



zipForm® today - CA edition

LEADING THE WAY...® IN TRANSACTION TECHNOLOGY.



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ZIPTIPS: VIDEO CHAT WITH YOUR CLIENTS

zipConsult® is the real-time collaboration tool inside of zipForm® Plus. This video chat tool is already

C.A.R. STANDS UP FOR REALTOR® FORMS

C.A.R. has sued PDFfiller.com for approximately \$136 million in statutory damages arising from PDFfiller.com's unauthorized use and publication and sale of C.A.R.'s suite of copyrighted real estate forms. PDFfiller.com has advertised its platform as one that may be used to create and obtain blank and fillable C.A.R. forms without authorization or permission from C.A.R. Members of the general public may purchase subscriptions to PDFfiller.com in order to gain access to the C.A.R. forms and PDFfiller.com's various editing functions. The lawsuit charges misappropriation and copying of dozens of the association's most popular and valuable forms, including selling access to and advertising the ability to create reusable and fillable forms. According to PDFfiller.com's own site, PDFfiller has sold and granted access to the C.A.R. forms to hundreds of thousands of users, in violation of C.A.R.'s copyrights and trademarks.

The complaint alleges willful infringement of both C.A.R.'s copyrighted forms and its registered trademarks. The suit further alleges that PDFfiller.com has purchased search terms intended to lead the public to its site when they search for C.A.R. documents, and then sells access to its website. PDFfiller.com has charged users for access to counterfeit C.A.R. documents bearing C.A.R.'s registered tradename and logo which they have no right to do.

C.A.R.'s lawsuit seeks a permanent injunction to prohibit future infringing activity and also over \$136 million in monetary compensation, including statutory penalties, and attorneys' fees.

Read the full story on www.car.org.

integrated into your online web app and can be launched at any point while inside zipForm® Plus. As long as your clients are at their desktop or laptop and have an internet connection, they're ready to meet anytime!

To start using this tool today, click on the green zipConsult® icon in the top right hand corner of your screen while logged in to zipForm® Plus. This will launch zipConsult®.

Use the [zipConsult®](#) page on the Association site or visit the [C.A.R. zipForm® Support Page](#) for more info on this tool.

DO YOU KNOW ABOUT ANSWER FINANCIAL? [TAKE THE SURVEY!](#)

Do you use Answer Financial? [Take our survey](#) and tell us how we could better connect you to this valuable Service Provider.

California REALTORS® are now able to provide a FREE Home Insurance estimate to their client directly through zipForm® from Answer Financial®. Answer Financial is one of the largest personal lines insurance agencies in the U.S. and offers buyers the opportunity to compare prices and purchase home insurance from 20+ top insurance companies through its award-winning website or customer call center. Licensed agents are ready to help identify the right coverage and plan for each buyer and have simplified the process with an upfront estimate.

[Answer Financial](#), along with all of the other trusted Service Providers already working with other REALTOR® members, can be found by clicking the orange Services button or inside the blue Services Tab while you are working in zipForm® Plus.

Personalize your texts with emojis designed exclusively for REALTORS®! Add a little flare to your client communications by downloading C.A.R.'s FREE app today. Say it the REALTOR® way with C.A.R.'s new CARmojis! [Click to learn more >>>](#)

ZIPFORM® SERVICES SPOTLIGHT:



Homeowners Insurance helps protect your clients from what MIGHT happen. An American Home Shield Home Warranty helps protect them from what WILL happen, like breakdowns to home systems and appliances. There are three AHS packages available during the real estate transaction, making it easy for homeowners to get the coverage they need. As a trusted expert, advise your clients that having an AHS Home Warranty is a wise decision. They'll appreciate your guidance and the fact that you care enough about them to recommend protection and willingness to go the extra mile for them.

Learn more about [American Home Shield>](#)

Looking for new ways to connect with clients? Try [One Cool Thing](#), now delivered to your inbox every week thanks to the Center for California Real Estate. Read it. Use it. Share it.

BROKERS MAKE TRANSACTIONS RUN SMOOTH AT OUR NEXT BROKER EDITION WEBINAR

All brokers want to make sure their agents have the right tools for success. zipForm® Plus is one of the most crucial tools that is a part of your NAR Member Benefits. When agents are drafting forms and moving their transaction along how can a broker be sure everything is secure?

With the zipForm® Plus Broker Edition, Office Administrators can observe transactions from their own account without needing agents to

FIND HOMES READY TO SELL NOW!

Register for the upcoming live webinar on Tuesday August 23rd at 10 a.m. to learn how to "smart target" to find sellers most likely to sell now. During the webinar discover a simple technique and a powerful solution that will easily change the way you find homeowners who are on the verge of selling. Stop mailing post cards, door knocking and telemarketing only to waste your time and money. [Register here >](#)

UPGRADE YOUR RECRUITING EFFORTS

Are you ready to take your recruiting efforts to a new level? Join C.A.R. Business Products for a special broker webinar on Thursday, August 18th at 10 a.m. to learn how to easily attract new recruits with Realty Connection. We'll discuss why a system such as Realty Connection and OnTask Recruiter PRO will enhance your relationships with new recruits as well as your existing Agents with the use of video messaging (via BombBomb), text messaging, voice broadcasts and much more. [Register here >](#)

Realty Connection is an all-in-one career fair to bring Brokers warm leads and OnTask Recruiter PRO provides all the tools needed to make recruiting efficient and effective.

[Get started](#) with a FREE 30 day trial of Realty Connection and OnTask Recruiter PRO.

CONVERT MORE LEADS WITH FACEBOOK!

No matter how you market yourself this summer, you're probably looking to spend less and get more leads. But how do you find these leads? [Watch this 45-minute recently recorded webinar](#) to learn how to get more leads and reach more buyers and sellers within your targeted neighborhoods for less money.

Still sending postcards in the mail about a recent listing or sold home only to receive little to no leads? Try [Just Listed & Sold Facebook Ads](#)! This revolutionary new way

print, email, or otherwise communicate the status of the deal. Agents can even submit documents for approval along the way so that they know the Admins have acknowledged and approved of their contracts.

Find out more during our next Broker Edition webinar on **Monday, August 22, 2016 at 11:00am PST.**

[Register now](#) and keep an eye out for your complimentary recording that will be automatically emailed to all registrants.

Distinguish Yourself in Real Estate! Get the edge you need to excel in your real estate career - earn the GRI Designation. [Learn now. >>](#)

DO YOU NEED TO COMPLETE YOUR 2016 ETHICS TRAINING REQUIREMENT?

REALTORS® have been required to complete ethics training within four-year cycles. The current four-year cycle started January 1, 2013 and will end on December 31, 2016. The training must meet specific learning objectives and criteria established by the National Association of REALTORS®.

As part of the 12 FREE Hours of Online CE Courses from C.A.R., you can complete both the NAR requirement as well as fulfill your CE Requirement. Visit store.car.org/12FreeCE to access the training. After this year, the Code of Ethics Training Cycle is every 2 years and training must be completed during the following future cycles:

January 1, 2017 to December 31, 2018
January 1, 2019 to December 31, 2020

Contact C.A.R. Education with any questions at education@car.org or phone at 213-739-8241.

Tech Tuesday is back at the CALIFORNIA REALTOR® EXPO! Sign up today to learn the latest in tech trends and tools for your business from an impressive lineup of speakers in engaging, interactive sessions. [Register now!](#)

that guarantees to generate qualified leads from the neighborhood you sell in. [Learn more>](#)

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ZIPFORM® TEAM EDITION FOR COLLEAGUES WHO CLOSE THE DEAL!

Team members can collectively work together on their transactions efficiently online instead of exchanging files through email or in person. Eliminate the repetitive paperwork and the risk of losing your business with zipForm® Plus Team Edition. zipForm® Plus Team Edition offers the flexibility and versatility that real estate teams offer their clients.

Learn more about [zipForm® Plus Team Edition>](#)

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QUESTIONS OR COMMENTS: [contact C.A.R.](#)

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