



# The Member's Edge

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

March 2, 2017 Issue

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## ANNOUNCEMENTS



### Give Back Day is Next Week!

SFAR Members will be out in force on Thursday, March 9th at the first **REALTORS® Give Back Day** of 2017.

We will be supporting the following charitable organizations:

#### **Children's Miracle Network Hospitals**

**Volunteer time: 8:00 to 10:30 a.m.**

We will be cooking a family style breakfast for the children and their families staying at Family House.

### **City of Dreams**

**Volunteer time: 10:00 a.m. to 3:00 p.m.**

SFAR volunteers will help turn garden beds, weed, plant new crops, move soil, collect seeds, harvest produce and plant fruit trees at the Oakdale Community Center and Farm.

### **San Francisco-Marin Food Bank**

**Volunteer time: 12:30 p.m. to 3:30 p.m.**

Our team of SFAR volunteers will gather to sort and pack the food donations that come through the Food bank's doors.

### **San Francisco Child Abuse Prevention Center**

**Volunteer time: 3:00 p.m. to 5:00 p.m.**

SFAR volunteers will organize products and assemble hygiene kits and D.I.Y. Mother's Day gifts.

**There are still a few volunteer spots available. If you'd like to participate, please sign up by clicking the link below. We hope to see you there!**

**[Click here](#) for more information or to volunteer!**



***Cheers to a Job Well Done!***

Immediately following Give Back Day, we will be hosting a reception at Atwater Tavern. This

event is complimentary for Volunteers of Give Back Day. For those who were unable to volunteer, you may still attend the reception for a donation of \$20.00.

[Click here](#) to RSVP to the Reception

**Thursday, March 9 | 5:00 to 7:00 p.m.**

**ATWater Tavern**

295 Terry A Francois Blvd.

San Francisco, CA 94158

## **2nd Quarter SFAR-MLS fees will be due on March 31st**



Keep an eye out for your MLS billing statement, which will be sent this week via email or paper statements, according to your communication preferences. 2nd Quarter MLS fees must be paid by March 31, 2017.

## **The NAR Code of Ethics Requirement Becomes Biennial**

IMPORTANT: Starting in 2017, the NAR ethics requirement becomes biennial, and members will need to obtain ethics training during the reporting periods during which they are not renewing their California real estate licenses.

[Click here for more information.](#)

## **Forms Update**

### **Standard Forms Update:**

### **One NEW Form, Accompanying Change to the General Information Statement For Buyers and Sellers, and some Important Refinements to other Forms**

On Monday, March 6, 2017, a new Square Footage Advisory will be added to the San Francisco zipForms® Library along with important refinements to several existing forms.

The new SFAR form Square Footage and Lot Size Advisory (Rev. 2/17) provides general information to buyers about, among other things, the lack of uniform square footage measuring methods and the need to engage a qualified expert, such as an appraiser, if accurate square footage (or "price per square foot") amounts are sought. A corresponding change has been made to the General Information Statement for Buyers and Sellers (See new paragraph B.37). For brokers who wish to disclose square footage figures of which they are aware, that can be done on the form, but it is not a requirement and the form stands alone as an Advisory without anything entered on it.



# UPDATES

possible.

Comments from members relative to these or any of the other standard forms maintained by the Association are always welcome. Please forward any such comments to [forms@sfrealtors.com](mailto:forms@sfrealtors.com). Thank you!

Beyond that, please see these important refinements to the following forms:

- Termination of Agreement and Release of Deposit (Rev. 2/17): The Section 1 items A-F checkboxes are no longer programmed to be made mutually exclusive such that the reference to "(check one)" has been removed and the reference to "reason" has been changed to "reason(s)". In contrast, the programming of the Section 2 A, B and C checkboxes has been made mutually exclusive. Checkbox "D" ("Other") will be available for use irrespective of whether A, B or C are selected; and,
- San Francisco Security Deposit Interest Calculation Form (Rev. 2/17): The latest interest rate, effective March 1, has been added to this form.

The Association, as always, thanks its Standard Forms Committee for their continuing contribution, this year's Chairs, David Parry and Britton Jackson, and SFAR's Marivic Cuevas who makes implementation of these changes

## GLOBAL REAL ESTATE



### SFAR's Global Business Council Takes the GOLD!

We are excited to announce that the SFAR Global Business Council has been awarded the GOLD Global Achievement Program Award from the National Association of REALTORS®.



Have you visited the SFAR Global Business Council Website?

[sfarglobal.com](http://sfarglobal.com)

Keep up with what's happening in Global Real Estate by book-marking the [SFAR Global Business Council's website](#). You will discover resources for your international real estate business, find out about upcoming global events, and much more.

### Would you like to be part of the SFAR Global Business Council?

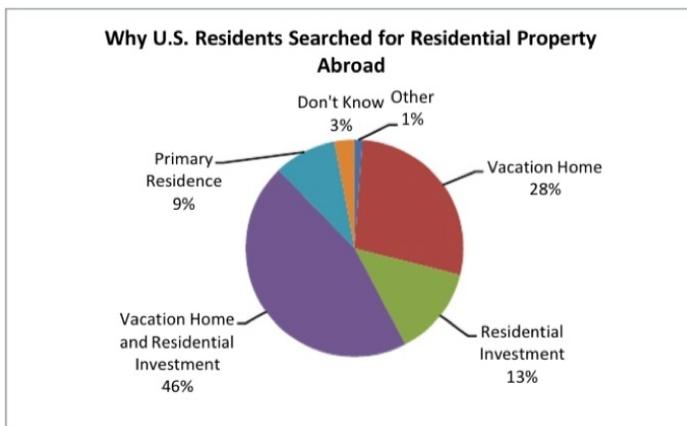
If you would like to receive emails about upcoming Global Real Estate seminars and events, [please take a 30-second survey](#).

## CIPS Provides Solution to Americans Looking to Buy Abroad

by **Charlee Gibson**, Marketing Coordinator, National Association of REALTORS® Commercial & Global Services Division

We talk a lot about helping international clients move to the United States, but outbound activity is on the rise and too important to ignore. According to the [2016 Profile of International Activity in U.S. Residential Real Estate](#) approximately 14 percent of REALTORS® reported that they had a client who was seeking to purchase property in another country, compared to six percent in the previous 12-month period. Additionally, about six percent reported that they had a client interested in purchasing property abroad but were unable to refer the client to anyone to assist in the purchase process. This is where the power of the CIPS network comes into play. This six percent represents a missed business opportunity, one that wouldn't have been missed if the REALTOR® had been connected to the CIPS network.

Among the REALTORS® who had clients interested in purchasing property abroad, the countries generating the most inquiries were Mexico, Costa Rica, Philippines, Colombia and Canada. Spain, Brazil, Thailand, and Italy were also of interest to domestic clients searching for property abroad. Did you know there's at least one CIPS designee in each of these countries? CIPS represents over 3,500 designees over 45 different countries, increasing your odds of finding a reputable agent to assist your clients. Once an opportunity presents itself, connect with your fellow designees by using the [Find a CIPS](#) search tool or by joining our CIPS Designees Only Facebook group (Search "Official Group: NAR CIPS Designees").



According to the same report, most Americans buying abroad are looking for a place to vacation. Knowing this provides a niche window of opportunity. Cultivate relationships with your fellow CIPS designees or take this knowledge a step further by cultivating relationships with international developers.

By creating business relationship with

international developers, you are opening your business up to opportunity for co-marketing efforts. While this task can seem daunting, tuning into the CIPS community and networking with CIPs who are engaging in this type of business can help you learn more. Additionally, we encourage you to read our June 2015 Global Perspectives, where we dive into the logistics of co-marketing opportunities abroad.

Reprinted with permission. Original content may be found [here](#).

Interested in earning your CIPS designation? Great news, SFAR is holding a CIPS Institute the last week of March (27th through the 31st).

**See below for more information on the course.**



## **Distinguish yourself as an International Real Estate Professional with the C.I.P.S. Designation.**

Attend the 5-Day 2017 CIPS Institute at the San Francisco Association of REALTORS® on March 27-31, 2017.

This course will help teach you all you need to know to pass the C.I.P.S. Designation EXAM and start your international real estate business. When you become a CIPS designee, you gain immediate access to business-enhancing products and services that are offered exclusively to CIPS designees.

Set yourself apart as a Global real estate professional, get more listings & referrals, expand your business and your wallet with the ONLY International Designation recognized by NAR.

### **DATES & COURSES**

March 27 - Global Real Estate: Local Markets

March 28 - Global Real Estate: Transaction Tools

March 29 - Europe and International Real Estate

March 30 - Asia/Pacific and International Real Estate

March 31 - The Americas and International Real Estate

### **TIME**

8:30 a.m.-5:00 p.m.

Continental Breakfast and Lunch included daily

### **WHERE**

San Francisco Association of REALTORS®

301 Grove St., San Francisco, CA, USA

### **FEES**

#### **EARLYBIRD SPECIAL if Registered by March 3**

- \$149/day\* (includes electronic copy of manual only)
- \$200/day (includes printed copy of manual)
- \$549/week\* (includes electronic copy of manual only)
- \$599/week (includes printed copy of manual)

#### **REGULAR PRICE if Registered after March 3**

- \$649/week\* (includes electronic copy of manual only)
- \$699/week (includes printed copy of manual)
- \$199/day\* (includes electronic copy of manual only)
- \$249/day (includes printed copy of manual)

**To avoid paying eventbrite fees, please register by using the [CIPS flyer](#).**

*\*Only an electronic version of the manual will be provided for this rate. A link will be given to download and print your own CIPS Manual.*

**[Click here to REGISTER](#)**

**[Click here](#) for more information on the benefits of becoming a C.I.P.S.**

### Thursday Think Tank

**Tenant Buyouts Under San Francisco's New Ordinance:  
Perspectives from Two Leading Landlord and Tenant Attorneys  
Presented by Jeffery Woo, Esq. and Joseph Tobener, Esq.**

**Thursday, March 16**

3:00 to 4:30 p.m.

Event Center at St. Mary's Cathedral

1111 Gough Street, San Francisco

San Francisco enacted an ordinance which regulates the process and form of agreement for tenant buyout. The regulation also provides that buyout may affect the condo conversion rights of a building. The new ordinance creates a number of challenges for both landlords and tenants to arrive at a successful negotiation.

Attorneys Jeffery Woo of Cooper, White & Cooper and Joseph Tobener of Tobener Ravenscroft will discuss how the new legislation has affected the structure and pricing of buyout, and the common challenges that they face in the process.

[Click here to sign up!](#)

## MLS TRAINING



All SFARMLS classes listed below will be held at the SFAR offices located at 301 Grove Street. You may [REGISTER](#) for any of the classes by visiting [my.sfrealtors.com](http://my.sfrealtors.com) and clicking on the [Calendar](#), then choose the class you wish to attend.

### **SFARMLS Listing Management**

**Monday, March 20 | 9:00 to 10:00 a.m.**

The SFARMLS Listing Management class will give you all of the information you need to enter your listing property and accurately, and manage that listing through the lifecycle from Coming Soon to Active, Active to Pending and Pending to Sold.

NOTE: If you have already taken the MLS Essentials class between 2013 and 2015 you will recognize most information in this course, but we have added a section on LISTING LIFECYCLE MANAGEMENT you may find very helpful.

### **SFARMLS Searching & Organizing**

**Monday, March 20 | 10:00 to 11:00 a.m.**

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.

NOTE: This class contains a mixture of information from the MLS Essentials class and the Stats & Data class offered between 2013 and 2015. While you will recognize that information in this course, but we have added a section on doing a basic CMA that you may find very helpful.

## FREE SEMINAR!

*Be Productive, Not Busy*

### Market Smarter 2.0 with ListHub Friday, March 10



Join us for a real estate technology seminar exclusively for members of San Francisco Association of REALTORS®. This free seminar includes 3 simple steps to help you improve your productivity so you can focus your time and attention on what matters.

You will learn how to...

- Improve your day-to-day productivity so you can focus on growing your business
- Advertise on over 90 real estate websites and set up your realtor.com Essentials Dashboard to attract more leads - all at no cost
- Convert more online leads by responding in 5 minutes or less (easily!)
- Access reporting enhancements to automatically communicate with clients and deliver hyperlocal reports straight from the MLS\*
- Manage your pipeline so you never miss an opportunity for repeat or referral business

PLUS, attendees have the chance to win a \$250 Visa gift card!\*

This class is offered twice on **Friday, March 10**

Session #1 | 9:30 - 10:30 AM [Click Here to RSVP](#)

Session #2 | 11:00 - 12:00 PM [Click Here to RSVP](#)

Location: San Francisco Association of REALTORS® (301 Grove Street, San Francisco)

## INFORMATION YOU CAN USE

### Everyone Is Falling For This Frighteningly Effective Gmail Scam

By Robert Hackett, Fortune Magazine

[Click here](#) for the full article

Security researchers have identified a "highly effective" phishing scam that's been fooling Google Gmail customers into divulging their login credentials. The scheme, which has been gaining popularity in the past few months and has reportedly been hitting other email services, involves a clever trick that can be difficult to detect.

Here's how the swindle works. The attacker, usually disguised as a trusted contact, sends a booby-trapped email to a prospective victim. Affixed to that email, there appears to be a regular attachment, say a PDF document. Nothing seemingly out of the ordinary. Get Data Sheet, Fortune's technology newsletter. But the attachment is actually an embedded image that has been crafted to look like a PDF. Rather than reveal a preview of the document when clicked, that embedded image links out to a fake Google (GOOGL, - 0.59%) login page. And this is where the scam gets really devious.

[Click here](#) for the full article.

## American Dream: Interviews with Industry-Leading Professionals

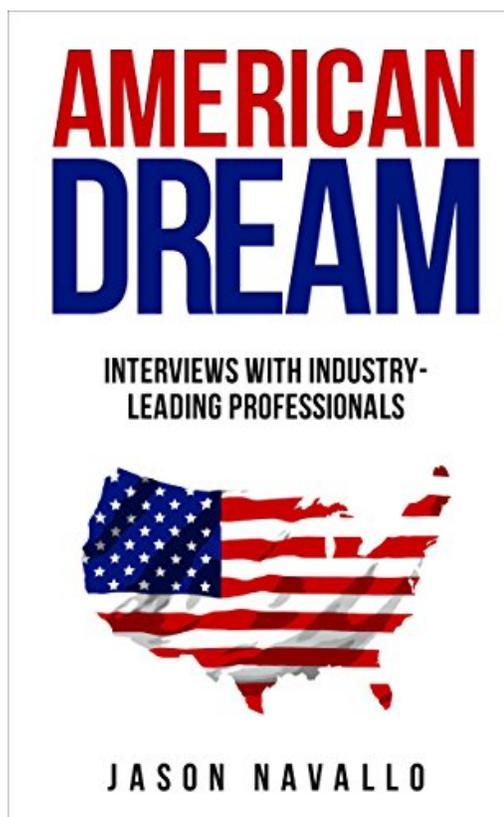
Let's face it: Nobody becomes successful on his or her own. If you want to maximize your career potential, you have to find ways to stay inspired and motivated.

**American Dream: Interviews with Industry-Leading Professionals** by Jason Navallo features interviews with the nation's top professionals, including **Ben Caballero**, who is ranked as the #1 real estate professional in the U.S. He is the *first and only agent in U.S. history ever to exceed the \$1 billion mark in residential sales transaction volume in a single year.*

Other industry leaders featured in this book are: **Peter Mallouk**, the president of Creative Planning, twice named the #1 Wealth Management Firm in America by CNBC. He has been personally featured three years in a row as the #1 Independent Advisor in America by Barron's.

**B.J. Armstrong**, this top NBA sports agent, whose clients include Derrick Rose and Draymond Green, is a former athlete and three-time NBA champion who once shared the court with basketball greats including Michael Jordan.

**Shelly Sun**, CEO and co-founder of BrightStar Care, a national home care and medical staffing agency with 315 locations and \$350 million in annual system-wide revenue. You may also recognize her from the popular TV show Undercover Boss.



**Scott Gerber**, principal and CEO of Gerber Group, is widely viewed as a leading entrepreneur in the hospitality/food and beverage industry, appearing on shows such as CNBC's Squawk on the Street, Fox News, and CBS's Undercover Boss.

**Liz Elting**, co-CEO and co-founder of TransPerfect, the world's largest privately held provider of language and technology solutions for global business, with over 4,000 employees in 90 cities worldwide.

Whether you are looking to climb the corporate ladder, become a record-breaking professional athlete, or grow your own business from the ground up, you will find the inspiration you need within the pages of this book.

[Click here](#) to download a FREE pdf copy of this book.

[Click here](#) to purchase a paperback version.

## REAL ESTATE DEALS OF THE YEAR

Join the San Francisco Business Times as they honor the biggest, boldest and most creative real estate deals done in the Bay Area in 2016, including blockbuster leases, office sales, housing and land deals, new buildings, renovations and projects with the greatest community impact.

### WHEN

Thursday, March 23, 2017 | 5:45 to 9:00 p.m.

### WHERE

Four Seasons Hotel - Veranda Ballroom  
757 Market Street, San Francisco CA, 94103

### TICKETS

Individual tickets are \$195.00 each

[Click here to Register now!](#)



**\*\* The event is put on by the SF Business Times, and is an SFAR event. \*\***