



SAN FRANCISCO
ASSOCIATION of REALTORS®

The Member's Edge

The Newsletter of the San Francisco Association of REALTORS®

March 21, 2019 Issue

One More Day to Cast Your Vote for SFAR Member Jing Fang to Make REALTOR® Magazine's 30 Under 30 List!

REALTOR® Magazine has announced the 50 accomplished real estate professionals vying for a spot in the [2019 class of 30 Under 30](#). SFAR Member and Climb Real Estate professional [Jing Fang](#) has been nominated!

Check out Jing's application and place your vote before tomorrow (Friday) at 10 a.m. from the webpage [here](#).

Good luck, Jing!

A Quick Legislative Update: Three Things You Should Know

1) The CAR Legislative Day is coming up! Join 2,000 fellow REALTORS as we advocate for homeownership and affordable housing in Sacramento on May 1st. Transportation, breakfast, and lunch included! [Register](#)

[Here](#)

2) Mayor London Breed has taken strong positions on housing and homelessness services over the past few months, such as [proposing a 200-bed Navigation Center along the Embarcadero](#).

3) San Francisco has a [new Fire Chief](#) (Jeanine Nicholson) and a [new Public Defender](#) (Mano Raju).

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).



GBC Presents: Helping Clients Invest Abroad - Mexico!

Wednesday, March 27, 2019

5:00 - 8:00 p.m.

DZINE

128 Utah St.

San Francisco, CA 94103

Expand your business with the most up-to-date data on residential real estate in Mexico, relevant legal and banking regulations, real estate brokerage procedures, and customs and cultural factors driving successful real estate transactions.

Special guest speakers include:

- The Hon. Guillermo Reyes, Acting Consul General of Mexico
- Ursula Rojas, Consul for Economic & Political Affairs of Mexico
- Charlotte Wall, CPA - IRC Tax Code Update

Schedule:

5:00 to 6:00 p.m. - Networking, Hors d'oeuvres & Beverages

6:00 to 7:00 p.m. - Guest Speakers

7:00 to 7:30 p.m. - Question and Answers

7:30 to 8:00 p.m. - Networking

You won't want to miss this catered Passport Event. Space is limited. Register today!

[Register Here](#)

The Next New REALTOR® Member Orientation

Friday, March 29, 2019

9:00 a.m. - 12:00 p.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

New REALTOR® members are strongly encouraged to attend an orientation. Current REALTORS® are also invited for a refresher of new services or to satisfy the NAR REALTOR® Code of Ethics.

The orientation will cover:

- An intro to the REALTOR® Associations (including an overview of benefits from SFAR, CAR, and NAR)
- An intro to and technical training on SFARMLS from SFARMLS staff
- An overview of professional standards and NAR REALTOR® ethics training requirements
- An intro to SFAR's professional and social networks

** This orientation covers the MLS Fundamentals class offered by SFARMLS staff.

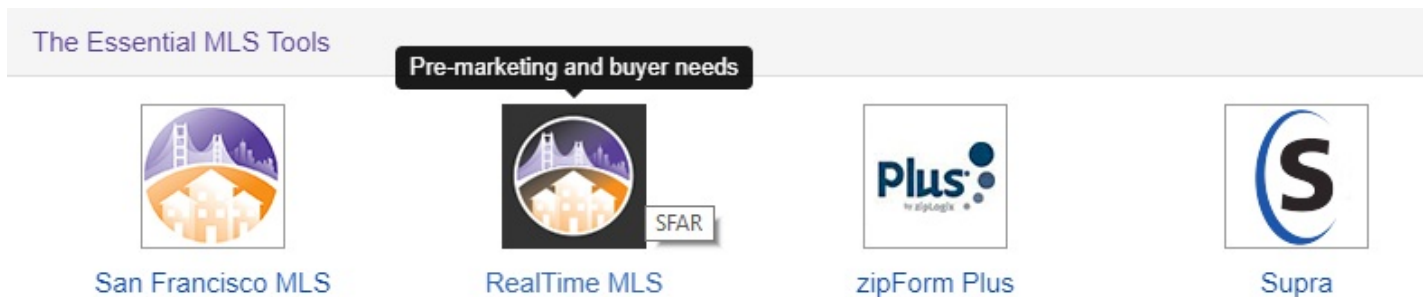
** This orientation covers the NAR REALTOR® ethics training requirements for the 2019-2020 biennial cycle.

[Register Here](#)

Thanks to our sponsor: [Daniel Toothman](#) of Bank of the West!



RealTime MLS is Your Tool to Promote Off and Pre-Market Listings



As part of your SFAR membership, you have access to RealTime MLS, a valuable tool for you to market off and pre-market listings.

Benefits of the tool include:

- It's private (agent-to-agent)
- You can search by listings, agents, and leads
- You can help your buyers by posting specific criteria they are seeking for other agents to respond with leads

- It's a great forum for pre-marketing as listings are visible for 30 days and will qualify as a form of SELM
- It operates in real-time so you can see likes, views, shares, and analytics about your property (Premium)

Open up RealTime MLS today from your MLS Dashboard and let us know if you have any questions.

Andrew Dena

MLS Manager

andrew@sfrealtors.com

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.

Help Provide Kits to Mothers Experiencing Violence

Again this spring, SFAR will partner with [Safe and Sound](#), formerly the San



Francisco Child Abuse Prevention Center, to provide self-care kits to mothers affected by violence. The kits will be distributed at a healing spa day organized by Safe & Sound on Saturday, April 27 as a restorative pre-Mother's Day event.



Strengthening
Families.
Ending Child
Abuse.

Please join us by making a donation of \$50 or more to the Welcome Home Project to support these care packages. All SFAR members who contribute at least \$50 to this effort will be recognized by SFAR in communications and at a special reception.

Tax-deductible donations can be made [here](#).

Help a struggling parent out and surprise them with a gift that will put a smile on their face. Thank you for your consideration.

The Ultimate Guide To List & Sell Commercial Investment Property (2 Hour Overview)

Monday, April 8, 2019

9:00 - 11:00 a.m.

San Francisco Association of REALTORS®

301 Grove St

San Francisco, CA 94102

Presented by Michael Simpson, Founder/Senior Instructor, Michael Simpson Systems
Specifically Designed for the Residential, Commercial and/or Investment Agent

During this 2 Hour Presentation, you will learn:

- The Language of the investor and what to say to show you're knowledgeable
- Terminology such as GRM, CAP, ROE, ROI, OM, C.A.R., A.I.R., L.O.I., expenses, and vacancy factors
- How to use language effectively to stand out, get business, and get paid!
- How to get the Appointment & What to Say at the Appointment
- Dynamic scripts for communicating with Commercial Brokers.
- Money-making tips, techniques, and strategies to help you attract and close clients
- Strategies to help Sellers understand that they could be getting a better REturn on Equity (ROE)
- Strategies to help Buyers understand that they could be getting a better Return On Investment (ROI)
- and much, much more!

\$25 per person. Refunds up to 7 days before the event.

Register today. Space is limited!

[Register Here](#)

The Ultimate Guide To List & Sell Commercial Investment Property (Full Day Course)

Tuesday, April 9, 2019

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

San Francisco Association of REALTORS®

301 Grove St

San Francisco, CA 94102

This Course is approved for "7-hours" of Continuing Education Credit "CalBre Sponsor No.- 5129"

In this one-day course you will learn these Marketing Strategies:

- How to Reach Sellers with MASSIVE Portfolios without having a single listing
- How Investors Make Buying Decisions
- The Language of the Investor -- and what to say to show you're knowledgeable
- How to get the Appointment & What to Say at the Appointment
- How to Qualify Prospects in 3 minutes or less
- How to Approach a Commercial Broker and Get Cooperation Every Time

Additionally, you will learn these steps:

- The 4 Most Effective Systems to Get Clients
- How to get Commitments from the Investor based on their non-specific criteria
- How to Use the Income Approach to Analyze Property and Determine Value
- How to calculate GRM, CAP, ROI, ROE, Expenses, Vacancy factors
- How to Use Formulas Effectively to Stand out from the Competition, Get Business and GET PAID!
- Plus - Huge Money Making Tips, Techniques & Strategies

\$75 per person. Refunds up to 7 days before event.

Register today. Space is limited!

[Register Here](#)

Join CAR's Center for California Real Estate in April



CCRE

TALKING PROPTech + WORKFORCE HOUSING IN SAN FRANCISCO

C.A.R.'s **Center for California Real Estate** is coming to **San Francisco**, and we're talking about the city's two favorite topics: tech and housing affordability.

Don't miss out – secure your tickets today and join us for two events featuring thought leaders from San Francisco and beyond, focused on some of the biggest issues facing Bay Area REALTORS® right now.

April 11: The Bay Area's Housing Deficit

Will 2019 be a turning point in the Bay Area's fight to overcome its crippling housing affordability issues? Watch leaders including Mayor London Breed's new 'housing czar' Judson True discuss how San Francisco plans to address its workforce housing issues.

April 12: Analyzing Proptech

Artificial intelligence, machine learning, iBuyers. News about proptech's arrival abounds. This panel will uncover the disruption happening on real estate's doorstep.

**Seats are first come, first served.
SECURE YOUR SPOT TODAY!**

[Register for the April 11 Event Here](#)

[Register for the April 12 Event Here](#)