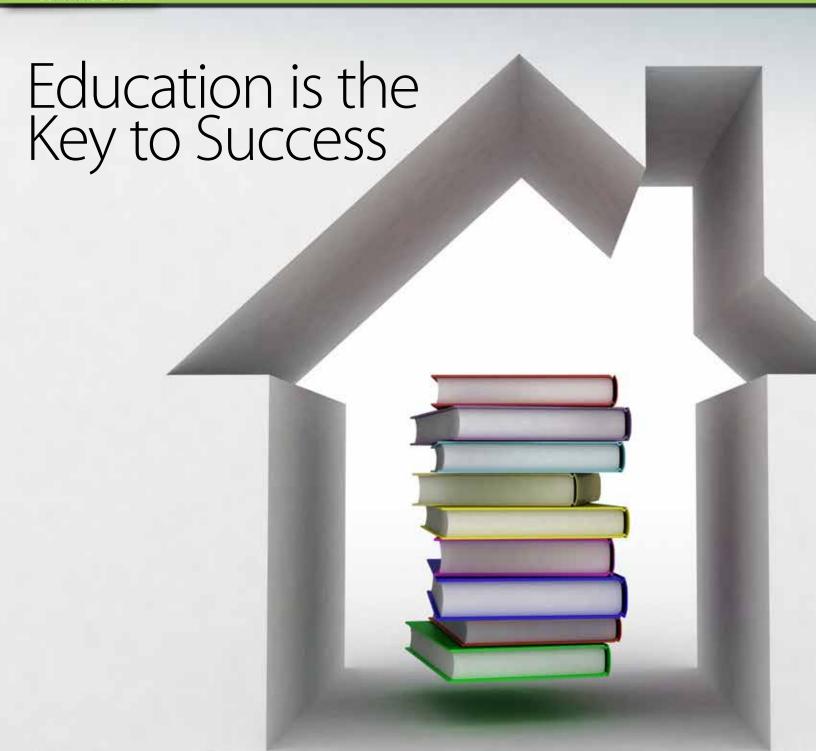


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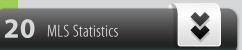




8 CEO Corner



18 Ethics Corner

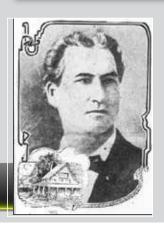


10 Sacramento Real Estate History

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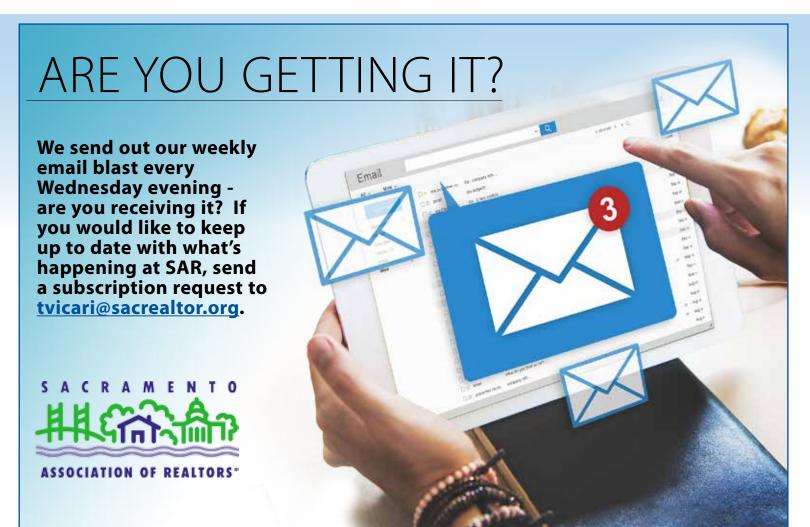
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PRESIDENT'S PERSPECTIVE

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Education is the Key to Success

(or What I Tell My Children Every Morning of Everyday)

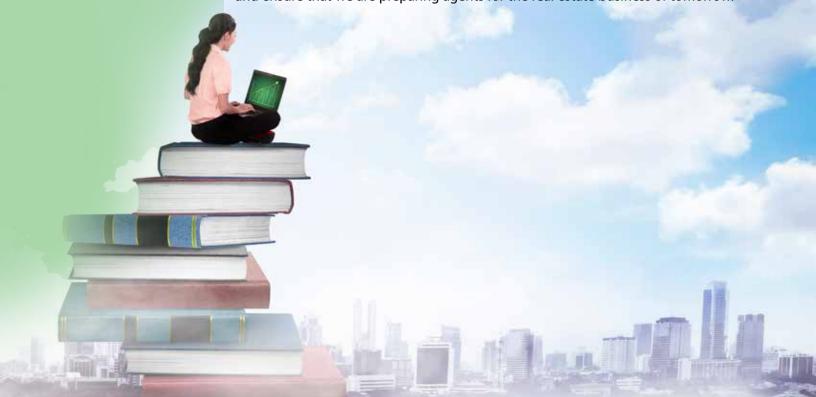
As human beings, we are incredibly resistant to change, even though it's the only thing that ever leads to progress. Real estate education is no different. Heading into 2018, we are collectively at a place where we need to look critically at what we're teaching, who is teaching it, who we are teaching it to, and how it's being taught. At the Sacramento Association of REALTORS®, we are constantly reviewing our instructors, our classes offered, and our member's requests for pertinent classes that are relevant to today's real estate industry.

Consumers have changed the way they shop for real estate, so it's important that agents keep pace in the way they serve the consumer. Today, most homebuyers are finding the home they eventually buy online, before they ever speak to an agent. Agents need to better understand how to be a resource for these consumers and provide added value to the experience. So how are we supposed to keep track of everything that is happening in the real estate industry?

The Sacramento Association of REALTORS® has its finger on the pulse of all of the latest "happenings" in real estate. Whether you are a new agent or a seasoned veteran of real estate, the RETI (Real Estate Training Institute) or BTI (Broker Training Institute) series can teach you something new.

And let's not forget about the myriad of classes offered by our various committees that include the Education Committee, the Real Estate Finance and Affiliate Forum, the Broker/Manager Forum, our various Lunch and Learns, and the Public Issues Forum. These seminars and forums offer engaging and timely topics such as new financing programs from CalHFA, speakers from various local businesses like Bike Dog Brewery, how to navigate through the Emerging Trend of Marijuana in Real Estate, or how to manage your business from the palm of your hand with your iPad or tablet.

No individual, company, or industry is immune to change. In fact, it's paramount to survival. While change can sometimes be uncomfortable, we owe it to the industry, the professionals who will shape its future, and the buyers and sellers we will serve, to adapt and ensure that we are preparing agents for the real estate business of tomorrow.



Affordable Housing in Sacramento

BY: Caylyn Wright, SAR Government Affairs Director

California is an expensive State, and housing has become exponentially more expensive over the last few years. The only real solution to our State's housing affordability crisis is building more housing units. California has a supply and demand problem; during the housing meltdown homes could be purchased for less than cost of construction. Very little new housing was built, but new families were still created that needed a place to live. Now the State Legislature and local jurisdictions throughout California are discussing funding sources for affordable housing.

This lack of new construction, particularly workforce housing, has left many California families in a lurch trying to find a place to live. Families are being stretched thin as both rent and the cost of homeownership have increased. Construction of new housing units at all income levels is the appropriate long-term solution for the increasing cost of housing in California.

The State Legislature and Governor Jerry Brown have touted their shared commitment to reach a deal to address the State's affordable housing crisis. But as with so many things in California, reaching a compromise deal could be difficult. The largest sticking point is expected to be

agreeing on an annual source of funding for affordable housing.

The California Association of REALTORS® and Sacramento Association of REATLORS® are supporting SB 2 authored by Senator Toni Atkins. This bill would levee a new fee on real estate transaction documents. Sales are exempted in the draft language, so the fee would apply to refinances, deed changes, and the like. The fee would be charged on a per document basis, and capped at a total of \$225 per transaction. It is expected this ongoing funding source would generate approximately \$225 million per year, of which 20% would be dedicated to affordable owner occupied workforce housing, and 10% would go to housing for agricultural workers. The remaining funds would be dedicated to supporting affordable housing, home ownership opportunities, and other housing related programs.

SAR is supportive of development of new affordable housing, and open to discussion of new funding sources to build the affordable units our region needs. As these discussions play out over the coming months, we need to ensure these funding sources are equitable, and the money raised builds as many housing units as possible.

YOU CAN'T BUY TIME ... OR CAN YOU?



120 Min. Photography













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AUGUST MAIN MEETING

Mayor Christopher Cabaldon:

An Innovative Leader in West Sacramento

SAR was proud to welcome 7-term West Sacramento Mayor Christopher Cabaldon to the August Main Meeting. Here are some of the main topics he touched on about his city:

Homelessness

West Sacramento Mayor Christopher Cabaldon began his presentation by discussing a problem facing many communities: the issue of homelessness. The mayor says he and his staff strive to keep both the homeless safe and those who interact with the homeless safe. Before their pilot project, the number of unsheltered homeless was 85. Through the West Sacramento Bridge to Housing Pilot Project, homeless individuals being displaced from an encampment were moved to a local motel where the County provided intensive case management in the area of hygiene, physical and mental health. After four months, 82% of the residents remained engaged with the project and a total of 49 residents were issued housing choice vouchers. The City was pleased with the favorable results of their efforts and those of the nonprofit organization they collaborated with.

Disney Park

Through a unique, fast-track deal between the City of West Sacramento, The Walt Disney Co., and KaBOOM!, a Washington, D.C.-based nonprofit that works with communities across the country to ensure children have places to play, West Sacramento's Bryte Park is now the site of a Tom Sawyerthemed playground. Due to the need to make this park happen quickly, the City waived many of the processes that slow projects down, including public meetings. Cabaldon said that they knew the community wanted a park so there was no need to talk about it. In one day, more than 400 community volunteers came together to build this beautiful park. Everyone who participated was amazed at what they accomplished.

Education

One of West Sacramento's weak areas has been in the area of education. This led the City to create Kids' Home Run, an education and jobs initiative. Through this highly innovative initiative, all children who live in West Sacramento may attend a high-quality preschool. Once the student graduates from preschool and moves to kindergarten, he/she is given access to a college savings account of \$50, to be matched by their family. As they progress through school, they are given an opportunity to earn "digital badges" for volunteer work done with Habitat for Humanity. These badges are then used to demonstrate a student's community service when applying for jobs. Students headed for college qualify for a paid internship in the industry of their choice. Finally, once they graduate high school, their tuition is free if they register at a Sacramento Community College. The Kids' Home Run project recently earned the City of West Sacramento a \$25,000 grant through a national competition.

Bridges

The I Street Bridge will be replaced with a new bridge crossing upstream of the existing bridge between the Sacramento Railyards and the West Sacramento Washington planned developments. The bridge will allow for bicycle, auto and foot traffic. The design of the bridge is expected later this year. It will provide greater mobility and promote economic development.

The Broadway Bridge Project will generate a new neighborhood-friendly bridge across the Sacramento River downstream from the Pioneer Bridge. This bridge will allow for a future street car to cross along with pedestrians and cyclists. An exciting bike share system makes 50 bikes available for use by riders for a low \$2 fee. The City of West Sacramento and Sacramento expect to roll out 900 bikes this fall. Along with the street car coming in 2021, the City will make mobility around downtown and West Sacramento much cleaner and more convenient.

Urban Farm

If these weren't enough initiatives happening in West Sacramento, they've also developed an urban farm that grows over 25,000 pounds of produce each month during peak seasons. The City took a "loose approach" to zoning and decided that with all the strict rules having to do with the disposal of toxins, they could place an urban farm in an industrial area. They converted vacant land into Urban Farm Business Incubators. The Farms work with 600 volunteers each year and donate to Food Banks, sell to residents and provide fresh produce to local schools.

Housing Developments

There are a number of new housing projects in the pipeline but unfortunately, due to the permit process, funding constraints, and other impediments, these projects won't be built for a few years. Like other cities, they are considering options that will streamline this process. Cabaldon, along with Mayor Steinberg, is considering various ways to streamline the building process and create more affordable housing.

This highly informative meeting is just one of the many benefits offered to SAR Members. Be sure to catch the next Main Meeting when we highlight REALTOR® Safety Month on Tuesday, September 12th at 9am.

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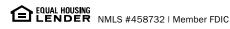
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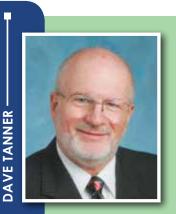


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The two most important activities any licensee, new or experienced, can do to insure success in the real estate industry are to network with other professionals and to continually pursue quality education.

So how do you get this education? Many brokerages, particularly the large ones, offer in-house education. The advantage to this approach is that the broker can teach a standard method of doing business that they want their associates to follow. But over half of the approximately 6,500 members of SAR are associated with small brokerages and do not have this in-house education available to them. That is where the Associations come in.

When I first got licensed in 1978 there was no required continuing education. Classes were offered that provided training to enhance job skills and make licensees more efficient in their business. Then the Department of Real Estate, now the Bureau of Real Estate, adopted mandatory Continuing Education for license renewal. As soon as that happened, licensees only wanted to attend classes that provided CE credit. Classes to enhance job skills became hard to find.

Then along came the internet and online CE classes for a nominal fee. As of 2017, C.A.R. is offering members their entire 45 hours of CE classes online at no additional cost. It is a membership benefit. As a result, Associations can no longer offer CE courses. The cost would keep most Members from attending.

So now we are back where we started. Most classes offered now through the Association are classes designed to enhance job skills and make licenses more knowledgeable about their profession. These are the classes that offer the greatest value and benefit to the student.

I have taken almost every online CE course that has been offered in the last 20 years. I have rarely learned anything beneficial. But I did get the CE credits. On the other hand, I have never taken a live 3 hour class where I did not learn at least one new thing and, in most classes, several beneficial lessons were learned.

If you are serious about maintaining or pursuing an actual career in real estate, I encourage you to take all the live education classes you can in subjects that interest you. The rewards throughout your career will be great and your clients will appreciate your level of knowledge. It is a win-win for you and your clients. And your attendance allows Associations to continue to offer quality education to the Members.





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SACRAMENTO REAL ESTATE HISTORY —



Daniel W. Carmichael – "Father of the New License Law"

August 13, 2017 - The Centennial Commemorative Date of the Issuance of the First Realty License

Article written by Shane McLatchey, California Bureau of Real Estate

On August 13th and August 14th, 1917, two newspapers reported the issuance of "Realty License No. 1" to D. W. Carmichael.

Daniel Webster "Dan" Carmichael, son of William Marion and Evelyn (Fincher) Carmichael, was born February 15, 1867, in Atlanta, Georgia. His father was a sergeant in the Civil War in Company F of the Georgia Cavalry for the Confederate Army. On January 19, 1885 Carmichael came to Stanislaus County and attended Stockton Business College where he studied bookkeeping and business management. He located in Sacramento in 1887 and he married Myrtle Robb in 1892. They owned several houses in Sacramento including a Victorian at 1903, 21st Street which still stands today.

After a decade of different jobs, including ranching, Carmichael organized the firm of Curtis, Carmichael and Brand, which was established in the City of Sacramento in 1895 for the purpose of land acquisition and development in the Sacramento Valley. As head of this company, he helped colonize thousands of acres of Sacramento Valley land and one biography asserts, "No company in Sacramento has been a larger factor in the aiding of the incoming settlers to acquire homes suitable to their taste and means."4 In November 1895 Carmichael was elected Sacramento city treasurer and in 1899 was principal organizer of the Sacramento Oil Company. This company was said to have sunk one of the first oil wells at Bakersfield in spring of 1899.

Carmichael's company also actively engaged in the development and settlement of two large tracts of land located between Sacramento and Fair Oaks known as Carmichael Colony No. 1 and No. 2. These tracts contained some of the best citrus land in the Sacramento Valley and the tracts were subdivided into small farms of ten acres each. The Bureau of Real Estate office building on Exposition Boulevard is located parallel to the southern border of "Colony No. 2" of Arden Way and five miles west of the western tract border then marked by Walnut Avenue. The first settlers

of this land were the Maidu Indians, dating back to 1,000 B.C. and in 1844 this land became part of the Rancho San Juan and Rancho Del Paso Mexican land grants.3 Ancil Hoffman Park and Carmichael Park

are examples of locations that remain within the original boundaries of these tracts.

After buying out his partners in 1900, Carmichael served as president and general manager of a firm that became known as the Carmichael Company. That year he advertised for the sale of 10 acre tracts for \$1,500 with 10% down payable at \$10 per month with 6% interest.3 He was elected as a delegate to the national Democratic Convention in 1900, Sacramento County treasurer from 1903 to 1907, and was a director of the Sacramento Chamber of Commerce for 18 years including president from 1910 to 1913.

In recognition of Carmichael's ability in matters pertaining to real estate development, the State Realty Federation of California elected him president for the year 1910-1911.4 Founded on May 27, 1905, this Federation became the California Real Estate Association in 1920 and again changed its name in 1975 to the California Association of Realtors (C.A.R.). He also chaired their legislative committee that helped effectuate this bill that one paper called, "the new real estate dealers' license law."1 The Oakland Tribune publicized Carmichael as the "father of the new license law"1 and he also served as mayor of Sacramento in 1917-1918.

Carmichael declared the licensing measure as "...the most far reaching legislation of its kind in the United States and certain to place California at the fore front of states which protect by adequate legislation honorable methods of business procedure."1 After having worked twelve years to secure passage of the law, he outlined its effects and results while addressing a large delegation of the Oakland Real Estate Board in June 1917;

"The real estate business in California now occupies a position that has never before attained in the state. And, we occupy a position that is destined, in my judgment, in the very near future to place the real estate profession at the foremost rank of progress and prosperity in our state. It

HAS NUMBER ONE. SACRAMENTO, Aug. 13.-President D. W. Carmichael of the city commi sion and head of the Carmichael Com pany, real estate dealers, has the dis tion of holding real estate licens No. 1, granted by Freeman H. Blood good, state real estate commi-Bloodgood issued the first license to michael in recognition of the lat er's efforts during the last 12 year to secure regulation of real icalers in California.

Santa Cruz News - Mon., Aug. 13, 1917

D. W. CARMICHAEL GETS REALTY LICENSE NO. 1

REALTY LICENSE NO. 1

ACRAMINTO, Cal. Aug. 14.—
President Dan W. Carmichael of the
city commission and head of the Carmichael Company, real estate dealears, has the distinction of holding
Real Estate License No. 1, granted byFreeman H. Bloodgood, state real estate commissioner.

Bloodgood issued the Irst license to
Carmichael in recognition of the latter's efforts during the last 12 years
to secure regulation of real estate
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Santa Ana Register - Tue., Aug 14, 1917





Oakland Tribune, August 12, 1909





Sunlight and soil give results like this to the Carmichael colonist

places the real estate business in the front ranks of justice and right and fair dealing between all men and women. It places the California State Realty Federation, which is the promulgator of this bill, in my judgment second to no other organization in the state of California, because it was the real estate mean of California who went for twelve years before the legislators of this state and asked that some such legislation be enacted. I believe the time will soon come when every man and women in the State of California who believes in fair, honest, square dealings to their fellowman will recognize what we have fought for. If there is any man in the real estate business in this state who does not believe that it is worth the sum of \$2 per year to do business as a salesman, or \$10 a year as the head of an office or broker, I believe that the time has come when that individual should get out of the business and follow some other daily trade"1 Oakland Tribune, August 12, 1909

Carmichael died in San Francisco on October 31, 1936 at age 70, when it was reported he was "penniless." A 1923 biography states, "...it is not too much to say that his record during the past thirty-five years fully justified any honor or recognition which the people of California may see fit to bestow upon him.5" A record apparently exists for Carmichael at the Cypress Memorial Park cemetery6 in Colma, San Mateo County however he is not buried there. Interestingly however, interred at this cemetery are Californian historian Hubert Howe Bancroft (1832-1918)6 and his nephew Howard Palmer Bancroft (1859-1944)6 who along with Senator Arthur Hastings Breed, Sr. (1865-1953), were reported to have been issued the first real estate licenses from the Oakland office just six days after Carmichael's license was reported to have been issued in Sacramento.7

Carmichael Colony in the Heart of California



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Oakland Tribune August 10 101

References:

- 1 Oakland Tribune, Sunday, June 10, 1917.
- 2 Photo courtesy of Susan Maxwell Skinner Archives.
- $3\,Carmichael\,Chamber\,website, Carmichael\,History-www.carmichaelchamber.\,com/carmichael-history.html.$
- 4 History of Sacramento County, California, by G. Walter Reed, 1923, page 813.
- 5 History of Sacramento County, California, by William L. Willis, 1913, pages 446 and 447.
- 6 Find a Grave, findagrave.com Memorial # 87577968.
- 7 Oakland Tribune, Sunday, August 19, 1917.
- 8 Sunset The Magazine of the Pacific and of all the Far West, Volume Twenty-
- six, January-June, 1911 pages 576 and 577.
- [all photos from source # 8 above unless otherwise noted]
- By S. McLatchey, July 2017



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Real Estate: Living the Dream and Profiting

September 15 | 9:00 - 10:30am | Dean Rinker

- Overview of the real estate process
 Other additional features of the series
- Being a passionate, positive REALTOR $^{\tiny\textcircled{\tiny{0}}}$ How to work together to win.

Tips to Make Your Business Life Easier September 15 | 10:45 - 12:15pm | Paula Swayne

- The image you project
- Things you live with and shouldn't
- Do it now so you don't suffer the consequences late
- Common courtesies
- Write a monthly and annual business

Understanding the Residential Purchase Agreement DAY September 22 | 9:00am - 1:00pm | Joss McDaid

- Writing offers for conventional, FHA, VA, Cash, and "creative" financing
 - Presentation and explanation of the RPA-CA to both buyers and sellers
 - General discussion of the "flow" and timelines of a standard offer

Legal Aspects of Listing Agreements

September 29 | 9:00am - 1:00pm | Dave Tanner

- The elements required to make a listing agreement valid
- How to select the right agreement for a specific situation
- C.A.R. disclosure forms
- Other forms that may be used with listing contracts
- Problems that can arise with the creation of valid listing agreements

Lead Generation

DAY October 6 | 9:00am - 1:00pm | Michael Lee

- Why we need to always generate leads
 - Improving profitability
 - No budget marketing with social media
 - Low budget marketing using traditional farming
 - Open houses as lead generators
- Medium-budget marketing with paid advertising and website
- Follow-up systems
- No budget marketing with social media
- Lead generation accountability

Buyer Broker System

October 13 | 9:00am - 11:30pm | Lori Logan

- What is the Buyer Broker System and what are the benefits of using it?
- Different types of Buyer Agreement forms
- How to present the Buyer Agreement forms and get it signed?
- Scrips & Objection handling dealing with Buyer Broker Agreements
- 3 Types of Buyers

Get your Offer Accepted

October 13 | 11:30am - 1:00pm | Lori Logan

- You must do what average agents aren't willing to do
- Strong offers begin with strong buyers
- Explain offer to your buyers
- Avoid low offers in a hot market
- Understand how to negotiate
- What to do before you write an offer?
- How to increase your chances of getting your offer accepted?

Digital transactions with zipForm and DAY e-Signatures

October 20 | 9:00am - 1:00pm | TBD

- BASIC Overview and functions of zipForm® Plus using a PC or Mac
- How to create and manage transactions in the zipForm® cloud
- How to create and use templates to save time
- MLS Connect How to import data directly into zipForm® Plus
- Overview of e-Signatures, Docusign, and Digital Ink

Being an Ethical Agent October 27 | 9:00am - 1:00pm | Dave Tanner, Esq

Review of the NAR Code of Ethics

- Practical applications of the Code
- What can happen if you violate the Code

Essential Disclosures

November 3 | 9:00 - 1:00pm | Jim Phillips

- Learn how to complete disclosures and what constitutes completeness Review the most utilized disclosures including Natural Hazard Disclosure, Real
 - Estate Transfer Disclosure Statement, Notice of special tax and/or assessment and many more
 - Discover how to learn what the latest disclosures are
 - Review C.A.R. Disclosure chart

Time Mastery for REALTORS®

November 17 | 9:00am - 1:00pm | Michael Lee

- Objectives of time management · Why we find it hard to manage time
 - Discover your time-wasters • Tips for staying focused
- Time saving techniques
- Latest theories on multitasking
- Effective time management systems
 - Beating burnout

 $[^]st$ New SAR Members (as of September 2016) qualify for a RETI Series 25% discount when registering for the whole series. To receive this discount, complete the registration form on the reverse side and fax to 779-3945 or scan form and email to pano@sacrealtor.org. No online or phone registrations available.

SACRAMENTO ASSOCIATION OF REALTORS®



REGISTRATION FORM



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	Day 1 - Living the Dream & Tips to Make Your Business Life Easier	PHONE	
	Day 2 - Understanding the RPA	Credit Check AMOUNT ENCLOSED: S	i
	Day 3 - Listing Agreements		
	Day 4 - Lead Generation	ACCOUNT NAME	
	Day 5 - Get Your Offer Accepted		
	Day 6 - zipForm and e-Signatures	ACCOUNT NUMBER	
	Day 7 - Being an Ethical Agent	EXPIRATION DATE SE	CURITY CODE
	Day 8 - Essential Disclosures	SIGNATURE	
	Day 9 - Time Mastery	JOHNIONE	



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LEGAL UPDATE

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ATTORNEY STEVE J. BEEDE



AVOIDING LAWSUITS - WHY CONTINUING EDUCATION MATTERS

All California real estate licensees are required to participate in continuing education classes both as a precondition to initial licensing as well as by the time of license renewal. These include classes on (1) Ethics, (2) Agency, (3) Trust Fund Handling, (4) Fair Housing, and (5) Risk Management. Real estate brokers are required to take the additional class in (6) Management and Supervision. These core categories broadly include everything a REALTOR® should do in representing their client... but merely taking a class does not in and of itself make you immune to a lawsuit.

The #1 legal claim against brokers and agents is Misrepresentation. Misrepresentation basically means misstating some material feature of a property or a transaction and it may also include breaching a fiduciary duty to a client. Misrepresentation can be (1) innocent (you didn't know); (2) negligent (you didn't know but should have known; and (3) fraudulent (you did know but lied to preserve a sale). While we all should appreciate that intentional misrepresentation can bring both legal liability as well as loss of your real estate license, negligent misrepresentation is what continuing education seeks to prevent.

Ethics rules are primarily standards, principles and guidelines for conduct which are intended to elevate standards of competence and behavior. It is putting the client's interest first.

Agency rules create a fiduciary duty owed by the agent to the principal, a duty of highest loyalty. Has the agent reviewed the Contract provisions, or the Inspection and Title Reports, or the Disclosures and have they clearly identified to their client any issues that need to be further explained? It is putting the client's interest first.

Trust Fund Handling rules mandate that client's funds be kept separate and not be commingled with the agent's funds or anyone else's. Has the agent timely deposited the client's funds to the designated escrow or client Trust Account? It is putting the client's interest first.

Fair Housing rules require that agents must be certain to provide all clients with fair and equal treatment in housing related issues. This means both setting aside any biases and protecting their client from discrimination by others in a transaction. It is putting the client's interest first.

Risk Management rules provide real estate agents with practices and procedures which, if followed, can reduce the risk of liability to clients and others in real estate transactions. If the agent suspects that a misrepresentation or some other legal claim may be arising, have they notified their broker and met with their client to resolve the issue. It is putting the client's interest first.

Management and Supervision rules provide real estate brokers with practices and procedures to make sure that the broker and any real estate licensees working for them are complying with the law and not exposing the broker to legal liability. As many lawsuits have shown, the broker can be held liable for the wrongful acts of their agents regardless of whether or not the broker had any knowledge of the agent's actions. Again, the best practice is always putting the client's interest first and making sure that all agents do the same.

While there unfortunately is no way of absolutely eliminating all risk of getting involved in a lawsuit, timely participating in mandatory continuing education can, as a minimum, help reduce the risk associated with real estate transactions. Even better, take advantage of the many advanced courses available through SAR and C.A.R. and not only will you further reduce liability risk, but your increased professionalism and knowledge will enable you to achieve greater success in your profession.

BPE Law Group, PC represents real estate agents and brokers as well as clients in resolving legal disputes. If you would like a consultation with us, please call our office at (916) 966-2260 or e-mail Steve Beede at sjbeede@bpelaw.com.

MASTERS CLUB CORNER -

Volunteering Makes a World of Difference



Karen Berkovitz, Masters Club Steering Committee

There is so much value in volunteering. It promotes kindness and builds character. It warms the heart and brings out the best in us. I truly believe that once you feel the satisfaction and humility in giving of yourself without asking for anything in return, you too will be hooked on helping!

If you have not volunteered before, here are a few tips. First of all – just know you can do it. It doesn't take a lot of time, and it doesn't have to cost any money, unless you choose to donate. Identify a cause or charity that you believe in. Most of us are passionate about something in the world and community around us. Find out how you can get involved and make a commitment to show up. The rewards of doing something outside of your normal routine and comfort zone, and helping people less fortunate, can be life-changing.

The volunteering opportunity that has had the most significant impact on me in the last few years is serving meals to the homeless at Loaves & Fishes. It has inspired and humbled me like nothing else. Although homeless, these folk, called "guests," show up for a hot meal with dignity and grace. Some are funny and friendly, some are shy, and some are pretty sad, but most all of them give us overwhelming thanks and gratitude. We show respect and humility not pity to them, and they appreciate it. It is eye-opening and heart-wrenching to see the moms and dads fussing over their kids to make sure they eat, and that they are well behaved in the family dining room. I try not to think too much about where they're going after the meal, or where they sleep at night.

We prep the food with the kitchen staff, and then serve 600 to 800 guests in two dining rooms on our REALTOR® Volunteer Days, which are on the 5th Monday of a month. Sometimes the guests ask us who we are, because other individuals and groups serve all the other 365 days a year, and we tell them we're REALTORS®. They tell us they love our energy and please come again! We hear that almost every time we serve, which always feels good. We are making a small difference in their day. And why not? Helping feed them a hot meal can feed our souls in an amazing way.

One really sweet interaction between a guest and one of our volunteers, a 14 year old daughter of an agent, happened on Memorial Day. A very energetic woman in a short sequined dress and a wig started giving this girl advice on how to control her acne! Our young volunteer was a little surprised, but she handled it beautifully – she thanked the woman and was very gracious taking in the information and not getting too embarrassed! It was touching for all of us behind the line.

I feel fortunate and honored to be on the Masters Club Steering Committee and newly in charge of coordinating the REALTOR® Volunteer Days at Loaves & Fishes. Susan Harrold stepped down this year after 6 years in the position. I am passionate about the cause and I love being involved, so I think it's going to be a good fit for many years to come. Please contact me if you have interest.

If this isn't quite up your alley, there are a number of other volunteering opportunities to choose from through SAR and the Masters Club. You can also just do it on your own. The River City Food Bank needs help unloading trucks and packing and distributing food boxes to needy families in our community. The American River Parkway needs volunteers for clean-up days. Or you can help at the SAR booth at Home

and Garden Shows and join the store staff selling LED light bulbs! These activities and others are posted in the SAR e-blasts and newsletters. Additionally, there are fundraisers for worthy causes held at SAR and offsite throughout the year. Also, many REALTORS® are on teams for Susan G. Komen and other walks and organized runs for good charities.

If you're inspired, it won't be hard to find a way to help with so much need in our world. Alone or with a friend, try giving back in a small, but meaningful way. It's fantastic what the power of people can do to make a difference. And you will hopefully have a great experience being active, engaged and involved.

If you would like to sign up for the REALTOR® Volunteer Day at Loaves and Fishes, contact Karen at karen@golyon.com.

Sacramento Food Bank Distribution Warehouse

Date: Wednesday, August 30th

Time: 9am – 1pm

(try to arrive a little before 9am)

Location: Sac Food Bank Distribution Warehouse

(1951 Bell Ave Sacramento, CA 95838)



Duties: this activity will involve either bagging fresh produce or sorting non-perishable food items. This task involves standing, walking, bending and light lifting. Closed toe/heel footwear only and dress comfortably – clothes may get a little dirty. I'm sure it will be rather warm on this particular day, so we will need to stay hydrated.

Questions? Registration? Simply contact me (tony@sacrealtor.org | 916-437-1205) and say you want to participate. I will provide more details and email reminders as the date nears.



SAR EDUCATIONAL OFFERINGS

DATE	TIME	CLASS	COST	TOPIC	INSTRUCTOR		
August 17	10:00 – 11:30am	Branding, Marketing and Social Media	\$15	How to select the right Social Media Platform to reach your goals Creating a Social Media Plan 3 automation tools that will save you hours on your social media implementation	Julie Gallaher, owner, Get on The Map Local Search		
August 22	1:00 – 4:00pm	License Renewal Home Study & Live Review for Brokers & Sales Agents	\$85 (PDF Pricing) \$95 (Text Book Pricing)		Duane Gomer Representative		
August 23	9:00am – 12noon	The REALTOR'S® Guide to Listing and Selling Homes with Solar Power Systems	\$30	Receive listing and selling solar power system checklists Receive entry to a web forum with ready access to discussions and questions, as well as updates on guidelines, forms, and processes change Discover how the Solar PV System "got on the roof" (e.g. owned, leased)	Jim Phillips, REALTOR®		
August 24	9:00am – 12noon	Working Effectively with Buyers in Today's Marketplace	\$30	Learn how to set your buyers up to succeed Learn to manage their expectations Train them to understand current market conditions	Carl Medford, CRS		
August 30	12noon – 1:15pm	The Emerging Trend of Marijuana in Real Estate (lunch & learn format)	\$20	The goal of this class is to help give SAR members a framework for understanding what is happening with this trend and how to talk about it with clients too. We'll talk through some of the most common things to consider such as land value, zoning, increasing rents, disclosures, and communicating well with clients when they have questions.	Ryan Lundquist		
August 31	9:00 – 11:00am	Feng Shui Basics	\$25	Basic principles and practical tips to use at home and work How to use the Bagua Map, which shows us the relationship between our spaces and our lives How to use some of the basic Feng Shui cures	Mary Mieth		
September 6	8:30am – 5:00pm	8 Hour CA-DBO Safe Comprehensive: Relevant Practices for The MLO	\$139	Live Class – No 8 Hours on a Computer Includes textbook Meets both CalBRE & DBO NMLS Continuing Education Requirements	Duane Gomer Representative		
September 13	9:00am – 12noon	How to Win Buyers & Sellers and Perfecting Your Database	\$25	Learn the true art of networking and how to connect with each other Includes speed dating style exercises to maximize the learning experience Learn how to perfect your database in order to increase your bottom line by creating, organizing and expanding your own sphere of influence	Mony Nop		
September 13	1:00 – 3:00pm	How to Be The #1 Offer	\$25	Learn how to become the #1 offer each time in a competitive market Learn what the sellers are looking for in an offer Discover how to structure a winning offer Learn what to do after an offer is made	Mony Nop		
September 14 September 16	9:00am – 6:00pm	Duane Gomer's 20 Hour Pre-Licensure Course for MLO		Additional Details Available at <u>www.sacrealtor.org</u> .	Duane Gomer Representative		
September 15th	9:00am – 1:00pm	Real Estate Training Institute (RETI)		Nine Fridays, starting September 15th See Flyer for Additional Details Register Online	Various Instructors		
September 20	12 noon - 1:30pm	Protect Your Real Estate Business by Implementing Your Own Buyer Broker System	\$20	Learn to "list" buyers Convert more prospects and "suspects" into exclusive buyer broker agreements Save time and gain buyer cooperation Don't be tied to your buyers day and night	Aria Salehpour		
September 21	10:00 – 11:30am	Branding, Marketing and Social Media	\$30	How to select the right Social Media Platform to reach your goals Creating a Social Media Plan 3 automation tools that will save you hours on your social media implementation	Julie Gallaher, owner, Get on The Map Local Search		

All classes listed above are held at SAR's Mack Powell Auditorium. To register online, visit ims.sacrealtor.org. Questions - contact Patricia Ano or call 916.437.1210. (Please contact us for non-Member pricing) Prices listed reflect early-bird fees.

Cancellation policy: if you cannot attend a seminar for which you have registered, you may send a substitute. You will receive a full refund when cancelling 48 hours in advance. If you cancel less than 48 hours in advance, your registration fee will be forfeited.

*This course is approved for continuing education credit by the California Bureau of Real Estate. However, this approval does not constitute an endorsement of the views or opinions which are expressed by the course sponsor, instructor, authors or lecturers. You must attend **90%** of the class, pass a written exam and have **proof of identification** to qualify for BRE Credits.

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SEPTEMBER CALENDAR OF EVENTS-

Monday	Tuesday	Wednesday	Thursday	Friday			
				1 No Events Scheduled			
4 SAR Closed – Labor Day	No Main Meeting/No Regional Meetings CanTree Committee (B) 10:30am — 12noon Volunteer Coordinating Committee (P) 10:30 — 11:30am	8 Hour CA-DBO Safe Comprehensive (B) 8:30am — 5:00pm SAR New Member Orientation (B) 9:00am — 12:30pm Intern Class (B) 2:30 — 4:30pm	7 Real Estate Finance & Affiliate Forum (EC) 9:00 – 10:30am Government Relations Committee (B) 11:00am – 1:00pm Internship Committee Meeting (T) 12noon – 1:30pm LCRC (B) 1:00 – 2:30pm	SAR Closed 7:30 – 8:30am Sacramento Area RE Exchange Network (T) 10:00 – 12:30pm			
9:00 – 10:30am MetroList – Workshop (T) 9:00 – 12noon MetroList – Workshop (T) 1:00 – 4:00pm Leadership Academy (B) 1:00 – 2:30pm	Main Meeting (EC) 9:00 – 10:30am Charity Research Committee (P) 10:30 – 11:30am YPN Advisory Meeting (B) 10:30 – 11:30am	13 The Art of Networking (EC) 9:00am – 12noon SAR New Member Orientation (B) 1:00 – 4:30pm How to Win Buyers/Sellers with Mony Nop (EC) 1:00 – 3:00pm	Duane Gomer 20 Hour Pre-Licensure Course for MLO (T) 9:00am — 6:00pm Masters Club Steering Committee (B) 9:30 — 11:00am Equal Opportunity/Cultural Diversity Committee (B) 11:30am — 1:00pm	RETI (EC) 9:00am – 1:00pm Public Issues Forum (B) 9:30 – 10:30am Duane Gomer 20 Hour Pre- Licensure Course for MLO (T) 11:00am – 8:00pm IREM Lunch & Learn (EC) 12noon – 1:30pm SPF Committee (B) 1:00 – 2:00pm			
WCR Board Meeting (B) 12noon – 1:30pm	Sacramento Emerging Trends (Offsite) 7:30 – 10:30am Regional Meetings Visit www.sarcaravans.org NARPM Luncheon (EC) 10:30am – 2:00pm Marketing/Communications Committee (B) 10:30am – 12noon Scholarship Fundraising Committee (T) 1:00 – 2:00pm Duane Gomer License Renewal (EC) 1:00 – 4:00pm	CAMP Event (EC) 9:00am – 1:00pm IREM Board Meeting (P) 9:00 – 10:00am Intern Class (B) 2:30 – 4:30pm SAR New Member Orientation (B) 6:00 – 9:30pm	Grievance Committee (B) 10:00 – 11:30am Branding, Marketing & Social Media (EC) 10:00 – 11:30am WCR Business Luncheon (EC) 11:00am – 2:00pm Commercial Council Meeting (B) 3:00 – 4:00pm	RETI (EC) 9:00am — 1:00pm			
MetroList – Workshop (T) 9:00 – 12noon MetroList – Workshop (T) 1:00 – 4:00pm	Regional Meetings Visit www.sarcaravans.org Housing Opportunity Committee (B) 10:30am – 12noon SAR Charitable Foundation BOD (B) 12:30 – 2:00pm	SAR Closed 1:00 — 2:00pm	SAR BOD (B) 9:00 – 11:00am	RETI (EC) 9:00am – 1:00pm Broker/Manager Forum (B) 9:30 – 10:30am			

Calendar Information

*For Regional Meeting locations and times, visit www.sarcaravans.org or contact

Tony Vicari at

tvicari@sacrealtor.org or 437-1205.

*Various locations – Call for details ** closed meeting

Meetings subject to change.

(EC) Mack Powell Event Center (B) Board Room, 2nd Floor (T) Training Room, 2nd Floor (U) Upstairs



ETHICS CORNER —

Article 1

When representing a buyer, seller, landlord, tenant, or other client as an agent, REALTORS® pledge themselves to protect and promote the interests of their client. This obligation to the client is primary, but it does not relieve REALTORS® of their obligation to treat all parties honestly. When serving a buyer, seller, landlord, tenant or other party in a non-agency capacity, REALTORS® remain obligated to treat all parties honestly. (Amended 1/01)

Case #1-4: Fidelity to Client

(Originally Case #7-5. Revised May, 1988. Transferred to Article 1 November, 1994. Cross-reference Case #4-5.)

Client A contacted REALTOR® B to list a vacant lot. Client A said he had heard that similar lots in the vicinity had sold for about \$50,000 and thought he should be able to get a similar price. REALTOR® B stressed some minor disadvantages in location and grade of the lot, and said that the market for vacant lots was sluggish. He suggested listing at a price of \$32,500 and the client agreed.

In two weeks, REALTOR® B came to Client A with an offer at the listed price of \$32,500. The client raised some questions about it, pointing out that the offer had come in just two weeks after the property had been placed on the market which could be an indication that the lot was worth closer to \$50,000 than \$32,500. REALTOR® B strongly urged him to accept the offer, stating that because of the sluggish market, another offer might not develop for months and that the offer in hand simply vindicated REALTOR® B's own judgment as to pricing the lot. Client A finally agreed and the sale was made to Buyer C.

Two months later, Client A discovered the lot was no longer owned by Buyer C, but had been purchased by Buyer D at \$55,000. He investigated and found that Buyer C was a brother-in-law of REALTOR® B, and that Buyer C had acted on behalf of REALTOR® B in buying the property for \$32,500.

Client A outlined the facts in a complaint to the Board of REALTORS®, charging REALTOR® B with collusion in betrayal of a client's confidence and interests, and with failing to disclose that he was buying the property on his own behalf.

At a hearing before a panel of the Board's Professional Standards Committee, REALTOR® B's defense was that in his observation of real estate transactions there can be two legitimate prices of property—the price that a seller is willing to take in order to liquidate his investment, and the price that a buyer is willing to pay to acquire a property in which he is particularly interested. His position was that he saw no harm in bringing about a transaction to his own advantage in which the seller received a price that he was willing to take and the buyer paid a price that he was willing to pay.

The Hearing Panel concluded that REALTOR® B had deceitfully used the guise of rendering professional service to a client in acting as a speculator; that he had been unfaithful to the most basic principles of agency and allegiance to his client's interest; and that he had violated Articles 1 and 4 of the Code of Ethics.



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Most monthly sales since July 2009, median price continues to increase



June showed a 5.4% increase in sale from May, up to 1,824 sales from 1,731. This is the most monthly sales since July 2009, when that month closed with 1,848. Compared with 2016, current number is also an increase, rising .5% from the 1,815 sales of June 2016. Equity sales make up 95.1% (1,735) of the sales this month while REO/bank-owned and Short Sales both accounted for 1.6% of sales (29 and 30, respectively). Other types of sales (auction, probate, etc.) rounded out the remaining 1.6% with 30 sales. The types of financing used for the sales this month included 225 cash (12.3%), 1,026 conventional (56.3%), 371 (20.3%) FHA, 107 (5.9%) VA (Veterans Affairs) and 95 (5.2%) used Other* types of financing.

The median sales price increased for the 5th straight month rising 1.4% from \$342,500 to \$347,250. Compared to the most recent low (January 2012/\$160,000), the current figure is a 117% increase. Compared to June 2016, the figure is up 5.5% (from \$329,000).

Total Active Listing Inventory increased 8.8% from 1,935 to 2,105 for the month, but is a 18.3% drop

from the 2,577 inventory of June last year. The Months of Inventory increased slightly for the month from 1.1 Months to 1.2 Months. A year ago the Months of inventory was 1.4. Listings published for the month decreased .3% from 2,385 to 2,377. "Listings published" signifies all listings that came on the market for the current month. Of the 2,385 listings that came on the market for the month of June, 870 were still listed as active, 1,203 are currently pending sales, 177 were already sold and 127 are either off the market, expired or other.

The Average DOM (days on market) for homes sold dropped from 20 to 18 days. The Median DOM remained at the lowest recorded figure (8) for a third month. "Days on market" represent the days between the initial listing of the home as "active" and the day it goes "pending." 84% of all homes sold this month (1,533) were on the market for 30 days or less and nearly 94% of all homes sold in 60 days or less. Average Price/SqFt of all homes sold was \$227.

Additional reports are available here.

Just the Facts - June 2017											
Jun-17 Jun-16 Change Summary/Notes											
Sales	1,824	1,815	0.5%	Highest amount of monthly sales recorded since 7/09 (1,848)							
Median Sales Price	\$347,250	\$329,000	5.5%	Highest median sales price since 5/07 (\$350,000)							
Active Inventory	2,105	2,577	-18.3%	Less homes coming on the market							
Median DOM	8	10	-20.0%	Lowest recorded median days on market stays for a 3rd month							
Avg. Price/SqFt	\$227	\$209	8.6%	Compare these more recent figures with April 2013: \$145/sqft							



MLS STATISTICS

June 2017

MLS STATISTICS for June 2017

Data for Sacramento County and the City of West Sacramento

##**\$**\$\$\$\$

SINGLE FAMILY HOME RESALES

Monthly Statistics	Current Month	% of Total Sales	Last Month	Change	% of Total Sales	Last Year	% of Total Sales	Change
Listings Published this Month	2,377		2,385	-0.3%		2,529		-6.0%
Active Listing Inventory †	2,105		1,935	8.8%		2,577		-18.3%
Active Short Sale (included above) 16		14	14.3%		60		-73.3%
Pending Short Lender Approval	61		57	7.0%		159		-61.6%
Pending Sales This Month	1,379		1,364	1.1%		1,533		-10.0%
Number of REO Sales	29	1.6%	37	-21.6%	2.1%	45	2.5%	-35.6%
Number of Short Sales	30	1.6%	36	-16.7%	2.1%	46	2.5%	-34.8%
Equity Sales**	1,735	95.1%	1,618	7.2%	93.5%	1,692	93.2%	2.5%
Other (non-REO/-Short Sale/-Equity)	30	1.6%	40	-25.0%	2.3%	32	1.8%	-6.3%
Total Number of Closed Escrows	1,824	100%	1,731	5.4%	100%	1,815	100.0%	0.5%
Months Inventory	1.2 Months		1.1 Months	9.1%		1.4 Months		-14.3%
Dollar Value of Closed Escrows	\$696,536,442		\$658,505,729	5.8%		\$648,222,184		7.5%
Median	\$347,250		\$342,500	1.4%		\$329,000		5.5%
Mean	\$381,873		\$380,419	0.4%		\$357,147		6.9%
Year-to-Date Statistics	6/01/17 to 6/30/17	6	/01/17 to 6/30/17			6/1/2016		
SAR mo	onthly data, compiled	N	/letroList YTD data			6/30/2016		Change
Number of Closed Escrows	8,603		8,741			8,466		1.6%
Dollar Value of Closed Escrows	\$3,143,955,098		\$3,188,572,832			\$2,861,350,424		9.9%
Median	\$330,000		\$330,000			\$310,000		6.5%
Mean	\$365,449		\$364,784			\$337,981		8.1%





† includes: Active, Active Release Clause, Active Short Sale, Active Short Sale Contingent, Active Court Approval and Active Court Contingent listings

Based on Multiple Listing Service data from MetroList. © 2016 SAR.

^{**} Owner Equity Sales, previously identified as Conventional Sales, represents all sales other than short sales or lender owned properties

Data for Sacramento County and the City of West Sacramento

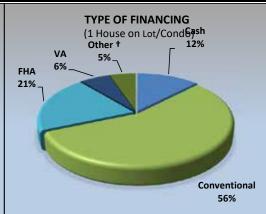
MLS STATISTICS for June 2017

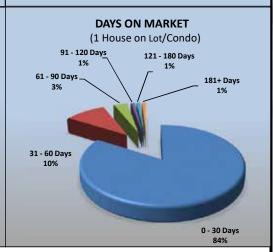
Data for Sacramento County and the City of West Sacramento

BREAKDOWN OF SALES BY PRICE

Type of Financing/Days on Market







Type of Financing	Current Month		Previous Month		LENGTH OF TIME ON MARKET							
								% of Total				
(Single Family Home only)	# of	% of	# of	% of	(SFR & Condo) # of		Current		Last 4	ı	Last 12	
Financing Method	Units	Total	Units	Total	Days on Market		Units	Month		Months		Months
Cash	225	12.3%	253	14.6%	0 - 30		1,533	84.0%		81.6%		74.5%
Conventional	1026	56.3%	973	56.2%	31 - 60		180	9.9%		9.9%		14.3%
FHA	371	20.3%	331	19.1%	61 - 90		60	3.3%		3.7%		5.6%
VA	107	5.9%	88	5.1%	91 - 120		17	0.9%		2.1%		2.7%
Other †	95	5.2%	86	5.0%	121 - 180		17	0.9%		1.6%		1.9%
Total	1,824	100.0%	1,731	100.0%	181+		17	0.9%		1.2%		1.0%
					Total		1.824	100.0%		100.0%	Ī	100.0%

^{*} half-plex, 2-on-1, mobile home

† includes: cal vet, contract of sale, creative, farm home loan, owner financing.

 Median DOM:
 8
 8

 Average DOM:
 18
 20

 Average Price/Square Foot:
 \$227.1
 \$225.6

This representation is based in whole or in part on data supplied by MetroList. MetroList does not guarantee, nor is it in any way responsible for, its accuracy. Data maintained by MetroList does not reflect all real estate activity in the market. All information provided is deemed reliable, but it is not guaranteed and should be independently verified. For the most current statistical information, visit www.sacrealtor.org/public-affairs/statistics.html.

SAR STAFF MEMBER OF THE MONTH—



1. How long have you been working with SAR? What is your job title and duties?

As of writing this, two whole days! I love it so far. I am the Web Designer and have various web-related duties.

2. What did you do before you were hired on at SAR?

I am a recent grad from The Art Institute of California – Sacramento. While attending I worked at the school as a tutor and in the equipment cage renting out various film and photography equipment to students.

3. What are some of the things you like about working at SAR?

So far, the people.

4. How long have you lived in the Sacramento area? Where have you lived before?

I've lived in the Northern California/Sacramento area for going on six years. As an Air Force brat, I have been to many places; I was born in Arkansas, raised in Ohio and prior to moving to Sacramento I lived in Oceanside, CA for about eight years, to name a few.

5. What do you like/dislike about Sacramento?

I like the trees and how you can easily go from the city to the mountains, the bay, the beach, or the river. I dislike the traffic and navigating downtown around lunchtime.

6. What are some of your hobbies or interests?

I like to watch bad sci-fi shows and create mediocre music videos when I'm not riding on the back of a really fast motorcycle.

7. Have you watched any good movies lately?

I highly recommend "Split" even if you're not a fan of M. Night Shyamalan, etcetera, etcetera.

8. Do you have any favorite vacation spots?

The Inn at the Tides in Bodega Bay.

9. What's your favorite restaurant(s) in the Sacramento area?

Currently have a mild obsession with a place in Woodland called El Patio. I also love the 'Pimp My Roll' sushi roll from Taro's by Mikuni.

10. Do you have a favorite saying or expression?

"I'm here to spread knowledge and cause a ruckus!" – Me

"You're only making a mess by trying to put things straight. You're trying to straighten out a wiggly world and no wonder you're in trouble." – Alan Watts

11. What would people be surprised to learn about you?

I am an orange belt in Judo.

SAR NEW MEMBERS

July 2017

Affiliates

Laura Bocharov

Pacific Union Financial, LLC

Katie DeGunther

First American Title Company

Michael Ornelas

Ornelas & Associates

Designated REALTORS®

Enrique Albert Reali

Lawrence Gonzi

River City Real Estate

Pete Halimi

Oracle Property Development In

Christian Munive

Dynasty Real Estate

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Sacramento REALTOR® Newsletter

Editor: Tony Vicari

Publisher: Ned Foley, Foley Publications

Design & Layout: Scott Arnold, Foley Publications To Advertise: Foley Publications -1-800-628-6983

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