

**CALIFORNIA ASSOCIATION
OF REALTORS®**

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May 2016 State Leadership Idea Exchange Council

Developing more meaningful interactions and engagement with our membership is always a top priority for the California Association of Realtors® and 2016 is no exception. This year we have a few new projects and programs to enhance relationships with our members as well as reinforce the value of being a Realtor®.

One of our new initiatives for 2016 is geared towards new members. For the past several years, C.A.R. has provided additional touch points for new members. This outreach begins with an initial email to welcome the member to the organization and verify their contact information along with a message from the C.A.R. President including our member benefits video. New members continue to receive quarterly emails throughout their first year with information geared towards someone new to the industry. In addition, new members receive a mailing containing the C.A.R. Your Membership Your Way brochure and a new brochure, Ten Things Every New REALTOR® Needs to Know. In 2016, C.A.R. has added another component and introduced our “New Member Meet Up” by inviting a small group of new members to join us at the C.A.R. Headquarters for a discussion and tour of the building in an informal setting. This allows us to have an open dialogue and exchange ideas on how to better serve this segment of our membership all the while creating a greater tie to the Association from the start. Below is a picture from our first New Member Meet Up.

With a housing market that is improving, but still recovering, C.A.R. understands the need to find new ways of communicating the value of being a member. One of the best ways is to demonstrate the tangible benefits of REALTOR® membership. C.A.R. is creating a marketing piece (see below) to clearly communicate a handful of our key benefits and how much money this saves our members.

California is a diverse state and the demographics are continuing to change. Research and studies show that Latinos strongly aspire towards homeownership, but current data and our roundtable discussion have brought to our attention the many obstacles facing Latino’s often times in their first rung of the home buying process. In addition these discussions with Latino REALTORS® have shed light on C.A.R.’s own need to diversify its membership and leadership. To address these pitfalls for aspiring homebuyers and opportunities for our consumers and members, C.A.R. is developing a Latino Network. We are reaching out to our members and hosting several exclusive events such as roundtables and a private

reception with our current C.A.R. leadership. C.A.R. is also building relationships within our Latino Realtor® community through our new Latino Initiative Facebook private group page (see below) to communicate via social media. We are also producing bilingual collateral to reach out to members and consumers. This collateral includes pieces on what is a Realtor®, how to learn if an agent is licensed through the BRE and verify a member on car.org, Spanish ad campaign, and media buys on key Latino newspapers in California.

New Member Meet Up



C.A.R. Member Benefits Savings

CALIFORNIA ASSOCIATION OF REALTORS® MEMBER BENEFITS

Let Us Help You Make the Most of Your Membership! The following C.A.R. Member Benefits are covered by your annual dues:

- zipForm® Plus with zipTMS and zipVault® and zipForm® Standard***
FREE online and desktop electronic forms, storage and transaction management—\$1,850 savings
www.car.org/tools/zipform/
- Legislative Advocacy**
FREE legislative support—more than \$10,000 annual commission wage savings
www.car.org/governmentalaffairs
- Legal Hotline**
FREE legal advice service for members—average savings of \$250 per call
(213) 759-8282 www.car.org/legal/
- Market Updates and Snapshots**
FREE updates for members—\$50 savings per update
www.car.org/marketdata/
- zipForm® Mobile**
FREE zipForm mobile for members—\$25 savings
www.car.org/tools/zipform/mobile/
- CE in the Dues**

Latino Initiative

C.A.R. Voices In Action
Secret Group

Joined ▾ Notifications ✓ ...

Discussion Members Events Photos Files Search this group

Write Post Add Photo / Video Create Poll More

Write something...

RECENT ACTIVITY

Adriana Guerrero-Ortega shared CALIFORNIA ASSOCIATION OF REALTORS's photo.
1 hr

MILLENNIALS UNDER PRESSURE

Center for California Real Estate

THE COST OF PURCHASING A HOUSE HAS INCREASED
\$245,340

Cost of Building a Field Home

ADD MEMBERS
+ Enter name or email address...

MEMBERS 32 Members

Message Invite by Email

INVITED See More

tmolina@ Send Reminder
hmolina1@ Send Reminder

DESCRIPTION Edit
Voices in Action is C.A.R.'s latest initiative aimed at increas... See More

TAGS Add Tags
Add a few descriptive keywords.

GROUP CHATS