

**FEBRUARY 2020**

### **A Message from our President:**

Welcome to February, and I hope everyone is on track for a great month and year ahead. Your Association is geared up for a lot of important things, including an increase in education, professionalism, and an increase in the public's knowledge of what their local REALTOR®'s value is. We are more than a database or a key to a door. The truth is, we are an Association of people that work with a shared database of listings in the *Spirit of Cooperation* to bring greater value to our clients. For the past 100+ years, our business model has been two competing companies coming together in the *Spirit of Cooperation*, on one transaction, to make families happy and reach their goals. That's the Spirit that sets us apart from the online databases. Let's all work with that Spirit for the good of our industry and the good of our community.




Feel free to contact me with any ideas you may have to make our Association even better. Thanks!

**Don Scordino, President**  
***The Fresno Association of REALTORS®***



# February 2020

All events are held at the Fresno Office unless otherwise noted.

SUN	MON	TUE	WED	THU	FRI	SAT
						
2	3	4 - 9:00am MLS HOME TOUR - 10:30am SEARCH - 1:30pm CRMLS @YGB	5 - 9:00am FAR OPEN	6 - 8:00am MLS HOME TOUR @YGB - 9:00am CRMLS	7 - 8:30am I / E	8 9-10am RADIO
9	10	11 - 9:00am MLS HOME TOUR - 10:15am KYF - 10:30am MLS CMTE MTG - 2:30pm CP&RP	12 - 9:00am FAR OPEN	13 - 8:00am MLS HOME TOUR @YGB - 9:00am WAKE-UP YPN - 2:30pm ZIP	14 - 8:30am I / E	15 9-10am RADIO
16	17 OFFICES CLOSED PRESIDENTS DAY	18 - 9:00am MLS HOME TOUR - 10:15am EDUCATION CMTE MTG - 10:30am RPR	19 - 9:00am FAR OPEN	20 - 8:00am MLS HOME TOUR @YGB - 8:30am BOARD MEETING - 2:30pm CRS	21 - 8:30am I / E	22 9-10am RADIO
23 - 2:00pm HUD	24 - 9:00am MLS HOME TOUR - 1:00pm CLERK	25 - 9:00am FAR OPEN	26 - 9:00am FAR OPEN	27 - 8:00am MLS HOME TOUR @YGB - 8:30am NEW	28 - 8:30am I / E	29 9-10am RADIO

## Calendar Key

YGB = Yosemite Gateway Branch, Oakhurst  
 I/E = Investors Exchangers  
 FORMS = Know Your Forms  
 CRMLS = CRMLS Training  
 NEW = New Member Orientation  
 HUD = HUD Training

ZIP = ZipForms & Digital Ink  
 AGENT = Agent Essentials & Engaging Clients in Matrix  
 CLERK = Clerical Training & Renewal  
 RADIO = Welcome Home Radio on ESPN 940AM

MLS Trainings in Rapattoni:  
 CP&RP = Client Portal & Reverse Prospecting  
 SEARCH = Searches in Rapattoni Training  
 CRS = CRS Data Training  
 RPR = Creating CMAs in RPR

[View Complete F.A.R. Calendar Online](#)

## Make the most of February!

Read & click below for more information about each event.



**Registration begins Tuesday, Feb. 25th - Call 559-490-6400 for more info!**

## Member Benefits - just for you!

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### Be on Welcome Home Radio!

Saturdays from 9:00am-10:00am on ESPN 940am

Did you know, as a member of the Fresno Association of REALTORS® you have the opportunity to be a guest on Welcome Home Radio? Host Don Scordino - FAR's 2020 President - discusses issues and insights pertaining to our industry. From market trends to real estate specialties, we invite you to bring your expertise to share with the public. The show show intended to be an informational format for the public, not a promotion of one's own product or services.

[Click here to sign up to be a guest!](#)

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### Veterans Opportunity Program

**New & Improved Requirements for 2020! Buyers agents can now apply for program prior to offer acceptance. Earn a \$2,000 credit for sellers!**

Submit the signed Addendum to Exclusive Listing Agreement and Listing Agent Participation and Agreement Form to FARAf. Program documents are to be included with purchase contract and attached to any counter offers with qualified Veteran Owner Occupant Buyer. [Click here to download revised VOP forms.](#)

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## New Statement of Compliance - ValleyAir District

The ValleyAir District has updated the Statement of Compliance necessary for all real estate transactions. [Click here](#)

to find the new form, the upload feature, and additional information. As

many of you are aware, starting January 1, 2020, all real estate transactions now require the submittal of [this form](#) to the ValleyAir District. ValleyAir District staff is available to come out to speak to your group or association to educate them on the rule and answer any questions you may have.

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**San Joaquin Valley**  
AIR POLLUTION CONTROL DISTRICT

## Did you catch us on the news?

January has been a busy media month for our FAR president Don Scordino. Don and our newly installed leadership team was featured in a recent [Business Journal article](#), and he also represented our industry on a recent [ABC30 news segment](#) focusing on strong home sales and local real estate statistics. Thanks to Don and our FAR team for continuing to keep our industry stats and benefits at the forefront of the news when possible!

## Stats & Resources:



### LOCAL

Want a quick summary of the most recent market statistics from Fresno & Clovis? [Click here and listen to our "Market Minute" report for January 2020.](#)

Want to dig deeper into the stats? [Click here to download the complete, most recent Market Summary Report from January 2020.](#)



### STATE

C.A.R. CEO Joel Singer has been named to Swanepoel's Power 200 list, which identifies the 200 leaders that have the most power and influence to impact the residential real estate brokerage industry.

[Click here to read the full Power 200 list on RealEstateAlmanac.com](#)



### NATIONAL

On Monday, the next wave of "That's Who We R" -- NAR's national ad campaign -- went live! The ad focuses on rallying consumers to "Look for the R" for reassurance, resources.

[Click here to view the ad](#) and [click here to learn more](#) and access campaign for members and associations to utilize.

## Welcome New Members!

Join us in welcoming our newest REALTOR® Members! As of our Jan 9th orientation, we have welcomed 34 new members to our F.A.R. family. Every month we'll be highlighting these newest REALTORS® in REAL NOTES.

[Click here for the full list of new members.](#)



## Advertise in the Real Estate Guide

FAR REALTOR and AFFILIATE members are encouraged to be a part of the Real Estate Guide. This FREE publication is distributed from the mountains to valley communities with over 8,000 copies printed. [Click here for ad rates](#)

[and sign-up form](#), or call Layne at 490-6400 for more information.

# Advertise

Click here  
for rates  
& form!

## 2020 Real Estate Guide Contract

A member benefit of the Fresno Association of REALTORS®

## Advertising Rates for REALTOR® Members Vol. 26, Issues 1-9

## Thanks to our Affiliate Advertisers!

Click each image to visit the advertiser's website:

Welcome to Rural Living

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**Water Well Inspection**

Kings River Drilling & Pump Service  
Ask for Tom 875-6699

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Mid Valley Financial is the Central Valley's premier residential and commercial mortgage lender. We pride ourselves on offering some of the lowest rates and making the loan process fast, simple and straight forward for borrowers seeking an inexpensive mortgage in California. Whether you are a first time buyer, purchasing your dream property, refinancing an outstanding loan, or consolidating debt, our highly experienced loan officers can help you take the first step toward a financial solution. As California's leading mortgage company we understand the typically drawn-out loan process by preapproving borrowers within one hour! Our goal at Mid Valley Financial is not only to provide our clients with the best loan options and lowest mortgage rates, but also to create meaningful relationships our clients will trust for many years to come.

- We're Taking The Lead**  
As California's leading mortgage lender, we make the loan process fast and straight.
- Local**  
With roots in the Central Valley, we pride ourselves in establishing partnerships with local, trustworthy lenders and real estate companies.
- Convenience**  
We use the latest technology to ease the loan process and to create a smooth process for all our clients.
- We Wait Around**  
We preapprove borrowers within one hour!
- Experience**  
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- Who We Are**  
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Office Hours: Mon/Tues/Thu/Fri: 8:00am - 5:00pm | Wed: 9:00am - 5:00pm | Sat/Sun: Closed

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