

# New Member Orientation



1

## Schedule

12-1:30 pm	REALTOR® Overview
1:30-1:50 pm	Antitrust Video
1:50-2:00 pm	Break
2-3:30 pm	MLS Overview



2

## Alameda Schedule

9–10:15 a.m.	REALTOR® Overview
10:15–10:30 a.m.	Antitrust Video
10:30-10:40 a.m.	Break
10:40 a.m.-1:30 p.m.	Ethics



3

## What is the REALTOR® Association?

- 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.



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®.



5

## THE THREE WAY AGREEMENT



National Association



State Association



Local Association

6

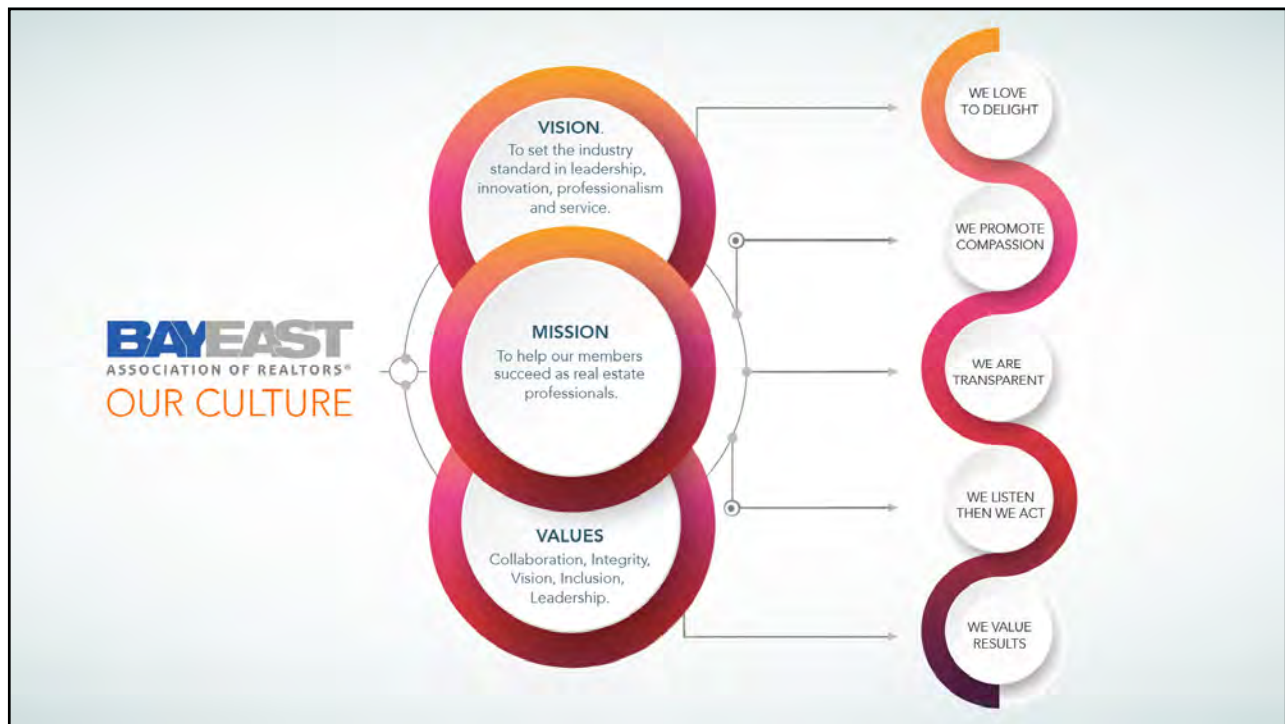


7

*The mission of the Bay East  
Association of REALTORS®  
is to help our members succeed as  
real estate professionals*

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8



9



10

## Member Centers

### PLEASANTON

7021 Koll Center Parkway  
925.730.4060

### ALAMEDA

2490 Mariner Square Loop  
Suite 200  
510.523.7229

Monday through Friday      8:00am – 5:00pm



11



12



## 2020 OFFICERS



Tina Hand  
President



Sheila Cunha  
President-Elect



Steve Medeiros  
Treasurer



Nancie Allen  
Past President



Tricia Thomas  
CEO



13



## ALAMEDA CHAPTER

- The Alameda Chapter of the Bay East Association of REALTORS® focuses on real estate related business and community in and around the City of Alameda.
- Hosts four committees:  
Chapter Leadership, Alameda INFORUM & Marketing Meetings, Community Relations and Local Government Relations - Alameda



14

## 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



15

## PUBLIC AFFAIRS PROGRAM



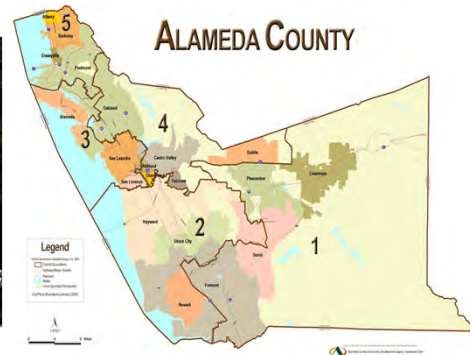
The REALTOR® Party and  
Community Information



16



## WHY THE REALTOR® PARTY?



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17

## 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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18

# 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



19

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



20

# PUBLIC AFFAIRS PROGRAM

David Stark  
Public Affairs Director

925.730.4076  
[davids@bayeast.org](mailto:davids@bayeast.org)



21



22

# MARKETING TOOLS

Wear Your Pin

Claim Your Profile

Professional  
Headshots

Setup Social  
Media Pages



realtor.com®

Setup Your Website

.realtor™



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23

# COMMUNICATE WITH CLIENTS

One Cool Thing



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24

## 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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25

## MOBILE MLS

Access MLS on your mobile apps - FREE



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26





27

## Know Your Neighborhood

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Resources | MLS | Education | Community Information | Professionalism | Commercial & Global | Events

LOGIN

**Real Safe Agent**  
Learn about all of Real Safe Agent's features and how to keep yourself safe without interfering with your daily business.

[MORE INFORMATION](#)

[FIND A REALTOR®](#) [FIND A Platinum Affiliate](#) [PLATINUM AFFILIATE Service Guide](#) [FIND A Home](#)

Latest News



28



## EDUCATE YOURSELF



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



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



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



29

## TECHNICAL SUPPORT

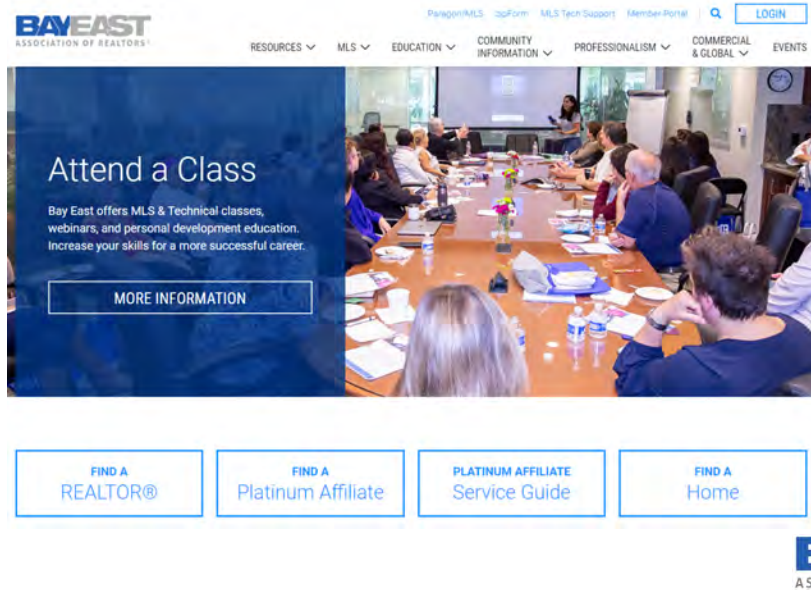


- Local MLS Support
- Phone Support
- On-site Technical Consulting
- Free Computer Diagnostics and Repairs
- Technical Training
- 925.730.7100



30

[www.bayeast.org](http://www.bayeast.org)



31

## BAY EAST EMAIL NEWSLETTERS

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

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32

# BAY EAST VIDEOS

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



Follow us on YouTube @ Bay East

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33

[www.car.org](http://www.car.org)

**TRANSACTION CENTER**

Time to bring it home. Find zipForm®, transaction tools, and all the closing resources you'll need. Except for the champagne — that's on you.

**LEARN & THRIVE**

Take your professional development up a few notches. Here you'll find educational materials, marketing tools, training videos, and more to keep you on top of your game.

**INDUSTRY 360®**

We want you to feel like a champion every day. Find information on market data, government affairs, legislation, and trending industry issues.

**YOUR C.A.R.**

We're here to support you in every way possible. Learn more about your discounts, benefits and how your C.A.R. membership can help you succeed.

**LATEST NEWS**

**June home sales and price report**

California home sales stumble in June as median price hits new high for second straight month.

[Read More](#)

**Property Tax Fairness Initiative Update**

C.A.R. Leadership Team moves to proceed with property tax fairness

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34

[www.car.org](http://www.car.org)



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35

zipForm® Plus

**zipForm Plus**  
by zipLogix

forms  
**Advisor**

**ePUBS**® for  
zipForm Plus

**zipVault**

C.A.R. Forms  
Helpline

**FormsTutor**

zipLogix  
**digital Ink**

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36

# LEGAL ASSISTANCE

## C.A.R. Legal Hotline

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



## Legal Q&As

[www.car.org/riskmanagement/qa](http://www.car.org/riskmanagement/qa)



37

## [www.nar.realtor](http://www.nar.realtor)

Rookie Tool Kit  
From  
REALTOR® Magazine



Legal Affairs



Member Value  
Plus Program



REALTOR® Magazine



38





[www.C2EX.realtor](http://www.C2EX.realtor)

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Real Estate Law	1	+
Code of Ethics	1	+
Article 10	1	+
Advocacy	1	+
Trust & Integrity	1	+
Technology	1	+
Safeguard Privacy	1	+
Areas of Practice	1	+
Client Service	1	+
Professional Reputation	1	+
Broker	1	+




39

## NETWORKING

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



40



# 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)



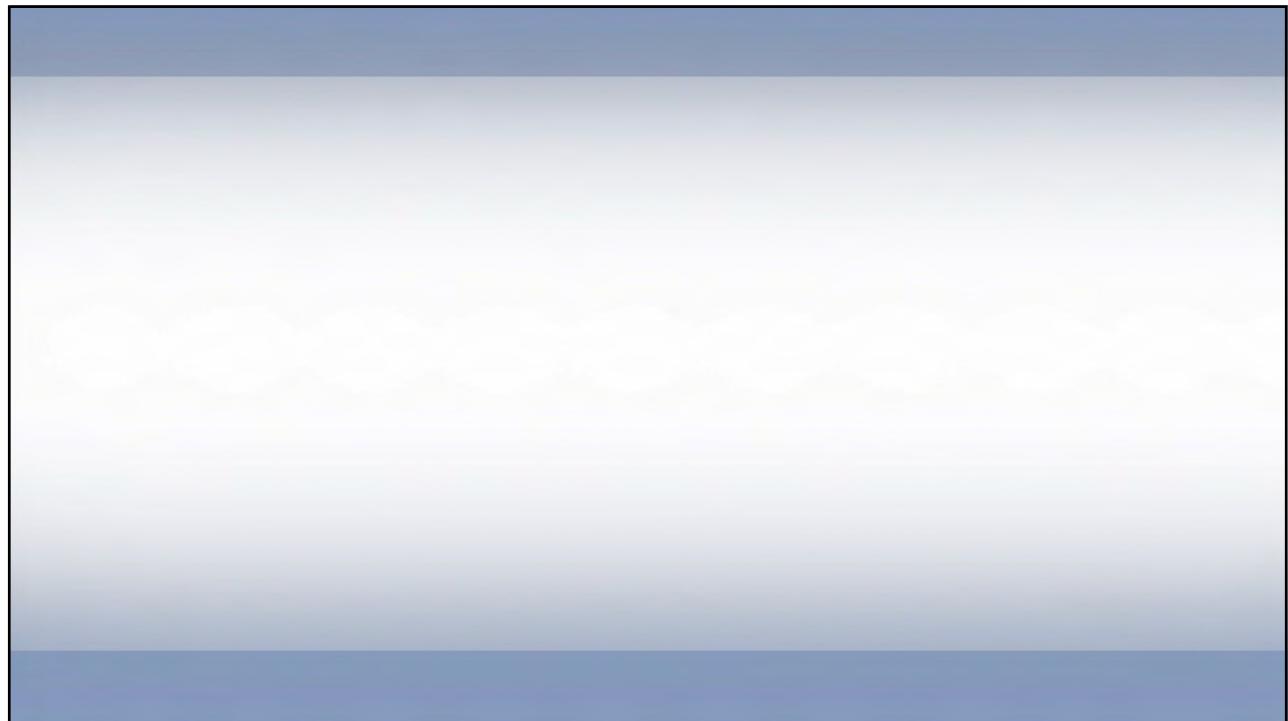
**YOUNG PROFESSIONALS  
 NETWORK (YPN)**

**WOMEN'S COUNCIL OF  
 REALTORS® (WCR)**

**DIVERSITY  
 GROUPS**

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41



42



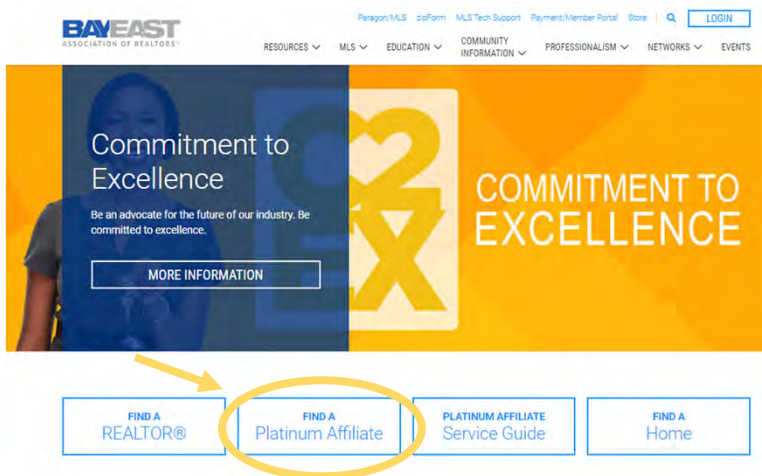
## Commercial Brokers Association

- Providing a bridge between commercial and residential real estate professionals
- Education classes for all levels of commercial transactions
- Mentorship available from established commercial brokers
- Source for commercial referrals
- Bay East REALTOR® members qualify for a FREE Basic CBA membership (\$120 value)



43

## BUILD AN AFFILIATE TEAM



### BAYEAST PLATINUM AFFILIATE

Categories such as:

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



44

## 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



45

## PROFESSIONAL STANDARDS

The Association's  
obligation to enforce  
the rules...



46

## RULES THE ASSOCIATION ENFORCES

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



47

## Professional Standards Programs

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• <b>Professional Standards Committee</b> <ul style="list-style-type: none"> <li>◦ Hears complaints and makes decision if violation occurred</li> </ul> </li> <li>• <b>Grievance Sub-Committee</b> <ul style="list-style-type: none"> <li>◦ Reviews complaints and corrects errors</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• <b>Ethics Advocate</b> <ul style="list-style-type: none"> <li>◦ Helps determine if situation is ethics or rule violation</li> </ul> </li> <li>• <b>Ombudsman</b> <ul style="list-style-type: none"> <li>◦ Helps resolve the situation before it becomes a more formal process</li> </ul> </li> <li>• <b>Mediation</b> <ul style="list-style-type: none"> <li>◦ Alternative dispute resolution that preserves relationships</li> </ul> </li> </ul> |
|--|--|



48

## 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



49

## ACHIEVEMENT CLUB AWARDS

- |   |   |    |                            |
|---|---|----|----------------------------|
|  | <b>President</b><br>10-16 transactions    | or | \$3,000,000--\$6,000,000   |
|  | <b>Master</b><br>17-29 transactions       | or | \$6,000,001--\$11,000,000  |
|  | <b>Grand Master</b><br>30-49 transactions | or | \$11,000,001--\$30,000,000 |
|  | <b>Pinnacle</b><br>50+ transactions       | or | \$30,000,001+              |



50

## SAFETY



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51

**Going Home Safe is a**  
**BAYEAST**  
ASSOCIATION OF REALTORS®  
**Member Benefit**

52



## MEMBER ASSISTANCE PROGRAM







Username: BayEast  
Password: BEAR2015



53

## INSURANCE PROGRAMS

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

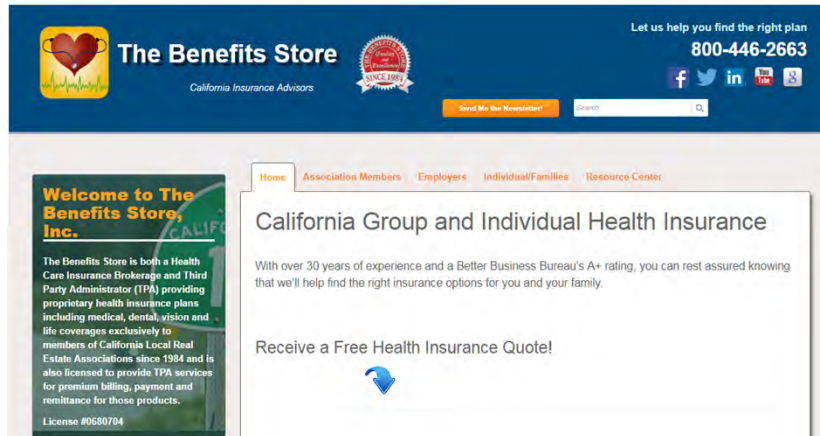
Medical	Dental
 <b>KAISER PERMANENTE®</b>	 <b>DELTA DENTAL®</b>
Vision	Aflac
 <b>ME Vision®</b>	 <b>Aflac®</b>



54

# INSURANCE PROGRAMS

[www.benefitstore.com](http://www.benefitstore.com)



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55

# INSURANCE PROGRAMS



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



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



- Legal Expense Reimbursement



- Home Warranty Discount



- Limited Medical Plan



- Auto & Home Insurance

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56

## MEMBER DISCOUNTS



[www.nar.realtor/realtor-benefits-program/realtor-benefits-program-partner](http://www.nar.realtor/realtor-benefits-program/realtor-benefits-program-partner)



[www.car.org/members/benefits/carmemberadvantage](http://www.car.org/members/benefits/carmemberadvantage)



<http://mvp.realtor.org/>



[www.ticketsatwork.com/tickets/](http://www.ticketsatwork.com/tickets/)

PROMO CODE: HOLMANGROUP



57

## FINANCIAL WELLNESS

[www.FinancialWellness.realtor](http://www.FinancialWellness.realtor)

- Business Planning
- Preparing for Retirement
- Budgeting



58



Help shape the community by  
helping others shape their future.



59

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



60

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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61

## 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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62



## 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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63

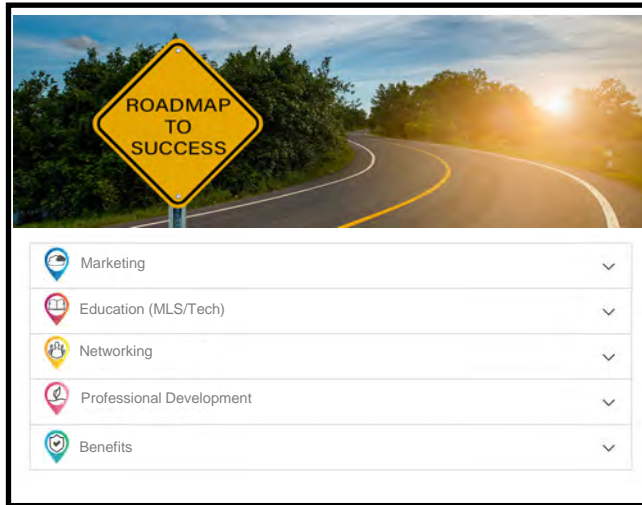


64



# REALTOR® Success Program

The REALTOR® Success Program is designed to provide quick access to the vast variety of tools and benefits you will need to strengthen your skills to succeed as a REALTOR®.



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65

*Thank you for choosing the Bay East Association of REALTORS®.*

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66