



The Member's Edge

Newsletter of the
SAN FRANCISCO
ASSOCIATION of REALTORS®

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THE NO ON G TOOLKIT

Download the Toolkit Today

Agents and brokers have been asking us how to get involved to defeat Prop G on November 4th. The No on G Toolkit gives you the resources to share what the passage of Prop G means for homeowners and renters in San Francisco. Access the [toolkit here](#).

Tech Tips

SORT YOUR ZIPFORM LIBRARIES

In zipForm, click on the down arrow under your name at the top right of the home page. In the dropdown menu select **Profile**. On the left side of the page select **Libraries** and then **Organize**. Drag and drop your libraries in your preferred order and click **Save**. Staying organized helps you work efficiently.

UPGRADING YOUR iPhone?

If you have Supra eKEY you will need to call Supra for a new activation code after you reinstall the app before it will work. You can call Supra directly at 877-699-6787 or reach out to SFARMLS by phone/email.

Announcements

STARTING TODAY! CLAIM YOUR .REALTOR DOMAIN

Starting at 11 a.m. EST on Thursday, Oct. 23, members can claim their

.REALTOR domains. NAR is giving away one free domain to the first 500,000 members who register. Only REALTORS® can claim a .REALTOR domain. Claim it by [clicking here](#).

12 FREE HOURS OF CONTINUING EDUCATION

REBS free CE education announcement: Don't Forget to Claim Your 12 FREE Hours of Online Courses!

Until December 31, 2014, you have access to 12 FREE hours of online courses through REBS. You can use your 12 FREE online hours toward your license renewal requirements or take the online courses to brush up on your real estate skills. [Click here](#) to take advantage of this offer.

JOIN AN SFAR COMMITTEE

The 2015 committee participation form is live. SFAR committee participation is an excellent way to use your real estate experience to shape the future of SFAR and the real estate industry in San Francisco. [Click here](#) to access the 2015 Committee Sign-Up Form.

NEW VERSION OF REALIST RELEASED

Some of the new benefits you will see in this release include:

- Modified email interface to improve delivery to providers with stricter email policies
- Ability to save the Realist map as an image file
- Ability to select/deselect a comp from the comp property detail viewing screen
- Improved compatibility for Window 8.1 with IE 11 and Firefox browsers

THE NEW FORUM

The FORUM enables you to get info about the new Mobile MLS (Goomzee and Theo) and provides an easy way to buy and sell used lockboxes. Sign in at <http://my.sfrealtors.com> to then click on FORUM in the top navigation to see the conversations.

MARKET FOCUS REPORTS

Market Focus Reports provide you with an in-depth look at the San Francisco real estate market. Free to download for SFAR members, the reports provide you with key metrics like new listings, pending sales, % of properties sold over list price, and more. Download the newest Market Focus report (and all past Market Focus reports) by logging into SFAR's Member Website and clicking on **Documents ->Market Statistics**.

SFAR HOLIDAY SCHEDULE

Mark your calendars. SFAR will be closed on the following days:

Thursday and Friday, November 27 and 28
Wednesday - Friday, December 24 - 26
Wednesday - Friday, December 31 - January 2

Upcoming Classes & Events

A NIGHT IN MONTE CARLO WITH AREAA SF/PENINSULA -Endorsed by SFAR

Friday, November 7, 2014 from 6:00pm to 11:00pm

Zephyr Showroom, 2227 Alameda Street @ Potrero Ave., San Francisco

Join AREAA for a fun-filled night of entertaining and networking, including food & drink, music & dancing, blackjack, roulette, poker, and prizes. Admission is \$35 or \$300 for 10. Register [here](#).

MLS TOWN HALL MEETING

Thursday, November 13, 2014 from 10:00am to 12:00pm

SFAR Office, 301 Grove Street, San Francisco, CA 94102

Join us for an afternoon focused on Mobile MLS and Electronic forms. Take this opportunity to provide SFAR with feedback about your experience using Goomzee and MyTheo. Help us understand how you've been using mobile in your business, what you love about SFAR's new mobile products, and what you'd like to see these products do. We'll also be talking about the future of electronic forms in San Francisco and discussing three possible paths forward. Sign in at <http://my.sfrealtors.com> then click on Calendar to register.

THURSDAY THINK TANK - PROVEN TAX STRATEGIES FOR REALTORS

Thursday, November 20, 2014 from 10:00am and 12:00pm

St. Mary's Cathedral, 1111 Gough Street, San Francisco

Join us as Kelly Clark with Bradford and Company talks about how to save thousand of dollars in deductions each year at this Tax Strategies Live presentation. Hold onto more of the money that you earn with this informative session! Sign in at <http://my.sfrealtors.com> then click on Calendar to register.

SFARMLS TRAINING CLASSES

Thursday, November 20th

SFAR Office, 301 Grove Street, San Francisco, CA 94102

1. SFARMLS Essentials (Beginner) from 9 to 10:30am: This class will cover the basics of navigating in SFARMLS, including topics like

property searching, listing data entry, and profile management.

2. SFARMLS Power Features (Advanced) from 11am to 12:30pm: This class will cover more advanced navigation of SFARMLS, including topics like entering contacts and prospects, using interactive maps, and understanding IDX and special custom features.

To register for one or both classes, [click here](#).