



# 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.**

## Learn to Protect Your Company's Most Valuable Resource

### What Does a Navy SEAL Know That You Don't?

Ever wonder what it would be like to be a Navy Seal? Or, wonder what kind of training is involved to become a Navy Seal? Or, even better yet, wonder what knowledge and skills Navy Seals possess and use to protect themselves from harm? If so, then next Wednesday morning (March 24th) is an uncommon opportunity to address some of these questions as well as other personal safety concerns you might want to improve. Larry Yatch will be giving a free personal safety seminar between 9:30 AM to 10:30 PM at the Berkeley Association of Realtors.

Larry resides in San Diego and is 11-year veteran of the U.S. Navy Seals having graduated from the United States Naval Academy. Since leaving the dangerous life of a Navy Seal behind him, Larry has ventured into an even more harrowing engagement of small business entrepreneurship. His passion is to help business professionals and their families expand their knowledge to think and act securely across their corporate and personal lives.

In creating his company, Sealed Mindset ([www.sealedmindset.com](http://www.sealedmindset.com)), Larry sought out to offer a unique and innovative approach to self-defense and personal safety for everyone who is concerned about the dangers and uncertainty of the modern world. Sealed Mindset empowers people with "fundamental knowledge and skill" that can be used ANYTIME by identifying and avoiding dangerous situations BEFORE they happen ANYWHERE in the world.

To think and act with superior thought and action, people must be open to invitations of superior knowledge and power and take every opportunity to accumulate it. Please consider this invitation to learn from Larry as uncommon, not ordinary, and highly valuable for expanding your "Mindset" in personal safety.

**Larry's subject matter expertise includes:**

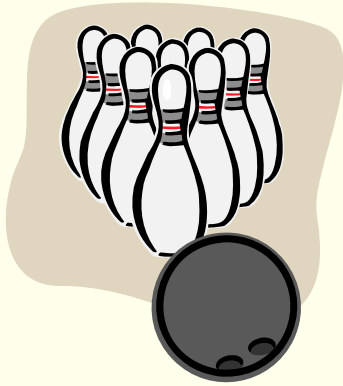
- mindset and awareness
- personal safety and security
- mobile security
- mission planning and others...

**Wednesday, March 24, 2010**  
**9:30AM - 10:30AM FREE**  
**at the B.A.R.**

**\*\* TO RSVP, please email Scott Bovard by Friday, March 19**  
**at [scott@redoakrealty.com](mailto:scott@redoakrealty.com)**

**Event hosted by Scott Bovard with Red Oak Realty**

**IT'S BOWLING TIME!**



**B.A.R. Bowling Tournament  
at Albany Bowl**

**Wednesday, April 21st  
from 3:30PM - 5:30PM**

**Get your Team of four bowlers together.  
Come and enjoy good company, friendly  
competition and a whole lot of laughter!**

**Prize for  
BEST TEAM COSTUME!!!**

**All proceeds support  
The Youth Arts and Education Fund and  
The Workforce Housing and Homeless  
Fund**

**For an Official Team Sign-up Form click  
HERE or visit the B.A.R. Calendar on the  
website at [www.berkeleyaor.com](http://www.berkeleyaor.com) or call  
the B.A.R. office at 510.848.4288.**

**Fresh Express  
Golf Classic**



The TICKETS Fore CHARITY program helps local Bay Area non-profit organizations raise funding for their groups by selling tickets to one of the premier East Bay sporting and community events

Proceeds from tickets sales by B.A.R. Members will support The Youth Arts and Education Fund and The Workforce Housing and Homeless Fund

**April 12th - 18th, 2010  
TPC Stonebrae  
Hayward, CA**

Click [HERE](#) for Tournament Details and Ticket Form  
or visit the Fresh Express Classic  
[www.freshexpressclassic.com](http://www.freshexpressclassic.com)

## 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!** B.A.R. members receive a Room Rental discount!

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



### The MLS & Technology Committee Wants YOU!

The MLS & Technology Committee is seeking B.A.R. members who want to closely work with our MLS provider to assure quality service for our members. You will serve as a resource regarding the latest technology available plus gain valuable skills and knowledge of the technology serving our industry.

To join the B.A.R. MLS & Technology Committee contact Sally Dunker at [sdunker@berkeleyaor.com](mailto:sdunker@berkeleyaor.com)

**COMPUTER & PARAGON  
TRAINING AT THE B.A.R.**

**Friday, March 26 , 2010**

**CMA**

9am - 1pm

**Paragon Essentials**

1am - 4pm

**FREE for MLS Members!!**

For reservations, contact EBRD at  
925.906.5200 or visit them online at

**[www.ebrdi.com](http://www.ebrdi.com)**

**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

**March's Brown-Bag Luncheon**

**Topic TBA**

**WHEN: Wednesday, March 31, 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  
Peg Adams with Fidelity Home Warranty and Disclosure Source*

**FREE Brown-Bag Monthly Luncheons feature:**

- Top-notch Speakers
- Timely and relevant topics
- Opportunities to Market Your Listings
- Networking with fellow REALTORS®
- An update from your Affiliate sponsor
- Monthly Updates from Helen Walker, B.A.R. President

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

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

**2010 EXECUTIVE COMMITTEE**

- Helen Walker**  
2010 President  
**Mary Canavan**  
President - Elect  
**Lori Lombardo Cardon**  
Secretary/Treasurer  
**Tim Cassidy**  
Immediate Past President  
**Heidi Abramson**  
MLS/Technology Committee Chair

**2010 BOARD OF DIRECTORS**

- |                   |                      |
|-------------------|----------------------|
| Anita Thede       | Gene Della Maggiora  |
| Diane Verducci    | Jennifer Fickenscher |
| Elizabeth Stevens | Melissa Milton       |
| Lori Lombardo     | Arlene Baxter        |
| Norm Williams     | Tracy Sichterman     |
| Kristi Roberts    | Judy Boe             |
| Kathie Longinotti | John Mason           |
| Lois Kadosh       |                      |

**WHO'S WHO @ B.A.R.?**

**Member Roster  
 now available @**

**[www.berkeleyaor.com](http://www.berkeleyaor.com)**

**GOING GREEN and HI - TECH**  
 New electronic version, updated monthly  
 will keep you "in the know" about  
 B.A.R REALTORS and Affiliates

**Go to Members Only section**

**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.**

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.



# MARCH CALENDAR



| MONDAY | TUESDAY  | WEDNESDAY  | THURSDAY       | FRIDAY  |
|--------|--|--|----------------|---|
| 01     | 02   | 03<br>RPA-CA Class<br>With Gov Hutchinson<br>9AM - 1PM   | 04<br>Tour Day | 05<br>Paragon Training<br>Community Funds<br>Committee Meeting<br>10:30PM |
| 08     | 09<br>MLS Committee Meeting<br>3:00PM<br>Broker/ Manager<br>Reception<br>4:30PM - 6:00PM | 10<br>Education &<br>Professional<br>Dev. Committee<br>Meeting<br>12:00PM<br>Green Council Meeting<br>2:00PM           | 11<br>Tour Day | 12<br>LGR Committee<br>Meeting<br>12:30PM                                 |
| 15     | 16   | 17<br><br>Happy Saint Patrick's Day | 18<br>Tour Day | 19  |
| 22     | 23   | 24<br>Sealed Mindset<br>9:30AM - 10:30AM<br>Board of Directors<br>Meeting<br>12:00PM                                   | 25<br>Tour Day | 26<br>Paragon Training  |
| 29     | 30   | 31<br>Brown-Bag<br>Luncheon<br>12PM<br>REALTORS Resource for<br>Seniors Council Meeting<br>1:30PM                      | 1<br>APRIL     | 2   |