

# INVESTING IN REALTORS®

## GOVERNMENTAL AFFAIRS PROGRAM & NEWSLETTER

Meet our Governmental Affairs Director (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 homeownership rights, affiliated business issues and point of sale issues. Kim works with the Local Candidate Recommendation Committee (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 F.A.R. GAD About Newsletter that focuses on hot issues that are happening now and that affect your business today.

## ADVERTISING TO PROMOTE REALTORS®

The Fresno Association of REALTORS® Board of Directors participate in 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®.

# EDUCATION & SERVICES

## F.A.R. EDUCATION, EVENTS & NETWORKING

Attend classes and social events sponsored by F.A.R. such as: Tuesday Morning MLS Meetings, Investors/Exchangers, Golf Tournaments, Designation Courses, Luncheons, Affiliate Appreciation, Professional Standards, Legal Updates, Broker Forums, Appraiser Series, Know Your Form and a lot more!

## NEW MEMBER ORIENTATION

Although 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, Education and Social Event Opportunities.

## LEADERSHIP INVOLVEMENT

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

## FREE PROFESSIONAL HEADSHOTS

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

## MOBILE APP

MLS-Touch is a F.A.R. REALTOR® Member benefit that allows you to access MLS Data and Off-Market Properties via Tax Records. You can snap a photo/use location to easily gain nearby property information, share your branded app with clients, and more!

## Byte Sized Brilliance

MLS Staff conducts weekly Zoom training on services provided by F.A.R.. Subscribe to Education and MLS in your newsletter settings so you never miss Consuelo's or Audrey's brilliance.



## LOCAL REALTOR® BENEFITS

### FREE TRAINING

Classes are on Zoom and/or In-Person. See our website and newsletter for details. We also have a robust video catalogue of past classes for you to watch in the leisure of your own home office!

- **Fresno MLS** - Learn how to use Rapattoni like a PRO. Everything from doing CMA's to Auto-Prospecting, Custom Exports and so much more!
- **CRS Data Tax Suite** - Learn how to Search in California by Map, by Name or how to do a Street Run and then export results to Excel or Create Labels.
- **Lonewolf Transactions zipForm Edition & Digital Ink** - Learn how to Create Transactions, Print Forms, Add Documents for Digital Signatures and more using your C.A.R. member benefit.
- **RPR** - Learn how to print Great Looking Listing Presentation Booklets, Modify Estimated Value, Run CMA's Nationally using your N.A.R. member benefit.
- **MLS-Touch** - Learn how to navigate MLS-Touch, get tips and tricks and become an MLS-Touch expert.
- **Trends** - Learn how to run stats and then incorporate them into marketing material and/or reports.

### TRENDGRAPHIX

Trendgraphix, also known as Trends, is a MLS statistics system that enhances your expertise on our Local Market. You can run stats, generate branded reports, publish data onto your website, and more.

# COMMUNICATION

## F.A.R. WEBSITE

[www.fresnorealtors.com](http://www.fresnorealtors.com)  
Visit our updated website for all event and education opportunities (News & Events tab) and access F.A.R. Forms and Documents (Forms tab).

## NOTEROUTER & REAL NOTES

F.A.R. uses Noterouter, a system that gives Members access to customize the way they receive information. Members can choose to receive their updates via email or text, but can also customize their topic preferences in order to get exactly what they want.

## 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 to support their business needs.

## F.A.R. STORE

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