

BROKER _____

PLAYBOOK



WELCOME MESSAGE

If you are reading this, you are a Broker member who wants to stay informed, engaged and prepared. The Fresno Association of REALTORS® understands the importance of Broker and Agent success which is something myself and all staff strive to provide to our members. In this Broker Playbook you will find the Who, What & Why of all compliance, education and updates.



Dezmarie Hedrick

CEO of Fresno Association of REALTORS®

POLICIES & RESOURCES

- MLS Rules and Regulations
- Code of Ethics
- Fee Schedule
- Forms



Member Forms

Fresno Association of Realtors Member Forms

 Fresno Association of Realtors

• Top Violations

- Within 1 business day of Public marketing, the listing broker must submit the listing to the MLS for cooperation with other MLS Participants. (Fresno MLS Rule 7.7)
 - Within 2 business days after all necessary signatures of the sellers have been obtained on the listing or at the beginning date of the listing, whichever is later, Broker Participants must input the listing to the Service for cooperation with other Participants. (Fresno MLS Rule 7.8)
 - If the seller refuses to permit the listing to be disseminated by the service, the listing broker shall submit to the service within 1 business days after all necessary signatures of the seller(s) have been obtained on the listing agreement or at the beginning date of the listing, whichever is later, a certification signed by the seller stating the seller instructs the listing broker to do no public marketing or advertising, other than permissible promotion of the property will occur internally within the brokerage consisting of one-on-one communication between the listing broker and licensees affiliated with the listing brokerage and their respective clients. C.A.R. Standard form SELM and/or RLA may be used for this certification. (Fresno MLS Rule 7.9)
 - Listings with Accepted Offers shall be reported to the service within 3 business day of the acceptance. Upon final closing, the listing broker shall report the listing in the MLS as “Sold” within 3 business days of receiving notice from the buyer broker. (Fresno MLS Rule 10.2)
 - At least 1 front exterior photo is required to be uploaded within 3 business days of the date of listing entry (FMLS Rule 11.5)
 - A listing shall not be advertised by any Participant or Subscriber other than the listing broker without Prior consent of the listing broker. (Fresno MLS Rule 12.8)
 - Participants and Subscribers are responsible for the security of their pass-codes and shall not give or allow use of or make available their pass-codes to any person. (Fresno MLS Rule 12.12)
 - The “Directions to Property” field in our MLS must contain and be actual directions to the property. (Fresno MLS Rule 20)
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FRESNO MLS

- **Coming Soon**

- [Required Fresno MLS Coming Soon Form](#)
- Advertising such as a photo of the home, zip code/city & coming soon is not permitted in a coming soon or excluded status.
- Advertising while a listing is in Coming Soon status is not permitted. (signs, coming soon signs or social media posts)

- **MLS Updates**

- Comp-Only Status is LIVE
- [Comp-Only Q&A](#)

- **Fresno County Stats**

The infographic is a vertical blue rectangle. At the top left, it says 'Fresno County January Statistics'. To the right is the Fresno Association of Realtors logo. Below the title are two circular portraits: a woman on top and a man on the bottom. To the right of the portraits are three statistics: 'Active Listings' (1044 | Down -14.7% M/M), 'Median Sales Price' (\$365k | Down 4.7% Y/Y), and 'Sales To List Price' (94% | No Change M/M). At the bottom left, there is a white rounded rectangle with the text 'FOR ALL MLS QUESTIONS EMAIL: MLS@FRESNOREALTORS.COM'.

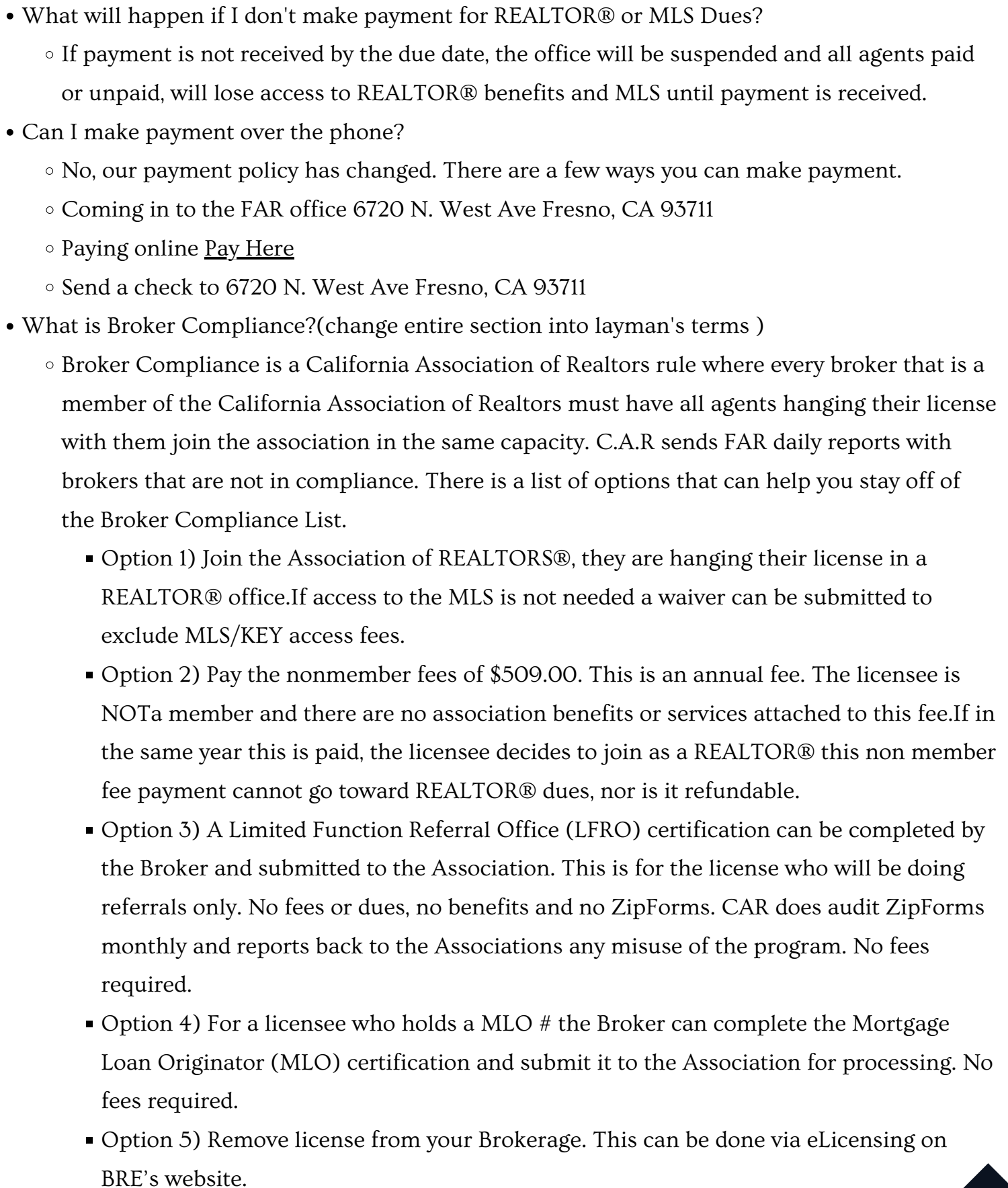
Fresno County January Statistics	
	Active Listings 1044 Down -14.7% M/M
	Median Sales Price \$365k Down 4.7% Y/Y
FOR ALL MLS QUESTIONS EMAIL: MLS@FRESNOREALTORS.COM	Sales To List Price 94% No Change M/M

FAQ'S

- Can I pay my MLS Data Access Fees online?
 - Yes. [Online Bill Pay](#).
- Why do I, the Broker, need to attend orientation?
 - Per Fresno MLS Rule 4.1.1 Section f; The individual has completed any required orientation program of no more than eight (8) classroom hours within ninety (90) days after access has been provided, said program to be attended in-person or through remote means.
- How do my agents receive their Orientation Deposit? Scan QR Code for more information.



- How often are my MLS Access & REALTOR® Dues, due?
 - Fresno MLS Billing is a total of \$221.00 due May 1st and November 1st
 - REALTOR® dues are due January 1st (annual price may vary)
 - What are the steps to set up my new agent?
 - Take hold of their license in the DRE
 - Have them complete our membership application and sign their application on page 4.
 - The completed application can be emailed to membership@fresnorealtors.com with a copy of their driver's license.
 - How can my agent input their own listing?
 - The broker will need to sign our Agent Rights Modification form and indicate on the form the rights they are giving their agent. The form can be found on our website:
<https://fresnorealtors.com/wp-content/uploads/2021/09/AgentRightsModification.pdf>
 - How do I add or drop an agent from my brokerage?
 - The first step would be to drop them in the DRE through elicensing.
 - Next you would complete a termination form and send it to our membership staff.
<https://fresnorealtors.com/wp-content/uploads/2021/09/TerminationForm-2021.pdf>
 - How do I transfer a new agent to my brokerage?
 - If the agent is already a member and needs to switch brokerages, first make sure that the license has been transferred with the DRE. FAR will need an office transfer form completed and emailed to our membership staff. <https://fresnorealtors.com/wp-content/uploads/2021/09/OfficeChangeForm.pdf>
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- What will happen if I don't make payment for REALTOR® or MLS Dues?
 - If payment is not received by the due date, the office will be suspended and all agents paid or unpaid, will lose access to REALTOR® benefits and MLS until payment is received.
 - Can I make payment over the phone?
 - No, our payment policy has changed. There are a few ways you can make payment.
 - Coming in to the FAR office 6720 N. West Ave Fresno, CA 93711
 - Paying online [Pay Here](#)
 - Send a check to 6720 N. West Ave Fresno, CA 93711
 - What is Broker Compliance?(change entire section into layman's terms)
 - Broker Compliance is a California Association of Realtors rule where every broker that is a member of the California Association of Realtors must have all agents hanging their license with them join the association in the same capacity. C.A.R sends FAR daily reports with brokers that are not in compliance. There is a list of options that can help you stay off of the Broker Compliance List.
 - Option 1) Join the Association of REALTORS®, they are hanging their license in a REALTOR® office.If access to the MLS is not needed a waiver can be submitted to exclude MLS/KEY access fees.
 - Option 2) Pay the nonmember fees of \$509.00. This is an annual fee. The licensee is NOT a member and there are no association benefits or services attached to this fee.If in the same year this is paid, the licensee decides to join as a REALTOR® this non member fee payment cannot go toward REALTOR® dues, nor is it refundable.
 - Option 3) A Limited Function Referral Office (LFRO) certification can be completed by the Broker and submitted to the Association. This is for the license who will be doing referrals only. No fees or dues, no benefits and no ZipForms. CAR does audit ZipForms monthly and reports back to the Associations any misuse of the program. No fees required.
 - Option 4) For a licensee who holds a MLO # the Broker can complete the Mortgage Loan Originator (MLO) certification and submit it to the Association for processing. No fees required.
 - Option 5) Remove license from your Brokerage. This can be done via eLicensing on BRE's website.
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REALTOR® BENEFITS

- F.A.R.



Benefits
Fresno Association of Realtors Benefits
[Fresno Association of Realtors](#)

- C.A.R.



Guide to Benefits
As a member of C.A.R., you receive more than 100 free and...
[car.org](#)

- NAR



NAR REALTOR Benefits®
NAR REALTOR Benefits® provides membership benefits to REALTORS®, including discounts and offers on personal and professional products and...


- Affiliate Directory



Affiliates
Affiliate Members are those who are affiliated with the real estate...
[fresnorealors.com](#)



MEMBERSHIP INVOLVEMENT

- MLS Home Tour
 - Weekly in person meeting
 - Know Your Forms
 - Monthly in person training
 - Investors/ Exchangors Zoom
 - Weekly zoom meetings
 - Welcome Home Radio
 - Contact Donna Lozano
donna@fresnorealtors.com
 - Wake Up YPN
 - Contact Sarina Duarte
 - sarina@fresnorealtors.com
 - Yosemite Area Meetings
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COMMUNITY INVOLVEMENT

- F.A.R. Calendar



- F.A.R.A.F. / F.A.R.A.F. Community Outreach and Scholarship



F.A.R. STAFF



Dezmarie Hedrick
Chief Executive
Officer



Maile Wilson
Executive
Administrator



Donna Lozano
Administrative
Assistant



Sarina Duarte
Event & Committee
Liaison



Elizabeth Gregg
Accounting



Evan Robinson
Accounting



Layne Sellers
MLS Operations &
Webmaster Specialist



Consuelo Regalado
MLS Operations



Carlie Yang
Member Services



Audrey Martinez
Member Services



Pauline Turner
Member Services

Board of Directors



Brian Domingos
President



Gary Carter
President Elect



Lynn Heintz
Treasurer



Annie Foreman
Director



Anthony Gamber
Director



Natalie Garrick
Director



Carmen Jimenez Phillips
Director



Patrick Prince
Director



J.P. Shamshoian
Director



Brandon Uribe
Director



Steve Flach
Past President



Rick Tomasello
MLS Chair

Committee Chairs



Ashley Hyatt
MLS Home Tour Co- Chair



Dave Kidder
MLS Home Tour Co-Chair



Brandon Gonzales
Pro Standards Co-Chair



Ken Neufeld
Pro Standards Co- Chair



Annie Foreman
Realtor® Party of CA
Chair



Joni Hernandez
YPN Chair



Carmen Jimenez Phillips
Investors/ Exchangors
Chair



Lisa Swenning
Affiliate Chair



Joel Arambula
Education Co-Chair



**Genevieve Hinojos-
Spalding**
Education Co-Chair



Aisha Allen Rojas
Diversity Co-Chair



Brandon Uribe
Diversity Co-Chair

Committee Chairs



Gary Carter
Scholarship Chair



Annie Foreman
FARAF President



Patrick Prince
Leadership Academy
Co-Chair



Kristine Sorrells
Leadership Academy
Co-Chair



Brian Domingos
LCRC Chair



Anthony Gamber
New Member
Connection Chair



Colleen Wiginton
New Member
Connection Chair



Summer Quick
Community
Outreach Co-Chair



Amber Keenne
Community
Outreach Co-Chair



Kristy Henry
Grievance Co-Chair



Barbara Strachan
Grievance Co-Chair

MLS Committee Chairs



Rick Tomasello
2023 Chair



Maurice Gonzales
Chair Elect



Crystal Ansay
Committee Member



Ashley Hyatt
Committee Member



Vivian McCutchen
Committee Member



George Mees
Committee Member



Summer Quick
Committee Member



Kristine Sorrells
Committee Member



Desrie Van Putten
Committee Member



Kyle Chaney
Past Chair

Stay tuned for your Real Notes Newsletter notifications for additional Broker Outreach events & opportunities!

