



WINForms® Today

Special Edition



CALIFORNIA ASSOCIATION OF REALTORS®

GREEN the Red, White, and Blue Celebration!

Americans are an independent and resilient lot. While the Fourth of July is a tribute to the red, white, and blue and our independent spirit, it easily could be a tribute to the red, white, blue, and green. That's because energy independence and the green mantra of reduce, reuse, and recycle could easily have been penned by our founding fathers. As homeowners adapt to rising energy and water prices, green living could become part of our national fabric.

As a REALTOR®, you recognize your clients' commitment to a greener lifestyle, too. Employing a green approach to your business is one way that you can show your clients that you also understand the importance of eco-friendliness. ePUBS™ for WINForms® is a great tool for agents who strive to reduce the amount of papers consumed in a typical real estate transaction. Not only does ePUBS™ for WINForms® offer a solution that can help save millions of sheets of paper each year, but now there's a new green pamphlet included in the WINForms® add-on library. The Green Living brochure is exclusively available through the ePUBS™ for WINForms® library on July 1. This 5-page pamphlet is a nice "extra" to send to your existing clients, or use it as a prospecting tool to send to potential clients. It's chock-full of great tips and tricks to green the home, both inside and out. Green gift-giving suggestions, ways to green your commute, and greener shopping tips are also included.

For more information about ePUBS™ for WINForms®, or to attend a free webinar, please visit <http://www.car.org/winforms/ePUBSWF/>.

In the spirit of good, green fun, here are a few tips to help you celebrate our country's independence in an eco-friendly way:

- Opt for local produce
- Make recycling bins available at the backyard BBQ
- Choose sustainably-produced charcoal for the grill or use propane for the gas grill
- If glass dishes aren't an option, skip the Styrofoam and go for bamboo and biodegradable picnic-ware
- Ride bikes or carpool to a community fireworks show rather than light your own fireworks



Mortgage Protection Program

To help provide first-time home buyers with peace of mind when purchasing a home, the CALIFORNIA ASSOCIATION OF REALTORS® Housing Affordability Fund (C.A.R.H.A.F.) is offering a FREE supplemental insurance product for qualified first time homebuyers. Through the C.A.R. Housing Affordability Fund's Mortgage Protection Program (C.A.R.H.A.F. MPP), first-time home buyers who lose their jobs due to layoffs may be eligible to receive up to \$1,500 per month, for six months, to help make their mortgage payments, qualified co-buyers can receive \$750. Home buyers must request an application for the H.A.F. Mortgage Protection Program from their REALTOR®. Click here for more information and downloadable marketing materials for your members.

A webinar on the program details will be held on **Thursday, July 2, 2009** at 1:00 p.m., to register for this webinar click here: <https://www1.gotomeeting.com/register/981258089>

AIR Essentials™ for **WINForms®**

Just the Essentials for the Resi-mercial Agent

The new AIR Essentials™ for WINForms® library provides members with access to 15 core commercial purchase, lease and disclosure forms with unlimited use for a 12-month subscription period. This add-on library is currently only available via WINForms Online® for a member fee of \$99 and is a great tool for residential agents who are branching out into commercial sales. For more information, follow this link: <http://www.winforms.com/airessentials/>.

To sign up for a free half hour introductory webinar, go to <http://www.car.org/winforms/AIREssentials/AIRBuyNow/>. The next webinar will be held on **Wednesday, July 1, 2009**. To register, follow this link: <https://www1.gotomeeting.com/register/270235609>.

Online Professional Development Technology Education Courses from C.A.R.

Looking to get up to speed on some of the hottest internet marketing tools available today? C.A.R. Education is proud to announce the latest in its series of online technology courses:

REALTOR® Tech Education - On-Demand courses not only teach you why you need to use these internet marketing tools, but also instruct you on how to practically use them as a REALTOR® or real estate professional. They're available 24 hours a day, 365 days a year and start as low as \$9.99 each.

Courses include: Internet Marketing for REALTORS®, Facebook for REALTORS®, Blogging for REALTORS®, Twitter for REALTORS®, Social Media & Social Networking in the Real Estate Space, and YouTube for REALTORS®. For more information on, or to purchase these courses, please visit - www.rebsonline.com/techondemand.

Looking to create a blog? Want to connect to clients with Facebook? Need help in getting videos on YouTube? For \$69.95 you can have a one hour, one-on-one interactive webinar with a tech guru who will help get you connected and on the road to internet marketing success. For more information, please visit <http://www.rebsonline.com/category/techconsult>

Brokers - Like to have an instructor teaching your staff live at your office? Our great REALTOR® Tech courses are also available for delivery at your office and also include subjects such as Digital Video Production for REALTORS®, MySpace for REALTORS®, Text Messaging for REALTORS® and Podcasting for REALTORS®! For more information, please contact Chris Tellez at chrisgt@car.org or by phone at 213-739-8251.