

JANUARY 2021

Dear Members,

Happy New Year and Cheers to 2021. We all survived an unprecedented year and have come out the other side stronger and more resilient. I'm so impressed with how our members have adapted and pivoted in the last several months. I want to thank our 2020 Leadership Team led by our dedicated President, Don Scordino. Don maintained his enthusiasm and passion for our Association and I am truly thankful for his commitment and his example. I also want to extend my appreciation to our 2020 MLS Chair, Colleen Wiginton who propelled our MLS forward with determination and professionalism. A warm thank you to all our Committee Chairs and Committee Members who volunteered their time and talents to serve our Association. I would be remiss if I didn't also thank our dedicated staff for their unwavering commitment to serving all of us especially in a remarkable year.



In 2021 I anticipate a year with continued challenges but immense growth. My theme for our Association is **Shift Happens**. The world may not be clear, the market may be wild but REALTORS® are here to win! I encourage all of our members to adapt, grow and be flexible all while maintaining cooperation and professionalism. Your 2021 Leadership Team is ready to serve you and provide you with support. Did you know that FAR provides over 10 local member benefits? You may have heard of *MLS Touch*, *ShowingTime* and *Trends* but how about *ListTrac*, REALTOR® Scholarships, and *Welcome Home Radio*? The Association also provides first-class customer service and is always here to solve problems for our members. We also host free social and networking events, provide free monthly training, and unbiased Arbitration and Ethic hearings free for our members. Lastly, we support the REALTOR® Action Fund which protects private property rights and stands for home ownership for all.

My wish for this year is that our members engage and fully participate in all that our Association has to offer. While we may still be fairly stuck in a virtual world, there are many opportunities to network and connect. Please join us for lots of fun at our weekly Tuesday Morning MLS Meetings which include education, raffles, networking, MLS Home Tours and more.

Lastly, I'm very excited to introduce a new member benefit and program to you called the **G-VIP**. The G honors our dear leader, Gerard Lozano who was taken from us way too early. The VIP stands for Very Impressive Professional. As you complete the activities listed below, you will receive "punches." **Complete 6 punches in a year and you will receive a \$100 Gas gift card, and will also be entered into an End-of-Year Raffle. First prize = \$1,000 Amazon Gift Card; 2nd Prize = \$400 Amazon Gift Card; 3rd Prize = \$200 Amazon Gift Card.**

Your G-VIP "punches" can be obtained by completing the following:

- Contribute \$49 to the REALTOR® Action Fund (RAF)
- RAF Major Donor (\$449 or above)
- Attend 5 MLS Tuesday Morning Meetings
- Attend 1 Education Seminar
- Attend the CA Association of REALTORS® Leg Day
- Sit on a FAR Committee/Board/Leadership Academy
- Attend 5 Investors/Exchanger Meetings
- Attend a Professional Standards Training


I am extremely excited to serve our members along with our amazing Leadership Team. I cannot thank our Committee Chairs and Members, Board Members and Executive Committee enough for dedicating their time to helping serve our members. Wishing you a productive and bountiful year full of growth, opportunity and connection!

Annie Foreman, 2021 President
The Fresno Association of REALTORS®



January 2021

All classes/events are held virtually using ZOOM.

SUN	MON	TUE	WED	THU	FRI	SAT
					1 OFFICE CLOSED Happy New Year!	2 
3	4	5 9:00am MLS Virtual Home Tour	6 OFFICE OPENS 9:00am Due to Staff Meeting	7	8 8:30am Investors/ Exchangers	9 9-10am RADIO
10	11	12 9:00am MLS Virtual Home Tour	13 OFFICE OPENS 9:00am Due to Staff Meeting	14 9:00am WAKE UP YPN 9:00am YGB Meeting 1:00pm MLS EXPERT	15 8:30am Investors/ Exchangers	16 9-10am RADIO
17	18 OFFICE CLOSED * MLK DAY *	19 9:00am MLS Virtual Home Tour	20 OFFICE OPENS 9:00am Due to Staff Meeting	21	22 8:30am Investors/ Exchangers	23 9-10am RADIO
24	25	26 9:00am MLS Virtual Home Tour	27 OFFICE OPENS 9:00am Due to Staff Meeting	28 1:00pm MLS Expert Series	29 8:30am Investors/ Exchangers	30 9-10am RADIO



Offices Closed

Due to the "Shelter in Place" directive, the FAR & YGB offices are CLOSED. Our staff is working remotely and will be available as much as possible during regular business hours, Monday through Friday, 8:00am - 5:00pm. **Please call 559-490-6400.** Voicemails will be transcribed to individual emails and calls will be returned.

Local Stats Report

Want a quick summary of the most recent market statistics from Fresno & Clovis? [Click here](#) to download the complete, most recent Market Summary Report from December 2020.



Reminders for the month ahead:

MLS Virtual Home Tour

Tuesdays at 9:00am

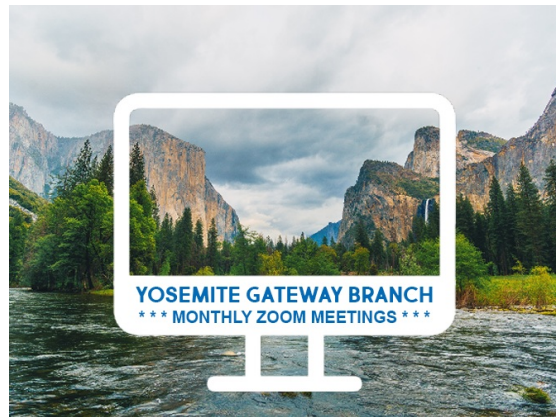
This coming Tuesday, January 5th at 9:00am is our first Virtual Home Tour of the year, and the Education Committee will be hosting a "Get to know FAR Leadership & Staff" Jeopardy game! [Click here to register in advance](#), and upload your caravan listing by 6pm on Monday in order to be included. These are fun ZOOM sessions with a listing caravan, guest speakers, and important FAR updates. Please register in advance and we look forward to seeing you online!



YGB Monthly Meeting

Thursday, Jan. 14th at 9:00am

FAR and the Yosemite Gateway Branch (YGB) Committee now host Thursday morning meetings, via Zoom! Enjoy education topics and guest speakers with content tailored to the mountain community. On Thursday, January 14th we'll hear from special guest speaker Nick Schneider of Yosemite Mortgage who will give us a Mortgage Market Update. [Click here to register!](#)



Fresno MLS EXPERT SERIES

**Thursdays at 1:00pm
January 14th & January 28th**

For our next MLS Expert series (Thursday, January 14th at 1:00pm) we will be learning about Interactive Map Layers in the MLS! These weekly education courses will feature virtual tutorials, tips, and tricks for our members to get the most out of our robust MLS system. [Click here to register!](#)




REGISTER FOR INVESTORS /

WAKE UP YPN

TAXES AND YOUR BOTTOM LINE

HOW TO KEEP MORE MONEY IN YOUR POCKET!

THURSDAY, JANUARY 14, 2021
9AM-10AM

REGISTER FOR WAKE UP
YPN

State & National Resources for COVID-19:

CAR COVID UPDATES

NAR COVID UPDATES

FAR 2021 Annual Dues

Please Remit Payment by Feb. 15th

It's a new year, and we've mailed out the FAR 2021 annual dues - please remit your payment by February 15th, 2021 to avoid suspension. [Click here to pay online](#) - thank you!



MLS 'Coming Soon' Status

The MLS 'Coming Soon' status is live and ready to use! Here are a few key points to remember:

- Listings entered in the "Coming Soon" status will automatically change to "Active" status on the On Market Date
- Listings can be in the "Coming Soon" status for a maximum of 21 days from the Listing Date
- "Coming Soon" listings will not be included in Auto-Prospecting or Client Portals
- No Open Houses or Broker Tours will be allowed for listings while in the "Coming Soon" status
- DOM will not be counted for "Coming Soon" listings until they move to an Active status
- "Coming Soon" listings can be posted in the Agent Newsfeed
- To change the status of a Coming Soon listing please contact your Association Staff



[Click here to download the full 'Coming Soon' Instructions / Form](#)

Habitat Groundbreaking Ceremony

* Homes for Veterans in Memory of Gerard Lozano *

On December 10th, representatives from FAR had the opportunity to take part in the groundbreaking ceremony for two veterans homes that will be built in Clovis by *Habitat for Humanity*. A big thanks to our incredible REALTOR® community for donating to this incredible cause. Because of your support and our partnership with ABC 30 and Habitat, we were able to raise enough funds for this worthy local project. It was a heartfelt ceremony, and we unveiled a sign in Gerard's memory that will stay in place for the duration of the build, reminding us all of Gerard's giving spirit and dedication to our community.



2021 Planners For Sale



Agenda Pro's Series 1000 Boss Planner's are available for purchase. Call us at 490-6400 to order for curbside pick-up, or have it mailed to you by request.

REALTOR® Price:
\$30.88 (includes tax)

MLS-ONLY Price:
\$40.15 (includes tax)

See photo for color options, and purchase yours for the New Year!

TUNE IN TOMORROW!

Guests: Jim Patterson & Sandy Darling
Saturdays 9-10am on ESPN 940AM

Tune in tomorrow - Saturday, January 2nd, 2021 at 9am - to our Welcome Home radio hour and hear guests Assemblyman Jim Patterson and REALTOR® Sandy Darling join our host, Don Scordino. They will be discussing ***"What is happening in California politics?"***

Want to be a future guest on the show? Share your knowledge and discuss Real Estate topics that pertain to the Central Valley audience. Contact Irene or Jill at 490-6400 to get on the schedule or [click here to sign up](#). Missed a show? Subscribe to our podcast by searching 'Welcome Home Radio'.



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Fresno Office: Temporarily closed - curbside pick-up only- Mon-Fri 8:00am - 5:00pm

Yosemite Gateway Branch: 40298 Junction Drive, Suite B, Oakhurst, CA 93644

YGB Hours: Temporarily closed for in-person visits

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