



May 18, 2018 Issue

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LAST CHANCE TO REGISTER!

Attend the 5-Day 2018 C.I.P.S. Institute
May 21-25, 2018 | 8:30 a.m. to 5:00 p.m.
San Francisco Association of REALTORS®
301 Grove Street, San Francisco
[Click here to Register for C.I.P.S. now.](#)

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 C.I.P.S. designee, you gain immediate access to business-enhancing products and services that are offered exclusively to C.I.P.S. 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. [Click here](#) for more information on the benefits of becoming a C.I.P.S.



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.](#)



San Francisco



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)

Please join us for our 5th Annual Building Boom 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!

Panelists include:

- **Selma Hepp**, Chief Economist & VP of Business Intelligence, Pacific Union International
- **Kanishka Karunaratne**, Office of Economic & Workforce Development
- **Roland Li**, Real Estate and Economic Development Reporter, San Francisco Business Times
- **Alf Nucifora**, Luxury Marketing Council
- **Steve O'Connell**, Managing Director, Grosvenor Americas
- **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



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.



DEPARTMENT OF BUILDING INSPECTION ALERT!

A message from SFAR President, Kevin Birmingham

I spoke with the Deputy Director of the DBI today regarding reports of DBI staff accessing listing information to begin investigations.

The Deputy Director assured me that they have no access to the MLS. What he did say is that if they receive a complaint, they will do a web search, which will lead to Trulia, Zillow, etc. Agent only information would not be found on these websites, only the MLS. If you state that something is unwarranted, illegal, inlaw, etc. in the marketing remarks, that information will go on those sites, as they aggregate our information.

Moral of the story: Be smart. If you don't want information to be picked up by the DBI, then do not put it in marketing remarks. Thank you Daniel Hershkowitz for bringing this to our attention.

SFAR CEO, Walt Baczkowski receives the William R. Magel Award of Excellence

The National Association of REALTORS® (NAR) William R. Magel Award of Excellence is presented annually to an individual who has truly excelled in his or her role as an association executive of a REALTOR® association, and this year our own Walter Baczkowski, RCE, CAE was the recipient!

This year marks 39 years as an Association Executive, and we couldn't be more proud!



According to NAR, the most compelling candidates are those who are well-known within the AE community, with an extensive record of participation, mentorship and contributions that is consistent with the Award's qualifications. The Magel Award recipient is a person of such achievement and stature that we all say "of course" when the recipient is

Magel Award recipient is a person of such achievement and stature that we all say "of course," when the recipient is announced.

"I am humbled and honored to receive the William R. Magel Award of Excellence in Association Management. REALTORS® are truly the last bastion of free enterprise," Walt said. "After obtaining a license, by their own drive and initiative, can build a successful business providing services to the consumer."

This year marks 39 years of senior level experience in the real estate industry for Mr. Baczkowski, and during his extensive career in the industry, he has also served as Executive Officer of the Toledo Association of REALTORS®, the San Diego Association of REALTORS® and the New Jersey Association of REALTORS®. Mr. Baczkowski joined Point2 from the Metropolitan Consolidated Association of REALTORS® where he served as Chief Executive Officer for seven years.

Walt will be formally honored at the 2018 REALTORS® Conference & Expo this November, in Boston, MA.

Congratulations Walt!



The **Welcome Home Project** is a collaboration of nonprofit, real estate, and government organizations seeking to provide homeless families with basic necessities as they transition into their new homes.

Heart Warming Thank You Notes From Welcome Home Project Recipients

In April 2015, the SFAR Foundation began a program called **Welcome Home Project** to help homeless families as they transition into their new homes. Over the past four years, the Project has provided household items such as blankets, sheets, towels, cutlery, dishware, drinking glasses, pots and pans, and small appliances (blenders, coffee makers, electric skillets, blenders, hand mixers, indoor grills, microwaves, rice cookers, slow cookers, toasters and toaster ovens), to 1895 individuals (1556 adults and 339 children).

All this is possible because of SFAR member's generous donations, and we thought you'd enjoy hearing from a couple of the recipients as they convey their appreciation.

Dave Parrish received his 'welcome home kit' last week, and wanted to share his gratitude with all of the people involved. Here is a copy of his thank you letter:

"I want to personally thank you and the staff of the San Francisco REALTORS® Association for providing such wonderful household gifts. My family was completely surprised by the amount of useful gifts for the household like towels, kitchen appliances, sheets, pillows, blankets, cleaning supplies, lenders, rice cooker, pot, silverware

and dinner plates. All of these items made us feel quite special and were just what we needed to start our new lives in a new apartment in San Francisco. **Our hearts go out to the donors that supplied us with so many tremendous gifts.** Please pass on this letter to all of the donors and the San Francisco REALTORS® Association and send our appreciation along the way." - *Dave Parrish and Angelina Cai*

Pauline Chan, Resident Services Coordinator, Broadway-Sansome Apartment, Chinatown CDC sent the following note:

"Thank you so much for your contribution of time and energy towards providing our formerly homeless families with basic necessities for their new home. I'm amazed at how quick you are with processing my order and communicating with me via email. I was able to give my resident his new household gifts today, and he was extremely grateful. He wanted me to tell you **"thank you and God bless, everything will be put into good use. We are really thankful for everyone who has been helping us out everyday. If it wasn't for all these people, we will not be where we are right now."** I'm also grateful for the Welcome Home Project. Hopefully, this beautiful project can continue to grow and more formerly homeless families can get what they need to begin their new journey in life."



Each year the number of individuals and families requesting assistance grows, as you see in the chart below. Your donations, whether monetary or household appliances, are truly appreciated by the recipients!

YEAR	TOTAL ORDERS	TOTAL INDIVIDUALS	TOTAL ADULTS	TOTAL CHILDREN
2015*	280	400	317	83
2016	361	517	429	88
2017	423	568	478	90
2018**	312	410	332	78

If you wish to make a monetary donation, please make checks payable to **SFAR Foundation** and mail to:

San Francisco Association of REALTORS®
 301 Grove Street
 San Francisco, CA 94102
 Attention: Marivic Del Rosario-Cuevas

Or you may drop off items or checks at SFAR's offices at 301 Grove Street. Please ask for Marivic Del Rosario-Cuevas.

* April through December 2015

** January through April 2018





What's the Deal with the BRE, DBA's and FBN's, when working in TEAMS!!

Agents more and more are working together in teams of real estate agents to fulfill client needs in the real estate market. If you are working in a team and are not sure if your team name needs to be registered with the California Bureau of Real Estate, the best answer is.... It depends! Generally,

- Real estate "teams" do not need to be registered as a DBA if the team name includes an agent's name such as "Team Walt Baczkowski," "The Michael, Mikey, Andrew Group"
- If agents are working under a name such as "Team AWESOME!!" or "The Coolest Agents In SF Team" or any name that has no agent identifiable in the name/identity- this is a DBA and needs to be registered as a fictitious business name (FBN).
- A "team" is when several agents are marketing themselves with a professional identity or brand name associated with an agent.
- "Teams" is a real term under the CA BRE and there are State of CA regulations that need to be followed for agents working as "teams"
- A broker operating as a Responsible Broker however is precluded from using a "team name" - they would have to file for a DBA and have it appear on their license.
- When advertising or printing materials, at least one (1) team member's license must be included.
- Your brokerage name still must appear on any advertising and marketing materials.
- To file a FBN, you must file with the county where your broker's main office is located.

The BRE has put out some very helpful information about Team Names and FBN's. If you need more information, please review the FAQ's here:

[FAQ Regarding Team Names from the BRE](#)

[FAQ Regarding Fictitious Business Names from the BRE](#)



Revised Hunters Point Advisory Released

Due to recent developments, the Hunters Point Advisory has been revised and is now available on the Association's website. The current revision date is May 15, 2018. SFAR recommends

[Click here](#) for the revised form.

If you have any questions or comments on these changes, please e-mail them to forms@sfirealtors.com.

IN THE SPOTLIGHT

Ask anyone at the San Francisco Association of REALTORS® what makes it such a wonderful Association, and most often you'll hear "it's the people" both our extraordinary members and our friendly staff.

We thought it would be nice to get to know each other a little better, both personally and professionally, so each month we feature a current member or a staff person in our In the Spotlight interview. If you are interested in being highlighted or nominating another member for the spotlight, please email deborah@sfirealtors.com.

For this newsletter, we chatted with the newest SFAR team member, Ms. Rosey Singh.

Meet Rosey Singh!

What is your role at SFAR?

I am the Manager of Human Resources.

Before working at SFAR, what was the most interesting or unusual job you've ever had?

Most people think working in HR is an unusual job. I think this is the most interesting job I've ever had. I have always been in a large Fortune 500 company and used to having rules and guidelines already set in place. Now I finally get the opportunity to build an entire department up from scratch...who wouldn't be excited?!?



What was your childhood dream job?

A Politician (hence the undergraduate degree in Politics)

What's your guilty pleasure; what can you not live without?

French Fries & Ketchup

What's the best career advice you've offered?

"Get over yourself!" Staying humble and knowing the team can function without a manager; however, a manager cannot function without the team.

If Hollywood made a movie of your life; who would you like to see play the lead role as you?

So I didn't know how to answer this and like any woman would; I took a quiz, and the answer was *Lorde* and it was so fitting! The quiz went on to say, "You're spontaneous, light-hearted, and mysterious. You take a joke very well, and are not hurt often by someone's opinion. Sometimes people try to take advantage of your easygoing nature, but you are one tough chick, especially if someone messes with your loved ones or friends. You have a sense of dry humor, and often make people laugh without intending it to be funny. Some people may not like your interesting style, but your friends that do are loyal and will stick with you forever."

What are you passionate about?

My loved ones

My loved ones

What is your favorite app or social media outlet?

Linked In by far. I love learning what other companies and SME's are doing and saying. The world is a fascinating place and there is always so much going on.



MLS Releases New Custom Report Writer

The MLS's Custom Report Writer has been completely redesigned and includes an intuitive new interface coupled with more features and options than ever before, allowing you to design and customize reports to suit your needs.

The new [Custom Report Writer](#) features will include:

- Easily Create Professional Looking Flyers
- New Report Management Interface
- New Report Designer Interface
- Report Preview
- Accessing Custom Reports

To learn about all of the changes and upgrades, there is a quick "Overview" [video](#).



SFARMLS is Serious about Security

The last three years have been challenging for real estate data security. Cyber criminals have detected the weaknesses inherent in numerous real estate and email systems used by agents, their vendors, and their support teams. Significant investments in the development of tools and techniques for compromising the information shared between real estate agents, banks, title and escrow companies, and their collective customers continue to be unlawfully made. Attacks have become very sophisticated.

Starting in 2016, SFAR responded with communication about common attack vectors, and increased training and awareness of this problem threatening our industry. We added information to our core MLS training classes in 2017 and continued to talk about this problem through our Brokerage Outreach Program. Unfortunately, none of these passive approaches to increasing our protection have succeeded in slowing the onslaught of data breaches, often resulting in real theft.

It's time for SFAR to act swiftly and decisively to protect our customers and our businesses. Thankfully, SFARMLS has been laying the groundwork for the critical change since early 2017. The Clarity [MLS Dashboard](#) supports increased security (which right now is only partially enabled) and we've been field-testing a secure messaging platform called [Agent Inbox](#) since August of last year. Putting these pieces completely into place will take some work, and some help, from our most important resource: YOU! But once we make the transition we will have a more secure marketplace in which to safely transact with one another.

MLS Dashboard

We launched [MLS Dashboard](#) in 2016 so that we could begin to measure login frequency, login location, multiple/shared login, and other metrics relevant to the decision-making process regarding vendor integrations. It contains advanced security features that we are now planning to fully implement. This means that every user of the system will need to always use their own login (never another user's) and that secure, real, passwords will be needed in ALL cases. We will try to strike a balance between ease-of-use and secure-complexity.



Closing Gaps and Holes



Earlier in April, a known exploit of a security hole in Rapattoni's authentication system was finally closed. Many Agents were using this known loophole as a "bookmark" to bypass Clareity (and once upon a time, bypass the member website at [my.sfrealtors.com](#)). This was never intended to be a login portal; it was in place for developer use. That it bypassed important security checks necessitated its complete removal.

Your immediate reaction may be "this makes me click more!" and we understand that sentiment. We hope that you will agree that one additional click per login is a small price to pay for the increased confidence that good security practices deliver. Start your day at [www.sfarmls.com](#) to make sure you minimize your login steps. Check out Jay's video at the end of this article.

FAQ

What changed? And why?

Login security improvements. We have started the process of dramatically increasing the security practices for MLS and MLS-related communication to restore consumer confidence in our industry. We will not be the Equifax of real estate.

Why did you change the login?

(Assuming you mean that we've removed the ability to bypass Clareity...) We have done this primarily for security reasons. The past year has seen a dramatic increase in cyberattacks, and the more security we can offer, the better your chances of not being affected. Keeping the bypass in place was a well-known security exploit, especially when combined with very weak passwords.

How does MLS Dashboard help with this?

The Clareity MLS Dashboard gives us information regarding the risk level of each user's account and will even alert us when a member's account is accessed from overseas or accessed from two computers in vastly different areas simultaneously. We understand that it can take an extra moment to log in this way, but if you just bookmark [www.sfarmls.com](#) and log in there, you'll have access to all our member benefits as well as all reciprocal MLS's in the same place.

[Click here to see this very short 2 minutes video by Jay Pepper-Martens from the MLS.](#)

EDUCATION AND TRAINING

SF FORMS - UPDATE & TUTORIAL

Instructor: David Parry

Friday, June 01, 2018 | 11:00 a.m. to 12:30 p.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

CLICK TO REGISTER



David will guide our members through the use of the San Francisco purchase agreement, and also advise our members as to which of the corollary addenda and counter-offers are recommended, and when.

David will also compare and contrast the SFAR purchase agreement with the California Association of REALTORS® purchase contract.

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

CLICK TO REGISTER



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](#).

New Member Orientation

Friday, June 8, 2018 | 9:00 a.m. to 12:00 p.m.

San Francisco Association of REALTORS®

301 Grove Street, San Francisco

CLICK TO REGISTER



SFAR monthly in-person Member Orientations for SFAR REALTOR® members.

New REALTOR® members are strongly encouraged to attend these Orientations.

Current REALTORS® are also invited for a refresher of new services or to satisfy the REALTOR® Code of Ethics

Orientations will cover:

- Intro to the REALTORS® and from SFAR Leadership (including overview of benefits from SFAR/CAR/NAR)
- Intro to SFAR MLS from SFAR MLS Staff
- Overview of Professional Standards and REALTOR® Ethics Training Requirements
- Intro to SFAR Professional and Social Networks
- MLS Fundamentals Class offered by SFAR MLS Staff

This Orientation also covers the REALTOR® Ethics Training Requirements for the 2017-2018 Biennial Cycle.

Thank you to our Orientation Sponsor:



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

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

San Francisco Association of REALTORS®

301 Grove Street, San Francisco



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



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

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



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

[**REGISTER**](#)

July 19

3:00 to 4:30 p.m.

San Francisco Association
of REALTORS
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.

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>



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

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



Brought to you by the
San Francisco
Association of
REALTORS®

OTHER REAL ESTATE ORGANIZATIONS EVENTS

Homeownership SF Needs YOU! *Set-up and Event Volunteers Needed*

San Francisco Housing Expo 2018

Saturday, June 2, 2018

1:00 to 3:00 p.m.

Smith Hall, City College of San Francisco

The Housing Expo is a dynamic citywide event showcasing a wide range of homebuyer and renter resources, from home ownership assistance programs and financial education to home tours. The expo is a great opportunity for you to connect with potential buyers and renters, and to provide them with the information they need to make informed decisions about their housing options.

foreclosure and eviction prevention services, and financial education workshops. They are looking for energetic volunteers to make this event a success!

Volunteers Needed:

June 1st

* set-up between 1:00 to 6:00 p.m.

June 2nd

* shift times between 9:00 a.m. to 5:00 p.m.

There are a number of fun and fabulous ways you can participate to make this event a huge success!

For more information on the event, go to <https://sfhousingexpo2018.eventbrite.com>

If you are interested in volunteering at the San Francisco Housing Expo, please email amiel@homeownershipsf.org

The last day to sign up is May 29th!

FREE lunch will be provided to volunteers

