



CONTRA COSTA ASSOCIATION OF REALTORS®

BIG EVENT

2025 ANNUAL
MEMBERSHIP
MEETING

WELCOME

ZINA F. HALL | CCAR 2025 PRESIDENT



JORDAN
LEVINE

C.A.R. S.V.P./CHIEF
ECONOMIST



GOV
HUTCHINSON

C.A.R. ASSISTANT
GENERAL COUNSEL

WELCOME

FEATURED GUESTS

2025 CCAR BOARD OF DIRECTORS

ZINA F. HALL
President

JOHN FONDNAZIO
President-Elect

TYRA WRIGHT
Past President

JUDY MYERS
Treasurer

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CEO & Secretary

DEBI S. MACKEY
Director at Large

MATT RUBENSTEIN
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STEPHEN
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VALERIE CROWELL
Director at Large

ROLANDA WILSON
Director at Large

LESLIE MANZONE
Director at Large

DONNA SOUZA
Director at Large

MARTHA ECHOLS
Affiliate Liaison



C.A.R. & NAR DIRECTORS

Thank you for your service!

NAR and C.A.R. Directors represent you and your interests at the state and national levels, ensuring your voices are heard in key policy and industry decisions. Through their leadership, they help shape advocacy efforts, and the overall direction of the real estate industry.

RACHAEL HAND
Region 5 Chair

CHUCK LAMB
C.A.R. Past President

RUTHIE ABELSON
OLIVAS

CLARK ANDERSON

AEYSHA CORIO

MARILYN
CUNNINGHAM

ROBIN DICKSON

JOHN FONDNAZIO

ZINA F. HALL

TANGIE LEVERETT

DEBI S. MACKEY

LESLIE MANZONE

MICHELE MANZONE

RON MINTZ

VICTOR REYES

DONNA SOUZA

GILDA WHITEHEAD

TYRA WRIGHT

BARRY ZWAHLEN
NAR Director

DARNELLA AULANI
Director for Life

SERETA CHURCHILL
Director for Life

CARYLON DOPP
Director for Life

ED HEROLD
Director for Life

JUDY MYERS
Director for Life

CCAR ANNUAL SPONSORS

LeadHax™

**BayArea
NewsGroup**

POWERING YOUR BUSINESS

\$ 200K+ VALUE

Local support. Statewide protection. National influence. Your 3-way Association membership is more than dues—it's your **competitive advantage.**

View the **2025 Membership Benefits Guide** at:
<https://ccartoday.com/ccar-benefit-booklet-2025/>



LEADERSHIP & VOLUNTEERISM

ZINA F. HALL | CCAR 2025 PRESIDENT

2024 CCAR ANNUAL AWARDS



RON MINTZ
REALTOR® of the Year



MARTHA ECHOLS
Affiliate of the Year



MARY BEALL-NEIGHBOR
REALTOR® Emeritus



JAMIE GAINES
President's Community
Service Award

Nominate outstanding members
for 2025 CCAR awards by December 1, 2025:
[*gail@ccartoday.com*](mailto:gail@ccartoday.com)



Arigato Shoukran
Evkaristo Danke schon Хвала
Thank You Obrigado
Saha Merci Teşekkür ederim Спасибо
Kiitos Tod'a Gracias Dankon
Dekuju Dziekuje bardzo
Grazie Дзякую

VOLUNTEER TO SERVE

Contribute, learn, and connect with colleagues while helping shape our Association's future.

- Affiliates & Events
- CCAR Helping Hands
- Local Government Relations
- Young Professionals Network
- MLS & Technology
- Professional Standards
- Grievance

www.ccartoday.com/ccar-committees



REALTOR® ACTION FUND

ZINA F. HALL | CCAR 2025 PRESIDENT

CCAR RAF HALL OF FAME

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



ROBIN
DICKSON



LESLIE
MANZONE



MICHELE
MANZONE



ERIC
MEYERS



BARRY
ZWAHLEN



CCAR MAJOR RAF DONORS

CAPITOL CLUB

Ruthie Abelson Olivas
Jordan Burns
John Fondnazio
Victor Reyes
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STERLING

Darnella Aulani
Aeysha Corio
Sheiren Diaz
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Zina F. Hall
Debi Mackey
Michele Manzone *+
QuyNitta McDade
Ron Mintz
Heather Schiffman
Tyra Wright

PLATINUM

David Schubb
Barry Zwahlen *+

GOLDEN

Jack Burns
Sereta Churchill
Robin Dickson *+
Rachael Hand *
Leslie Manzone *+
Eric Meyers *+



Major RAF Donors
give anywhere from
\$449 - \$10,000.

+ HALL OF FAME
* PRESIDENT'S CIRCLE

REALTOR® ACTION ASSESSMENT

BARRY ZWAHLEN | 2010 CCAR PRESIDENT & CCAR RAF HALL-OF-FAMER

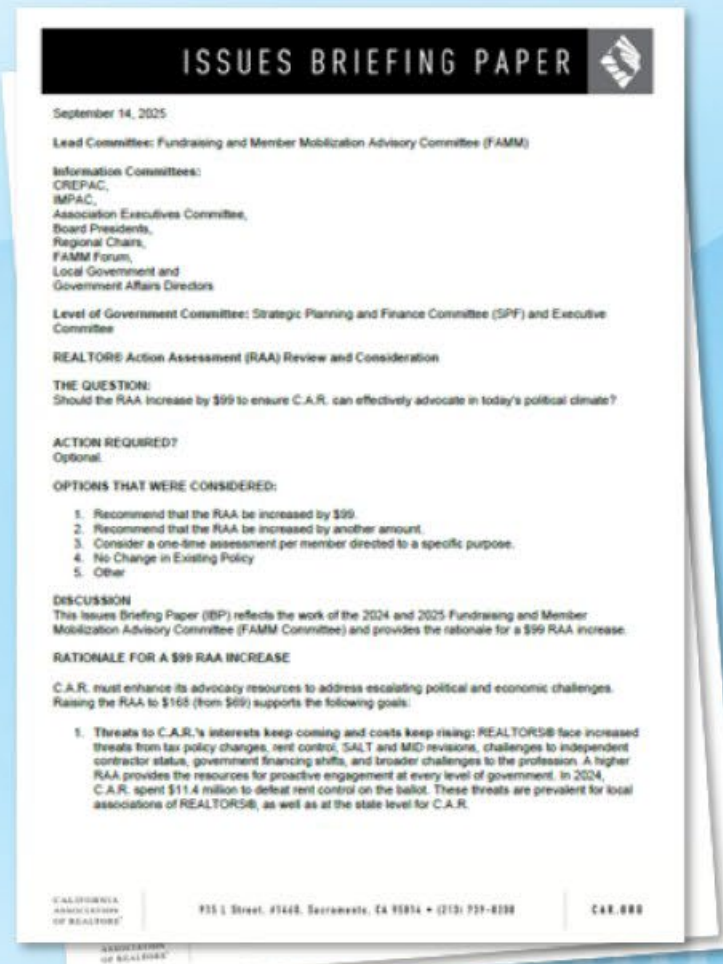
2 WAYS REALTORS® POWER ADVOCACY

REALTOR® Action Assessment (RAA)

- Mandatory part of C.A.R. dues (\$168)
- Baseline funding for state + local advocacy

REALTOR® Action Fund (RAF)

- Voluntary contribution (suggested \$49+)
- Expands influence at state, local & federal levels
- Special recognition for higher giving levels



MLS UPDATE

JOEY MASTERS | CCAR DIRECTOR OF MLS

HOT TOPICS: DELAYED MARKETING EXEMPT LISTING & MULTIPLE LISTING OPTIONS FOR SELLERS

CCAR will **NOT** adopt the Delayed Marketing Exempt Listing

- Visible to all MLS users
- Not visible to general public via IDX and syndication
- Showings allowed
- Public marketing allowed
- Active status
- Timeframe for Status

... it's the same as COMING SOON status!



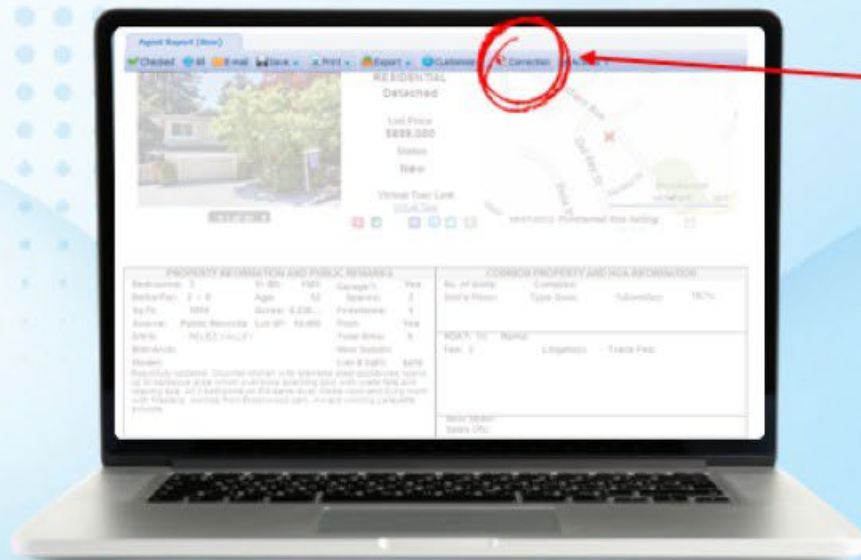
HOT TOPICS: ZILLOW'S APPROACH TO CCP

Zillow Listing Access Standards – What's Allowed:

- **Office Exclusive Listings** permitted only when seller signs disclosure and the listing is shared solely within the same brokerage; may be discussed 1:1 with clients/not publicly marketed.
- **Coming Soon Listings** must be entered into MLS within ONE business day + accessible to all MLS users.
- **Sneak Peeks | Teasers** allowed on social media/email newsletters if they do not include identifying details (price, address) or calls to action ("schedule a tour," "DM for details.")



SEE SOMETHING, SAY SOMETHING.



Data integrity starts with you.
Use MLS **CORRECTION** button.

- Protects Market Integrity
- Creates Fair Marketplace
- Adapts to Market Needs
- Supports Professionalism
- Reduces Risk



MLS RULES & REGS

MLSA: MANDATORY SUBMISSION

MLS Rules & Regulations – Section 7.5:

Must submit listings within 1 business day of obtaining all required seller **signatures**, or by the **listing start date** specified in the **contract** (whichever occurs later).

Applicable to **exclusive right-to-sell** or **seller-reserved listings** for **1-4 unit residential properties** and **vacant lots**.

- Input listing
- Input listing as COMING SOON for limited exposure to only MLS users, or...
- Submit seller-signed exclusion in accordance with Section 7.6: Multiple Listing Options for Sellers



MLS RULES & REGS

Q1 2025 UPDATES & ENHANCEMENTS

Interactive Map Layers – Filter listings based on area

EasyCMA Enhancement – Use existing listing ID

CMA Adjustments – Carry over to printed/PDF reports

Listings & Notifications Expiring Alert – Alerts when listing is approaching expiration and when searches will expire, renew with ease

Power Search ALL – View ALL possible search matches

Photos – Pinch and zoom, navigate large photos and get a photo count

Near me default zoom – More accurate view of where you are



Q2 2025 UPDATES & ENHANCEMENTS

Share unpublished listings – Via email, text or link

“Quick Action” links widget

Showing requests – Included in messages

Search customization – Faster, simplified, more editable and savable

National broker themes – Personalize with theming from North American brands

UI improvement with simplified tooltips and icons

Messaging banner – Easier to see important updates



Q3 2025 UPDATES & ENHANCEMENTS

Custom Themes – Create a custom theme

Quick Find – Find exactly what you want in a listing

Hotsheet Alert Owner Filters – Quickly narrow results

Hotsheet Alerts Widget – Available on the dashboard for all users

Radius Distance Label on Map

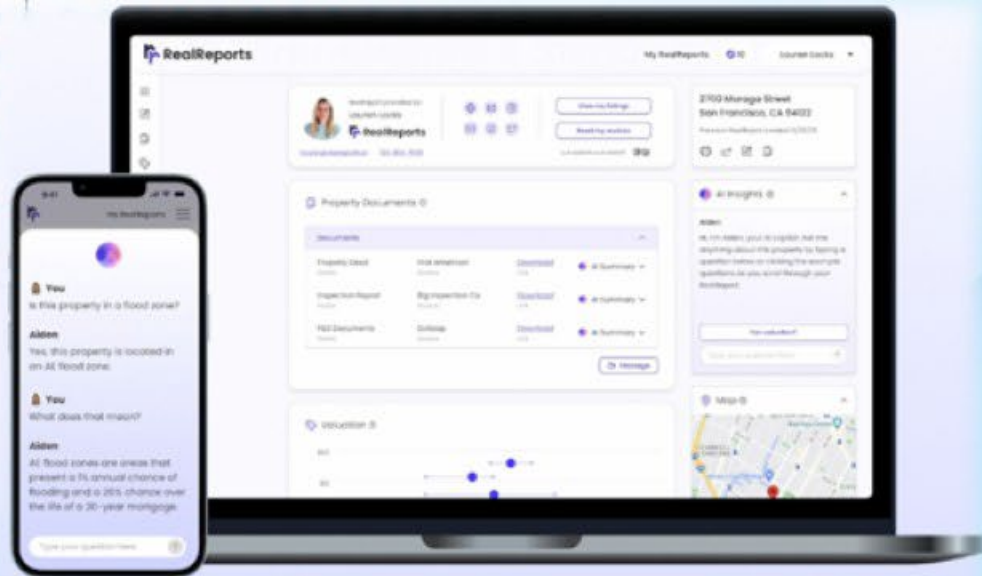
Photo Upload Updates – Progress bar and ordered

Property Watch Updates – Assign contacts and streamline workflows

Videos – Embed YouTube and Vimeo links in your listing



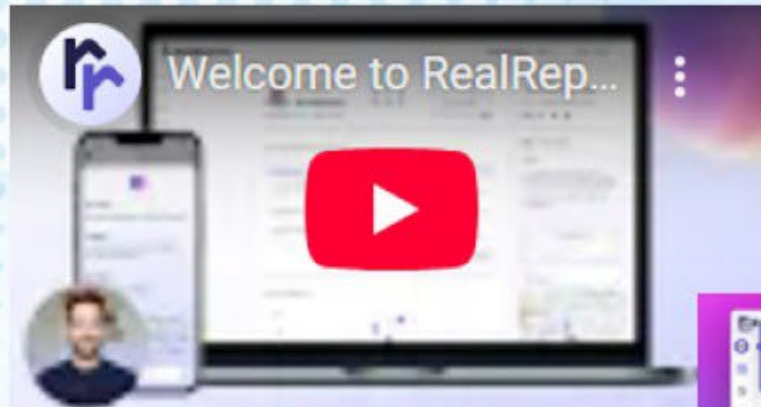
PRODUCT HIGHLIGHTS



RealReports are powered by Aiden, an **AI property advisor** which analyzes tens of thousands of data points.

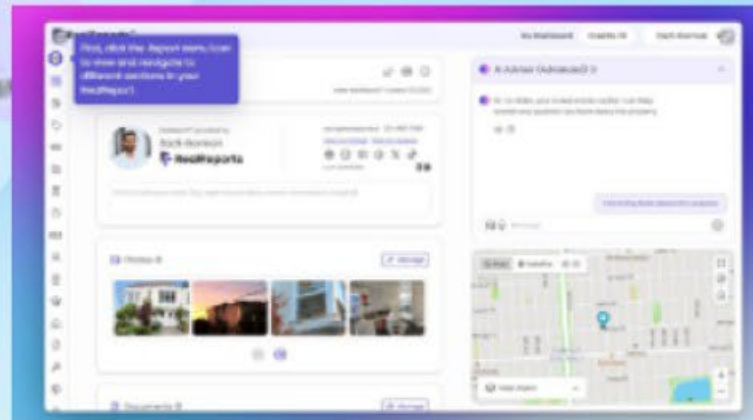
- Unlimited Snapshot reports
- 33% off Buyer and Seller reports
- Includes school, environmental, crime, neighborhood data, and much more...

PRODUCT HIGHLIGHTS

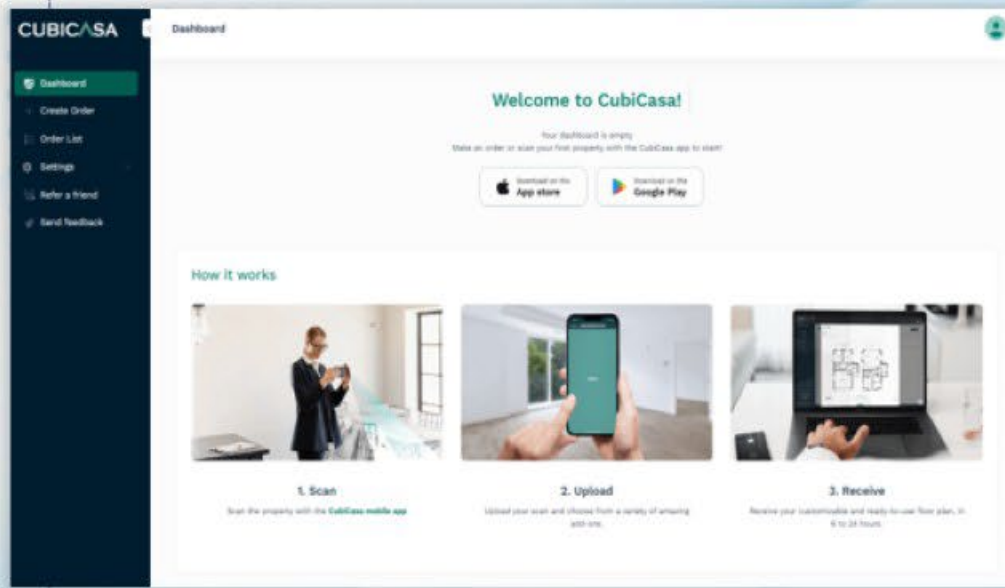


 **RealReports**

Access **Walkthrough + Intro Training** materials at: <https://ccartoday.com/education-and-training-on-demand-training/>.



NEW PRODUCT HIGHLIGHTS



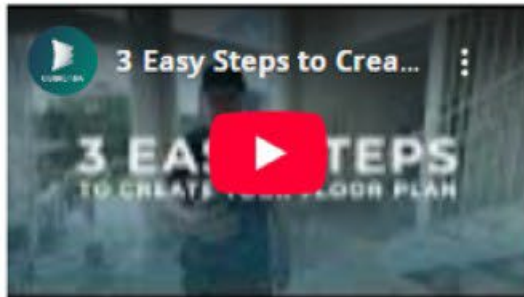
Powerful, easy-to-use mobile app that creates **beautiful, detailed floor plans** in minutes - all from a quick smartphone scan.

- **Free** floor plans (*up to 5,000 sq ft*)
- **25% discount** on CubiCasa Premium product offerings

CUBICASA

NEW PRODUCT HIGHLIGHTS

Access **CubiCasa training** at: <https://ccartoday.com/education-and-training-on-demand-training/>.



3 EASY STEPS TO CREATE A FLOORPLAN



BEST PRACTICES AND SCANNING TIPS



CUBICASA MLS PARTNERSHIP PROGRAM

CUBICASA

PRODUCT HIGHLIGHTS



Explore our **comprehensive portfolio** of products designed to optimize user experience and support every aspect of the real estate transaction.



MLS PRODUCTS &
SERVICES

AT YOUR SERVICE



Joey Masters

CCAR MLS Director

(925) 295-9209

joey@ccartoday.com

CCAR Technical Support

Monday – Friday

9:00 am – 5:00 pm

(925) 295-1270

support@ccartoday.com

EDUCATION UPDATE

CHRIS DICKSON | CCAR EDUCATION COORDINATOR

FREE CORE TRAINING CLASSES

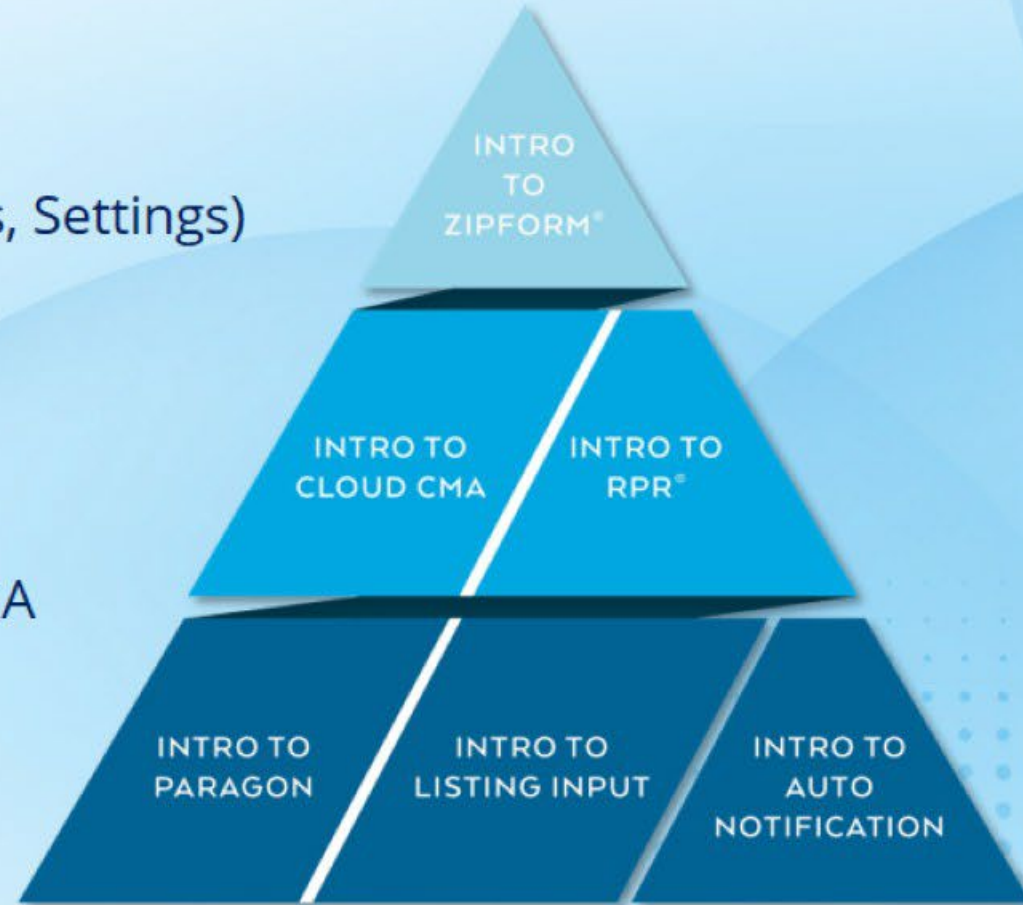
Paragon MLS:

- Introduction (Search, Reports, Maps, Settings)
- Listing Input
- Automatic Email Notifications

RPR (REALTORS® Property Resource)

CMA Reports & More Using Cloud CMA

zipForm®



CLASSES FOR EVERY LEVEL OF EXPERIENCE



- Residential Agreements
- eKey / BrokerBay
- CRM Classes
- Disclosures
- License Renewal
- Ethics & Fair Housing
- Master 1031 Exchange
- Using AI in Real Estate
- Social Media Strategies
- Fire Prevention & Safety
- Broker Compensation
- Home Modification Specialist

Coming Soon:

- Immigration & Tenants
- Mobile Home Parks
- Very Low Interest Rates
- AI to Design Your Marketing
- Revamped GRI classes
- And more...

DESIGNATIONS & CERTIFICATIONS



GREEN

Designed for agents looking to learn about issues of energy efficiency and sustainability in real estate.



Accredited Buyer's Representative designation is for real estate buyer's agents who focus on working directly with buyer-clients.



AT HOME WITH
DIVERSITY

Helps agents learn diversity sensitivity, how to apply fair housing laws, and ways to work successfully in a multicultural real estate market.

SRES



Seniors Real Estate Specialist® designation is for REALTORS® who want to be able to meet the special needs of maturing Americans.



Certification program teaches members how to effectively use real estate technology to grow their business and make it more efficient.



MRP

Military Relocation Professional certification is for professionals who want to work with current and former military service members.

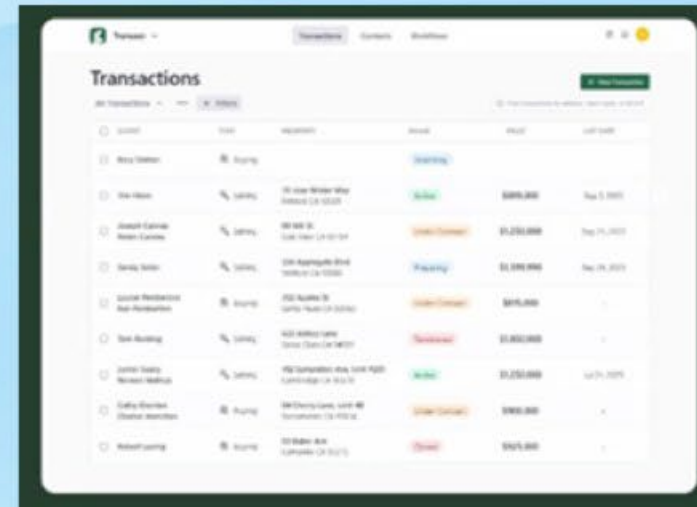
NEW TRANSACTION MANAGER

zipForm® is being replaced by Transact,
a new Transaction Management System:

- Simplifies transactions
- Enhances workflows
- Ensures compliance

Both versions are currently available for use,
allowing members to use the new platform
before it becomes the default.

Lone Wolf
Transact



Transact is available via your zipForm® account.

AT YOUR SERVICE



Chris Dickson

Education & Training Coordinator

(925) 295-9210

education@ccartoday.com

C.A.R. 2026 MARKET FORECAST

JORDAN LEVINE | C.A.R. SENIOR VICE PRESIDENT & CHIEF ECONOMIST

C.A.R. LEGAL UPDATE

GOV HUTCHINSON | C.A.R. ASSISTANT GENERAL COUNSEL

QUESTIONS & ANSWERS



CONTRA COSTA ASSOCIATION OF REALTORS®

THANK
YOU!