



## REALTOR® BENEFITS

**Your REALTOR® Membership with the Fresno Association of REALTORS® connects you to exclusive trademark products & discounts, educational & professional programs, and many other services that will further your career.**

When you join the Fresno Association of REALTORS®, you will also become a member of the California Association of REALTORS® (C.A.R.) and the National Association of REALTORS® (N.A.R.), benefiting from the strength of 1.3 million REALTORS® across the country who are committed to creating a strong and viable real estate marketplace.

### REALTOR® Benefits Include:

- **Code of Ethics:**

The REALTOR® trademark represents dedication to the nationally recognized Code of Ethics, and continues to assure the public of REALTOR® professionalism, integrity, and competence. Additionally, REALTOR® ethical conduct creates a community of fellow professionals who have agreed to abide by fair and just rules, aiding in cooperation, and thus best serving the interests of their clients.

- **Exceptional Customer Service From FAR Staff**

Friendly and knowledgeable staff offers technical assistance, and are willing to assist you with any needs you may have. FAR staff strives to provide the most up-to-date information, and to provide our members with outstanding service and knowledge of their business needs.



- **Legal Services:**

This program enables you to protect your clients, close your transactions with confidence, and minimize your risk through the use of:

- **Legal Hotline: FREE**, live, personalized legal advice from CAR Attorneys Monday-Friday 9am-6pm. Through C.A.R. all you need is your C.A.R. member number. Call (213)739-8282
- **Legal Q & A's:** CAR's legal department provides members with the most current legal procedures regarding real estate. These updates are published in FAR's weekly newsletter "The Grapevine" and also available at CAR's website: [www.car.org](http://www.car.org) by clicking on the "[Legal](#)" tab.
- **Real Legal e-Updates:** Members of CAR will also receive e-mail updates from the CAR Legal department.



This benefit provides instant access to the latest versions of the CAR Electronic Standard Transaction Forms. (**\$699/year value**) **FREE** to members of CAR! CAR also provides a ZipForm6 Support Hotline for any technical questions, they can be reached at 1-800-228-9466.



This program, **FREE TO REALTOR® MEMBERS** generates market and price-point analysis charts and reports derived from MLS data for REALTORS® to share with their clients. These reports can be invaluable as a prospecting tool, an aid to setting seller expectations, or as a companion set of data to justify a buyer's offer. With *Clarus MarketMetrics®*, REALTORS® now have access to the most current, relevant local market data available.

**Clarus MarketMetrics® Benefits:**

- Data updated daily
- Easy-to-use highly visual interface
- Quick market trends data for a 12 or 24 month period of time
- Produce reports anytime from anywhere in less than five minutes, 24/7
- Send reports directly to your clients with a click of a button
- Add jpeg charts to your website, blog or electronic newsletter with ease

**8 Market Dynamic Reports to analyze price and sales trends:**

- Supply & Demand by Month
- Median Sold by Month
- Number of Sold Properties by Month
- Number of For Sale Properties by Month
- Number of Under Contract Properties by Month
- Number of New Properties Listed by Month
- Average Days on Market by Month
- Months of Supply of Inventory

**4 Pricing Analysis Reports to help analyze where the "target" price range "fits" into the market as a whole:**

- Estimated Price Range - For Sale Properties
- Price Distribution - Last 12 Months
- Estimated Price Range - Sold Properties
- Estimated Price Range - Under Contract



This program, **FREE TO REALTOR® MEMBERS**, enables agents to engage clients in a healthy discussion about adding real estate to their investment portfolio. This property analysis tool allows agents to help buyers interested in investment real estate obtain a quick picture of the property's value and profit potential. REALTORS® can expand their market and profits with the power of *Clarus™ Investor™*.

**Clarus™ Investor™ Benefits:**

- Generate professional charts to quickly identify the Return On Investment (ROI)
- Execute different "what if" scenarios
- Quickly email PDF reports to clients
- Safe and secure access 24/7 from the convenience of your computer via the Internet
- Easily view and interpret investment projections

### Customizable cover page with:

- Name and photo
- Additional business contact information
- Property photo with property information





**One-Page Summary Report** with ROI, Cash Flow Projection, Annual Operation Financials, Acquisition Summary, Loan Terms for a quick overview of the property's potential investment value included.

### Produce 9 Professional charts to visually communicate investment considerations:

- Acquisition Cost
- Operating Expenses
- 10-Year Cash Flow Projection Chart
- Capitalization Rate
- Cash on Cash Return
- Equity Dividend Rate
- Gross Rent Multiple
- Return Equity
- Debt Service Ratio

## • FREE Monthly Computer Training Classes

Each month FAR offers 4 FREE computer classes to our members:

-  **Fresno MLS:** This class goes over the basics of using the Fresno Multiple Listing Service.
-  **ZipForm6:** This class shows members how to navigate this CAR program to access the CAR Standard Forms, and how this program will assist them in their transactions.
-  **Realist Tax Records:** This class explains features of the county tax records that can be accessed through the MLS.
-  **Clarus MarketMetrics & Investor:** Shows how to generate market and price-point analysis charts and reports derived from MLS data for your clients.

## • FAR Store - REALTOR® Discounts on Products & Services:

REALTORS® receive discounts on all of the products sold in the FAR Store. Our products include: Standard Forms, Signs, Riders, Lockboxes, Closing Gifts, Marketing Tools, Disclosure Products, Books, Continuing Education Programs, Risk Management Products, and much more.

### • Discounted REALTOR® Websites

FAR provides our members with professional websites at a discount!

- **REALTOR® Agent** Prices are \$360/year with a \$100 activation fee.
- **REALTOR® Office** Prices are \$540/year with a \$100 activation fee.
- **Individual Property Websites** are available for \$20 per property website.

For more information on websites, please contact FAR at 559-490-6400



- **MLS Marketing Meetings & Property Caravans**

Members are invited to attend our weekly MLS Meetings every Tuesday at 8:30am at the FAR Learning Center. Listen to our guest speakers, promote your listings, and preview properties with other real estate professionals. The Home Tour Caravans take place from 10am-12:00 noon. For more info please go to [www.fresnorealtors.com](http://www.fresnorealtors.com), and click on "Tuesday Morning Preview/Caravan".



- **FAR Website @ [www.fresnorealtors.com](http://www.fresnorealtors.com)**

Your information central, and portal to the Fresno MLS

- **Online Bill Pay:** Pay bills online via the "Online Services" under the "Members" tab.
- **Online Class Registration:** Register for classes and events online.
- **Online Store:** Shop for standard forms, disclosure products, open house products, marketing materials, reference books, publications, education materials and much more by clicking on "Store" under the "Tools" button.
- **Tools:** Contains resources to search for zip codes, find local schools, maps, and other important websites to assist you in your business.



Containing VITAL information for your business and many FREE opportunities, The Grapevine is FAR's Official weekly newsletter. A printed version is mailed once a month. New REALTOR® Members are published in The Grapevine once a month.

Grapevines are also posted on FAR's website and are always available at the FAR office. Pick up a copy at the Membership Service counter.



- **Welcome Home Radio**

FAR is on the Air! Welcome Home Radio - KYNO 940AM – is sponsored by FAR and hosted by past president, Don Scordino on Saturdays from 9am-10am. Giving our valley a LOCAL perspective on the real estate market! The 50,000 watt powerhouse reaches from Bakersfield to Sacramento, and over to the Central Coast.

- **FAR's REAL Green Program:**



The REAL Green Program is a partnership with Tree Fresno. The REAL Green program is a way for REALTORS® to give trees to their clients as a closing gift. This program benefits everyone: the REALTOR®, the homeowner, the neighborhood, and the community!

The cost is \$100 for 2 fruit or shade trees of the client's choice. The trees will be delivered to your clients with a personalized "Thank You" card from you, as well as a tree planting and care kit, and a 1 year Tree Fresno Membership!



- **FAR's Member Service Mobile**

FAR's Member Service Mobile provides a way to better serve members at their convenience. This "class room" on wheels allows a way to service members all over the community.

The mobile classes that the Member Service Mobile (MSM) offers are: Fresno MLS Training, zipForm6, Realist Tax Records, Clarus MarketMetrics, Clarus Investor, Real Estate Video Educational Institute (REVEI), and Member Websites Presentations.

The MSM also provides a way for us to come to your office to program lock boxes, active keys and for many other services.



- **Lowe'sRealtorBenefits.com**

Lowe's and NAR have teamed up for a free program to provide REALTORS® with an exclusive program that will allow you to send free newsletters or mailers with valuable coupons and rebate offers to your customers and clients on your behalf. Lowe's pays the postage! You can also purchase gift cards, at any amount, and receive a 5% discount.

Visit: [www.lowesrealtorsbenefits.com](http://www.lowesrealtorsbenefits.com)



- Land's End Business Outfitters is an online store where you can customize apparel and gear with the FAR logo. This is the perfect way to let people know you are a REALTOR®! Visit [www.fresnorealtors.com](http://www.fresnorealtors.com) and click on the Lands' End Logo.



- **REAL Estate Showcase**

REALTOR® Members have the ability to advertise their listings in this Fresno Bee/FAR publication. For more information contact Jackie Everwine 559-441-6606.

- **Public Property Databases**

- **REALTOR.com:** Fresno REALTOR® Members who also subscribe to the Fresno MLS have their listings on NAR's [www.realtor.com](http://www.realtor.com) for FREE!  
*According to the "2007 C.A.R. Member Use of Technology Survey,"*  
**94% of SELLERS and 80% of BUYERS use REALTOR.COM as their internet resource.**
- **CA.REALTOR.com:** Fresno REALTOR® Members who also subscribe to the Fresno MLS have their listings on CAR's [www.ca.realtor.com](http://www.ca.realtor.com) for FREE!



- **California Real Estate and REALTOR® Magazine:**

Two publications that are a must to read; one specifically for the California REALTOR® and the other with a National insight. They provide you with the latest news affecting the real estate industry, insightful articles on how to succeed in today's rapid changing business climate, educational material, and REALTOR® profiles.



- **Affiliate Directory**

AFFILIATE

A Complimentary Directory of all of our local Affiliate Members is published four times a year. The latest directory is always available at the FAR Office and also on our website by selecting "Find An Affiliate" under the "Non-Members" menu; or you can request a copy to be mailed, or e-mailed to you.

- **Industry Research & Market Data:**

REALTORS® have access to statistics, targeted research reports, and regional economic profiles developed by CAR's expert economics and research team. CAR provides a C.A.R. Trends newsletter, and e-mailed County Economic Profiles by subscription. Visit [www.car.org](http://www.car.org) and click on "Market Data".

- **FREE Quarterly Comparable Sales Data:** Members of FAR are able to access and print this data from our Online Services feature at [www.fresnorealtors.com](http://www.fresnorealtors.com)
- **Local Statistics:** Members have access to local up-to-date statistics by logging on to "[Online Services](#)". Found under the "Members" menu on our homepage.

- **Nationwide Public Awareness Advertising:**



Consumer advertising programs reach millions promoting the value of using a REALTOR® and the opportunities available in today's housing market. This includes campaigns from C.A.R. and N.A.R., and local advertising by F.A.R.

- **Mediation Services**

Facilitated by experts from within the industry to quickly and inexpensively resolve conflicts between parties.



- **Official FAR Membership Card**

FREE for REALTOR® Members. This card contains your agent picture, (if provided) your MLS Agent ID Number, National ID Number, DRE License Number, your political investment level, and some important phone numbers to have with you at all times.

- **Events & Networking**

Attend social and networking events sponsored by FAR such as: Tuesday MLS Meetings, Golf, Bowling, Softball Tournaments, Luncheons, and more.

- [CAR REALTOR® Showcase](#)
- [NAR Annual Convention & Expo](#)

- **Opportunity to Serve on the Board of Directors**

A truly rewarding benefit is also the opportunity to serve on the Board of Directors, the MLS Committee, or one of the numerous committees available. For a full list of committees, please see our website under "Members". For more information, or to voice your interest in serving, please contact FAR at 559-490-6400.

- **Exchange Investment Group:**

This group meets every Friday morning at 8:30am at the FAR Office. Call Chairman Tom Hyatt at 559-229-9961 for more information.



- **Education & Professional Designation Programs**

These programs set you apart from the competition. Arm yourself with the latest industry trends, legal issues, regulatory changes, technology tools, and marketing techniques. Many classes offer DRE credits (continuing education credits for your real estate license renewal). For a list of Designations visit <http://www.car.org/education/designations/>

- **Continuing Education**



**We offer continuing Education classes in a variety of formats:**

- **CAR Offers Online Classes:** Visit <http://rebsonline.com/category/62/>. Study the courses for free and pay only for the online exams.
- **FAR Offers Video Classes:** Every Monday at 1:00pm FAR sponsors a REVEI course for 3 units of DRE credit. See our calendar for details. We also allow members to schedule special showings.
- **FAR Store Sells Packets:** Our FAR Store sells the "Study At Home Packets" Study the material, and then make an appointment to test in the FAR Office at no extra charge.

- **Affinity Discount Programs**



Through [CAR's Member Advantage Program](#) and [NAR's REALTOR® Benefits Program](#), REALTORS® are eligible for the following discount programs to provide a variety of benefits to enhance both their professional and personal life:

- **Insurance:** Medical Health Plans (visit [www.realcare.biz](http://www.realcare.biz)), Errors and Omissions (E&O), Legal Expense Reimbursement, Workers' Compensation, VPI Pet Insurance, Auto & Home Insurance.
- **Travel:** Avis, Budget, Hertz
- **Marketing:** eNeighborhoods, PsPrint, Lowe's, Talking House, InfoUSA, The Pacific Institute
- **Technology:** Dell, HP, Listing Light, Verizon, Announce My Move.com, Turn Here Video Profiles, Internet Crusade, Sprint, Zipform
- **Financial:** REALTOR® Platinum Visa, Chase Education Finance
-  : Access more than 1,700 industry-related journals, newspapers and magazines, for FREE. Go to [www.realtor.org](http://www.realtor.org) for more information.
-  : This website was created by NAR for your clients! Buyer prospecting is made easy with free "Get Ready to Own" tips to use in your client communications. Visit [www.houselogic.com](http://www.houselogic.com)

- **Professional Standards Program:**

This program educates and enforces the REALTOR® Code of Ethics, and promotes professionalism and ethics in business practices.



- **Governmental Affairs Program:**

This program fights for your rights at the local, state and national levels to preserve your ability to do business and to protect Private Property Rights, Affiliated Business Issues, and Point of Sale Issues.

- **REALTOR® Political Action Committee Protects Your Real Estate Business Interests:**

When legislative conflicts arise, your Local Association is there to protect the housing industry from over-regulation as well as everyone's right to own private property; these efforts actually increase your annual income potential.

For more information visit [www.car.org](http://www.car.org) and click on "Governmental Affairs"

- **REALTOR® Action Fund**

Provides financial support to candidates and issues ensuring your voice is heard in the political process. To donate, or for more info, visit [www.car.org/governmentalaffairs/raf/](http://www.car.org/governmentalaffairs/raf/)

- **Media & Public Relations Program**

Provides the media statistics and balanced commentary about the real estate industry.

*Did you know that REALTOR® is a trademark, and you have to earn the right to call yourself a REALTOR®?*

*There IS a difference! Collectively, we must let this be known*