

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

Member Benefits



CALIFORNIA  
ASSOCIATION  
OF REALTORS®

# 205,000 MEMBERS AND COUNTING!



Let's just say, "It's good to be a CA REALTOR®!" As an individual member of C.A.R., you have access to top of the line benefits that will make your clients thankful they work with you.



**CALIFORNIA  
ASSOCIATION  
OF REALTORS®**

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

The purpose of the CALIFORNIA ASSOCIATION OF REALTORS® is to serve its membership in developing and promoting programs and services that will enhance the members' freedom and ability to conduct their individual businesses successfully with integrity and competency, and through collective action, to promote real property ownership and the preservation of real property rights.

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

The REALTOR® organization will be the preeminent source of essential business services and the association of choice for real estate professionals committed to excellence.

## A quick note from C.A.R. President Jeanne Radsick:

We're here for you – doing what we can to help you with your career and business.

To do that, C.A.R.'s number one focus is to preserve and promote professionalism, integrity and excellence for the real estate industry. We've gone about this each year by providing products, services and professional opportunities to you at no cost or at special member prices — many of which are only available to you, a California REALTOR®.

This guide you are about to explore provides a highlight of the most prominent tools, services, educational resources and events that we have created solely for you to propel your business forward and play a part in ensuring the continued success of the real estate industry in California. Enjoy!

Sincerely,



Jeanne Radsick, 2020 C.A.R. President

Our Officers:

**President, Jeanne Radsick**  
Century 21 Jordan - Link & Co.  
8500 Stockdale Hwy. #190  
Bakersfield, CA 93311  
jeanner@car.org

**President-Elect, Dave Walsh**  
Compass  
5353 Almaden Exp., A-150  
San Jose, CA 95118  
davew@car.org

**Treasurer, Jennifer Branchini**  
Better Homes and Gardens  
Reliance Partners  
4733 Chabot Drive Suite 100  
Pleasanton, CA 94588  
jenniferb@car.org

**Chief Executive Officer, Joel Singer**  
525 S. Virgil Ave.  
Los Angeles, CA 90020  
joels@car.org

We Livestream  
**facebook**

# 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.



Your big opportunity may be right where you are now.



- Napoleon Hill

## TABLE OF CONTENTS



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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)  
Digital Ink®  
Legal Tools  
Transaction Rescue™  
Legal Hotline

PG.8

**Good looks ✓  
And smart ✓**

**Marketing tools to keep you looking good and saying the right things to your clients.**

REALTOR® GIFs  
Local Market & Industry Infographics  
Consumer Ad Campaign  
WomanUP!®  
C.A.R. REImagine!

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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  
STEPS Toward Homeownership

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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  
Inclusion Program  
Young Professionals Network (YPN)  
Scholarship Foundation  
REALTOR® Action Fund (RAF)

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**All of the above...and a little extra. Just follow.**

C.A.R. Social Media

We Tweet  
**twitter** 

# GETTING IT DONE



Every project is an opportunity to learn, to figure out problems and challenges, to invent and reinvent.



- David Rockwell

## ZIPFORM<sup>®</sup>



**TRANSACTIONS**  
zipForm Edition



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.



zipLogix  
**digitalInk<sup>®</sup>**



Your own digital signature solution that eliminates printing, faxing and traveling to get paper copies signed. The tool provides a paperless experience with the "Signed, Sealed and Delivered" online process.

We Post  
**Instagram**

# RISK MANAGEMENT



## Legal Q&A



Legal articles, many in question and answer format, are currently available on over 150 subjects in 50-plus categories. Have one particular question? Utilize the “Key Question” and “Table of Contents” sections to narrow down the relevant info.



## 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.



## Legal Hotline



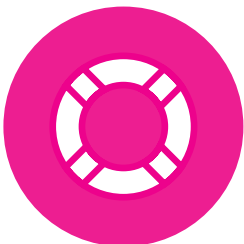
1,500,000+ is a BIG number. That’s the number of member questions our attorneys have answered about real estate law and brokerage practice. Get free one-on-one legal advice from our attorneys by calling (213) 739-8282. Or download the free Legal Hotline App and use the wait time feature to help work your phone call into your schedule.



## Down Payment Resource



Skip the countless municipal and state websites and identify available down payment assistance programs in your client’s target area with our Directory.



Your lifeline to the lending community! Give us a call on the free helpline [(213) 739-8383] 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



We must open the doors of opportunity. But we must also equip our people to walk through those doors.



- Lyndon B. Johnson

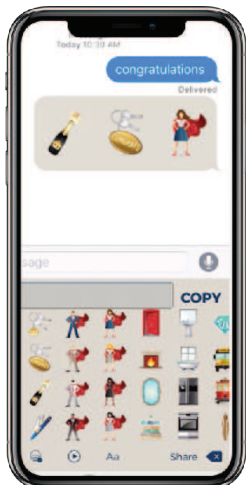
## MARKETING TOOLS



### REALTOR® GIFs



Add some animated fun to your text and social media convos with REALTOR® GIFs! The GIFs are an extension of our annual consumer advertising campaign, which educates Californians on the benefits of using a REALTOR®. The GIFs are available for iOS and Android users. REALTOR® GIFs can be downloaded from the GIPHY app in the Apple Store and Google Play.



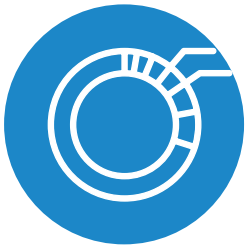
### CARmojis



mojis are 🙌!

Out with words, in with CARmojis!



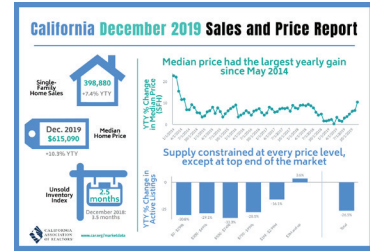
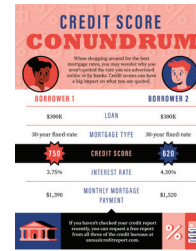


## Local Market & Industry Infographics



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:

- City + County Market Overviews
- City + County Buyer's Guides
- California Consumer Infographics
- CA Real Estate Industry Infographics
- Housing Market Infographics



## 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.



## REALTOR® ReelMaker



Everybody likes our consumer ad campaign. You'll like it even more when you customize your own C.A.R. consumer ad campaign video.



# MEETINGS & EVENTS



## WomanUP!®



C.A.R.'s conference devoted to giving powerful women bold tools to take their careers to the next level. This year we are focused on ACTION. Virtually join the WomanUP!® Movement and share ideas, resources and time with hundreds of leaders, achievers and doers from all across the country, September 1-3.



## REIMAGINE! REAL ESTATE



At REImagine! Real Estate Virtual Conference & Expo, you have a front-row seat to watch a full lineup of thought leaders, keynote speakers and other real estate professionals. This is your opportunity to learn firsthand from industry leaders who are ready to push you out of your comfort zone. Join other REALTORS® looking to make new connections, get empowered and exchange ideas — virtually. Best of all, this event is 100% free for all C.A.R. members.



REIMAGINE! REAL ESTATE | OCT. 12-14, 2020

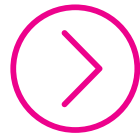
### C.A.R. Board of Directors and Committees Business Meetings

Three times each year, the C.A.R. Board of Directors and its Committees research and formulate policy on all areas affecting the business, professional practices, and public policy involvement of California REALTORS®.



We Connect  
**LinkedIn**

# ONE STEP AHEAD

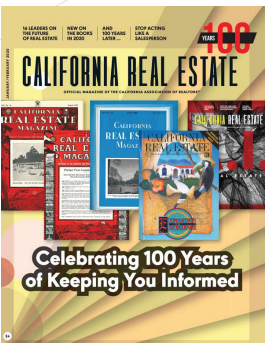


It is possible to fly without motors, but not without knowledge and skill.



- Wilbur Wright

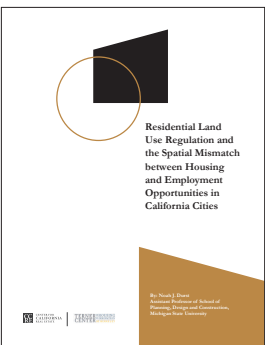
## KNOWLEDGE CENTER



### California Real Estate Magazine



This year, the mag celebrates 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 influencers via livestream discussions and roundtable events.

## 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

- \*DRE Sponsor No. 4056



## Education Courses



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.



This C.A.R. program addresses housing affordability from the perspective of financial literacy. The traveling 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. Catch us where we're steppin' to next.



# ONE BIG GROUP MAKING AN EVEN BIGGER IMPACT!



Opportunity dances with those already on the dance floor.



- H. Jackson Brown, Jr.

## 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.



C.A.R. **ypn**

### 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!

## Inclusion Program

Diversity and inclusion are top priorities for C.A.R. and paramount to the growth and viability of this industry. Learn more about some of our initiatives:

### Latinx Professionals Network (LPN)

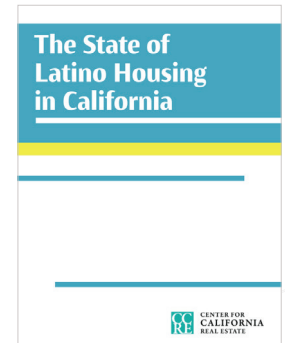


LPN creates community and networking opportunities for members to build strong support systems, increase business opportunities and break down barriers. Join the conversation today.

### Women's Initiative



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.



## 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 career in real estate.



## Education Foundation



The Education Foundation, a 509(a)(3) established in 2005, provides real estate and education related grants to California REALTORS®.



# POLITICAL ADVOCACY



## Legislation



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 2020: April 28 | Sacramento



Meet and 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)



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.

We Have Discounts



# ALL OF THE ABOVE



(Livestreams, panel recordings, interviews, stats, news) and some things that just look cool!



Start where you are. Use what you have. Do what you can.



- Arthur Ashe

## CHECK US OUT!







CALIFORNIA  
ASSOCIATION  
OF REALTORS®

The tools you need. Support you want.

525 South Virgil Avenue | Los Angeles, CA 90020  
P: 213.739.8200 | F: 213.480.7724 | [www.car.org](http://www.car.org)  
Customer Contact Center: 213.739.8227