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# Buyside: A New Tool To Generate Seller Leads and Close More Listings, Faster



SDAR is pleased to offer a new collaboration tool that will help agents generate more seller leads and find their buyers the right home in less time.

Buyside is an online network that allows agents to create an anonymous profile for each of their buyers' wants and needs, and then market those buyers to all the other agents on the Buyside platform.

Having all the active, prequalified buyers in one system also allows seller agents to start premarketing their listings to generate buzz. After serving over 7,000 agents so far in brokerages

such as Berkshire Hathaway Fox and Roach, Buyside is expanding to the West Coast with their partnership with SDAR. Given the volume of transactions in the SDAR footprint and the high-caliber market it serves, it is expected that this will be an ideal match.

**HOW IT WORKS**

The Buyside platform operates in a similar to the weekly office meeting where agents announce their new listings coming soon and new buyers' wants/needs. The difference is that Buyside operates 24 hours a day, 7 days a week, 365 days a year.

Buyer agents can create an anonymous profile for each of their buyers that highlights what type of property they are looking for at whatever level of detail they wish to provide, including their buyers' preferred school districts, number of bedrooms, access to public transportation, and whether or not they have been pre-approved for a mortgage, just to name a few.

Not only does this help buyer agents get their client the inside track on good inventory, it also helps seller agents prospect and close listing presentations easier by showing potential clients they have access to a list of buyers who are looking for a property just like theirs. Current Buyside users report how critical this has been to keeping their pipe-

line active in low-inventory markets.

**Here's just a few of the benefits Buyside provides:**

- A real-time feed of buyer profiles that helps generate seller leads and serve buyers more efficiently
- Ability to post your buyers wants/needs and get the inside track on listings
- A real-time feed of "coming soon" listings
- Ability to match more of your buyers to more of your listings and vice versa

Buyside was started by a real estate professional who couldn't find the right home when he moved to a new city (Philadelphia). He began to envision a way to market his family's needs in a broader scope than just his agent's weekly office meeting or by having his agent send a mass email or the closed Facebook groups different agents belong to. Soon after, he launched Buyside, and the company has now grown to over 20,000 agents and has over 300,000 buyers in Pennsylvania alone.

Buyside is the only platform of its kind that scales up the Internet's early attempts at agent-to-agent communication tools while also maintaining the integrity of the agent-client relation-

ship as all buyers remain anonymous. Now that buyer agents have a tool they can use to promote their client – just like seller agents have the MLS – Buyside brings both agents together in a much more efficient manner.

Buyside also helps agents market themselves as having the buyers. Buyers of course know that agents have properties for sale, but a little known statistic from the National Association of REALTORS® is that almost 9 out of 10 buyers close with an agent.

"Buyside is the tool that allows agents to market themselves as having the buyers and in doing so attract new potential clients - particularly folks thinking about selling," said Buyside founder Charles Williams. "We've also had lots of agents use our social media links to generate seller leads by showing off their new buyer's needs/wants via Facebook, Twitter, and LinkedIn. Buyside merges the power of agent networking with the latest online tools to help agents get more leads, listings, and profits faster than ever before."

**FREE ACCESS**

To access Buyside for free, go to SDAR's dashboard at [www.sdar.com/realtordash](http://www.sdar.com/realtordash) and click on the Buyside icon. Learn more at [www.getbuyside.com](http://www.getbuyside.com).

PERIODICAL

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HELP US BUILD A BETTER BLOCK IN BARRIO LOGAN!

## Better Block Project Reaches Barrio Logan



SDAR members are invited by the Housing Opportunities Committee to participate in a vision to transform a block in Barrio Logan into a clean and bike-friendly district. The project acts as a living blueprint so the entire community can envision and join in planning the future development of the area.

The event begins Tuesday, July 28, with a Community Walk & Talk, at the Calvary Baptist Church from 6:00 p.m. to 7:30 p.m. Residents and volunteers, community leaders, artists, planners, clergy, teachers, students, and businesses are all invited to join in. The event will commence with a walking tour of the block.

On the following day, Wednesday, July 29, event partners and their members will gather for a Better Block Project Workshop at the Ye Olde Pump Station on National Avenue to learn about plans to transform a Barrio Logan block, complete with pop-up businesses, landscaping, parks, outdoor seating, art, and entertainment.

**JULY 28 WALK & TALK**

**Location:** Calvary Baptist Church of San Diego, 719 Cesar E. Chavez Pkwy, San Diego, CA 92113

**6:00 p.m.** Meet & Greet with San Diego City Councilman David Alvarez

**6:30 p.m.** Better Block Presentation

**7:00 p.m.** Community Walk & Talk

**Register:** [BetterBlockWalkandTalk.eventbrite.com](http://BetterBlockWalkandTalk.eventbrite.com)

**JULY 29 WORKSHOP**

**Location:** Ye Olde Pump Station, 1792 National Avenue, San Diego, CA 92113

**11:30 a.m.** Check in

**11:30 a.m.-2:00 p.m.** Workshop  
Bring a bag lunch.

**Register:** [BetterBlockWorkshop.eventbrite.com](http://BetterBlockWorkshop.eventbrite.com)

The event is made possible by a National Association of REALTORS® Smart Growth Grant. For more information, e-mail [events@sdar.com](mailto:events@sdar.com).

2015 PRESIDENT

CHRIS ANDERSON



There's a lot to smile about when we look at housing statistics for first half of 2015. Sales of existing homes jumped 7 percent in June compared to the previous month. Compared to June of last year, sales of previously owned single-family homes sales are nearly 11 percent higher, and sales of condos/townhomes shot up 20 percent from June of 2014.

Median home prices are also on the rise across the board. The median single-family home price was up over 4 percent in June (\$547,500), compared to May, and the price of condos and townhomes also rose by nearly 2 percent, month over month (\$354,000).

Active listings on the Multiple Listing Service (MLS) have reached the 7,000 mark. However, the housing stock remains at about 2.6 months. (Five to six months is considered a healthy inventory level.) Also, homes are being scooped up at an astonishing rate, averaging about 34 days from listing to close of escrow.

June's market statistics are very encouraging. Inventory is probably the only factor reining in the market right now. With so few new homes

being built, potential sellers only need to look at these statistics to see that buyers are virtually waiting at their doorstep.

**In June, the zip codes in San Diego County with the most single-family sales were:**

- 92057 (Oceanside North) with 74
- 92056 (Oceanside East) with 69
- 92028 (Fallbrook) with 67
- 92127 (Rancho Bernardo West) with 65
- 92128 (Rancho Bernardo East) with 60

The most expensive listing sold in the county in June was a 5-bedroom, 5-bath, 3,000-square-foot oceanfront home in La Jolla, built in 2011, with a sales price of \$11.5 million.

We are halfway through 2015, but it is still just intermission at this point of the year. Forecasting market trends can be difficult, but with interest rates managing to remain low into the summer months, the outlook is very promising. Metrics like inventory and percent of list price received at sale are two of the better understudies to watch for the remainder of the year. To read all of the June market reports per zip code, visit [www.sdar.com/stats](http://www.sdar.com/stats). Be sure to add your branding and share the market news with your clients!

Chris Anderson

## CFPB Document Rule Changes Delayed Until October 1

The Consumer Financial Protection Bureau (CFPB) listened to industry concerns about rolling out the new TILA-RESPA Integrated Disclosure (TRID) requirements and has issued a proposed amendment to delay the effective date of the "Know Before You Owe" rule until October 1. This will allow two more months to become familiar with the details of the new TRID requirements.

On October 1, 2015, new federally-mandated forms will be effective for use in real estate transactions involving most closed-end consumer mortgage loans. As closings are scheduled near the implementation date, real estate professionals will want to take some time to become familiar with the new TRID requirements as they may affect the ability for the parties to close on time.

**Some key points:**

- The new Loan Estimate form is required to be provided to the consumer within three (3) business days of receipt of an application and must be delivered or placed in the mail not later than the seventh (7th) business day before consummation of the transaction.

- The Closing Disclosure must be provided to the consumer at least three (3) business days prior to consummation (i.e., when the consumer becomes contractually obligated to the creditor on the loan).

Changes to these major loan terms above will require the creditor to provide the consumer with a corrected disclosure containing all changed terms no later than three (3) business days before consummation.

With all new regulatory requirements, it is important to be prepared and allow for extra time to accommodate the compliance learning curve. The National Association of REALTORS® has recommended that you "give yourself a seven-day cushion before closing to get everything done," and estimates that if another 3-day waiting period is triggered by a change, it will take an additional 15 days to complete a closing.

NAR President Chris Polychron said the action taken by the CFPB is a welcome step. "We will continue to work with CFPB to minimize any possible market disruptions or uncertainty that could develop following the implementation," he said.

# The San Diego REALTOR®

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## Election of SDAR Directors Nears; Candidate Guide to be Published

SDAR's annual Election of Leadership for 2016 will take place at the end of August, and all members are encouraged to become informed and to vote in the online election.

Ten directors will be elected to two-year terms which start in January 2016, serving with officers and the directors who will be starting their second-year term. Information about candidates will be published in a Candidate Guide in the August edition of San Diego REALTOR® and online at [www.sdar.com/election](http://www.sdar.com/election) by July 31.

Ballots will be sent to eligible voters on August 24 via e-mail to the address that SDAR has on file. Contact Member Services at (858) 715-8040 or [membership@sdar.com](mailto:membership@sdar.com) to make sure that your information is current. (Note: New members must have attended new member orientation by July 6 or

earlier in order to be eligible to vote in this election.)

### TIMELINE OF THE SDAR ELECTION PROCESS:

**August 24:** Online voting begins at 8:00 a.m. (E-ballot sent via e-mail to all eligible members.)

**September 3:** Online polls close at 5:00 p.m.

**September 4:** Nominating/Election Committee meets to receive results.

**September 8:** Election results posted at SDAR office and on [www.sdar.com](http://www.sdar.com).

**September 24:** Annual Meeting (President declares election results)

Attend the Annual Meeting and Member Appreciation on Thursday, September 24, at [sda-annualmeeting.eventbrite.com](http://sda-annualmeeting.eventbrite.com). For more information, call (858) 715-8000.

## FROM THE DESK OF THE CEO

### SDAR Continues to Grow



MICHAEL T. MERCURIO

We're growing! This year alone, 1,900 new members have joined SDAR. We are proud to be the resource for nearly 12,400 real estate professionals. With new member benefits being added throughout the year, SDAR offers the best value in the market to our members.

We hope you'll tell us what you think! Each year SDAR conducts an annual survey to learn what the association's members want and need to help them conduct their business. This helps drive the success of the association by gauging member satisfaction and assists in evaluating benefits and tools.

We're asking for a few minutes of your time to tell us about yourself from a real estate professional standpoint and your experience with SDAR. We'd like to know what real estate products and services, what marketing tools you make use of, what continuing education you enroll in, and what technology and social media has become part of your daily life.

At the end of the survey you are offered the opportunity to provide your member number to be entered to win one (1) quarter of Multiple Listing Service (MLS), a \$155 value. The winner, chosen by random, will be contacted by SDAR after the survey ends on September 30, and a credit will be

posted to the winner's account. Your direct link to the survey is [www.sdar.com/membersurvey](http://www.sdar.com/membersurvey).

Also, mark your calendar for our Annual Meeting & Member Appreciation Day on Thursday, September 24. Election results will be announced and special gifts will be given to all in attendance.

The meeting will be followed by the 3rd Annual Oktoberfest and CRASD Cup Competition outside at the Kearny Mesa headquarters. Teams from both commercial and residential real estate will compete in a series of unique games including real estate trivia, brain games, musical chairs and culminating in the sumo wrestling finals for ownership of the cup! There will be plenty of food and drinks to enjoy as well; all to benefit the Autism Tree. You can register for both events now at [2015oktoberfest.eventbrite.com](http://2015oktoberfest.eventbrite.com).

*Michael T. Mercurio*

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“It is my passion to help educate veterans, as well as agents about this entitlement. And it is very rewarding to help people who have defended our country.”

Tony Dias, USMC Veteran  
Executive Director of Business Development & Education, NMLS 222836

## Veterans United Home Loans of San Diego

### Local VA Loan Experts

As experts in the VA Loan benefit, we are passionate about helping local veterans utilize their hard-earned benefit to obtain the American Dream they fought to defend. And as a proud employer of veterans, we have a unique, inside understanding of military life which translates to an unmatched customer experience.

Attend a Free VA Home Loan Seminar to learn more about your hard-earned benefit.

Space is limited!

Reserve your seat today at [SanDiegoVU.com/events](http://SanDiegoVU.com/events) or (855) 232-6852.



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# EARN THE INTERNATIONAL PROPERTY SPECIALIST DESIGNATION AT SDAR



International real estate opportunities are everywhere. New people move to the U.S. from other countries every day and foreign-born individuals residing in the U.S. move to new markets. Americans in your current market invest in property overseas.

According to a recent "International Clients Survey" from the California Association of REALTORS®, the vast majority (85 percent) of international buyers said they only considered purchasing a home in the U.S., citing a stable government and financial system.

Southern California is a desirable location for many of these buyers. In fact, 20% of international buyers in the state of California purchased homes in San Diego County.

There's no better time for SDAR members to earn the Certified International Property Specialist (CIPS) designation.

The five-day CIPS institute is coming to SDAR's Kearny Mesa service center during the week of August 24-28.

Whether you want to assist foreign-born individuals move into U.S. markets, or help Americans in your current market invest in properties overseas, the CIPS designation provides you with the knowledge, research, network, and tools to globalize your business.

By joining the CIPS Network, you're plugging into a members-only group for international practitioners of the National Association of REALTORS® who have earned the CIPS designation. Comprised of over 2,000 real estate professionals specializing in all types of real estate, the CIPS Network provides a 360-degree view of the global market. In any type of international real estate transaction, members are consumers' best and most

trusted resource for navigating the international market.

**Benefits of the CIPS designation:**

- Join an elite group of less than 1% of REALTORS® with the CIPS designation
- Understand cultural communications, international business & customs that impact the global real estate market
- Assist local buyers to invest abroad
- Exchange transaction referrals with worldwide agents
- Obtain referrals from online CIPS Directory
- Earn elective credits for ABR, CRS, RSPS

**Course Topics**

- Aug. 24 – Global Real Estate: Local Markets

Aug. 25 – Global Real Estate Transaction Tools

Aug. 26 – The Americas & Int'l Real Estate

Aug. 27 – Asia/Pacific & Int'l Real Estate

Aug. 28 – Europe & Int'l Real Estate

**Dates:** August 24-28, 2015

**Instructor:** David Wyant, CIPS

**Time:** 8:30 a.m. – 5:00 p.m.

**Location:**

SDAR Kearny Mesa Service Center  
4845 Ronson Ct., San Diego, CA 92111

**Price:**

Entire Institute.....\$650  
Individual Courses..... \$179

Register online at [www.sdar.com/education](http://www.sdar.com/education). To learn more, contact [Education@sdar.com](mailto:Education@sdar.com) or call (858) 715-8040.

## JUNE REALTOR® APPLICANTS

The following people have applied for membership in the Greater San Diego Association of REALTORS®. Any objections to the admittance should be addressed in writing to the Greater San Diego Association of REALTORS®, P.O. Box 85586, San Diego, CA, 92186-5586.

**DESIGNATED REALTORS®**

- Victor Bocaya - Victor Bequillo Bocaya
- Channa Collins - Channa Collins Realty
- Christian Fenton - Christian Fenton
- Jill Marie Kitzmiller - Nordak Properties
- Jason Lopez - HomeSnap
- Mark Schmidt - True Stone Realty
- Christopher Sohaey - First California R.E. Service
- Vanessa Vishnevskiy - Alvan Realty
- Clyde Williams - Clyde John Williams

**REALTORS®**

- Sandra Acra - Keller Williams Carmel Valley
- Ann Affleck - Apartment Realty Group ARG
- Teresa Arellano - The Jake May Team, Inc.
- Elsie Noemi Arredondo - Century 21 Award
- Denise Billheimer - First California R.E. Service
- Thunder Braun - Century 21 Award
- Rochele Brengle - Select Homes
- Michael Brunnhoelzl - Michael Anthony Properties
- Ross Burnett - Ross Burnett
- Carlos Carmona - Coldwell Banker Res. Brokerage
- Wesley Christensen - RE/MAX Associates
- Giuseppina Colamussi - Royal Properties, Inc.
- Virginia Cone - Zabrocki Real Estate Group
- David Conway - Brooke Realty
- Courtney Costello - Hanni Real Estate
- Margaux Dao - Park Realty
- Carl James Destefano - Keller Williams SD Central Coastal
- Amena Dhillal - Keller Williams Realty
- Timothy Ehlers - Lenska Realty
- Randa El Jurdi - Coldwell Banker Res. Brokerage
- Trevor Max Gee - Shera Realty Co.
- Bret Geernaert - Coldwell Banker Res. Brokerage
- Michael Gibbs - James L. Freitas Realty
- Raymond Girulat - Symbol Real Estate

- Samuel Godfrey - Zabrocki Real Estate Group
- Marc Guerra - Firerock Mortgage & Realty
- Arielle Hansen - Coldwell Banker Residential
- Heather Hernandez - Berkshire Hathaway HomeServices
- Linda Hoffman - Pacific Sotheby's Int'l Realty
- Jordan Holmes - Realty National, Inc.
- Jungan Hosoya - RE/MAX Associates
- Jacob Hulcer - Old Mission Properties
- Donald Huynh - Vo Century
- Tessa Jacobs - Big Block Realty, Inc.
- Lars Jacobson - Keller Williams Carmel Valley
- Lori Kang - Keller Williams Realty
- Joshua Karst - Keller Williams Realty
- Maryam Kayvani - Keller Williams Realty
- Byron Kelly - Berkshire Hathaway HomeServices
- Karly Kitowski - Wenhe Mortgage & Realty
- Herbert Knox - Military Mutual
- Afroditi Krozos - Team Aguilar
- Gregory Kuchan - The GreenHouse Group, Inc.
- Lizzie Le - Davis Estate and Homes
- Jason Leon - Keller Williams SD Metro
- Julie Erin Lieberman - Realty One Group
- Aaron Ling - Del Mar Realty Partners
- Joel Dean Macaskill - Windermere Real Estate So Cal
- Ninus Malan - RE/MAX Pacific
- Diane Margarini - Coldwell Banker Royal Realty
- Melanie Millstein - California Lifestyle Property
- Jacqueline Mitchell - Keller Williams SD Metro
- Anna Molinar - Devin Properties
- Priscilla Moreno - Keller Williams Carmel Valley
- Bliss Mulligan - HomeSmart Realty West
- Gerardo Munoz - Premier West Realty
- Kevin Oechsel - Realty National, Inc.
- Avery Olmsted - Willis Allen Real Estate
- Tiana O'Neal - Century 21 Award
- Leela Padmanabham - Keller Williams Realty
- Patrick Parrish - Berkshire Hathaway HomeServices
- Erica Peterson - Coldwell Banker Res. Brokerage
- Zachary Peterson - Pacific Sotheby's Int'l Realty
- Wendy Pickford - Keller Williams SD Metro
- Erica Quindo - Sandcoast Capital Realty

- Adam Renick - Coldwell Banker Res. Brokerage
- David Richard - Realty One Group
- Sean Rios - Century 21 Award
- Matthew Ross - Berkshire Hathaway HomeServices
- William Routt - Keller Williams Realty La Jolla
- Nancy Schaefer - HomeSmart Realty West
- Juan Sotelo - Keller Williams SD Metro
- Colleen Tangorra - Century 21 Award
- Pam Thomas - Crosswalk Properties
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- Stephanie Wilson - Coldwell Banker Res. Brokerage
- Adam Wolf - Keller Williams Carmel Valley
- Tara Zuccaro - Keller Williams Realty

**Secondary Members**

**DESIGNATED REALTORS®**

- Joshua Huntsman - The Huntsman Group
- Jennifer Odama - Odama Realty
- Darryl Self - RE/MAX Performance Plus
- Harry Solomon - Nova Real Estate Services
- Tim Wesely - Better Homes and Gardens R.E.

**REALTORS®**

- Kendal Hennings - GreenTree Properties
- Jerome Spinner - All California Brokerage, Inc.
- Deborah Stafford - Better Homes and Gardens R.E.
- Alexandra Stevens - Nova Real Estate Services
- Jill Rene Van Dusen - Better Homes and Gardens R.E.

# OUR CONSULTANTS



**Brian Fraser**  
Area Manager  
714.488.2245  
NMLS ID 653793



**Josh Lander**  
Area Manager  
619.602.1587  
NMLS ID 766437



**Doc Spaulding**  
Area Manager  
858.750.9110  
NMLS ID 657535



**Dave Gaylord**  
Sr. Mortgage Consultant  
949.939.6011  
NMLS ID 257383



**Manny Cien**  
Sr. Mortgage Consultant  
619.277.3431  
NMLS ID 664734



**Joel Berman**  
Sr. Mortgage Consultant  
619.279.2935  
NMLS ID 653795



**Greg Wickstrand**  
Sr. Mortgage Consultant  
619.471.1708  
NMLS ID 664707



**Tim Fiero**  
Sr. Mortgage Consultant  
619.223.4184  
NMLS ID 681631



**Dreama Brown**  
Sr. Mortgage Consultant  
619.890.3037  
NMLS ID 512330



**Mark Joplin**  
Sr. Mortgage Consultant  
619.368.1294  
NMLS ID 653792



**J. Horacio Herrera**  
Sr. Mortgage Consultant  
619.646.5800  
NMLS ID 347564



**George Radlick**  
Sr. Mortgage Consultant  
760.579.1998  
NMLS ID 681674



**Ryan Amaro**  
Mortgage Consultant  
619.729.1161  
NMLS ID 1101389



**Chris Young**  
Mortgage Consultant  
949.340.2622  
NMLS ID 1221129



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NMLS ID 237029



**Armando Formariz**  
Sr. Mortgage Consultant  
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SDAR was recently represented at a multi-day working group for San Diego City's Pure Water Program, which will provide one-third of the city's water portfolio by 2035 by purifying recycled water for drinking. Last fall, the San Diego City Council approved the advanced purification system, providing 15 million gallons per day by 2021, and double that by 2032.

Halle Razak, Director of City of San Diego Public Utilities, reported she is keeping seven months of water in our reservoirs for emergencies. She emphasized that if we only water yards two days a week for five minutes, we should see a 16 percent cut in usage. Educating the community, working on funding sources, storage, and jumping through regulations and environmental reviews are the next steps. Water rate increases are part of the package.

\*\*\*

The Government Affairs Committee voted to join the Housing You Matters Coalition. Home affordability and concerns with San Diego's building costs motivated an economic study by Point Loma Nazarene University, led by Lynn Reaser, Ph.D. The results concluded that 40 percent of new home costs are related to government regulations and fees.

The coalition will be working with city, county and state leaders toward implementing standardized building



SDAR members recently joined San Diego County Apartment Association member Dan Floit for an event in support of the reelection of Mayor Kevin Faulconer. Faulconer has been a champion for improvement of San Diego's infrastructure, streets and underground utilities. With his leadership, the city council also has approved extending park and library hours, enabling families more opportunities for education and outside activities.

codes, replacing deposit account with flat fee, and allowing grandfathering of all phases of project, "No Late Hits" policy. These are ambitious but worthy goals that will help with home building and control runaway building costs. Visit [www.HousingYouMatters.org](http://www.HousingYouMatters.org).

\*\*\*

Congressman Darrell Issa hosted an event for Congressman Paul Gosar of Arizona at which Gosar discussed his work on the House National Resource Committee. REALTOR® PAC Chair Michelle Hellerud, Housing Opportunity Committee member Rebecca Pollack-Rude, and Director of Government Affairs Sherry Hodges discussed their appreciation for his work to protect property owners from government overregulation of their water sources.

\*\*\*

There is a lot of good work being done in Barrio Logan. SDAR Housing Opportunities Committee Chair Carla Farley is working hard to coordinate SDAR's presence at revitalizing an eclectic longstanding community. HOC is teaming with NAR, Better Block, Rebuilding Together SD, and City Councilman David Alvarez to showcase a revitalized block in Barrio Logan.

\*\*\*

The recent Taxpayers Association 1031 Exchange Breakfast was very educational and informative. Business leaders learned from experts the many options for 1031 Exchanges, what Congress is considering as they plan for tax policy changes, and what we can do to prevent the 1031 Exchange being eliminated. The acclaimed panelists were Suzanne Goldstein Baker, Executive VP & General Counsel, Investment Property Exchange Services, Inc.; Evan Liddiard, Senior Policy Representative, Federal Taxation for NAR; and Alan Nevin, Director of Economic and Market Research, Xpera Group.

SDAR members were fortunate to have Evan Liddiard join them for a luncheon at our Kearny Mesa headquarters to share the national perspective on tax real estate history, policy and the direction that debate is moving. We look forward to hearing more from Liddiard when he returns for the NAR National Convention this November.



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# FEEDBACK

## NAR MEMBER SURVEY REVEALS SLIGHT DIP IN BUSINESS IN 2014



After gradually climbing for three consecutive years, the decline in existing-home sales in 2014 resulted in a slight reduction in REALTOR® business activity and income last year, according to the 2015 National Association of REALTORS® Member Profile. The survey also found that REALTORS® are increasingly more comfortable using multiple communication channels, including social media, to connect and interact with their clients.

Lawrence Yun, NAR chief economist, says business activity for a typical REALTOR® was slightly subdued last year because of lower sales and more members. "Existing-home sales didn't surpass year-over-year levels until October, which is likely the reason the typical member had 11 transactions last year versus 12 in 2013," he said. "Slightly fewer transactions resulted in the median gross income of a REALTOR® falling to \$45,800 from \$47,700 in 2013."

Adds Yun, "Despite the modest setback, median gross income last year was still the second highest since the downturn and up over 5 percent from 2012 (\$43,500). Furthermore, NAR membership at the end of 2014 stood at 1.1 million, up 5.5 percent from 2013."

As expected, median gross income and number of transactions generally increase with experience. Last year, REALTORS® in business for more than 16 years earned \$68,200 and made 13 transactions. On the contrary, those with three-to-five years earned less than half that amount (\$37,400) and had 10 transactions. Incomes also varied by license type, as members licensed as brokers in 2014 earned \$65,300 (\$66,300 in 2013), while the median earnings for sales agents decreased \$1,100 from the previous year to \$33,900.

According to the survey, a majority of REALTORS® (91 percent) report their firm has an online presence and two-thirds have their own personal website – operational for a median of seven years. Sixty-five percent of the respondents use social or professional networking sites – an increase of 4 percent points from 2013 – and 12 percent have a blog.

REALTORS® also use a variety of communications methods when interacting with current clients or customers, with

93 percent preferring e-mail, followed by telephone at 91 percent and text messaging at 85 percent.

NAR President Chris Polychron, says the survey's findings reveal that REALTORS® are continuously adapting to consumers' online and communication preferences to better serve their needs. "To put it in perspective, only 35 percent of REALTORS® used social media in 2008, and text messaging was the preferred method of communication among only 40 percent in 2010," he said. "Attracting potential clients online and communicating with them through various platforms helps REALTORS® stay a step ahead – especially as millennials become more active buyers in the years ahead."

Women represent 58 percent of all REALTORS®, accounting for 53 percent of brokers and 63 percent of sales agents. More than three-quarters (77 percent) of all members cite real estate as their only occupation, and 84 percent (82 percent in 2014) are certain they will remain in the business for at least two more years.

Last year continued the recent

trend of more new members to NAR. Although median years of experience in real estate remained at 12 years for the second straight year, more members (17 percent) reported they have been in the business for two years or less (13 percent in 2013).

The median age of members inched to 57 years (56 years in 2013), elevated from the 1999 to 2008 range between 51 and 52 years. Two percent of all REALTORS® are under 30 years of age, 18 percent are between ages 30 and 44, and 25 percent are 65 and older.

"The slight increase in median age last year is likely another example of the overall national trend of baby boomers delaying retirement and staying in the workforce later than previous generations," says Yun.

For the seventh consecutive year, the typical REALTOR® said they work 40 hours per week. Over half (58 percent) are licensed as sales agents, 26 percent are brokers, 18 percent broker associates and 3 percent appraisers. Sales agents are more likely to primarily specialize in residential brokerage. While only 18 percent of members have

personal assistants, the use of personal assistants is more common among more tenured members, broker-owners and managers.

REALTORS® are well-educated (50 percent hold a bachelor's degree or higher), have invested in at least one residential investment property (38 percent), and bring a wide range of expertise and experience to the profession. Only 5 percent began their career in real estate, with the highest share having previous full-time careers in management, business or financial (19 percent) or sales and retail (16 percent).

A majority of NAR members own their own home (85 percent), are married (71 percent), are registered to vote (96 percent) and were born in the U.S. (89 percent). Forty-eight percent of those fluent in other languages speak Spanish (41 percent in 2013).

Regardless of their experience, REALTORS® said several factors limited potential clients' ability to complete a transaction, with finding the right property (33 percent) followed by obtaining a mortgage (26 percent) cited as the

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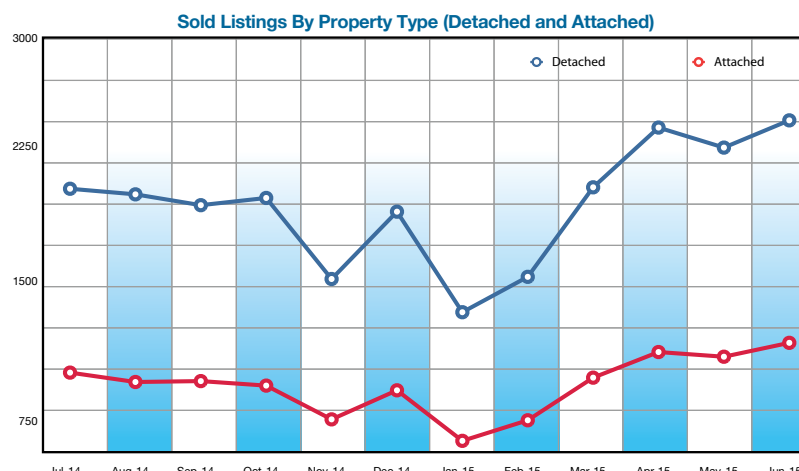
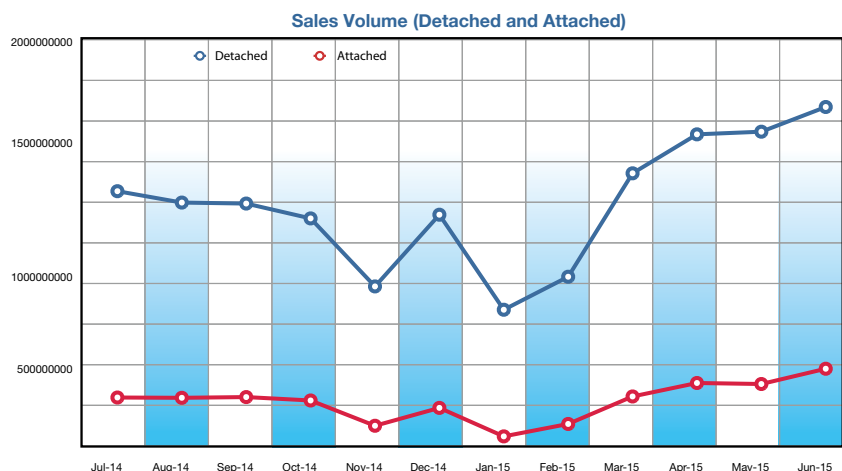
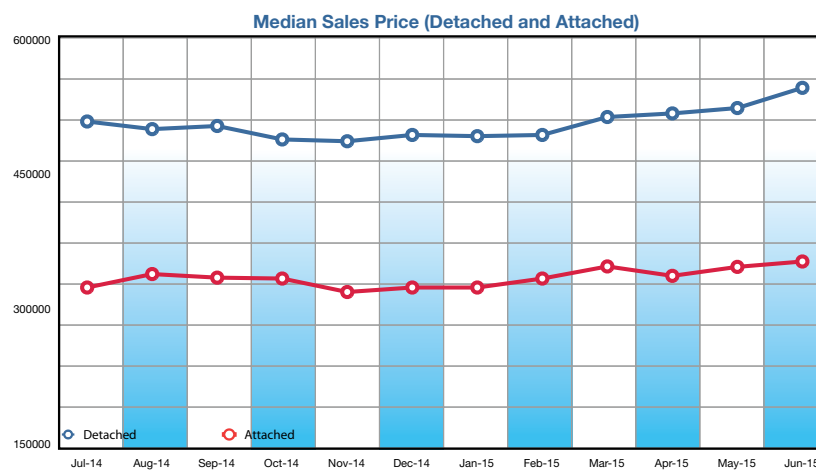
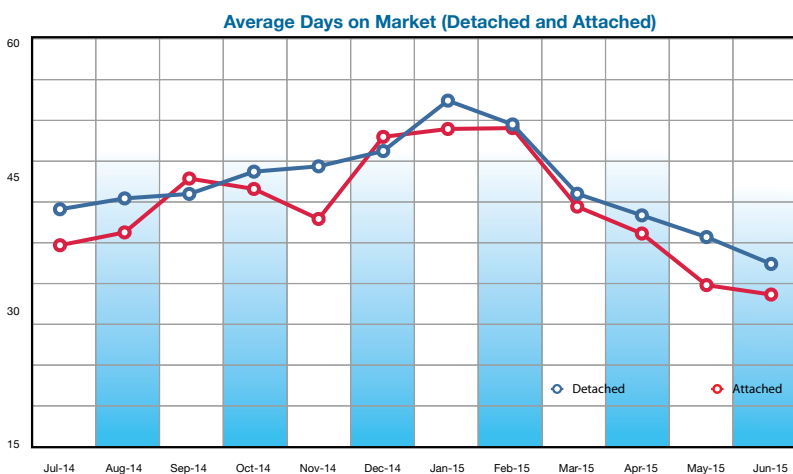
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**COMPARATIVE SALES - EXISTING HOMES - JUNE 2015 SAN DIEGO COUNTY**

**Monthly Report**

	DETACHED			ATTACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
1 Total Sales Volume - June 2015	\$1,640,138,058	12.121%	5.990%	\$504,641,406	28.444%	12.799%
2 Average Sales Price - June 2015	\$687,689	1.130%	-0.721%	\$428,388	6.855%	5.426%
3 Median* Sales Price - June 2015	\$547,500	5.288%	4.286%	\$354,000	5.830%	1.724%
4 Sold Listings - June 2015	2,385	10.827%	6.759%	1,178	20.204%	6.994%
5 Average Days on Market - June 2015	35	-12.064%	-7.856%	32	-22.223%	-3.211%
6 Total Sales Volume - June 2014	\$1,462,824,416			\$392,887,067		
7 Average Sales Price - June 2014	\$680,003			\$400,905		
8 Median* Sales Price - June 2014	\$520,000			\$334,500		
9 Sold Listings - June 2014	2,152			980		
10 Average Days on Market - June 2014	40			41		

**Year-to-Date Report**

	DETACHED			ATTACHED		
	Sales	% Change from Prior Year	% Change from Prior Month	Sales	% Change from Prior Year	% Change from Prior Month
11 Total Sales Volume - YTD 2015	\$7,999,725,343	13.605%		\$2,352,382,791	12.382%	
12 Average Sales Price - YTD 2015	\$676,061	5.846%		\$407,341	6.272%	
13 Median* Sales Price - YTD 2015	\$520,000	6.122%	N/A	\$343,000	7.524%	N/A
14 Sold Listings - YTD 2015	11,818	7.173%		5,775	5.750%	
15 Average Days on Market - YTD 2015	42	-6.822%		40	-11.528%	
16 YTD Total Sales Volume - YTD 2014	\$7,041,685,852			\$2,093,208,459		
17 YTD Average Sales Price - YTD 2014	\$638,720			\$383,301		
18 YTD Median* Sales Price - YTD 2014	\$490,000			\$319,000		
19 YTD Sold Listings - YTD 2014	11,027			5,461		
20 YTD Average Days on Market - YTD 2014	45			45		

Copyright 2015 Greater San Diego Association of Realtors. Data for single-family attached and detached home sales through the Multiple Listing Service of Sandicor, Inc. Neither SDAR nor Sandicor guarantees or is responsible for its accuracy. \*The median home price is the price where half of the homes sold for more and half sold for less. It is a more typical price measure than average, which can be skewed high by a relative handful of million-dollar plus transactions.

**RISK MANAGEMENT**

**BE OUTSTANDING IN YOUR FIELD (NOT STANDING OUT IN THE WRONG FIELD)**

By Judy Preston and Leona Kline

Article 11 of the National Association of REALTORS® Code of Ethics has this to say about expertise:

"REALTORS® shall not undertake to provide specialized professional services concerning a type of property or service that is outside their field of competence unless they engage the assistance of one who is competent on such types of property or service, or unless the facts are fully disclosed to the client. Any persons engaged to provide such assistance shall be so identified to the client and their contribution to the assignment should be set forth."

Let's imagine a situation where this might come into play. REALTOR® Sue is contacted by a potential client who wants to buy a commercial building. The client asks Sue if she "can handle this type of sale" and although Sue has only had specific training and experience with residential real estate from one to four units, she assures the client that she can do it because the commission looks so attractive.

Sue neither tells her supervising broker what she's up to nor does she seek out the expertise of anyone else because she doesn't want to share

the commission. Sue goes online to read up on commercial sales, locates a 650,000-square-foot property that suits the client, locates the appropriate offer to purchase and writes it up the best she can.

Unfortunately, Sue's lack of experience becomes evident before long. The client realizes this, as does the other agent. Questions are asked and Sue is forced to admit it's her first time with a transaction of this size and type. The transaction falls apart and Sue's broker of record only finds out when a law office sends a threatening letter.

Sue must have overlooked Article 11. She undertook to provide specialized service in an unfamiliar field, she did not bring an experienced agent in to advise and guide her, and she kept her broker, who might have kept her out of trouble, in the dark. Her excitement about a big commission blinded her to doing the right thing for her client. How much better would it have been to refer the client to an experienced commercial agent and receive a very nice referral fee, instead of enduring the pain of a lawsuit and/or being disciplined for a violation of the Code of Ethics?

**Ask yourself these questions if you are faced with a similar opportunity:**

- Does your broker manage both commercial and residential agents?
- Are there commercial agents in your office who could supervise or mentor you through a commercial transaction?
- Are you prepared to disclose to the client your lack of experience in commercial real estate?

If you cannot honestly answer yes to all of the above, you are best served by making a referral to a commercial firm.

Article 11 is there to remind us to be outstanding in our field, not just

be standing out in an unfamiliar field hoping not to get caught. But don't let that put you off from learning and developing expertise in a new field. The right course of action is to take classes, seek out designations, network with those who are already experts in that niche, and become an expert yourself.

The more you learn and grow in your profession, the more value you will bring to your clients (and the more you are likely to earn as well). Everyone benefits when we understand and honor our Code of Ethics.

*(Judy Preston and Leona Kline are members of the SDAR Risk Management Committee and brokers of record for their respective companies)*



# APPLY YOUR KNOWLEDGE TO MAJOR APPLIANCES

By Regina P. Brown

Appliances reveal a lot about a home. Buyers may gauge the likeability of a house based on the brand, style, and finish of the appliances. Yes, we all know our buyers “can always buy a nicer fridge after they move in.” But they want to know what is in the house now. Don’t let them down. Satisfy their thirst for knowledge by cluing them in on the latest major appliances.

## REFRIGERATORS

Double-door refrigerators just don’t make the cut any longer. Discriminating homeowners are spending extra for mega capacity French door refrigerators (side-by-side top with bottom freezer drawer) to accommodate their family’s food storage needs. Plus, integrated with cabinet panels covering the doors, large fridges blend seamlessly into the background. With refrigerators, interior space is measured in terms of cubic feet.

Top-of-the-line fridges include convenient features such as:

- Ice maker and ice crusher
- Tall water / ice dispenser area
- Multi-tiered shelves
- Door-in-door easy access to drinks & snacks
- Blast chiller
- Mini-drawers that flex
- Vegetable settings to de-humidify and keep veggies fresh
- Compact refrigerated drawers at kid-height.

## DISHWASHERS

When it comes to dishwashers, think outside the traditional built-in under cabinet dishwasher. Save space with contemporary options such as:

- Drawer dishwashers (AKA dish-drawers)
- Compact dishwashers
- Countertop dishwashers
- In-sink dishwashers (for small spaces such as a kitchenette)

## STOVE/OVEN/RANGE

What is the difference between a stove, oven, and range? A stove is a cooktop that houses the burners for cooking with pots and pans. An oven bakes and roasts food inside, and often has a broiler underneath. A range is the kitchen appliance that combines both the oven and the stove into one unit.

On a stove, do the burners offer quick-boil and low-simmer settings? Does it have pilotless ignition? Do the rings lift off for authentic wok cooking? Other great features that chefs crave:

- Griddle Top
- Char-broiler
- French Plate
- Hot Top

## • Graduated French Top

Induction electric cooktops with a smooth glass surface provide nearly instant heat for a metal pan, yet are safe to the touch for cooks. Features include multiple settings and countdown timers. Induction heating is an impressive tech advancement beyond the standard ceramic electric stovetop.

**Stove:** Every chef’s dream kitchen certainly includes a gourmet stove cooktop. Wolf commercial cooktops with 6 gas open burners are regarded as the standard for home chefs preparing high quality meals.

**Oven:** The cooking can be powered by fuel (gas or propane) or by electricity. However, modern gas stoves also need electricity to power all the fancy features, such as the clock, alarm, lights, and programming.

**Range:** In a gourmet kitchen, don’t expect to see slide-in or freestanding ranges. Instead, double ovens, convection ovens, and custom installation ovens are the standard of luxury. Look for features such as a self-cleaning oven, an adjustable broiler, a warming drawer, and child lock-out safety feature.

**Convection ovens:** Desirable for their quick and even cooking because it has a high-speed fan that circulates heated air as the food is being cooked. Regarded as a home cook’s favorite oven, often a custom kitchen will include a convection oven for roasting.

The new look includes retro appliances too! Antique ranges such Gold medal, Glenwood, and Brookline are lovingly restored to highlight their heirloom value. These one-of-a-kind vintage ranges bring unique character and charm into a kitchen, highlighting the home owner’s individuality.

## HOOD VENTS

Hood vents serve the function of removing the smoke from the stove, but can also bring beautiful aesthetic design

into a kitchen. They come in every style to suit the custom designed home, including modern styles such as:

- Wall mount
- Chimney hood
- Island mount
- Under cabinet
- Pro hoods
- Downdraft hoods. Island stoves may include a fan vent that pops up from behind, eliminating the need for a hood vent above.
- Power packs
- Built-in / Insert blower
- Mantel style

## CLOTHES WASHER

Clothes washers may be top-load, front-load, or stackable style (with the dryer). Top loading, the most common, spin the clothes in a round plastic tub. Front loading, the newer modern style, are usually more energy efficient. Stacked washer and dryer units save space, but the loads are smaller and the appliances typically cannot operate simultaneously. Features to look for include: digital display, alarm settings, quiet cycle, delayed start, and various options for steam. The washer often does not convey with the purchase of a home.

## CLOTHES DRYER

Modern dryers are quieter, more energy efficient, and color coordinated. Features include a drying rack, timer, and various auto sensor settings. Newer front-loading models may include a pedestal to lift it higher off the ground. It helps avoid backpain from reaching over, and also may be used as a storage drawer underneath.

Gas dryers are plumbed for fuel, while electric dryers need a special 220 plug. Some laundry areas are equipped for both gas and electric, so the homeowner can choose either type of dryer. The dryer often does not convey with the purchase of a home.

## OTHER APPLIANCES

**Sub-Zero Refrigerators:** Sub-zero refrigerators, such as the popular Wolf built-in models, feature water filtration and air purification systems.

**Fridge Drawers:** Family friendly fridge drawers are perfect for children’s juices and snacks.

**Freezer:** Stand-alone freezers may be used in the kitchen, next to the refrigerator, or in the garage or basement, as a back-up that stores food for large families. Front-loading models, similar to a refrigerator, are known as upright. Top-loading models, which open up like a treasure chest, are also known as chest freezers.

**Micro-hood:** A microwave that doubles as a stove hood vent, helps keep the counter looking spacious and clutter-free.

**Microwave:** A microwave may be built into a custom kitchen, making it a non-removal appliance that stays with the home.

**Wine Cooler:** Wine storage areas are often located in a basement or cellar, because wine bottles are best stored and served at a cooler temperature. In an upscale home, look for temperature-controlled climates with an automatic thermostat to protect the integrity of the wines.

**Warming Drawers:** Food warmers, a concept borrowed from commercial kitchens, keeps hot foods warm (without burning) while preparing a meal. Great for large gatherings.

**Trash Compactor:** Trash compactors can save space by reducing the amount of trash. Some under-counter trash areas have pull-out drawers for recycled materials as well.

**Garbage Disposal:** Shreds food so that it be easily flushed down the drain without clogging the plumbing pipes.

## Conclusion

Major appliances, also known as large appliances or domestic appliances, are household machines used for cooking, food preservation, or laundry. They are not easily portable like small appliances (blenders, toasters). They are different from a plumbing fixture because they require an energy source to operate.

Eco-conscious “green” products promote energy sustainability while saving money on power bills, and Energy Star® qualified appliances can earn tax rebates. They may be considered either personal property or real property, so verify whether it will be conveying (staying with the house) when representing both sellers and buyers.

*(SDAR Member Regina P. Brown is an actively practicing real estate broker and trainer/instructor at RealtyPro Academy, which offers continuing education and professional development courses.)*



# THE POWER OF A GREAT LOGO



By Lee Nelson

Everyone recognizes Nike's swoosh or Apple's bitten fruit icon. More than that, consumers associate those logos with a certain level of quality in the product or service they'll get from those brands.

That kind of recognition can be reached for your real estate brand, too. Here's how three brokers have built visual memory in their markets with branding that summons an instant, positive impression from potential clients.

## Techies Before It Was Cool

It's the simple and descriptive at sign that distinguishes Chicago real estate company @properties from its competitors.



"The logo has exceeded our expectations. It almost feels interactive," says Thad Wong, @properties co-founder and partner.

Back in 2000, when the company's logo was first developed, there was not yet sharing of data in real estate, and there was a fear of losing control, Wong explained. "Not only did we

embrace technology, we were technology — and our logo stated that," he said.

But the logo actually felt foreign to Wong and his partner, Michael Golden, in the beginning. "At first, the at sign was intimidating," Wong says. Their impression of it changed the more they used it. Now it's comfortable, says Wong, and the logo has evolved into fresh, interconnected marketing campaigns. The company's newest: "Love where you are @."

"We hope that any time (consumers) see the "at" symbol, they think of us," Wong says. "We attached to the technology movement and put that technology into the name instead of our egos."

## Transforming Business With Beachy Logo



Karen Smith, broker-owner of Beachy Beach Real Estate in Panama City, Fla., puts her logo on everything

from lip balm and nail files to bandanas and bars of soap. She's convinced the simple hut-and-palm tree logo has helped her business grow in a short time.

After buying the company four years ago, Smith says, she took the logo and applied it in new ways. For instance, her company sponsors many community events, such as the upcoming Pepsi Gulf Coast Jam in September. More than 28,000 people are expected to attend, and Smith has ordered 10,000 can koozies with her hut logo printed on them.

"We really have gone bat crazy with our logo. If we can stick it on something, we do it," she says. Her company also sponsors the Seaside Half-Marathon, where it gives out items like shoelaces and running socks.

Smith adds to that fun by dressing up the beach hut logo on special holidays. For instance, on Veteran's Day, the hut goes patriotic with stripes and stars. On Halloween, it becomes a "friendly" orange haunted house with a bat and a ghost.

Her branding effort has paid off. The company went from three to 40 agents and added five office locations in four years. "You can't help but smile when you say 'Beachy Beach.' The name is synonymous with being happy," she says. "No one knew who

we were when we started out with three people. But we started putting the logo everywhere. Everybody recognizes us now."

## A Bicycle Bonanza



When Tim Shea took over Pedal to Properties in Boulder, Colo., almost three years ago, he did something that instantly put his company's bicycle logo in a niche spotlight.

"From a marketing standpoint, it's the low-hanging fruit," he says. "We sponsor bike events."

The cycling community in Boulder is huge, with a plethora of bike races and family-oriented bike rides. Rather than traditional advertising, Pedal to Properties is using marketing dollars to sponsor many of those cycling events, which is getting its logo seen by hundreds of bikers and spectators. And twice a year, the business organizes a Bike to Work Day — one in the winter and one in the summer.

"We set up a tent in front of our office, and we serve hot chocolate in the winter and breakfast in the summer. We try to put ourselves in front of the bicycling enthusiasts that might be drawn to the brand," Shea says.

He characterizes Boulder's real estate market as vibrant, with prices trending upwards. Many people are relocating from California and New York, bringing with them a bit of money and a vision for a healthier lifestyle. Shea believes his logo speaks to that buyer by communicating a sense of professionalism coupled with fun and lightheartedness.

Shea has leveraged the whole idea of bikes and real estate in another way: He has placed about 50 community bicycles throughout town — at local hotels and in front of his office, among other locations — so that visitors and passersby can use the bikes simply by signing them out.

"It gives us a little bit of brand recognition," he says. "Plus, people think it's pretty cool."

(Reprinted from May 2015 REALTOR Magazine Online. Lee Nelson is a freelance journalist from the Chicago area.)

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two biggest challenges. Only 20 percent said there weren't any factors limiting their clients' ability to close.

"According to our data, inventory shortages were prevalent in many parts of the country, all-cash purchases were elevated for most of the year and significant lender overlays and loan processing delays were repeatedly reported by members in our monthly REALTORS® Confidence Index," added Yun. "As a result, it's no surprise finding the right property for their clients and helping them obtain a mortgage were cited as primary challenges for members and their clients – especially for first-time buyers."

A majority of NAR members (80 percent) focus on residential sales and 71 percent (73 percent in 2013) have secondary real estate specialties. Of those members with secondary specialties,

residential brokerage is the largest at 34 percent. Both relocation and commercial brokerage were next at 17 percent, followed by residential property management at 16 percent. Smaller percentages were also in counseling, land development, commercial property management and international.

As REALTORS® gain experience, they also build a client network through referrals of past clients and repeat businesses. Repeat business accounted for a median 20 percent of activity in 2014 and is higher for those with more experience. For members in the business 16 years or more, repeat business was 40 percent of their activity and referrals were an additional 24 percent.

Similar to recent years, firm affiliation and compensation structures for REALTORS® remained mostly the same in 2014. Sixty-nine percent of respon-

dents are compensated through a split commission arrangement, 17 percent receive all of the commission and another 4 percent receive a commission plus a share of profits; 11 percent received some other form of compensation.

Percentage split-commission was more popular with sales agents (78 percent). Furthermore, members with less experience more often had percentage split-commission arrangements, as well as those who had lower personal earnings.

Eighty-three percent of members work as independent contractors for their firms. The vast majority receive no fringe benefits, although 36 percent (33 percent in 2013) are covered by errors and omissions insurance by their firm. Only 5 percent receive health insurance through their firm – unchanged from a year ago.

Fifty-nine percent of REALTORS® are affiliated with an independent firm, and 37 percent are with a franchised company; 4 percent are other. Respondents worked for a firm typically with one office (51 percent) and have been with that firm for five years (six years in 2013). Slightly more (11 percent) REALTORS® reported their firm was bought by or merged with another firm compared to in 2013 (9 percent).

The 2015 National Association of REALTORS® Member Profile is based on a survey of 180,703 members, which generated 6,750 usable responses, representing an adjusted response rate of 3.7 percent. Survey responses were weighted to be representative of state-level NAR membership. Income and transaction data are for 2014, while other data represent member characteristics in early 2015.



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## YPN's Thirsty Thursday Continues This Summer

San Diego's Young Professionals Network hasn't been taking a summer vacation. The monthly Thirsty Thursday events have been in full swing, with recent gatherings in June at the North Park Carnitas Snack Shack (images shown here) and on July 9 at the Wonderland Ocean Pub in Ocean Beach. Be sure to catch the next Thirsty Thursday on August 6 at the Stella Public House, 1429 Island Avenue, in Downtown San Diego, from 5:00 to 7:00 p.m. Sign up for free at [www.sdar.com/events](http://www.sdar.com/events).



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\* US ranking from Marketrac by CoreLogic 2014, based on unit volume. \*\* Source: Mortgage Executive Magazine 2014. \*\*\*Eliant survey results cumulative for 2014. Eliant is an independent survey company. Information contained herein is provided to assist real estate professionals and is not an advertisement to extend consumer credit as defined by section 1026.2 of Regulation Z. Licensed by the Department of Business Oversight under the California Residential Mortgage Lending Act CRMLA 4131040. Corporate NMLS ID 174457. All rights reserved. 06012015.

# SDAR Education Schedule

R-Plus = REALTOR® Plus RMS = Risk Management Specialist Classes subject to change or cancellation.

LEGEND:  KEARNY MESA  SOUTH COUNTY  EAST COUNTY  SOLANA BEACH  CORONADO  CARLSBAD

JULY	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
22	TILA/RESPA Integrated Disclosures: Are You Ready?	10:00 am – 11:30 am	\$15	\$15	\$15	\$25	NA	Linda Salcido
30	zipForm® 6 Lab	9:00 am – 12:00 pm	\$29.75	\$35	\$35	\$42	NA	Kevin Burke
30	Annual RPA Forms Update	1:00 pm – 4:00 pm	Free	Free	Free	Free	NA	Kevin Burke
AUG	CLASS TITLE	TIME	R-Plus	RMS	SDAR	Others	Credits	PRESENTER
4	Paragon MLS: Paragon 101 - Getting Started (Basic)	9:00 am – 12:00 pm	Free	Free	Free	Free	NA	Sandicor Trainer
4	Solving the Mystery of Government Financing	1:00 pm – 4:30 pm	\$8.50	Free	\$10	\$20	NA	Alisha Sirois & Linda Stroberg
4	Paragon MLS: Search to Sell (Basic)	1:30 pm – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
6	Agent Boot Camp	9:00 am – 3:30 pm	Free	Free	\$10	\$50	NA	Patrick Alexander
6	Commercial Series: Performance Leasing/Structure Fees	12:30 pm – 1:30 pm	Free (for 1st class)	\$25	\$25	\$10 (CRASD only)	NA	Vince Provenzano & Mike Lipsey
6	Solving the Mystery of Appraisals	1:00 pm – 4:30 pm	\$8.50	Free	\$10	\$20	NA	Alisha Sirois & Linda Stroberg
11	Paragon MLS: Client Connect/Consumer Site	9:00 am – 12:00 pm	Free	Free	Free	Free	NA	Sandicor Trainer
11	Paragon MLS: Output is Everything-Custom Reports	1:30 pm – 4:30 pm	Free	Free	Free	Free	NA	Sandicor Trainer
18	Solving the Mystery of Government Financing	1:00 pm – 4:30 pm	\$8.50	Free	\$10	\$20	NA	Alisha Sirois & Linda Stroberg
20	NAR Ethics: Your 4-Year Requirement	9:00 am – 1:00 pm	Free	Free	Free	Free	4 ET	John Altman
20	Solving the Mystery of Appraisals	1:00 pm – 4:30 pm	\$8.50	Free	\$10	\$20	NA	Alisha Sirois & Linda Stroberg
21	C.A.R.'s Guide to the Residential Purchase Agreement	9:00 am – 1:00 pm	\$59	\$59	\$59	\$99	4 CP	Sanjay Wagle
24-28	Certified International Property Specialist (5 Days)	8:00 am – 5:00 pm	\$650	\$650	\$650	\$650	NA	David Wyant
25	Solving the Mystery of Government Financing	1:00 pm – 4:30 pm	\$8.50	Free	\$10	\$20	NA	Alisha Sirois & Linda Stroberg
27	Solving the Mystery of Appraisals	1:00 pm – 4:30 pm	\$8.50	Free	\$10	\$20	NA	Alisha Sirois & Linda Stroberg

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# AUGUST 2015 CALENDAR OF EVENTS



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	COMMITTEE MEETINGS
						1	10 Housing Opportunities 10:00 am – 12:00 pm
2	3 New Member Orientation 8:30 am – 3:00 pm (Kearny Mesa)	4 MLS Paragon Training (Day 1) 9:00 am – 4:30 pm (Kearny Mesa) Solving Mystery of Govt. Financing 1:00 pm – 4:30 pm (Carlsbad)	5	6 Agent Boot Camp 9:00 am – 3:30 pm (South County) Commercial Alliance Video Series 12:30 pm – 1:30 pm (Kearny Mesa) Solving Mystery of Appraisals 1:00 pm – 4:30 pm (Solana Beach) YPN Thirsty Thursday Mixer 5:00 pm – 7:00 pm (Stella Public House)	7	8 One-Day Prep Course 8:30 am – 3:30 pm (Kearny Mesa)	11 Young Professionals Network 9:30 am – 10:30 am
9	10	11 MLS Paragon Training (Day 2) 9:00 am – 4:30 pm (Kearny Mesa)	12	13 MLS Paragon Tips & Updates 9:00 am – 12:00 pm (Coronado)	14 Prospecting 9:00 am – 12:00 pm (East County)	15	11 Bylaws 3:00 pm – 5:00 pm
16	17 New Member Orientation 8:30 am – 3:00 pm (Kearny Mesa)	18 Solving Mystery of Govt. Financing 1:00 pm – 4:30 pm (Kearny Mesa)	19	20 NAR Ethics 9:00 am – 1:00 pm (South County) Solving Mystery of Appraisals 1:00 pm – 4:30 pm (Kearny Mesa)	21 C.A.R.'s Guide to the RPA 9:00 am – 1:00 pm (South County)	22	12 Grievance 9:00 am – 11:00 am
23	24 Cert. Intl. Property Specialist (Day 1 - Local Markets) 8:30 am – 5:00 pm (Kearny Mesa)	25 Cert. Intl. Property Specialist (Day 2 - Transaction Tools) 8:30 am – 5:00 pm (Kearny Mesa) Solving Mystery of Govt. Financing 1:00 pm – 4:30 pm (East County)	26 Cert. Intl. Property Specialist (Day 3 - The Americas) 8:30 am – 5:00 pm (Kearny Mesa)	27 Cert. Intl. Property Specialist (Day 4 - Asia/Pacific) 8:30 am – 5:00 pm (Kearny Mesa) Solving Mystery of Appraisals 1:00 pm – 4:30 pm (East County)	28 Cert. Intl. Property Specialist (Day 5 - Europe) 8:30 am – 5:00 pm (Kearny Mesa)	29	12 Commercial Alliance (CRASD) 9:30 am – 11:00 am
30	31	All classes/events/meetings subject to change or cancellation					12 Risk Management 12:00 pm – 2:00 pm
							14 Executive 8:45 am – 9:30 am
							14 SDAR Board of Directors 9:30 am – 11:30 am
							18 CREA Board of Directors (Coronado Service Center) 1:00 pm – 2:00 pm
							19 Professional Standards Exec. 9:00 am – 11:00 am
							21 International 1:00 pm – 2:00 pm
							27 Education 11:00 am – 12:00 pm
							27 Government Affairs 10:00 am – 12:00 pm
							27 Membership & Business Tech. 1:00 pm – 3:00 pm
							28 REALTOR® Political Affairs 10:00 am – 11:30 am



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