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# CCAR

100 YEARS

## OF EXCELLENCE

CONTRA COSTA ASSOCIATION OF REALTORS®



## Welcome Featured Guest Speakers

### Housing Market Update



**JOEL SINGER**

C.A.R. Chief Executive Officer  
& State Secretary

### Legal Update



**GOV HUTCHINSON**

C.A.R. Assistant General Counsel

### President's Message



**DAVE WALSH**

C.A.R. 2021 President



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# WELCOME!

## ANNUAL MEMBERSHIP MEETING

# 100 YEARS

1921 - 2021

## Leadership

Advocacy

Innovation

Service

Excellence

## 2021 Board of Directors

**Greg Souza**  
President

**Debi Mackey**  
President-Elect

**Tangie Leverett**  
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**Judy Myers**  
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**Joe Norton**  
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**David Schubb**  
Director at Large

**Tyra Wright**  
Director at Large

**Glenna Nickerson**  
Affiliate Liaison

## Leadership

Advocacy

Innovation

Service

Excellence

## California Association of REALTORS® (C.A.R.) Directors

**Rob Baldwin**  
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**Jack Burns**  
Director

**Debi Mackey**  
Director

**David Schubb**  
Director

**Sereta Churchill**  
Director for Life

**Marilyn Cunningham**  
Asst. Region 5 Chair

**Robin Dickson**  
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**Leslie Manzone**  
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**Carylon Dopp**  
Director for Life

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**Larry Spiteri**  
Director

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Director for Life

**Clark Anderson**  
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**Tyra Wright**  
Director

**Murrey Kehrlein**  
Mentee

**Darnella Aulani**  
Director

**Tangie Leverett**  
Director

**Judith Myers**  
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**Barry Zwahlen**  
Director

**Peter MacLennan**  
Mentee





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HATHAWAY**  
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***Green Escrow  
Services***

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NMLS#174457

**IN**  
**INVZN MEDIA**

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# CCAR LEADERSHIP

ADVANCE INDUSTRY LEADERSHIP

PRESENTED BY MICHELE MANZONE, CCAR 2016 PRESIDENT

[manzoneteam@gmail.com](mailto:manzoneteam@gmail.com)

# 100 YEARS

## NOMINATE

An exemplary REALTOR®, Affiliate and Community Service Volunteer

Submission deadline: November 5<sup>th</sup>

[ccartoday.com/about-ccar-awards](http://ccartoday.com/about-ccar-awards)

## JOIN A 2022 COMMITTEE

Affiliates & Events | Budget & Finance | Grievance *(if qualified)*

Helping Hands | Local Government Relations | MLS & Technology

Professional Standards *(if qualified)* | Young Professionals Network (YPN)

[members.ccartoday.com/app/committees](http://members.ccartoday.com/app/committees)





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# MLS UPDATE

PRESENTED BY JARED WHITE, DIRECTOR MULTIPLE LISTING SERVICE  
[jared@ccartoday.com](mailto:jared@ccartoday.com)

The screenshot displays the Rate My Agent website interface. On the left, there are navigation links for 'View Cities in Contra Costa County' (listing Byron, Contra Costa Centre, Kensington, Pittsburg, Port Costa) and 'View ZIP Codes in Contra Costa County' (listing 94506, 94513, 94516, 94517, 94575). Below these is an 'ACTIVITY FEED' with four entries: a review for Haidy Hurst, a profile claim for Vickie Jackson, a property sale by Steve Mohseni, and another property sale by Virginia Rainville. The main content area is divided into three sections: 'Top Agents by Recommendations - Contra Costa County' (listing Simon Watson with 51 ratings, Catherine Krueger with 8, and Joseph Norton with 7), 'Top Agents by Sold Properties - Contra Costa County' (listing Rick Fuller with 175, Renee White with 121, and Khrista Jarvis with 100), and 'Top Brokerages by Market Share - Contra Costa County'.



**Exclusive marketing platform** to help build **SEO** (Search Engine Optimization) and **online reputation**

Enables potential clients to easily **contact** you **without barriers and charges** for leads

**Captures positive ratings** from past clients + **promotes** to future clients via your website, social media and Google Review

Membership Services | 925.295.1270 | support@ccartoday.com



**EDIT MY LISTING**

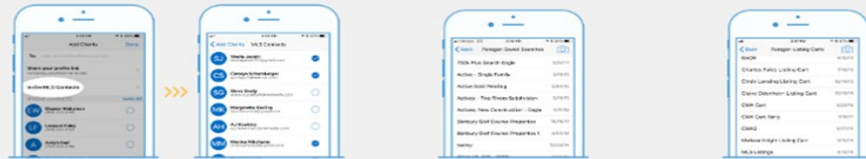
**SUMMARY:** Need to edit your listing? Now you can do it right in Homesnap Pro. Adjust a property's status, price, and public or agent remarks right from your mobile device.

Agents can conveniently **edit** the most critical information about a listing.  
Once an edit is made, the listing will be updated in real-time in both Homesnap and your MLS.



**SAVED CONTACTS, SEARCHES & LISTING CARTS**

**SUMMARY:** Through a direct systems integration, agents can now import key information stored in Paragon into their Homesnap profile.



**IMPORT** your database of **Saved Contacts** and invite them into Homesnap. They will become branded exclusively to you.

**ACCESS** your **Saved Searches** created within Paragon. No need to re-create them in Homesnap.

**REFERENCE** your **Paragon Listing Carts** for easy reference of hot properties you and your clients are most interested in.

**LISTING DOCUMENTS**

**SUMMARY:** Access all associated documents for your listing right from Homesnap — available in-app and on web.

Download, Save and View Listing Docs on-the-go.

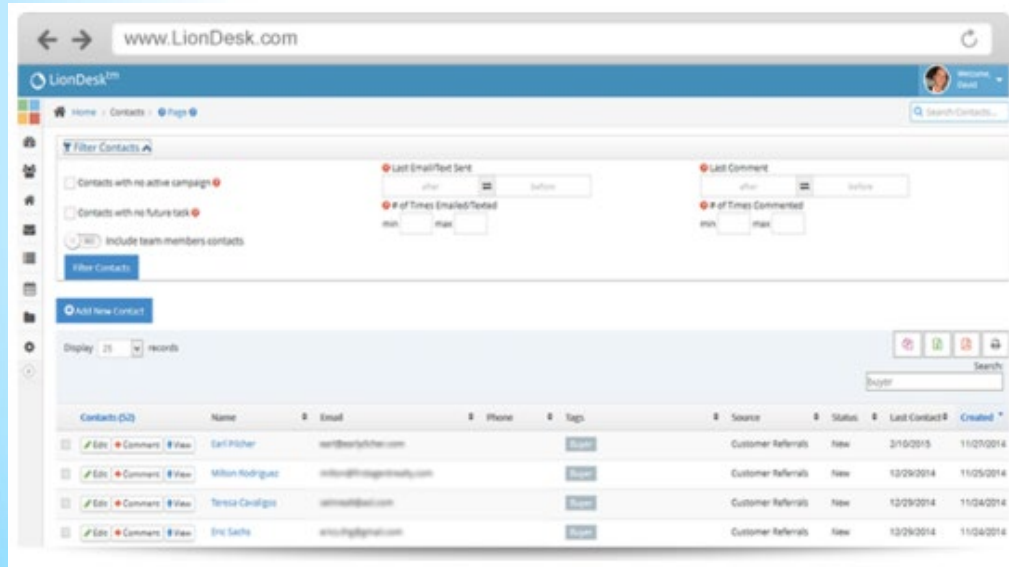


Provides **immediate mobile access** to your Paragon contacts, saved searches and listing carts

**Maintain on-market listings** directly from app

Homesnap is the industry's national search portal, giving agents and their clients **real-time access to the most accurate MLS information available**





*I Love it! What used to be two or three different systems I was paying for, I can now do all of it just with LionDesk.*

Steve H, Modesto

# LionDesk®

Simple integrated CRM

Transaction + document management

Tasks + Calendar

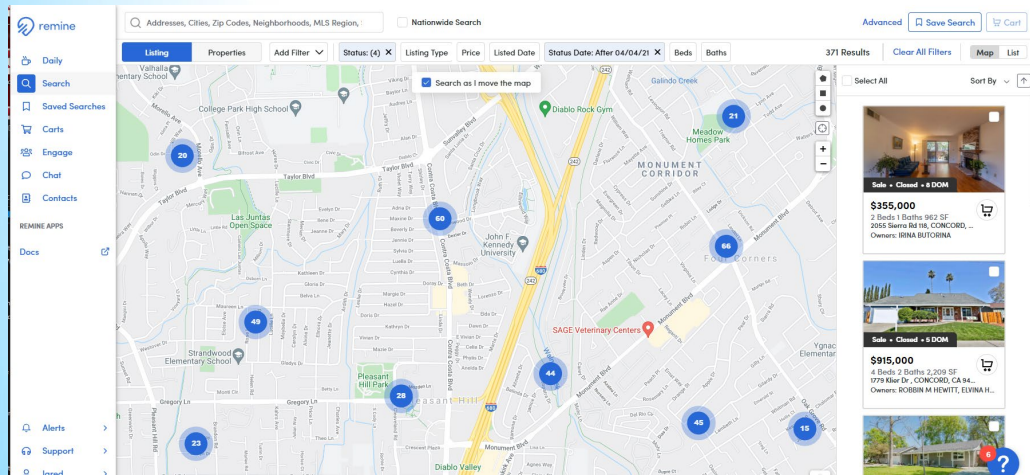
Lead importing

Email tracking + marketing

Team sharing, deal and pipeline management

Video + more...





### Map-Based Search

Search for any property, neighborhood, school zone, or zip code easily.



### Lead Generation

We use math to determine when someone is likely to buy or sell.



### CRM

We offer an easy to use contact database.



### CMA

The most powerful in the business that searches on and off market deals.



### Agent Portal

Offer the best real estate search to your current and future clients.



### Past Transactions

Instantly retrieve and score all your past deals.



## Discover

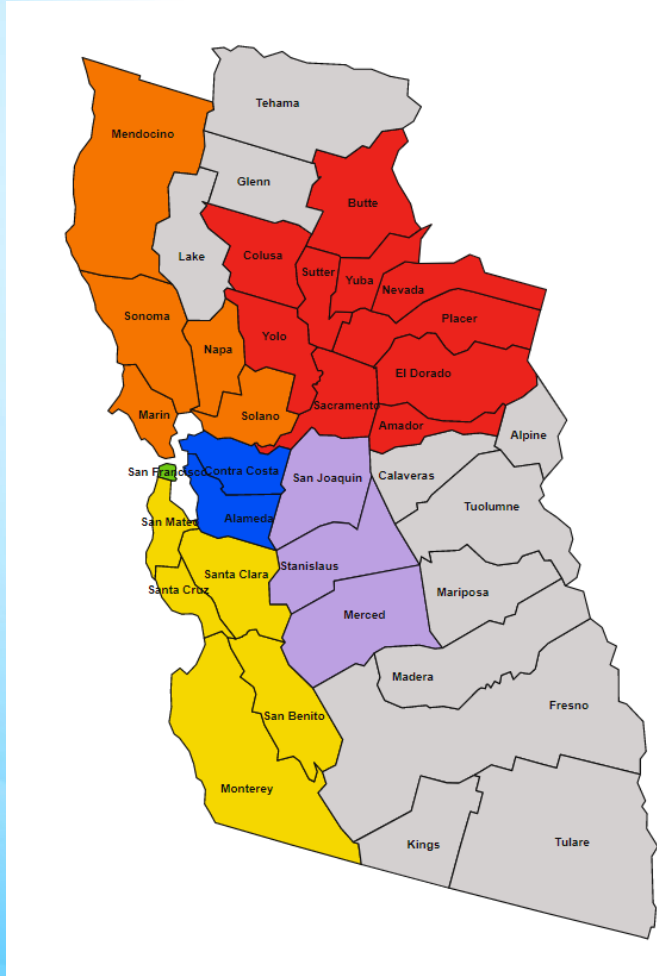
- Map-based search allows quick navigation, view, filter and tracking of thousands of properties and people

## Track

- Track people/properties that meet your objectives
- Monitor changes in consumer interests
- Prospect the right clients at the right time

## Engage

- Collaborate with clients more efficiently
- Facilitate deals from start-to-finish in one platform



# MLS GEOGRAPHY

AS OF JAN 19, 2021

## Partners

- CCAR
- Bay East
- bridgeMLS
- BAREIS
- MetroList
- MLSListings
- SFAR

## Access to Search

- CRMLS
- San Diego MLS
- iMLS

## Key Access

- BAREIS (Co-op)
- MetroList (co-op)
- SFAR (automatic)
- MLSListings (automatic)



## MLS GPS – Where are we headed?

### Potential Data Shares

- CLAW (Cross-Pollination + Homesnap)
- CRMLS (Cross-Pollination + Homesnap)
- Southland Regional (Cross-Pollination + Homesnap)
- San Diego MLS (Cross-Pollination + Homesnap)
- Northern Nevada Regional MLS (Cross-Pollination)
- Mammoth Lakes AOR MLS (Homesnap)
- Tehama AOR MLS (Homesnap)
- Palm Springs Regional AOR MLS (Homesnap)
- Siskiyou AOR MLS (Homesnap)

### WebAPI

- Q4-2021 Launch: Platinum-certified API data distribution system
- Provides streamlined approval process for users + increased security



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# MARKET UPDATE

## CALIFORNIA REAL ESTATE 2022

PRESENTED BY JOEL SINGER, C.A.R. CEO & STATE SECRETARY

[joels@car.org](mailto:joels@car.org)



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# LEGAL UPDATE

## LEGAL CASES AFFECTING YOU

PRESENTED BY GOV HUTCHINSON, C.A.R. ASST. GENERAL COUNSEL  
[govh@car.org](mailto:govh@car.org)



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# C.A.R. UPDATE

PRESENTED BY DAVE WALSH, C.A.R. 2021 PRESIDENT

[davew@car.org](mailto:davew@car.org)

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# REALTOR<sup>®</sup> ACTION FUND

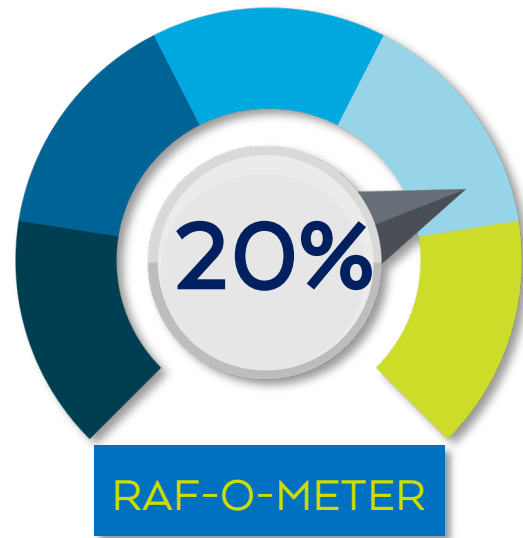
INVESTING IN THE REAL ESTATE INDUSTRY

PRESENTED BY NANCY D'ONOFRIO, RAF COMMITTEE

[nancy.donofrio@compass.com](mailto:nancy.donofrio@compass.com)

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goal**

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THANK YOU |



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