

# YOUR REALTOR® JOURNEY STARTS HERE

---

WELCOME TO CALIFORNIA  
ASSOCIATION OF REALTORS®



NEW  
MEMBER  
TOOLKIT



CALIFORNIA  
ASSOCIATION  
OF REALTORS®



## Welcome to the CALIFORNIA ASSOCIATION OF REALTORS®

A note from your **C.A.R. President Jennifer Branchini**:

Thank you for your membership with the **CALIFORNIA ASSOCIATION OF REALTORS®**, one of the largest and most influential business associations in the country.

Congratulations on your commitment to real estate and becoming a REALTOR®. You are embarking on one of the most rewarding professions out there. Making an impact in people's lives and in your communities is incredibly rewarding personally and professionally.

Starting a career in real estate requires a huge investment. You will need to bring your passion and enthusiasm to all your interactions with everyone you meet as you build your book of business. Your investment of time and your pursuit of knowledge will be needed to strengthen your skills. You will face new challenges and have new questions to answer every day as you progress in your career as a REALTOR®.

Rest assured, C.A.R. will be there every step of the way to provide resources, products, services, and opportunities for professional development. Together we will strengthen your capabilities as a REALTOR® and help you promote your professionalism.

As a C.A.R. member, you will have access to the tools you need to complete your transactions, such as REALTOR® Secure Transaction or get free legal assistance about your transactions from one of our Legal Hotline attorneys. And if you are having trouble moving forward a stalled transaction, Transaction Rescue™ can help you with invaluable one-on-one assistance in finding a lender, loan qualifications, down payment assistance and much more to help you close your transaction. Also, we have timely information to make you a market expert with our publications like Newslane, Interactive Market Reports, and California Real Estate magazine.

We give you a strong, clear voice on the capitol steps in Sacramento through our lobbying efforts at the local, state, and federal levels to secure and protect homeownership rights.

I hope you take advantage of our vast array of offerings and benefits.

Here's wishing you the best of luck in your real estate career.

Sincerely,  
Jennifer Branchini, 2023 C.A.R. President

**C.A.R. Mission Statement**

Shape, promote and protect an environment for the entire real estate industry, one in which California REALTORS® can succeed in meeting the real property needs of consumers.

**C.A.R. Vision Statement**

C.A.R. drives innovation and opportunity in the real estate profession and market.

**Our Officers:****Jennifer Branchini**

Compass  
900 Main Street, Suite 101  
Pleasanton, CA 94566  
jenniferb@car.org

**President-Elect, Melanie Barker**

Gemini Real Estate  
40879 Highway 41, Suite 1E  
Oakhurst, CA 93644  
melanieb@car.org

**Treasurer, Heather Ozur**

The RECollective  
45851 Nancy Court  
Indian Wells, CA 92210  
heathero@car.org

**Chief Executive Officer, John M. Sebree**

525 S. Virgil Ave.  
Los Angeles, CA 90020  
johnms@car.org

# 5 THINGS YOU SHOULD KNOW AND DO AS A NEW REALTOR®

Starting your REALTOR® career is no easy task, but there's no better place to start than with your CALIFORNIA ASSOCIATION OF REALTORS® family.

## #1 DISCOVER YOUR MEMBER BENEFITS

- ☐ Gain access to members-only articles, tools, benefits and discounts to help you succeed and help you promote your professionalism.
- ☐ **Register here** to activate your C.A.R. membership. Already registered? **Log into** [car.org](http://car.org) and explore your **REALTOR® benefits**.



## #2 SET UP & PERSONALIZE YOUR MEMBER PROFILE

- ☐ **Find a REALTOR®** is a public profile page and search engine. It allows consumers to locate you for listings and fellow real estate agents to match you for referrals.



## #3 GET FAMILIAR WITH C.A.R. CONTRACTS & FORMS

- ☐ Access all your transactions, read advice from our Transaction Tips, register for a training webinar, and learn about other helpful tools in one convenient location. REALTOR® Secure Transaction is your destination for resources to help your real estate business adapt to the changing world. Explore REALTOR® Secure Transaction today.

## #4 CONNECT WITH YOUR REALTOR® FAMILY

- ☐ Attend a New Member orientation with your local Association.
- ☐ Take advantage of classes and presentations offered through your local Association and C.A.R. – leverage ALL your resources.
- ☐ Meet fellow REALTORS® and foster relationships – there are many opportunities through your local Association and C.A.R. to grow your sphere of influence.
- ☐ Join a group like Young Professionals Network (YPN) and build community.

## #5 BECOME A LOCAL MARKET EXPERT

- ☐ Drill down on local market data by using our interactive market tools and statistics.
- ☐ Show off your knowledge and incorporate housing market infographics courtesy of C.A.R. into your marketing strategy.

# KNOWLEDGE CENTER

Stay up to date with housing economic updates, legal matters and industry news.



## HOUSING MARKET & ECONOMIC INTELLIGENCE

Find PowerPoint presentations with the latest housing market forecasts, economic trends and projections of what lies ahead.



## PODCASTS

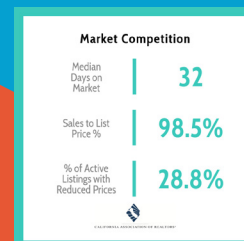
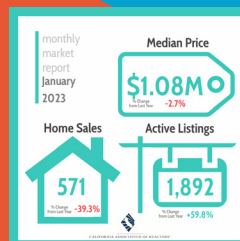
Discover and listen to the latest podcasts from C.A.R. studios and keep up with what matters in the real estate industry.

- ☐ Housing Matters Podcast
- ☐ WomanUP!® Live
- ☐ Unlocking California Politics
- ☐ Legal Matters Podcast



## CITY MARKET OVERVIEW

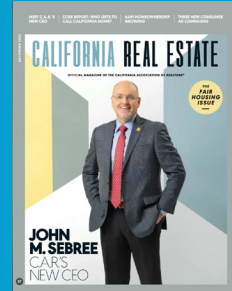
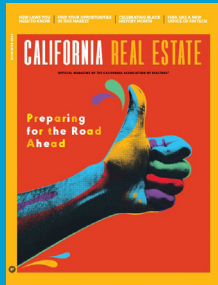
Interactive housing market reports you can share with your social networks and clients. Includes an engaging snapshot of the current market and the local area of business in the state of California – try it out!





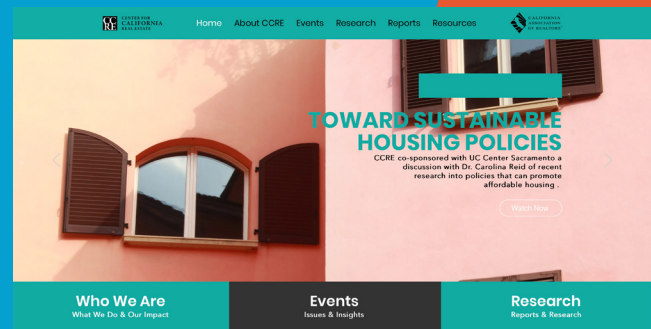
## CALIFORNIA REAL ESTATE MAGAZINE

California Real Estate Magazine celebrates more than 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.



## LEGAL QUICK GUIDES

Explore our library of short, helpful, one-page articles to guide you on key legal topics.

# EDUCATION HUB

Double down on your education to set a solid foundation!



## EXPLORE OUR LIBRARY OF WEBINARS

As a member of C.A.R., you may participate in live webinars from the ease of your own computer, tablet or mobile device. You can access webinar recordings on transaction best practices, legal hot topics, how-tos and financial literacy resources to help you stay well-informed.

- ☐ [zipForm® and Business Tools Webinars](#)
- ☐ [Legal Live Webinars](#)
- ☐ [Transaction Rescue Webinars](#)



## ATTEND VIRTUAL EDUCATIONAL COURSES

Browse our courses by topic to find the training you need to build up your real estate career. For new agents:

### **Start Me UP (bundle):**

This online interactive bundle of five classes will prepare you to succeed in real estate. Each course has been written by an experienced REALTOR® mentoring you through the basics of getting started in real estate and then applying different techniques to help get you sales. You'll learn how to avoid some pitfalls and learn how to develop successful habits. (Includes New Agent Mentoring)

### **New Agent Mentoring:**

The intensive and interactive live mentoring training will help boost, improve, protect, and make your real estate business more profitable. You'll learn how to work with sellers to price their listing effectively and how to navigate through the real estate transaction from start to finish. This includes a detailed step-by-step instruction about how to complete the C.A.R. Form Residential Listing Agreement (RLA) and Seller's Advisory (SA).

### **Paperless Transactions: Going Digital with zipForm®**

For you, the REALTOR®, there are many different online tools that you can use to manage your whole business without paper. zipForm® Plus is one solution that can help you manage entire transactions without printing anything at all.



“

*Your talent determines what you can do. Your motivation determines how much you are willing to do. Your attitude determines how well you do it.*

”

- Lou Holtz

# BEST PRACTICES FOR NEW AGENTS

We know being the new REALTOR® on the block is not easy, so we've gathered some best practices to help you kickstart your career.



## BOARD OF ADVISORS

**Build a Board Of Advisors:** Find a group of people that will challenge you to become a better REALTOR®. People you can reach out to and bounce ideas off of, who can help guide you and keep you accountable during your REALTOR® journey.

Identify who should be on your personal Board of Advisors:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## FIND A MENTOR

**89% of new REALTORS® surveyed said having a mentor was helpful.**

Don't know where to start? We encourage you to start with your office manager, ask them to team you up with an experienced REALTOR®. Shadow them, learn from them, ask questions, build scripts together – even the most successful REALTOR® learns something new every day.



## BUILDING YOUR CLIENTELE

**3 winning lead generation tips:**

1. **Cold-calling:** Set aside an hour of uninterrupted time to make calls.

2. **Farming:** Plant, cultivate and nurture real estate leads.

- ☐ Identify a geographic area (near you) where your connection to community is strongest and where you can connect with prospects easily. Follow-up, repetition is vital!
- ☐ Research your “farm area” and become a neighborhood expert.
- ☐ Always bring valuable content and information to potential clients: average sale price, turnover rates, school districts, community events, new businesses, and more.

3. **Passive advertising:** Wear your REALTOR® name tag everywhere you go: grocery stores, soccer games, community events. You'll be surprised how many people will ask you for advice. **Insider tip:** When people ask you questions, offer to keep them updated with industry news and get their email address.



## NETWORK, NETWORK, NETWORK

### Does your social network know you're a REALTOR®?

57% of new REALTORS® surveyed said they get their business from family and friends. Make sure your social circles know you're in the real estate industry and be a resource for all of their housing market needs. Don't be shy, be REALTOR® proud.



## MARKETING

**Set yourself apart with a strong marketing strategy.** Get creative, this is YOUR business.

- ☐ Be yourself and create a brand around it. Your authenticity is your secret weapon and will help you differentiate yourself and connect with prospective buyers.
- ☐ Build and maintain an email marketing list and stay top of mind with regularly scheduled updates. Make sure you're checking in, don't let them forget you're a REALTOR®.
- ☐ Create a social media marketing calendar and share valuable content. Don't know where to start? C.A.R. has you covered, check out:
  - ☐ **Local Market and Industry Infographics:** Become an industry leader with your community and add easy-to-download infographics from your specific market area.

### Explore C.A.R. partner tools:

- ☐ **Milestones:** Customer-for-life platform, free and branded to you. Create fiercely loyal clients and start growing your Homeowners Under Management<sup>sm</sup>.
- ☐ **MyLikelyMovers:** Identifies likely movers within your database. Simply integrate with your CRM or upload your existing customer list. Discount for C.A.R. members.
- ☐ **PitchHub:** Easily create campaigns for listings or your own personal brand.

**Find a niche, master the market.** Expand your horizons – there isn't a blueprint for this role, find what works for you.

- ☐ **First-Time Home Buyer course:** First-Time Buyers can become your repeat customers for life if you learn how to turn their challenges into your opportunities! Learn how to win their business and overcome the hurdles in the first course in C.A.R. Education's FTBS Certification.

# GET INVOLVED!

Build community,  
find a mentor, make a difference!



## REImagine! Conference & Expo

You need to be at the official CA REALTOR® conference and expo! 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 takeaways to apply to your business. Make career building relationships and forge meaningful connections with real estate pros and industry leaders in networking opportunities, engage with expert speakers and meet with 200+ solution-filled exhibitors at this must-attend event.



## WomanUP!®

60% of REALTORS® in California are women, yet only 14% of those women are broker/owners, compared with 28% 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.



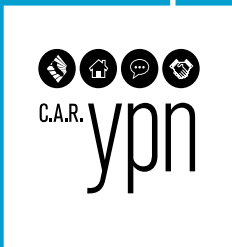
## Latino Professionals Network (LPN)

LPN **creates** community and networking opportunities for members to **build strong** support systems, increase business opportunities and **break down barriers**. Join the conversation today!



## STEPS Toward Homeownership

This C.A.R. program addresses housing affordability from the perspective of financial literacy. Our STEPS conference provides lending and DPA resources for members to educate renters, prospective first-time homebuyers, clients who have had a prior foreclosure or short sale, and Baby Boomers interested in helping their children or grandchildren become responsible homeowners.



## C.A.R. Governance

### Young Professionals Network (YPN) [f](#) [in](#)

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!

### Join the REALTOR® Party and Get Involved

- ☐ California REALTORS® cannot afford to ignore what occurs in the halls of government because real estate is one of the most regulated industries at the local, state and federal levels. This is why every REALTOR® needs to be counted on Election Day.
- ☐ Through your vote, C.A.R.'s ability to protect your business is strengthened. When REALTORS® are engaged in the electoral process, elected officials listen to our concerns.

## ADDITIONAL RESOURCES + LINKS

### Legal Hotline

1,500,000+ is a BIG number. That's the number of 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**.

### Contact Center

Membership issues, account information, login assistance, zipForm® help, product orders and more – we're here to help! If you run into any problems, contact us, and our support team will get you the assistance needed to help you succeed. You may also call **(213) 739-8227**.

### Transaction Rescue

Your lifeline to the lending community! Get answers to your mortgage-related questions and the help you need with finding a lender, loan qualifications, underwriting and more. Call **213-739-8383** for assistance.

### Legal Tools

Short, shareable resources to 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.

### Fair Housing

Learn the fundamentals of Fair Housing in California and find resources, learn about C.A.R.'s advocacy efforts on behalf of under-served communities and tools to help support the homeownership needs of all communities.



# GOALS & MILESTONES



## TODAY'S PRIORITIES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

AFFIRMATION:

## TODAY'S PRIORITIES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

AFFIRMATION:

## TODAY'S PRIORITIES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

AFFIRMATION:

## TODAY'S PRIORITIES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

AFFIRMATION:

## TODAY'S PRIORITIES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

AFFIRMATION:

## TODAY'S PRIORITIES

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

AFFIRMATION:

## STRATEGY ACTIVITIES:

MARKETING:

---

---

---

---

---

---

LEAD-GENERATION:

---

---

---

---

---

---

BUSINESS:

---

---

---

---

---

---

## MONTHLY GOALS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

☐ CHECK-IN WITH MENTOR

WHAT WORKED?

WHAT DIDN'T WORK?

## MONTHLY GOALS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

☐ CHECK-IN WITH MENTOR

WHAT WORKED?

WHAT DIDN'T WORK?

## NOTES:

## MONTHLY GOALS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

☐ CHECK-IN WITH MENTOR

WHAT WORKED?

WHAT DIDN'T WORK?

## MONTHLY GOALS

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

☐ CHECK-IN WITH MENTOR

WHAT WORKED?

WHAT DIDN'T WORK?

## CELEBRATE MILESTONES:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

# THE TOOLS YOU NEED. THE SUPPORT YOU WANT.

---

STAY CONNECTED! FOLLOW US ON:



CALIFORNIA  
ASSOCIATION  
OF REALTORS®