

HUMBOLDT ASSOCIATION OF REALTORS®
BROKERS MEETING
Wednesday, October 11, 2012
2:00 p.m.

ATTENDANCE: Matt Babich, Mikki Cardoza, Lucky Syphanthong, Jean Gladstone, Joyce West, Kathi Ray, Abe Sousa, Debbie Bindel, Sue Daley, Dean Kessler, Mike Adkins, Joshua Kinch, Greg Anderson

Staff present: Lois Busey, Executive Officer; Kristen Zeck, Administrative Assistant; Staci Bishop, Bookkeeper/MLS Administrator

NOTES: Notes from May 16, 2012 Meeting. Notes from May's broker meeting were in the packets.

C.A.R. establishes E&O insurance program for California REALTORS®. C.A.R. has E&O available to its Realtor members through RealCare, information about their program was in the packets. At the May meeting, brokers agreed to bring back information on their E&O carriers to this meeting, but that didn't happen. Mikki noted she does use the insurance through C.A.R.

AGENT TRAINING: Rules for using "S" & "Y" statuses. A copy of the email sent to all MLS participants explaining how to use the pending status and the required wording for them was in the packets. Please help educate your agents about these rules and to use the system properly. Please update any pending listings you have to comply with the rules and the mandatory wording.

NAR Quadrennial Code of Ethics Training. Earlier today, all brokers were emailed the names of any agents in their offices that need to complete the code of ethics training. Currently, 52% of the membership has not given proof of taking an ethics course between 2009 and now. All we need is a copy of the certificate of completion showing an ethics course was taken during this time period. New members take an online course within 30 days of becoming Realtor members so they are covered.

Lois reported that HAR is part of a statewide pilot program where we will be notified or have the ability to verify the status through a statewide database of licensees that have suspensions or expulsions. So when an agent applies for membership, we can verify they haven't been suspended or expelled from other Associations.

HAR: FBS Spark Platform. By the end of the year we will have access to FBS's Spark Platform. This will be a button on the top right of the Flex screen that takes you to an app. store. It won't affect Flex at all, it's a link that takes you to a store to purchase real estate related apps. FBS is working with developers and approving all app's that will be available. FBS has done the work for us and all developers with apps in the store will agree to our rules regarding our data. There will be items such as contact management that will integrate with your contacts in Flex. Some items will be for mobile devices and others for desktop or laptop systems. HAR will receive a portion of each sale as revenue.

SentriLock Contract Renewal in February 2013 (fee's & warranties). We are renewing our contract with SentriLock in February 2013. The monthly key fee will be \$6.50, the cost of lockboxes will go down and both the boxes and their batteries will be fully warrantied for the 7 year renewal period. The silver boxes warranties expire with the current contract. Agents with silver boxes can purchase extended two year warranties for \$3.60 per box. Information will be send to all agents about this option as it comes closer.

2013 Committee Participation. Committee participation has been low this year. We have 13 standing committees and five sub committees. Volunteer forms were passed out and brokers were asked to please encourage their agents to be on at least one committee.

2012 Realtor, Rookie & Affiliate of the Year Nominations. Nomination forms for Realtor, Rookie and Affiliate of the Year were passed out. The deadline to nominate is November 29th.

Affiliate Directories. Affiliate Directories were passed out; please give these to your clients to promote HAR's affiliates. The title companies are including these in their escrow packages. The affiliates committee held an affiliates membership drive earlier this year and brought in 18 new affiliates. There will be an affiliate EXPO at our general membership meeting next week at Baywood.

MLS Tour meeting ideas (Member Services to review 1/13). Member Services has been looking for ideas or suggestions on changes to tours as they have been having low participation. Testimonials might help. It was suggested that when new listings come on the market, Staci emails the agent that they could put this listing on tour on such and such date. Greg said if money is the issue; he would be willing to host the North Bay tours at his office. The overall consensus was that tour attendance cycles.

CAR: State Directors Updates. Kathi reported the EXPO was fabulous. CAR legal forms will be in zipForms as a separate library to include customizable letters for buyers, sellers, agents and property managers starting November 1st. 43 new and/or revised forms will be available November 1st. CAR has legal Q&A's on their website for just about every topic. CAR is looking to help with the issue of short sale lenders renegotiating commissions. CAR has a cash surplus and they are deciding how to get the money back to its members in the form of a member benefit. CAR's Ethics and Professionalism Committee is looking for questions, ideas and concerns to address. We are Region 1 out of 32 regions and at the Executive committee meeting for Region Chairs; Kathi brought up the CalFire tax and was surprised none of the other regions did. Matt reminded everyone to send their clients to firetaxprotest.org if they want to request a refund after paying the tax. There was discussion about the inspiration speaker, JR Martinez, at one of the lunches that everyone enjoyed; his message was you can overcome if you persevere. Mikki heard a global speaker state the market is coming back; he considers California the belly button of the real estate market worldwide. CAR's economist Leslie Appleton-Young stated this year's inventory versus last years is half and agents are receiving up to 50 offers per property. Mikki reported social media and video are the big things right now; only 1% of agents use videos but that is what buyers want. Kathi reported on Fast Help for Homeowners Act which would mean lenders have 40 days to respond to short sale offers or it's considered approved. The Department of Real Estate is now the Bureau of Real Estate.

Free forms assistance with the new CAR Forms Help Line. Please read the information in the packets.

New Laws on Degree Brokers, Vacant REO's and Military Service members. Please read the information in the packets.

New Anti-Deficiency Protection for Refinance Loans after 1/1/13. Please read the information in the packets.

New California Laws on Transmission Pipelines & Recording Fees. Please read the information in the packets.

New Law Revamps Worker's Compensation. Please read the information in the packets.

CAR's Q&A The Employer/Employee Relationship. Please read the information in the packets.

New California Laws for 2013 Affecting Realtors. Please check out this document, it contains new laws affecting Realtors effective January 2013.

CAR Legal Webinars – Monthly. The next free legal webinar is on November 5th from 1 – 2 pm but the topic is to be determined. These are always great webinars. We always have these webinars available in the conference room but have only had a few people attend.

NAR: RPR Commercial application available. RPR now has commercial information available, check it out.

Top Ten Things You Need to Know about the 3.8% Tax. Lois handed out a Q&A to go along with the information in the packet regarding the 3.8% tax.

NAR Member Benefit Helps Realtors Take Care of Their Homes. American Home Shield is offering a discount to Realtors who purchase a warranty on properties they own.

Exclusive Dental Insurance Rates & Plans for NAR Members. Please read the information in the packet, this is an NAR member benefit.

HAR EVENTS: Recent: Golf Tournament. This year's golf tournament netted \$15,471.00 of which \$9,200 goes to our main beneficiary Food for Peoples Backpacks for Kids Program. Lois was told this amount covers the program costs for one year. CASA was the runner up and will receive \$500.00, \$3,700 goes to community projects and \$2,021 goes to our scholarship fund. Lois reported that since 1997, HAR has raised \$873,647 through our golf tournaments, toys for kids, scholarships and angel program. Earlier this month, the Board approved donating \$1,500.00 to the airport services development fund, which will be matched with Headwaters funds.

Upcoming: General Membership Meeting October 17th at Baywood. CAR President LeFrancis Arnold will be our speaker at the general membership meeting on October 17th at Baywood. There will be an affiliate EXPO from 10:30 – 12:00 as well. We will be voting on Bylaw changes at the lunch, ballots were passed out for anyone who has not yet voted online.

Classes on October 18th & 19th. The Six Personal Perspectives Class is on October 18th and Mastery Series Class on October 19th are at Humboldt Land Title. We have an out of area instructor for these classes. We need good participation, please sign up. Cost is \$30 each or \$50 if you attend both.

Tax Class November 8th. There will be a free tax class on November 8th.

Toys for Kids Spaghetti Feed November 8th. Toys for Kids is having a spaghetti feed on November 8th at First Covenant Church in Eureka from 5:00 – 7:30. Tickets must be prepaid. Their fundraising goal this year is \$30,000.

HAR Closed November 22nd and 23rd. HAR will be closed November 22nd and 23rd for Thanksgiving.

Toys for Kids Mixer December 6th. This year's Toys for Kids mixer will be on December 6th, Tina Christensen will be in charge of the food as always.

Annual Installation Dinner January 12th at Baywood. Our installation dinner at Baywood will be on January 12, 2013.

DISCUSSION/TOPIC LEADERS. Sheets were distributed for feedback and future topics.

OPEN FORUM. How many brokers still use a trust account? Joyce West has one but doesn't use it; Matt and Mikki no longer have them.

HAR's will soon be accepting online payments through the HAR website.

Adjourned: 3:20 p.m.