

COMMERCIAL OVERLAY BOARD NOTIFICATION LETTER

July 8, 2016

Brenda Lockhart, President
Humboldt Association of REALTORS®
509 J Street
Eureka, CA 95501

Dear Brenda:

The Sacramento Association of REALTORS® (SAR) is considering making an application to the State and NATIONAL ASSOCIATION OF REALTORS® for approval of a separate commercial overlay board. SAR will manage this commercial organization for the immediate future. The proposed name of that entity would be the Central California REALTORS® Commercial Alliance (CCRCA). The map and list on the second page of this letter outlines the proposed jurisdiction of the overlay association.

SAR has been operating a successful commercial division for almost 10 years. The benefits of establishing an independent commercial overlay board for the region include providing business tools, services, and a group voice for the unique needs of commercial REALTORS® and real estate practitioners throughout Central California. Specifically, this organization will aim to provide:

- Regional commercial leadership representation
- Commercial property listing platform (listing data, e-mail distribution, marketing tools, etc.)
- Coordination of advocacy in local, state and national REALTOR® political arenas and Capitol Hill Day
- Commercial-specific forms and forms educational seminars
- Regional commercial calendar of events including CCIM, IREM, SIOR, etc.
- Commercial education (live, online, designation and quarterly membership webinars)
- Commercial dispute resolution
- Networking (including YPN, mentorship, roundtables, marketing sessions and REALTOR® of the Year)
- Dedicated commercial industry news distribution
- Health insurance

As part of the approval process, each affected board (i.e. boards that will share jurisdiction with the commercial overlay board) must be notified. Therefore, we ask that your Board of Directors discuss our application for commercial overlay board status and indicate at the conclusion of this letter whether they approve or disapprove of the formation of this commercial REALTORS® alliance.

Per the NAR Commercial Overlay Board application process, **it is extremely important that this letter be returned within 30 days.** If you would like to comment on this request, please feel free to attach a written response. If you have any questions, or need any additional information, please do not hesitate to contact me directly at dtanner@sacrealtor.org or call me at (916) 216-1941. Thank you in advance for your time and consideration.

Sincerely,

Dave Tanner, RCE, CRB, JD
CEO, Sacramento Association of REALTORS®

Please return by Wednesday, August 17, 2016 to:

Janet Whitney
Sacramento Association of REALTORS®
2003 Howe Avenue
Sacramento, CA 95825

Or email to ejanwhitney@gmail.com

Establishment of Commercial Overlay Board ____ Approve ____ Disapprove

Signature _____

Printed name/Title _____

Name of Board/Association _____

Email address _____