

THE TOOLS YOU NEED. SUPPORT YOU WANT.

MEMBER BENEFITS GUIDE



CHOICES.CHOICES.CHOICES.

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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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™
Peer-To-Peer Ethics Infoline
Down Payment Resources

PG. 5-6

Marketing tools to keep you in front of your clients.

Local Market & Industry Infographics
Consumer Ad Campaign
REALTOR® REALTALK
Content Studio

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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)
Webinars
Free 45-hour CE License Renewal
C.A.R. Podcasts
Education Resources
Boost Your Biz

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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
Latino Professionals Network (LPN)
Prop 19
REALTOR® Party
REALTOR® Action Fund
Young Professionals Network (YPN)
Scholarship Foundation
C.A.R. Women's Initiative

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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!



WE CONNECT!





GETTING IT DONE



**REALTOR®
SECURE
TRANSACTION**



LONE WOLF
TECHNOLOGIES



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.

RISK MANAGEMENT



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.



DOWN PAYMENT 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.



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 or let our Transaction Rescue™ Automated Virtual Assistant provide you answers and assistance with finding a lender, loan qualifications, underwriting, short sales and more.



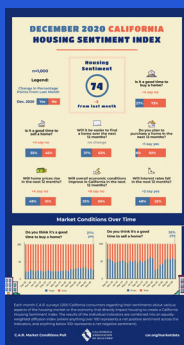
YOUR CLIENTS WILL THANK YOU

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.



CONTENT STUDIO

Create personalized marketing videos to share with your clients. Choose from a variety of C.A.R. consumer-focused commercials that highlight the benefits that REALTORS® provide their clients or select a C.A.R. educational video. You can even add your own video and customize it within the Content Studio.

MEETINGS & VIRTUAL EVENTS



WomanUP![®] WomanUP![®] Workshops 
August 30 - September 1, 2022

Annual Workshops devoted to giving powerful women bold tools to take their careers to the next level.



RE IMAGINE! REImagine!
Conference & Expo 
October 11-13, 2022

Get ready to take in a wealth of information over three jam-packed days at REImagine! 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.



DPA **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

Attend our second annual virtual summit series focused on technology and marketing. Industry experts will provide invaluable tips, takeaways and resources to help your business thrive. These high-energy and engaging one-day summits take place March 9, 2022 (Tech Xperience) and June 1, 2022 (Marketing Xperience).



ONE STEP AHEAD

KNOWLEDGE CENTER



California Real Estate Magazine



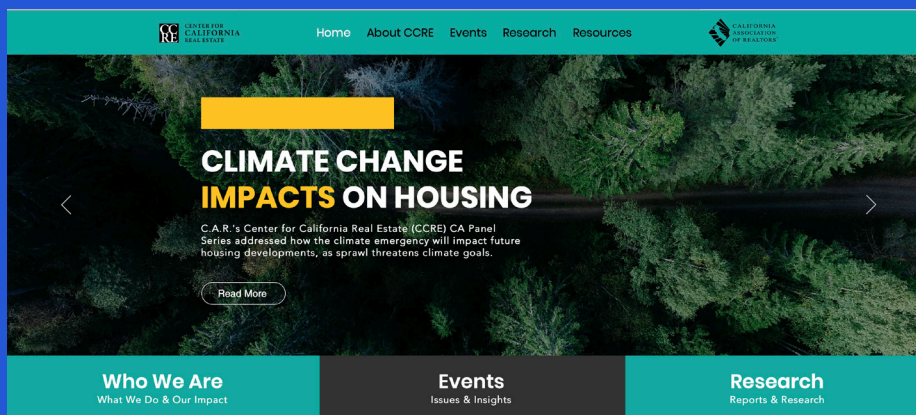
The mag celebrates over 100 years of providing news and insights to California REALTORS®. We're featuring stories about REALTORS® — their highs, lows and everything between — stories about an industry changing fast and stories about what it takes to make it in this great profession.



CENTER FOR
CALIFORNIA
REAL ESTATE



The Center for California Real Estate (CCRE) is an institute of the CALIFORNIA ASSOCIATION OF REALTORS®, providing information and insights about critical issues affecting the real estate industry in California. As such, it is part of CCRE's mission to extend C.A.R.'s impact and influence with different audiences, diverse stakeholders, and external partners.





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
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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!



C.A.R. PODCASTS

Discover and listen to the latest podcasts from C.A.R. and keep up with what matters in the real estate industry.



ONE BIG GROUP MAKING AN EVEN BIGGER IMPACT!

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.



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®.

FAIR HOUSING & DIVERSITY

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.

LATINO
PROFESSIONALS NETWORK 

LATINO PROFESSIONALS NETWORK (LPN)

C.A.R.'s Latino Professionals Network (LPN) is dedicated to amplifying the voices of Latino 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: March 2, 2022

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.



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!

CHECK US OUT!





CALIFORNIA
ASSOCIATION
OF REALTORS®

**THE TOOLS YOU NEED.
SUPPORT YOU WANT.**

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