

AAOR Calendar



November 9, 2010

November:

- 9: Breakfast Inforum
- 9: General Membership Meeting
- 11: AAOR Office Closed—Veteran’s Day
- 12: LGR Committee Meeting
- 12: All Together Now: AEF Fundraiser
- 19: Commercial Committee Meeting
- 24-26: AAOR Office Closed—Thanksgiving

December:

- 10: Installation of 2011 Officers & Directors
- 14: Breakfast INFORUM

Information is available 24/7 at www.AlamedaAOR.org

AAOR News Tidbits

- ~ AAOR local Dues will remain the same in 2011!
- ~ The 2011 Proposed Budget is ready for your review and approval. Check your email for your electronic ballot. Voting ends November 15th.
- ~ AEF Fundraiser is this Friday, Nov 12th. Tickets may be purchased at AAOR or online at AlamedaEducationFoundation.org. You won't want to miss this event!!
- ~ The Alameda Local Disclosure is available on our website on the Resources/Downloads page. The most recent one is dated April 2009.
- ~ NAR Ethics Requirement: have you taken the Ethics course to renew your license lately? If so, be sure to send a copy to AAOR to fulfill your NAR obligation.
- ~ Welcome MAT bags are available for FREE!
- ~ What is the REALTOR® Action Assessment of \$49? Turn the page and read more.

Alameda Association of REALTORS® Mission Statement

The Alameda Association of Realtors® is a trade association organized to ensure professionalism, protect property rights, and promote the ownership of real property. We seek to serve and be responsive to our members by continuously developing, implementing and promoting programs and services to help the individual Realtor® be successful. Our programs and services are designed to:

- ~ enhance performance in a continually changing real estate environment
- ~ support professionalism through training in and enforcement of the Code of Ethics of the National Association of Realtors®
- ~ assist in standing united in promoting and preserving real property rights through collective action, and
- ~ provide the means for members to be a constructive force in the improvement of life within the community.

Weekly Fraud Alert <http://www.car.org/legal/scam-watch/>

Mortgage fraud strikes Valley homeowners (Nov. 1, 2010)
Patty and Jody Farmer were hooked when a Rancho Cordova-based company offered to help refinance their adjustable-rate mortgage, which was about to become unaffordable. But after paying the company nearly \$8,000 -- and following its advice to stop making mortgage payments -- the Farmers didn't get a new mortgage. Instead, their lender foreclosed on their Fresno home of 11 years, and they were forced to move out.

Courtesy of the California Association of REALTORS®

Strength in numbers.

That's one of the reasons you joined the **Alameda Association of REALTORS®** and the **CALIFORNIA ASSOCIATION OF REALTORS®**. In fact, one of the most important services organized real estate provides is representation in the halls of government. While you are busy running your business, representatives from the CALIFORNIA ASSOCIATION OF REALTORS® are protecting your business interests from others, such as lawyers and legislators who are eyeing the real estate transaction as a source of revenue. You probably never think about it, but just know that C.A.R. and its political action committees (PACs) are working year-round to protect your ability to conduct business.

Recent examples of C.A.R. victories:

- Preserved property profiles after title companies stopped providing them in a reaction to a letter issued by the Dept. of Insurance.
- Supported legislation to create a state home buyer tax credit and strengthen buyer protections.
- Consistently defeated a recurring 3-percent independent contractor withholding proposal that would have accelerated income tax payments for independent contractors.
- Defeated point-of-sale retrofits proposed through several pieces of legislation that could have added as much as \$20,000 per home prior to closing escrow.

And we all know that in recent years, your business and transactions have encountered more threats. These threats have included the state's and local governments' epic budget deficits, unnecessary point-of-sale retrofits, and special interest groups and trial lawyers. These new threats come at a time when a smaller percentage of REALTORS® have contributed to C.A.R.'s PACs. Today, only 20 percent of C.A.R. members contribute; in 2006, 30 percent contributed. Moreover, C.A.R.'s California Real Estate Political Action Committee (CREPAC) was in the top 10 of PACs in California in the 2007-2008 election cycle; today, it ranks 37th among PACs. In the past, C.A.R.'s PACs were able to support incumbents and candidates who share C.A.R.'s attitudes, values, and beliefs on real estate and private property rights. However, given these new realities, our influence—your influence—is diminishing in Sacramento.

REALTOR® Action Assessment ... Why Now?

This economic downturn has impacted many of Alameda's members and their families. And while the idea of an assessment is never popular, it is additionally difficult during these tough times. You need to know that C.A.R.'s board of directors spent considerable time weighing the options. They determined that the fairest solution is to share and spread the cost of supporting our PACs equally among all members instead of by a very small segment of members on behalf of all members. That's why your C.A.R. board of directors adopted a special purpose political assessment, known as the REALTOR® Action Assessment, of \$49 per member. This special assessment will go to the California Real Estate Political Action Committee (CREPAC), California Real Estate Independent Expenditures Committee (CREIEC) or other political purposes; or, if the C.A.R. member chooses, entirely to the C.A.R. general fund for non-candidate political purposes.

The REALTOR® Action Assessment will ensure the PACs can support candidates who share the values of the real estate industry in California. These people will vote on issues important to you.

C.A.R. tracks approximately 1,500 bills to:

- Prevent point-of-sale retrofits;
- Reduce exposure to lawsuits;
- Preserve dual agency;
- Preserve mortgage interest deduction; and
- Prevent the enactment of legislation adverse to real estate business interests.

You see, although these are tough economic times, the REALTOR® Action Assessment is necessary to protect and promote real estate business interests in California. Our livelihood depends on it.

Thank you for your support.

Board of Directors, Alameda Association of REALTORS®

Find an FAQ on the REALTOR® Action Assessment here: <http://www.car.org/governmentaffairs/RAA/RAAFAQ/>

Find more information on REALTOR® Action Funds here: <http://www.car.org/governmentaffairs/raf/>

zipLogix Digital Ink™ Coming 2011 As A FREE C.A.R. Member Benefit!

Beginning in January 2011, C.A.R. will offer zipLogix Digital Ink™ electronic signatures for free to C.A.R. members. zipLogix Digital Ink is a digital signature solution for signing C.A.R. forms within zipForm® 6. zipLogix Digital Ink™ works seamlessly with zipForm® 6, allowing REALTORS® to instantly e-mail real estate forms requiring signatures, and eliminate the cost and time expense of printing, faxing, or cross-town meetings to get paper copies signed.

Digital Signatures improve your efficiency all while reducing costs, saving time, eliminating delays, and better serving customers. They facilitate quick, easy interaction between REALTOR® and client, and encourage a paperless transaction. Digital signatures revolutionize the customer experience and offer your customer a truly paperless electronic process that can be trusted. Below are the two digital signature options integrated with zipForm® 6. To find out more for each product: zipLogix Digital Ink and DocuSign® visit www.car.org .



C.A.R. ELECTRONIC SIGNATURES Q&A

Want to know more about which transactions are excluded from using electronic signatures or a party's consent to use? Visit the website to access C.A.R.'s latest legal Q&A on the subject.

TAKE A WEBINAR on Digital Ink & DocuSign from 2-3pm on:
Nov. 9th Dec. 1st Dec. 15th

More information is available at: www.car.org (Business Tools)

C.A.R. to offer free document storage as a new member benefit.

Beginning January 2011, C.A.R. members will have an opportunity to take advantage of a new, free document storage feature in zipForm® 6, one of the new member benefits being rolled out for 2011. This free member benefit will allow members to store unlimited transactional documents online for up to five years within their zipForm® 6 Professional transactions. Some of the capabilities include document upload and delivery via web, e-mail, fax, or scanning directly to a specific transaction.

More information will be available in the coming months regarding this free benefit with accompanying webinars to help familiarize REALTORS® with these services.