



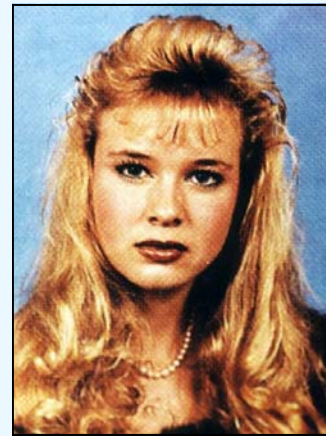
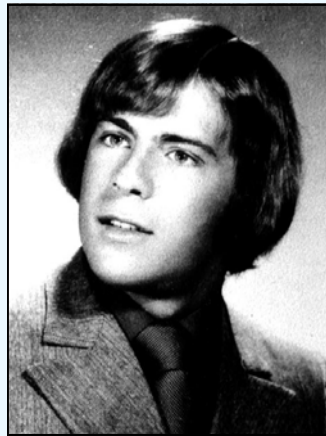
REALTOR® UPDATE

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REALTOR® Photo Day

Still using your high school graduation picture for your business cards?



Professional Business Photo Session

Friday, April 24th 2009

10AM - 3PM

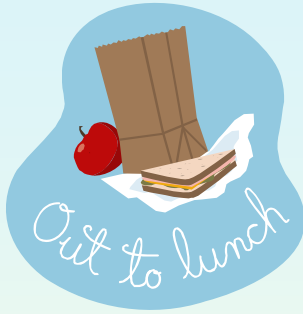
\$65

Your professional Portrait Session includes:

- Make-up touch ups
- CD of 8-10 of your best photos
- One retouched image of your

To reserve your appointment time please contact
Lea Mathewson with the B.A.R. office at 510.848.4288.

April's Brown-Bag Luncheon



“How this Dynamic Market May Change the Appraisal Process”

Guest Speakers:

Marian Huntoon with Real Valuation & **Alison Teeman** with Yovino Young

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

WHEN: Wednesday, April 29, 2009

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

WHERE: 1553 MLK Jr. Way, Berkeley

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

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

SAVE THE DATE

May Luncheon - 5.27.09

"How this Market May Change the Inspection Process"

Speaker: John McComas - JMC Building Inspection

June Luncheon - 6.24.09

"Pitfalls of Working Short Sales and REO's"

Speaker: Shannon B. Jones - Shannon B. Jones Law Group

WINForms®
Training
PLUS



Clarus
MarketMetrics®

Cost:

B.A.R. Member Fee: \$10
 Non-B.A.R. Member Fee: \$20

Location:

1553 MLK Jr. Way
 Berkeley CA

Wednesday, May 6, 2009

WINForms Online® Basic: 10:00AM - 11:30AM

WINForms Online® Advanced with WINForms Advisor™ and WINForms Tutor™: 11:45PM - 1:15AM

Clarus MarketMetrics®: 1:30PM - 2:30PM

To register please contact the B.A.R. office at 510.848.4288

Leading the way...®

*with WINForms Online® and
Clarus MarketMetrics® Training*

Wednesday, May 6, 2009

WINForms Online® Basic 10:00AM - 11:30AM

WINForms Online® Advanced
With Forms Advisor™ and Forms Tutor™ 11:45AM-1:15PM

Clarus MarketMetrics®
1:30PM-2:30PM

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

Member Fee: \$ 10.00 / Non-member Fee: \$ 20.00



**Please contact Berkeley AOR at
510-848-4288 to register today!**



Forms Advisor™ was designed to help REALTORS® decide which form to use during any stage of a real estate transaction. Within the program, members can also deploy Forms Tutor™ which provides fundamental instruction for completing C.A.R. Standard Forms via interactive audio and text instructions. Another added feature is the linked C.A.R. Legal Q&A articles for more in-depth information on specific forms.

Instructor:

Fatima Sogueco, WINForms® Software Product Coordinator
California Association of REALTORS®
fatimas@car.org

Panel Discussion

Risk & Rewards of Social Networking for REALTORS®

Learn how to use these

Marketing tools

Wednesday, May 13, 2009

12:00PM - 1:30PM

At the B.A.R.

FREE EVENT

Panel of Experts:

Wallace Chane - Business Development and Strategic Marketing with Baynet World, Inc.

Andy Kaufman - with Keller Williams Golden Gate and founder of RE BarCamp and was a recent panelist for RETechSouth conference in Atlanta where he led a session on using social networking.

Amos White - CEO of Internet Marketing Training and Coaching

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

In Memoriam

☞ Theodore Osmundson ☛

Theodore Osmundson, a local landscape architect who gained prominence with his designs of roof gardens and the popular Keller Beach on Richmond's shores and Husband to Lorraine Osmundson with Millstein Real Estate has died. He was 88.

He succumbed to an illness Thursday, April 9, 2009.

The Kensington resident designed parks, gardens, college campuses, homes and businesses over a career that spanned 60 years. His fingerprints can be found around the Bay Area, from office buildings in San Francisco to the Berkeley Marina.

He is survived by his wife, Lorraine; sons Gordon, Richard and Douglas; daughters-in-law Barbara and Denna; and grandchildren Alicia, Leif and Raina.

Memorial Service details will be available at a later date.

REALTOR Safety Tips

Tip #51

Park smart.

When showing property or meeting someone, park your car in front of the property rather than in the driveway. You will avoid having your car blocked in, you'll have an easier time escaping in your vehicle, and you will attract lots of attention running and screaming to your car at the curb area.

Tip #52

Don't send personal information in e-mail messages.

Don't send any vital or private information via e-mail. Keep in mind that unlike Web sites, e-mail is never secure.

Break-Ins at Staged Houses Continue

By now you may have seen the news and read the articles in the newspaper. The continued rash of burglarized vacant staged homes continues. Earlier we reported that homes on Moraga, Mandana, Scenic, Monte and Estates had been hit. New reports also include homes on Rispin, Claremont Avenue and Buckingham as well as a staged triplex at 38th and Telegraph. These are just the latest reports in Oakland, but this professional ring of thieves are targeting staged homes throughout the East Bay.

In reviewing the reported incidents it appears that the break in MO has included access via a variety of methods including unlocked or open windows/doors, removal of door hardware, forced entry or removal of the lockbox. Both the Oakland and Berkeley Association of REALTORS are in contact with GE/Supra regarding the incidents that have compromised lockbox equipment and GE/Supra is cooperating with area law enforcement regarding the investigation.

This series of crimes targeting vacant staged homes is causing great concern and requires the vigilance and cooperation of our entire Realtor community. Know that BAR continues to monitor the situation and is assisting in coordinating efforts with the Oakland AOR, our Broker/Agent Members, East Bay Regional Data (EBRD), other regional Associations as well as area law enforcement. In order to heighten awareness we have developed several electronic security alerts and distributed them to BAR Brokers and Members. EBRD is currently posting these alerts on the MLS home page disseminating information to their subscribers.

EXTRA PRECAUTIONS SHOULD BE TAKEN

- **Register your Supra lockbox (www.supraekey.com then click Agents log on to KIM web). This will allow you to track those who access listed properties.**
- **If possible request appointments to show properties.**
- **Use the alarm at all times on all properties but, do not put alarm codes in the lockbox; have agents contact you for the codes.**
- **Make neighbors aware that the listing is vacant and staged. Visit them personally or drop a note with your card telling them that no one is expected to remove the furniture or fixtures except the stager. Encourage them to contact you if they notice anything suspicious.**
- **Put lights on a timer and place a "Do not disturb Occupant" rider on the sign.**
- **Visit listed properties on a regular basis.**
- **Be especially vigilant during your Sunday open house. Use an Open House book to note names and addresses. Keep purses and Supra Key with you at all times. Check all doors and windows at the end of the open house.**
- **Closely monitor the distribution of agent format MLS printouts as they include additional information regarding the vacancy and access to listed properties.**

If a theft or attempted theft has occurred, report the incident to the Oakland Police and/or Berkeley Police. Please email any incident to the Oakland AOR (Judy@oar.org) and/or the Berkeley AOR (sdunker@berkeleyaor.com).

**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, April 23, 2009

Paragon Essentials

9am - 1pm

CMA

1pm-4pm

Thursday, May 7, 2009

Paragon Essentials

9am - 1pm

CMA

1pm-4pm

Thursday, May 21, 2009

Paragon Essentials

9am - 1pm

Listing Load

1pm-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**

Education at Your Finger Tips



The Berkeley Association of REALTORS is partnering with OnlineEd to provide our members with easy online access to up-to-date education.

Courses available include:

- Real Estate Pre-License
- Real Estate Continuing Education
- Professional Development and Designations
- Insurance Pre-License

Link through www.berkeleyaor.com homepage and a percentage of course fees will return to the B.A.R. - Education & Professional Development Committee for their programs.

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.

New Lockbox Rule!

Effective April 20th, 2009

If an MLS Participant/Subscriber places any type of lockbox on a listing for the purpose of providing access to the property by other MLS Participants/Subscribers, a Supra lockbox must also be placed on the property. A combination lockbox may be used, but if there is a lockbox on the property, one of the lockboxes must be a Supra lockbox.

Spread the word!

**Advertise in the
 B.A.R. Newsletter**

Active B.A.R. members only pay \$50 for full 8x11 ad in the B.A.R. Newsletter that is emailed to the entire B.A.R. membership.

- Promote your listing
- Advertise your services
- Publicize an event

For more information please contact Lea Mathewson with the B.A.R. office at 510.848.4288.



APRIL CALENDAR



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		01 Barbara Nichols Risk Management 9:30AM - 1PM BAR Spring Bowling Tournament 3:30PM - 5:30PM	02 Tour Day Paragon Training	03
06	07 Community Funds Committee Meeting 12:00PM	08 Education & Professional Dev. Committee Meeting 12:00PM Green Council Meeting 3:00PM	09 Tour Day	10 B.A.R. OFFICE WILL CLOSE 1PM FOR GOOD FRIDAY
13	14 MLS Committee Meeting 3:00PM	15	16 Tour Day Paragon Training	17
20 New Lockbox Rule in Effect	21	22 Board of Directors Meeting 12:00PM	23 Tour Day	24 REALTOR® Photo Day 
27	28	29 Brown-Bag Monthly Luncheon 12:00PM	30	

