



# zipForm® today - CA edition

LEADING THE WAY...<sup>®</sup> IN TRANSACTION TECHNOLOGY.



## Table of Contents

- ➔ [A Brand New zipLogix Digital Ink®!](#)
- ➔ [An Important Message about Security](#)
- ➔ [Time to Stock Up on Supplies](#)
- ➔ [Sample Forms Books Are Here](#)
- ➔ [Property Management Certification](#)
- ➔ [zipTIPS: Changing Offices?](#)
- ➔ [zipForm® Services Spotlight: American Home Shield](#)
- ➔ [zipForm® Remembers Deadlines for You](#)
- ➔ [Turn Your Office Into Piles of \\$\\$\\$](#)

## ZIPLOGIX DIGITAL INK® IS GETTING A MAKEOVER!

Coming soon, California REALTORS® can expect to see a brand new UI for the member benefit zipLogix Digital Ink®. Look for this update in early October 2017.

Currently, C.A.R. members use a blue on-screen toolbox when dragging and dropping signature and initial tasks for their clients and other various signers. That toolbox will go away and be replaced by a brand new tool bar found on the left-hand side of the screen. REALTORS® will be able to drag and drop the tool bar as they need to and drag and drop tasks that are easy to identify.

zipLogix Digital Ink® training material can be found at the zipLogix™ [YouTube channel](#). All members can view online videos and download user guides at any time from [www.zipLogix.com](http://www.zipLogix.com) or from [www.car.org](http://www.car.org).



## Ordering an E-Flyer is EASY!

Make Sure Agents Know about Your Listings and Events!



.....  
**KILLER LISTING PRESENTATION SECRETS** In study after study, these simple strategies are cited by agents at the top 1% of the industry as being responsible for them winning over 9 out of 10 of the listings they **>>**  
**MORE**  
 .....

## CONSUMER PROTECTION AGAINST HACKING

According to the 2016 Internet Security Threat Report, more than 200 million email accounts around the world were hacked last year with 500 million records stolen. REALTORS®, such as yourself, handle sensitive, personal information daily, and your business cannot afford to be put at risk. zipForm®, the leading software platform

## ZIPTIPS: CHANGING OFFICES? DON'T FORGET TO UPDATE YOUR INFO IN ZIPFORM® PLUS

Uh-oh. You changed offices but your forms still show your old office information?

Log into zipForm® Plus, click on “Me” in the top right-hand corner and click on “View Profile.” Here, you can click on Office Information and update that info.

Once you’ve done this, all the NEW Transactions you work on will reflect the new office information. Any pre-existing Transaction files will continue to show the old info. This is because those contracts are already ratified and zipLogix™ and C.A.R. will not make any changes to those files. Template files will also need to be updated. Copy those files and the new office info will show up.

Remember, if you change your office information you must complete the above.

Find out more and review [support material](#) at [www.car.org](http://www.car.org).

#### 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.

Visit [American Home Shield](#) to learn more!

#### LET ZIPFORM® PLUS REMIND YOU WHEN TASKS ARE DUE

Are you using the [Tasks page and Checklist tab inside zipForm® Plus](#)? Did you know that zipForm® Plus can help you

for creating and executing real estate documents, and a valued member benefit for C.A.R. members, places great emphasis on security. Buyer’s or seller’s email accounts are being hacked, possibly leading to the confidential information of you and your clients being accessed in the documents you have prepared.

So, what should you do?

zipForm® offers 2-Step Verification as a simple to use form of [Cybersecurity Protection](#). All signers receive a unique security code sent via text message which must be entered to access confidential information.

It is recommended that you take advantage of this highly effective tool. It is integrated into zipForm® Plus and is available for only \$5.00 per real estate transaction to give you and your clients peace of mind while conducting business online.

All you need to do is check the box for Cybersecurity Protection when you set up a transaction in zipForm® Plus when you use zipLogix Digital Ink®. It’s that simple!

.....  
**Home Buyers using C.A.R.'s Down Payment Assistance could be eligible for a \$50,000 award!** Find out which programs your clients qualify for with C.A.R.'s FREE Down Payment Resource Directory [HERE!](#)  
.....

#### TIME TO STOCK UP ON SUPPLIES

As part of the C.A.R. Member Discount Program, C.A.R. members save 10% off the web price on more than 30,000 office supplies with [Office Depot](#). Office Depot helps you save while working in your office, home, school, or car. Members also receive FREE shipping on orders over \$50 (and under 50 pounds).

The C.A.R. Member Discount Program offers significant savings on tools that REALTORS® use every day. Visit the [Member Discount page](#) on the C.A.R. website to take advantage of all current offers.

.....

stay organized and will actually remind you when important items need to be completed? What about the ability for these dates to integrate with your paperwork?

You can list all your contingencies in zipForm® Plus, and then note that they need to be completed 17 days from the Offer Acceptance Date. Once you fill in your paperwork with the actual date the offer was accepted, zipForm® Plus will mark the calendar and send you a reminder as the date approaches.

View key performance dates for transactions including the dollar amount for active listings, pending transactions, closed transactions and fell through transactions. Quickly track monthly tasks that are due or overdue. Metrics are displayed with an easy-to-read meter format.

**Learn how to use zipTMS™, your Transaction Management System** inside zipForm® Plus, today! Other helpful resources are found online on our **support page**.

## TURN YOUR OFFICE INTO A HEAP OF \$\$\$

Did you know that one of the most lucrative tax advantages also happens to be one of the most overlooked and misunderstood? Join us on **Tuesday, September 19<sup>th</sup> at 10 a.m.** as we dive into ways to maximize the cash deductions you can receive from your home office.

This free webinar will teach you how to implement proven steps and strategies that could literally save you hundreds of thousands of dollars over the life of your career. In just 60 minutes, you'll learn how to qualify for home office deductions, immediately increase your cash savings, and set yourself up for success in the event of an audit. **Register here >**

***Your transactions are a login away.***  
*Sign in to zipForm® from the homepage by clicking*

**Everything you need to know about real estate.** In one place. For Free. Read California Real Estate magazine. **Browse through this month's issue today!**

## THE SAMPLE FORMS BOOK IS HERE!

It's time to update your Sample Forms Book. The July 2017 Sample Forms Book was recently updated and contains a current sample copy of every C.A.R. Standard Form, including the four newly released forms from June 2017 and the latest copy of the RPA form.

This handy book also includes a detailed quick reference guide describing each document, along with the revision/release date of every form available and is perfect for every zipForm® user. **Purchase your copy today!** Limited supply.

**Are you taking advantage of all the FREE tools that come with your C.A.R. membership?** From zipForm® Plus to continuing ed, digital signatures to legal advice, they're FREE to you as a member! **Read more about your member benefits!**

## ARE YOU READY TO BECOME A PROPERTY MANAGEMENT MASTER?

Whether you've earned your PMC (**Property Management Certification**) or you're just interested in property management, we now offer a Property Management Masters (**PMM**) program!

Start working towards your PMM today! Just take the seven (7) PMC courses along with the All Creatures Great and Small course on LearnMyWay® live webinars found **here >**, or online with the Property Management bundle, found **here >** asd

Sign up for other courses offered by C.A.R. Education. This week, learn how to master Instagram for Real Estate, **Thursday 9/14, 9:00 a.m.**

on the Access Link next to the featured REALTOR®.

**The Tools you Need.  
Support You Want.  
The [new car.org](#).**

Connect with us



This message was sent to your email. Visit your [subscription management](#) page to modify your email communication preferences or to update your personal profile. To stop receiving this email in the future, [click to remove](#) yourself from this list.

zipForm® Today is published by the CALIFORNIA ASSOCIATION OF REALTORS®, a trade association representing more than 195,000 REALTORS® statewide. C.A.R. does not in any way endorse or sponsor any product or service or vendor mentioned herein unless expressly stated.

EDITED BY: Nathaniel Osollo, [nateo@car.org](mailto:nateo@car.org)

EXECUTIVE OFFICES:  
525 South Virgil Ave., Los Angeles CA 90020  
phone (213) 739-8200; fax (213) 480-7724

LEGISLATIVE OFFICES:  
1121 L Street #600, Sacramento CA 95814  
phone (916) 492-5200; fax (916) 444-2033

ADVERTISING INQUIRIES: learn how you can [advertise in this email newsletter](#)

If you wish to update the email address to which this newsletter is sent, please do not reply to this email. EMAIL ADDRESS change requests must be directed to your local association.

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

FOR PERMISSION TO REPRINT CONTENT FROM zipForm® TODAY, please complete this [request form](#).

Copyright © 2017 CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.)

