

**CALIFORNIA ASSOCIATION
OF REALTORS®**

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November 2015 State Leadership Idea Exchange Council

The California Association has a handful of high priority projects and achievements for our members as we wrap up 2015 and look into 2016.

C.A.R.'s Thought Leadership initiative has been an ongoing project for the past few years to position C.A.R. as a thought leader and key influencer in the industry.

The California Association of REALTORS® has just been announced as the proud recipient of a grant from NAR's Game Changer Program in order to advance a real estate related public policy issue and increase REALTOR® awareness. C.A.R.'s winning proposal is in partnership with the University of California, and is yet another example of C.A.R.'s continued efforts to collaborate with academia on new research as part of its Thought Leadership program. Together with UC Center Sacramento – the university's policy center in the state's capital – C.A.R. will launch the very first C.A.R.-UC White Paper and Public Lectureship Competition to advance an evidence-based policy issue relevant to REALTORS®. Grant funding supplied by N.A.R. will go toward the winning faculty member's research stipend so that the whitepaper can address a critical policy question facing real estate professionals. The results of the research competition will be publicly available and educate the real estate community, and an event held in Sacramento will allow the winning academic to address influential policy makers, legislative staff, and academia. Through the creation of our think tank, the Center for California Real Estate (CCRE), C.A.R. is committed to advancing real estate knowledge and looks forward to cultivating, as well as disseminating, research-backed findings to contribute toward constructive debate about the interests and future of the real estate industry.

The latest Thought Leadership report on the economy is from a roundtable featuring C.A.R.'s Chief Economist Leslie Appleton-Young and is available at:

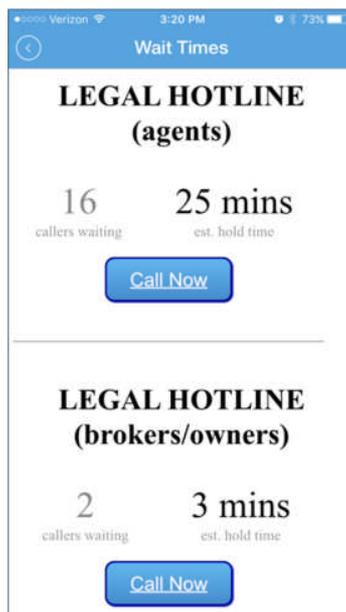
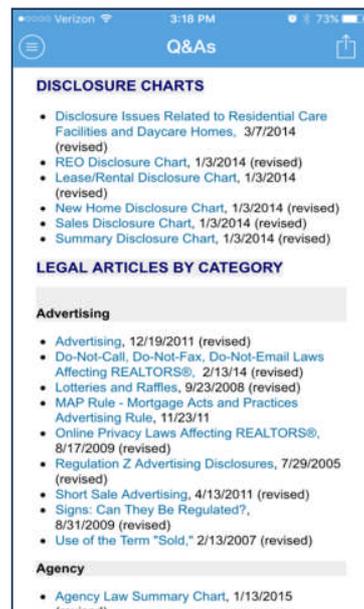
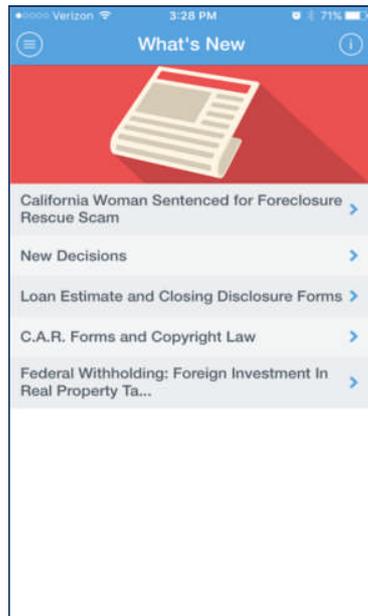
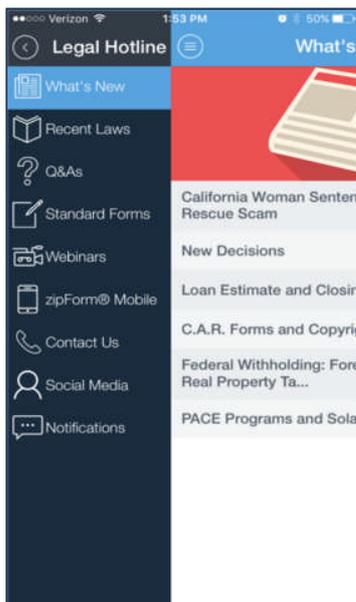
http://www.car.org/ccre/pdf/car_health_of_us_economy_final_091415_pgs_web.pdf

In addition, all of the CCRE reports and descriptions can be found at the following link:

<http://centerforcaliforniarealestate.org/publications/reports.html>

Ever since its inception decades ago, the C.A.R. Legal Hotline has been one of our top member benefits, allowing California REALTORS® to receive free legal assistance during a transaction. In October, C.A.R. released an app available on iPhone and Android that provides members access to Legal Hotline resources on-the-go.

The Legal Hotline App includes information from the C.A.R. website such as the “What’s New” articles; Recent Laws and News from the current and previous year; legal articles (including Q&As); information on new and revised Standard Forms; webinar videos; quick access to zipForm® Mobile; direct dialing capabilities to the Legal Hotline, Customer Service, the Finance Helpline, the Ombudsman Hotline; ability to request outreaches and RPA classes; as well as quick links to the social media pages. A future enhancement of the app will provide hold times for the agent line, broker line, and customer service line with push to call access for members. This will give members an estimated waiting time and number of callers waiting, to help them determine if they want to call at that time. Below are screenshots of a few various sections of the app.



Over the past year, C.A.R. has also made a major transformation to one of its free member benefits, ClientDIRECT®. ClientDIRECT® is a customizable online that allows members to create a monthly real estate newsletter and share their latest listings, real estate news, custom articles, and infographics.

C.A.R. provides 6-8 new articles each month – something different from other newsletter services which require users to upload their own content – and even sends it out on the member’s behalf to their clients. Other enhancements include a brand-new, modern template design and new dashboard. The new dashboard makes it even easier for REALTORS® to design their newsletter, upload their photos, and select their newsletter articles. Below are a few screenshots of the recent improvements to this valuable C.A.R. member benefit.

Warm Summer Greetings
FROM AGENT JULIE SMITH

Julie Smith / BRE #: 0011155
1000 Main Street, Apartment # Orange, CA 92660
(949) 926-8721 / 213.739.8200 / (949) 213.555.1212
Email Me Visit My Website

features

- Architectural Gem**
One of a kind property in the heart of Old Town Pasadena for those longing for a perfect mix of historic charm and modern amenities.
[Read more](#)
- Close to the Beach**
Three gorgeous ocean views from this stunning Spanish-style home. Fresh paint that goes to a new level.
[Read more](#)
- Home is never far**
The tranquility of nature who plan to purchase a home soon don't expect to move far when they do.
[Read more](#)
- One Cool Thing**
If you are a Real Tor, consider moving to the Orange Beach, where you will find the coolest looking and best style house on the planet.
[Read more](#)

articles + advice

WIN THE WAITING GAME ON SHORT-SALE INSPECTION
Q: My daughter made an offer on a house, which the seller accepted, but it is a short sale and now we are waiting for the bank to accept the offer. [CHECK OUT MORE](#)

REFINANCE OR MODIFY WHILE IT'S STILL POSSIBLE
Interest rates have been very low for several years, and right now they are lower than ever, yet millions of mortgage borrowers who could profit from a refinance haven't. [CHECK OUT MORE](#)

THREE TIPS FOR STAGING YOUR HOME TO SELL
Today's buyers are looking for turnkey homes. Staging can make the difference between a listing selling or not, the time it takes to sell, and the ultimate sale price. [CHECK OUT MORE](#)

SOME REAL ESTATE PROS TAKE AIM AT ANTI-PIRACY LEGISLATION
Some real estate practitioners and technologists have taken a stance against federal anti-piracy legislation in the U.S. House of Representatives (SOPA) and the Senate (PIPA). [CHECK OUT MORE](#)

MORTGAGE CALCULATORS

- How I Qualify?
- How Much Can I Afford?
- Should I Refinance?
- Estimate Payments
- Should I Make Extra Payments?
- Fixed or Adjustable?

videos

How to add the most value to your home

HELPFUL LINKS

- > Real Estate Glossary
- > Real Estate Q&A

GET CONNECTED

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NEW DASHBOARD



Control Panel

Listings & Articles

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- Listings & Articles
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- Reports
- Preview Newsletter

Welcome to your ClientDIRECT® Newsletter.

Unless you choose to mail ClientDIRECT® yourself, your newsletter will be sent to your subscribers automatically on the first Monday of each month. We encourage you to view our [Get Started](#) guide and [Frequently Asked Questions](#).

For additional assistance, please contact the ClientDIRECT® Customer Service Center at (213) 351-8450 or send an email to cs@car.org.

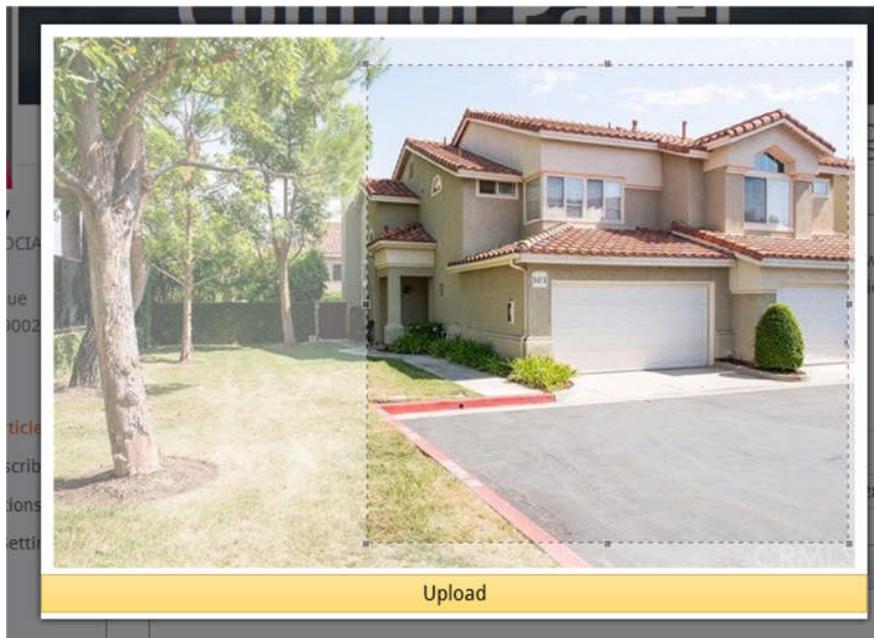
ClientDIRECT® Gets a New Look

YOUR NEW CLIENT DIRECT®



00:00 01:03

ENHANCED PHOTO UPLOADING CAPABILITIES



The image shows a photo upload interface. On the left is a vertical photo of a tree, and on the right is a horizontal photo of a house. A dashed white box is overlaid on the house photo, indicating a crop selection. Below the photos is a yellow button labeled "Upload".

IN-DEPTH REPORTING

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[Edit profile](#)

- Listings & Articles
- Manage Subscribers
- Delivery Options
- Newsletter Settings
- Reports**
- Preview Newsletter

NEWSLETTER PERFORMANCE

| MAILING DATE | PENDING OPT.INS | MESSAGES SENT | MESSAGES FAILED | MESSAGES DELIVERED |
|-------------------|-----------------|---------------|-----------------|--------------------|
| February 02, 2015 | 0 | 2 | 1 | 50% |
| January 05, 2015 | 0 | 2 | 1 | 50% |
| December 01, 2014 | 0 | 2 | 1 | 50% |
| November 03, 2014 | 0 | 2 | 1 | 50% |
| March 06, 2013 | 0 | 2 | 1 | 50% |
| March 06, 2013 | 0 | 2 | 1 | 50% |
| March 06, 2013 | 0 | 2 | 1 | 50% |
| March 06, 2013 | 0 | 2 | 1 | 50% |
| March 06, 2013 | 0 | 2 | 1 | 50% |
| March 06, 2013 | 0 | 2 | 1 | 50% |
| March 06, 2013 | 0 | 2 | 1 | 50% |

CUSTOM DELIVERY METHODS

MAILING OPTIONS

Automation ON Send the newsletter on my behalf automatically on the first Monday of each month.

ARTICLE SELECTION

Automation OFF I want to choose new content every month.