



SAN FRANCISCO
ASSOCIATION of REALTORS®

The Member's Edge

The Newsletter of the San Francisco Association of REALTORS®

September 20, 2019 Issue

Announcement of 2020 Board of Directors Election Results

With a great voter turnout, three REALTOR®/Designated REALTOR® members have been elected to the Association's 2020 Board of Directors to serve three-year terms commencing on January 1, 2020. Directors elections are held annually and involve the election/reelection of REALTOR®/Designated REALTOR®/Affiliate members to replace outgoing directors completing their terms of office. This year's ballot count produced the following results:

Vanessa R. Gamp-Zephyr Real Estate
Randall N. Kostick-Zephyr Real Estate
Rebecca White-Intero Real Estate Services

The Association extends its congratulations to the newly elected Directors and its best wishes that their service on the Board of Directors will be most rewarding. Expressions of appreciation are due to those who were not elected/reelected at this time for their interest in serving as directors. The continued success of the Association is dependent upon the willingness of REALTOR®/Designated REALTOR®/Affiliate members to serve on policy-making bodies, such as the Board of Directors, and we should all be grateful to the candidates for manifesting that willingness.

Legislative Update - Three Things You Should Know

1) Last week, [the State Legislature passed AB 1482](#), the statewide rent control bill, by wide margins. The bill is now sitting on the Governor's desk. The Governor was a vocal proponent for the bill, and [we expect him to sign it into law soon](#). The bill will have impacts in San Francisco, and we will be releasing our analysis and

summary of the legislation soon. If you have questions about how AB 1482 may impact you or your clients, please contact [Jay Cheng](#).

2) The Community Opportunity to Purchase Act (COPA) is now fully in effect. [The Mayor's Office of Housing has released their COPA rules and regulations and list of eligible non-profits](#). For guidance on how COPA may impact you and your clients, please refer to the COPA Advisory SFAR has created for our members [here](#).

3) The Public Policy Institute of California recently released a study showing [San Francisco as the city with the highest rates of property crime in California, but one of the lowest rates of arrests](#). San Francisco has more than twice the number of reported thefts per capita than Los Angeles, but ranks only 50 out of 58 counties in property crime arrests. These statistics become even more significant as the election for San Francisco's District Attorney approaches this November.

Questions? Contact [Mary Jung](#) or [Jay Cheng](#), SFAR's Government Affairs team.

September Billing is Underway!



Fall is fast-approaching, whether it be Shakespeare in the Park, the Renaissance Faire (you know who you are) or listening to the cool sounds at the Jazz Festival, September is a fun-packed month. It is also the time when the fourth quarter billing statements for MLS services are posted.

Please be sure to keep an eye out for your latest billing statement. It has been emailed or mailed to you depending on your billing preference.

Pay your bill securely online: It is quick and easy!

Go to: <https://mysfar.sfrealtors.com/>. Once logged in, simply click on the "Make a Payment" button located on the left side of the page and follow the instructions to pay your bill.

Payment is due by September 30, 2019. Thank you!





**Thursday, October 3, 2019 at 10:00 a.m.
Holiday Inn Golden Gateway**

It's that time again! Please join us on Thursday, October 3 and be engaged by motivational keynote presentations and 16 educational sessions related to real estate apps and technology, international real estate, marketing, risk management, finance, 1031 exchanges, standard forms, and legal sessions such as landlord/tenant issues, co-ownership agreements, and TIC agreements... and much more!

Thursday, October 3, 2019

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

Holiday Inn Golden Gateway

1500 Van Ness Avenue, San Francisco

Schedule of Events:

8:00 to 9:00 a.m. - Continental Breakfast and Networking

9:00 to 10:00 a.m. - Opening of General Session: **Katie Lance** -- The Art of Social Media and Storytelling & #GetSocialSmart: How to Hone Your Social Media Strategy

10:00 a.m. to 2:00 p.m. - SFARMLS Lab

10:00 a.m. to 3:00 p.m. - Opening of Exhibit Hall

10:30 to 11:15 a.m. - Breakout Sessions

11:30 a.m. to 12:15 p.m. - Breakout Sessions

12:30 to 2:00 p.m. - General Session Luncheon (Space is limited to 400; lunch is first come, first served with a wristband.)

2:00 to 3:00 p.m. - Last Chance to Visit Exhibit Hall

3:00 to 4:00 p.m. - Breakout Sessions

4:00 to 5:00 p.m. - Reception and Prize Drawings

5:30 p.m. - Conclusion of EXPO

REGISTER

This event is FREE for SFAR members.

Our gratitude to EXPO's lead sponsors who are helping to make this event possible:

GOLD LEVEL

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Work Smarter, Not Harder with the Cloud Agent Suite



Cloud Agent Suite

Did you know that as a member of the San Francisco Association of REALTORS®, you have free access to the award-winning tools in the Cloud Agent Suite - Cloud CMA, Cloud Streams, and Cloud MLX!

Built with agents in mind, every product in the Cloud Agent Suite has been designed to give you the best tools in the industry while also making you look awesome in front of your clients. So what are you waiting for?

Discover the entire suite:

Cloud CMA - Presentations that sell.

With Cloud CMA you can easily create beautiful CMA Reports, Buyer Tours, Property Reports, and Flyers all designed to help you win more listings. With Cloud CMA you can add off-market listings to your reports or choose comps from an interactive map.

Now including Cloud CMA's newest feature - Homebeat. With Homebeat you can automatically stay in touch with your past clients and homeowners by setting them up to receive automated, online CMAs. Plus, your branding and contact info, are front-and-center so when they are ready to sell, they know who to call!

New Cloud Streams - Beautiful listing alerts.

Faster than Zillow, Trulia, Redfin, Realtor.com, and even your MLS - The NEW Cloud Streams gives your buyers real-time listing alerts the moment a property hits the market. Now with a new activity stream on the agent dashboard, you can easily keep track of all client activity in one place! Plus, with the new Cloud Streams you can create a client stream faster than ever to help you dial in exactly what your clients are looking for.

Cloud MLX - Your MLS, Smarter.

Cloud MLX is the industry's only smart MLS interface. Tailor-made so the more you use Cloud MLX, the more personalized it becomes. Just search like you think and in seconds smart autocomplete immediately shows you results so that you can easily save and share listings with your clients. Cloud MLX automatically connects with your Cloud CMA and Cloud Streams accounts, so you can create reports or listing alerts faster than before. And since you're always on the go, we've designed Cloud MLX to work great on any device - phone, tablet, or computer- so you'll always have the same experience no matter where you are searching the MLS.

Cloud Attract - Generate your own leads.

With premium add-on, Cloud Attract, you can easily connect to potential buyers and sellers with elegant landing pages that automatically respond with a home valuation, CMA, or listing alerts. Choose from the ready to go landing page templates, or you can even customize your landing page to fit your branding and market. Plus, Cloud Attract makes it easier than ever to track the ROI for every marketing you run. Create unlimited pages for each of your marketing efforts so you can finally know which campaigns are working, and which ones are not!

[**Try Cloud Agent Suite Today!**](#)



SFAR FOUNDATION *Welcome Home Project*

SFAR Foundation's 2019 Harvest of Hope Breakfast Tickets Now Available

Friday, October 11, 2019

8:00 - 9:30 a.m.

Airbnb Headquarters

888 Brannan Street, San Francisco

The Welcome Home Project, an initiative of the San Francisco Association of REALTORS® Foundation, was created in 2015 with one clear goal: to help as many homeless individuals and families as possible as they move into permanent housing by providing essential household goods needed to support their fresh start.

On behalf of these individuals and families, we would be honored if you would join us on October 11, 2019 at the Fourth Annual Harvest of Hope, a fundraising breakfast to benefit the Welcome Home Project.

Consider buying a table and inviting friends, colleagues, and clients to this inspiring event!

Event tickets and sponsorships are available at a range of levels. Or, if you are unable to attend the event, make a donation to the Welcome Home Project of any amount in the 'custom' field.

Since we started the Welcome Home Project, the number of homeless households requesting assistance monthly has more than tripled and no one has been turned away. This fundraiser is essential to supporting this initiative. Please join us!

[LEARN MORE AND REGISTER HERE](#)

Join a 2020 SFAR Committee!

SFAR committee participation is an excellent way to use your real estate experience to shape the future of SFAR and the real estate industry in San Francisco.

Participating on a committee provides you with the opportunity to test and expand your leadership skills as well as increase your professional contacts.

NOTE: In order to start the new year off with a bang, committee participation applications are due by October 25, 2019. The Board of Directors will review applications, and committee assignment notices will be emailed the first week of November.

Available committees include:

- Education/Event Planning
- Global Business Council
- Governmental Relations

- Governmental Relations
- Managers Council
- MLS and Technology
- Standard Forms
- Young Professionals Network

All REALTOR® and Affiliate members in good standing are invited to submit their names for consideration as a member on any committee.

[Click Here to Access the 2020 Committee Application](#)

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**



In accordance with the Association's bylaws, new members of the San Francisco Association of REALTORS® are required to complete an NAR Code of Ethics orientation course within 25 days of their acceptance as a REALTOR® member. 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, 2019 to December 31, 2020.

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 [here](#) 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](#).

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.