



REALTOR[®] UPDATE

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*Leading the way...[®] with
Technology Training!*

**zipForm 6 and Clarus MarketMetrics
Training at the B.A.R.**

Wednesday, April 7, 2010

**zipForm[®] 6 Professional and Standard
10 a.m. - 11:30 a.m.**

**Clarus MarketMetrics[®]
12 p.m.- 1 p.m.**

Cost: \$10 for one or both classes

***Snacks for this event will be provided by Alex
Quinzon with Old Republic Home Protection***

ZipForms[®] 6

- Apply Tips and Tricks of zipForm[®] 6 Tools
- Register & Install
- Create a Transaction
- Create and Apply Templates
- E-mail Transactions
- Clause Editor Features

Clarus MarketMetrics[®]

- Generate Market Dynamic and Pricing Analysis Report
- E-mail reports
- Add charts to website, blog or electronic Newsletter and more!

**To register, call the B.A.R. office at
510.848.4288.**

Have your next meeting at the B.A.R.! Best Rates in Town!



Our Auditorium will host up to 70 guests at tables for large training classes while our Conference Room is perfect for private client meetings.

Ask us about our **NEW Promotional Packages and SAVE!** All B.A.R. members receive a Room Rental discount!

Click [HERE](#) for the B.A.R. Room Rental Reservation Form

Education! Education! Education!

Designation Courses, Renewals & Continuing Education
ALL online on the B.A.R. website!

Go to www.berkeleyaor.com
and click on the OnlineEd icon



You can also get a complete list of upcoming events and Member Resources at the B.A.R. website

**Grateful appreciation and thanks to our generous Sponsors of
 The Berkeley Association of REALTORS®
 Annual Fundraising Event and Installation of 2010 Officers &
 Directors and Awards Program**



TOP HAT LEVEL
 Thornwall Properties



FEDORA LEVEL
 MPR Financial
 The Grubb Co.
 Pacific Union

BERET LEVEL

Alameda Structural
 Bebe McRae - The Grubb Co,
 Berkeley Hills Realty
 Breedlove Insurance Services
 Coldwell Banker
 Daniel Winkler & Associates
 Holmgren & Associates
 JMC Building Inspectors
 Keller Williams Golden Gate
 La Salle Financial
 Marvin Gardens - Solano Ave.
 Melissa Milton - La Salle Financial
 Red Oak Realty
 Wells Fargo Home Mortgage
 Yovino-Young, Inc.

BASEBALL CAP LEVEL

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 John Fryer - Fryer Consultants
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 Marvin Gardens - El Cerrito
 Northbrae Properties
 Prudential California Realty - Claremont
 Realty Advocates
 RPM Mortgage - Berkeley
 Ruth Stroup - Farmers Insurance
 Thousand Oaks Financial

Special Thanks to

***Al Caruso, Farmer Insurance Group
 for our champagne toast***

***Gary Farber, NurtureSource Designs
 for sponsoring our dessert table***

***Scott Hargis, Scott Hargis Photography, www.scotthargisphoto.com - our official
 Photographer for the evening. You can view photos from this event on the
 B.A.R. Website home page at www.berkeleyaor.com***

Feb. Brown-Bag Luncheon

Changes in Mortgage Lending

How the recent changes in the Mortgage Lending Industry
affects Title Companies

Featured Guest Speakers:

Jan Benner, Placer Title Company
Melissa Milton, La Salle Financial Services

WHEN: Wednesday, February 24, 2010

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

WHERE: 1553 MLK Jr. Way, Berkeley

Snacks for this event will be provided by

Ruth Stroup of Stroup Insurance Agency - Farmers Insurance

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

Attendees are encouraged to bring a brown-bag lunch; coffee and water will be provided.

**Our March 3rd Class for the NEW RPA-CA Class
with Gov Hutchinson is FULL!**

**Due to high demand the B.A.R. has scheduled a
repeat class on AUGUST 3, 2010.**

DON'T MISS OUT, RESERVE YOUR SPOT TODAY

SEE ENCLOSED FLYER TO REGISTER

The NEW Your Guide to the California Residential Purchase Agreement

Instructor: Gov Hutchinson, C.A.R. Assistant General Counsel

This course is Department of Real Estate (DRE) accredited for 4 hours of Continuing Education (CE) in Consumer Protection. The NEW contracts will be covered.

The California Residential Purchase Agreement and Joint Escrow Instructions Form (RPA-CA) is the cornerstone of every successful real estate transaction in the state of California. Every REALTOR® should be familiar with the essential concepts, principles, and facts about the RPA-CA form. How you will benefit from taking this course:

- Familiarize yourself with the basic structure of the agreement.
- Learn how to create, modify, cancel, or close a transaction.
- Identify, explain, understand, and remove contingencies.
- Complete all mandatory and recommended disclosures.
- Ensure all commissions are paid in full and on time.
- Understand all the important terms of the contract.

Register today to get all the facts you need about the most important form in California real estate.

BACK BY POPULAR DEMAND!

WHEN:

Wednesday, August 3, 2010

9:00AM - 1:00PM at the B.A.R.

(break included)

LOCATION:

1553 MLK Jr. Way, Berkeley - 94709

COST:

\$59 REALTOR® Members

\$69 Non-REALTOR® Members

ALL attendees must pre-register with payment for this event

Please note this is a Brown-Bag event,
attendees are encouraged to bring their own lunch.

To register, please call 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

Friday, March 5, 2010

Paragon Essentials

9pm-1pm

Listing Load/Paragon Customization

1pm-4pm

Friday, March 26, 2010

CMA

9am - 1pm

Paragon Essentials

1am - 4pm

Now Available!

Gently Used
Supra iBoxes at
the B.A.R.



Limited Supply!

SALE!

\$59 + tax

\$54 + tax for 5 or more

Call the BAR Office for details
510.848.4288

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 .

- | | | |
|--------------------|-----------------------|----------------------|
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REALTOR® UPDATE
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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.

FREE ADVERTISING PACKAGES AVAILABLE

When you rent the B.A.R. Auditorium or Conference Room for your event

PACKAGE INCLUDES:

- 2 At a Glance email blast Event inserts
- 1 Newsletter full/color page ad
- Event posted on the BAR website Calendar

For the B.A.R. Room Rental Form click [HERE](#) or call the B.A.R. office for more details

REALTOR Safety Tips

Tip #19

Use professional, polished marketing materials.

All of your marketing materials should be polished and professional. Don't use alluring or provocative photography in advertising, on the Web or on your business cards. There are many documented cases of criminals actually circling photographs of their would-be victims in newspaper advertisements.

Tip #20

Don't dial and drive.

If you must use your cell phone while driving, follow this advice for best safety practices: Use a hands-free model so that you can keep your hands on the wheel; learn to operate your phone without looking at it—you should practice this before getting behind the wheel; and don't dial while driving.

FEBRUARY CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
01	02	03 Community Funds Committee Meeting 12:00PM	04 Tour Day	05
08	09	10 Tax Strategies Class 10AM Education & Professional Dev. Committee Meeting 12:00PM Green Council Meeting 2:00PM	11 Tour Day	12 LGR Committee Meeting 12:00PM
15	16	17 Board of Directors Meeting 12:00PM	18 Tour Day	19
22	23	24 Brown-Bag Luncheon Changes in Mortgage Lending with a Panel of Area Experts 12PM REALTORS Resource for Seniors Council Meeting 1:30PM	25 Tour Day	26