



NEWSLETTER

Shasta Association of REALTORS®



[Japan Earthquake and Tsunami Relief](#)

Current Events

C.A.R. Member Legal Services has published some excellent new legal articles:

[Foreclosure Timeline](#)
[NOD & Investor-Home Equity Contracts](#)
[IRS Form 1099](#)
[What's New](#)
[2011 Q&A's](#)
[Scam Watch](#)

Your value as a REALTOR® is completely based on your knowledge and experience. The above links contain information you should read and use to the benefit of your clients.

Well we all know that California is in TROUBLE! What's else is New? Leaders often push the envelope! I have a favorite quote for that: "Those who govern, having much business on their hands, do not generally like to take the trouble of considering and carrying into execution new projects. The best public measures are therefore seldom adopted from previous wisdom, but forced by the occasion." [Benjamin Franklin](#)

California currently faces a \$25.4 billion budget shortfall, \$8.2 billion deficit for the current fiscal year plus and estimated \$17.2 billion gap for 2011-12. The sounds like GAP Economics to me! The Governor proposes to bridge this GAP by reducing state spending by \$12.5 billion and raising \$14 billion by extending taxes.

Governor Brown is re-examining the state's investment in local economic development and redevelopment agencies as less critical than local police, fire, and public education. Some say the redirected funds would be earmarked for other costs and only a small amount will fall to the cities and counties in fiscal year 2011-12. Go [HERE](#) for more information.

Board of Directors

The Board of Directors and Finance Committee started the year cutting expenditures to conform to our declining membership. We also delayed adding the benefit of the new Parcel Quest Navigator Program. Our last adjustment was in 2008, when the membership dues increased by \$10.00. Usually an increase in dues is associated with additional service benefits to the membership. This time the increase helped us keep within budget. The Association's reserves remain intact, and the membership is currently stabilized with 650 REALTORS.

Green & Growing

The 2011 Green Committee will continue to call for more established Green Minute spokespeople for the MLS meetings to help educate the membership on "GREEN" awareness and implementation. The Committee will be asking members to participate in the upcoming Energy Fair in April and Summer Solstice in June at the Sundial Bridge. Information on obtaining the Green Designation, taking field trips, writing articles and exploring resources are all on the agenda this year.

The Association has a new MAP BOOK. Special thanks and appreciation is extended to Art Stackhouse and [VESTRA RESOURCES, INC.](#) for the excellence in the cartography of the Shasta County Road Atlas for our membership and community to enjoy. Map book can be purchased at \$15.00 for REALTORS® and \$20.00 for Non Members.

YPN - Young Professionals Network

Young professionals are the future of the real estate business. YPN helps young real estate professionals excel in their careers by giving them the tools and encouragement to become involved in four core areas:

- REALTOR Associations
- Real Estate Industry
- Peers
- Community

If you're as excited as we are about furthering this mission, please contact the Shasta Association of REALTORS® and help us help you become involved.

Click the catalyst logo to see how other Young Professional Networks are doing in the community.



Communications Committee

Much Appreciation goes to Skip Murphy of Coldwell Banker C&C for his unyielding devotion promoting the MLS Weekly meetings. Skip keeps our membership informed by posting to the ShastaMLS Blog with frequent articles and webcasts of events.

Chair Skip Murphy admits that the communications committee's goal of increasing the free exchange of information and knowledge among our members through online Social Networking is a challenge. This year the committee will focus on presenting all aspects of social media training to the membership. We need your participation!

A new feature with the ShastaMLS Blog will now send an email brief summary of any new post to your inbox. Initially, this will be automatic. You can then choose to opt out at any time.



SURVEYS!!

The Association will be sending surveys out this year to help find the pulse of the membership. We hope to take the results of each survey and align some of our current policies and functions to meet with member

The Committees immediate goal is to finish developing the GREEN LOGO to be used by the committee and Association membership. Chair Nedra Cook looks to the day when she can have a cup of coffee at the Association from an Eco cup bearing the GREEN LOGO.

The committee is also working with the Restaurant Association on saving corks, not to be confused with being "corked" or "corking" a bat, but only becoming cork savvy when it comes to GREEN initiatives.

Thanks GREEN Committee!

Legislative

The California Association of REALTORS Sponsored Bills for 2011.

[AB 278](#) (Hill) DRE Citation and Fine Authority - AB 278 would allow the DRE to issue a "civil citation" with a maximum fine of \$1,000 for minor infractions. C.A.R. is sponsoring this legislation to allow the DRE field staff to take immediate action on minor infractions without having to complete and expensive hearing process.

[AB 392](#) (Alejo) Brown Act - C.A.R. is sponsoring AB 392 which would require all local government entities governed by the Brown Act to post their agendas as well as staff reports relating to agenda items on their website.

[AB 771](#) (Butler) HOA Agents and Fees - C.A.R. is sponsoring AB771 to extend the existing "reasonable" fee limitations for providing documents and materials to companies retained by HOA's which will assure that CID document costs are kept at a reasonable level

[SB 458](#) (Corbett) Anti-Deficiency C.A.R. is sponsoring SB 458 to revisit the "anti-deficiency rules issue of SB 1178, which was vetoed by Governor Schwarzenegger. Anti_Deficiency rules protect a borrower from personal liability on a purchase money mortgage which goes into default and eventual judicial foreclosure.

[SB 510](#) (Correa) Designated Office Managers within DRE C.A.R. is sponsoring SB 510 which would establish a designated office manager required for those licensees managing real estate offices. The bill will allow DRE to create an office manager registration form for principal brokers to use to notify the DRE. DRE will also be permitted to subject office managers to disciplinary action for failing to properly supervise the licensed activities within their jurisdiction.

[SB 837](#) (Blakeslee) TDS Update - C.A.R. is sponsoring SB 837 to add language to the TDS notifying the purchaser of requirements for retrofitting property with low-flow toilets, shower heads and faucets.

Social Committee

needs. Please take a few minutes and participate by taking the SURVEY. Your feedback will be greatly appreciated.

Did you miss the last Wednesday MLS Meeting? No Problem! You can catch the event on [ShastaMLS Blogs](#) or [Podcast](#). It is almost like being there...minus meeting some New Associates and Friends, making a New Contact, asking questions, or finding a valuable property connection. Hey! You may win some nifty stuff like a sign post, map book or CASH. Don't miss the fun!

Grievance/Pro Standards

The Association has received many complaints about REALTORS advertising on the popular Craigslist. Please review the regulations on properly identifying your professional status when posting real estate [advertisements](#).

Question of the Month .. Why should we protect those that don't safeguard our rules and regulations. Do you think the Association should post the names of the individuals that are found in violation of our rules?

To respond to this question please participate in the membership survey this month. Thanks!

Signs Signs Signs... We have also received many complaints of members posting signs on property before listing. This is a violation of [MLS Rule 12.6 For Sale Signs](#). Please review this rule before pre-marketing your listings.

Virtual Tour/ Video

The MLS allows only unbranded virtual tours in other agents' e-mails and on their IDX sites. Recently the Association changed the rules to apply the same to videos. Flex has only one field for placing the link to a video. You can place a branded video in the provided field to be seen by members using the flex system. Flex will automatically determine if it was "branded" and remove the "link" in other agents' e-mails and on their IDX sites.

REALTOR® is more than just a trademark. It's a service level that is recognized for high ethical standards. REALTORS® pledge to observe that spirit in all of their activities and to conduct their business in accordance with the tenets set in the [Code of Ethics](#).

Story.. Complaint on my desk with infractions of DRE Regulations on advertising. The complaint ended with "What's wrong with all your REALTORS@!?" My response? Absolutely nothing.. This person is a non-REALTOR® member. PROTECT your reputation!

Communication Committee Contacts:

Chair - Skip Murphy (530) 244-7603



April??

Hot Dog Day has been postponed due to the weather. The Social Committee will be hosting this event when the weather favors an outdoor Bar-B-Q. More info call Liz Juenke at 530 223-6999.

Multiple Listing Committee

The Multiple Listing Committee is working on surveys that will help gather some general information on membership needs and closing sales activity. We will be sending a Buyer's and Seller's Survey to each side of the closed transaction. The information about the sale is brief, but can be helpful understanding the deployment of client activity. This information will be gathered independently from the recorded listing. Reports will be generated and made available by PDF to the membership. Your feedback is needed.

The second survey will be to gather some general information about membership and the service they current use. We are hopeful that we can align our strategic planning with the needs of our membership.

The FlexMLS Listings now have a new map reference field. The "Map Reference" has been renamed to "Old Map" and a new field was added "New Map" to correspond with the NEW VESTRA MAP BOOK. The NEW MAP FIELD is now required for activating your listing. We will make available index pages in a PDF format that will display both books.

ByLaws Committee

Referral Agents Referral Agents Referral Agents

REALTOR® with a direct or indirect ownership interest in an entity engaged exclusively in soliciting and/or referring clients and customers to the REALTOR® for consideration on a substantially exclusive basis shall annually file with the association on a form (LFRP) approved by the association a list of the licensees affiliated with that entity and shall certify that all of the licensees affiliated with the entity are solely engaged in referring clients and customers and are not engaged in listing, selling, leasing, renting, managing, counseling, appraising or arranging financing for real property. The individuals disclosed on such form shall not be deemed to be licensed with the REALTOR® filing the form for purposes of this Article IX, Section 2 (b) and shall not be included in calculating the annual dues of the Designated REALTOR®.

The exemption for any licensee included on the certification form shall automatically be revoked upon the individual being engaged in real estate licensed activities (listing, selling, leasing, renting, managing, counseling, appraising or arranging financing for real property) other than referrals, and dues for the current fiscal year shall be payable. Call the Association for

Co Chair - Clint Cronic (530) 227-0345
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Valerie Combs (530) 949-2689
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more information.

Newsletter respectively submitted by : Tom H.
Whitacre

Code of Ethics -

Article 12 REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional.