

CALIFORNIA ASSOCIATION OF REALTORS®

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In a housing market that is improving but still very complex, the CALIFORNIA ASSOCIATION OF REALTORS® is always striving to new products and services to enhance the business of our membership. We'd like to highlight a few of those initiatives.

Ethics and professionalism still remain critical issues in our industry. Earlier this year we launched the Ethics Check, a resource available only to our Local Associations. The Ethics Check is a database containing the names of respondents and case statuses (i.e. pending and resolved) that Local Associations can use when they receive new membership applicants. The information in the Ethics Check is added by the Local Association staff and allows other locals to comply with their bylaws by checking the database to see if a potential member has pending hearings and/or unfulfilled sanctions. Over 700 cases have already been added and almost all of the Local Associations have participated in this effort.

In 2013, the Association launched a renewed effort to increase our awareness as a Thought Leader in the California housing industry. In conjunction with other institutions, C.A.R. will be planning a 2014 California Real Estate Summit with several thought leaders in attendance. The statewide conference will have engaging content that delves into housing and economic issues and trends facing the state. Some of the potential topics include housing affordability, consumer demographics, and the impact of foreign investors.

Lastly, C.A.R is finding more ways to reach out to our broker community. In 2014, C.A.R. will continue upon the 2013 successes in this arena by holding several Executive Broker Breakfast meetings throughout the state. These small meetings provide a channel for top brokers to discuss emerging trends, obstacles in the industry, and new ideas with C.A.R.'s CEO Joel Singer and other key participants. Based on its extreme success in 2013, we will hold another Broker Conference at the C.A.R. EXPO. Last year's conference drew in almost 200 brokers throughout the state and provided content on a variety of topics such as data syndication, risk management, and leadership.

2014 has been another busy year and we look forward to the challenges facing the association and industry. With these new and expanded programs and services, C.A.R. hopes to equip our members with the right tools and services to thrive in today's market.