



CONTRA COSTA  
ASSOCIATION OF  
REALTORS®

# BIG EVENT

2023 ANNUAL  
MEMBERSHIP  
MEETING



DAVID SCHUBB  
CCAR 2023 President

WELCOME !

WELCOME!

## Featured Guests

**Jordan Levine**  
C.A.R. Vice President &  
Chief Economist



**2024 Housing  
Market Forecast**



**Gov Hutchinson**  
C.A.R. Assistant General  
Counsel

**Real Estate Legal  
Update**

WELCOME!

# CCAR Board of Directors

**David Schubb**  
President

**Tyra Wright**  
President-Elect

**Debi Mackey**  
Past President

**Darnella Aulani**  
Treasurer

**Sheiren Diaz**  
CEO/Secretary

**Mary Beall-Neighbor**  
Director at Large

**Aeysha Corio**  
Director at Large

**Valerie Crowell**  
Director at Large

**John Fondnazio**  
Director at Large

**Zina Hall**  
Director at Large

**Judy Myers**  
Director at Large

**Matt Rubenstein**  
Director at Large

**Donna Souza**  
Director at Large

**Tracy Harrington**  
Affiliate Liaison



WELCOME!

## C.A.R. Directors

**Ron Mintz**  
Region 5 Vice Chair

**Robin Dickson**  
Director

**Michele Manzone**  
Director

**Tyra Wright**  
Director

**Ruthie Abelson Olivas**  
Mentee

**Chuck Lamb**  
C.A.R. Past-President

**Zina Hall**  
Director

**Eric Meyers**  
Director

**Barry Zwahlen**  
Director

**Aeysha Corio**  
Mentee

**Clark Anderson**  
Director

**Rachael Hand**  
Director

**Judy Myers**  
Director

**Darnella Aulani**  
Director for Life

**Donna Souza**  
Mentee

**Rob Baldwin**  
Director

**Tangie Leverett**  
Director

**David Schubb**  
Director

**Sereta Churchill**  
Director for Life

**Jack Burns**  
Director

**Debi Mackey**  
Director

**Greg Souza**  
Director

**Carylon Dopp**  
Director for Life

**Marilyn Cunningham**  
Director

**Leslie Manzone**  
Director

**Larry Spiteri**  
Director

**Ed Herold**  
Director for Life



THANK YOU!

## CCAR Annual Sponsors

**LeadHax™**

**BayArea  
NewsGroup**

RACHAEL HAND

2023 Election &  
Leadership Committee,  
2019 CCAR President

# PARTICIPATE & SERVE

# 2022 CCAR Annual Awards

THANK YOU!

**Melinda Byrne**  
REALTOR® of the Year



**Marilyn Cunningham**  
Emeritus Member of the Year



**Jim Wahlberg**  
President's Community Service Award



**Tracy Harrington**  
Affiliate of the Year



NOMINATIONS



*Nominate outstanding members for  
2023 awards by Nov. 3<sup>rd</sup>*



**Thanks for Your Service!**

THANK YOU!



## Join a Committee

- Affiliates & Events
- Budget & Finance
- Forms
- MLS Technology
- Local Government Relations (LGR)
- MLS Management Group (MMG)
- Professional Standards
- Young Professionals Network (YPN)

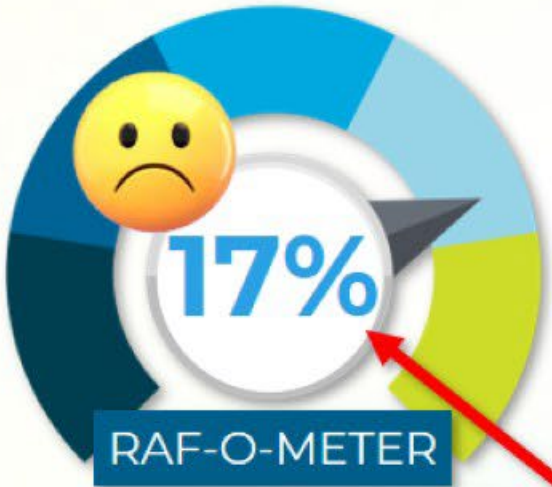
COMMITTEE AP



RON MINTZ  
Chair, RAF Sub-Committee  
C.A.R. Region 5 Vice Chair  
2016 CCAR President

# REALTOR® ACTION FUND

# Real Estate is Under Attack!



Political advocacy is expensive and requires **continuous action** at all levels of government. Your donations provide the financial resources needed to **protect property rights** and **our real estate business**.






We need **21%** participation to get \$\$ back to fund local issues.

DONATE TO RAF



## Your \$\$ Yield Results

Recent Legislative Achievements:

-  Hercules **Transfer Tax** Failed
-  National **Flood Insurance** Program Extended
-  Prop 19 = 55+ Can **Transfer Tax** Basis 3x



DONATE TO RAF



# Invest in Your Business by Supporting RAF



Support the fight. Donate as little as **\$20**

Better yet...

**\$ 49** = Cost of doing business

**\$149** = True cost of doing business

## EASY PAYMENT PLANS

**21%** Help us get \$\$ back to fund local issues.

DONATE TO RAF



THANK YOU!

## CCAR RAF Hall of Fame

Hall-of-Famers have donated  
**\$25,000-\$75,000** over  
their lifetimes.

**Robin  
Dickson**  
Exp Realty of California



**Leslie  
Manzone**  
Engel & Volkers



**Eric  
Meyers**  
Westpro Realty



**Barry  
Zwahlen**  
Broker InTrust



THANK YOU!

## RAF Major Donors (\$449 - \$10,000)



Barry  
Zwahlen



David  
Schubb



Jack  
Burns



Sereta  
Churchill



Robin  
Dickson



Rachael  
Hand



Leslie  
Manzone



Eric  
Meyers



Judy  
Myers



Rob  
Baldwin



Darnella  
Aulani



Aeysha  
Corio



Marilyn  
Cunningham



Victoria  
Haket



Tangie  
Leverett



Debi  
Mackey



Michele  
Manzone



Ron  
Mintz



Sandi  
Muccino



Tyra  
Wright



Sheiren  
Diaz



Zina  
Hall



Murrey  
Kehrlein



Chuck  
Lamb



Matt  
Rubenstein



Greg  
Souza



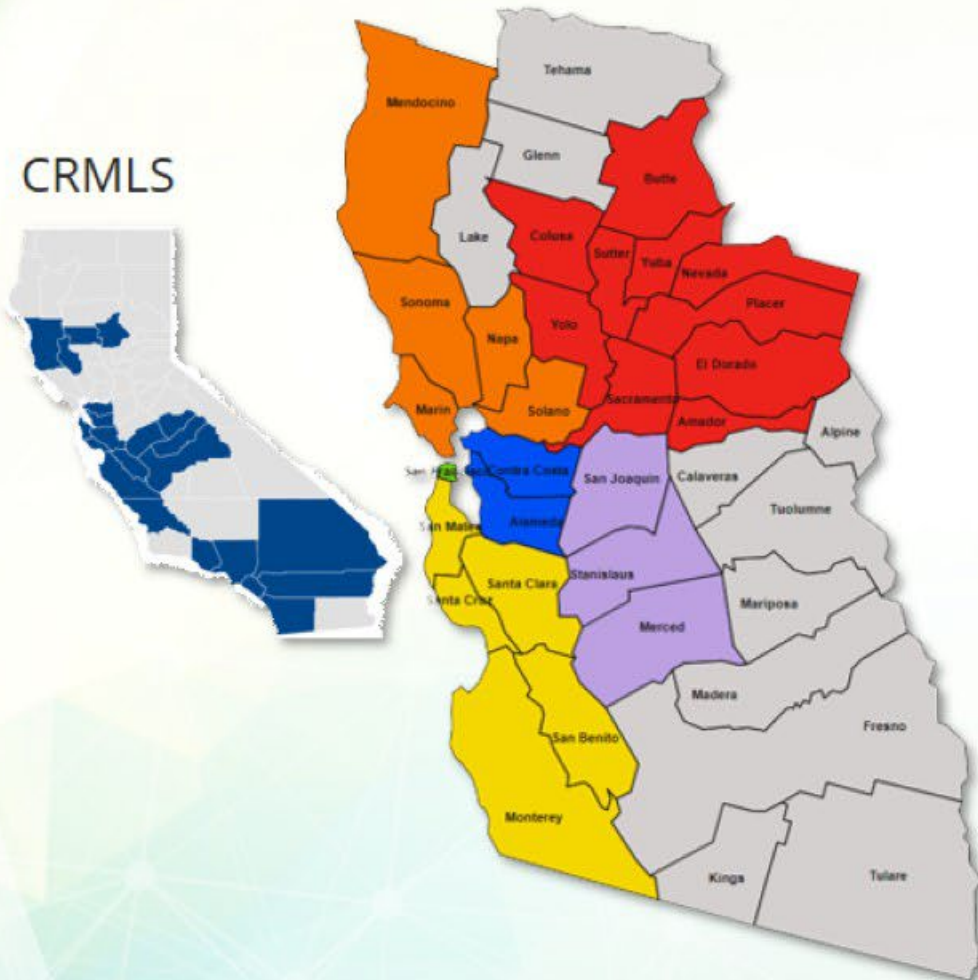


JARED WHITE  
Staff Director, MLS

# MLS UPDATE

# NorCal MLS Alliance

# MLS GEOGRAPHY



CRMLS

## 7 MLSs

- CCAR
- BAREIS
- Bay East
- Bridge MLS
- MetroList
- MLS Listings
- SFAR MLS

## Search Access

- San Diego MLS
- iMLS

## Key Access

- BAREIS (co-op)
- MetroList (co-op)
- SFAR (auto)
- MLSListings (auto)
- CRMLS (auto)

## Data Share

- CRMLS
- CLAW (TheMLS)
- CRISnet

## Data Integrity

### Education

Educate! Educate! Educate!

- We focus on **training** to help you avoid citations
- We respond to all inaccurate complaints with **explanations**

### Data Accuracy

**Helps you do what you do best:** Help your clients buy and sell homes!

## Data Integrity

### Automated MLS Data Checker

The CCAR MLS platform features automated data verification software that will **flag a variety of listing input violations**. Users should also report corrections on a case-by-case basis to continually ensure data integrity.

### Contact

Member Services  
(925) 295-1270  
[support@ccartoday.com](mailto:support@ccartoday.com)

# MLS Correction Button

## PARTNERS IN COMPLIANCE

POWER SEARCH

CCAR  
TECH SUPPORT  
925.295.1270

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP

Home Market Monitor RESIDENTIAL

Criteria Map Search Agent 2-Page (New) (32) + New Search

Checked All Email Share Save Print Export Customize Correction Actions More

RESIDENTIAL  
Detached  
Active  
List Price: \$1,595,000  
MLS #: 41034965

462 BRIDGE ROAD Unit:  
WALNUT CREEK CA 94895  
Contra Costa  
List Date: 8/3/2023 Orig Price: \$1,649,000  
Pend Date: Off Mkt:  
COE Date: Sold Price:  
DOM: 71 CDOM: 71

Property Information

Bedrooms: 4	Total Rms: 7	Garage Spcs: 2	Year Built: 1955
Baths/Par: 2 / 0	Stories: One Story	Total Prk Spcs:	Age: 68
SqFt: 1688	Source: Other	Lot SqFt: 10,454	Acres: 0.240000
Pool: No	# of Units:	Fireplaces: 1	APN: 184-170-023-8
		Units Floor:	

DIV/S: SARANAP  
POS Ord: No  
Elem Schl Dist: Walnut Creek (925) 944-6850

Zoning:  
High Schl Dist: Acalanes (925) 280-3900

Builder/Arch:  
Model:  
Owner Type:  
City Transfer Tax: No  
Census Tract:

Enables users to **report inaccuracies** as they are discovered.

Once an inquiry or correction has been submitted, CCAR's Compliance Department will review and **process within 1 business day.**

# Corrective Actions

POWER SEARCH

CCAR  
TECH SUPPORT  
925.295.1270

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Census Tract:

## PARTNERS IN COMPLIANCE

- If the listing is **not in violation** of an MLS rule, the correction submission will be closed.
- If the listing is **in violation** of an MLS rule, CCAR will send a warning email to the listing agent, allowing 3 days to correct.
- If not corrected = **citation (\$\$)**

# General Tips

POWER SEARCH

CCAR  
TECH SUPPORT  
925.295.1270

HOME SEARCH LISTINGS CMA CONTACTS FINANCIALS TAX MEMBERSHIP

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Model:  
Owner Type:  
City Transfer Tax: No  
Census Tract:

## PARTNERS IN COMPLIANCE

- Call Member Services with listing questions: **(925) 295-1270**
- CCAR is accommodating if users cannot immediately comply, but users must respond to warnings and work with CCAR on specific issue(s) and deadlines to avoid penalties.

## SELMs

MLS Rules & Regulations, Section 7.5:  
Mandatory Submission

**Must submit within 2 days** after all necessary sellers' signatures are obtained, or at beginning date of listing as specified in contract (whichever is later) on any exclusive right to sell/seller reserved listing on 1- to 4-unit residential property/vacant lots located within the Broker Participant's MLS service area. Broker Participants shall (1) input the listing, or (2) submit a seller-signed exclusion in accordance with Section 7.6 (Expt. Listings).

HINT: Double the amount of time it will take to be ready for market. If you/your client believe it will require 30 days, place the following on the SELM for "60 days or sooner".

MLS RULES & REGS





## Clear Cooperation

**Within 1 business day** of marketing a property to the public, the listing Broker must submit the listing for cooperation with other MLS participants. Public marketing includes, but is not limited to flyers displayed in windows, yard signs, digital marketing on public facing websites, brokerage website displays (including IDX and VOW), digital communications, marketing (email blasts), multi-brokerage listing sharing networks, and applications available to the general public. The public includes anyone outside the broker(s) and agent(s) licensed within a single listing brokerage and their clients.

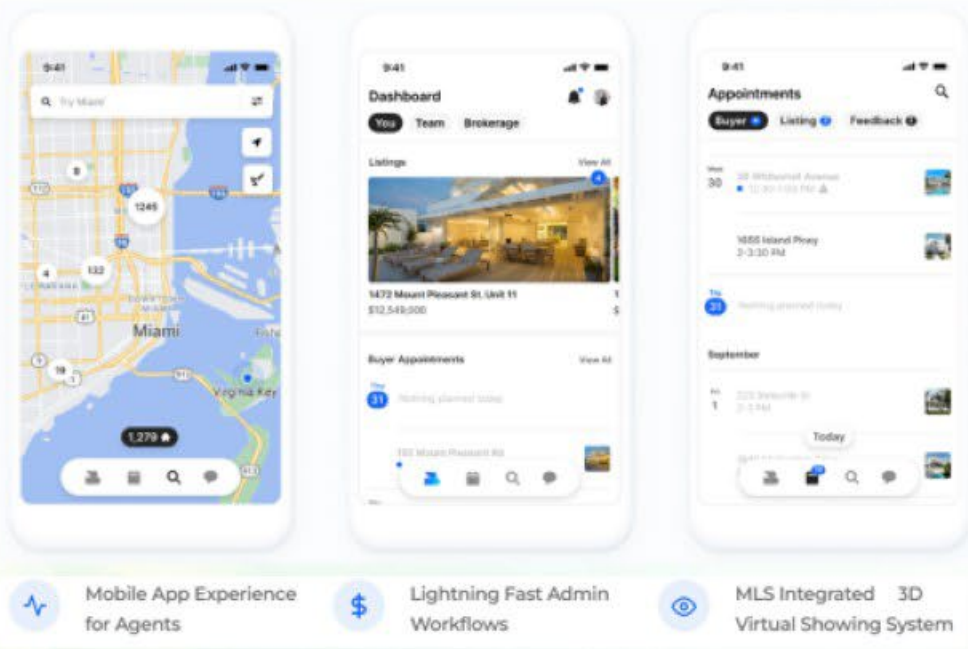
HINT: Utilize the “Active – Coming Soon” listing status to allow you to market your listing while adhering to Clear Cooperation policy.

MLS RULES & REGS



## BrokerBay

Modern Mobile Interface App



**Provides immediate mobile access to:**

Team  
Brokerage  
MLS

Efficiently search, manage, share, book/make offers on listings from the palm of your hand

Access Supra BTLE Lockboxes

\* Exclusive member service

## Wise Agent

Save time. Make more money.



**Simple, smart, affordable CRM platform**

Efficiently combines contact management, lead automation, transaction management, and marketing software

\*Exclusive member service

JORDAN LEVINE

C.A.R. Vice President &  
Chief Economist

# ECONOMIC FORECAST

GOV HUTCHINSON  
C.A.R. Assistant  
General Counsel

# LEGAL UPDATES



CONTRA COSTA  
ASSOCIATION OF  
REALTORS®

# THANK YOU

**Member Services**

Monday - Friday

9:00 am - 5:00 pm

925/295-1270

[support@ccartoday.com](mailto:support@ccartoday.com)

