



S A C R A M E N T O



ASSOCIATION OF REALTORS®

**NEW MEMBER  
ORIENTATION**

**WELCOME!**

**SAMANTHA  
TOV**

**2024 SAR  
PRESIDENT'S  
MESSAGE**





JESSICA  
COATES

CHIEF  
EXECUTIVE  
OFFICER



**SAR hired Jessica Coates, who began as our new CEO on August 1, 2022. Jessica Coates has been the chief executive officer of the Howard County Association of REALTORS® (HCAR - in the Columbia, Maryland metro area) since 2018, and has been responsible for the strategic direction, vision, growth and performance of the HCAR brand. At HCAR, she has worked directly with the board of directors and oversees all facets of the association. With over 15 years' experience in Association Management and Government Relations.**

**Before being named HCAR's CEO in 2018, Jessica was the first woman to have served as the vice president of government and community affairs for the Birmingham Association of REALTORS®, where she served as its principal liaison to elected officials at all levels. We here at SAR are so lucky to have Jessica as our new CEO. Don't hesitate to Say Hello if you see her around!**





# ANTI-TRUST POLICIES

- Commissions are always negotiable and are set by and are only the business of each individual broker
- Respect all legal and ethical business practices
- Penalties for violation can run in the millions of dollars



# ICEBREAKER

- Please stand
- Please introduce yourself by name and brokerage office
- Please share the number of years, months & days you've been in business.



# FAIR HOUSING



CLICK TO PLAY





# Alexia Smokler

**Director, Fair Housing Policy & Programs**



Alexia Smokler represents NAR's positions on fair housing to Congress and federal agencies and leads NAR's ACT! initiative, which emphasizes Accountability, Culture Change, and Training to advance fair housing in the industry. She led the development of [Fairhaven: A Fair Housing Simulation](#), and [Bias Override: Overcoming Barriers to Fair Housing](#). Alexia also oversees NAR's discrimination self-testing program for real estate brokerages, NAR's fair housing real estate licensure reform efforts, and other projects aimed at closing racial and ethnic homeownership gaps. Alexia serves as staff executive to NAR's Fair Housing Policy Committee and writes and speaks regularly on fair housing issues to audiences around the country. Her 2021 cover story for REALTOR® Magazine, [Repairers of the Breach](#) [🔗](#), won several awards for excellence in business-to-business journalism.





**MEMBERSHIP**

# MetroList®













## NEARBY MULTIPLE LISTING SERVICES



# MetroList®

## PRODUCTS

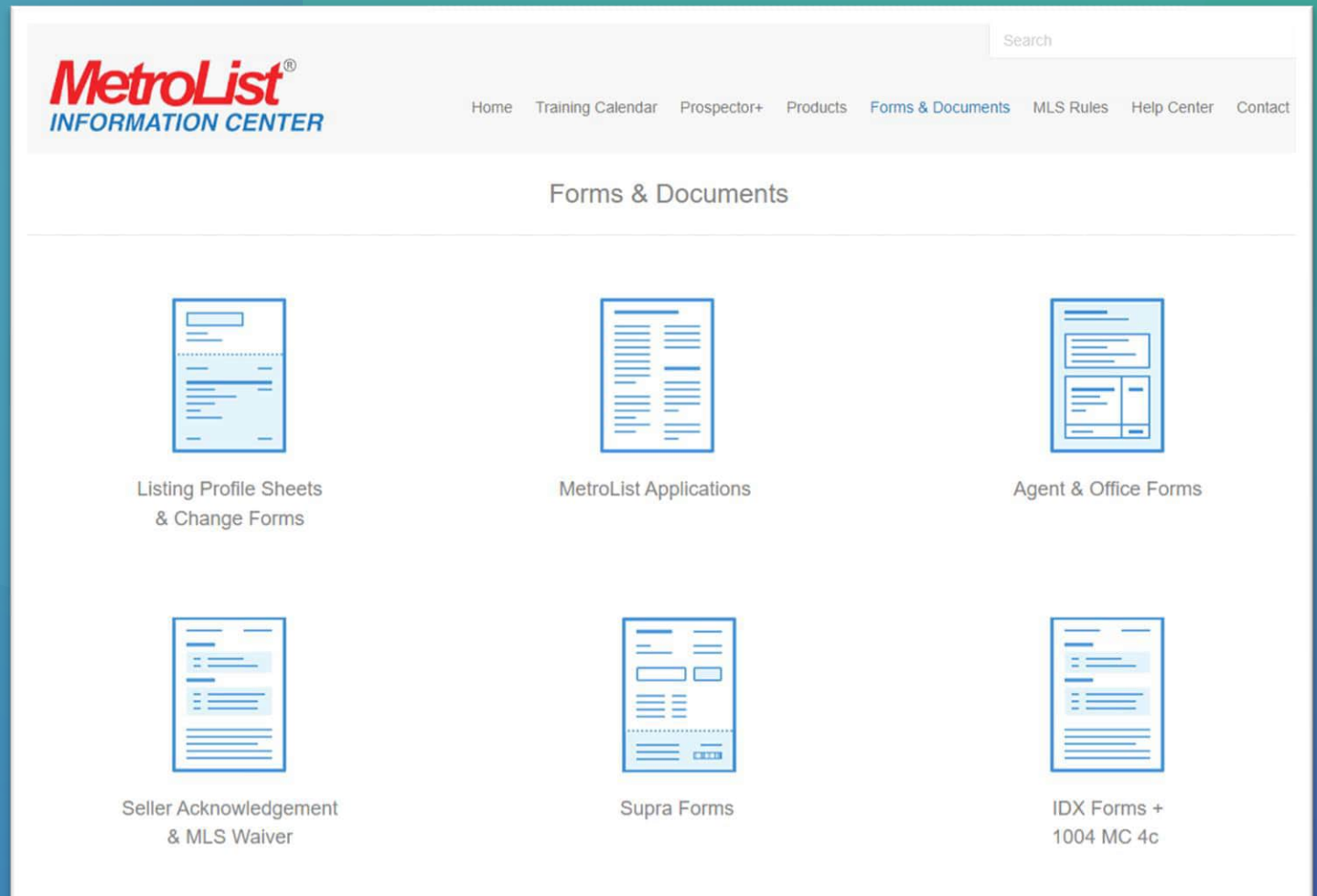
The screenshot displays the MetroList Information Center website. At the top left is the MetroList logo with the tagline 'INFORMATION CENTER'. To the right is a search bar and a navigation menu with links for Home, Training Calendar, Prospector+, Products, Forms & Documents, MLS Rules, Help Center, and Contact. The main heading is 'Products'. Below this is a paragraph: 'At MetroList, our goal is to provide you with the very best value in product solutions and services so you can focus on growing your real estate business. Click on a box to learn more.' The products are arranged in a 3x4 grid of tiles, each with an icon and a title:

 Prospector+ MLS System by Rapattoni	 Supra Keyboxes +Keys	 Realist Tax Records	 MetroList Mobile Apps
 Cloud CMA	 Cloud Streams	 TRENDVision	 Realtor.com Pro Search
 Complimentary Agent Website	 Cost Effective IDX Plug-in Solutions	 Mortgage Information	 IDX Vendors



# MetroList®

## FORMS AND DOCUMENTS



The screenshot displays the MetroList Information Center website. At the top left is the MetroList logo with the tagline "INFORMATION CENTER". To the right is a search bar and a navigation menu with links for Home, Training Calendar, Prospector+, Products, Forms & Documents, MLS Rules, Help Center, and Contact. The main heading is "Forms & Documents". Below this, there are six categories, each represented by a blue icon of a document and a text label:

- Listing Profile Sheets & Change Forms**: Represented by an icon of a document with a header and a dashed line.
- MetroList Applications**: Represented by an icon of a document with multiple columns of text.
- Agent & Office Forms**: Represented by an icon of a document with a header, a table, and a sidebar.
- Seller Acknowledgement & MLS Waiver**: Represented by an icon of a document with a header and several lines of text.
- Supra Forms**: Represented by an icon of a document with a header, a table, and a footer.
- IDX Forms + 1004 MC 4c**: Represented by an icon of a document with a header and several lines of text.

## AGENT & OFFICE FORMS



### Agent & Office Forms

#### Subscriber

##### Agent Change

[Online+DocuSign](#) [Printable](#)

##### Clerical Change

[Online+DocuSign](#) [Printable](#)

##### Keybox Transfer

[Online+DocuSign](#) [Printable](#)

##### Automatic Credit Card Billing

[Printable](#)

#### Participant

##### Authorized Signer

[Online+DocuSign](#) [Printable](#)

##### Broker Change

[Printable](#)

##### Office Change

[Online+DocuSign](#) [Printable](#)

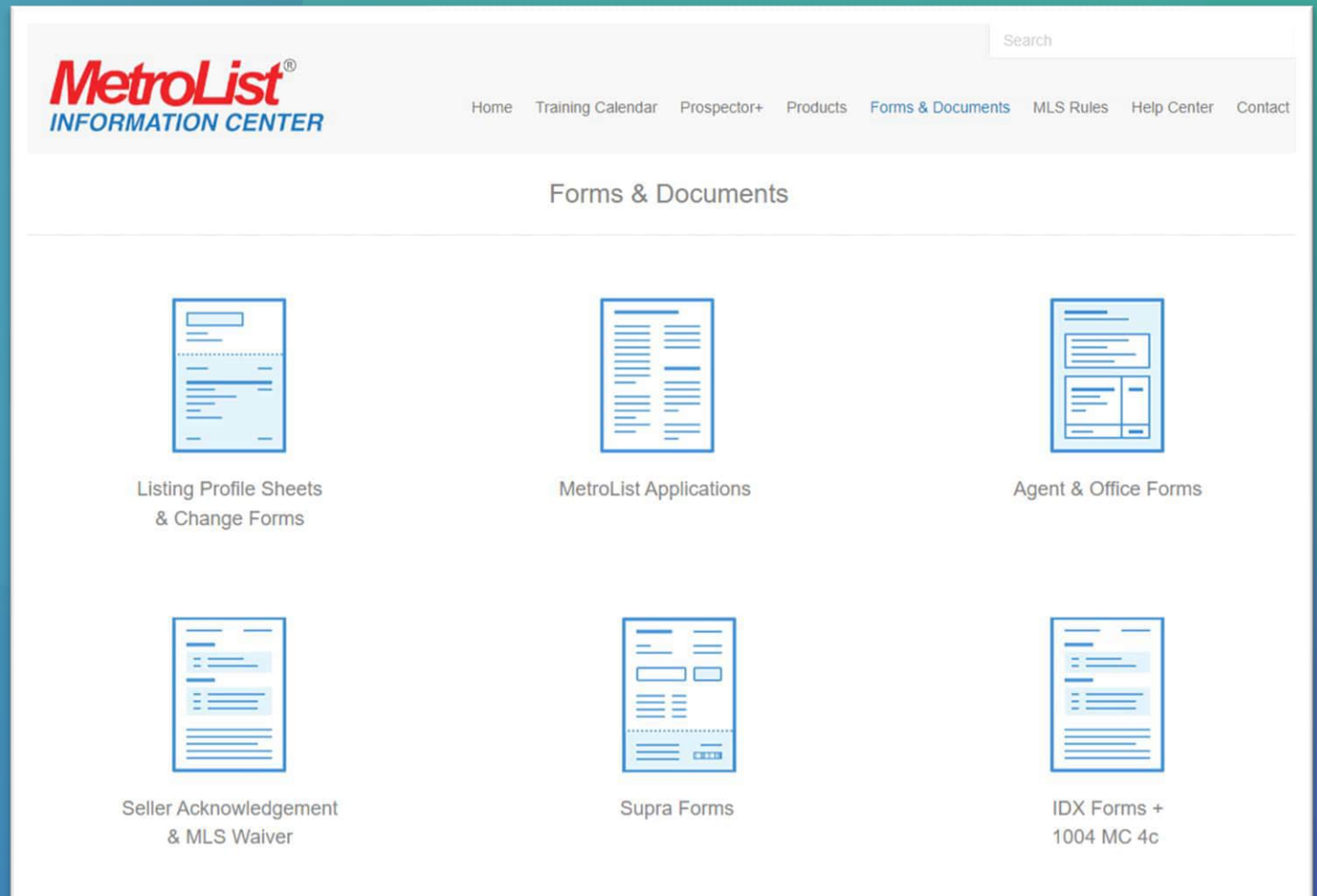
##### Certification of Non-Use

[Online+DocuSign](#) [Printable](#)

[Back to Top](#)

# MetroList®

## FORMS AND DOCUMENTS



The screenshot displays the MetroList Information Center website. At the top left is the MetroList logo with the tagline "INFORMATION CENTER". To the right is a search bar and a navigation menu with links for Home, Training Calendar, Prospector+, Products, Forms & Documents, MLS Rules, Help Center, and Contact. The main heading is "Forms & Documents". Below this, there are six categories, each represented by a blue icon of a document and a text label:

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# MetroList®

# METROLIST APPLICATION

The screenshot displays the MetroList Information Center website. At the top, there is a search bar and a navigation menu with links for Home, Training Calendar, Prospector+, Products, Forms & Documents, MLS Rules, Help Center, and Contact. A red banner below the navigation provides information about application review times: "Applications submitted before 2:00 pm will be reviewed and sent for DocuSign Signatures by end of business day. Applications submitted after 2:00pm will be reviewed and sent for DocuSign Signatures within one business day." Below this, a central message encourages users to try the paperless online application process. A section titled "Click which applies I am applying as a..." features four colored buttons: SUBSCRIBER (green), PARTICIPANT (blue), CLERICAL USER (orange), and RECIPROCAL KEY SUBSCRIBER (purple). Each button has a corresponding description of the user role. Below these buttons, a note states: "Note: MetroList requires a valid DRE License to join the MLS. Is your DRE License valid?" A blue button labeled "LICENSE LOOKUP" is positioned below the note. At the bottom, a three-step process flow is shown: 1. COMPLETE ONLINE APPLICATION (with an icon of a computer and mouse), 2. CHECK EMAIL(S) & COMPLETE DOCUSIGN (with a DocuSign interface screenshot), and 3. ADMIN CENTER WILL REACH OUT TO FINALIZE (with icons of a phone and a document).

**MetroList®**  
INFORMATION CENTER

Home Training Calendar Prospector+ Products Forms & Documents MLS Rules Help Center Contact

Search

Applications submitted **before** 2:00 pm will be reviewed and sent for DocuSign Signatures by end of business day.  
Applications submitted **after** 2:00pm will be reviewed and sent for DocuSign Signatures within one business day.

Try our paperless Online Application process. It's fast and easy to obtain the signatures you need!

Click which applies  
I am applying as a...

**SUBSCRIBER**  
Agent, Broker Associate or Appraiser In-Training working under a Responsible Member.

**PARTICIPANT**  
Broker, Corporate Officer or Appraiser and I am the Responsible Member for the office.

**CLERICAL USER**  
Clerical Staff working under a Broker/Office, Agent or Appraiser.

**RECIPROCAL KEY SUBSCRIBER**  
Already have primary MLS & Key service with a Reciprocal Partner.

**Note:** MetroList requires a valid DRE License to join the MLS. Is your DRE License valid?

LICENSE LOOKUP

**1** COMPLETE ONLINE APPLICATION  
Online Application

**2** CHECK EMAIL(S) & COMPLETE DOCUSIGN  
DocuSign  
SEVEN DOCUMENT

**3** ADMIN CENTER WILL REACH OUT TO FINALIZE

# MetroList®

## METROLIST APPLICATION



### Supra Forms

#### Cooperating Key Agreement

Online+DocuSign    Printable

#### eKEY Agreement

Online+DocuSign    Printable

#### KeyBox Transfer

*\*MetroList Agent to MetroList Agent KeyBox Transfer*

Online+DocuSign    Printable

#### Remote KeyBox Transfer

*\*Remotely transfer KeyBox from one MLS to another*

Online+DocuSign    Printable

# National Association of REALTORS®

NAR WEBSITES

NAR.REALTOR

The screenshot shows the National Association of REALTORS website. At the top left is the logo. A search bar is located to the right of the logo. Further right are links for 'REALTOR® Store', 'Contact', 'Pay Dues', and 'Sign In'. Below this is a main navigation bar with links for 'Real Estate Topics', 'Membership', 'Research & Statistics', 'Advocacy', 'Education', 'News & Events', 'About NAR', and 'More'. The main content area is titled 'Who We Are' and features a large image of a modern building. Below the image is a paragraph: 'America's largest trade association, representing 1.5 million+ members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries.' To the right of the image is a list of links with right-pointing chevrons: 'Mission, Vision, and Diversity & Inclusion', 'Code of Ethics', 'Leadership & Staff', 'Committee & Liaisons', 'History', and 'Affiliated Organizations'. To the right of this list is another list of links with right-pointing chevrons: 'Strategic Plan', 'Policies', 'Governing Documents', 'Awards & Grants', and 'NAR's Consumer Outreach'. Each link in the second list has a short description below it. A 'Close X' button is located in the top right corner of the content area.

**Who We Are**

America's largest trade association, representing 1.5 million+ members, including NAR's institutes, societies, and councils, involved in all aspects of the residential and commercial real estate industries.

- Mission, Vision, and Diversity & Inclusion
- Code of Ethics**
- Leadership & Staff
- Committee & Liaisons
- History
- Affiliated Organizations

- Strategic Plan  
NAR's operating values, long-term goals, and DEI strategic plan.
- Policies
- Governing Documents  
Code of Ethics, NAR's Constitution & Bylaws, and model bylaws for state & local associations.
- Awards & Grants  
Member recognition and special funding, including the REALTORS® Relief Foundation.
- NAR's Consumer Outreach



# National Association of REALTORS®



## Code of Ethics Course for Existing Members (Free)

- Customizable learning experience
- No final exam, members must pass module quizzes
- Specialized content for residential, commercial, and appraiser practitioners
- View your options for customizing this course

[Existing Member Course](#)



## C2EX Endorsement for Existing Members (Free\*)

- NAR's Commitment to Excellence (C2EX) program fulfills the Code of Ethics Training Requirement for existing members
- An Endorsement empowering REALTORS® to evaluate, enhance and showcase their highest levels of professionalism

[C2EX Endorsement](#)



## Code of Ethics Course for New Members (Free)

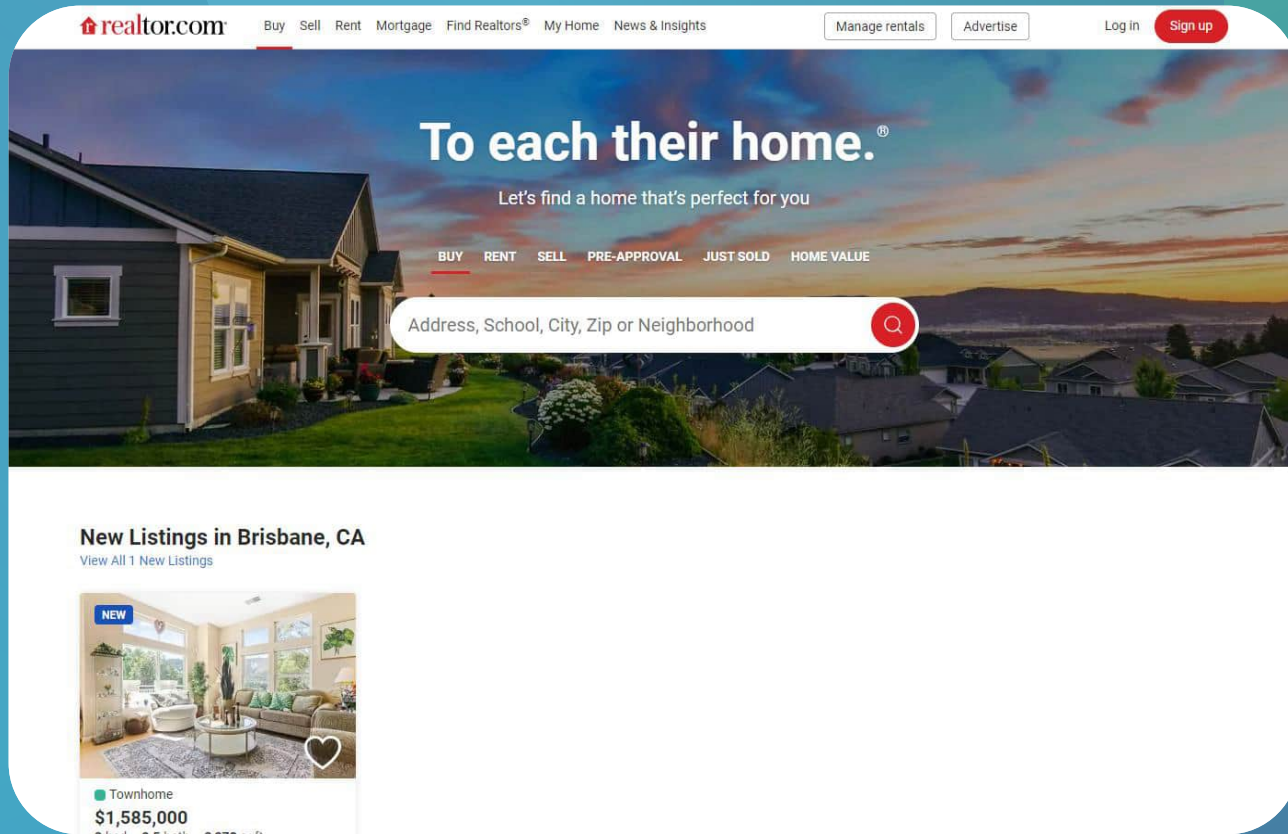
- New members and individuals with a break in membership over one year are required to take this training.
- A new, updated version of the course is now available!

[New Member Course](#)

# NAR WEBSITES

# NAR.REALTOR

# National Association of REALTORS®



The screenshot shows the realtor.com website homepage. At the top, there is a navigation bar with the realtor.com logo and links for Buy, Sell, Rent, Mortgage, Find Realtors®, My Home, and News & Insights. There are also buttons for Manage rentals, Advertise, Log in, and Sign up. The main header features the slogan "To each their home.®" and the tagline "Let's find a home that's perfect for you". Below this is a search bar with a magnifying glass icon and the placeholder text "Address, School, City, Zip or Neighborhood". A horizontal menu with options: BUY, RENT, SELL, PRE-APPROVAL, JUST SOLD, and HOME VALUE is positioned above the search bar. The background of the header is a scenic view of a residential neighborhood at sunset. Below the search bar, there is a section titled "New Listings in Brisbane, CA" with a link to "View All 1 New Listings". A featured listing card is shown, featuring a "NEW" badge, a photo of a townhome interior, a heart icon, and the text "Townhome \$1,585,000".

NAR WEBSITES

REALTOR.COM

**National Association of  
REALTORS®**

**INFORMATION  
CENTRAL  
1-800-874-6500**



# California Association of REALTORS®

## C.A.R. WEBSITES

## CAR.ORG

The screenshot shows the homepage of the California Association of REALTORS website. At the top, there is a navigation bar with the following items: 'TRANSACTION CENTER', 'LEARN & THRIVE', 'INDUSTRY 360', 'YOUR C.A.R.', a shopping cart icon, 'HI SPENCER', and a search icon labeled 'SEARCH'. The main content area features a large image of a man in a suit sitting in a blue chair. To the left of the chair are three circular callouts: 'ACCESS REALTOR® SECURE TRANSACTION TRANSACTIONS', 'FIND A REALTOR® SEARCH', and 'LEGAL Hotline GET HELP'. To the right of the chair, the text reads 'Hi Spencer', 'The tools you need. Support you want.', and a button 'CHECK OUT WHAT'S NEW'. Below the chair, it says 'Aaron Duckett | Long Beach | Member Since 2007'. At the bottom left, there is a 'My Shortcuts' section with the text 'Add shortcuts to your favorite tools and pages as you browse car.org.'. At the bottom right, there is a 'LATEST NEWS' section with two articles: 'September home sales and price report' and 'C.A.R. issues formal apology for past discriminatory policies'.

**TRANSACTION CENTER** | **LEARN & THRIVE** | **INDUSTRY 360** | **YOUR C.A.R.** | **HI SPENCER** | **SEARCH**

**ACCESS REALTOR® SECURE TRANSACTION TRANSACTIONS**

**FIND A REALTOR® SEARCH**

**LEGAL Hotline GET HELP**

**Hi Spencer**  
The tools you need.  
Support you want.

**CHECK OUT WHAT'S NEW**

**Aaron Duckett** | Long Beach | Member Since 2007

**My Shortcuts**  
Add shortcuts to your favorite tools and pages as you browse car.org.

**LATEST NEWS**

**September home sales and price report**  
Rising interest rates depress September home sales and prices.  
[Read More](#)

**C.A.R. issues formal apology for past discriminatory policies**

# California Association of REALTORS®

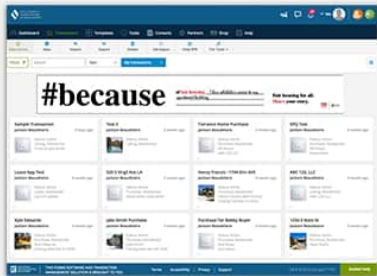
## C.A.R. WEBSITES ZIPFORM®



CALIFORNIA  
ASSOCIATION  
OF REALTORS®

brought to you by CALIFORNIA ASSOCIATION OF REALTORS®

### WELCOME TO LONE WOLF TRANSACTIONS ZIPFORM EDITION



C.A.R. keeps REALTORS® at the center of the transaction today and in the future. Your membership provides you with access to Lone Wolf Transactions (zipForm Edition), zipVault® document storage, the C.A.R. Standard Forms Library and numerous other transactional products. With this comprehensive transaction platform, C.A.R. is committed to making sure you have the tools you need to succeed in today's dynamic real estate environment and remain at the center of the real estate transaction.

[Trouble accessing zipForm®?](#)



C.A.R. also offers the following FREE zipForm member benefits:

- zipForm® Mobile
- zipForm MLS-Connect®
- Forms Tutor/Forms Advisor™
- Digital Ink® 2.0
- OfferPlace™
- iMessage app®

[LEARN MORE](#)

[CONTINUE  
to Transactions](#)

The additional products are provided as C.A.R. member benefits

C.A.R. also offers the following FREE zipForm member benefits:

- zipForm® Mobile
- zipForm MLS-Connect®
- Forms Tutor/Forms Advisor™
- Digital Ink® 2.0
- OfferPlace™
- iMessage app®

[CONTINUE  
to Transactions](#)

**Sacramento Association of  
REALTORS®**

**HOURS**

**MONDAY-FRIDAY**

**8:30 AM - 5:30 PM**

**CLOSED**

**SATURDAYS**

**& SUNDAYS**



**Sacramento Association of  
REALTORS®**

**CONTACT ERIN**

**ERIN SMITH  
(916) 437-1217**

# DEALS & DISCOUNTS



We offer members various incentives and partnerships with local businesses to provide exclusive deals, member-only pricing and connections to local services that can assist with any needs your listings may have, or even your own home. Visit the association website for more details.

## SAR AFFINITY PROGRAMS



Connecting Members and Local Businesses to Support Our Community

### A few of our Affinity Program Partners



### Support the SAR Scholarship Foundation

A portion of proceeds are donated to the SAR Scholarship Foundation. Your partnership helps fund our future leaders.

Reach out to the Membership Department or Retail Center to inquire about becoming an affinity program partner.



# DEALS & DISCOUNTS



Can't make it in to visit the store? No problem! Shop online and get first-time shopper discounts on your cart and shipping. We can't ship to P.O. Boxes but we offer in-store pickup for your convenience.

**SAR ONLINE STORE COUPONS** | Shop from anywhere or visit us in the store, we love to see our members.

## 24FIFTEEN

Use this code\* to receive **15% off** your online purchase at RealtySupplyCenter.com

## 24FREE

Use this code\* to receive up to \$30 in **Free Shipping** on your online order at RealtySupplyCenter.com

### Store Hours

Monday - Friday: 8:30 AM - 5:30 PM

**Online: 24 Hours!**

*\*Limit 1 use per calendar year*

📞 916.437.1222

🌐 RealtySupplyCenter.com



SACRAMENTO



ASSOCIATION OF REALTORS®

# Hello Spring!

**MAJOR STORE-WIDE MARKDOWNS**

Shop In Store or Online at [RealtySupplyCenter.com](https://RealtySupplyCenter.com)



**10 MINUTE  
BREAK**



# REALTOR® SAFETY VIDEO



CLICK TO PLAY



**Chrystal Prowse**

*Web Developer and Designer*



**Mason Chapple**

*Marketing Manager*



**Jonathan Lass**

*Director of Marketing / Comms*

# MARKETING & COMMUNICATIONS





## SAR Office Closures

Our offices will be temporarily closed.

Friday, May 26 | 12:30 pm – 5:30 pm

Spring Cleaning

Saturday, May 27 – Monday, May 29

In Observance of Memorial Day

Wednesday, May 31 | 1:00 pm – 2:00 pm

Staff Development

[View Calendar](#)

SACREALTOR.ORG

# SAR'S WEEKLY DOCKET

## Week of May 17, 2023 THE WEEKLY DOCKET

Up to Date Information and Resources

### June Meetings

#### Real Estate Finance & Preferred Partner Forum

Thursday, June 1st

#### REAL ESTATE FINANCE & PREFERRED PARTNER FORUM

Thursday, June 1st,  
9:00 - 10:30 am

Mack Powell Event Center  
Local Businessman & International Author - Joe Siau

Joe Siau is ready to show you inspiring ideas to re-inventing your business and be a game changer. His habit-driven stories will help you reshape what you thought was impossible. Joe's worldwide business and cross-cultural perspective have been his source for his new and bold ideas. Joe is not afraid to share how he capitalized through consistent work habits.



#### Main Membership Meeting - Scholarship Presentation

Tuesday, June 6th

#### MAIN MEMBERSHIP MEETING

Tuesday, June 6th  
9:00 - 10:30 am

Mack Powell Event Center

#### 2023 SAR Scholarship Awards Ceremony



[Register to attend the Real Estate Finance & Preferred Partner Forum](#) to hear Joe Siau's inspiring ideas and how to be habit-driven for success!

Then join us on Tuesday at the [Monthly Membership Meeting](#) where we will celebrate the 2023 SAR Scholarship Foundation Recipients. *Registration for the main meeting will begin in August.*

**SAR OFFICE CLOSURES**  
*Our offices will be temporarily closed.*

## Week of May 10, 2023 THE WEEKLY DOCKET

Up to Date Information and Resources

### President's Message



#### Legislative Day Recap

...last week was the annual California Association of REALTORS® Legislative Day. The week started with the filing with the Board REALTOR® Block Party. It was a great event with food, tracks, music and camaraderie of REALTOR® from across the state. This was a popular event and I understand that it may become an annual event. The SoCal Business Meetings for C.A.R. were informational as always. Our focus for Legislative Day is always to update the Membership on what is happening at C.A.R. and in the state political arena.

[Read More](#)

## Week of May 3, 2023 THE WEEKLY DOCKET

Up to Date Information and Resources

### May Meetings

**BEGINNING IN MAY THE FINANCE FORUM IS LIMITED TO SAR MEMBERS ONLY. REGISTRATION IS REQUIRED WITH YOUR NNDSP. [Link Your NNDSP](#)**

#### REAL ESTATE FINANCE & PREFERRED PARTNER FORUM

Thursday, May 4th,  
9:00 - 10:30 am

Mack Powell Event Center  
National Division 1  
Level Coach of the Year - Brian Kutz

Over 400 attendees were in attendance for the event. The event was a great success and we were able to provide a great experience for all attendees. The event was held at the Mack Powell Event Center and was a great success.



#### Preferred Partner & Finance Forum

Thursday, May 4 | 9 - 10:30am

Mack Powell Event Center

Please proceed to the appropriate table. Members that pre-registered will be given priority entrance. If you have not registered you can still attend but must register prior to entry.

Members please be prepared to provide your NNDSP. You are encouraged to pre-register for next month's meeting. Non-Members will be allowed to attend one meeting as a non-member going forward. *Registration is required.* Additional meetings require SAR Membership.

[Learn More](#)

### SAR OFFICE CLOSURES

*Our offices will be temporarily closed.*

Friday, May 19 | 8:30 am - 10:00 am  
Staff Development  
Friday, May 26 | 12:30 pm - 5:30 pm  
Spring Cleaning  
Saturday, May 27 - Monday, May 29

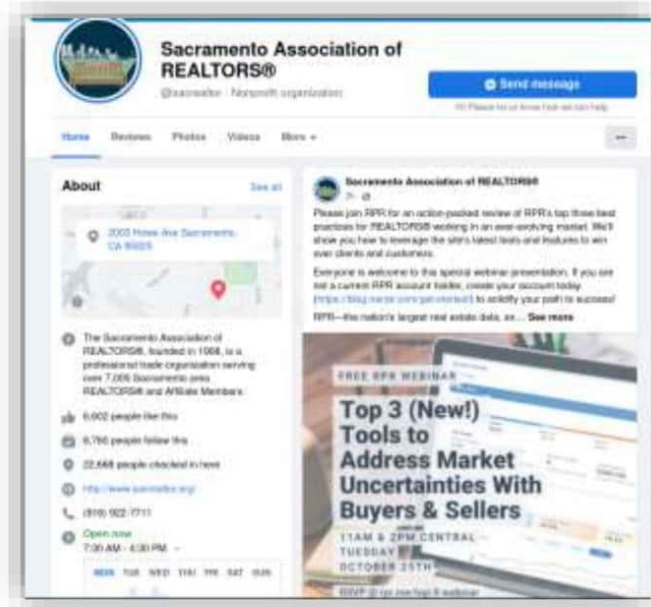


**FACEBOOK**  
**@SACREALTOR**

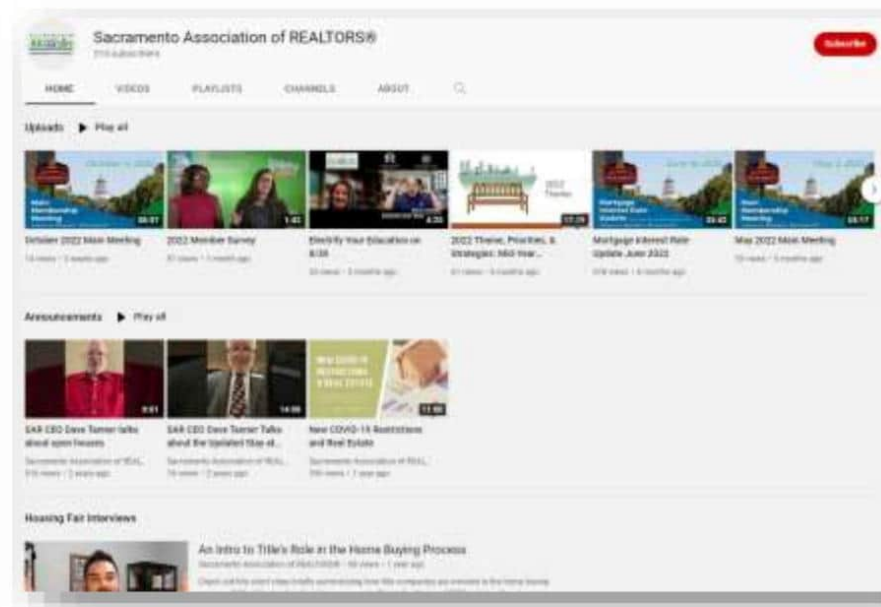
**INSTAGRAM**  
**@SAC\_REALTOR**

**TWITTER**  
**@SAC\_REALTORS**

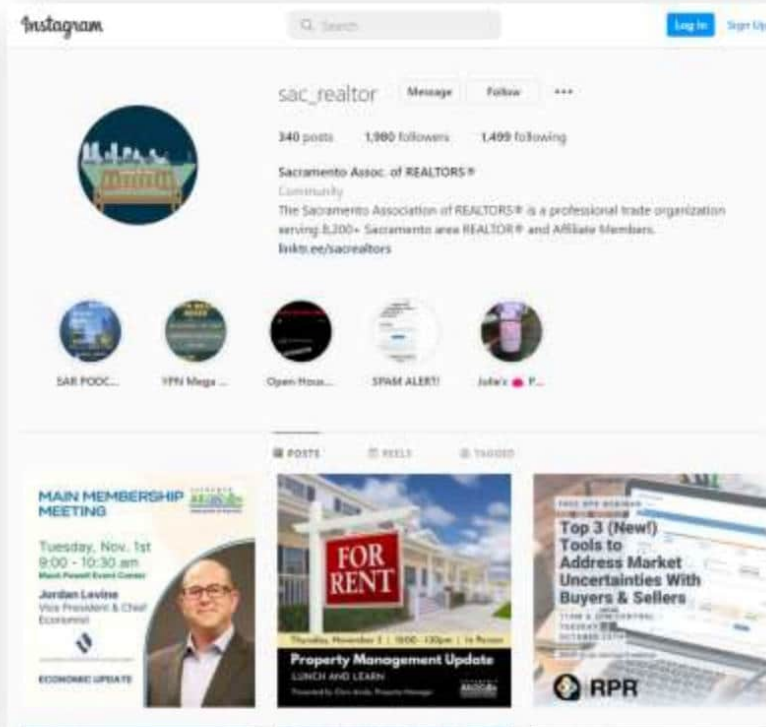
**YOUTUBE**  
**@SACRAMENTOAO**



The image shows the Facebook profile page for the Sacramento Association of REALTORS®. The profile picture is a circular logo featuring a stylized city skyline. The page includes a 'Send message' button, a 'Home' tab, and an 'About' section. The 'About' section contains a map of Sacramento, CA, and text describing the organization as a professional trade organization serving over 7,000 REALTORS® and Affiliate Members. A featured post from the Sacramento Association of REALTORS® is visible, titled 'FREE RPR WEBINAR: Top 3 (New!) Tools to Address Market Uncertainties With Buyers & Sellers', scheduled for Tuesday, October 25th, from 11 AM to 2 PM Central.



The image shows the YouTube channel page for the Sacramento Association of REALTORS®. The channel name is 'Sacramento Association of REALTORS®' with 275 subscribers. The page features a 'Subscribe' button and navigation tabs for 'HOME', 'VIDEOS', 'PLAYLISTS', 'CHANNELS', and 'ABOUT'. The 'Uploads' section displays a grid of video thumbnails, including 'October 2022 Main Meeting', '2022 Member Survey', 'Elevate Your Education on 8/28', '2022 Thesis, Practices, & Strategies: Mid Year...', 'Mortgage Interest Rate Update: June 2022', and 'May 2022 Main Meeting'. The 'Announcements' section shows 'SAR CEO Dave Turner talks about open houses', 'SAR CEO Dave Turner Talks about the updated 15k of...', and 'New COVID-19 Restrictions and Real Estate'. The 'Housing Fair Interviews' section features 'An Intro to Title's Role at the Home Buying Process'.



The image shows the Instagram profile page for the Sacramento Association of REALTORS®. The profile picture is the same circular logo as seen on Facebook. The page displays 340 posts, 1,380 followers, and 1,489 following. The bio identifies the organization as a professional trade organization serving 8,200+ Sacramento area REALTOR® and Affiliate Members, with a link to 'sacrealtors.com'. Below the bio are five story highlights: 'SAR FOOD...', 'RPR Mega...', 'Open Hous...', 'SPAM ALERT!', and 'Julia's P...'. The main feed shows three posts: 'MAIN MEMBERSHIP MEETING' on Tuesday, Nov. 1st, 'FOR RENT' sign for a property, and 'FREE RPR WEBINAR: Top 3 (New!) Tools to Address Market Uncertainties With Buyers & Sellers' on Tuesday, November 1, 11:00 - 12:00pm C.T. in Person.



The image shows the Twitter profile page for the Sacramento Association of REALTORS®. The profile picture is the circular logo. The bio reads: 'The Sacramento Association of REALTORS® is a trade association representing over 7,500 REALTORS® and Affiliates in the greater Sacramento region.' It also lists 'Sacramento' as a location, the website 'sacrealtor.org', and the date 'Joined July 2009'. The page shows 540 following and 3,347 followers. The main tweet is from 'Sac Assn of REALTORS @Sac\_Realtors' dated Oct 24, with the text: 'Please join RPR for an action-packed review of RPR's top three best practices for REALTORS® working in an ever-evolving market. Top 3 (New!) Tools to Address Market Uncertainties With Buyers & Sellers. Date: 10/25, 2022. Time: 11:00 Central or 2:00 Central. rpr.me/top-3-webinar'.



## **SARTEXT ALERTS**

- Text saralerts to (844) 673-7480 or scan the code and press send
- Text are limited to 3 to 4 times a month



# STAY CONNECTED!

- The linktr.ee has all of SAR's social media accounts and quick access to upcoming events.



<https://linktr.ee/sacrealtors>

# WHO HERE LIKES DATA?

SAR publishes detailed monthly statistics reports that give an in-depth look at the Sacramento County Housing Market.

- Market Overview (Single Family & Condo)
- County-wide Zip Code Report
- Official SAR Press Release

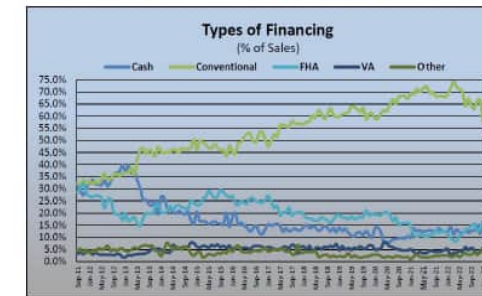


FOR IMMEDIATE RELEASE

## February 2023 Statistics – Sacramento Housing Market – Single Family Homes

### Market picks up in February: sales climb, price steady

February closed with 699 sales, a 22.2% increase from January (572). Compared to one year ago (1,082), the current figure is still down 35.4%. Of the 699 sales this month, 105 (15%) used cash financing, 432 (61.8%) used conventional, 98 (14%) used FHA, 49 (7%) used VA and 15 (2.1%) used Other types of financing. The chart below shows percentage of sales by types of financing since September 2011.



The median sales price remained unchanged at \$499,000. This figure is a 7.6% decrease from February 2022 (\$540,000). The median sales price shows that exactly half of the monthly sales are above this price and exactly half of the sales are below this price.

The Active Listing Inventory decreased 14.5% from January to February, from 1,300 units to 1,111 units. Compared with February 2022 (890), inventory is up 24.8%. The Months of Inventory

decreased from 2.3 Months to 1.6 Months. This figure represents the amount of time (in months) it would take for the current rate of sales to deplete the total active listing inventory.

The Median DOM (days on market) decreased from 29 to 22 and the Average DOM increased from 44 to 45. "Days on market" represents the days between the initial listing of the home as "active" and the day it goes "pending." Of the 699 sales this month, 54.6% (382) were on the market for 30 days or less and 71.3% (499) were on the market for 60 days or less.

Market Snapshot - February 2023					
	Feb-23	Jan-23	Change	Feb-22	Change (from '22)
Sales	699	572	22.2%	1,082	-35.4%
Median Sales Price	\$499,000	\$499,000	0.0%	\$540,000	-7.6%
Active Inventory	1,111	1,300	-14.5%	890	24.8%
Median DOM	26	29	-10.3%	7	271.4%
Avg. Price/SqFt	\$323	\$317	1.9%	\$355	-9.0%

The Average Price/SqFt of all homes sold increased from \$317 to \$323. Compared to one year ago (\$355), this is a 9% decrease. See all statistical reports compiled by the [Sacramento Association of REALTORS®](https://www.sacramento-realtors.org).

Tony Vicari, Director of Communications  
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 916-437-1205

# TAKE ME TO YOUR DATA

- Scan to go directly to SAR's statistics webpage
- Stats reports are published around the 10<sup>th</sup> of each month



<https://sacrealtor.org/housing-statistics/>





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# GOVERNMENT AFFAIRS

# SAR GOVERNMENT AFFAIRS MISSION

Protect Your Business Interest

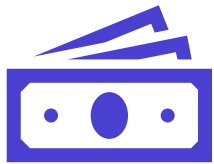
Protect Your Client

- Private Property Rights
- Private Property Values

Fight to keep your business interests heard

Ensuring free enterprise and a responsible government

# REALTOR ACTION FUND



Supported by mandatory and voluntary investments, not dues



Supports candidates & issues friendly to you *and* your business



You may contribute any amount, any time during the year



**Strongly urge that every new Member contribute at least \$148 their first year**

**REALTOR ACTION FUND  
VIDEO**



# REALTOR ACTION FUND VIDEO



**CLICK TO PLAY**

# REALTOR® SAFETY VIDEO



CLICK TO PLAY



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**Derek Catron**

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# PROFESSIONAL DEVELOPMENT



# LICENSE RENEWAL

As a member of the California Association of REALTORS<sup>®</sup>, you may renew your license with the **free** 45-hour license renewal package at [www.car.org](http://www.car.org).

The screenshot displays the 'License Renewal' page on the California Association of REALTORS website. The page features a teal header with the title 'License Renewal' and a navigation menu on the right with links for Education, Meetings & Events, Marketing Tools, and Knowledge Center. The main content area includes a 'FREE 45CE' badge, a section titled 'FREE 45-Hour CE Package for C.A.R. Members' with a sub-headline 'Join the thousands of members who have already claimed their free license renewal package!', and a link to 'Please visit the DRE's COVID-19 Executive Order FAQ page for up to date info regarding examinations.' Below this, there is a section for 'Have you already claimed and started your classes?' with a 'LOG IN AND CONTINUE YOUR CLASSES' button. A note states 'You can also log in directly to [www.onlined.com](http://www.onlined.com) to continue your classes.' A 'Claim your FREE CE 45-Hour Package of Online CE Courses for your License Renewal' section follows, mentioning that packages meet DRE requirements for mandatory subjects and course categories, and include an ethics course. A 'Salesperson First-Time Renewal' section includes a link for first-time salesperson license renewal. On the right side, there is a red and white graphic titled 'FIRE INSURANCE TIPS FOR HOMEOWNERS' with a 'CLICK HERE TO SHARE WITH YOUR CLIENTS' button.

# THE CE SHOP

For a limited time only - 40% discount for new SAR Members for license renewal, continuing education, and other professional development classes! Code SACAR40 or scan







# Focused Area Real Estate Marketing

Instructed by Natalie Dudding



Thursday, May 9th  
10:00 am - 11:00 pm

Free  
Webinar  
Register  
Today!






**2024 PRESENTS: 3RD ANNUAL MENTAL HEALTH SYMPOSIUM & RESOURCE FAIR**

**May** IS MENTAL HEALTH AWARENESS MONTH  
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**Guest Speakers from**
















<p><b>THURSDAY</b></p>	<p><b>Mack Powell</b> <b>Event Center</b> 2003 Howe Ave Sacramento, CA 95825</p>	
<p><b>May 16, 2024</b> <b>from</b> <b>5:30 PM</b> <b>to</b> <b>8:00 PM</b></p>	<p>CONTACT ANTONIO YEPEZ FOR MORE INFORMATION OR SPONSORSHIP OPPORTUNITIES <b>(916) 410-5201</b> ANTONIO@YEPEZREALESTATEGROUP.COM</p>	<p><b>FREE COMMUNITY EVENT</b></p>



Mastering Home Sales:

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**FRIDAY, MAY 17TH**  
**9:30 AM – 12:30 PM**







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# JULY 22-26, 2024

Instructed by Fanny Chu

**In-Person:** \$699 for 5-day series

**Virtual:** \$529 for 5-day series

**Single day:** \$159 in-person or \$129 virtual



## UNLOCK GLOBAL REAL ESTATE OPPORTUNITIES!

A **Certified International Property Specialist (CIPS) Designation** caters to diverse audiences such as international investors, U.S. residents exploring new markets, and local clients eyeing overseas property investments.

- Fairhaven is an online, immersive simulation that uses the power of storytelling that lets learners confront housing discrimination in scenarios that feel real. Learners in the fictional town of Fairhaven take the role of an agent, working against the clock to close deals. As learners interact with clients and colleagues, they confront different forms of discrimination and must decide how to react. The scenarios in Fairhaven are inspired by real fair housing cases, and by conversations held with NAR members.



# PROFESSIONAL STANDARDS

## What We Do:

- NAR Code of Ethics violations  
(Ethics Complaints)
- Mediation Services  
(Client or Member)
- Money Disputes between REALTORS  
from different brokerages  
(Arbitration Complaints)

## What We Cannot Do:

- Counsel or Advice  
(Ethics Infoline or Legal Hotline)
- MLS Rule Violations  
(MetroList Compliance)
- Real Estate Law or Business Practices  
(Department of Real Estate - DRE)

**WHAT DOES SAR PROFESSIONAL  
STANDARDS DO?**



# COMPLAINT PROCESS- ETHICS

Complaint filed, forwarded to Grievance Committee for review. May dismiss or forward to hearing.

Hearing conducted by Panel of Professional Standards Committee Members.

## Authorized Discipline

- Letter of Warning or Reprimand
- Education Courses
- Fine (not to exceed \$15,000)
- Cease & Refrain for time period not to exceed 3 years
- Suspension for up to 1 year
- Expulsion from membership up to 3 years
- C.A.R. Publication for 3 years  
(excludes sanctions of warning and/or education)

# COMPLAINT PROCESS- ARBITRATION

Complaint filed, forwarded for mediation. If mediation is unsuccessful, goes to a hearing.



Hearing conducted by Panel of Professional Standards Committee Members.



Panel decides if money is awarded

## **Peer to Peer Ethics**

Infoline: (213) 739-9160

## **C.A.R. Legal Hotline**

Agent: (213) 739-8282

Broker: (213) 739-8350

**IMPORTANT PHONE  
NUMBERS**





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**IN CLOSING**

SACRAMENTO



ASSOCIATION OF REALTORS®

REAL ESTATE FINANCE &  
PREFERRED  
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*Forum*

[View Calendar](#)



[SacRealtor.org](http://SacRealtor.org)

*2024 Dates*

Mar. 7th | Jun. 6th | Sept. 5th | Dec. 5th

NEW  
QUARTERLY  
MEETING  
DATES!



**THANKS FOR COMING!**