

# REALTOR® Benefits

**Your REALTOR® Membership with the Fresno Association of REALTORS® connects you to exclusive trademark products, discounts, education, professional programs, and many other services that will further your career.**

When you join the Fresno Association of REALTORS® (F.A.R.), you also become a member of the California Association of REALTORS® (C.A.R.) and the National Association of REALTORS® (N.A.R.), benefiting from the strength of 1.3 million REALTORS® across the country who are committed to creating a strong and viable real estate marketplace.

## **REALTOR® Benefits Include:**

### **REALTOR® Trademark & Code of Ethics**

*The REALTOR® trademark represents dedication to the nationally recognized Code of Ethics, and continues to assure the public of REALTOR® professionalism, integrity, and competence. Additionally, REALTOR® ethical conduct creates a community of fellow professionals who have agreed to abide by fair and just rules, aiding in cooperation, and thus best serving the interests of their clients.*

### **Exceptional Customer Service From F.A.R Staff**

Friendly and knowledgeable staff offers technical assistance, and are willing to assist you with any needs you may have. F.A.R. staff strives to provide the most up-to-date information, and to provide our members with outstanding service and knowledge of their business needs.

### **FREE zipForm® Plus**

This benefit provides instant access to the latest versions of the C.A.R. Electronic Standard Transaction Forms, a value of \$1000/year value. FREE to members of C.A.R.! C.A.R. also provides a zipForm® Plus Support Hotline for any technical questions, (213) 739-8227.

### **F.A.R. Events & Networking**

Attend social and networking events sponsored by F.A.R. such as: Tuesday MLS Meetings, Golf Tournaments, Luncheons, Affiliate Appreciation and more. Read the Grapevine for future dates.

### **REALTOR® Scholarship**

The Fresno Association of REALTORS® & Affiliates Foundation offers REALTOR® scholarships. REALTORS® who complete advanced professional designation courses such as CRS, GRI, & e-Pro are eligible for a scholarship. For scholarship information visit: [www.faraf.org](http://www.faraf.org).

## **The Grapevine– F.A.R.’s Official Newsletter**

F.A.R.’s official newsletter contains VITAL information as well as upcoming events and classes. New REALTOR® members are published in The Grapevine once a month.

Grapevines are printed and available in office & are always posted on [www.fresnorealtors.com](http://www.fresnorealtors.com)

## **F.A.R. REALTOR® Websites**

**F.A.R. provides our members with professional website levels at a discount!**

- ◆ REALTOR® Prices are: \$120/quarter for Pro Agent  
\$150/quarter for Power Agent  
\$225/quarter for Power + MarketBoost
- ◆ REALTOR® Office Prices are as low as \$972 for the whole year!  
(varies depending on number of agents in the office)
- ◆ All with a \$100 setup fee

For more information on F.A.R. REALTOR® websites, please contact F.A.R. at (559) 490-6400.

## **MLS-Touch Mobile App**

Access the Fresno MLS on the go - the most convenient way! MLS-Touch is a user-friendly mobile app for iPhone & Android mobile phones and tablets. This app is FREE for all F.A.R. REALTOR® members!

## **Welcome Home Radio**

F.A.R. is on the Air! Welcome Home Radio - ESPN 940AM – is sponsored by F.A.R. and hosted by past president, Don Scordino on Saturdays from 9am-10am. Giving our valley a LOCAL perspective on the real estate market! The 50,000 watt powerhouse reaches from Bakersfield to Sacramento, and over to the Central Coast. To listen to previous episodes, visit [www.fresnorealtors.com](http://www.fresnorealtors.com).

## **F.A.R. Morning MLS Meetings & Property Caravans**

Members are invited to attend our weekly MLS Meetings every Tuesday at 8:30am at the F.A.R. office. Listen to our guest speakers, promote your listings, and preview properties with other real estate professionals.

The Broker Open House Caravan take place every Wednesday from 10am-3pm.

The Home Tour Caravan takes place Thursday at the Y.G.B. Branch at 8:30am.

For more info please go to [www.fresnorealtors.com](http://www.fresnorealtors.com), and click on  
“Tuesday Meetings/Wednesday Caravan”

Or

“Yosemite MLS Meetings/Thursday Caravan”

## Official F.A.R. Membership Cards

FREE for REALTOR® Members. This card contains your agent picture (if provided), your MLS agent ID number, national ID number, DRE license number, your political investment level, and some important phone numbers to have with you at all times.

## FREE Monthly Training Classes

Each month F.A.R. offers **FREE** training classes both at the Fresno office and Yosemite Gateway Branch (YGB). YGB office holds both general and specific classes in the community room for the members. YGB also offers advertisement options in the Real Estate Guide for the REALTOR® members with listings in the mountain area.

- **Fresno MLS**: This class goes over the basics of using the Fresno Multiple Listing Service.
- **CRS Tax Records**: This class explains features of the county tax records that can be accessed through the MLS.
- **ZipForm Plus & Digital Ink**: This class shows members how to navigate this C.A.R. program to access the C.A.R. Standard Forms, and how this program will assist them in their transactions. Learn how to use digital signatures when signing transactional documents within zipForm Plus. Take advantage of zipVault, a new document storage feature in zipForm Plus.
- **REALTORS® Property Resource (RPR)**: Learn RPR advanced reporting features that will allow REALTORS® to create custom reports to provide to clients and customers, keeping the REALTOR® in the center of the transaction.

## Online Services & F.A.R. Website

- **Online Bill Pay**: Pay bills online via the "Online Services" under the "Members" tab.
- **Online Class Registration**: Register for classes and events online.
- **Online Store**: Shop for standard forms, disclosure products, open house products, marketing materials, reference books, publications, education materials and much more by clicking on "Store" under the "Tools" button.
- **FAR Documents**: Download F.A.R.'s most used forms such as: member/office change form, member application, termination form etc.
- **Tools**: Contains resources to search for zipcodes, find local schools, maps, and other important websites.

**Website:**  
**[www.fresnorealtors.com](http://www.fresnorealtors.com)**

## F.A.R. Store—REALTOR® Discounts on Products & Services

REALTORS® receive discounts on all of the products sold in the F.A.R. store.

Our products include: standard forms, signs, riders, lockboxes, closing gifts, marketing tools, disclosure products, books, continuing education programs, risk management products, and much more.

## Movie Tickets

Regal movie tickets are available for purchase, \$8.50 each.

## Member Roster

Exclusive membership roster - F.A.R. compiles a roster that includes F.A.R. REALTORS®, MLS only members, Affiliates, and Appraisers. Copies are available for pickup at the membership counter. A privacy agreement form must be signed before receiving a roster.

## Affiliate Directory

A complimentary directory of our local Affiliate Members is published monthly. Available at the F.A.R. Office and at [www.fresnorealtors.com](http://www.fresnorealtors.com); or you can request a copy to be mailed, or e-mailed to you.

## REAL Green Program

The REAL Green program is a way for REALTORS® to give trees to their clients as a closing gift. This program benefits everyone: the REALTOR®, the homeowner, the neighborhood, and the community!

The cost is \$75 for 2 fruit or shade trees of the client's choice. The trees can only be delivered in the Fresno and Clovis area to your clients. It will come with a personalized "Thank You" card from you, as well as a tree planting and care kit.

## REALTOR® Action Fund

Provides financial support to candidates and issues ensuring your voice is heard in the political process. To donate, or for more info, **visit:** [www.car.org/governmentalaffairs/raf/](http://www.car.org/governmentalaffairs/raf/).

## REAL Estate Showcase

REALTOR® members have the ability to advertise their listings in this Fresno Bee/F.A.R. publication. For more information contact Valerie Vaz or Isabel Velasquez at 559-441-6154.

## Public Property Database

- ⇒ **REALTOR.com:** Fresno REALTOR® Members who also subscribe to the Fresno MLS have their listings on NAR's [www.realtor.com](http://www.realtor.com) for **FREE!**
- ⇒ **CA.REALTOR.com:** Fresno REALTOR® Members who also subscribe to the Fresno MLS have their listings on C.A.R.'s [www.ca.realtor.com](http://www.ca.realtor.com) for **FREE!**

### **Exchange Investment Group**

This group meets every Friday morning at 8:30am at the F.A.R. Office. Call Chairman Tom Hyatt at 559-229-9961 for more information.

### **California Real Estate and REALTOR® Magazine**

Two publications that are a “must read”. They provide you with the latest news affecting the real estate industry, insightful articles on how to succeed in today’s rapid changing business climate.

### **Mediation Services**

Facilitated by experts from within the industry to quickly and inexpensively resolve conflicts between parties.

### **Legal Services**

This benefit enables you to protect your clients, close your transactions with confidence, and minimize your risk through the use of:

Legal Hotline: Live, personalized legal advice from C.A.R. Attorneys Monday-Friday 9am-6pm. Call (213) 739-8282 and provide your NRDS member number.

Legal Q & A's: C.A.R.'s legal department provides members with the most current legal procedures regarding real estate. These updates are published in F.A.R.'s weekly newsletter "The Grapevine" and are also available at C.A.R.'s website: [www.car.org](http://www.car.org) by clicking on the "Legal" tab.

Finance Helpline: FREE, Monday - Friday, (213) 739-8383. One-on-one assistance with short sales, funding, REO's, Deeds in Lieu and more!

### **Professional Standards**

This committee educates the REALTOR® Code of Ethics, and promotes professionalism and ethics in business practices.

### **Education & Professional Designation Courses**

F.A.R. offers many opportunities throughout the year, including courses such as CRS, GRI, & e-Pro. For a list of Designations visit <http://www.car.org/education/designations/>.

### **Continuing Education**

C.A.R. Education offers the most comprehensive, extensive and timely license renewal courses and professional development courses to meet your real estate education needs.

For information on home study, go to: <http://www.car.org/education/licenser renewal/Home Study/>.

For information on online study, go to: <http://www.car.org/education/licenser renewal/onlinetraining/>.

Did you know that REALTOR® is a trademark, and you have to earn the right to call yourself a REALTOR® ?

There is a DIFFERENCE! Collectively, we must let this be known.

## Opportunity to Serve on the Board of Directors

A truly rewarding benefit is also the opportunity to serve on the Board of Directors, the MLS Committee, or one of the numerous committees available. For more information, or to voice your interest in serving, please contact F.A.R. at 559-490-6400.

## Affinity Discount Program

Through C.A.R.'s Member Advantage Program and NAR's REALTOR® Benefits Program, REALTORS® are eligible for the following discount programs:

- **Insurance:** Medical Health Plans (visit [www.realcare.biz](http://www.realcare.biz)), Errors and Omissions (E&O), Legal Expense Reimbursement, Workers' Compensation, VPI Pet Insurance, Auto & Home Insurance.
- **Travel:** Avis, Budget, Hertz
- **Financial:** REALTOR® Platinum Visa, Chase Education Finance

Go to [www.realtor.org](http://www.realtor.org) & [www.car.org](http://www.car.org) for more information

**www.houselogic.com:** This website was created by NAR for your clients! Buyer prospecting is made easy with free "Get Ready to Own" tips to use in your client communications.

## Industry Research & Market Data

REALTORS® have access to statistics, targeted research reports, and regional economic profiles developed by C.A.R.'s expert economics and research team. C.A.R. provides a C.A.R. Trends newsletter, and e-mailed County Economic Profiles by subscription. Visit [www.car.org](http://www.car.org) and click on "Market Data".

- **Local Statistics:** Members have access to local up-to-date statistics by logging on to "Online Services" found under the "Tools" menu on our homepage or by clicking on the IMS icon from within the MLS, located in the "Single Sign-On" Module.

## Government Affairs Program

This program fights for your rights at the local, state and national levels to preserve your ability to do business and to protect Private Property Rights, Affiliated Business Issues, and Point of Sale Issues.

REALTOR® Political Action Committee Protects Your Real Estate Business Interests: When legislative conflicts arise, your Local Association is there to protect the housing industry from over-regulation as well as everyone's right to own private property; these efforts actually increase your annual income potential.

For more information visit: [www.car.org](http://www.car.org) and click on "Governmental Affair

## Nationwide Public Awareness Advertising

Consumer advertising programs reach millions promoting the value of using a REALTOR® and the opportunities available in today's housing market. This includes campaigns from C.A.R. and NAR, and local advertising by F.A.R.