

# 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® (NAR)**, 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® 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*

## 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 & Local Assistance

This benefit provides instant access to the latest versions of the C.A.R. Electronic Standard Transaction Forms, a value of **\$999/year value. FREE** to members of C.A.R.! C.A.R. also provides a zipForm Plus Support Hotline for any technical questions, 1-586-840-0140.

## FREE Monthly Training Classes - Each month F.A.R. offers **FREE** training classes.

- **Fresno MLS:** This class goes over the basics of using the Fresno Multiple Listing Service.
- **Realist 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.

## FREE Notary Services

Take advantage of this **FREE** service by calling to schedule an appointment 559-490-6400.

## 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.

## FREE MLS-Touch Mobile App

**FREE** for REALTORS®! 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. Please call 559-490-6400.

## FAR Agent & FAR Broker Websites

**Built on a strong foundations, property galleries & Apps, lead capture and more!**

- **Pro Agent:** \$120 / Quarter or **Power Agent:** \$150 / Quarter with a \$100 activation fee.
- **Broker Website:** Starting at \$972 / year with a \$100 activation fee.

For more information on websites, please contact F.A.R. at 559-490-6400 or visit: [www.fresnorealors.com](http://www.fresnorealors.com) for more Information.

## Online Services & [www.fresnorealors.com](http://www.fresnorealors.com)

**Your information portal to the Fresno MLS**

- **Online Bill Pay:** Pay bills online via the "Online Services" under the "Members" tab.
- **Online Class Registration:** Register for classes and events online.

## Tuesday Morning MLS Meetings & Wednesday Property Caravans

ALL 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 Home Tour Caravans take place every Wednesday from 10am-3pm. For more info please go to [www.fresnorealors.com](http://www.fresnorealors.com), and click on "Tuesday Meetings".

## Affiliate Directory

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

## The GRAPEVINE - F.A.R.'s Official Newsletter

Containing VITAL information and many **FREE** opportunities, The Grapevine is F.A.R.'s Official weekly newsletter. Sign up and receive the monthly printed version mailed to your home. New REALTOR® Members are published in The Grapevine once a month.

Grapevines are also posted on [www.fresnorealtors.com](http://www.fresnorealtors.com) and are always available at the F.A.R. office.

### Events & Networking

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

### 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.

Welcome Home Radio would like to have you as a guest! Please contact Gerard Lozano at 490-6400 to inquire about being a guest.

### 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 will be delivered to your clients with a personalized "Thank You" card from you, as well as a tree planting and care kit.

### Movie Tickets

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

### REALTOR® Scholarships

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

### REAL Estate Showcase

REALTOR® Members have the ability to advertise their listings in this Fresno Bee/F.A.R. publication. For more information contact Karen Garcia 559-441-6643.

## 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: FREE**, live, personalized legal advice from C.A.R. Attorneys Monday-Friday 9am-6pm. Call (213) 739-8282 and provide your NRDS member number.
- **Finance Helpline: FREE**, Monday - Friday, (213) 739-8383. One-on-one assistance with short sales, funding, REO's, Deeds in Lieu and more!
- **Ombudsman Hotline: FREE**, (213) 739-7227. The Ombudsman's role is primarily one of communication and conciliation, not adjudication. Ombudsmen do not determine whether ethics violations have occurred, rather they anticipate, identify, and resolve misunderstandings and disagreements before matters ripen into more significant disputes. *Ombudsmen are not attorneys and cannot give legal advice or answer legal questions.*
- **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

## Governmental 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® Action Fund

One of the most important services organized real estate provides is representation in the halls of government. REALTOR® Action Fund (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.

## Official F.A.R. Membership Card

**FREE** for REALTOR® Members. This card contains your agent picture, (if provided) your MLS Agent ID Number, National ID Number, BRE License Number, your political investment level, and some important

## Exchange Investment Group

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

## Professional Standards Program

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

## Mediation Services

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

## Member Service Mobile

This “class room” on wheels allows a way to service members all over the community. The MSM also provides a way for us to come to your office. Give us a call, lets schedule a visit!

## Public Property Databases

- **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

## Opportunity to Serve

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.

## Education & Professional Designation Programs

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

## REALTOR® Magazine and California Real Estate

Two publications that are a must to 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.

## 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 Online Study, go to: <http://www.car.org/education/licenser renewal/onlinetraining/>.

## Affinity Discount Programs

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

## 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.

## Local and 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.

## FAR Logo's available for your Land's End purchase

Land's End Business Outfitters is an online store where you can customize apparel and gear with the F.A.R. logo. This is the perfect way to let people know you are a REALTOR®! Visit [www.fresnorealtors.com](http://www.fresnorealtors.com) and click on the Lands' End Logo.

*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.*