

JULY 2019

President's Message:

The grills are hot, the pools are cool, and the sun is out; it's summertime at FAR, and that means peak selling season for our REALTORS®!

The first two months of the second quarter have brought with them a robust market for both buyers and sellers. After a ho-hum winter, prices are back up (May '19 was up 2.5% over May '18), absorption rates are returning to balance (2.4 months supply of inventory in May '19 compared to 3.6 months supply of inventory in February '19), and properties are moving again (average days on market is back down to 50 CDOM, compared to 62 CDOM just three months ago).

As with all things in life, there is another side to this coin. All of this good news about the market has given sellers the confidence to reach for aspirational pricing and terms. The average listing price is up to \$418,000 (compared to \$376,000 in January), and more and more deals are falling apart due to buyers and sellers not being able to meet one another's terms.

Now more than ever, the health of our housing market depends on REALTORS®. The market is more volatile than ever, regulations and laws keep piling up, and consumers require more and more tender loving care. It is incumbent on all of us to stay at the top of our game. Our clients trust us to make sense of it all, and the stakes are high: we are selling the most important asset in most of our clients' lives. That asset isn't defined completely in dollars and cents, either. ***We are selling hope, stability, comfort and safety.***

So, as we enter what should be a sizzling hot summer of sales, remember this: what you do matters. I hope that you'll take it seriously and be the REALTOR® that your buyers and sellers need. Most importantly, enjoy the ride!

J.P. Shamshoian,
President of FAR



July 2019

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

SUN	MON	TUE	WED	THU	FRI	SAT
	1 - 11:00am TECH Q&A @YGB	2 - 9:00am MLS HOME TOUR	3 - 9:00am FAR OPEN	4 FAR & YGB Offices Closed ***Happy 4th!***	5 - 8:30am I / E	6
7	8 - 11:00am TECH Q&A @YGB	9 - 9:00am MLS HOME TOUR - 10:15am FORMS - 1:30pm CRMLS @YGB - 2:30pm CP&RP	10 - 9:00am FAR OPEN	11 - 8:30am MLS HOME TOUR @YGB - 9:00am CRMLS - 9:00am WAKE-UP YPN	12 - 8:30am I / E	13
14	15 - 11:00am TECH Q&A @YGB	16 - 9:00am MLS HOME TOUR - 2:30pm ZIP	17 - 9:00am FAR OPEN	18 - 8:30am MLS HOME TOUR @YGB - 10:30am RPR	19 - 8:30am I / E	20
21	22 - 11:00am TECH Q&A @YGB	23 - 9:00am MLS HOME TOUR - 2:30pm SEARCH	24 - 9:00am FAR OPEN	25 - 8:30am MLS HOME TOUR @ YGB - 10:00am LEGAL UPDATE AM - 2:00pm LEGAL UPDATE PM	26 - 8:30am NEW	27
28	28 - 11:00am TECH Q&A @YGB - 2:00pm - HUD	30 - 9:00am MLS HOME TOUR - 1:00pm - CLERK	31 - 9:00am FAR OPEN - 2:30pm CRS			

Calendar Key

YGB = Yosemite Gateway Branch, Oakhurst

I/E = Investors Exchangors

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

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](#)

[Community Real Estate Council - July Events & Contacts](#)

Make the most of July!

Read & click below for more information about each event.

KNOW YOUR FORMS MONTHLY SERIES

Every Second Tuesday

**10:15 AM to 11:30 AM
@ F.A.R. & Streamed.**

Tuesday, July 9th

Keeping the Sale Together!



**LEGAL UPDATE
SPEAKER: C.A.R. LEGAL COUNSEL
GOV HUTCHINSON
THURSDAY, JULY 25TH**

CHOOSE A.M. OR P.M. SESSION

**10 AM - 12 PM
2 PM - 4 PM**

**\$10 DEPOSIT REQUIRED
CLICK FOR MORE INFORMATION**



Meet your new Leadership Team!

Thanks again to all of our members who attended our Annual Luncheon at Pardini's on June 20th! More than 250 of you gathered to celebrate the important and valuable work we do as REALTORS®, and each year we are filled with gratitude to our directors and staff who help make it all happen. We also want to congratulate our new leadership team for 2020 - we look forward to your service!

2020 Fresno Association of REALTORS®

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Sharlynn Childers
Nikki Thomas
Amber Keene
Kyle Chaney
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Member Benefits - just for you!



Veterans Opportunity Program

Be sure to take advantage of our Veterans Opportunity Program (V.O.P.), where sellers can receive a \$2,000 credit at the close of escrow. The program is brought to you by F.A.R.A.F. and is eligible for the first 25 successful closings. We still have funds available, so be sure to market this opportunity to your clients!

[Click here to download the V.O.P. form](#)



Summer Fun Time Basket

It's time for some summer fun! All FAR members have the opportunity to purchase raffle tickets for our Summer Fun Time Basket, packed with 25+ items and fun experiences valued at over \$700. Drawing will be held July 23rd at 9 AM at F.A.R.A.F. located at 6720 N. West Ave. in Fresno, and you do not need to be present to win.

Tickets cost \$5/each or \$20/5.

Purchase in person, or call (559) 490-6400

Donations are tax deductible and all proceeds benefit FARAF scholarships.

[Click here for details and basket items.](#)

Stats & Resources:



LOCAL

Want a quick summary of the most recent market statistics from Fresno & Clovis? [Click here to listen to our "Market Minute" report.](#) Want to dig deeper into the stats? [Click here to download the complete, most recent TrendVision Report for June 2019.](#)



STATE

In an effort to drive innovation of new products and services that help real estate professionals, C.A.R. is seeking innovators to submit their revolutionary business product or ideas for their Innovators Workshop. [Click here to read the full article on CAR.org](#)



NATIONAL

Last week, the US Supreme Court made a property rights decision that could have ripple effects on land use and environmental regulations. The courts ruled that landowners shouldn't have to jump through hoops to accuse the government of taking their property. [Click here to read the complete article.](#)

RENE Scholarship Recipients

Thanks to all of our members who joined us for the 2-day RENE Certification Course last week with instructor Tamara Suminski. We had a great time learning all about how to enhance our negotiation skills with this wonderful crew. We also want to congratulate our RENE scholarship recipients Dan Gilbert and Brenda Estrada-Diaz, as well as Scholarship Chair Kam Singh for presenting the awards.





MLS Access Denied? Call us for help.

MLS dues became delinquent on June 17th. If you're having trouble accessing MLS, please give us a ring at (559) 490-6400 and we'll help you process the payment to get you back up and running.



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Who We Are
Our goal is to provide excellent service through lasting relationships with all of our clients.

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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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