

OUR
MISSION:
**YOUR
SUCCESS**

2024



C.A.R. IN A NUTSHELL

190,000+
CA REALTORS®

120+
MEMBER BENEFITS

100%
COMMITMENT TO EACH
AND EVERY ONE OF YOU

Hi, California REALTORS®! You're here to look through your member benefits to see what all your Association does for you, so we'll be brief 😊. 2024 is all about helping members find success in this changing landscape. In California, we are in a very different market environment than we were a few years ago. This guide is just the tip of the iceberg, representing our commitment to adapting and adopting tools that help you, your business and your clients succeed now.

- Your 2024 C.A.R. Officers



MELANIE BARKER
2024 C.A.R.
PRESIDENT



JOHN M. SEBREE
C.A.R. CEO



HEATHER OZUR
2024 C.A.R.
PRESIDENT-ELECT



MARK PETERSON
2024 C.A.R.
TREASURER

OUR MISSION: YOUR SUCCESS MAPPED OUT (TABLE OF CONTENTS)

“Your Success”: On the surface, just two simple words to describe a goal. But the effort, passion and moving parts that are required behind the scenes to reach this destination are anything but simple. So much so that we used 23 pages to show you what those two simple words mean to us.

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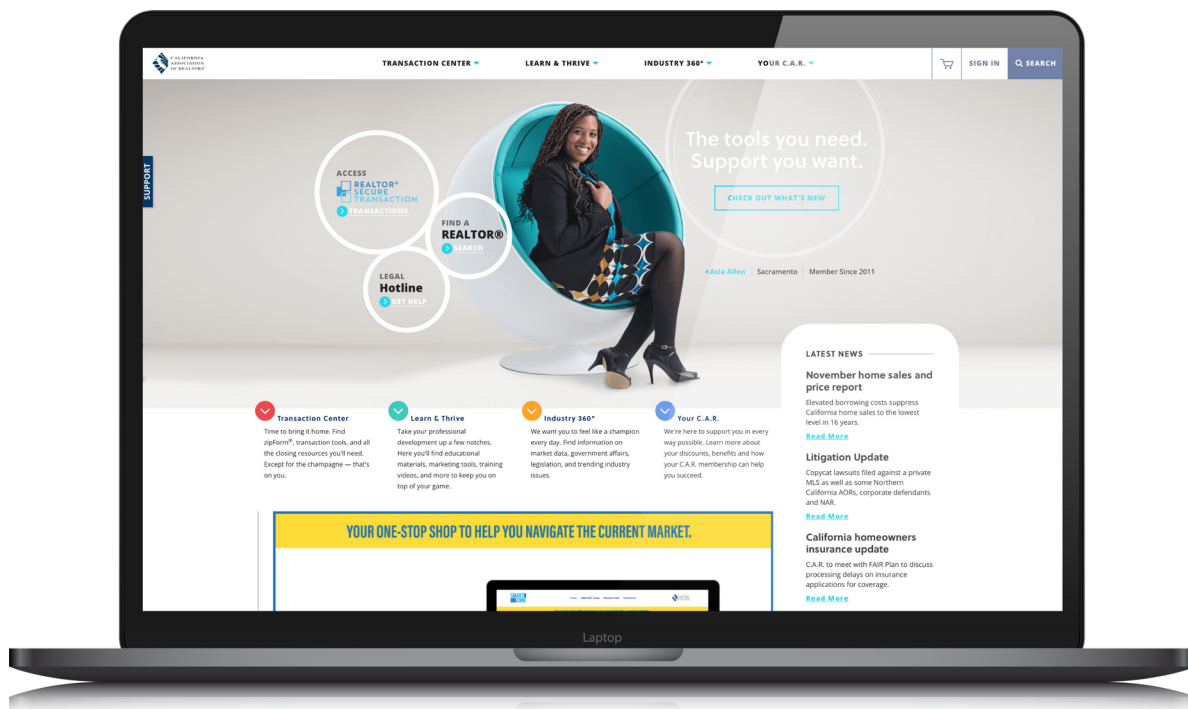
**YOUR
MARKETING REACH**
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STATEWIDE

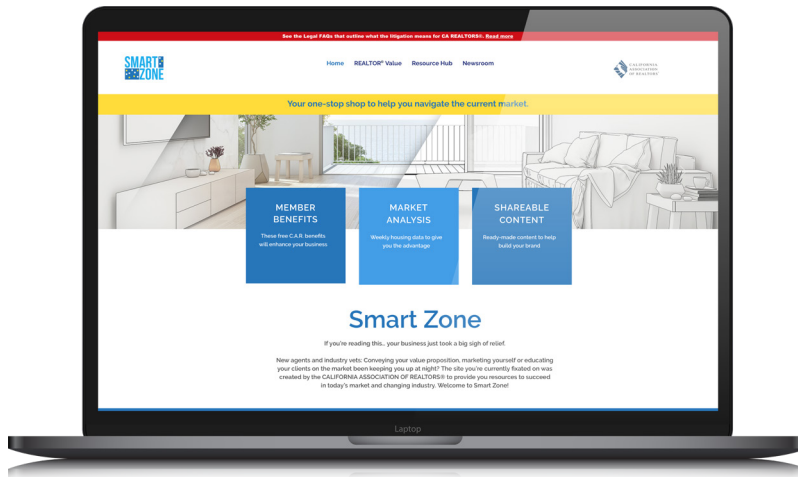
OUR MISSION: YOUR TRUSTED RESOURCE

We're here to help your business in every way possible. And the official Association website, **car.org**, is home base for the tools you need and the support you want.



Access C.A.R. Forms, sign up for an education workshop, check out the latest market stats by county... All of the member benefits highlighted in this guide can be found on your official C.A.R. member website, **car.org**.

OUR MISSION: YOUR NAVIGATION OF THE CURRENT MARKET



In 2023, C.A.R. created a brand-new resource website, Smart Zone, to help you convey your value, navigate the market and educate your clients on the latest happenings in real estate. Smart Zone provides you with resources to succeed in today's changing industry.

Updated daily, **SmartZonecar.org** consists of three sections:

RESOURCE HUB

Access the most popular C.A.R. member benefits, tips for new agents, Coach's Corner (which features interviews with coaches), wellness resources, safety resources and more.

REALTOR® VALUE

Find marketing tools using the popular “**Who’s Your REALTOR®?**” tagline, information about the critical role of buyer’s agents in today’s market, a shareable list of 167 things a REALTOR® does for their client, downloadable infographics, and scripts to help REALTORS® navigate tough conversations.

NEWSROOM

The latest market info you need is available via hand-picked news stories, weekly market analyses from C.A.R.’s economists and the latest issue of C.A.R.’s consumer-focused newsletter, Market Matters.

OUR MISSION: YOUR TRANSACTIONS CLOSED

For transactions, it is peace of mind that we provide you. As a C.A.R. member, the cost of hiring legal help for your forms and contracts is already covered — get your transaction closed from start to finish with our Standard Forms and in-house attorney assistance.



LEGAL MATTERS PODCAST



REALTOR® Secure Transaction

The REALTOR® Secure Transaction Dashboard is your destination for access to the best tools for a modern, secure and efficient transaction. These free and discounted services are provided as part of your C.A.R. member benefits. Additionally, take advantage of our training calendar and quick access to resources and tips to master each stage of the transaction when you need it.



Lone Wolf Transactions

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



LionDesk

A member benefit CRM platform to manage your business stress-free, stay top-of-mind, and sell confidently. LionDesk makes it easy for you to stay top-of-mind with all your contacts so you close leads faster and create lifelong clients. Features include: auto drip campaigns, bulk text messages, video communication, task reminders, AI lead assist, multiple pipeline transaction management and much, much, more.





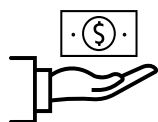
FormsTutor®

FormsTutor® is the free advanced electronic training tool from C.A.R. that has been completely redesigned to make it easier than ever to help REALTORS® better understand the forms they're using to complete their transactions. This helpful member benefit is a live, interactive guide that is accessible from inside the zipForm® Plus platform and on car.org to provide REALTORS® with the help they need while working on the forms.



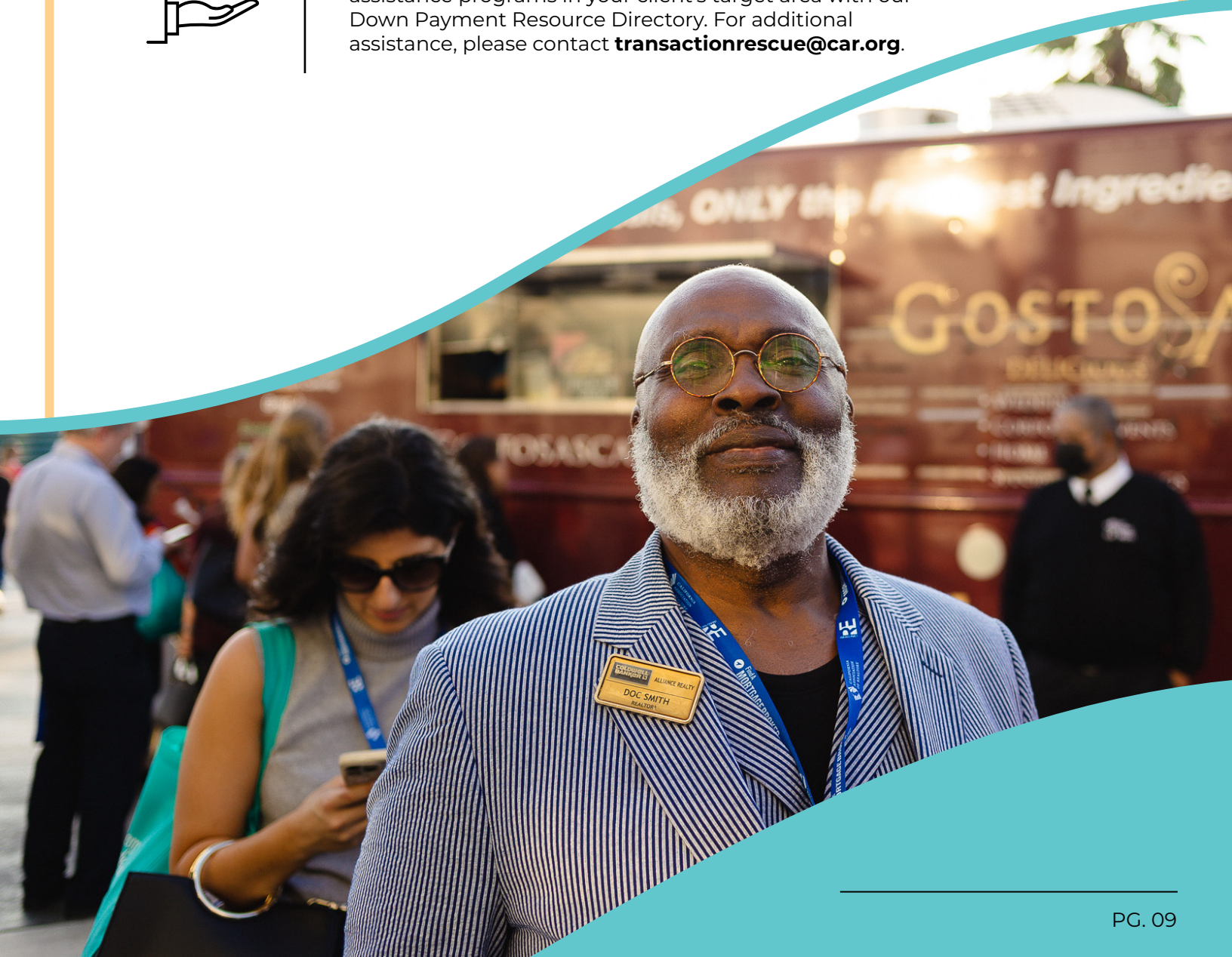
Transaction Rescue™

Your lifeline to the lending community is a free member benefit! Give us a call on the free helpline at **(213) 739-8383**, email us at **transactionrescue@car.org**, and let our Transaction Rescue™ Lender Liaison help find you answers and provide assistance with finding a lender, loan qualifications, underwriting, short sales and more.



Down Payment Resource Directory

Quickly search and identify over 400+ available down payment assistance programs in your client's target area with our Down Payment Resource Directory. For additional assistance, please contact **transactionrescue@car.org**.





C.A.R. Home Inspector Certification Program

C.A.R. now has a list of Certified Home Inspectors for our REALTOR® members. Participants in the C.A.R. Certified Home Inspector program have passed a background check and have met the minimum E&O and Liability insurance requirement (minimum requirement of \$100,000 policy). In addition, participants in this program have met certain levels of training or education from a state or national trade association such as CREIA, ASHI and InterNACHI or provided proof of 120 hours of completed education from a reputable home inspection education service.



C.A.R. Partner Program

The C.A.R. Partner Program is the one place you can find all the products, services, and perks you need to build a strong, profitable business. Each company in our program offers C.A.R. members something special such as exclusive offers, discounts and free trials.



Milestones

Become the trusted advisor your clients need with your free member benefit, Milestones, an all-in-one homeowner portal, making it easier for your clients to manage their homes and stay connected to you between transactions. It's the one place where your clients can track their home value, keep their records, and find home-related resources, all with one log in, branded to you.





Hurdlr

Hurdlr, a free C.A.R. member benefit, is an app that automatically tracks all your mileage, expenses, income streams and tax deductions in real-time. By calculating valuable tax deductions and automating your financial records, Hurdlr helps the average user save thousands of dollars per year on their tax bill.



The California Rental Listing Service, powered by Rental Beast

The California Rental Listing Service, powered by Rental Beast, provides all C.A.R. members with free access to rental-centric tools. Easily search rental inventory, add and edit rental listings, and screen tenants with a single solution available directly from the REALTOR® Secure Transaction Dashboard.



Need assistance with Lone Wolf Transactions (zipForm Edition), purchasing a course, or other general membership questions? C.A.R.'s Customer Contact Center is only a phone call or email away.
Call us at (213) 739-8227. Email: contactus@car.org

OUR MISSION: YOUR LEGAL QUESTIONS ANSWERED



Legal Hotline

1,500,000+ is a BIG number. That's how many 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**.



Legal Tools

Short, shareable resources to help you 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.



Ombudsman Hotline

C.A.R. Ombudsmen are REALTORS® who volunteer their time to answer non-legal questions and resolve non-legal disputes. Both C.A.R. members and members of the public can contact the Ombudsman Hotline if they would like to be assigned an ombudsman to assist them. An ombudsman is not an attorney and cannot give legal advice or answer legal questions, but they can help by acting as a go-between for callers who are having problems with a C.A.R. member. Ombudsmen can often resolve these problems before the caller finds it necessary to file a formal complaint or initiate a lawsuit against the member.



Legal Live Webinars

Wish you could catch up on California real estate law without having to read even more documents? Relax and watch a video as C.A.R.'s Legal Live Webinars bring you up to date on the hottest topics in real estate law.



One of the C.A.R. member benefits I value is the Legal Hotline. As an independent broker, I don't have an in-house legal staff. I often face agents' files with complex issues. Having the ability to run the situation by an attorney gives me the confidence I often need to guide my agents towards a solution. The hotline is easy to use and get a hold of. The attorneys are patient and well versed in the day-to-day issues agents face. Even if I have a strong answer to the issue I am facing, I will often call to confirm my response. They offer straightforward guidance in terms that are easy to understand. I am so very grateful to have this resource!

- **RHONDA KELIPIO**,
BROKER, SPARROWLILY REALTY, INC.

OUR MISSION: YOUR COMMUNITY IMPACTED FOR THE BETTER

POLITICAL ADVOCACY

- > Advocating For You**
Each year C.A.R. government affairs reviews 3000+ bills to see which ones affect your business, homeownership opportunities and property rights. Advocates in Sacramento lobby for the interests of REALTORS® to ensure that your interests are addressed in our state's Capital. We also work with NAR on federal issues affecting California and support your local Association's local advocacy efforts.
- > Capitol Hill Visits**
You can join other REALTORS® from California and around the country in Washington, DC each May to lobby Congress on issues that matter to REALTORS® and your clients.
- > Member Mobilization**
This program recruits, trains and mobilizes you to take part in the legislative process at the grassroots level. Get involved with lobbying, political activities and the legislative agenda supported by C.A.R. with the Member Mobilization program.
- > Consumer Mobilization**
C.A.R. also fights for your clients when proposed legislation could hurt homeowners. When there is an issue that is particularly important for homeowners and buyers, C.A.R. will create content for REALTORS® to share with their clients. The information will educate clients and give them an opportunity to connect with their own legislator. It also gives members to a way to maintain a relationship and provide value to their clients.
- > REALTOR® Campaign School**
C.A.R. organizes a dynamic Campaign School tailored to support aspiring local REALTOR® candidates contemplating a run for local office. This exclusive event features compelling guest speakers, comprehensive Q&A sessions, and a detailed exploration of the most effective strategies for a successful political campaign. To inquire about setting up a REALTOR® Campaign School at your local association, contact your AE or GAD.



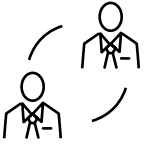
UNLOCKING CALIFORNIA POLITICS PODCAST





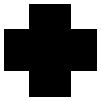
Young Professionals Network (YPN)

We empower emerging real estate professionals through a culture of growth & mentorship to support leadership development, contribute to local associations, engage in advocacy and propel REALTOR® success!



Local Association Support

Provide professional development, networking opportunities and resources to local associations that focus on issues concerning the organization and industry.



Disaster Relief Fund

Assist those directly affected by natural disasters in California by providing financial assistance through the C.A.R. Disaster Relief Fund (DRF), as well as providing the resources that local associations and brokerages need in order to be prepared for, survive and fully recover from a major natural disaster.



Membership Database Support & Policy Compliance

Monitor and manage data within the core membership database as well as supporting, educating and mentoring local association staff as it relates to REALTOR® membership requirements and policies.



Leadership Development & Training

Foster the growth and empowerment of real estate professionals within the organization through educational workshops, mentoring opportunities, networking events, and experiential learning; focus on developing leaders who advocate for the interests of REALTORS® and homeowners and drive positive change in their communities.





FAIR HOUSING

Fair Housing

C.A.R. is committed to Fair Housing and Diversity. Ensuring that C.A.R. members and leaders reflect our diverse California communities is a top priority for C.A.R., which is paramount to the growth and viability of this industry. C.A.R. is working to address demographic disparities and inequalities that persist in housing and in the real estate industry with diversity and fair housing education, research, resources and advocacy that aim to expand homeownership opportunities for all Californians. C.A.R. is committed to ensuring all REALTORS® are aware of the extensive California Fair Housing laws in this changing landscape.



Pathway to Homeownership Closing Cost Assistance Grant Program

Our Pathway to Homeownership Closing Cost Assistance Grant Program is designed to aid first-time homebuyers belonging to underserved communities in overcoming affordability challenges. We offer a generous grant of up to \$10,000 to assist with closing costs. These grants are available to first-time homebuyers with low- to moderate-income (at or below 120% of the Area Median Income) who choose to work with a California REALTOR®. The program encompasses every county in California.



Differently Abled Affinity Group (DAAG)

C.A.R.'s Differently Abled affinity group advocates and provides awareness of the needs of differently abled REALTORS® and clients. C.A.R. is committed to ensuring all REALTORS® can practice regardless of ability and that clients can find a home to meet their unique needs.



Latino Professionals Network (LPN)

C.A.R.'s Latino Professionals Network (LPN) is dedicated to amplifying the voices of Latino REALTORS® in California. LPN is an inclusive community of REALTORS® dedicated to increasing business opportunities, advancing leadership and uniting our voices to champion access to homeownership in our communities through policy, resources and education. Join the conversation today.



WomanUP!® /group

Our three-part mission is to identify, develop and connect women in this industry. We identify the tools and strategies you need to make bold moves in real estate. We provide you with resources and events to develop your skills as a leader, and we create opportunities to connect with other amazing leaders in the national brokerage community.



STAY CONNECTED WITH @CAREALTORS ON INSTAGRAM

OUR MISSION: YOUR CONTINUED EDUCATION



E-Newsletters

C.A.R. produces 12 newsletters that are all delivered right to your inbox. From the weekly all-member Newslines newsletter to the monthly Legal Tools publication, each newsletter is guaranteed to be chock-full of valuable information for you, your business and your clients.

- > **Newslines**
- > **Industry Leaders**
- > **Virtual Advocate**
- > **Market Matters**
- > **Research Highlights**
- > **Upcoming Webinars**
- > **President's Message**
- > **Transactions Today**
- > **All Voices**
- > **Realegal®**
- > **Legal Tools**
- > **Broker Insights**



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. Or access webinar recordings of those you missed on finance, legal, market data topics and more.



California Real Estate Magazine

C.A.R.'s official magazine has been providing news and insights to California REALTORS® for more than 100 years. 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.





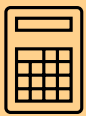
Center for California Real Estate (CCRE)

The Center for California Real Estate (CCRE), an institute of C.A.R., serves as a nexus for multi-disciplinary thinking aimed at addressing some of the state's most challenging issues. Bringing together key experts from a variety of fields, from academics to policymakers to industry leaders, CCRE produces new knowledge and serves as a key resource about housing issues for all C.A.R. members, external entities, the media and the public.



FREE 45CE License Renewal Package

C.A.R. Education is happy to provide members with all the Continuing Education they need to renew their real estate license. Join the tens of thousands of members who regularly claim their free license renewal package every year! All offerings meet DRE requirements and include an ethics course that fulfills the REALTOR® Code of Ethics Training Requirement for NAR.



Interactive Dashboards

C.A.R.'s interactive dashboards are calculators and data management tools that allow users to interact with data by tracking, monitoring and displaying key housing market metrics. By using our interactive dashboards, users can gain insights by slicing and dicing different variables and dig deeper into local statistics that are more relevant to their markets.



Survey Research

The C.A.R. Research and Economics team conducts a number of surveys that cover topics relevant to our members and the housing industry. These surveys offer detailed information on topics such as: homebuyers, home sellers, housing demographics, home prices, changes in the real estate industry and C.A.R. member profiles.



Real Quick Video Updates

A one-minute video featuring C.A.R. economists that provides a quick take on the current housing market conditions, the latest economic development, and recent movements on interest rates.



HOUSING MATTERS PODCAST





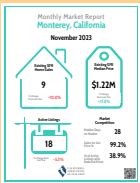
Housing Market Forecast

This semi-annual report projects where mortgage rates, home sales and median prices are headed. Use this general statewide forecast to learn about potential issues that may affect housing prices and inventory levels. Use the data in this report to prepare more accurate budgets and to inform clients about future housing market conditions.



Market Minute Write-Up

The Market Minute Write-Up is a one-page analysis that offers the most up-to-date information on the economy and the housing market. It is designed to provide members, on a weekly basis, key highlights and concise insights on industry-related issues. Combined with the weekly infographic, the 2-page report is downloadable, shareable and can easily be used as part of the marketing materials for REALTORS®.



Market Infographics

Add some data visuals to your website, social media or next client meeting with beautifully designed and easy-to-download infographics for your clients and your specific market area:

- City + County Market Overviews
- Buyers' and Sellers' Guides
- California Consumer Infographics
- CA Real Estate Industry Infographics
- Housing Affordability Index
- Market Condition Indicators



County Economic Profiles

Annual reports that provide an overview of the economy and the housing market conditions at the county level. The reports also include data at the state and the national level for comparison purposes.



Most of California's demographic is information centric — they're scientists, engineers, data analysts, etc. In short, California buyers and sellers love information, and I find the CALIFORNIA ASSOCIATION OF REALTORS® provides the right data metrics in well-put-together marketing tools at the right time for me to present to my current clients and frankly, impress future buyers and sellers. Their data team stays informed, and their tools for my clients are impressive and impactful.

Their marketing and data tools are in my secret weapon arsenal to gain quick credibility and set myself apart.

- **CYNTHIA DRAKE**, REALTOR®,
KELLER WILLIAMS TRI-VALLEY REALTY

OUR MISSION: YOUR MARKETING REACH



Consumer Ad Campaign

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



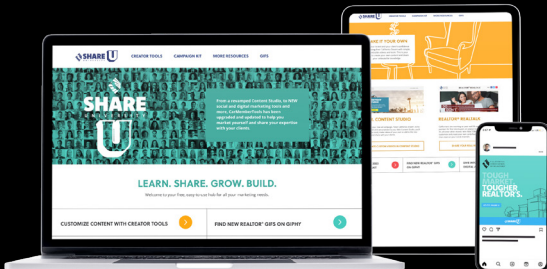
The consumer ad campaign by C.A.R. illuminated our profession, especially in the face of increased scrutiny. C.A.R. expertly utilized storytelling to paint a vivid picture of how REALTORS® authentically impact our clients and communities. The campaign skillfully communicates the REALTOR® story, enabling people to understand the dedication, expertise, and value we bring to the table.

- **FELICIA MARES VILLA**
REALTOR®, ABIO PROPERTIES



Share University

Where CA REALTORS® go for personalized marketing content. Your go-to digital marketing hub to help you market yourself and share your expertise with your clients.



- Consumer ad campaign marketing toolkit
- Animated social media GIFs
- Who's Your REALTOR®? Zoom backgrounds
- Content Studio
- Who's Your REALTOR®? Augmented Reality
- REALTOR® RealTalk

OUR MISSION: YOUR LEARNING & NETWORKING OPPORTUNITIES STATEWIDE

PROPERTY MANAGEMENT CONFERENCE

Property Management Virtual Conference ☎

February 29, 2024

The 2024 Property Management Conference is designed to provide attendees with access to industry experts, legal and legislative updates, and key information for new and seasoned property managers. If you'd like more information, reach out to **MelanieM@car.org**.

FAIR HOUSING DAY

Fair Housing Day ☎

April 16, 2024 · DoubleTree by Hilton Hotel Ontario

Come join us for C.A.R.'s third annual Fair Housing Day event to learn more about California's expansive and continuously changing Fair Housing laws. Hear from fair housing experts on topics related to inclusive advertising, housing discrimination, disabilities, bias in AI & tech, and much more. Make sure to be part of these critical conversations on making the dream of homeownership possible for all Californians. The event is free for C.A.R. members.





Legislative Day Block Party

April 30, 2024 • Sacramento

C.A.R. literally shuts down a full city block in downtown Sacramento just for REALTORS® to enjoy great food, drinks, and music and to network with other REALTORS® from around the state as a kickoff to Legislative Day.



Legislative Day

May 1, 2024 • Sacramento

The need for REALTORS® to engage with state legislators has never been greater. That's why C.A.R. is hosting its annual Legislative Day on May 1 this year in Sacramento.

Legislative Day brings together REALTORS® from across the state who make their presence felt in the state capitol by urging legislators to support good legislation and defeat bad proposals with a focus on creating homeownership opportunities, increasing supply, stopping attacks on housing providers and preserving property rights.

WomanUP!

WomanUP!® Conference

June 12-13, 2024 • Laguna Cliffs Marriott

Join us for a 1 ½ day conference focused on the practical and productive skills to help you take the next step in your career. This is an industry filled with ambitious and passionate women who are currently or are ready to step into leadership. We invite you all to gather with us!

IMAGINE!
RE

REImagine! Conference & Expo

September 24-26, 2024 • Long Beach Convention Center

The official CA REALTOR® conference and expo comes to Long Beach! Get ready to take in a wealth of information over three jam-packed days at REImagine! Conference & Expo. REImagine! is where you'll dig into hot topics, talk about the biggest industry challenges and opportunities and find hundreds of valuable takeaways to apply to your business. Make career building relationships and forge meaningful connections with real estate pros across the state at this must-attend event.

Experience in Long Beach:

- All Voices Soirée
- Prize Giveaways
- Housing Market Forecast Lunch
- Who's Your REALTOR®? Photo Ops
- A Humongous Exhibit Hall
- Tech Tuesday
- Broker Conference
- YPN Ignite





CCRE Summit

October 30, 2024 · Los Angeles

To address the pressing issues confronting our state, the Center for California Real Estate (CCRE) will host its flagship event of the year: the CCRE Summit. This comprehensive, day-long gathering offers C.A.R. members a unique chance to engage with elected and appointed government officials, academic researchers, and nonprofit leaders as they explore solutions to the critical issues affecting the real estate sector. The Summit is scheduled for Wednesday, October 30, in Los Angeles. Stay tuned for further details.



STEPS Toward Homeownership Virtual Meetings

2024 Dates: April 10, June 11, September 5, December 4

Our STEPS Toward Homeownership program addresses housing affordability from the perspective of financial literacy via virtual meetings. We share the latest lending and down payment options available so you can provide clients with all the tools and resources to make the best decision for their situation. This program brings relevant information to our members about credit scores, financial planning, leveraging down payment resources, and options for low- to moderate-income earners so that we can educate our buyers.



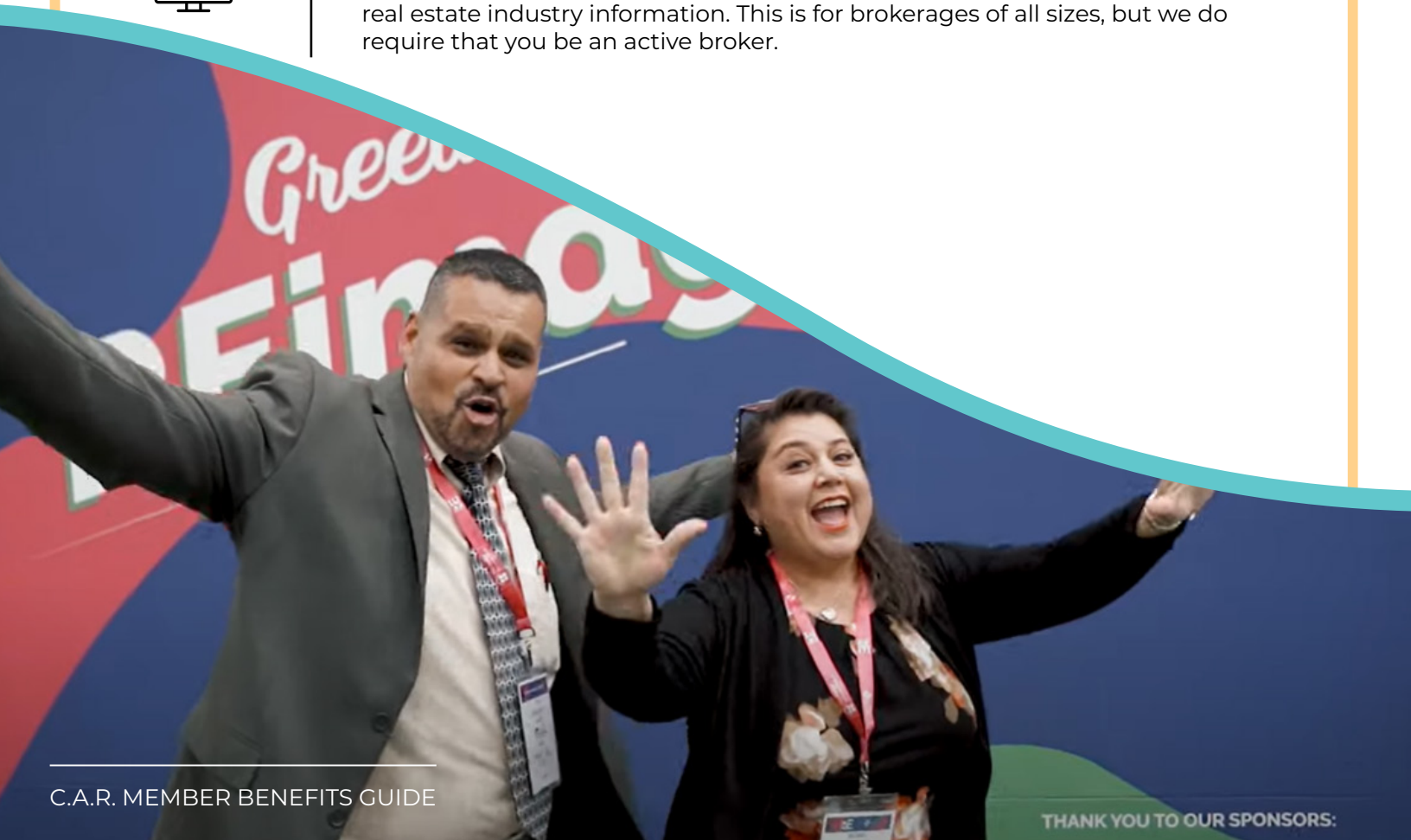
Team Leader Town Hall

Teams have been a game changer in the real estate industry. If you lead a team – whether of 2 or 22, please join us for conversations focused on your role as a team leader. Topics include DBAs, employee regulations, education, and so much more. If you lead a team – connect with MelanieM@car.org.



Industry Leader Town Halls

Bi-monthly meetups for California Brokers! Legal updates, hot topics, legislative news, and so much more. These calls are packed with the latest real estate industry information. This is for brokerages of all sizes, but we do require that you be an active broker.



HERE FOR YOU

C.A.R. MISSION STATEMENT

Shape, promote and protect an environment for the entire real estate industry, one in which California REALTORS® can succeed in meeting the real property needs of consumers.

FOLLOW US “@CAREALTORS”



CONTACT US

525 South Virgil Avenue | Los Angeles, CA 90020

C.A.R. Headquarters – (213) 739-8200

C.A.R. Legislative Office – (916) 492-5200

Customer Contact Center – (213) 739-8227

Legal Hotline – (213) 739-8282

Ombudsman Hotline – (213) 739-7227

Peer-to-Peer Ethics Infoline – (213) 739-9160

Transaction Rescue – (213) 739-8383

Consumer Mediation – (213) 739-8376

CAR.ORG



CALIFORNIA
ASSOCIATION
OF REALTORS®