



REALTOR® UPDATE

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The California Association of REALTORS® & The Berkeley Association of REALTORS® present

GREEN DESIGNATION

Instructor: Bob Hart

Make yourself the green real estate resource in your community. Two days of live lecture, plus a six-hour elective completed online, fulfill the requirements for this NAR designation. The core curriculum includes green building principles and practices, sustainability and New Urbanism, as well as regulatory issues. You will learn the financial advantages of eco-friendly, energy efficient properties and how to market green consumers.

DATES: Tuesday, February 3rd & Wednesday, February 4th

TIME: 8:30AM to 5:00PM

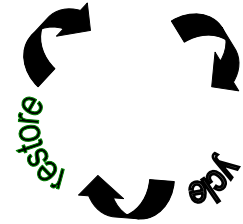
LOCATION: Berkeley Association of REALTORS®
1553 Martin Luther King Jr. Way
Berkeley, CA 94709

COST: \$295 for CAR members

Designees must be members (and maintain membership) in the NATIONAL ASSOCIATION OF REALTORS® either as a REALTOR® member.

For additional information, please visit the Green Designation website at: <http://www.greenresourcecouncil.org/>





Interested in becoming Greener in Your Business and Your Life? Here are great options in Berkeley!

1. Attend a workshop on **How to Reduce Your Carbon Footprint**

* Find out how to calculate your personal carbon footprint; * Learn about actions you can take to significantly reduce your carbon emissions; * Receive information about technical and financial assistance for implementing energy efficient and renewable energy options in your home or apartment; * Be given the opportunity to join a Climate Change Action Group or form your own group with friends, family, coworkers or neighbors. Come join us on Wednesday, January 28th, 7-8:30 pm at the Hillside Club, 2268 Cedar Street. Free!

2. Attend the two-day course as part of the process of obtaining your **NAR Green Designation**. February 3 - 4, all day, at the BAR offices. The instructor will be Bob Hart, Chair of the CAR Green Task Force. He's the ideal instructor: a University lecturer for 12 years, has actually completed green buildings, and is a lovely man with a good sense of humor! See elsewhere in this newsletter for the registration form. In addition to this two-day course, agents will need to complete a one-day on-line elective module in order to acquire their Green designation. That requires a separate fee of \$120.

3. Attend the next BAR Green Council meeting on the second Wednesday of the month, February 11th, at 3 pm. Our guest speaker will be from EBMUD, sharing with us how our water district is trying to save water. Also, learn how EBMUD is basing their charges in these drought years, and ways you can avoid being surcharged. We'll also be talking about grey water.

Join our Green Council! Expand your knowledge, and that of your clients, of green issues, and how they impact our community.



GREEN BAGS make great gifts for clients and for your Valentines!

The Berkeley Association of REALTORS® is selling reusable lunch bags, with the logo you see above, stuffed with green goodies: Compact Fluorescent Bulbs, an outlet & a switch gasket, a Bio-Bag plus tips on how to live greener. Perfect client gifts!

1 bulb BAR Green Bag - \$3.00
2 bulb BAR Green Bag - \$4.00
(and the two-bulb packs are dimmable bulbs. Those sell for at least \$9 a two-pack even at Home Depot!)

A portion of the proceeds will be contributed to the BAR Community Funds.

A typical incandescent bulb wastes (as heat) 90% of the electricity used. (epa.gov)

Though accounting for only 4.5% of the world's population, Americans consume 26% of the world's energy. (*American Almanac*)



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DATES: Tuesday, February 3rd and Wednesday, February 4th

TIME: 8:30AM to 5:00PM

LOCATION: Berkeley Association or REALTORS®
1553 Martin Luther King Jr. Way
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COST: \$295 for CAR members

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For additional information, please visit the Green Designation website at:
<http://www.greenresourcecouncil.org/>

Yes, I'll be there. Please reserve a seat for me.

Name _____

Company _____

Phone _____ e-mail _____

NRDS#/CAR Member ID _____

\$295 for CAR Members

[] My check is enclosed or charge my [] Visa [] MasterCard in the amount of \$295

a/c _____

exp date __ / __ 3 digit customer code ____
(from the signature line on the back)

Mail to BAR at 1553 MLK Berkeley 94709 or fax to 510-848-2439 ph: 510-848-4288

GO GREEN!

Green Designation Course

Make yourself the green real estate resource in your community. Two days of live lecture, plus a six-hour elective completed online, fulfill the requirements for this NAR designation.

The core curriculum includes green building principles and practices, sustainability and New Urbanism, as well as regulatory issues. You will learn the financial advantages of eco-friendly, energy efficient properties and how to market green consumers.

When: February 3rd & 4th

Time: 8:30AM to 5:00PM

Location: The B.A.R.

1553 MLK Jr. Way
Berkeley, CA 94709

Cost: \$295

Course Instructor: Bob Hart

As the foundation of NAR's Green Designation program, this two-day course shows real estate professionals how to explain to consumers what makes a home, building, or property green, how to list and market green properties while fulfilling ones legal and professional obligations, and how to implement green practices on the road and in the office.

The two-day Green Designation Core Course counts as credit toward earning the Green Designation, awarded by the Green Resource Council. To complete the designation requirements, students must take a six-hour online elective. Upon completion of the Core Course, students will receive a one-year membership in NAR's Green Resource Council.

**Marty Appel to speak to
The Realtors Resource for Seniors**

1/28/09 at 1:45 p.m.

All BAR members are invited to attend his presentation.

Reverse mortgages have been becoming more popular as more and more seniors are learning that their home is a valuable asset that they can use to fund their retirement. The Federal government continues to improve this program to make it more attractive.

Beginning January 21, 2009, FHA insured Reverse Mortgages will be available for purchase transactions. The program is designed to allow seniors to purchase a new principal residence and obtain a reverse mortgage with a single transaction by eliminating the need for a second closing. The program also can help seniors relocate to other geographical areas to be closer to family members or downsize to homes that meet their current needs.

Marty Appel, reverse mortgage specialist will outline the reverse mortgage guidelines and will specifically address the process involved in the HECM for purchase program. The presentation will also cover the eligible property types for this program.

For more information, call Joann Sullivan at 848-1960, ext. 246 or Judy Boe at 280-2114.



Joanne Sullivan, Thronwall Properties
Realtors Resource for Seniors Committee

**NEW FREE
Brown-Bag Luncheons for 2009!**



Thanks to suggestions from our members, the B.A.R. is revamping the monthly membership Luncheons for 2009.

This event is now FREE as a catered lunch will no longer be provided. Attendees are encouraged to bring a brown-bag lunch; coffee and water will be available.

The Brown-Bag Monthly Luncheons will still feature:

- Top-notch Speakers
- Timely and relevant topics
- Opportunities to Market Your Listings
- Networking with fellow REALTORS
- Monthly Updates from Timothy Cassidy, B.A.R. President

This month's presentation will be an
**Annual Update for the
State of the City of Berkeley
by City Councilman,
Laurie Capitelli.**

WHEN: Wednesday, January 28, 2009

TIME: Networking - 12:00PM,
Presentation - 12:15 to 1:30PM

WHERE: 1553 MLK Jr. Way, Berkeley

COST: FREE!

**To reserve your space please contact the
B.A.R. office at 510.848.4288.**

**COMPUTER &
PARAGON TRAINING
at the B.A.R.**

FREE for MLS Members!!

**For reservations, contact
EBRD at 925.906.5200
or visit them online at
www.ebrdi.com**



Thursday, January 22, 2009

Paragon Essentials

9am - 1pm

CMA

1pm-4pm

Thursday February 5 , 2009

Paragon Essentials

9am - 1pm

PC for Real Estate Professionals

1pm-4pm

Thursday, February 19 , 2009

Paragon Essentials

9am - 1pm

CMA

1pm-4pm

**2009 DUES AND KEY BILLING
Due January 13th**

Your 2009 Annual dues for the National Association of REALTORS®, the California Association of REALTORS®, the Berkeley Association of REALTORS® and the annual maintenance fee for your Supra DisplayKEY are due by January 13, 2009. Invoices are in the mail. If you do not receive an invoice and access these services through B.A.R., or believe you have received an invoice in error, please contact us promptly at 510.848.4288. Your payment covers the 2009 annual dues.

**The Work Force Housing and
Homeless Fund**

&

**The Youth Arts and
Education Fund Donations**

We would like to thank the following Brokers and Agents, who have generously donated to The Workforce Housing and Homeless Fund and The Youth Arts and Education Fund .

**Carla Buffington
Stina Charles-Harris
Denise Milburn**

Thank You for Your Support!

REALTOR® UPDATE
Berkeley Association of REALTORS®
 1553 Martin Luther King, Jr. Way
 Telephone (510) 848-4288
 FAX (510) 848-2439

2009 EXECUTIVE BOARD

Tim Cassidy
 2009 President

Helen Walker
 President - Elect

Mary Canavan
 Secretary/Treasurer

Gene Della Maggiora
 Immediate Past President

Heidi Abramson
 MLS/Technology Committee Chair

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Diane Verducci	Matt Cord
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Lori Lombardo	Melissa Milton
Nancy Taussig	Arlene Baxter
Norm Williams	Tracy Sichterman

SMALL AND SPECIFIC ACTS OF KINDNESS & GENEROSITY GO A LONG WAY!!



Your modest per closing contribution to B.A.R.'s Community Funds will make a big difference to worthy local organizations dedicated to serving the homeless population and our children. For more information, please call the B.A.R. at 510-848-4288.

All contributions donated in 2008 are tax deductible

The REALTOR® UPDATE is published by the Berkeley Association of REALTORS®. The REALTOR® Update is designed to serve as a resource for important industry news and information, a forum for member recognition, and to promote programs and services that enhance the professional effort of the Berkeley Association of REALTORS® and its members. Members are encouraged to write to the REALTOR® Update and participate in active, thoughtful dialogue. Defamatory and derogatory commentary will not be published. BAR reserves the right to edit or refuse any article or letter (letters to the Editor should not exceed 150 words). The opinions expressed are those of the authors alone and do not necessarily reflect the opinions of Association officers, members or staff. Address your articles and letters to: Editor, REALTOR® Update, 1553 Martin Luther King, Jr. Way, Berkeley, CA 94709-2023.

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The Berkeley Association of REALTORS® is dedicated to serving its members by providing programs and services to enhance their ability to conduct business with integrity and competence, assuring a high level of professional conduct which benefits the community, and encouraging the preservation of real property rights.

REALTOR Safety Tips

Tip #44

Wear your REALTOR ID.

Always wear visible company identification such as a badge. It is also best to drive a vehicle clearly marked with your company name. These will be invaluable for identification if you need to get assistance.

Tip #45

Check out your clients.

When you have a new client, ask him/her to stop by your office and complete a Prospect Identification Form. Also, photocopy their driver's license and retain this information at your office. Be certain to properly discard this personal information when you no longer need it.

Contribution Forms for the Youth Arts & Education and Workforce Housing & Homeless



BERKELEY ASSOCIATION OF REALTORS®

Proudly serving our members and communities since 1902

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WORKFORCE HOUSING AND HOMELESS FUND CONTRIBUTION

YOUR REALTOR®, _____, HAS
MADE A CONTRIBUTION IN YOUR NAME TO THE WORKFORCE HOUSING AND HOMELESS FUND.

The Community Relations Committee of the
Berkeley Association of REALTORS®

All contributions in 2007 are tax deductible



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YOUTH ARTS AND EDUCATION FUND CONTRIBUTION

YOUR REALTOR®, _____, HAS
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JANUARY CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			01	02
05	06	07	08 Tour Day	09
12	13 2009 BAR/CAR/NAR and KEY Dues are DUE	14 Board of Directors Meeting 12:00PM	15 Tour Day	16
19	20	21	22 Tour Day	23
26	27	28 Brown-Bag Luncheon 12:00PM	29 Tour Day	30