NEW MEMBER ORIENTATION

BAYEAST ASSOCIATION OF REALTORS®

REALTOR®

1

ORIENTATION AFTERNOON TIMELINE

12–2 p.m.	REALTOR® Overview
2–2:15 p.m.	Break
2:15–2:30 p.m.	Antitrust Video
2:30–4:30 p.m.	MLS Overview

BAYEAST ASSOCIATION OF REALTORS®

2

Thank you for choosing the Bay East Association of REALTORS ® as your association of choice.

BAY EAST ASSOCIATION OF REALTORS®

3

WHAT IS THE REALTOR® ASSOCIATION?

- The Association of REALTORS® is a trade association for those who work in the real estate industry.
- Over 1.3 million members who are licensed residential and commercial real estate practitioners.
- Members are required to follow a code of ethics and standards of practice.

BAY EAST ASSOCIATION OF REALTORS®

4

THE REALTOR® TRADEMARK

- Your membership in the Association allows you to use the REALTOR® term and block logo.
- The REALTOR® logo is an association designation that symbolizes the difference between a real estate agent and a REALTOR®.

BAYEAST ASSOCIATION OF REALTORS®

5

Irrespective of local dialect and customer,
the term REALTOR® has one pronunciation:

REAL'tor
(2 syllables)

BAYEAST ASSOCIATION OF REALTORS®

6

THE PRIVILEGES AND BENEFITS OF THE THREE WAY AGREEMENT

National Association

State Association

Local Association

7

ASSOCIATION OVERVIEW

Bay East Association of REALTORS®

Alameda Chapter

Commercial Brokers Association

8

ALAMEDA CHAPTER

- The Alameda Chapter of the Bay East Association of REALTORS® is a professional trade organization representing REALTORS® and Affiliate members engaged in the real estate business and serving clients in the City of Alameda.
- A REALTOR® Store is also located here and carries every item to meet your REALTOR® needs.

9

COMMERCIAL REAL ESTATE

COMMERCIAL BROKERS ASSOCIATION

- Promoting and serving the commercial industry since 1994.
- Providing tools and resources to better serve your client and to generate and attract business.
- Serving as a source for commercial education and referrals.
- Bay East REALTOR® Members qualify for Basic CBA membership at no additional fee.
- www.cbassn.org

10

PLEASANTON OFFICE
7021 Koll Center Parkway

Monday through Friday	8:00 a.m. – 5:00 p.m.
Main Office	925.730.4060
Tech Support	925.730.7100
Website	www.bayeast.org

BAYEAST ASSOCIATION OF REALTORS®

11

ALAMEDA OFFICE
2490 Mariner Square Loop, Suite 200

Monday through Friday	8:00 a.m. – 5:00 p.m.
Main Office	510.523.7229
Tech Support	925.730.7100
Website	www.bayeast.org

BAYEAST ASSOCIATION OF REALTORS®

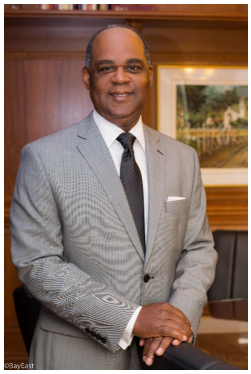
12

2019 OFFICERS

Nancie Allen
President

Tina Hand
President-Elect

Sheila Cunha
Treasurer



Tim Ambrose
Past President

Tricia Thomas
CEO

BAYEAST ASSOCIATION OF REALTORS®

13

2019 BOARD OF DIRECTORS

BAYEAST ASSOCIATION OF REALTORS®

14

BENEFITS OF MEMBERSHIP

- ADVOCACY
- CONSUMER AWARENESS
- TOOLS TO SUCCEED
- MEMBER WELL-BEING
- REALTOR® SUCCESS PROGRAM

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15

BENEFITS OF MEMBERSHIP

- **ADVOCACY**
- CONSUMER AWARENESS
- TOOLS TO SUCCEED
- MEMBER WELL-BEING
- REALTOR® SUCCESS PROGRAM

BAYEAST ASSOCIATION OF REALTORS®

16

REALTOR® ADVOCACY

Activities by the national, state and local associations which aim to ensure that political decisions:

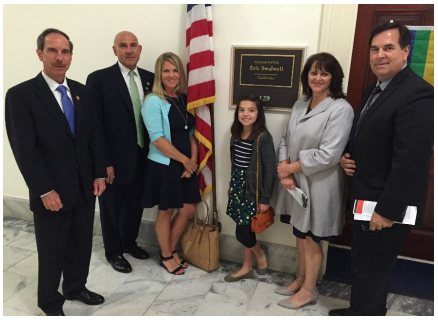
- protect the interests of REALTOR® members
- strengthen the ability of Americans to own, buy and sell real property

BAYEAST ASSOCIATION OF REALTORS®

17

PUBLIC AFFAIRS PROGRAM

The REALTOR® Party and Community Information



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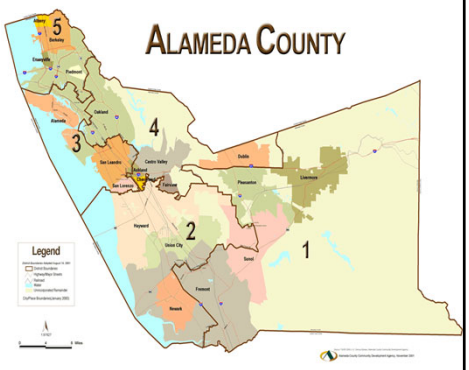
18

WHY THE REALTOR® PARTY?



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19

GOVERNMENT INVOLVEMENT IN YOUR TRANSACTIONS

Preparing to do Business:
- Real Estate License
- Broker License

Your Listing:
- Zoning Ordinances
- School District Performance
- Rent Control Ordinances
- Assessment Districts
- Utilities and Services

Marketing Your Listing:
- Sign Ordinances

Purchase Financing:
- Fannie, Freddie and FHA
- Homebuyer Assistance Programs
- Appraisal Requirements

Offer and Contract:
- Seller Disclosures

Closing:
- Point-of-Sale Inspections
- Flood Insurance
- RESPA Requirements
- Your Commission

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20

The REALTOR® PARTY

VOTE

- Register to Vote
- Understand the REALTOR® Position on Candidates and Issues

ACT

- Government Affairs Weekly Report
- National Association of REALTORS® - Call for Action
- California Association of REALTORS® - Red Alert
- Legislative Day
- Regional and Local Issues
- Local Government Relations Committee

CONTRIBUTE

- REALTOR® Action Fund

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21

Government is in your business…
… we're in the government business.

BAYEAST ASSOCIATION OF REALTORS®

22

PUBLIC AFFAIRS PROGRAM

David Stark
Public Affairs Director

925.730.4076
davids@bayeast.org

BAYEAST ASSOCIATION OF REALTORS®

23

BENEFITS OF MEMBERSHIP

- ADVOCACY
- **CONSUMER AWARENESS**
- CONSUMER AWARENESS
- TOOLS TO SUCCEED
- MEMBER WELL-BEING
- REALTOR® SUCCESS PROGRAM

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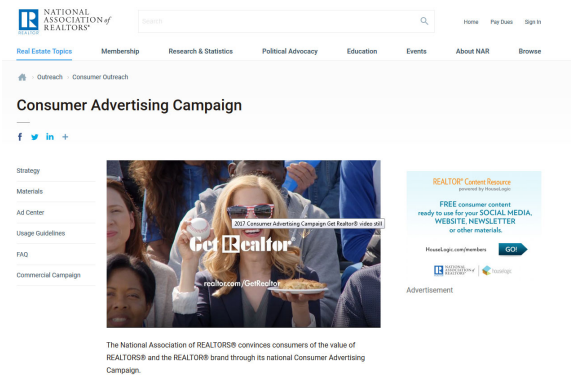
24

NATIONAL

Homeownership: We Were Made for This

www.nar.realtor/consumer-advertising-campaign

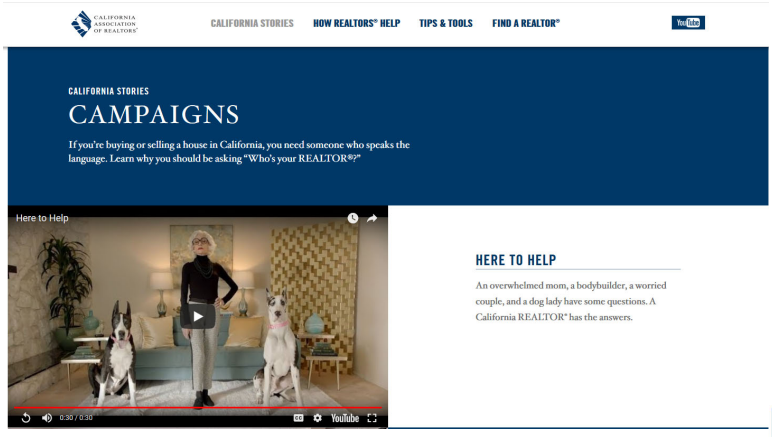


25

STATE

Who's Your REALTOR®?

http://www.championsofhome.com/california-stories/tv-campaign



26

MARKET YOURSELF
BUILD YOUR CLIENT DATABASE

Let consumers know who you are and what you do

1. Promote that you are a REALTOR®
2. Create a profile
3. Set up a website
4. Market yourself on social media
5. Know your neighborhoods
6. Reach out to your database

BAYEAST ASSOCIATION OF REALTORS®

27

1. PROMOTE THAT YOU ARE A REALTOR®

WEAR YOUR REALTOR® PIN

REALTOR®

GET YOUR NAR MEMBERSHIP CARD

1. Go to www.membercenter.nar.realtor
2. Sign in
3. Choose your card

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28

2. CREATE A PROFILE

- ✓ Have your headshot taken
- ✓ Write your profile/bio
  https://bayeast.org/bayeast/uploads/Agent-Profile-Bio-Samples.pdf
- ✓ Claim your profile on realtor.com
- ✓ Get a custom .realtor domain and email address
- ✓ Claim your profile on Zillow
- ✓ Market yourself on social media
- ✓ Reach out to your database

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29

✓ GET YOUR FREE HEADSHOT

Book an appointment for a FREE headshot at
www.bayeastheadshot.youcanbook.me

- Up to three poses
- Gray Background
- Digital Photos provided within two weeks

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30

✓ CLAIM YOUR PROFILE

www.realtor.com/profile

BAYEAST ASSOCIATION OF REALTORS®

31

3. SET UP A WEBSITE

.realtor™

REALTORS® get their first custom .realtor domain and email address free for a year, then $39.95 / per year after. Visit www.get.realtor to claim yours.

Benefits of the .realtor domain include free website tools such as a realtor.com profile website and a IDX capable Placester® website.

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32

4. MARKET YOURSELF ON SOCIAL MEDIA

33

5. KNOW YOUR NEIGHBORHOODS

- ✓ Learn the MLS
- ✓ Realtor Property Resource (RPR®)
- ✓ ReboGateway Tract Utility
- ✓ East Bay Real Estate Weather Report
- ✓ Real Estate-Related Community Info
- ✓ Disclaimer & Disclosure Advisories

34

✓ LEARN THE MLS

The Basics of Paragon

Overview includes:

- Searches
- View/Report
- Email Listings
- Print Reports
- Quick and Easy CMAs

Grab n' Go Video

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35

✓ REALTOR PROPERTY RESOURCE

RPR™ Realtors Property Resource, LLC

Comprehensive data
Powerful analytics
Client-friendly reports

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36

✓ REBOGATEWAY TRACT UTILITY

Instant turnover rate - 5 ways to determine the best areas to farm, based upon turnover rate in their local communities.

ReboGateway
bridging your real estate resources

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37

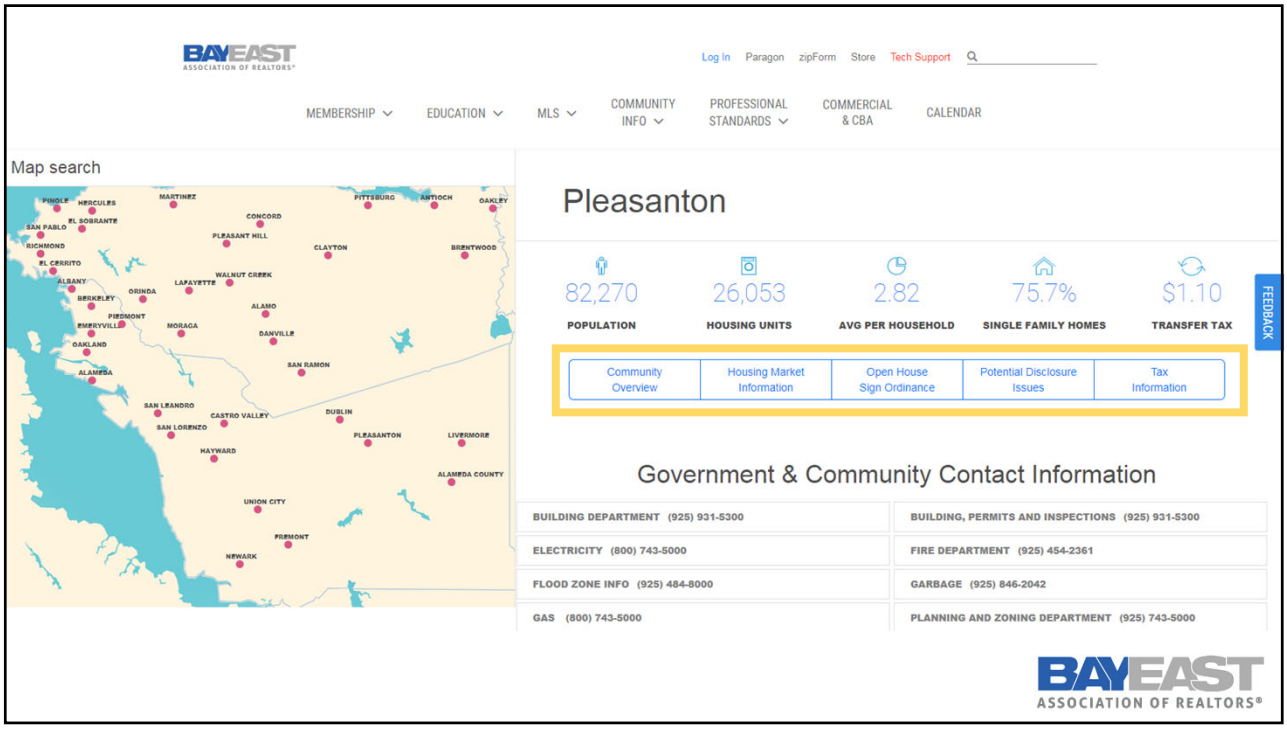
✓ BAY EAST WEATHER REPORT

BAYEAST ASSOCIATION OF REALTORS®

38

✓ REAL ESTATE-RELATED COMMUNITY INFO

39



40

COMMUNITY OVERVIEW

City of Pleasanton

City Information
- City Website: City of Pleasanton
- Zip Code: 94588
- Population: 70,285
- Median household income: $118,129
- Pleasanton Chamber of Commerce: (925) 846-5858 or http://www.pleasanton.org/

Housing Information
- Housing units: 26,053
- Percent of housing stock that is Single-Family Detached Homes: 75.7%
- Homeownership rate: 68.6%
- Average persons per household: 2.86

Top 10 Largest Employers

Employer
Kaiser Permanente
Safeway
Oracle
Workday Incorporated
Pleasanton Unified School District
Macy's
Valley Care Medical Center
Clorox Service Company
State Fund - Compensation Insurar
E M C Corporation

Public School District K-12
- Pleasanton Unified School (925) 462-5500 or http://pleasantonusd.net/

Source: U.S. Census Bureau: State a QuickFacts website 01/07/14. For m information about the City of Pleasa Pleasanton QuickFacts

For-Sale and Open House Sign Regulations
- One (1) non-illuminated sign not exceeding six (6) square feet is permitted i district.
- One (1) non-illuminated sign not exceeding 12 square feet is permitted on p in an agricultural district
- Sign shall be removed 30 days after the sale, lease, rental or display of the st
- Open house signs must be freestanding A-frame or sandwich board type, not overall height of 36 inches from the ground and the face of the sign shall not horizontal dimension of 24 inches and a vertical dimension of 18 inches.
- Sign riders, tags, streamers, balloons, directional arrows or other appurtenan allowed.
- Signs may be displayed Monday through Sunday, 10:00 a.m. through 6:00 p Pacific Standard Time, and may be displayed Monday through Sunday, 10:0 p.m. during Pacific Daylight Savings Time.
- Only one (1) on-site open house sign and three (3) off-site open house signs aggregate total of four (4) signs per open house.

City of Pleasanton

- Signs shall not be placed, used or maintained in any location upon public property, within rights-of-way or within public easements adjacent to streets, where such placement use or maintenance endangers the safety of persons or property, or unreasonably interferes with or impedes the flow of pedestrian or bicycle traffic, or the ingress into or egress from any residence or place of business.
- Signs shall not be placed within a five foot radius of a hydrant, fire call box or mail box.
- Signs shall not be placed on or within the median strip or center divider of a roadway or on or within any other roadway island or safety zone area.
- Additionally, signs shall not be chained, bolted or otherwise attached to any property not owned by the owner of the sign, nor shall they be chained, bolted or otherwise attached to any tree, shrub or other plant.

Time-of-Sale Requirements

- **Smoke Detectors:** No residential property in Pleasanton may be sold unless the seller either installs or has installed smoke detectors in the following locations:
  - On the ceiling or wall outside of each separate sleeping area in the immediate vicinity of bedrooms.
  - In each room used for sleeping purposes.
  - In each story within a dwelling unit, including basements but not including crawl spaces and uninhabitable attics.
  - In enclosed common stairwells of apartment complexes and other multiple-dwelling complexes.
  - In a Group R-3.1 occupancy, in addition to the above, smoke alarms shall be provided throughout the habitable areas of the dwelling unit except kitchens.

  This requirement may be met by the seller placing into escrow sufficient funds for the buyer to pay for the installation of smoke detectors. Details regarding the installation of smoke detectors are found in Title 20 (Buildings and Construction) of Municipal Code Chapter 20.08 (Building Code) Section 907.2.10.1.2 or on-line at: http://qcode.us/codes/pleasanton/view.php?topic=20-20_08-20_08_065&frames=off

- **Spark Arresters:** Existing dwelling units shall be retrofitted with a spark arrestor under the following circumstances:
  1. Upon notice from the city.
  2. Upon re-roofing.
  3. Upon resale of the dwelling unit.
  4. Upon issuance of a building permit for alterations, repairs or additions in excess of $1,000.

  The city also requires any real property professional representing a seller to notify the seller of their obligation to comply with this requirement. Please note that these requirements are subject to change. For the latest version please contact the City of Pleasanton Building Department at (925) 931-5300.

City of Pleasanton

Potential Disclosure Issues

- **Downtown Historic Resource Policy:** Residential buildings built before 1942 and located downtown may be subject to Historic Preservation rules which may limit significant architectural changes and demolition. During the winter of 2014 the City is studying approximately 200 residential buildings to determine which may be subject to these restrictions. For more information contact Steve Otto, Senior Planner at (925) 931-5613 or sotto@cityofpleasantonca.gov.
- **Flood Zone:** There are properties within Pleasanton that may be in a high risk flood zone. To determine if a property is in a flood zone visit: http://www.msc.fema.gov and enter the property address or call the Public Works Department (925) 931-5650.
- **Fault Lines:** The City of Pleasanton is located in a seismically active region that contains several major active faults. For more information contact Planning Department (925) 931-5600.
- **Fire Zones:** Properties within Pleasanton may be in a high fire zone. For more information contact the Fire Department (925) 454-2361.

Taxes, Bonds and Assessment Districts

- **Real Estate Transfer Tax:** Total: $1.10/per $1,000 property value. City Rate: $0.55/per $1,000 property value. County Rate: $0.55/per $1,000 property value.
- **Mello-Roos Tax and Special Assessment Districts:** There are some city assessments that are determined by assessor's parcel number. These may include, but are not limited to lighting and landscaping assessment, fire assessment, emergency medical service assessmen clean water assessment, and school districts. Additional taxes may include Mello Roos Community Facilities tax or 1915 Bond Assessment.
- **For Additional Information:** The Alameda County Assessor Treasurer-Tax Collector's Office may have additional information about property-specific taxes or assessments. Call: (510) 272-3787. You may look up a property by its parcel number or street address at: Lookup Current Year Taxes

Rent Control, Rent Review and Landlord Responsibilities

- **Rent Control:** The City of Pleasanton does not have a rent control ordinance.

Special Study or Planning Zones

None.

City of Pleasanton

GOVERNMENT AND COMMUNITY CONTACT INFORMATION

Building Department	925-931-5300
Building, Permits, & Inspections	925-931-5300
Electricity	800-743-5000
Fire Department	925-454-2361
Flood Zone Information	925-484-8000
Garbage Services	925-846-2042
Gas	800-743-5000
Planning & Zoning	925-931-5600
Planning Department	925-931-5600
Police Department	925-931-5100
Public Works Department	925-931-5650
School District	925-462-5500
Water	925-931-5425

41

HOUSING MARKET INFORMATION

Pleasanton: Detached Single-Family Homes — June 2018

Market Activity Summary:
- Inventory: 85 units were listed for sale as of the last day of June - approximately 1 month of inventory.
- Sales Activity: 94 single-family detached units were sold during June.
- Median Sales Price: $1,285,000 during June.
- Days-on-Market (DOM) year-to-date is approximately 14 days.
- Average sales price was 102.82% of the average list price during June.

Monthly Market Activity

	Active	Pending	Sold	Months Supply	Avg List Price	Median Sale Price	Avg Sale Price	Average DOM	Avg $ Sqft Listed	Avg $ Sqft Sold	Sale Price/ List Price
Jun 17	80	66	93	1.2	$1,273,724	$1,100,000	$1,280,378	19	$527	$534	100.52%
Jul 17	82	45	66	1.3	$1,315,740	$1,100,000	$1,318,887	25	$536	$543	100.24%
Aug 17	65	38	68	1.2	$1,377,508	$1,200,000	$1,368,292	29	$526	$528	99.33%
Sep 17	70	47	38	1.4	$1,268,957	$1,160,000	$1,279,697	32	$522	$531	100.85%
Oct 17	63	46	57	1.4	$1,376,870	$1,077,375	$1,357,816	27	$539	$541	98.62%
Nov 17	50	37	57	1.2	$1,393,202	$1,200,000	$1,404,724	39	$546	$558	100.83%
Dec 17	26	16	45	0.7	$1,363,227	$1,142,000	$1,376,433	28	$544	$556	100.97%
Jan 18	34	23	21	1.1	$1,296,565	$1,200,000	$1,325,594	38	$535	$553	102.24%
Feb 18	52	45	25	1.7	$1,292,463	$1,221,000	$1,318,160	20	$580	$600	101.99%
Mar 18	46	58	63	1.3	$1,361,146	$1,325,000	$1,415,767	17	$594	$624	104.01%
Apr 18	83	55	66	1.8	$1,481,719	$1,300,000	$1,528,559	17	$581	$618	103.16%
May 18	87	84	79	1.4	$1,419,755	$1,320,000	$1,476,114	24	$595	$630	103.97%
Jun 18	85	60	94	1.3	$1,367,832	$1,285,000	$1,406,435	14	$589	$612	102.82%

Market Trends

Month to Month	Sold	%Change	Avg List Price	% Change	Median Sale Price	% Change	Avg Sale Price	% Change	Avg DOM	% Change	Sale Price/ List Price
Jun 18	94	1.08%	$1,367,832	7.39%	$1,285,000	16.82%	$1,406,435	9.85%	14	-23.19%	102.82%
Jun 17	93	20.78%	$1,273,724	-0.18%	$1,100,000	4.76%	$1,280,378	-0.03%	19	-17.20%	100.52%
Jun 16	77	-28.04%	$1,275,999	3.30%	$1,050,000	0.00%	$1,280,766	2.77%	23	-12.64%	100.37%

Sales Activity & Price Trends

Price Range	2018 YTD units sold	2017 YTD units sold	2016 YTD units sold	2015 YTD units sold	2014 YTD units sold
< 300k				2	1
$300k-399k					1
$400k-499k			1	2	2
$500k-599k			7	5	6
$600k-699k	1	6	2	9	29
$700k-799k	2	11	27	44	51
$800k-899k	16	50	38	73	67
$900k-999k	25	59	50	61	39
$1m-1.49m	213	149	122	97	72
$1.5m-1.99m	48	35	34	42	37
$2m +	48	43	43	38	19
Totals:	353	353	324	373	324

Presented by:

Pleasanton: Condominiums & Townhomes — June 2018

Market Activity Summary:
- Inventory: 10 units were listed for sale as of the last day of June - approximately 1 month of inventory.
- Sales Activity: 20 single-family attached units were sold during June.
- Median Sales Price: $706,500 during June.
- Days-on-Market (DOM) year-to-date is approximately 11 days.
- Average sales price was 104.81% of the average list price during June.

Monthly Market Activity

	Active	Pending	Sold	Months Supply	Avg List Price	Median Sale Price	Avg Sale Price	Average DOM	Avg $ Sqft Listed	Avg $ Sqft Sold	Sale Price/ List Price
Jun 17	13	20	27	0.6	$653,177	$698,800	$671,115	19	$470	$484	102.75%
Jul 17	19	14	22	0.9	$631,300	$613,250	$637,773	19	$485	$490	101.03%
Aug 17	14	18	16	0.7	$711,930	$707,500	$725,063	24	$459	$469	101.84%
Sep 17	10	15	22	0.6	$631,656	$680,000	$649,409	20	$488	$503	102.81%
Oct 17	7	10	18	0.5	$687,486	$705,975	$703,503	12	$482	$495	102.33%
Nov 17	5	14	10	0.4	$606,850	$597,500	$617,050	25	$537	$546	101.68%
Dec 17	1	11	17	0.1	$642,154	$655,000	$657,881	23	$491	$503	102.45%
Jan 18	4	9	12	0.4	$645,607	$715,000	$681,268	16	$524	$552	105.53%
Feb 18	10	15	10	0.8	$566,965	$590,000	$603,400	11	$507	$538	106.43%
Mar 18	3	15	26	0.2	$642,295	$712,500	$678,654	12	$489	$518	105.66%
Apr 18	7	18	18	0.5	$702,208	$706,500	$744,944	9	$530	$563	106.09%
May 18	14	17	20	0.9	$682,389	$710,500	$724,933	9	$537	$567	106.23%
Jun 18	10	19	20	0.6	$693,816	$706,500	$727,200	11	$534	$558	104.81%

Market Trends

Month to Month	Sold	%Change	Avg List Price	% Change	Median Sale Price	% Change	Avg Sale Price	% Change	Avg DOM	% Change	Sale Price/ List Price
Jun 18	20	-25.93%	$693,816	6.22%	$706,500	1.10%	$727,200	8.36%	11	-43.77%	104.81%
Jun 17	27	-3.57%	$653,177	13.01%	$698,800	22.22%	$671,115	14.17%	19	21.07%	102.75%
Jun 16	28	40.00%	$577,972	2.42%	$571,750	-7.41%	$587,821	1.09%	16	35.40%	101.70%

Sales Activity & Price Trends

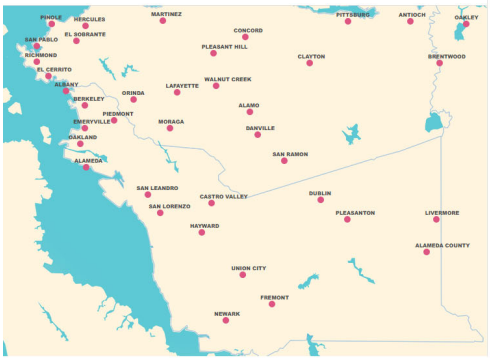
Price Range	2018 YTD units sold	2017 YTD units sold	2016 YTD units sold	2015 YTD units sold	2014 YTD units sold
< 100k					
$100k-299k				1	4
$300k-399k	1	1	4	16	15
$400k-499k	12	20	22	24	32
$500k-599k	11	29	16	16	18
$600k-699k	26	17	17	25	24
$700k-799k	35	27	22	14	8
$800k-899k	12	16	10	5	
$900k-999k	6	1			
$1m - 1.49m	4	1			
$1.5m +					
Totals:	107	112	91	101	101

Presented by:

42

✓ DISCLAIMER & DISCLOSURE ADVISORIES

Map search



Community Information

The information for each city is also available in downloadable PDF form.

Click on any one of the cities on the map to access the following information:

- ✔ Demographics
- ✔ Community Overview
- ✔ Largest Employers
- ✔ School Districts
- ✔ Monthly Housing Market Reports
- ✔ Open House/Sign Ordinances
- ✔ Potential Disclosure Issues
- ✔ Transfer Taxes and Key Phone Numbers

Access the Alameda and Contra Costa Counties Disclaimer and Disclosure Advisories by clicking below. These documents are available for Bay East, Contra Costa and Oakland / Berkeley REALTOR® members only.

Alameda and Contra Costa Counties Disclaimer and Disclosure Advisories

BAYEAST ASSOCIATION OF REALTORS®

43

DOCUMENTS AVAILABLE

Alameda County
Alameda County DDA April 2018
City of Alameda June 2018
City of Albany Oct 2016
City of Berkeley Oct 2016
City of Emeryville Oct 2016
City of Oakland Oct 2016
City of Piedmont Oct 2016
Additonal Documents
Square Footage & Lot Size Advisory and Disclosure April 2018

Contra Costa County
Contra Costa County DDA April 2018
City of El Cerrito April 2018
City of El Sobrante Oct 2016
City of Hercules April 2018
City of Kensington Oct 2016
City of Pinole April 2018
City of Richmond April 2018
City of Rodeo Oct 2016
City of San Pablo April 2018
San Pablo Hills Oct 2016
Unincorporated CC County April 2018

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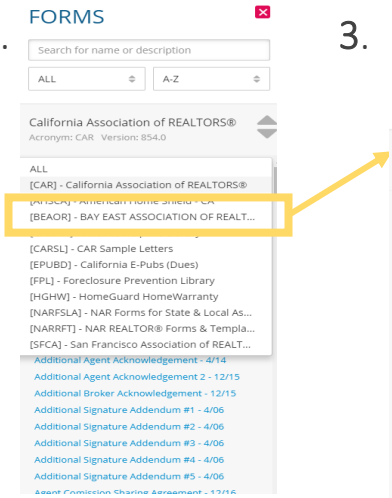
44

AVAILABLE ON zipForm®

1.

2.



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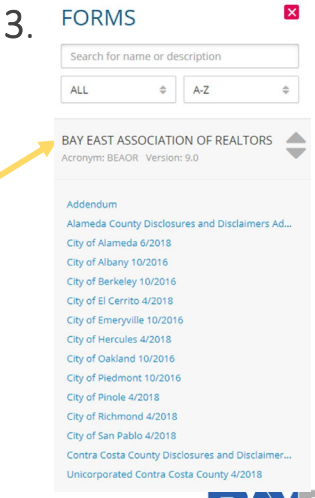

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45

6. REACH OUT TO YOUR DATABASE

CLIENTDIRECT®

houselogic

Mobile MLS

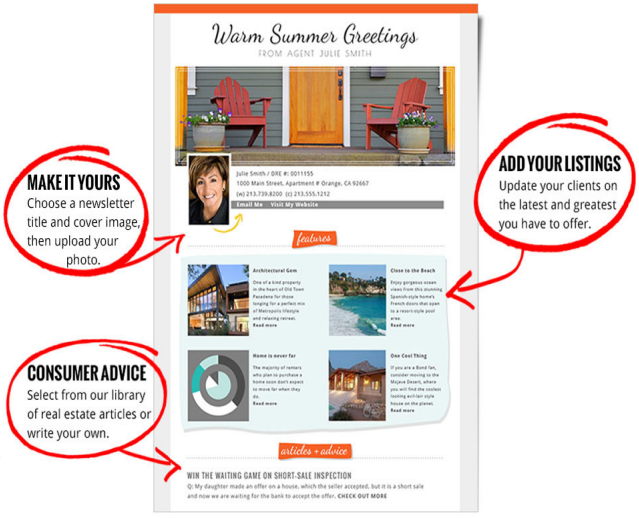
BAYEAST ASSOCIATION OF REALTORS®

46

CLIENT DIRECT

www.clientdirect.net

- An agent-branded online newsletter automatically delivered to your clients every month
- Free for C.A.R. members



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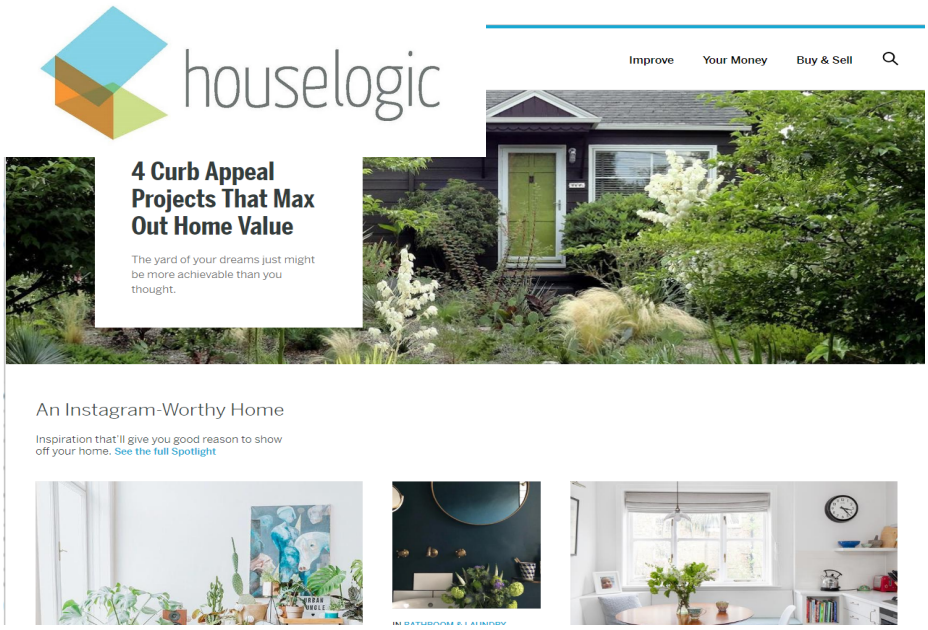
47



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48

www.houselogic.com/members

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49

MOBILE MLS

Access MLS on your mobile apps - FREE

HomeSpotter.

homesnap

RPR™ Realtors Property Resource, LLC

BAYEAST ASSOCIATION OF REALTORS®

50

BENEFITS OF MEMBERSHIP

BAYEAST ASSOCIATION OF REALTORS®

51

1. Educate Yourself
2. Technical Support
3. zipForm Plus®
4. Stay Informed
5. Networking
6. Build an Affiliate Team
7. Be a Professional
8. Get Involved
9. Get Recognized

BAYEAST ASSOCIATION OF REALTORS®

52

1. EDUCATE YOURSELF

BAYEAST ASSOCIATION OF REALTORS®

- ❑ Professional Development
- ❑ MLS/Tech Training
- ❑ LIVE & On-Demand Webinars
- ❑ One-on-One and Office Outreach Trainings
- ❑ Education Advantage

CALIFORNIA ASSOCIATION OF REALTORS®

- ❑ Designations & Certifications
- ❑ NMLS/MLO CE Course
- ❑ Risk and Education Management System
- ❑ Free 45-hour license renewal
- ❑ Webinars

NATIONAL ASSOCIATION of REALTORS®

- ❑ Designations & Certifications
- ❑ REALTOR® University Graduate School
- ❑ Code of Ethics Training
- ❑ eBooks Collection
- ❑ Webinars

BAYEAST ASSOCIATION OF REALTORS®

53

2. TECHNICAL SUPPORT

- Local MLS Support
- Phone Support
- On-site Technical Consulting
- Free Computer Diagnostics and Repairs
- Technical Training

BAYEAST ASSOCIATION OF REALTORS®

54

3. zipForm® Plus

BAYEAST ASSOCIATION OF REALTORS®

55

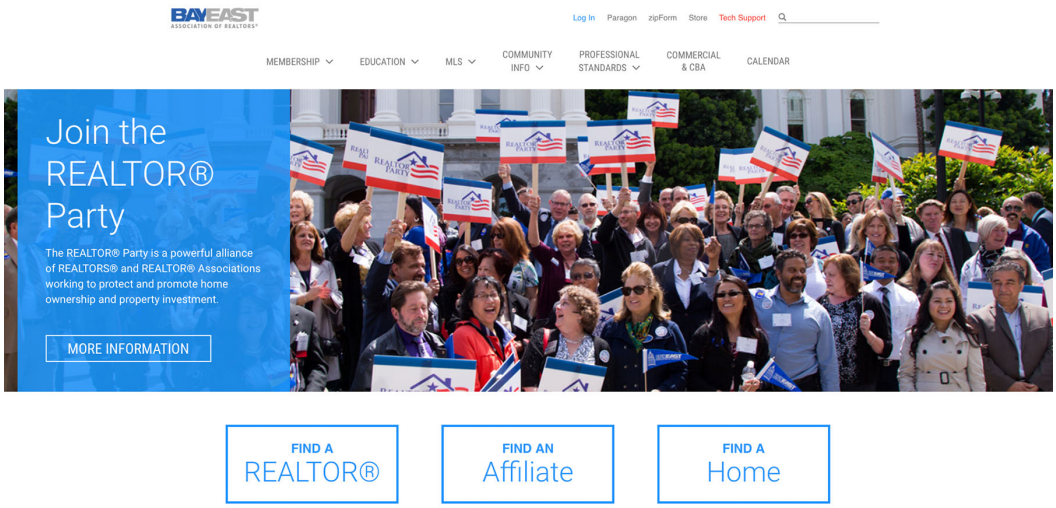
4. STAY INFORMED

- ✓ Websites
- ✓ Email Newsletters
- ✓ Social Media
- ✓ Bay East Videos

BAYEAST ASSOCIATION OF REALTORS®

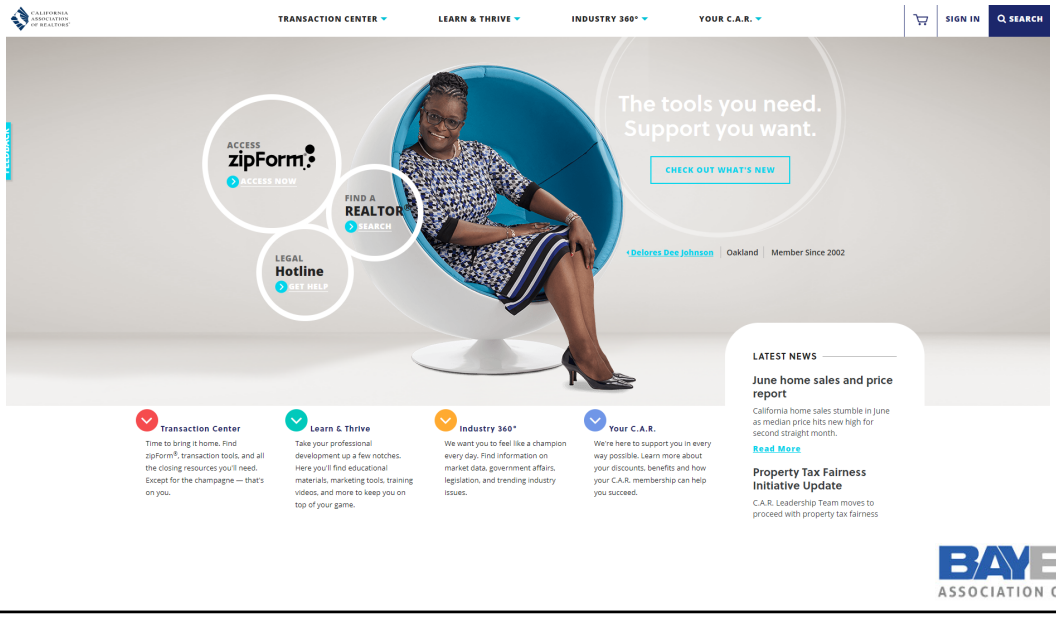
56

✓ www.bayeast.org



57

✓ www.car.org



58

✓ www.car.org

One Cool Thing

ClientDIRECT

Legal Q&A's

What's New

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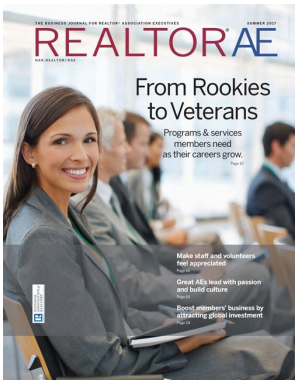
59

✓ www.nar.realtor

Rookie Tool Kit From REALTOR® Magazine



Legal Affairs

Member Value Plus Program

Member Value Plus mvp+ program

REALTOR® Magazine

BAYEAST ASSOCIATION OF REALTORS®

60

✓ BAY EAST EMAIL NEWSLETTERS

- The Insider
- Education
- Government Affairs / Weekly Report
- Friday Update – Alameda Chapter
- *Broker Exclusive

61

✓OTHER EMAIL NEWSLETTERS

C.A.R. Newsline

NAR Newsline

REALTOR® Magazine

NAR Newsletter Subscriptions

https://www.nar.realtor/newsletter-subscriptions

62

✓ SOCIAL MEDIA

Like our page @ Bay East Association of REALTORS®

Follow @bayeast

Follow @ Bay East

Follow @bayeast

63

✓ BAY EAST VIDEOS

www.bayeast.org/home-page/video-library

Watch Weekly BUZZ Videos Posted every Monday on our website, weekly Insider, and Bay East Facebook Page	Monthly Real Estate Weather Report Current housing market information
Live Recorded Webinars Learn from virtually anywhere	Tips, Tutorials, Events Help you and your business

Follow us on YouTube @ Bay East

64

5. NETWORKING

- Get to know your colleagues
- Make connections
- Build relationships

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65

NETWORKING OPPORTUNITIES

MARKETING MEETINGS

Central County Marketing Group (CCMG)
Tri-Cities Marketing Council (TCMC)
Real Estate Alliance of Livermore (REAL)
Valley Real Estate Network (VREN)
Alameda INFORUM & Marketing Meeting (AIMM)

BAYEAST YPN YOUNG PROFESSIONALS NETWORK (YPN)

WOMEN'S COUNCIL OF REALTORS® (WCR)

DIVERSITY GROUPS

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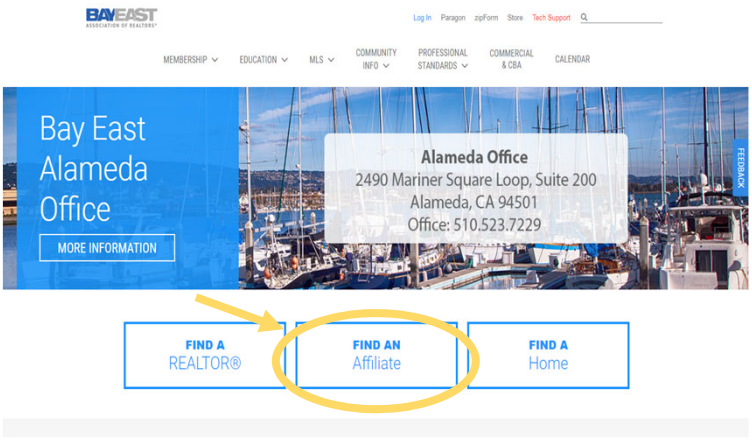
66

6. BUILD AN AFFILIATE TEAM



BAYEAST PLATINUM AFFILIATE

Categories such as:

- Appraisal Service
- Contractors
- Credit Repair
- Marketing Service
- Home Staging
- Photography

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67

WHAT IS AN AFFILIATE?

- A company who provides services and support to the Real Estate Industry
- A dues paying member of Bay East Association
- An integral part of every Real Estate transaction
- Affiliates support REALTORS® and the Association

REALTOR® + AFFILIATE = SUCCESS

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68

7. BE PROFESSIONAL

- ✓ Abide by the Code of Ethics
- ✓ Follow the Golden Rule
- ✓ Be Respectful:
  - of your Colleagues
  - of the Consumer
  - of the Property

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69

PROFESSIONAL STANDARDS

The Association's obligation to enforce the rules…

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70

RULES THE ASSOCIATION ENFORCES

- National Association of REALTORS®
- Code of Ethics (COE)
- MLS Rules
- Membership Duties
- Following requirements for NAR trademark

71

HOW ARE THE RULES ARE ENFORCED?

Professional Standards

- Grievance Committee
  - Reviews complaints and corrects errors
- Professional Standards Committee
  - Hears complaints and makes decision if violation occurred
- Mediation Committee
  - Alternative dispute resolution
- Ethics Advocate
  - Helps determine if situation is ethics or rule violation
- Ombudsman
  - Helps resolve the situation before it becomes a more formal process

72

CONSEQUENCES

- Letter of warning
- Letter of reprimand
- Fine up to $15,000
- Required education courses
- Suspension
- Expulsion
- Probation

73

MEDIATION

Alternative dispute solution:

- Confidential
- Efficient
- Preserves relationships
- Voluntary to reach resolution

74

8. GET INVOLVED

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75

✓COMMITTEE REPORTING

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76

9. GET RECOGNIZED

Special Recognition

- REALTOR® of the Year
- Rookie of the Year
- Affiliate of the Year
- Good Neighbor Award
- Achievement Club

Winners receive:

- Two complimentary tickets to the BOD Inaugural with audience recognition
- Complimentary ticket to the next to introduce the next year's winner
- Congratulatory mention on the Bay East website
- Press releases to local area newspapers

BAYEAST ASSOCIATION OF REALTORS®

77

2017 AWARD WINNERS

Jennifer Branchini
Outstanding Leader

Mike Fracisco
John Deadrich
Distinguished Service

Anne McKereghan
REALTOR® of the Year

Sofyan Karim
Rookie of the Year

Jennifer Bourque
Affiliate of the Year

Rachna Rajan
Good Neighbor
of the Year

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78

ACHIEVEMENT CLUB AWARDS

President
10-16 transactions or $3,000,000--$6,000,000

Master
17-29 transactions or $6,000,001--$11,000,000

Grand Master
30-49 transactions or $11,000,001--$30,000,000

Pinnacle
50+ transactions or $30,000,001+

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79

BENEFITS OF MEMBERSHIP

BAYEAST ASSOCIATION OF REALTORS®

80

- ✓Safety
- ✓Dealing with Stress
- ✓Legal Assistance
- ✓Insurance Programs
- ✓Member Discounts
- ✓Financial Wellness

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81

✓ Safety

- At the office
- With clients
- At home

RealSafeAgent

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82

✓ DEALING WITH STRESS

REALTOR® Member Assistance Program

THE HOLMAN GROUP
Managed Behavioral Healthcare Services
Over 38 years making a difference...

User name: BayEast
Password: BEAR2015

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83

✓ LEGAL ASSISTANCE

C.A.R. Legal Hotline

- Free legal advice over the phone & Mobile app
  213.739.8282
  - Monday - Friday | 9 a.m. - 6 p.m.
  - Saturday | 10 a.m. - 2 p.m.

Legal Q&As

www.car.org/riskmanagement/qa

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84

✓ INSURANCE PROGRAMS

AUSTIN & AUSTIN
INSURANCE SERVICES, INCORPORATED
SERVING THE REAL ESTATE COMMUNITY SINCE 1988

Medical	Dental
KAISER PERMANENTE®	DELTA DENTAL®
Vision	Aflac
MES Vision®	Aflac®

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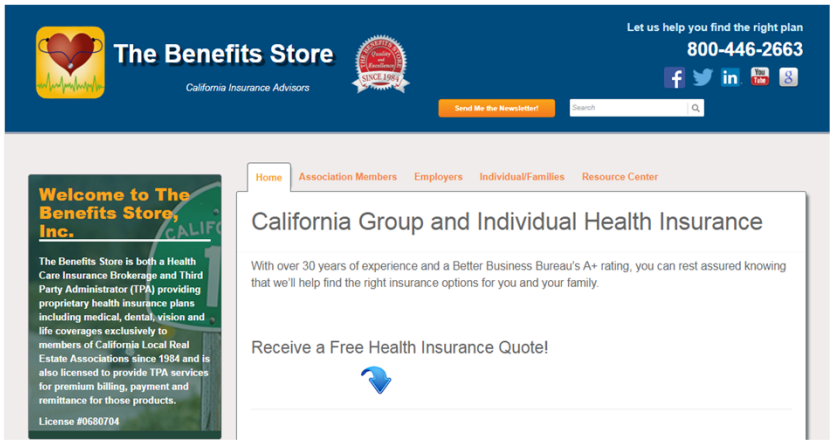
85

✓ INSURANCE PROGRAMS

www.benefitstore.com



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86

✓INSURANCE PROGRAMS

CALIFORNIA ASSOCIATION OF REALTORS®

NATIONAL ASSOCIATION of REALTORS®

RealCare INSURANCE MARKETING INC

- Medical – Blue Cross & Kaiser
- Dental – MetLife
- Vision – Medical Eye Services
- Aflac – Accident & Cancer Plans
- Pet – VPI Pet Insurance
- E & O – Errors & Omissions

CSI Costello AND Sons INSURANCE innovation inspired

- Business: Errors & Omissions, Workers Compensation, Package Policy, Direction & Officers/Employment Practices
- Personal: Home, Auto, Aircraft, Earthquake, Flood, Collectibles, Umbrella Motorcycle, Course of Construction

PACIFIC UNIFIED INSURANCE AGENCY • Legal Expense Reimbursement

American Home Shield • Home Warranty Discount

CoreHealth Insurance • Limited Medical Plan

Liberty Mutual INSURANCE • Auto & Home Insurance

BAYEAST ASSOCIATION OF REALTORS®

87

✓ MEMBER DISCOUNTS

MAXIMIZE YOUR NAR MEMBERSHIP
REALTOR BENEFITS® PROGRAM
NATIONAL ASSOCIATION of REALTORS®
REALTOR Benefits® Program

www.nar.realtor/realtor-benefits-program/realtor-benefits-program-partner

C.A.R. Member Discounts & perks

www.car.org/members/benefits/carmemberadvantage

Member Value Plus mvp+ program

http://mvp.realtor.org/

TicketsatWork.com Fun. With benefits.

www.ticketsatwork.com/tickets/
PROMO CODE: HOLMANGROUP

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88

✓ Financial Wellness

www.FinancialWellness.realtor

CENTER for REALTOR® FINANCIAL WELLNESS

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89

BAYEAST FOUNDATION

Help shape the community by helping others shape their future.

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90

The mission of the
Bay East Foundation
is to provide financial support for
education and charitable needs
within our community.

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ASSOCIATION OF REALTORS®

91

Over the last decade, the
Foundation has given over
$300,000 to assist
Bay East members facing
hardships.

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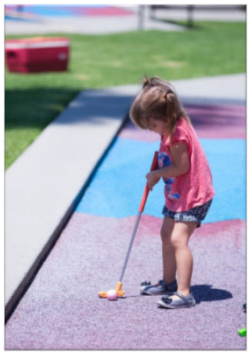
92

Members Helping Members™ offers support to our Bay East members who have experienced a catastrophic event in their lives, which resulted in severe financial hardship.



Fundraising events like Georgie Porgie mini-golf tournament is one of our main fundraising efforts.

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93

SCHOLARSHIP PROGRAM

The Foundation believes in education.

Since 2015, the Foundation has granted over $95,000 to more than 60 students pursuing higher education degrees.

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94

95

SCHOLARSHIP PROGRAM

The scholarship serves to further the education of applicants, and promote higher education within the community.

Scholarships are available to students that reside in the East Bay, have a 3.5 GPA or higher, and will be attending a qualified education institution.

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96

THE FOUNDATION DONATIONS

- Meals on Wheels
- Alameda County Food Bank
- Valley Humane Society
- Agape Villages
- League of Volunteers
- Open Heart Kitchen

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97

98

BENEFITS OF MEMBERSHIP

BAY EAST ASSOCIATION OF REALTORS®

99

REALTOR® SUCCESS PROGRAM

Bay East's 2-year program to help you grow your real estate business

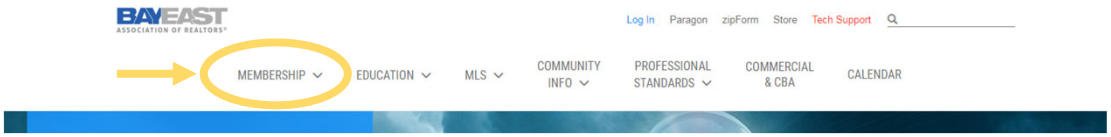
- Quarterly emails from us with tips and suggestions
- Advice videos from Bay East leadership and industry experts
- Invitations to several agent reunions that provide educational panels and networking with fellow REALTORS®

BAY EAST ASSOCIATION OF REALTORS®

100

BLUEPRINT FOR SUCCESS

1.



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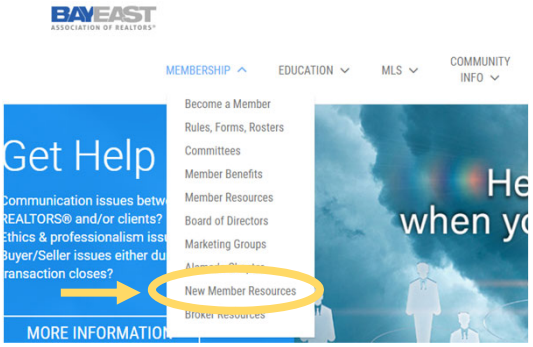

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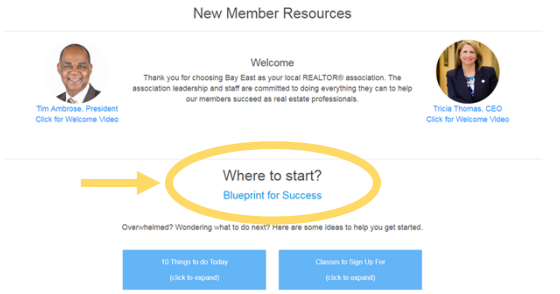

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101

BLUEPRINT FOR SUCCESS

4. Click on the drop down labeled **"Get Started Now,"** then take some time to look into and complete each of the suggested tasks to get started on your Blueprint For Success!

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102

Thank you for attending!

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103