



June 8, 2018 Issue

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THERE'S NO TIME LIKE THE PRESENT FOR
REALTOR® SAFETY

Knowledge | Awareness | Empowerment

Keep Safety Top of Mind

REALTOR® Safety Seminar

Thursday, June 14 | 10:00 to Noon

Event Center at St. Mary's Cathedral

1111 Gough Street, San Francisco

This seminar is offered to SFAR members at no charge.

[RSVP HERE](#)

The mere nature of the real estate business puts agents at risk daily. Real Estate agents are a target for criminals because even fairly successful agents are usually well-dressed and drive a newer model car. The premise of this class is to educate people in the real estate business to the dangers of meeting strangers in secluded areas with little or no information about the person or the area of the meeting. This event will be for educational purposes only. Join us to learn Safety Techniques to keep you safe.

We will discuss how to prepare a location for an open house, what to check when determining escape routes, and what to look for when approaching potential clients. We will also talk about developing a personal safety program.

As a REALTOR®, it's important you have a personal safety protocol in place that you use every day with every client, like when meeting new clients, showing properties or sharing information online. [There are a variety of tools you can adopt in your personal safety protocol, such as the smartphone apps and safety products you can find here.](#)





PROGRAM: 2:30 to 4:30 p.m. | **RECEPTION:** 4:30 to 6:30 p.m.
Holiday Inn Golden Gateway
(1500 Van Ness Ave, San Francisco 94102)

Don't miss this important educational panel!

Senator Scott Wiener will open the event with a brief update on Senate Bill 828, his statewide proposal to increase housing density along major transportation corridors, as well as other housing and transportation legislation at the state level impacting San Francisco.

We will welcome high-level housing and transportation policymakers from the Mayor's Office, as well as private developers, real estate press, economists, business strategists, and international investment specialists. Please join us for this very special annual event!

Moderator: **Alf Nucifora**, Luxury Marketing Council

Panelists include:

- Charles Gibson, Partner, TMG Partners
- Selma Hepp, Chief Economist & VP of Business Intelligence, Pacific Union International
- Kanishka Karunaratne, Office of Economic & Workforce Development
- Supervisor Ahsha Safai, City & County of San Francisco

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

San Francisco Building Boom Session AND Cocktail Reception - \$25



Thank you to our Event Sponsor:





PARKING TYPES IN THE MLS

by Matt Fuller and Jay Pepper-Martens

Parking. It seems ridiculously easy. A spot is a spot is a spot. Except for when it's not. Or it sort-of is. The MLS/Tech Committee has many advisory responsibilities to the full board, and one of those is to make recommendations about how to optimize the MLS for our members. Our MLS Director Jay Pepper-Martens and many-year participant, past Chair of MLS/Tech, and SFAR Past President Matt Fuller do their best to offer some useful background and additional insight into parking field debates and dilemmas. This article is a companion to the new Parking Types in the MLS PDF [available on the member website here](#).

City Parking isn't Suburban Parking isn't Country Bumpkin Parking

In every city where space is at a premium, people get creative. And so it goes with parking spots in San Francisco. Car owners aren't the only creative force -- our city government also regularly changes laws about parking and new development. Our MLS attempts to describe as many of the traits of parking spots as we can. Liveable City has an article detailing some of the major changes to how [city planners have tinkered and toyed with parking laws for developers over the decades](#). The city's current program is named "[Transportation Demand Management](#)." It introduced the concept of un-bundling parking spots and parking garage maintenance from homes and HOA budgets as one of many options available to

developers.

The MLS/Tech Committee is the working group that investigates and make recommendations to the full Board of Directors about changes to most any MLS related item, including parking fields and descriptions. They've been working hard with SFAR staff to prepare for updates to parking fields this fall, with the introduction of a simplified yet powerful MLS Data model for better regional listing sharing. You'll see more information about the changes related to improving our regionalization after the summer.

Super Detailed or Super Sharable?

A philosophical decision that the committee struggles with is customizing our MLS to make it as relevant to San Francisco as possible, while attempting to conform to real estate industry data standards (believe it or not, they exist) so that our listings appear correctly when syndicated and shared by sites like Zillow, brokerage websites, and real estate apps that use our listing data.

When we release our next MLS Data model early next year as part of our efforts to improve regional data sharing, we will not be able to completely preserve the current level of detail about parking but the details shared about parking will be more consistent and should be more accurate with 3rd party sites. When in doubt, remember that "agent-only" remarks are a great place to describe unique parking details.

Property Types and Parking

Parking field values vary based on property type. With single family properties, the question isn't typically one of ownership of the parking area or location but number of spots and access (i.e., if there is more than one spot, is it tandem with itself or is access independent?).

Condo, co-op, and tenancy-in-common homes in the city present some of the most complicated parking situations to describe. We attempt to accommodate as many as possible using structured fields, but when in doubt, agent-only confidential remarks present an opportunity for you to describe your unique parking situation in as much detail as possible.

Is Leased Parking Even Parking?

The MLS/Tech committee debates this one on a regular basis. Buyer's agents say no. Listing agents say yes. Consumers generally see value in parking, so why, the general thinking eventually goes, would we prohibit the sharing of that information when it may be of value to someone in some situation?

Regardless of where you fall in that debate, buildings in SF exist where the developer or HOA owns the parking garage/structure/spots and either is obligated by deed restriction or otherwise chooses to make parking available to residents in the building at an additional cost. So even if you believe leased parking shouldn't exist, it does. And yes, there are buildings in SF where the leased parking is off-site. 355 Bryant, I'm winking at you.

And because it exists for buildings like those, it can be used for a whole lot more situations. When looking at parking in multi-unit dwellings, here's a brief overview, accurate as of June 2018:

Mapped On Site

What we tend to think of as "deeded" on-site parking is described in our MLS as "mapped on-site," because "deeded" refers to a specific legal act and parking may be exclusively designated in other ways. If your condo preliminary title report includes a specific parking spot that can be identified on the condo map, the use of that parking spot never varies or changes, and it can't be taken away, you've most likely got mapped on-site parking.

Designated On Site

A home has the right to park a car in a specific "designated" parking spot, but that spot can be assigned, reassigned, or otherwise re-located (typically by the HOA pursuant to the governing docs) in the on-site parking area. A home with designated on-site parking has a parking spot that transfers with the property at the time of sale and typically has an assigned or designated location that can be specifically identified but the location is not recorded on the condo map in a specific unchanging parking spot.

Undesignated On Site

A home has the right to park in the on-site parking garage, but there is no specific area assigned by the HOA and is typically managed on a first-come, first-serve basis. Smaller condo associations in older Victorian or Edwardian buildings often have undesignated on-site parking. This designation simply conveys information about the right to park, it does not provide information about the method of parking or potential obstructions (e.g., independent or tandem parking).

In addition, this applies to homes that have valet parking where the owner definitely has a license to park, but the where is left up to someone else...

Lease Avail On Site

A home has the right to pay for parking in an on-site location at an additional cost. The spot itself is assigned and operates much in the manner as designated on-site parking, but the owner must pay an additional lease (not garage maintenance as prorated on newer buildings) fee for access/use of the parking space.

Lease Avail Off Site

A leased parking spot is currently being leased or has been secured in writing with confirmation that it is transferable to new owner. Use agent only remarks to explain the details, terms, or other items of note.

Parking Access

Side by Side, Tandem, and Independent. Makes perfect sense if a home only has one parking spot. If a home has more than one parking spot, it may or may not, so be sure to explain any anomalies in the agent only remarks.

Parking Features

Additional options and descriptors like Valet are available in the checkbox options under parking features. Choose as many that help describe your parking spot, but detailing it in agent only remarks prevents it from being overlooked by anyone.

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) in the next week. **Payment is due by June 30, 2018.** 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 SFAR-MLS Dashboard: <https://dashboard.sfarms.com/> and login. You will find the "Pay Bill" button at the top right-hand corner of the screen, under "Association Links". 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.

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@sfirealtors.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@sfirealtors.com.

SFAR Joins the Nation in Celebrating the American Dream and National Home Ownership Month

June marks National Home Ownership Month, which recognizes the value of home ownership to individuals, families, communities, and the nation's economy.

From building long-term personal wealth to fostering communities, strengthening social stability, and driving the national economy, the value of home ownership is indisputable, which is why the San Francisco Association of REALTORS® pledges to continue its efforts to ensure the American dream is possible for those who want to achieve it.

Increasing home ownership is a top priority of 2018 SFAR President Kevin Birmingham, a San Francisco REALTOR®. He and the association's 4,600 REALTORS® believe that anyone who is able and willing to assume the responsibilities of owning a home should have the opportunity to pursue that dream in an affordable and responsible way, and through ongoing public policy efforts, the SFAR keeps attainable home and property ownership issues on the forefront of policy debates.

"National Home Ownership Month is a time to celebrate and promote the American dream of owning a home," said SFAR President, Kevin Birmingham. "Home ownership changes lives and enhances futures, and many Americans see it as one of their greatest hopes to grow their financial future and build wealth."



MOLD INSPECTION, TESTING, and ANALYSIS



Standard inspection \$300, including lab fees and is the lowest rate for these services offered in San Francisco.

REQUEST AN INSPECTION (650) 523-7513

SFAR members receive **\$25 off** by mentioning this ad.



Calling All CAR Directors

Deadline to submit application is Friday, June 15

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 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 seven vacant positions for the district that should be filled in 2019.

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 June 15.



56 Safety Tips for REALTORS®

All tips are taken from NAR's REALTOR® Safety Resource Kit. For the full article, please [click here](#). Please checkout NAR's safety web pages at www.nar.realtor/Safety for more information on the important topic of REALTOR® safety.

Tip #1 Keep it light

Show properties before dark. If you are going to be working after hours, advise your associate or first-line supervisor of your schedule. If you must show a property after dark, turn on all lights as you go through, and don't lower any shades or draw curtains or blinds.

Tip #2 Checking-in

When you have a new client, ask him/her to stop by your office and complete a Prospect Identification Form (Find a

copy online at www.nar.realtor/Safety). Also, photocopy their driver's license and retain this information at your office. Be certain to properly discard this personal information when you no longer need it.

Tip #3 Don't be too public

Limit the amount of personal information you share. Consider advertising without using your photograph, home phone number and/or home address in the newspaper or on business cards. Don't use your full name with middle name or initial. Use your office address-or list no address at all. Giving out too much of the wrong information can make you a target.

Tip #4 Touch base

Always let someone know where you are going and when you will be back; leave the name and phone number of the client you are meeting and schedule a time for your office to call you to check in.

Tip #5 Open house safety

Open house: it ain't over till it's over. Don't assume that everyone has left the premises at the end of an open house. Check all of the rooms and the backyard prior to locking the doors. Be prepared to defend yourself, if necessary.

Tip #6 Stranger danger

Tell your clients not to show their home by themselves. Alert them that not all agents, buyers and sellers are who they say they are. Predators come in all shapes and sizes. We tell our children not to talk to strangers. Tell your sellers not to talk to other agents or buyers, and to refer all inquiries to you.

Tip #7 Sturdy doors are key to home safety

Make sure that all your home's doors to the outside are metal or solid, 1 ¾" hardwood, and have good, sturdy locks.

Tip #8 Block identity theft

Contact the fraud department of any of the three consumer reporting companies- Equifax®, ExperianSM and Trans Union®-to place a fraud alert on your credit report. The fraud alert automatically lets credit card companies and other creditors know they must contact you before opening any new accounts or making any changes to your existing accounts.

Tip #9 Keep track of colleagues

Have a check-out employee board at your office, listing your name, destination, customer name, date and expected return time.

Tip #10 Wear your REALTOR® ID

Always wear visible company identification such as a badge. It is also best to drive a vehicle clearly marked with your company name. These will be invaluable for identification if you need to get assistance.

Tip #11 Bring up the rear

When showing a home, always have your prospect walk in front of you. Don't lead them, but rather, direct them from a position slightly behind them. You can gesture for them to go ahead of you and say, for example, "The master suite is in the back of the house."

Tip #12 Pick up some self-defense skills

The best way to find a good self-defense class is to learn what is available, and then make a decision. Many health clubs, martial arts studios and community colleges offer some type of class. You can also ask your peers, friends and family if they have taken a self-defense class that they would recommend.

Tip #13 You take the wheel

Whenever possible, take your own car to a showing. When you leave your car, lock it.

Tip #14 Shield your computer from e-mail viruses

Computer viruses can impair and seriously damage your computer. Viruses are often distributed via attachments in e-mail spam. Never open an attachment from someone you don't know, and, if you receive a strange or impersonal-sounding message from a familiar address, check with that person to make sure that they really sent it.

Tip #15 Got cell service, everywhere?

When you're showing commercial property, thick walls and/or remote locations may interfere with mobile phone reception. Check in advance to be sure your phone is serviceable in the area in which you are showing the property.

For the full article, please [click here](#).

Featuring 2018 Member's Edge Annual Sponsor



Nancy Butera



Nancy Butera, Assistant Vice President for Fidelity National Home Warranty & Disclosure Source, is your local San Francisco Fidelity National Home Warranty & Disclosure Source expert. Nancy has been with Fidelity since 1998, and her dedication to providing her customers with consistent, quality service has been the key to her success, as evidenced by her 11 President's Sales Awards over the past 16 years. Let Nancy earn your trust and friendship by taking exceptional care of you and your clients. Feel free to reach out to Nancy directly at 415-244-6286 or nancy.butera@fnf.com.

UPCOMING SPECIAL EVENTS:



3rd Annual REALTOR® Give Back Day

Thursday, July 26, 2018

Various location around the city
Registration will open soon.

San Francisco Real Estate EXPO | Member Appreciation Day

Thursday, October 4, 2018

9:00 a.m. to 5:00 p.m.

Holiday Inn Golden Gateway

[RSVP NOW](#)

Economic Update by Leslie Appleton Young

Covering San Francisco Bay Area, California, and the Global economy

Thursday, November 15

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

Lunch will be served.

Event Center at St. Mary's Cathedral

Registration will open soon.

Ethics Classes on Video

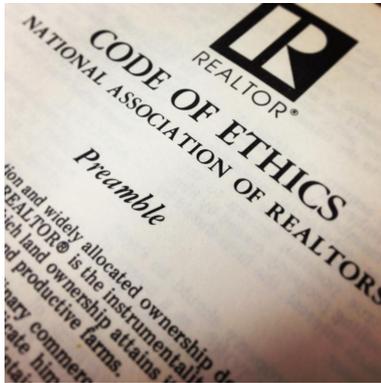
Video classes are held each Friday | 1:15 to 3:45 p.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



New members of the San Francisco Association of REALTORS® are required to complete an orientation course on the Code of Ethics within 25 days of their acceptance as a REALTOR® member in accordance with the Association's bylaws. If a new member fails to take the course within the 25-day time frame, he or she will have their membership placed on inactive status until the requirement is filled.



The National Association of REALTORS® also requires continuing members to complete the NAR Code of Ethics course once in every 2-year Biennial period. The current Biennial period is from January 1, 2017 to December 31, 2018.

The two and a half hour DVD course is presented at the Association's offices every Friday afternoon at 1:15 p.m. The cost is \$15 for all SFAR members. Payment is required at the time a reservation is made. To register, please click the button below and you will be prompted to provide your credit card information. Or, you may call (415) 431-8500, extension 1130.

Please note that the \$15 fee is non-refundable and non-transferable to future courses.

Parking is available across the street at the Performing Arts Garage.

FYI: If you would like to take the ethics class online for free instead you can do so by visiting www.realtor.org selecting the "Education" tab, and then clicking on the "Code of Ethics Training" button.

You can also submit a completed [Ethics Self-Certification Form](#).



SFARMLS Searching & Organizing

Friday, June 15, 2018 | 9:00 to 10:00 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



The SFARMLS Searching & Organizing class will show you how to use the MLS as a search tool and take advantage of the features such as FOLDERS. Search types, saved searches, and working with results are all covered. Come learn how to get started searching the MLS and organizing your results. You will also get a preview of how to find the member benefit Infosparks from 10k.

SFARMLS Prospecting

SFARMLS Prospecting

Friday, June 15, 2018 | 10:15 to 11:30 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

CLICK TO REGISTER

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). Before setting up your clients for automatic emails, it's important to know exactly how this service works to maximize impact and usefulness.

SFARMLS Fundamentals

Friday, June 29, 2018 9:00 to 10:15 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

CLICK TO REGISTER

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 or who are learning to use MLS technology for the first time. Topics include login, how to find all your various member benefits, what sort of benefits are available to you, how to navigate our websites, and how to customize your profile and preferences. This class (or equivalent experience) is a prerequisite to all other classes.

NOTE: If you have taken the MLS Essentials and/or MLS Power Features between 2013 and 2015 you have already seen all of the information in this course and should look at Listing Management or Searching and Organizing as a starting point instead.

SFARMLS Reciprocal Access

Friday, June 29, 2018 | 10:30 to 11:30 a.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

CLICK TO REGISTER

Our all-new Reciprocal Access class will give you the details on accessing the other Bay Area MLSs, inputting data into those systems, and also where to do broad area searches (Quattro). We will help you understand where your listing data goes once entered and help you understand the differences between those systems and how best to both get help and help yourself when SFARMLS staff is not available. If you work outside of the City, you'll want to check this out.

THURSDAY THINK TANKS

Class / Topic

Date / Time

Location

Commissions/IRAs

July 19

San Francisco Association
of REALTORS

[**REGISTER**](#)

3:00 to 4:30 p.m.

301 Grove Street

Blockchain and Crypto Currency

August 18

Program 3:30 to 5:00 p.m.

Reception 5:00 to 7:00 p.m.

(Registration will open soon)

Business Planning with Kitty Cole

[REGISTER](#)

September 20

3:00 to 4:30 p.m.

Class will be held at SFAR

301 Grove Street

The Tech Helpline is a member benefit offering support for hardware, software, networking and digital devices. The best part is you have the choice of contacting their friendly and knowledgeable analysts via phone, e-mail, and online chat. They troubleshoot problems and offer solutions, often by connecting remotely to your computer and fixing it while you relax. They can advise you on hardware and software purchasing, and most importantly, they understand your needs as a REALTOR®.

- Instruction for installing and configuring new hardware and software.
- Diagnosis and repair of computer hardware and software issues.
- Advice for purchasing hardware, software and services.
- Basic instruction with major software applications.
- Recommendations for upgrades and updates.
- Advice for performance optimization.
- Troubleshooting network issues.
- No limits on the number of calls or on the length of time per call.
- Experienced, reliable, professional and courteous assistance.
- Assistance in English or Spanish.
- U.S. based analysts located in Orlando, Florida.



**Tech support
is your
new, included
member
benefit!**

Call: **(866) 610-8941**



TechHelplineSM
your tech support team

Brought to you by the
San Francisco
Association of
REALTORS®

Support is available Monday through Friday 6:00 am to 5:00 pm and Sat. 6:00 am to 2:00 pm Pacific Time, toll-free at 866.610.8941 or via live chat.

- For chat support, click here: <http://chat.techhelpline.com>
- Email us: support@techhelpline.com
- For a complete list of computer support, please visit: <http://www.techhelpline.com/computer-support>