



FRESNO ASSOCIATION OF REALTORS®

LOCAL REALTOR® BENEFITS



Free Member Cards

This **Member card** is **FREE** for all REALTOR® members. It contains your Fresno MLS agent ID, National A.O.R. ID, DRE license number, and important phone numbers.



F.A.R. WEBSITE

WWW.FRESNOREALTORS.COM

Visit our updated website for all event and education opportunities (News & Events tab), register for classes, and pay your bills (Services tab) and access Fresno A.O.R. forms and documents (Membership tab).

THE BUSINESS JOURNAL

The **Business Journal** and Fresno Association of REALTORS® have partnered to keep you informed with a free digital copy of the latest newsletter. In addition the Association will be able to provide accurate, and up to date real estate articles to be printed in the journal.

FAR STORE

Visit our office at 6720 N. West Avenue Fresno, CA 93711

Stop by our office to purchase **store** items that range from real estate supplies to candles and **movie tickets**. While you're here enjoy complimentary refreshments, or pick up a copy of the **Member Roster** and/or the **Affiliate Directory**.



Exceptional Customer Service

Friendly and knowledgeable staff offers technical support, and are willing to assist you with any needs you may have. F.A.R. staff strives to provide our members with outstanding service and knowledge of their business needs.



Leadership Academy and Committees

Our Leadership Academy gives you the opportunity to learn about the Association operations and how decisions are made. This is a great tool if you are interested in sitting on our Board of Directors, MLS Committee or any other committee such as Scholarship, Education, or Community Outreach, and Young Professionals Network.



FREE Professional Photos

Our F.A.R. REALTORS® have the opportunity to take a **professional photo** for their MLS, Website, Business Cards, and Social Media. We schedule this once a month.



HomeSnap Pro App

HomeSnap is a new member benefit that allows you to access MLS data, Tax information on off-market properties, share your app with clients, snap a photo to gain property information on the go and more! This app is **FREE** for Fresno REALTOR® members.



Free Monthly Training

CLASSES ARE ON ZOOM AND IN PERSON. SEE OUR WEBSITE AND NEWSLETTER FOR DETAILS

MLS Expert Series covers many different topics depending on hot issues. See list of free classes below.

- **Fresno MLS** - Learn the latest tips and tricks about your robust Fresno MLS system.
- **CRS Data Tax Suite** - Learn the ins and outs of your access to tax information on property in the state of California.
- **Lonewolf Transactions & Authentisign** - Learn the latest tips on your C.A.R. member benefit, the home of your transactions.
- **RPR** - Learn all you need to know about your N.A.R. member benefit, an amazing tax system that allows you to run reports and pull market information on any property, Residential or Commercial, in the Nation.
- **HomeSnap** - Learn to navigate our newest member benefit. This app provides the most up to date MLS and Tax information for you and your clients, while on the go!



Noterouter and Real Notes

Recently we upgraded our communications system to **Noterouter**. This system gives you access to customize the way you receive information from us. You have the option to receive our newsletter **Real Notes** by email or text.



New Member Orientation

Even though our Orientation is a required class, it is filled with valuable information. As a new or returning member you will be introduced to our current leadership and receive a crash course on our MLS Rules, Code of Ethics, Antitrust, and Education social event opportunities.



F.A.R. Education, Events and Networking

Attend **classes and social events** sponsored by F.A.R. such as: Tuesday Morning MLS Meetings, Investors/Exchangors, Golf Tournaments, Designation Courses, Luncheons, Affiliate Appreciation, Professional Standards, Legal Updates, Broker Forums, Appraiser Series, Know Your Forms, and our most recent free course on the new RPA.



Advertising to promote REALTORS®

The Fresno Association of REALTORS® began a **campaign to advertise the REALTOR®** in our local community. They have formed a partnership with local news stations, ABC30, KSEE24 and CBS47 to advertise why it is important to use a local professional REALTOR®.

WELCOME HOME RADIO

Tune in to **KYNO 940 AM** every Saturday at 9:00 a.m.

Every Saturday join Don Scordino and **special guest speakers** that discuss topics that are related to the Real Estate industry.

GOVERNMENTAL AFFAIRS PROGRAM AND NEWSLETTER

Meet our new GAD **Kim Huckaby!**

Kim leads the program that fights for your rights at the local, state and national levels. This helps preserve your ability to conduct business and protect private property rights, Affiliated business issues and point of sale issues. Kim works with LCRC and our **NEW Local Government Review Council**.

Together they focus on local issues and form relationships with local candidates to tackle issues at the local level.

To stay up to date on topics like this be on the lookout for Kim's **GAD Newsletter** that focuses on hot issues that are happening now, and that effect your business today.