



Broker

PLAYBOOK

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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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- **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**



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 Fees & REALTOR® Dues, due?
 - Fresno MLS access billing fees is a total of \$235.00 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. Send completed form to our membership staff.
- 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.
- 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 a [Member/Office Change Form](#) completed and emailed to our membership staff.

- The forms above may be found at www.fresnorealtors.com under the “Forms” tab or by using the links above. Send forms to membership@fresnorealtors.com for processing.
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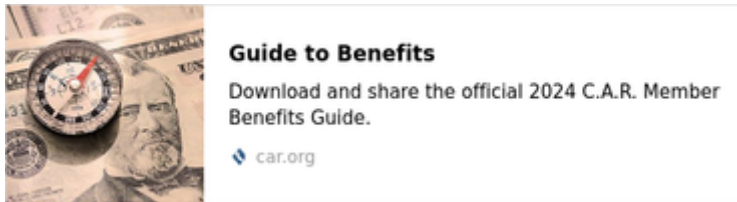
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- What will happen if I don't make payment for REALTOR® Dues or MLS fees?
 - If payment is not received by the due date, the office will be suspended and all agents paid or unpaid, will lose access to REALTOR® benefits and MLS until payment is received.
 - Can I make payment over the phone?
 - Yes, you may call 559-490-6400 to make a payment OR
 - Come 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? Broker compliance is an N.A.R. and C.A.R. rule where every Broker that is a member of the Association must have all agents hanging under their license join the association in the same capacity, meaning if the Broker pays REALTOR® Dues and MLS fees then so do his agents. This rule states that the Broker will be responsible in making sure his agents are in compliance with this rule. There are options that can exclude some agents from joining and will meet Broker compliance as well. Below are all the options that will be sufficient for compliance and what they entail:
 - 1. Join the Association of REALTORS® and pay their Dues, if MLS access is not needed, they may submit an MLS Waiver.
 - 2. Pay the nonmember fee of \$537.00 to be in compliance, there are no benefits and no membership for local, state, or national associated with this fee. If in the same year this is paid, the licensee decides to join as a REALTOR® this nonmember fee payment cannot go toward REALTOR® Dues, nor is it refundable. Nonmember fees are due annually just as REALTOR® Dues.
 - 3. If an agent is not doing business, they can be certified under the LFRO (Limited Function Referral Office) Certification acting as a referral only agent. There is no fee associated with this and needs to be certified and signed by the Broker. No fees or dues, no benefits and no ZipForms. C.A.R. does audit ZipForms monthly and reports back to the Associations any misuse of the program.
 - 4. For a licensee who holds an MLO # the Broker can complete the Mortgage Loan Originator (MLO) certification and submit it to the Association for processing. No fees required, and no benefits associated.
 - 5. Sever the licensee(s) from your office on the Department of Real Estates website.
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REALTOR® BENEFITS

- F.A.R.



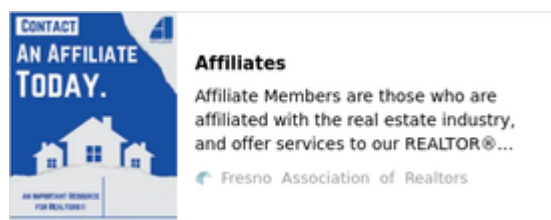
- C.A.R.



- N.A.R.



- Affiliate Directory





MEMBERSHIP INVOLVEMENT

- MLS Home Tour
 - Every Tuesday 9:00 am to 10:00 am
 - In person and via zoom
 - Investors/ Exchangors
 - Every Friday 8:30 am to 9:30 am
 - Zoom only
 - Wake Up YPN
 - Every 2nd Thursday 9:00 am to 10:00 am
 - Contact Maile Wilson
 - mwilson@fresnorealtors.com
 - Welcome Home Radio
 - Every Saturday 9:00 am to 10:00 am
 - KYNO 940 AM
 - Contact Donna Lozano
 - donna@fresnorealtors.com
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COMMUNITY INVOLVEMENT

- F.A.R. Calendar



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



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Fair Housing and Diversity
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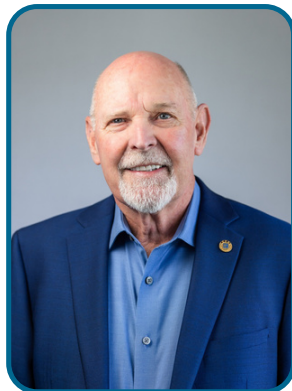
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LCRC Chair



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Leadership Academy
Co-Chair



George Mees
Leadership Academy
Co-Chair



Chris Cissel
MLS Home Tour
Co-Chair



Ashley Hyatt
MLS Home Tour
Co-Chair



2024 F.A.R. Committee Chairs (continued)



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New Member Connection
Co-Chair



Colleen Wiginton
New Member Connection
Co-Chair



Brandon Gonzales
Professional Standards
Co-Chair



Joni Hernandez Nolasco
Professional Standards
Co-Chair



Joan Jolly
REALTOR® Action Fund
Chair



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Anaheed Tatarian
YPN Chair



2024 F.A.R. MLS Committee



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Chair



Rick Tomasello
Past Chair



Beau Miracle
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Committee
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Committee
Member



Ashley Hyatt
Committee
Member



Summer Quick
Committee
Member



Michele Stephens
Committee
Member



Desrie Van Putten
Committee
Member



2024 F.A.R.A.F. Board of Directors & Committee Chairs



Steve Flach
President



Lynn Heintz
Treasurer



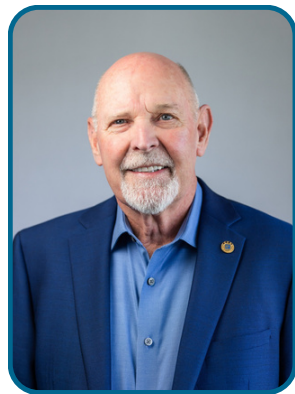
Brian Domingos
President-Elect



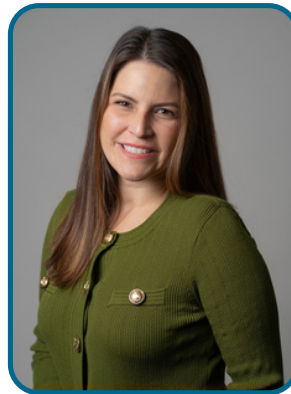
Annie Foreman
Director



Joan Jolly
Director



George Mees
Director



Summer Quick
Director



Colleen Wiginton
Director

2024 F.A.R.A.F. Committee Chairs



Summer Quick
Community
Outreach Chair



Karina Cano
Scholarship
Co-Chair



Efrain Cervantes
Scholarship
Co-Chair



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

