

WINForms® Today

Introducing... zipForm® 6

Coming in Fall 2009, California Association of REALTORS® WINForms® users will have the option to upgrade to the new zipForm® 6 software. The new application features easy-to-use navigation that lets you move quickly through documents and transactions.

What are the differences between zipForm® 6 and WINForms® software?

- Complete and e-mail/print forms without first having to create a transaction
- Apply one or multiple templates at any time during a transaction
- Drag and drop forms into transactions
- Platform independent – runs on PC or MAC
- Automatically saves (in the background) as you work
- Compatible with Windows Vista

For ZipForm® 6 System Requirements, visit <http://support.zipform.com/zf6/requirements.asp>.

Expand Your Client Base to Include Real Estate Investors

Understanding real estate investments can be tricky business, especially when your investment skills aren't as strong as you'd like them to be. But if you're interested in capitalizing on a client base that you may not have previously considered tapping into, you need Clarus *Investor*®. A \$9.99 monthly subscription to Clarus *Investor*® empowers you to speak with confidence about real estate property investment with potential buyers regardless of your level of investment knowledge. The current foreclosure-rich market coupled with low interest rates means income opportunity for investors who want to add real estate to their portfolios. Get a piece of this market! In the same way that you are a savvy WINForms® user, the Clarus *Investor*® program makes you, the REALTOR®, the property investment expert.

Once you've got the tools, learn how to use them. After you've signed up for Clarus *Investor*®, the next step will be to educate yourself on investment basics by downloading the FREE Clarus™ Investment Training School. Formerly a \$59.95 course, you can now access the Investor School, the Due Diligence Coach, the Physical Information Checklist, and the Financial Information Checklist for free. You don't need to do anything other than purchase Clarus *Investor*® to get this training package, as it will automatically be added to your order.

- The **Investor School** will teach you real estate investment fundamentals, help you understand motives behind investing, and show you how to set attainable goals. The Investor School also provides extensive and thorough description on how to interpret the Clarus *Investor*® property analysis report by explaining phrases like "Capitalization Rate," "Equity Dividend Rate," and "Cash on Cash Return".
- **Due Diligence Coach** offers step-by-step guidelines to ensure you're thoroughly vetting your investment. The process poses logical series of items, activities, and issues to consider when purchasing investment real estate.

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Benefit Buzz

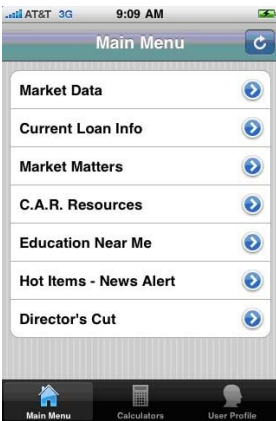
Three more Southern California associations have adopted Clarus *MarketMetrics*® as a member benefit: Arcadia, East Valley and The Inland Gateway AORs. Inland Gateway AOR is also offering Clarus *Investor*® and Real Estate Profit Navigator™.

Up in Northern California, Watsonville AOR joins 6 others who utilize MLSListings as their multiple listing service provider, in providing Clarus *MarketMetrics*® as a member benefit. More information is available at www.clarusresource.com/press_releases/index.html

The Due Diligence Coach also comes with two additional checklists, the Physical Information Checklist and the Financial Information Checklist that will be helpful in using the Clarus *Investor*® program. Signing up for a Clarus *Investor*® account is the first step towards expanding your property investment understanding and your client base. For more information, please visit www.clarusresource.com. You can sign up for a free 1-hour, introductory webinar, get information on how to purchase, and see demos of the product here.

* Some local Associations offer Clarus *Investor*® as a free member benefit. To see if your local Association provides this free service to you, follow this link: <http://www.clarusresource.com/memberbenefits.html>.

Customers who purchased BOTH Clarus *Investor*® and the Clarus™ Investment Training Package on or after June 25, 2009 are eligible for a refund of the purchase price of the Clarus™ Investment Training Package. REBS® reserves the right to end this promotion at any time. To be eligible for a refund, you must email clarus@car.org or call 888-9CLARUS and provide your original order number and email address. Refunds must be received by 10/15/09. Purchases prior to June 25, 2009 are not eligible for refund.



My C.A.R. Mobile App Available for iPhone

C.A.R. members now have a new member benefit for their mobile device! "My C.A.R.", the first native iPhone app for a REALTOR® association, is available for download in iTunes. C.A.R. members can visit www.car.org/tools/mycar for detailed instructions and compatibility requirements. BlackBerrys® and other web-enabled devices can also access My C.A.R. features. Those features include: market data for 21 regions in California, current loan information, highlights from C.A.R.'s Market Matters newsletter, association resources, the ability to search for license renewal and continuing education courses, hot item news alerts, Inman News and links to information that may be of interest to C.A.R. Directors. More information is available at <http://www.car.org/newsstand/newsreleases/mycarrelease/>.

zipForm® Mobile for the iPhone (\$9.99) is also available for downloading at iTunes store!

Face2Face™ for WINForms® Training

Due to the high demand of training offered by WINForms®. We have expanded to offer the WINForms Online® training via Face2Face™ Video Conferencing method!

Face2Face™ delivers dynamic, interactive training to REALTORS® at up to four local associations in California simultaneously. The live presentation will be sent via a video feed to the local association in real-time, enabling every member to see and hear the same thing at the same time, for the ultimate learning experience. Students can instantly respond and interact with the instructor through this approach.

Get an in-depth training and tips on how to use your WINForms Online® application. Learn how to: Create a Transaction, E-mail forms, Import/Export between WINForms® application, Create and Apply Clauses, and more! A C.A.R. WINForms® Certified trainer teaches the course along with a WINForms® All-In-One Manual and more! To have this training available at your Association, please contact Fatima Sogueco at (213) 739-8315 or fatimas@car.org.

Maximum attendance of 15 students for Face2Face™ is required. For more information about our Face2Face™ program, please visit <http://www.car.org/education/Face2Face/>.

Think FHA FREE Webinar Date Just Added

Need an FHA refresher course? C.A.R. and the US Department of Housing and Urban Development (HUD) are offering free webinars presented by Nancy West, Marketing and Outreach Specialist for HUD.

To register for an upcoming webinar, [click here](#) for Think FHA: FHA Rehabilitation Programs on Wednesday, September 9 from 10 a.m.-11 a.m.

New Items in Market Response Center as of Aug. 21

It's a tough market today for California REALTORS®. That's why C.A.R. has created the Market Response Center, your one-stop shop featuring everything from the latest Research and Economics reports to surveys now offered free of charge. You can find these SMART (Strategic Market Assistance and Response Tools) materials on the Market Response Center.

C.A.R. updates the Market Response Center frequently. Check back often for the newest resources available to you and your clients at <http://www.car.org/tools/smart>.

For more information, please visit <http://www.car.org/tools/smart/resources/fha>.

LEARN. APPLY. SUCCEED.

REALTOR® Tech Education: On-Demand



REALTOR® Tech Education: On-Demand courses feature in-depth technical training about today's hottest technologies. Each course is written with the real estate professional in mind and presented in an easy-to-follow format with no complex tech jargon.



- **Blogging for REALTORS®**

This course will show you how to quickly and easily set-up a blog and teach you how to use it to market yourself. **Only \$9.95**



- **Facebook for REALTORS®**

This course will help you understand what social networking is and how to engage your clients on Facebook. **Only \$9.95**



- **Twitter for REALTORS®**

This course will teach how to use this new social networking site to connect with your clients in 140 characters or less. **Only \$9.95**



- **YouTube for REALTORS®**

This course will provide you with information on how to get your video content posted to advertise the services you offer. **Only \$9.95**

- **FULLY CONNECTED PACK!**

Save 20% off the retail price when you purchase all 5!

The REALTOR® Technology Education On-Demand: Fully Connected Pack contains our hottest courses at a special discounted price, including Internet Marketing for REALTORS® (not listed above, retail price: \$14.95), Blogging for REALTORS®, Facebook for REALTORS®, Twitter for REALTORS® and YouTube for REALTORS®. **Only \$43.80**

Also available, Social Media & Social Networking in the Real Estate Space

For a complete list of REALTOR® Tech Education On-Demand and online courses offered, visit www.rebsonline.com/techondemand or call 213-739-8227.



Is your real estate license coming up for renewal?

C.A.R. offers Department of Real Estate (DRE) approved online license renewal courses for both salespersons and brokers, visit www.rebsonline.com/license-renewal.

ACHIEVE THE HIGHEST LEVEL IN REAL ESTATE!

C.A.R. is proud to offer designations from the National Association of REALTORS® (NAR) to further your professional career in real estate with both Face2Face™ and live lecture options. Designations can increase your business to potentially double your income.



- **Green Designation**

Go green. Learn how to explain to clients what makes a home, property, or building green and how to list and market green properties.



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Successfully market to and represent home buyers and learn the valuable skills needed to stay on top of the proper techniques, issues, and trends.



- **Seniors Real Estate Specialist (SRES®)**

Counsel clients age 50-plus through major financial and lifestyle transitions involved in relocating, refinancing, or selling the family home.



- **Resort & Second-Home Property Specialist (RSPS)**

Gain the essentials of buying, selling, or managing resort properties and second homes for recreation, investment, and development.

**Brand yourself through a specialized niche market by
earning an NAR designation today!**

For a complete list of Face2Face™ and Live Lecture courses offered,
visit www.car.org/education or call 213-739-8241.



- **Graduate REALTOR® Institute (GRI)**

The most prestigious designation a REALTOR® can earn. Apply tonight what you learn today; courses ranging from Money Making Strategies to Technology Applications in Real Estate.

Visit www.car.org/education/designations to become a GRI.



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C.A.R. offers Department of Real Estate (DRE) approved license renewal courses for both salespersons and brokers, visit store.car.org/home-study for traditional home study binders with online exams.