

# THE TOOLS YOU NEED. SUPPORT YOU WANT.

MEMBER BENEFITS GUIDE

# YOUR SHIFTING NEEDS ARE OUR MISSION.

The tools and benefits included in this guide are a direct reflection of our Association's mission: **YOU**.

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## ■ 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.

## ■ C.A.R. VISION STATEMENT

C.A.R. drives innovation and opportunity in the real estate profession and market.

## ■ C.A.R. LONG-TERM GOALS (PILLARS)

### INFLUENCE

- **Long-term Goal 1:** C.A.R. is the voice for California real estate and the champion of real property rights.
- **Long-term Goal 2:** C.A.R. supports the creation of housing and pathways to homeownership in California.

### REALTOR® POSITIONING

- **Long-term Goal 4:** C.A.R. is a diverse organization that unites the strength and expertise of the real estate profession.
- **Long-term Goal 5:** C.A.R. and REALTORS® are respected as leaders who foster thriving communities.

### MEMBER BUSINESS VALUE

- **Long-term Goal 3:** C.A.R. is the members' trusted partner, providing innovative tools, services and education to help REALTORS® achieve their professional goals.

### ORGANIZATIONAL DEVELOPMENT

- **Long-term Goal 6:** C.A.R. is a nimble and efficient organization.
- **Long-term Goal 7:** C.A.R. fosters a culture of inclusivity and transparency.



# 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.

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**We're here for you. Learn more about C.A.R.'s involvement within the industry and how you can participate.**

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Disaster Relief Fund  
Scholarship Foundation  
Education Foundation  
Fair Housing

Latino Professionals Network (LPN)  
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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.**

REALTOR® Secure Transaction Dashboard  
Lone Wolf Transactions (zipForm Edition)  
LionDesk  
C.A.R. Partner Program  
California Rental Listing Service  
Milestones  
Hurdlr

Peer-To-Peer Ethics Infoline  
Customer Contact Center  
Ombudsman Hotline  
Legal Hotline  
Legal Tools  
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**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.**

CAR.ORG

*California Real Estate Magazine*

Center For California Real Estate (CCRE)

E-Newsletters

Smart Zone

Webinars

45 CE License Renewal Package

Education Resources

C.A.R. Podcasts

Interactive Dashboards

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**Meetings & Events**

Legislative Day

WomanUP!® Retreat

REImagine! Conference & Expo

STEPS Toward Homeownership Virtual Events

Industry Leaders Town Hall

Property Management Conference

Team Leaders Town Hall

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

C.A.R. Social Media



# ONE BIG GROUP MAKING AN EVEN BIGGER IMPACT!

## MAKING A DIFFERENCE



### HOUSING AFFORDABILITY FUND

Non-profit 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' entry into homeownership.



### YOUNG PROFESSIONALS NETWORK (YPN)

New to the industry? YPN helps members excel in their careers by giving them the tools and encouragement to become involved in leadership, advocacy and community. Let C.A.R. YPN help you get involved in our association!

### DISASTER RELIEF FUND



We have been helping the REALTOR® family recover from natural disasters for nearly 20 years. The C.A.R. Disaster Relief Fund was established in the wake of the devastating 2003 California wildfires, thanks to generous contributions from our REALTOR® members as well as state and local REALTOR® associations and other contributors and provides grants for REALTORS®, employees of REALTORS® and association staff. Since the inception of this fund, we have distributed more than \$240,000 to families in need.



## SCHOLARSHIP FOUNDATION

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



## EDUCATION FOUNDATION

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

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## FAIR HOUSING & DIVERSITY

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Fair housing and ensuring that C.A.R. members and leaders reflect our diverse California communities are top priorities for C.A.R. and paramount to the growth and viability of this industry. Learn more about some of our initiatives:



## FAIR HOUSING

### COMMITTED TO FAIR HOUSING

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 aims to expand homeownership opportunities for all Californians.



### 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!®

WOMEN'S INITIATIVE     /group

60 percent of REALTORS® in California are women, yet only 14 percent of those women are broker/owners, compared with 28 percent of men. WomanUP!® was founded to address this disparity, support women in positions of leadership and connect women to a mentorship community. Our table is inclusive. Our table is diverse. Our table is focused on solutions.

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## POLITICAL ADVOCACY

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### C.A.R. GOVERNMENTAL AFFAIRS

C.A.R.'s Government Affairs advocacy team works in the state legislature to promote the interests of REALTORS®. It advocates for bills that will help Californians achieve the many benefits of home and property ownership and opposes and defeats those bills and proposals that harm homeownership opportunities, homeowners, housing providers and private property rights. C.A.R. Government Affairs also works with local associations and the NATIONAL ASSOCIATION OF REALTORS® to support their efforts on behalf REALTORS®.

C.A.R. members are an integral part of that advocacy effort. The emails calls, social media posts and more in response to red alerts on high priority bills are essential to the work of Governmental Affairs.



### REALTOR® PARTY OF CALIFORNIA

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



### 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.



# GETTING IT DONE



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.



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 like zipCommunity™, agents, clients and any other parties can collaborate during a transaction with more security than ever before.



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.



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. Bookmark this page and check back frequently for new partners and deals!



## CALIFORNIA RENTAL LISTING SERVICE

powered by  RentalBeast



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.

## 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 \$1,000s per year on their tax bill.

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## RISK MANAGEMENT



### PEER-TO-PEER ETHICS INFOLINE

REALTOR® members have access to our free ethics infoline where you can be assigned a volunteer member who is trained in the Code of Ethics to assist you with your non-legal ethics questions. You can ask questions about whether your own actions or the actions of another REALTOR® member might violate the Code of Ethics.

**Call (213) 739-9160 to speak with an intake coordinator.**



### CUSTOMER CONTACT CENTER

Need assistance with Transactions – zipForm Edition, purchasing a course, or other general membership questions? The Customer Contact Center is only a phone call or email away.

**Call us at (213) 739-8227.**



## OMBUDSMAN HOTLINE

Ombudsman assistance is available for free to REALTORS® and members of the public as a method of informal dispute resolution. C.A.R. Ombudsmen receive and respond to questions and complaints about members, contact members to inform them that a client or another REALTOR® has raised a question or issue, and work with the parties to resolve issues without a formal complaint. **Call (213) 739-7227 to speak with an intake coordinator who will qualify and assign your call.**



## 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.



## DOWN PAYMENT RESOURCES

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](mailto:transactionrescue@car.org).**



## Transaction Rescue™

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



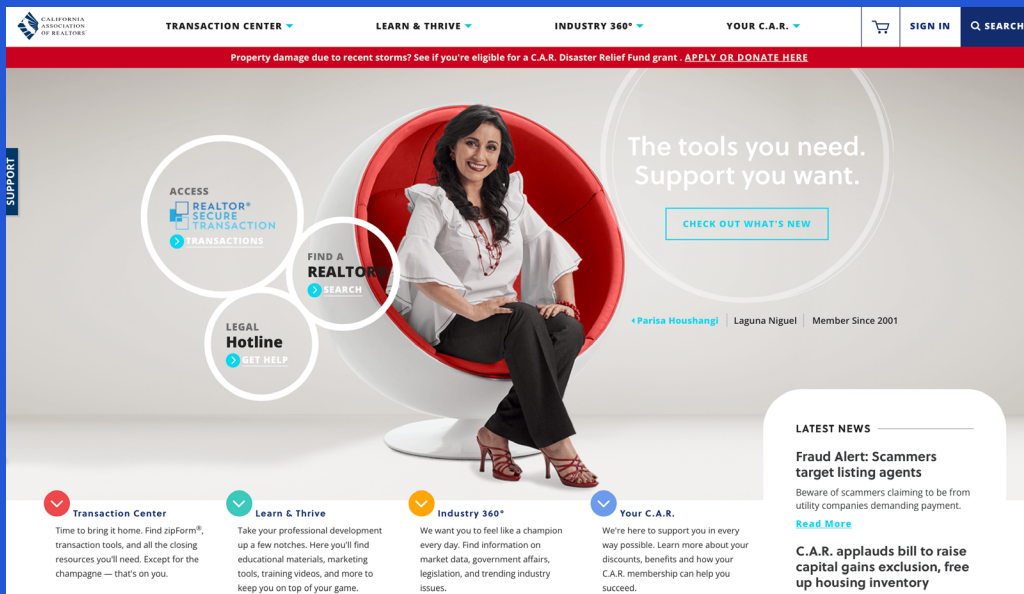
# ONE STEP AHEAD

## KNOWLEDGE CENTER



### C.A.R. Website (CAR.ORG)

The car.org website is the ultimate resource for industry information, including current news, market data, C.A.R. education offerings, legal updates, political advocacy, risk management and so much more.



### California Real Estate Magazine

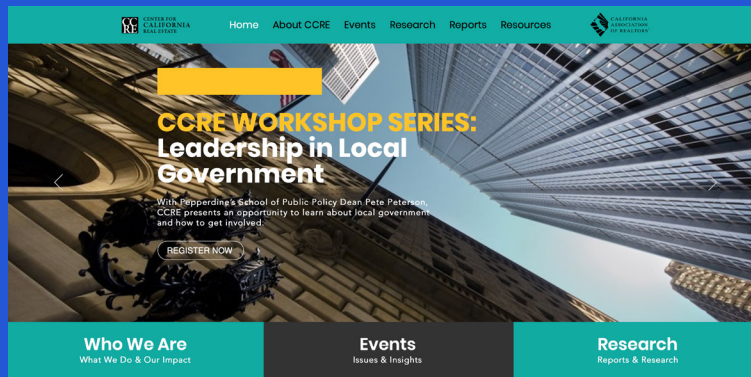
C.A.R.'s official magazine has been providing news and insights to California REALTORS® for more than 100 years. We're featuring stories about REALTORS® — their highs, lows and everything between; stories about an industry changing fast and stories about what it takes to make it in this great profession.



CENTER FOR  
CALIFORNIA  
REAL ESTATE



The Center for California Real Estate (CCRE) is an institute of the CALIFORNIA ASSOCIATION OF REALTORS®, providing information and insights about critical issues affecting the real estate industry in California. As such, it is part of CCRE's mission to extend C.A.R.'s impact and influence with different audiences, diverse stakeholders, and external partners.



## E-NEWSLETTERS

C.A.R. produces 11 newsletters that are all delivered right to your inbox. From the weekly all-member Newsline 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.

Here are a few of the all-member newsletters C.A.R. sends:

**Newsline:** Delivered every Monday directly to your inbox, C.A.R. Newsline gives you vital information about economic reports, legal and legislative developments, new products and services for REALTORS®, tech-developments, licensing regulations and more.

**C.A.R. Legal Tools:** Get dynamic, concise, and engaging legal material to help you, your office, and your clients quickly and easily understand key legal issues pertaining to real estate.

**C.A.R. Research Highlights:** A monthly newsletter that includes the latest summaries of research, such as the Survey of California Home Sellers, and the Internet versus Traditional Buyers report.

**Market Matters:** With media coverage of the real estate market and REALTORS®' role in the transaction under heightened scrutiny, Market Matters offers proactive solutions to help you make sense of the often conflicting and confusing data, market studies, and news reports about your industry and profession. This weekly newsletter is emailed every Thursday.



## Smart Zone

We've created a new resource website that houses handpicked content that benefits your business right at this very moment! Navigate the current market with these sources and more:

- Marketing tools, infographics and scripts to communicate your value to your clients.
- Member benefits, trainings, FAQs and tips for new and experienced agents.
- Market data via shareable infographics, a podcast and latest news articles.



## 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 CE LICENSE RENEWAL PACKAGE

C.A.R. Education is happy to offer members all the Continuing Education they need to renew their real estate license. Join the thousands of members who have already claimed their free license renewal package! All packages meet DRE requirements for mandatory subjects and course categories. All packages include an ethics course that also fulfills the REALTOR® Code of Ethics Training Requirement for NAR.



## EDUCATION RESOURCES

Sift through our course calendar or catalog and register for online education courses, live lectures and LearnMyWay® (remote learning) classes.



## C.A.R. PODCASTS

Discover and listen to the latest podcasts from C.A.R. and keep up with what matters in the real estate industry.

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**WE TWEET!**  **WE RECORD!**  **WE POST!**  **WE CONNECT!** 

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# HITTING THE MARKET



## 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.



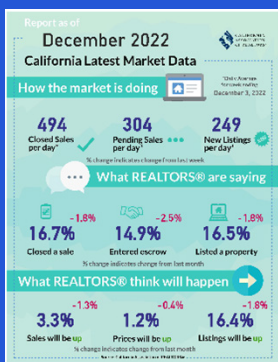
## SURVEY RESEARCH

The CALIFORNIA ASSOCIATION OF REALTORS® (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: home buyers, home sellers, housing demographics, home prices, C.A.R. member profiles, and technology.



## 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®.



# YOUR CLIENTS WILL THANK YOU

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## MARKETING TOOLS

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### LOCAL MARKET & INDUSTRY 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



### 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.



## CONSUMER AD CAMPAIGN

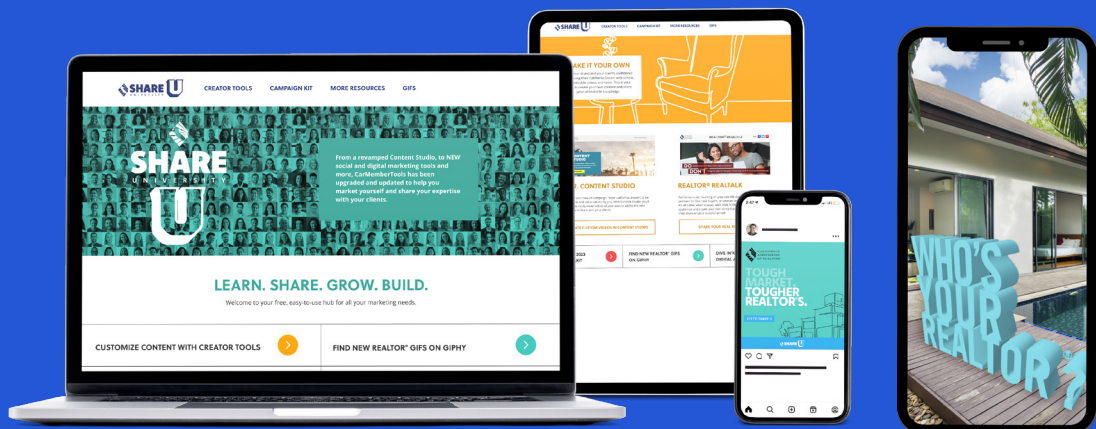
TV commercials, digital media and partnerships to create awareness of the REALTOR® brand and demonstrate the many benefits of the consumer-REALTOR® relationship.

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



## SHARE UNIVERSITY

Your go-to digital marketing hub to help you market yourself and share your expertise with your clients. On ShareU, you'll find our consumer ad campaign marketing toolkit, animated GIFs to use on social media, Who's Your REALTOR® Zoom backgrounds, a virtual photo op, Content Studio, a Who's Your REALTOR® Augmented Reality tool and more!





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## MEETINGS & EVENTS

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### LEGISLATIVE DAY

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 3 of this year in Sacramento.

Legislative Day brings together REALTORS® from across the state who make their presence felt in the state capital and urge legislators to support creating opportunities for ownership housing and to defeat bills that harm homeownership opportunities, hurt housing providers and harm private property rights.

### WomanUP!®

#### WomanUP!® Retreat, June 13-14 at The Seabird Resort in Oceanside, California

This year, there will be a greater emphasis on collaborative sessions and opportunities for reflection, exploration, self-care, and play!

Our mission remains strong and focused as we work to design exceptional, diverse, community-driven content and a flow that supports and empowers women and underserved communities to become the leaders this industry needs and deserves. Get ready to identify the tools and strategies, develop your skills as a leader and connect with the WomanUP!® community - designed by women, created for all.

Join us for weekly virtual events with dynamic leaders as they share their wisdom & experience.



**REImagine! Conference & Expo**  
**September 19-21, 2023**  
**Anaheim Convention Center** 

The official CA REALTOR® conference and expo comes to Anaheim! 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.



April 5, 2023  
June 21, 2023  
September 7, 2023  
December 6, 2023

Our STEPS Toward Homeownership program addresses housing affordability from the perspective of financial literacy via virtual meetings. Did you know over half of all renters in California thought you needed at least 20 percent down to purchase a home (C.A.R. 2019 Renter's Survey)? The reality is that there are programs available that enable a purchase with much lower down payments. 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.



## INDUSTRY LEADERS TOWN HALL

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. **To sign up, email [PaulaG@car.org](mailto:PaulaG@car.org).** This is for brokerages of all size, but we do require that you be an active broker.



## PROPERTY MANAGEMENT CONFERENCE

The 2023 Property Management Conference provided attendees with access to industry experts, legal and legislative updates, and key information to support their business. C.A.R. offers resources and webinars throughout the year on topics of interest regarding Property Management. If you'd like more information, **reach out to [MelanieM@car.org](mailto:MelanieM@car.org).**



## TEAM LEADERS TOWN HALL

Monthly round table discussions with Team Leaders from across the state discussing topics to contribute to your success. Topics discussed include emerging financing trends, education for you and your team, marketing tools & resources, industry economic updates and more! If you have a team of 1 or 100, please join us! **Contact [MelanieM@car.org](mailto:MelanieM@car.org) to get connected.**



# ALL OF THE ABOVE

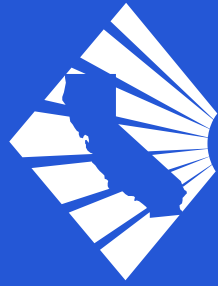
LIVESTREAMS, PANEL RECORDINGS, INTERVIEWS, STATS,  
NEWS AND COOL SHAREABLE CONTENT!

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CHECK US OUT!

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CALIFORNIA  
ASSOCIATION  
OF REALTORS®

**THE TOOLS YOU NEED.  
SUPPORT YOU WANT.**

525 South Virgil Avenue | Los Angeles, CA 90020  
P: 213.739.8200 | F: 213.480.7724 | [www.car.org](http://www.car.org)  
Customer Contact Center: 213.739.8227