 Holidays

Standard Forms Committee, Monday, **July 15**, 2013, 3:00 - 5:00 p.m.

Cloud CMA Demos: Wednesday, **July 24**, 9:00 to 10:00 a.m. and 2:30 to 3:30 p.m.

MLS Basic Training, Thursday, **July 25**, 9:30 a.m. - noon

Thursday Think Tank: TIC/Condos, Thursday, **July 25**, 4:00 - 5:00 p.m.

SFAR Membership Orientation, Friday, **July 26**, 9:30 a.m. - 11:00 a.m.

Find Trainings, Wednesday, **July 31** 1:00 - 3:00 p.m. and Thursday, **August 1** 9:30 a.m. -11:30 a.m. and 1:00 - 3:00 p.m.