

# THE TOOLS YOU NEED. SUPPORT YOU WANT.

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MEMBER BENEFITS GUIDE



CALIFORNIA  
ASSOCIATION  
OF REALTORS®



# 200,000 MEMBERS AND COUNTING!

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Let's just say, "It's good to be a CA REALTOR®!"  
As an individual member of C.A.R., you have  
access to top-of-the-line benefits that will  
make your clients thankful they work with you.

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## C.A.R. MISSION STATEMENT

The purpose of the CALIFORNIA ASSOCIATION OF REALTORS® is to serve its membership in developing and promoting programs and services that will enhance the members' freedom and ability to conduct their individual businesses successfully with integrity and competency, and through collective action, to promote real property ownership and the preservation of real property rights.

## C.A.R. VISION STATEMENT

The REALTOR® organization will be the preeminent source of essential business services and the association of choice for real estate professionals committed to excellence.



CALIFORNIA  
ASSOCIATION  
OF REALTORS®



# CHOICES. CHOICES. CHOICES.

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From the brand-new agent who could use some support in all things real estate to the experienced broker who is searching for the answer to a client's question, we've got everyone's needs covered.

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YOUR BIG OPPORTUNITY MAY BE  
RIGHT WHERE YOU ARE NOW.



- NAPOLEON HILL

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**Save time. Save paper. We've got digital transactional tools and all the closing resources you need for any contract or deal.**

Lone Wolf Transactions (zipForm Edition)  
Legal Tools  
Legal Hotline  
Transaction Rescue™

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**Marketing tools to keep you  
in front of your clients.**

Local Market & Industry Infographics  
Consumer Ad Campaign  
REALTOR® REALTALK  
REALTOR® ReelMaker

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**Meetings & Virtual Events**

WomanUP!®  
REImagine!  
STEPS Toward Homeownership  
Xperience Summits

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**They say good things come to those who wait. No one says that  
here. We're all about trending info and education on market data,  
government affairs, legislation and other industry issues.**

*California Real Estate Magazine*  
Center for California Real Estate (CCRE)  
Coronavirus Resources for REALTORS®  
Webinars  
Free 45-hour CE License Renewal

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**We're here for you. Learn more about what C.A.R. is involved in  
within the industry and how you can participate.**

Housing Affordability Fund  
Education Foundation  
Fair Housing  
Latinx Professionals Network  
Prop 19

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**All of the above ... and a little extra. Just follow.**

C.A.R. Social Media

WE TWEET!



WE RECORD!



WE POST!





# GETTING IT DONE

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EVERY PROJECT IS AN OPPORTUNITY TO LEARN, TO FIGURE OUT PROBLEMS AND CHALLENGES, TO INVENT AND REINVENT.



- DAVID ROCKWELL

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The state-of-the-art platform allows you to complete transactions and contracts electronically, even on your mobile devices. Lone Wolf Transactions (zipForm Edition) is one of the most powerful platforms for transaction management available to members today, and with features like zipCommunity™, agents, clients and any other parties can collaborate during a transaction with more security than ever before.

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## RISK MANAGEMENT

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### PEER-TO-PEER ETHICS INFOLINE

REALTOR® members have access to our free ethics infoline where you can be assigned a volunteer member who is trained in the Code of Ethics to assist you with your non-legal ethics questions. You can ask questions about whether your own actions or the actions of another REALTOR® member might violate the Code of Ethics.



### LEGAL TOOLS

Short, shareable resources to help you understand how the law impacts your business or your transaction. Summarized quick guides, one-page flyers, PowerPoint slides and videos — all here for brokers, agents and consumers.



### LEGAL HOTLINE

1,500,000+ is a BIG number. That's how many member questions our attorneys have answered about real estate law and brokerage practice. Get free one-on-one legal advice from our attorneys by calling (213) 739-8282. Or download the free Legal Hotline App and use the wait time feature to help work your phone call into your schedule.



### DOWNPAYMENT RESOURCES

Quickly search and identify over 400+ available down payment assistance programs in your client's target area with our Down Payment Resource Directory. For additional assistance, please contact [transactionrescue@car.org](mailto:transactionrescue@car.org).



### Transaction Rescue™

Your lifeline to the lending community! Give us a call on the free helpline at (213) 739-8383, email us at [transactionrescue@car.org](mailto:transactionrescue@car.org) or let our Transaction Rescue™ Automated Virtual Assistant provide you answers and assistance with finding a lender, loan qualifications, underwriting, short sales and more.





# YOUR CLIENTS WILL THANK YOU



WE MUST OPEN THE DOORS OF OPPORTUNITY. BUT WE MUST  
ALSO EQUIP OUR PEOPLE TO WALK THROUGH THOSE DOORS.



- LYNDON B. JOHNSON

## MARKETING TOOLS



### LOCAL MARKET & INDUSTRY INFOGRAPHICS

Add something cool to your website, social media or next client meeting with beautifully designed and easy-to-download infographics for your clients and your specific market area:



Market Data  
Infographics



Weekly Market  
Minute Reports

- City + County Market Overviews
- City + County Buyer's Guides
- California Consumer Infographics
- CA Real Estate Industry Infographics
- Housing Affordability Index
- Housing Sentiment Index
- Market Condition Indicators



## CONSUMER AD CAMPAIGN

TV commercials, digital media and partnerships to create awareness of the REALTOR® brand and demonstrate the many benefits of the consumer-REALTOR® relationship.

Watch and share the current consumer ad campaign with your clients and social network!



## REALTOR® REALTALK

Let's get REAL! A lot goes into buying and selling a home, and who knows that better than a California REALTOR®? You're the expert, and to help demonstrate that, we've created some simple buying, selling and staging dos and don'ts for you to share. Check them out, personalize one of ours or even customize one of your own.



## REALTOR® REELMAKER

Everybody likes our consumer ad campaign. You'll like it even more when you customize your own C.A.R. consumer ad campaign video.



**WE TALK MARKET ANALYSIS,  
TRENDS & NEWS!**



## MEETINGS & VIRTUAL EVENTS



### *WomanUP!*

Virtual Workshops devoted to giving powerful women bold tools to take their careers to the next level. Save the date: August 31 – September 2, 2021.



### IMAGINE! **RE** REAL ESTATE

REImagine! Real Estate  
Virtual Conference & Expo | Oct. 5-7, 2021 

Find a comfy spot, have your notes ready and get ready to take in a wealth of information over three jam-packed days at REImagine! Real Estate Virtual Conference & Expo. REImagine! is where you'll dig into hot topics, talk about the biggest industry challenges and opportunities and find hundreds of valuable takeaways to apply to your business. Stay connected virtually with 13k+ real estate pros and industry leaders in networking opportunities, engage in real-time with speakers and virtually meet with exhibitors in the exhibit hall.



### **STEPS** TOWARD HOMEOWNERSHIP

Our STEPS Toward Homeownership program addresses housing affordability from the perspective of financial literacy via virtual meetings. Did you know over half of all renters in California thought you needed at least 20 percent down to purchase a home (C.A.R. 2019 Renter's Survey)? The reality is there are programs available that enable a purchase with much lower down payments. This program brings relevant information to our members about credit scores, financial planning, leveraging down payment resources and options for low- to moderate-income earners so that we can educate our buyers.



### **XPERIENCE:** A VIRTUAL SUMMIT

New this year are two virtual summits focused on technology and branding. Industry experts will provide invaluable tips, takeaways and resources to help your business thrive. These high-energy and engaging one-day summits take place April 14 (Tech Xperience) and August 25 (Branding Xperience).



# ONE STEP AHEAD



IT IS POSSIBLE TO FLY WITHOUT MOTORS, BUT NOT WITHOUT KNOWLEDGE AND SKILL.



- LYNDON B. JOHNSON

## KNOWLEDGE CENTER



### *California Real Estate Magazine*

The mag celebrates over 100 years of providing news and insights to California REALTORS®. We're featuring stories about REALTORS® — their highs, lows and everything between — stories about an industry changing fast and stories about what it takes to make it in this great profession.



CENTER FOR  
CALIFORNIA  
REAL ESTATE



C.A.R.'s CCRE is an institute dedicated to intellectual engagement in the field of real estate. Its mission is to advance industry knowledge and innovation with an emphasis on convening key experts and influence-makers via livestream discussions and roundtable events.



## CORONAVIRUS (COVID-19) RESOURCES FOR REALTORS®

C.A.R. encourages all members to stay up to date on COVID-19 outbreak. Via our built-for-you microsite, we provide members with legal Q&As related to COVID, guides to applying for Pandemic Unemployment Assistance, information about the Paycheck Protection Program and many more resources for conducting business in today's uncertain environment.



## WEBINARS

As a member of C.A.R., you may participate in live, interactive webinars, free of charge, from the ease of your own computer, tablet or mobile device. And access webinar recordings of those you missed on finance, legal and market data topics.



## FREE 45-HOUR CE LICENSE RENEWAL

45 free hours ... for real?  
Yup — we offer free 45-hour packages of online CE courses. Choose from our options:

- First-time salesperson renewal
- Broker first-time and all licensee subsequent renewal
- DRE Sponsor No. 4056



## EDUCATION RESOURCES

Sift through our course calendar or catalog and register for online education courses, live lectures and LearnMyWay® (remote learning) classes, plus get student instructions for attending DRE credit courses.



## BOOST YOUR BIZ

Top-notch marketing. Superior tech skills. New routes to more leads. Our monthly e-newsletter provides you with actionable tips for your business. Check your inbox on the last Tuesday of each month!



# ONE BIG GROUP MAKING AN EVEN BIGGER IMPACT!



OPPORTUNITY DANCES WITH THOSE ALREADY  
ON THE DANCE FLOOR.



- H. JACKSON BROWN, JR.

## MAKING A DIFFERENCE



### HOUSING AFFORDABILITY FUND

Non-profit 501(c)(3) dedicated to addressing California's growing housing affordability crisis. The Housing Affordability Fund works to provide more options for first-time homebuyers' entry into homeownership.



CALIFORNIA ASSOCIATION OF REALTORS®

young  
professionals  
network

### YOUNG PROFESSIONALS NETWORK (YPN)

New to the industry? YPN helps members excel in their careers by giving them the tools and encouragement to become involved in leadership, advocacy and community. Let C.A.R. YPN help you get involved in our association!



## SCHOLARSHIP FOUNDATION

The C.A.R. Scholarship Foundation was founded in 1948 and is a non-profit 501(c)(3). The scholarship program is for students enrolled at a California college or university pursuing a degree to support a real estate-related career.



## EDUCATION FOUNDATION

The Education Foundation, a 509(a)(3) established in 2005, provides real estate and education-related grants to California REALTORS®.

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## FAIR HOUSING & DIVERSITY

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Fair housing and ensuring that C.A.R. members and leaders reflect our diverse California communities are top priorities for C.A.R. and paramount to the growth and viability of this industry. Learn more about some of our initiatives:



### FAIR HOUSING

## COMMITTED TO FAIR HOUSING

C.A.R. acknowledges the past as we fight for a more equitable future. The association remains committed to supporting the dignity and worth of all individuals and to working vigorously to defend policies that bring justice, opportunity and security for all. Not only for those buying, selling or renting housing, but for everyone.



## LATINX PROFESSIONALS NETWORK (LPN)

C.A.R.'s Latinx Professionals Network (LPN) is dedicated to amplifying the voices of Latinx REALTORS® in California. LPN is an inclusive community of REALTORS® dedicated to increasing business opportunities, advancing leadership, and uniting our voices to champion access to homeownership in our communities through policy, resources and education. Join the conversation today.



60 percent of REALTORS® in California are women, yet only 14 percent of those women are broker/owners, compared with 28 percent of men. WomanUP!® was founded to address this disparity, support women in positions of leadership and connect women to a mentorship community. Our table is inclusive. Our table is diverse. Our table is focused on solutions.



## POLITICAL ADVOCACY



### REALTOR® PARTY



An industry that works together, thrives together. Participate in legislative advocacy as a C.A.R. member for federal, state and local REALTOR® issues.

#### Legislative Day: April 27, 2021

Discuss real estate issues directly with your state legislators and staff. Not only a great investment in your business, "Leg Day" is also an opportunity to hear from California's most dynamic political leaders and the association's leadership.



### REALTOR® ACTION FUND



RAF raises money to advance the goals of our REALTOR® political action committees (PACs) at the local, state and federal levels of government. RAF supports and/or opposes candidates for elected office who understand, or don't understand, REALTOR® issues.



### PROP 19



Thanks to Prop 19, homeowners aged 55+, people with medical disabilities and victims of natural disasters can move closer to family, medical care, or to a home that better meets their needs anywhere in California without a tax penalty. As more seniors take advantage of Prop 19's tax savings, homeownership opportunities will open up each year for renters, young families, and first-time homebuyers in communities throughout California. Access FAQs and shareable materials for your clients at [caprop19.org](http://caprop19.org).



C.A.R.  
MEMBER  
DISCOUNTS

## WE HAVE DISCOUNTS!



# ALL OF THE ABOVE

(LIVESTREAMS, PANEL RECORDINGS, INTERVIEWS, STATS, NEWS) AND SOME THINGS THAT JUST LOOK COOL!

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START WHERE YOU ARE. USE WHAT YOU HAVE.  
DO WHAT YOU CAN.



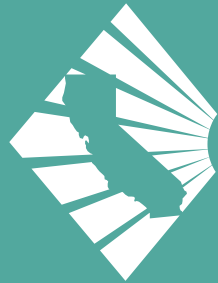
- ARTHUR ASHE

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CHECK US OUT! 

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CALIFORNIA  
ASSOCIATION  
OF REALTORS®

THE TOOLS YOU NEED.  
SUPPORT YOU WANT.

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P: 213.739.8200 | F: 213.480.7724 | [www.car.org](http://www.car.org)  
Customer Contact Center: 213.739.8227