

CALIFORNIA ASSOCIATION OF REALTORS®  
**Your Membership, Your Way**

C.A.R. We're All About You.

**Member Benefit #5** C.A.R. members can choose from more than **50 FREE CALIFORNIA REALTOR® EXPO 2009** sessions. From foreclosures and REOs to the 2010 housing market forecast – it's all for YOU!  
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C.A.R. President James Liptak describes positive changes in today's market.

Dear C.A.R. Member,

We know your time is valuable, and it's our goal at C.A.R. to make things easier for you. We realize you each have needs as unique as the markets you serve. That's why we're introducing *Your Membership, Your Way* a new monthly member communication featuring the must-have news, resources, and information from C.A.R. that will save you money, time, your transaction--maybe even your sanity--as you navigate today's housing market.

We hope these tools help you make the most of your membership. Let us know what you think!

Sincerely,  
 James Liptak  
 2009 President  
 CALIFORNIA ASSOCIATION OF REALTORS®

## SAVING YOU TIME

**You're too busy to spend time scouring the Web to protect your good name and reputation.** We've signed up a new Member Advantage Program partner, ReputationDefender, to do just that. Trust means everything for REALTORS®, and as a comprehensive online reputation and privacy management company, ReputationDefender can safeguard your Web-driven business, allowing you to keep and acquire more clients. The best part--it can cost you as little as \$10 a month with your C.A.R. discount. Click here for details.

**It's now the law: Your solicitation materials, including business cards and property flyers, must include your license number.** C.A.R. has prepared a Realegal® that summarizes the provisions of Senate Bill 1461, effective July 1, and accompanying regulations, so you don't have to wade through the legalese. Our Realegal® tells you what you need to do to comply. We've also negotiated a significant discount on printing. See **Saving Your Sanity**, below, for details.

## SAVING YOU MONEY

**Choose from more than 50 compelling sessions, visit the exhibit hall, or meet and mingle with industry icons at the free CALIFORNIA REALTOR® EXPO 2009.** This year's REALTOR® EXPO takes place October 6-8 at the San Jose Convention Center. Can you afford to miss out? Pre-register today to save even more money and cross one more thing off your to-do list.

**Save on legal advice with the free C.A.R. Legal Hotline.** You don't have to spend time and money putting a lawyer on retainer when we've done it for you. Our Legal Hotline has saved members more than \$2 million in legal fees so far this year. To make things even easier, our Legal Hotline is available on Saturdays for transaction-based questions. Why haven't you called yet? To access the Legal Hotline call (213) 739-8282.



**Find out where mortgage rates, home sales, and the median price are headed.** The Association recently released a mid-year update of our *2009 Housing Market Forecast*. [Click here to view.](#)

**Get your free copy of C.A.R.'s 2009 Survey of California Home Buyers at [www.car.org/tools/smart/free/](http://www.car.org/tools/smart/free/).** This latest research report is packed with information about the housing market, financing, and valuable insights into buyers' attitudes and behaviors.

## SAVING YOUR SANITY

**If you're scrambling to find a printer so you can comply with Senate Bill 1461, we've got you covered.** SB 1461 requires that your DRE license number be on point-of-contact materials, including business cards and property flyers. C.A.R.'s Member Advantage Program has negotiated a 25-percent discount with our PrintingForLess.com partner on marketing material reprints. That includes all of your business cards, stationery, advertising flyers, and other soliciting marketing materials that now must display your license number. [Click here for details.](#)

## SAVING YOUR TRANSACTION

**Property profiles again may be provided to you by title companies.** There's been some confusion in the marketplace recently over a June 12 California Department of Insurance (CDI) letter addressing titles companies' ability to provide property profiles to REALTORS®. Concerned about the interpretation of the letter and its impact on your business, C.A.R.'s Governmental Affairs Department met with the CDI on July 2. As a result, the CDI agreed to look at the matter, recognized the urgency and need for immediate action, and issued a letter July 6 making it clear that title companies again may provide property profiles in the manner that they did immediately prior to June 12. You can read the CDI letter [here](#).

**Reacquaint yourself with how to structure an FHA transaction through C.A.R.'s free "Think FHA" webinar series.** Presented by C.A.R. and the U.S. Department of Housing and Urban Development (HUD), our "Think FHA" webinars are just what you need to get up to speed. The webinars cover a variety of topics, from FHA borrower and property requirements and FHA streamline and rehabilitation programs to manufactured housing. The next session is scheduled for July 28 from 1 p.m. to 2 p.m. Space is limited; register now and reserve your spot.

Your Membership, Your Way is published by the CALIFORNIA ASSOCIATION OF REALTORS®, a trade association representing more than 175,000 REALTORS® statewide.

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<http://www.car.org/aboutus/privacypolicy>



To contact C.A.R., click on this link:

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Written inquiries regarding Your Membership, Your Way should be directed to Amanda Gardner, ([amandag@car.org](mailto:amandag@car.org)).

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