



REALTOR® UPDATE

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Slate of Officers and Directors of the Board Announced

The Nominating Committee has submitted the following slate of candidates for the Board of Directors for your consideration:

2010 Officers

Pres.-Elect - Mary Canavan (Thornwall Properties)
Sec/Treasurer - Lori Lombardo (Pacific Union)

As 2009 President-Elect, Helen Walker (Thornwall Properties) will automatically become the 2010 President while our 2009 President Timothy Cassidy (Coldwell Banker) will become 2010 Immediate Past President.

Directors for 2010 - 2011

Gene Della Maggiora (The Grubb Co.)
Anita Thede (Northbrae Properties)
Jennifer Fickenscher (The Grubb Co.)
Kathie Longinotti (Coldwell Banker)
Lois Kadosh (Lois Kadosh)
Kristi Roberts (Prudential California Realty 2)

Continuing Directors for 2010 include: MLS Chair Heidi Abramson (Northbrae Properties); Arlene Baxter (Berkeley Hills Realty); Diane Verducci (Pacific Union); Elizabeth Stevens (Windermere Bay Area); Judy Boe (Red Oak Realty); Tracy Sichterman (Berkeley Hills Realty).

Eligible BAR Members may nominate additional candidates for the Board of Directors by petition using the following guidelines: Legitimate petitions for nominations must include the signatures of at least fifty-five (55) active Berkeley Association of REALTOR® Members eligible to vote, but no more than five (5) signatures from any one real estate office. Completed petitions must be filed with Association Executive Sally Dunker by 5:00 PM on Friday, July 24, 2009.

Official ballots will be mailed on July 28, 2009.



July's Brown-Bag Luncheon



Ownership Issues Update

Guest Speaker:
**John Gutierrez with the
Gutierrez Law Group**

WHEN:

Wednesday, July 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
Al Caruso with
Al Caruso Insurance Agency -
Farmers*

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

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

DRE LICENSE NUMBER MUST BE ON SOLICITATION MATERIALS

The California Department of Real Estate (DRE) has recently adopted a new regulation clarifying the law that requires DRE license numbers on business cards and all other solicitation materials intended to be the first point of contact with consumers. The licensing law came into effect on July 1, 2009 as we previously reported.

Under the new section 2773 regulation adopted by the DRE, the solicitation materials that must contain the license identification number include the following items:

Business cards; Stationery; Websites owned, controlled, and/or maintained by the soliciting real estate license; and Promotional and advertising flyers, brochures, email and regular mail, leaflets, and any other marketing or promotional materials designed to solicit the creation of a professional relationship between the licensee and a consumer, or intended to induce a consumer to contact the licensee about any licensed services.

DRE's new regulation also states that the following items are not solicitation materials under the license number requirement:

Advertisements in electronic media, including radio, cinema, and television ads, and the opening section of streaming video and audio; Print advertising in any newspaper or periodical; and "For Sale" signs placed on or around a property intended to alert the public the property is available for purchase or lease.

The eight-digit DRE license number must be in a type size no smaller than the smallest type size used in the solicitation material. If the name of more than one licensee appears in the solicitation, then each person's license number must be disclosed. However, the license number of employing brokers or corporate brokers whose names, logos, or trademarks appear on solicitation materials along with the names and license numbers of licensed employees or broker-associates, need not appear on those materials.

In addition to solicitation materials, a licensee's DRE license number must also be disclosed on real property purchase agreements when the licensee is acting as an agent in those transactions. C.A.R.'s standard form purchase agreements already conform to this new requirement.

Sources: California Business & Professions Code section 10140.6 (filed September 25, 2008); Section 2773 of Title 10 of the California Code of Regulation (filing with the Secretary of State still pending).

**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, July 23, 2009

Paragon Essentials

9am - 1pm

CMA

1pm-4pm

Thursday, August 13, 2009

Paragon Essentials

9am - 1pm

CMA

1pm-4pm

Thursday, August 27, 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

**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 .

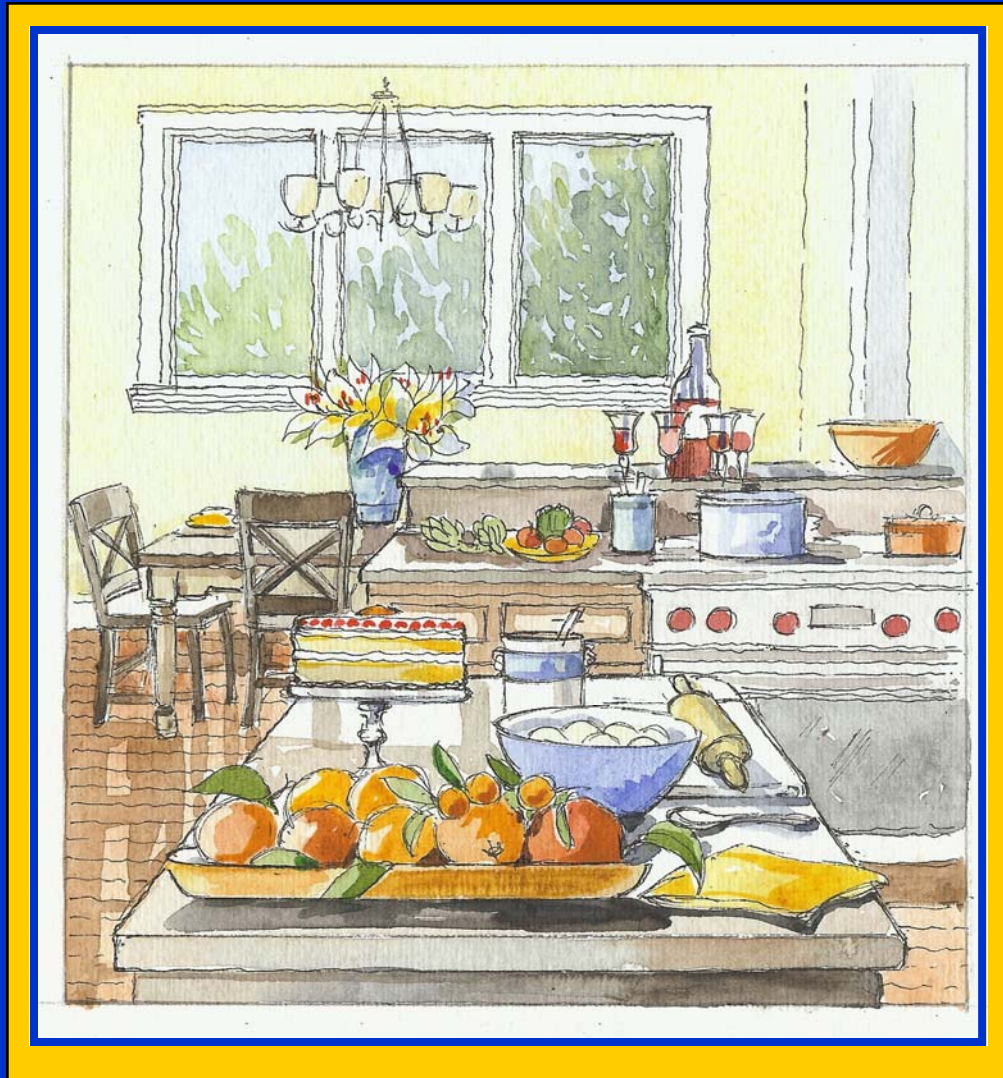
**Nacio Brown
Amy Robeson
Jack McPhail
Ira & Carol Serkes
Diane Verducci
Stina Charles-Harris**

**Bill McDowell
Jane Allen
Maya Trilling
Donna DeBardi
Denise Milburn**

THANK YOU FOR YOUR SUPPORT!!!

B.A.R. COOKBOOK ON SALE NOW!

FROM OUR HOME TO YOURS



A Collection of Favorite Recipes from the
BERKELEY ASSOCIATION OF REALTORS®

Featuring over 150 recipes from local celebrity Chef's, restaurants
and our own B.A.R. member Chef's.

The cookbook makes a great client gift.

Easy to personalize with your own information.

Only \$15.00

All proceeds benefit the Community Funds.

Don't wait, buy your copy today.

REALTOR® UPDATE
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 1553 Martin Luther King, Jr. Way
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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

2009 BOARD OF DIRECTORS

Anita Thede	Kathie Longinotti
Diane Verducci	Matt Cord
Elizabeth Stevens	Jennifer Fickenschier
Lori Lombardo	Melissa Milton
Nancy Taussig	Arlene Baxter
Norm Williams	Tracy Sichterman
	Judy Boe

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.

BE SEEN!

By 600+ REALTORS® & Affiliates

Place your ads in the weekly At a Glance and/or the B.A.R. Newsletter

At a Glance - \$30
Full page newsletter - \$50



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

REALTOR Safety Tips

Tip #5

Don't get caught by a "phisher."

Don't respond to e-mails requesting personal or private information such as passwords, credit card numbers or bank account numbers. Even if a message appears to be from your bank or a trusted vendor, credible companies never request private information this way.

Tip #6

Help clients protect their belongings.

Remind clients who are selling that strangers will be walking through their home. Tell them to put any valuables in a secure hiding place. This includes prescription drugs.



JULY CALENDAR



MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
		01	02 Tour Day	03
06 Broker Manager Meeting 8:30AM	07 Community Funds Committee Meeting 12:00PM	08 Education & Professional Dev. Committee Meeting 1:00PM Green Council Meeting 3:00PM	09 Tour Day	10 LGR Committee Meeting 12:30PM
13	14 MLS Committee Meeting 3:00PM	15	16 Tour Day	17
20	21	22 Board of Directors Meeting 12:00PM	23 Tour Day Paragon Training	24 Nomination Petition Deadline
27	28 Board of Director Ballots Mailed	29 Brown-Bag Monthly Luncheon 12:00PM REALTORS®Resource for Seniors Committee Meeting 1:45PM	30 Tour Day	31