



The Member's Edge

Newsletter of the
SAN FRANCISCO
ASSOCIATION of REALTORS®

May 2, 2017 Issue

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ANNOUNCEMENTS

New Member Orientation Now Available at SFAR

Starting in May, SFAR will be providing a monthly New Member Orientation for new REALTORS® or longtime members who would like to learn more about the Association and the benefits their membership includes. New REALTOR® members are strongly encouraged to attend, but all SFAR members are welcome.



May New Member Orientation

Monday, May 8, 2017

9:00 a.m. to Noon

SFAR Large Conference Room



New Member Orientations will cover:

- An introduction to the REALTOR® Associations from SFAR Leadership (including overview of benefits from our local, state and national associations);
- An introduction to SFARMLS, including "MLS Fundamentals" class, as well as an overview of the many training sessions offered by our SFARMLS Staff;
- An overview of Professional Standards and REALTOR® Ethics Training Requirements for the 2017-2018 Biennial Cycle; and

- An introduction to SFAR Professional and Social Networks, and much more!
- There is no charge for the orientation but you must preregister to attend.

NEW MEMBER BENEFIT

C.A.R. Members can enjoy an **EXCLUSIVE 5% discount on all Home Depot® Gift Card orders!**

A gift card from The Home Depot is the perfect tool for building and strengthening your relationships with your clients and business partners.



The Home Depot Gift Card is ideal for:

- Closing gifts
- Referral 'thank you' gifts to vendors and customers
- A tool for sellers to assist buyers with home improvements
- Prizes in open house raffles and drawings
- Internal recognition for employee of the month, anniversary, birthdays or even a job well done!

The Home Depot® is helping people do more with their hard earned money. From modest projects like updating your bath to small projects with a big impact like paint, The Home Depot can help you get more done in your home for less. That's the power of the world's largest home improvement retailer.

[Click here to take advantage of your EXCLUSIVE C.A.R. Member 5% discount today!](#)

2nd Quarter MLS Bills Are Now Past Due

If you neglected to pay your 2nd quarter MLS fees (which were due by March 31, 2017) your account has now been suspended. Brokers were notified if any of their agents were on our "to be suspended" list.

Once suspensions have occurred it takes a few hours after payment is received for the account to reactivate.

You can log in to <https://mysfar.sfrealtors.com/> to see your latest statement and to pay your bill.

If you have already paid your bill please disregard this notice.



Please contact the SFAR Accounting Department with any questions at ar@sfirealtors.com.

Would you like to sign up for Automatic Billing?

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](#)

IMPORTANT INFORMATION

Remember to Submit an Earthquake Retrofit Exclusion Form for Soft Story Construction

If you are completing your soft story retrofit project, please remember to submit an exclusion with the **Office of the Assessor-Recorder** as construction of seismic retrofitting improvements can be excluded from property tax reassessment.

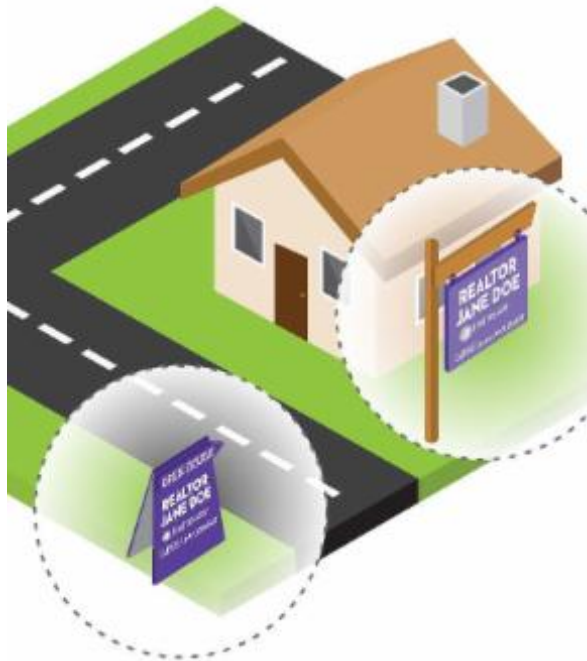
In California, Earthquake Retrofit exclusion mainly includes construction of seismic retrofitting improvements or other improvements that utilize earthquake hazard mitigation technologies on an existing building. However, in order to benefit from this exclusion, property owners must file a completed [Seismic Safety Construction Exclusion Form](#) with the Assessor's office prior to, or within 30 days of, completion of construction.

This exclusion does not include other alterations, such as new plumbing, electrical or other added finishing materials, completed during seismic related work. Please keep in mind that the scope of each project varies, the Assessor's Office reviews each permit individually.

To learn more about earthquake retrofit exclusion or to download the exclusion [form](#), please visit the SF Assessor's website: <http://sfassessor.org/tax-savings/exclusions/earthquake-retrofit>

New Advertising Laws go into effect on January 1, 2018

We've created this info-graphic to help you understand what this will mean for your real estate business advertising.



NEW JAN. 2018 ADVERTISING LAWS
 All points of first contact which include the name of the agent, must also include the name of the broker, and the agent's BRE number.

FOR SALE, OPEN HOUSE, & DIRECTIONAL SIGNS:
 If the agent's name is printed (such as a name rider), the agent's BRE number must be included. The font size can be no smaller than the smallest font size used.

Content: Brokerage Name

Must include:

Nothing else required. Does not need Brokerage BRE (optional, not required)



Content: Agent Name

Must include:

- Brokerage Name
- Agent's BRE Number



Content: Name Rider

Must include:

- Agent's BRE Number



[Click here to download this info graphic as a pdf.](#)



Reducing the Risk of Real Estate Wire Fraud

Clareity Consulting has put together a comprehensive brochure to help you and your clients reduce the risk of wire fraud.

[Click here to download a copy of the brochure.](#)

MAY EDUCATION AND EVENTS

Exit Strategies: How to Broaden the For-Sale Inventory and Help Sellers Defer Capital Gains

Presented by: Ralph B. Bunje, Jr. and Jon Vicars

Thursday, May 4 | 10:00 a.m. to Noon

SFAR Large Conference Room



Learn tax deferral strategies for sellers to help you get more listings. With over 70-years of combined real estate experience in their respective fields, Ralph B. Bunje, Jr. and Jon Vicars will discuss the strategies available in IRS Section 1031 and IRS Section 453 and incentives available for personal home sales, investors and corporate entities.



SFARMLS Searching & Organizing

Friday, May 5 | 9:00 to 10:00 a.m.

SFAR Large Conference Room

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 Infospark from 10k.



Tools for Working with First Time Home Buyers

Presented by Shannon Way, Executive Director, Homeownership SF

Wednesday, May 10 | 10:30 to 11:30 a.m.

SFAR Large Conference Room



Learn about local resources to help buyers prepare for home ownership and access San Francisco assistance programs. Homeownership SF will discuss tools and services to help your first time buyers achieve the dream of owning a home. Find out about upcoming Below Market Rate (BMR) ownership units, and how the expanded Downpayment Assistance Loan Program (DALP) could help your clients receive up to \$375,000 towards the purchase a market rate property in San Francisco.

Tools for Building Your Business Using RPR

Instructor: Amy A. Ulloa, Regional Director, REALTORS® Property Resource, LLC

Friday, May 12 | 10:00 a.m. to Noon

SFAR Large Conference Room



RPR's dynamic data and client-friendly reports help REALTORS® achieve professional success. Attend this free workshop and see how you can:

- Search more than 160 million on (and off) market properties
- Create custom branded reports
- Calculate the ROI for your clients' home improvement project
- Search for properties and run reports anytime, anywhere with the RPR mobile app



SFARMLS Listing Management

Monday, May 15 | 9:00 to 10:00 a.m.

SFAR Large Conference Room

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.



**Passport to the World:
Tax Issues, Strategies, and Mortgage Lending
for International Clientele**

Wednesday, May 17, 2017 | 5:00 to 7:30 p.m.

DZINE Showroom

128 Utah Street (near 16th Street), San Francisco



Join the SFAR Global Business Council for an evening of learning about Tax Issues & Strategies and current Mortgage Lending for international clientele from a prominent international CPA and two leading international lenders.

Enjoy a buffet array of gourmet savories & sweets with wine while you network with SFAR members interested in how to more effectively do business with international clientele.

Presented by:

San Francisco Purchase Contract

Instructor: Gabrielle Bunker

Friday, May 19 | 10:00 to 11:00 a.m.

SFAR Large Conference Room



In this class you will learn how the San Francisco Purchase Contract differs from the C.A.R. Contract, and what you need to know to beat the competition.



How To List and Sell Commercial/ Investment Property

Wednesday, May 24 | 9:00 a.m. to 5:00 p.m.

SFAR Large Conference Room

One-Day Course Cost: \$49.00

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



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

- How to put 4 marketing systems into action that will deliver every level of client.
- How to qualify prospects in 3 minutes or less and ONLY work with clients who are ready to do business TODAY.
- How to reach eager sellers with MASSIVE portfolios without having a single listing.

- How to find investor clients

Additionally, you will learn these steps:

- How to calculate Cap Rates, Gross Rent Multiplier (G.R.M's) & set up sheets
- Terminology and tips for communicating with Investors and other C.I. Brokers
- How to calculate return on Investment (R.O.I.) vacancy, expense factors
- How to analyze and determine value using the income approach
- How to do a rent survey and the impact of market rent vs. actual rent on value
- How investors make buying decisions

PLUS-Learn how to talk to Commercial Brokers; how to get the appointment; what to say at the appointment; how to analyze scripts; how to calculate GRM, CAP, ROI, ROE, IRR, expenses, vacancy factors and most importantly, how to use them effectively to separate yourself from everyone else, stand out, get business and GET PAID!



Reciprocal MLS Access

Thursday, May 25 | 10:00 to 11:00 a.m.
SFAR Large Conference Room



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.

JUNE SPECIAL EVENT



PROGRAM: 2:30 to 4:30 p.m.

**Koret Auditorium | SF Main Library
30 Grove St., San Francisco 94102**

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

**Hotel Whitcomb
1231 Market St., San Francisco 94103**

PROGRAM

We are pleased to welcome **Senator Scott Wiener** who will deliver the opening keynote at the 2017 SF Building Boom program 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 across the street at Hotel Whitcomb 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 - No Charge

SF Building Boom program AND cocktail reception - \$25.00



[Click here](#) to download flyer