

“Raising
the Standard”
Broker



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PLAYBOOK

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**FRESNO ASSOCIATION
OF REALTORS®**



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

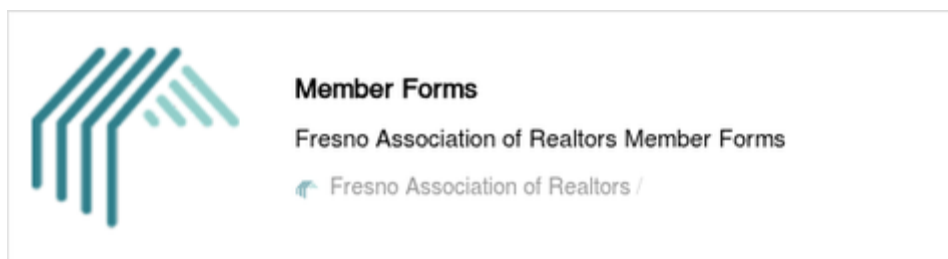
CEO of Fresno Association of REALTORS®



POLICIES & RESOURCES

*Double click the image below to
access the following information
or visit fresnorealtors.com.*

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



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 Q&A
- **Fresno County Stats**



FAQ'S

- How often are my MLS Data Access Fees & REALTOR® Dues, due?
 - Fresno MLS access billing fees is a total of \$255.00 due May 1st & November 1st
 - REALTOR® Dues are due January 1st (annual price may vary)
- Can I pay my MLS Data Access Fees and REALTOR® Dues online or over the phone?
 - Yes. [Online Bill Pay](#)
 - Yes. you may call 559-490-6400 to make a payment OR
 - Come in to the F.A.R. office 6720 N. West Ave, Fresno, CA 93711
 - Send a check to 6720 N. West Ave, Fresno, CA 93711
- What will happen if I don't make payment for MLS Data Access Fees or REALTOR® 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.
- 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@fresnorealors.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 membership@fresnorealtor.com for our membership staff to process.
- 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.fresnorealors.com under the "Forms" tab or by using the links above. Send forms to membership@fresnorealors.com for processing.



FAQ'S -PART 2

- 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 \$648.00 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.



FAQ'S -PART 3

- Why do I, the Broker, need to attend orientation?

All new and rejoining members are required to complete New Member Orientation within the designated timeframe (90 days) as outlined in the Association's Bylaws and MLS rules and regulations. Failure to attend and complete Orientation within this timeframe will result in the following:

- Immediate suspension of MLS and Association services
 - Forfeiture of the Orientation deposit
 - Services will remain suspended until Orientation is successfully completed
 - It is the responsibility of the member to register for and attend Orientation within the required period. No exceptions will be granted for missed deadlines.
 - 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.



2026 F.A.R. Board of Directors



Jason Farris
President

jason@fresyes.com
559-708-8768



Summer Quick
President Elect

summer@realtyconcepts.com
559-281-8924



Carmen Jimenez Phillips
Past President

cjimenezphillips@gmail.com
559-269-5321



Steve Flach
Treasurer

sflach@realtyconcepts.com
559-307-3446



Ivette Chavez
Director

ichavezteam@gmail.com
559-631-0425



Julie Fulcher
Director

juliefulcher.realtor@gmail.com
559-905-7386



Lynn Heintz
Director

lmheintz@comcast.net
559-289-4069



Ashley Hyatt
Director

ashley@hyattre.com
559-906-9961



Beau Miracle
Director

beau@miracle-realty.com
559-930-4044



Joanna Odabashian
Director

joanna@cencalrepros.com
559-970-0218



Michele Stephens
Director

michele@iSelluMove.com
559-284-7709



2026 F.A.R. MLS Committee



Natalie Leon
MLS Chair/Ex Officio Board Member
natalie@modernbroker.com
559-827-2277



Beau Miracle
Past Chair
beau@miracle-realty.com
559-930-4044



Joel Arambula
Chair Elect
joel@arambulaco.com
559-313-7150



Noe Cruz
Committee Member
noe.cruz@yahoo.com
559-916-8617



Amy Mincer
Committee Member
amym@realtyconcepts.com
559-930-8282



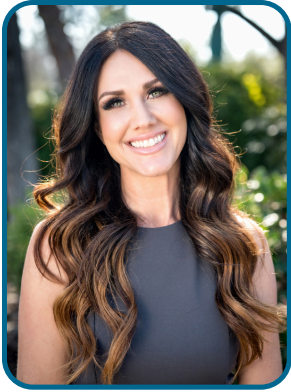
Desrie van Putten
Committee Member
dvanputten@vhpbrokers.com
559-260-3385



Jason Farris
President
jason@fresyes.com
559-708-8768



2026 F.A.R. Committee Chairs



Lisa Swenning
Affiliate Chair
lisa@snapnhd.com
559-213-7404



Amy Mincer
Education Chair
amym@realtyconcepts.com
559-930-8282



Mario Rivera
**Fair Housing and Diversity
Co-Chair**
mario.centralcal@gmail.com
559-549-4093



Corrie Tufte
**Fair Housing and Diversity
Co-Chair**
corrie@fresyes.com
559-392-3920



Kristy Henry
Grievance Chair
kristy@cagliarealty.com
559-283-3081



Carmen Jimenez Phillips
Investors/Exchangors Chair
cjimenezphillips@gmail.com
559-269-5321



Jared Martin
LCRC Chair
**Local Candidate Recommendation
Committee**
jared@jaredmartinre.com
559-779-1504



Ivette Chavez
**Leadership Academy
Co-Chair**
ichavezteam@gmail.com
559-631-0425



George Mees
**Leadership Academy
Co-Chair**
gmeesrealtor@comcast.net
559-281-8222



Lindsay Cappelletti
**Tuesday MLS Tours &
Trends Co-Chair**
thehallhustle@gmail.com
559-900-6670



Ryan Johnson
**Tuesday MLS Tours &
Trends Co-Chair**
rjiceman1@gmail.com
559-213-9940

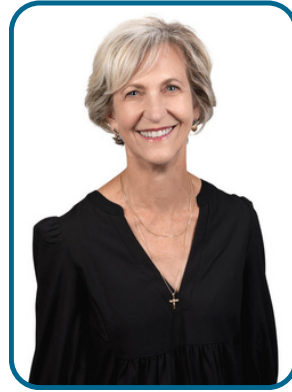


2026 F.A.R. Committee Chairs

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Anthony Gamber
New Member Connection Co-Chair
anthony@anthonygamber.com
559-307-4646



Colleen Wiginton
New Member Connection Co-Chair
colleenwig@realtyconcepts.com
559-906-7371



Brandon Gonzales
Professional Standards Co-Chair
brandon@ironkeyrealestate.com
559-917-3812



Ken Neufeld
Professional Standards Co-Chair
realtorneufeld@gmail.com
559-270-4056



Joan Jolly
REALTOR® Action Fund (RAF) Chair
joan@joanjolly.com
559-906-9566



Summer Quick
Strategic Planning Chair
summer@realtyconcepts.com
559-281-8924



Nick Campbell
YPN Chair
nick@alusi.com
559-244-1962



2026 F.A.R.A.F. Board of Directors & Committee Chairs



Colleen Wiginton
President

colleenwig@realtyconcepts.com
559-906-7371



Steve Flach
Treasurer

sflach@realtyconcepts.com
559-307-3446



Gary Carter
Director

gcarter123@gmail.com
559-824-1454



George Mees
Director

gmeesrealtor@comcast.net
559-281-8222



Joan Jolly
Director

joan@joanjolly.com
559-906-9566



Summer Quick
Director

summer@realtyconcepts.com
559-281-8924

2026 F.A.R.A.F. Committee Chairs



Diego Hinojosa

**Community Outreach/Scholarship
Co-Chair**

diego@ironkeyrealestate.com
559-917-5453



Lisa Neufeld

**Community Outreach/Scholarship
Co-Chair**

realtorinvestnu@gmail.com
559-270-9682



Patty Grissom

**Community Outreach/Scholarship
Co-Chair**

pgrissom@guildmortgage.net
559-490-6972



F.A.R. Staff



Dezmarie Hedrick
Chief Executive Officer
Association Executive
dez@fresnorealtors.com



Pauline Turner
Executive Assistant
& Event Coordinator
pauline@fresnorealtors.com



Kyle Chaney
Governmental Affairs & Public
Relations Director (GAD)
kc@fresnorealtors.com



Layne Sellers
Director of Technology
& Communications
lsellers@fresnorealtors.com



Maile Wilson
Director of Operations
mwilson@fresnorealtors.com



Donna Lozano
Administrative Assistant
donna@fresnorealtors.com



Evan Robinson
Accounting
evan@fresnorealtors.com



Consuelo Regalado
MLS Operations
cr@fresnorealtors.com



Audrey Martinez
MLS Operations
audrey@fresnorealtors.com



Carlie Hernandez
Member Services
carlie@fresnorealtors.com



Tania Ibarra
Member Services
tania@fresnorealtors.com



Stay connected and follow us on social media



FAR Instagram @fresno_realtors

YPN Instagram @fresnypn

FARAF Instagram @_faraf



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