



# The Member's Edge

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

June 1, 2017 Issue

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## ANNOUNCEMENTS

# MIX & MINGLE

**YPN HAPPY HOUR**

**Friday, June 2**

**4:30 to 6:30 p.m.**

**The Great Northern**

119 Utah Street, San Francisco



Enjoy tacos and beverages while mingling with other real estate professionals.  
This event is FREE for SFAR members, but you must pre-register to attend.

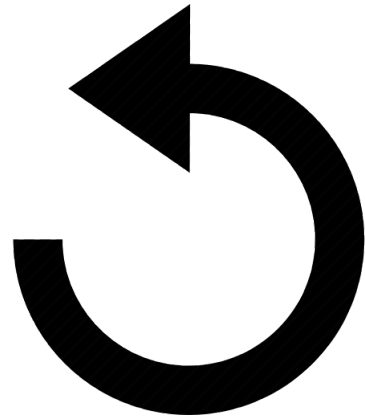
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## Broker Tour Deadlines Reverting to Noon

After receiving your valuable feedback regarding tour deadlines, we are reverting the broker tour deadlines back to noon. This means that tour deadlines will be **Monday at 12:00 p.m.** (for Tuesday Tour) and **Tuesday at 12:00 p.m.** (for the District 9 D,F,G,H Wednesday Tour). Hopefully this makes it easier for everyone to organize their tour activities for the upcoming day with time to spare.



**Going forward, please plan to pull your tour reports any time after noon.**

We apologize for any confusion or inconvenience this tour deadline change has caused.

Please note that for all future tours, we are no longer supporting exceptions to the tour deadline. If you miss the tour deadline, third party sites like Theo will no longer allow push notifications for your tour. It is therefore extremely important that you plan for that noon deadline.

If you have any questions or feedback for us, please email us at [mls@sfirealtors.com](mailto:mls@sfirealtors.com). Thank you!

## IMPORTANT DATES TO SAVE

Information on the following events will be available soon, but for now, please save these dates:



### **REALTALKS: How I Built My Business**

Thursday, June 29 | 5:30 to 8:00 p.m.

### **REALTOR® Give Back Day**

Thursday, July 13 | Activities throughout the day

### **Member Appreciation Day and Real Estate EXPO**

Thursday, October 26 | 8:00 a.m. to 4:00 p.m.



## New Member Orientation

Monday, June 5, 2017

9:00 a.m. to Noon

SFAR Large Conference Room



All members are invited to the June New Member Orientation. SFAR President-Elect, **Kevin Birmingham** and Board member **Nina Dosanjh** will be joining us to welcome new REALTOR® members and provide valuable insights on how to get the most from your membership.

New Member Orientation is a great opportunity for new and existing members to network, learn more about REALTOR® benefits, and review MLS fundamentals and services. REALTORS® who stay for the 11:00 a.m. *Code of Ethics* portion of the Orientation, will also satisfy the mandatory NAR ethics requirement for 2017-2018.

### THANK YOU TO OUR JUNE ORIENTATION SPONSOR:



Emma Bigge  
Private Mortgage Banker  
Wells Fargo Home Mortgage

### NOTICE: Your official 3rd Quarter MLS and Annual KEY Service bill will be arriving this week!

Keep a look out for your 3rd Quarter MLS and Annual Key Service bill in your email box (or via US Post, based on your billing preferences) later this week. Payment is due by **June 30**. Members who haven't paid by June 30 will be assessed a \$30 late fee on July 1.

#### WAYS TO PAY YOUR BILL

##### **Pay Your Bill Online**

Sign-up to pay your bill online. It's quick and easy!! To pay your bill online, go to:

<http://my.sfrealtors.com/> and login using the orange button at the top, right-hand corner of the screen.

Once logged in, you will see the "**Make a Payment**" button in the middle of the screen. Click on the button and follow the instructions to pay your bill.

##### **Pay Your Bill By Phone**

SFAR can take your payment by phone Monday through Friday from 9:00 a.m. to 5:00 p.m.

To make a payment by phone, please call **415-431-8500**, option 7.

### **Pay Your Bill in Person**

SFAR can take your payment in person Monday through Friday from 9:00 a.m. to 5:00 p.m. at 301 Grove Street, San Francisco. If you are visiting the office to pay your bill, you may park free of charge in the Association's parking lot.

### **Set up Automatic Billing to Your Credit Card**

Members can arrange to have a Visa® or MasterCard® billed automatically for all San Francisco Association of REALTORS® and SFARMLS services other than annual REALTOR® membership dues. Please [click here](#) to arrange for this service.

Please contact the SFAR Accounting Department with any questions at [ar@sfrealtors.com](mailto:ar@sfrealtors.com).

**Enroll in Auto Pay**



### **Sign up for Email Billing**

When you select to receive your bill by email, you will also receive reminder notices via email. To sign up for email billing, please send your request in writing to [ar@sfrealtors.com](mailto:ar@sfrealtors.com)

## **IMPORTANT INFORMATION**

### **San Francisco Business License Renewals**

**For the period covered by July 1, 2017 through June 30, 2018,  
Renewals were due on May 31, 2017**

The San Francisco Business and Tax Regulations Code requires that no person may engage in business within the City unless they have obtained a current registration certificate.

Also, every person engaging in business within the City must conspicuously display a current registration certificate on the business premises, regardless of whether such person is subject to tax pursuant to the provisions of the Business and Tax Regulations Code.

The annual fee for obtaining a registration certificate for the registration year commencing July 1, 2017 and ending June 30, 2018 is paid in advance and calculated based on the gross receipts of the person (or combined group) in the immediately preceding tax year.

[Click here](#) for instructions and to enter the Business Registration Renewal 2018.

## FREE 45-Hour CE Course Package!



As an C.A.R. Member in 2017, you will receive a FREE 45-Hour Package of Online CE Courses for your License Renewal. All packages meet the CalBRE requirements for mandatory subjects and course categories.

[Click here to learn more.](#)

## New Agreements to Share MLS Data



It's been an exciting spring for MLS members in the Bay Area that's for sure! On April 17th, SFARMLS, along with BAREIS MLS (Marin, Napa, etc..) and the recently renamed Bridge MLS (covering Oakland and Berkeley) came to an agreement to permit the mixing of MLS listing data in many ways.

The newly established portal <http://rebayarea.com> demonstrates how powerful a single search that combines the data for the greater San Francisco market area can be. Other selected vendors have been licensed to follow suit: My Property Office, THEO, Cloud Suite (CloudCMA) and RealScout. SFARMLS members using these products will see the benefits of mixed MLS data over the next month as product updates are released. More vendors will be brought into this program as we progress into summer.

In case you missed the press release, you can find it here: <https://goo.gl/nzsRrU>. If you have any feedback about this new exciting reciprocal data opportunity, contact the SFARMLS team at [mls@sfirealtors.com](mailto:mls@sfirealtors.com).

We've got more exciting reciprocal data sharing news coming soon too; stay tuned!

## The Cloud Agent Suite is Now an SFARMLS Member Benefit!

We are excited to announce that the **Cloud Agent Suite** will now be offered as an SFARMLS member benefit starting this **Friday, June 2nd**. This includes their popular and efficient CMA platform (Cloud CMA) in addition to their client alert and communication system (Cloud Streams) and their modern, efficient MLS front end view (Cloud MLX).

These products can really improve your efficiency and modernize your work flow. It has never been faster or easier to deliver winning listing presentations and communicate seamlessly with your clients. Please contact [mls@sfirealtors.com](mailto:mls@sfirealtors.com) if you have any questions about this new member benefit package.

## NAR will be Accepting REALTOR® Emeritus Status Applications starting on June 9, 2017



Agents who have served 40-years as a REALTOR® member PLUS 1-year as an officer, director, committee member, federal political coordinator, president's liaison or regional coordinator are eligible to apply.

Certified REALTOR® Emeritus members do not pay dues to the National Association and are exempt from the Code of Ethics Training requirement. If you believe you qualify, please contact the SFAR Membership Department at [membership@sfirealtors.com](mailto:membership@sfirealtors.com)

## SFAR Toastmasters Celebrates it's 30th Anniversary!

### Improve your Communication, Leadership & Community

Did you know we have a **TOASTMASTERS** group that meets each Monday at noon at the SFAR offices? Well, we do, and you are invited to visit the group anytime and check us out.

#### SFAR Toastmasters

Mondays from Noon to 1:00 p.m.  
SFAR Large Conference Room  
301 Grove Street, San Francisco

#### ENJOY LUNCH ON US

This **Monday, June 5**, we will be hosting a lunch in conjunction with our meeting. Please join us and learn more about the Club and enjoy lunch on us!

Please just let us know you are planning on attending so we order enough food for everyone.

For more information, or to RSVP for this Monday's meeting, please contact Deborah Morgan, SFAR Communications Director and SFAR-TM Treasurer at 415-230-2632, or [email](mailto:deborah.morgan@sfirealtors.com) her today.

**We hope to see you on Monday!**



## UPCOMING SPECIAL EVENTS

### WCR Multi-Network

## Day At The Races

Thursday, June 15 | Noon to 4:00 p.m.

Golden Gate Fields

You are invited to attend the Women's Council of REALTORS® San Francisco's **Multi-Network Day at the Races**. Tickets are \$45.00 and include admission, buffet lunch and valet parking.



[Click here](#) for more information or to register.



READY TO EMBRACE  
YOUR INNER TECH GEEK?

**xplode**  
CONFERENCE  
TECHNOLOGY FOR REAL PROFESSIONALS™

XPLODE IS COMING  
TO BAY AREA!

THURSDAY, JUNE 15<sup>TH</sup>

Oakland Marriott City Center | 8am to 4pm

**\$29 EARLY BIRD ENDS JUNE 10<sup>TH</sup>!**

[XplodeThis.com/bay-area](http://XplodeThis.com/bay-area)

**OAKLAND | BERKELEY**  
ASSOCIATION OF REALTORS®



**SAN FRANCISCO**  
ASSOCIATION of REALTORS®

[Click here](#) or on the image above to register now.

Wednesday, June 21, 2017 | 11:30 am - 2:30 pm  
San Francisco LGBT Community Center  
1800 Market Street





NAGLREP SF BAY AREA CHAPTER  
**LGBT PRIDE MONTH**  
**Lunch & Learn**

*Industry  
experts provide  
insight on the  
market today!*

San Francisco, CA 94102

You are invited to attend the The NAGLREP LGBT Pride Month Celebration Lunch & Learn. Tickets to this event are complimentary thanks to UnionBank, the luncheon sponsor.

- **Doug Sager** of the Oakland Berkeley Association of REALTORS® & CAR will speak on LGBT Homeownership and LGBT Millennials Homebuyers
- **Diane Freeburg** of LGBT Homeownership Center will speak on Homeownership Programs and BMR Programs
- **Nick Casagrande**, Tax Accountant, will speak on Homeownership and Taxes

[Click here to download the event flyer](#)

[Click here to register!](#)



**San Francisco Building Boom**

**Friday, June 23**

**Program: 2:30 to 4:30 p.m.**

**Reception 4:30 to 6:30 p.m.**

**Holiday Inn Golden Gateway**

(1500 Van Ness, San Francisco)



## **PROGRAM**

We are pleased to welcome **Senator Scott Wiener** who will deliver the opening keynote with an update on his Housing and Transportation legislation, including SB 35, which will create more accountability to meet regional housing goals and streamline the production of affordable housing.

Additionally, Housing Policymaker, **Supervisor Ahsha Safai** will join our panel of experts discussing upcoming property developments, community planning, the economy, business intelligence, and international investments.

**Opening Keynote Speaker:** Scott Wiener, California State Senator, District 11

### **Panelists include:**

- **Ahsha Safai**, Housing Policymaker and District 11 Supervisor
- **Darlene Chiu Bryant**, Executive Director, China SF
- **Joshua Switzky**, Manager, Community Planning, San Francisco Planning Department
- **Kristy Wang**, Community Planning Policy Director, SPUR
- **Krysen Heathwood**, Executive VP & Managing Principal, The Mark Company
- **Selma Hepp**, Chief Economist & VP Business Intelligence, Pacific Union
- **Todd David**, Executive Director, San Francisco Housing Action Coalition

## **RECEPTION**

A cocktail reception will be held immediately following the program. Mix and mingle with fellow REALTORS® while sipping a cocktail and nibbling on some savory appetizers.

## **COST TO ATTEND**

SF Building Boom program only - Complimentary for SFAR Members

SF Building Boom program AND cocktail reception - \$25.00

## **EDUCATION AND TRAINING**

### **MyPropertyOffice (MPO) Training**

SFAR agents and their clients will be able to see SFAR, EBRD and BAREIS data on their MyPropertyOffice websites for FREE. Join us to learn more about cross MLS searching and

other FREE benefits available through MyPropertyOffice.

### **CLASS DETAILS**

Friday, June 16 | 10:00 to 11:00 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.

### **CLASS DETAILS**

Monday, June 19 | 10:00 to 11:00 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



## **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) is a prerequisite to all other classes.

### **CLASS DETAILS**

Monday, June 26 | 10:00 to 11:00 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

