THE TOOLS YOU NEED.
SUPPORT YOU WANT.

2019 Member Benefits

210,000 MEMBERS AND COUNTING!

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

CALIFORNIA ASSOCIATION OF REALTORS®

C.A.R. Mission Statement

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

C.A.R. Vision Statement

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

A quick note from C.A.R. President Jared Martin:

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

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

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

Sincerely,

Jared Martin, 2019 C.A.R. President

Our Officers:

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jaredm@car.org

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Chief Executive Officer, Joel Singer
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We Livestream
facebook®

CHOICES.CHOICES. CHOICES

From the brand new agent who could use some support in all things real estate to the experienced broker who is searching for the answer to a client's question, we've got everyone's needs covered.

"Your big opportunity may be right where you are now."

- Napoleon Hill

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Save time. Save paper. We've got digital transactional tools and all the closing resources you need for any contract or deal.

zipForm® Plus
Forms Advisor™ & Forms Tutor®
Legal Tools
Mortgage Rescue™
Legal Hotline

PG.8

Good looks ✓
And smart ✓
Marketing tools to keep you looking good and saying the right things to your clients.

ClientDIRECT®
One Cool Thing Infographics
Consumer Ad Campaign
WomanUP!®
C.A.R. REimagine!

PG.11

They say good things come to those who wait. No one says that here. We're all about trending info and education on market data, government affairs, legislation and other industry issues.

California Real Estate Magazine
Center for California Real Estate (CCRE)
Webinars
Free 45-hour CE License Renewal
Interactive Market Statistics

PG.13

We're here for you. Learn more about how C.A.R. is involved in the industry and how you can participate.

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

PG.16

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

C.A.R. Social Media

We Tweet
twitter

GETTING IT DONE

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

ZIPFORM®

zipForm® Plus by zipLogix

The updated state-of-the-art platform allows you to complete transactions and contracts electronically, even on your mobile devices. zipForm® Plus is one of the most powerful platforms for transaction management available to members today, and with features like zipCommunity™, agents, clients and any other parties can collaborate during a transaction with more security than ever before.

Forms Advisor™ FormsTutor®

Free advice to help you understand the form you're using and identify which forms you need for your specific transaction.

We Post Instagram

RISK MANAGEMENT

Legal Q&A

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

Legal Tools

Short, shareable resources to understand how the law impacts your business or your transaction. Summarized quick guides, one-page flyers, PowerPoint slides and videos — all here for brokers, agents and consumers.

Legal Hotline

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

Down Payment Resource

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

CALIFORNIA ASSOCIATION OF REALTORS®
Mortgage Rescue™

Your lifeline to the lending community! Give us a call on the free helpline [(213) 739-8383] or let our Mortgage Rescue™ Automated Virtual Assistant provide you answers and assistance with finding a lender, loan qualifications, underwriting, short sales, and more.

YOUR CLIENTS WILL THANK YOU

> We must open the doors of opportunity. But we must also equip our people to walk through those doors.
>
> - Lyndon B. Johnson

MARKETING TOOLS

CLIENTDIRECT®

ClientDIRECT®

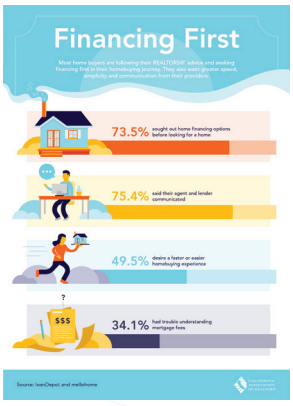
Free customizable monthly newsletter that is automatically sent to your chosen clientele. Select from our market data, infographics and articles, or upload your own personal articles and listing videos... all going directly to your client's inbox. Update your personal newsletter each month or just let us do it all for you!

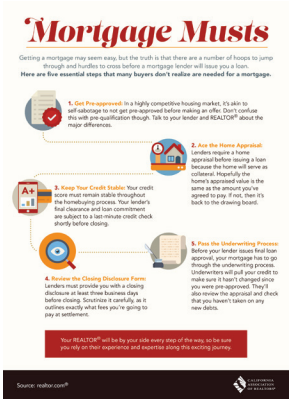
CARmojis

mojis are !
Out with words, in with CARmojis!

One Cool Thing Infographics

Add something cool to your website or next client meeting. One Cool Thing delivers weekly housing data and facts via a shareable infographic.





Consumer Ad Campaign

TV commercials, digital media and partnerships create awareness of the REALTOR® brand and demonstrate the many benefits of the consumer-REALTOR® relationship.

Watch and share the current consumer ad campaign with your clients and social network!

REALTOR® Realtalk

Let's get REAL! A lot goes into buying and selling a home, and who knows that better than a California REALTOR®? You're the expert, and to help demonstrate that, we've created some simple buying, selling and staging dos and don'ts for you to share. Check them out, personalize one of ours, or even customize one of your own.

REALTOR® ReelMaker

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

We Record YouTube

MEETINGS & EVENTS

WomanUP!®

Devoted to giving powerful women bold tools to take their careers to the next level, WomanUP!® is going national in 2019. The response to this initiative has been nothing short of amazing, so we are inviting women and men from across the country to enhance the movement at the 2019 WomanUP!® Conference (Loews Coronado Bay Resort in San Diego, October 23-25, 2019).

REimagine!

L.A.

The annual C.A.R. EXPO is now REimagine!. It's your California REALTOR® event all about connections and interactions. We're bringing together the state's real estate pros (hey, that's you!) and shaking up how you interact with each other, how you learn, even how you play.

Flip the switch, California REALTORS®.
Immerse yourself in experiences, be bold, and mix it up.
Los Angeles | September 24-26, 2019

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

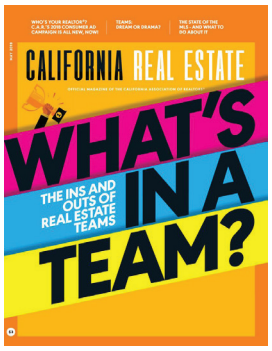
Three times each year, the C.A.R. Board of Directors and its Committees research and formulate policy on all areas affecting the business, professional practices and public policy involvement of California REALTORS®.

We Connect
LinkedIn

ONE STEP AHEAD

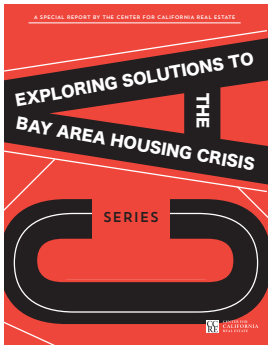
> It is possible to fly without motors, but not without knowledge and skill.
>
> - Wilbur Wright

KNOWLEDGE CENTER



California Real Estate Magazine

The mag has been around for years providing news and insights to California REALTORS®. And if you haven't noticed, we've changed the culture and character of your magazine. We're featuring stories about REALTORS® — their highs, lows and everything between — stories about an industry changing fast, and stories about what it takes to make it in this great profession.



CENTER FOR CALIFORNIA REAL ESTATE

C.A.R.'s CCRE is an institute dedicated to intellectual engagement in the field of real estate. Its mission is to advance industry knowledge and innovation with an emphasis on convening key experts and influence-makers via livestream discussions, roundtable events and the biannual Summit.

Webinars

As a member of C.A.R., you may participate in live, interactive webinars, free of charge, from the ease of your own computer, tablet or mobile device. And access webinar recordings of those you missed on finance, legal, and market data topics.

Free 45-hour CE License Renewal

45 free hours... for real?
Yup — we offer free 45-hour packages of online CE courses. Choose from our options:

- First-time salesperson renewal
- First-time broker renewal
- Second or subsequent renewal
- Or get your renewal package in Spanish!
- *DRE Sponsor No. 4056

Education Courses

Sift through our course calendar and register for live lectures and LearnMyWay® (remote learning) classes, plus get student instructions for attending DRE credit courses.

Interactive Market Statistics

Easy-to-use interactive dashboards to calculate housing data for a client on:

- Current county sales & prices
- City level sales & prices
- Luxury market
- Home price fundamentals
- Housing Supply

ONE BIG GROUP MAKING AN EVEN BIGGER IMPACT!

"Opportunity dances with those already on the dance floor."

- H. Jackson Brown, Jr.

MAKING A DIFFERENCE

HOUSING AFFORDABILITY FUND
Leading the Way... Home®

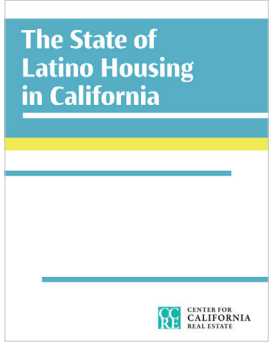
Housing Affordability Fund

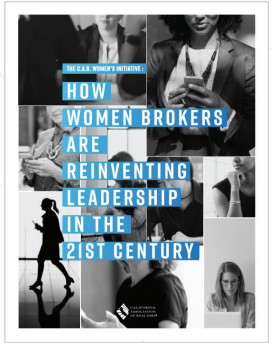
Nonprofit 501(c)(3) dedicated to addressing California's growing housing affordability crisis. The Housing Affordability Fund works to provide more options for first-time homebuyers' entries into homeownership.

C.A.R. ypn

Young Professionals Network (YPN)

New to the industry? YPN is a network to sharpen your skills, heighten your leadership and connect with fellow REALTORS®. Let YPN help you get involved in our Association!





Inclusion Program

Diversity is a top priority for C.A.R. Learn more about some of our initiatives:

Latino Initiative

The Latino Initiative Voices in Action program provides information and resources on Latino homeownership, including materials on homebuying and fraud prevention.

Women's Initiative

Even though the real estate industry is predominantly female, women are underrepresented in leadership positions at both the brokerage and senior management levels. The goal of C.A.R.'s Women's Initiative is to create a community where mentors and leaders can communicate, collaborate, advocate for and support one another.

Scholarship Foundation

The C.A.R. Scholarship Foundation was founded in 1948 and is a nonprofit 501(c)(3). The scholarship program is for students enrolled at a California college or university pursuing a degree to support a career in real estate.

Education Foundation

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

Disaster Relief

To assist those affected by the 2018 California wildfires, C.A.R.'s Housing Affordability Fund and Disaster Relief Fund raised over $1.6 million. Thanks to a $1 million grant from the REALTORS® Relief Foundation, as well as generous contributions from C.A.R., state and local REALTOR® associations and other contributors, grants were made available to REALTORS®, employees of REALTORS® and association staff directly affected by the fires, as well as affected homeowners and renters for mortgage relief or temporary housing assistance.

POLITICAL ADVOCACY

Legislation

An industry that works together, thrives together. Participate in legislative advocacy as a C.A.R. member for federal, state and local REALTOR® issues.

Rent Control

REALTORS® oppose rent control for a variety of valid reasons. The best strategy against rent control is a proactive housing program. This requires an understanding of local housing issues, considerable dialogue about housing policies and constructive involvement in the local political and planning process.

C.A.R. has compiled a variety of resources to assist members and local Association staff facing a rent control issue in their local community, including:

- Rent Control Handbook
- Property Owner's Questionnaire
- Ten Things to Do to Defeat Rent Control
- CCRE Study: Rent Control Hurts Low-Income Families
- Santa Barbara Letter

Legislative Day 2019: May 1 | Sacramento

Meet and discuss real estate issues directly with your state legislators and staff. Not only a great investment in your business, "Leg Day" is also an opportunity to hear from California's most dynamic political leaders and the Association's leadership.

REALTOR® Action Fund (RAF)

RAF raises money to advance the goals of our REALTOR® political action committees (PACs) at the local, state and federal levels of government. RAF supports and/or opposes candidates for elected office who understand, or don't understand, REALTOR® issues.

We Pin Pinterest

ALL OF THE ABOVE

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

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

- Arthur Ashe

CHECK US OUT!

CALIFORNIA ASSOCIATION OF REALTORS®

The tools you need. Support you want.

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P: 213.739.8200 | F: 213.480.7724 | www.car.org
Customer Contact Center: 213.739.8227