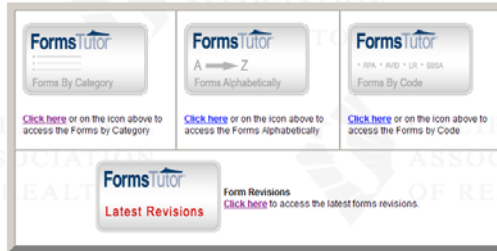


# WINForms<sup>®</sup> Today

## C.A.R. Forms Tutor™ Makes it Easier to Search for Form Assistance

C.A.R. Forms Tutor™ now provides a much easier, user-friendly way to get help filling out forms to enhance a member's experience. Recently, the user interface was modified to make searching for a form much easier. Members can now request search results in three ways: alphabetically, by forms category or by form code. Drafts of the recent form revisions as well as the specific changes to those forms are now an option, too.

Forms Tutor™ is an online service that explains the standard forms clause-by-clause, with audio and text instructions. Select one of the following buttons to access those standard forms supported by Forms Tutor™.



• [Click here](#) for Webinar schedule  
• [Click here](#) for tips and techniques

To view blue line drafts of the April Forms Revisions, select the "Latest Revisions" button from the Forms Tutor homepage. We've also added a couple of helpful features like a demo video that offers a C.A.R. Forms Tutor™ tour and a Tips & Tricks link.

Visit the new C.A.R. Forms Tutor® free member benefit by visiting the C.A.R. Web site ([www.car.org](http://www.car.org)) and clicking on the C.A.R. Forms Tutor™ icon.

## Learn About Your Member Benefit: Forms Advisor™

Forms Advisor™ is an online tools that help you identify which C.A.R. standard forms to use and how to complete them. Forms Advisor™ features C.A.R. Forms Tutor™, which provides audio and text instructions for completing the forms as well as legal Q&A component.

Using Forms Advisor™ is easy. You enter the phase of the transaction that you are in and complete transaction specific questions. Forms Advisor™ directs you to relevant forms for that type of transaction. The process is fast and simple to use. These software products are available for C.A.R. members only.

Also, visit the new C.A.R. Forms Tutor™ free member benefit by visiting the C.A.R. homepage [www.car.org](http://www.car.org) and clicking on the C.A.R. Forms Tutor™ icon under **Quick Links** section.

Join us for a free webinar training on Wednesday, July 29th. To register, please visit <https://www1.gotomeeting.com/register/152501713>. More webinar training schedule are available at <http://www.car.org/winforms/formsadvisor/>

July 2009  
Volume 9, Issue 7

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### Clarus MarketMetrics® Update

12 Association of REALTORS® have access to Clarus MarketMetrics® as a member benefit. The associations include: Monterey County, Santa Cruz, Santa Clara County, Silicon Valley, San Mateo County, Coastal Mendocino, Marin, North Bay, Northern Solano County, San Francisco, Solano, and San Benito. BAREIS MLS and SFAR are paying for this new member benefit. Santa Cruz AOR also is providing its members access to Clarus Investor®. More information is available at [www.clarusresource.com/press\\_releases/index.html](http://www.clarusresource.com/press_releases/index.html)

**WINForms<sup>®</sup>** is becoming **ZipForm<sup>™</sup>**

New Name - Same Great Product!

## WINForms Online® Training for D.R.E. Credit!

You can now receive 3 hours of Consumer Service credit towards your Department of Real Estate continuing education requirement by taking a live C.A.R.-sponsored WINForms Online® class. 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. Certified trainer teaches the class and provides certificates, along with a WINForms® All-In-One Manual and more. The next WINForms Online® for DRE Credit training will be held at the following Local AOR's: **North Bay AOR on August 5th.**

To have this training held in your area, contact your Local Association of REALTORS®. Minimum attendance of 30 students is required. For more information, contact Fatima Sogueco at 213-739-8315 or [fatimas@car.org](mailto:fatimas@car.org). This course is available in live-lecture format only.

### **FREE Webinar Training for WINForms®**

WINForms® department continually offers additional training to all its users. This free training is designed to benefit everyone from first-time WINForms® users to the more experienced looking for additional functionality. Topics include:

- How to Create and Apply Templates on WINForms® applications.
- WINForms® E-mail Integration
- Clause Editor features
- WINForms® Transaction Toolbar Tips
- Import and Export Feature and more!

To register and information, go to [www.car.org/tools/webinars/WFTraining/](http://www.car.org/tools/webinars/WFTraining/). A computer, a high-speed internet connection, and computer speakers or a phone line are required. Can't attend the webinar? Visit our **FREE** on-demand training movies at [www.car.org/winforms/movies/](http://www.car.org/winforms/movies/).

Get your step-by-step instructions on How to Renew your WINForms® software, How to Update Company Information and more!

### **Become a WINForms® Certified Trainer!**

Here are the **Top 5** reasons why you should become a WINForms® Certified Trainer:

1. WINForms® Certification Program will give you working knowledge of the software and insight to the training skills that are vital to teaching others.
2. Account access to technology training and training materials for WINForms, ePUBS™, DocuSign® Electronic Signature, and WINForms® Mobile.
3. Your name will be advertised at [www.car.org/winforms/winformscert/](http://www.car.org/winforms/winformscert/) as a WINForms® Certified trainer.
4. Schedule the training at your own convenience and location.
5. You have the best real estate technology gadgets on the block!

Our next online/webinar training is on **Thursday, August 13th**. To register, visit [www.car.org/winforms/winformscert/](http://www.car.org/winforms/winformscert/) or call (213) 739-8315. The cost is \$199 per person and \$99 each additional person from the same office. Association staff gets a discounted rate. For a list of WINForms® Certified Trainer in your area, go to [www.car.org/winforms/winformscert/](http://www.car.org/winforms/winformscert/).

### **Green Living Brochure on ePUBS™ for WINForms®**

The latest addition to the ePUBS™ for WINForms® library is loaded with helpful green tips for any homeowner. Send it to your buyer once they've purchased their new home or send it to existing clients as a prospecting tool. The Green Living brochure is easily emailed as a PDF file and contains a host of tips and tricks for the environmentally conscious client. The green advice doesn't stop at the front door, though – also included is sage advice for green gift giving, shopping, and even the work commute!

The Green Living brochure is the latest addition in the effort to enhance the value of the ePUBS™ for WINForms® library. In April, three new titles were added: a foreclosure Q&A, a short sale Q&A, and The Commercial Property Owner's Guide to Earthquake Safety (and separate signature file). Look for more new content later this year.

If you want to learn more about the ePUBS™ for WINForms® library, please visit <http://www.car.org/winforms/ePUBSWF/>. To sign up for a free, half-hour introductory webinar, visit <http://www.car.org/winforms/ePUBSBuyNow/>.

### FREE Half Hour AIR Essentials™ for WINForms® Webinar

If you're a residential agent who handles a few commercial transactions each year, AIR Essentials™ for WINForms® is a must have. AIR Essentials™ for WINForms® is an add-on library for WINForms Online® and contains 15 key AIR forms for only \$99 annually. Compared to \$399 for access to AIR's full library of forms, this add-on library is a fantastic deal. Upcoming AIR Essentials™ for WINForms® Webinars:

**Wednesday, June 29th - 11:00am – 11:30am.**

To sign up, follow this link: <https://www1.gotomeeting.com/register/141866225>

**Wednesday, August 5th – 11:00am – 11:30am.**

To sign up, follow this link: <https://www1.gotomeeting.com/register/594840865>

**Wednesday, August 12th - 11am-11:30am**

To sign up, follow this link: <https://www1.gotomeeting.com/register/127809185>

For a complete list of upcoming webinars, please visit [www.winforms.com/airessentials/](http://www.winforms.com/airessentials/).

### FREE Think FHA Webinar on July 28<sup>TH</sup>

How much do you know about FHA's guidelines on Manufactured Housing and the Reverse Mortgage Program? Find out all you need to know about these topics and more on Tuesday, July 28<sup>th</sup> at Session 3 of C.A.R.'s *Think FHA* webinar series. The webinar will be presented by Nancy West, Marketing and Outreach Specialist of the U.S. Department of Housing and Urban Development. Register early and reserve your spot at <http://www.car.org/education/FHA/>.

### New Information on C.A.R.'s Market Response Center

As part of the SMART (Strategic Market Assistance and Response Tools) Initiative, C.A.R. has created the Market Response Center. You can find everything you need to know in today's market—from new information to customizable materials for clients.

Did you know that as a C.A.R. member you can now download the Survey of California Home Buyers and Sellers on the Market Response Center for free? The 2009 Survey of California Home Buyers has been released and is now available for download.

Visit <http://www.car.org/tools/smart/free/surveys2009/> to receive your free copy. Check back often with the Market Response Center to find C.A.R.'s newest resources available to you and your clients at <http://www.car.org/tools/smart/>



Visit:

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

**For Discounts and Special Offers for C.A.R. Members!**

### C.A.R.'s "2009 Survey of California Home Buyers" FREE to C.A.R. Members

#### Did you know the behaviors of home buyers have changed?

"After back-to-back years of sharp declines, home sales in California rebounded in 2008 and early 2009," said C.A.R. President James Liptak. "The increase reflected the combination of favorable prices, low mortgage rates, and home buyer tax credits, fueled primarily by sales of distressed properties that accounted for more than half of the state's transactions. Housing affordability has improved dramatically in response to the decline in home prices along with historically low mortgage rates, creating a tremendous opportunity for home buyers in California."

Get the facts you need and more, including:

- Distressed sales made up more than half of sales in California.
- Almost half of all buyers bought a home through a regular market sale.
- Most home buyers are optimistic about the future direction of home prices.

[REALTOR.com](http://www.realtor.com) was the most popular real estate website visited by home buyers. C.A.R.'s "2009 Survey of California Home Buyers" is available FREE to C.A.R. members by visiting <http://www.car.org/tools/smart/free>.

Only \$29.95 for Non C.A.R. Members (PDF Download), visit [http://www.rebsonline.com/basket.php?retain\\_errors=Y&retain\\_messages=Y](http://www.rebsonline.com/basket.php?retain_errors=Y&retain_messages=Y) for more information.

Join C.A.R. Chief Economist Leslie Appleton-Young as she kicks off

# Gain the EDUTIZING Edge

San Francisco • August 4th

**California REALTORS®, don't miss this opportunity to energize your marketing plans!**

**When:** Tuesday, Aug. 4, 2009

**Time:** 1:30 p.m. to 4:30 p.m. –

**PLUS** Networking Cocktail Reception from 4:30- 5:30 p.m. Cosponsored by NorBAR

**Where:** Palace Hotel, San Francisco

**Cost:** \$59 special rate for C.A.R. members (EDUTIZING Edge session only)

**Special Package with Inman Connect:** \$329 includes full Inman conference (\$610 savings)

Join us for a fast-paced blend of strategy and tactics - all designed to build business in today's market! In this exciting session, you will learn how to communicate your local expertise and connect to potential customers in ways they value.

**The program includes three different sessions:**

- Growing Your Business by Positioning Yourself as an Expert in Your Local Marketplace
- Telling Your Story Online
- Using Mobile to Position Yourself as an Expert

**Confirmed Speakers include:**

- **LESLIE APPLETON-YOUNG**, Vice President and Chief Economist for C.A.R.
- **MATTHEW BORLAND**, Managing Broker/Partner of Zephyr Realty in San Francisco
- **CHRIS BARTLE**, CEO of Green Key Real Estate in San Francisco
- **PETER KRAUSE**, Cofounder of Terradatum (Technology partner for Clarus *MarketMetrics*®)
- **MARIA MARCHETTI**, REALTOR® with Pacific Union/GMAC
- **ERROL SAMUELSON**, President of Realtor.com
- **MATT DOLLINGER**, Performance Coach of @properties in Chicago
- **AND More...**

**Don't miss this exciting event,  
register today at [www.car.org/tools/330771](http://www.car.org/tools/330771)!**

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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](http://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](http://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.



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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.

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Is your real estate license coming up for renewal?

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