



Central Valley Association of REALTORS®

Property Lines is the newsletter of
Central Valley Association of REALTORS®
16980 South Harlan Rd Lathrop, CA
95330
(209) 858-1700p (209) 858-1709f
www.cvar.org or find us on Facebook

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President's Message **T I M E 2 S U C C E E D** by Chuck Bukhari *“Our past is the platform to excel into the future!”*



September is flying by and with it brings awareness to legislative issues as the elections are right around the corner. How many of you know about the loophole in the

State Law which allows banks to sue foreclosed borrowers for the difference between the mortgage and the property value just because the property has been refinanced? How many people are aware that C.A.R. is a sponsor of SB1178? You should have received a RED ALERT notice asking us all to send a letter to the governor asking to sign SB1178 to enact a reasonable borrower

protection. The bill is sitting on his desk so if you have not had the chance, go to <http://takeaction.realtoractioncenter.com/campaign/sb1178> (or go to www.car.org under “government affairs”)and follow the directions to send the letter to the governor. Please help make this happen.

This topic also brings to the surface our responsibilities for informing our clients to seek legal

2011 Nominations and Committee Members

Thank you for sending back your 2011 ballots for your CVAR Board of Directors and Local Council representative. If you have not sent it back, please take a moment and

fill it out. Along with the 2011 ballots, CVAR leadership is working to fill some of the committee positions that will be vacant. Some of them include: Budget/

Finance, Legislative issues, Masters Club, Grievance, Education. These committees meet 5 to 8 times a year. If you are interested in learning more contact CVAR.

President's Message

T I M E 2 S U C C E E D

advice before doing a short sale. With all this different legislation and variance of interpretation regarding this legislation, it is important to make sure they understand the ramification of doing one. At the same time, this protects us from being at fault for not providing the correct information. While we all understand adaptation to the market and consumer's mind set, we

"If we do not help keep our REALTORS® community clean, who will?"

must also remember that each member of CVAR (REALTOR® & Affiliate) are the heart and soul of the real estate and at the center of the transaction. We have to remain neutral and keep our noses clean. Maintaining this trust is vital. Ironically, many REALTORS® already find themselves walking a gray line between what's right and ethical and what is wrong.

We all know how this recession has altered our businesses and made things difficult. But regardless of the market, one constant remains: consumers' interest in the real estate market

and their need for correct and complete information. The need is actually even greater because of the recession. I am sure most of you know someone; a family member, friend, colleague, or neighbor, who is effected by the economic downturn. Let them know that they are not in it alone; REALTORS® are here on their side to help them through the real estate transaction. The flood of information, much of it disin-

formation or incorrect can be hard for anyone to understand. That is why we are in an excel-

lent spot to help the consumer sort through their specific situation and help connect them with the right resources. That is why we have Affiliate members that specialize in their area of expertise. Utilize them!

Assisting the consumer and providing them with knowledge about all of their options helps protect REALTORS®. Right now, some have said REALTORS® are involved with real estate fraud. As a REALTOR®, we are bound by the code of ethics. I urge all the real estate leaders in our industry to pluck out the bad apples and

let's keep our REALTORS® name clean. We have had enough disturbances in our economy and do not need these runaway distractions. I have met with many REALTORS® members and even a few consumers who were recently involved in a transaction. Unfortunately I heard concern about how they have been treated by the practitioners in our industry. I have found this very disturbing, yet no one wants to file a formal complaint. Our human nature and one of our weaknesses is that we are good at pointing the finger at others when they see something wrong, yet no one wants to do anything about it. I encourage you to step forward if you have something. The way I see it, the Local Association is here to help keep it clean. That is one of the reasons why the consumer makes the decision to use a REALTOR®. As the President of the Association, if you have a legitimate violation, please step forward and I will stand by you.

If we do not help keep our REALTORS® community clean, who will?

If you have a comment or question, please email me at president@cvar.org

Your Local Council Happenings

Oakdale/Modesto Council

We hope everyone will come to Modesto on October 7, at the Masonic Lodge for the Stanislaus Affiliate Trade Show. It will be a great time for the REALTOR® members to see our Affiliates. Lunch is only \$5.00 (its will be tasty) and we will have over 30 booths.

The **Oakdale Council** is working hard for the CanTree breakfast on Thursday, December 9th. Funds generated go to Community Sharing, helps families in need.

The **Modesto Council** meets at 8:00am, Marie Calendar on the 1st and 3rd Wednesday of the month. We look forward to hearing from the Mayor of Modesto, Jim Ridenour and Building Industry Association of Central California Executive officer Steve Madison.

Turlock Council

We have Glenn Gulley Tentatively scheduled for October 6 so stay tuned for more information. Doug Harnes, Tax Assessor is scheduled for October 13. We hope to see you on Wednesday morning, at IHOP (across from Fulkerth).

Tracy Council

Come to the marketing meeting on Thursday at 8:15. Continental breakfast and Coffee provided. We are excited for the upcoming speakers and look forward to the great information they provide!

9/23:George Blaufuss III
"National Flood Service"
9/30:Captain Espinoza of Tracy Police "Prevention of Gangs and Crime"

10/7:Patricia Munson
"Integrity & Ethics in Business"

10/14: Christine Lynch providing a "C.A.R. Update" We have a great group of people and thank you SPONSORS!

Stockton Council

The Stockton Council meets the 1st and 3rd Wednesday, 8:30am at Pacific Bowl in Stockton. We have great information about the local market and exchange business ideas. \$3.00 includes breakfast.

Westside Council

Conduct business in the greater Patterson area? Come to Mil's Bar & Grill, 100 S Del Puerto Avenue in Patterson on the 2nd and 4th Tuesday of the Month at 9am.

Manteca Council

The Golf Tournament this last week was a huge success! Thank you to everyone who participated! If you missed it or want to see a few pictures from the event go to our Facebook page. Go to CVAR.org and click on the "news you can use" link under the Members Section.

Come check out the marketing meeting! We have been having some great meetings. Every Tuesday morning at 8:45 am at the Del Webb's Active Adult Community Pavilion .



Check out the rest of the pictures on Facebook

California Association of REALTORS® (CAR) \$49.00 Dues Assessment

In June the Board of Directors for the California Association of REALTORS® passed a special assessment of \$49 per member. Below are some common questions about this increase why the Board of Directors thought it was appropriate.

1. What is the new political assessment and when will it become effective?

It's a \$49 assessment that will go into effect with the 2011 dues billing cycle.

2. Is this assessment mandatory?

Yes. A member may decide to satisfy the assessment in one of two ways: (1) By either making a voluntary contribution to C.A.R.'s political action committees [California Real Estate Political Action Committee (CREPAC) and/or the California Real Estate Independent Expenditures Committee (CREIEC)], or used for other political activities, or (2) by opting to send the funds to the C.A.R. general fund for political purposes.

3. Can a member choose to pay only the local portion of the dues?

Practically speaking, no. The local association is responsible for the state and

national portion of the dues and assessments even if it only collects the local portion. We are unaware of any local association that elects to pay state and national membership dues for members when it has not collected them from the member. In virtually all cases, the member would be terminated and then the local dues would be returned to the member.

4. How will the political assessment apply to a Designated REALTOR® (DR)?

The DR has responsibility for all licensees under the DR's license. The DR pays for licensed agents (and appraisers) having a license with the DR under the variable dues formula. As a result, the DR will pay all dues and assessments (including the new REALTOR® Action Assessment) for all of his/her licensees listed under the non-member count. (For more information about the variable dues formula, see the Q&A by C.A.R. "Variable Dues Formula" on the Web site at www.car.org.) Brokers whose agents are members are not assessed under the variable dues formula.

5. Why was the political

assessment needed?

Whether it's the legislature looking to tap REALTORS®, the transaction, or our industry for additional sources of funding, placing restrictions on private property rights or on our right to conduct business, organized real estate must be continually vigilant in Sacramento to ensure that our interests are fairly represented.

C.A.R.'s California Real Estate Political Action Committee (CREPAC) used to be one of the top 10 political action committees (PACs) in California. It now ranks 37th, according to a recent study of PAC spending in California. Special interest groups, including many supported by public finances, routinely outspend CREPAC on a regular basis. The political assessment adopted by the C.A.R. board of directors will help rectify this growing imbalance.

6. Are C.A.R.'s PACs bipartisan?

Yes. Monies are used to support candidates and elected officials who are advocates for the real estate industry, regardless of political affiliation. For more information go to www.car.org

Graduate REALTOR® Institute is coming to CVAR

Set yourself apart. Earn the designation that makes a difference and increases your income. The REALTOR® Institute has graduated thousands of REALTORS®. These professionals find the GRI designation a powerful tool for attracting and building new business as well as staying on the cutting edge of real estate standards.

In today's competitive business environment you need more than just motivation and initiative to succeed, you need the advantage of the education you receive in the GRI program. The Graduate REALTOR® Institute (GRI) designation indicates to buyers, sellers and other real estate industry professionals that you have made the commitment to

provide a high level of professional service to your clients by securing a strong educational foundation. The GRI designation is obtained by attending a specific, intensive series of courses that total a minimum of 90 hours of classroom instruction.

For more information go to www.realtor.org/gri or to reserve your spot call CVAR at 858-1700

9 Safety Tips for Holding a Open House

Open houses can be a great sales tool—but hosting one also exposes you to numerous unfamiliar people for the first time. Take these steps to stay safe:

1. If possible, always try to have at least one other person working with you at the open house.
2. Check your cell phone's strength and signal prior to the open house. Have emergency numbers programmed on speed dial.
3. Upon entering a house for the first time, check all rooms and determine several "escape" routes. Make sure all dead-bolt locks are unlocked to facilitate a faster escape.
4. Make sure that if you were to escape by the back door, you could escape from the backyard. Frequently, high fences surround yards that contain swimming pools or hot tubs.
5. Have all open house visitors sign in. Ask for full name, address, phone number and e-mail.
6. When showing the house, always walk behind the prospect. Direct them; don't lead them. Say, for example, "The kitchen is on your left," and gesture for them to go ahead of you.
7. Avoid attics, basements, and getting trapped in small rooms.
8. Notify someone in your office, your answering service, a friend or a relative that you will be calling in every hour on the hour. And if you don't call, they are to call you.
9. Inform a neighbor that you will be showing the house and ask if he or she would keep an eye and ear open for anything out of the ordinary.

September is "Safety Month", take a moment to review your safety plan (Sources: Washington Real Estate Safety Council; City of Mesa, Arizona; Nevada County Board of REALTORS®; Georgia Real Estate Commission)

H.R. 6133-Legislation to Speed Up the Short Sale Process

Homeowners who are underwater with their mortgage may find that relief is on the way from a bill strongly supported by the National Association of Realtors® that would impose a deadline on lenders to respond to short-sale requests.

The legislation, H.R. 6133, “Prompt Decision for Qualification of Short Sale Act of 2010,” was offered yesterday in Congress by U.S. Reps. Robert Andrews (D-N.J.) and Tom Rooney (R-Fla.). The bill would require lenders to respond to consumer short sale requests within 45 days.

“The short sale, which requires lender approval, is an important instrument for homeowners who owe more than their home is worth,” said NAR President Vicki Cox Golder, owner of Vicki L. Cox & Associates in Tucson, Ariz. “While the lending community has worked to improve the size and training of their short sales staffs, they still have a long way to go on improving response times.”

“As the leading advocate for homeownership issues, NAR believes that quicker attention to the short sales process is vital to help homeowners who are underwater and their communities, as well as the nation’s economy,” said Golder.

The number of potential short sale properties is rising across the country. According to NAR data, in the second quarter of 2010, Nevada, California, Florida and Arizona are states where significant shares of all properties on the market are potential short sales: 32 percent, 28 percent, 27 percent and 24 percent, respectively.

“Unfortunately, homeowners who need to execute a short sale are severely hampered because lenders (loan servicers) are unable to decide whether to approve a short sale within a reasonable amount of time. Potential homebuyers are walking away from purchasing short sale property because the lender has taken many months and still not responded to their request for an approval of a proposed short sale price. Many consumers have mentioned that the delay in short sale price approval exceeds 90 days, and in many cases never arrives,” Golder said.

CENTRAL VALLEY ASSOCIATION OF REALTORS®

CHECK OUT WHAT IS GOING ON AT
WWW.CVAR.ORG OR ON FACEBOOK
CENTRAL VALLEY ASSOCIATION OF
REALTORS®

**This issue was brought to you
by CVAR and your local Affiliate**

