

OCTOBER 19, 2018

THE GRAPEVINE

OFFICIAL NEWSLETTER OF THE FRESNO ASSOCIATION OF REALTORS®

*Important Information: Yosemite Gateway Branch will be closed
Wednesday October 24th, 2018 and
Friday October 26th, 2018
Wednesday October 31st, 2018 and
Friday November 2nd, 2018

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Legal Update

**Speaker: C.A.R. Legal Counsel
Gov Hutchinson**

**Friday, October 26th
F.A.R. Office**

Choose A.M. or P.M. Session:

**10 a.m. - 12 p.m.
2 p.m. - 4 p.m.**

**Deposit of \$10 Required
(only charged if not attended)
Call 559-490-6400 to register**



FRESNO
ASSOCIATION of
REALTORS®
6720 N. West Avenue
Fresno, CA 93711

A limited number of spots are available for the afternoon session.

Thank you to all those that signed up to see Gov.

Please remember a \$10 deposit will be charged for no attendance.

If you signed up and know you can't make it, please call us to remove you from the list so that you are not charged.



REPURPOSING OLD LISTING PHOTOS

Adapted from Lauren Maloney's Article in Real Estate Magazine

Close ups of Architectural Detail

Every area has distinctive design features that are unique to that location. Displaying these features shows that you are knowledgeable and attune to the history of your community. Using these adds texture and context to your marketing materials

Real Estate especially in modern times, is fueled by knowledge and expertise of your market. Calling attention to large features not only of the home, but also of your area, shows that you are a specialist in your market, adding to your credibility. Repurposing your listing photos on your social media, website or marketing materials can help save you on a costly lifestyle shoot.

In real estate your brand is compromised of the way you present yourself in person and in your marketing materials. Visual elements, like photographs, are critical when it comes to properly communicating the lifestyle of your brand.

Notable Views of Landmarks

Including photographs of cityscapes, mountains, and notable landmarks, shows that you are proud of the location in which you live and work. It scores bonus points with locals, allowing you to connect with your audience.



Neighborhood and Community

Showing your clients that you are in tune with your community. Providing images of local shops and eateries and parks creates an environment that your clients can visualize their day to day lifestyle.

Congratulations!

Fresno Association of REALTORS® Rising Stars
3 of the 14 Award Winners are our local REALTORS

Rising Star Awards

The Rising Star Awards are a new C.A.R. initiative designed to work with the brokerage community to recognize their up-and-coming agents. The Rising Star Awards highlight the elite, new talent entering the industry and help boost their growing careers while promoting both the REALTOR® and the firm. C.A.R. celebrates ambitious new members making waves in the industry who represent the next generation of leading agents.

Tiffinie Jones
London Properties

Ronnie Mangulabnan
Movoto Real Estate

David Schy
Keller Williams
Westland Realty

RISING STAR
CREATED HERE.

CONGRATS TO THE 2018 C.A.R. RISING STAR AWARD WINNERS!

Agent Name	Brokerage
Blake Aaron	Coldwell Banker Residential Brokerage Laguna Beach
Allison Andrea	Palo Mesa Realty Arroyo Grande
Marcus Bazan	Almond Valley Realty Modesto
Allison Chance	Over the Moon Realty, Inc. Pacific Grove
Danielle Fehmel	The Betts Realty Group Long Beach
Ruthie Jones	MikkiMoves Real Estate Burbank
Tiffinie Jones	London Properties Fresno
Grace Lynn	Rancho Coastal Properties, Inc. Carlsbad
Jack Mangin	Berkshire Hathaway HomeServices Torrance
Ronnie Mangulabnan	Movoto Real Estate Fresno
David Schy	Keller Williams Realty Fresno
Zack Sperow	The Solari Group Napa
Jordan Stormont	Venture Properties Redding
Victor Tran	Ascend Real Estate San Francisco



KEY FACTS

YES ON PROPOSITION 5 AND NO ON PROPOSITION 10

Homeownership and private property rights are on the California ballot this November and the election outcome will determine our state's housing future. REALTORS® throughout the state are committed to protecting homeownership and are urging our clients, colleagues and fellow Californians to look closely at this year's ballot. The state's housing future depends on it.

YES ON PROP 5

The Property Tax Fairness Initiative (Prop 5) removes the unfair moving penalty for seniors, the severely disabled and disaster victims across the entire state while still ensuring they pay their fair share of property taxes.

- Seniors will have the freedom to downsize or move closer to family.
- The severely disabled will be able to move to more practical homes.
- Many disaster victims will now have the opportunity to move without being penalized.

Too many Californians feel like they will never be able to become homeowners. Eliminating the moving penalty for seniors, disaster victims and the severely disabled will create more opportunities for homeownership for first time buyers and young families.

NO ON PROP 10

Prop 10 will make California's housing crisis worse. It's the wrong solution for a state that desperately needs to create more affordable housing for middle class families. Seniors, veterans, both gubernatorial candidates – Democrat Gavin Newsom and Republican John Cox – and affordable housing experts all oppose Prop 10 because it will make housing less available and less affordable.

Prop 10 will:

- Let government dictate rental pricing for privately owned single-family homes.
- Reduce home values by more than 10%, according to MIT researchers; an average loss of approximately \$39,000 per California homeowner.
- Significantly restrict what single-family homeowners can do with their homes.
- Could allow bureaucrats to charge homeowners a fee for taking their home off the rental market.

The facts are clear: Prop 10 will reduce affordable and middle-class housing in California and drive down existing home values. For more information, please visit www.housingforCalifornia.com.

Paid for by California Association of REALTORS® Issues Mobilization PAC

For more information, please visit: on.car.org/cayes5no10

NAR offers FREE ways to complete the
2018 Code of Ethics requirement
Click the image to take the course!

2018 CODE OF ETHICS TRAINING						
COURSE NAME	HOURS	NAR COE	CE	AUTOMATIC NRDS UPDATE	PROVIDER	PRICE
AGENT FIRST TIME RENEWAL 45-HOUR PKG- ETHICS	3	✓	✓	✓	C.A.R./ OnlineEd	FREE
BROKER FIRST TIME RENEWAL 45-HOUR PKG- ETHICS	3	✓	✓	✓	C.A.R./ OnlineEd	FREE
SUBSEQUENT RENEWAL 45-HOUR PKG - 8-HOUR SURVEY	2.5	✓	✓	✓	C.A.R./ OnlineEd	FREE
SPANISH LANGUAGE VERSION 45-HOUR	3	✓	✓	✓	C.A.R./ OnlineEd	FREE
NAR CODE OF ETHICS	2.5	✓		✓	NAR	FREE
NAR CODE OF ETHICS	3	✓	✓	✓	NAR	\$29.95
ETHICS SPOTLIGHT ARTICLES 1-3	2.5	✓		✓	C.A.R.	\$29.95
ETHICS SPOTLIGHT ARTICLES 10-12	2.5	✓		✓	C.A.R.	\$29.95

Calendar

Upcoming Training and Events

- Held at FAR Office
- Held Offsite
- Held at Yosemite Gateway Branch Office

***Important Information: Yosemite Gateway Branch will be closed**
Wednesday October 24th, 2018 and
Friday October 26th, 2018
Wednesday October 31st, 2018
Friday November 2nd, 2018

Tues.
23

8:30am - MLS Home Tour Meeting
Speaker : CAR Directors Report
10:30 am - Zipforms/ Digital Ink

Mon.
29

2:00pm - HUD Training

Wed.
24

10:30am - Clerical Training/ Renewal
****YOSEMITE GATEWAY BRANCH
CLOSED****

Tues.
30

8:30am - MLS Home Tour Meeting
Speaker : CAR Directors Report
10:30am -RPR Training

Thurs.
25

8:30am - New Member Orientation
8:30am - Yosemite
Gateway Branch Home Tour
Meeting
Speaker - Brandon Gonzales, and
Colleen Wiginton
5:00pm - YPN Mega Mixer at The
Hive

Wed.
31

****YOSEMITE GATEWAY BRANCH
CLOSED****

Fri.
26

8:30am - Investors/Exchangers
10:00am - Legal Update with Gov
2:00pm - Legal Update with Gov

Thurs.
01

8:30am -Yosemite Gateway Branch
Home Tour Meeting
Speaker - Tom Wheeler Madera
County
10:30am - Websites Presentation
2:30pm - Zipforms/Digital ink Training

Fri.
02

****YOSEMITE GATEWAY BRANCH
CLOSED****
5:30pm - Toast of Oakhurst at The
Oakhurst Grill

8:30am - Investors/Exchangers



YPN Halloween Mixer

Thursday, October 25th

Bitwise Hive from 5-8

2600 Ventura St. Fresno, 93721

Costumes Encouraged!

Contest with prizes for 1st, 2nd, & 3rd place winners!

Must R.S.V.P. in advance to F.A.R. at 490-6400. Free for
Fresno REALTOR® & Affiliate members, \$15 for guests.



CUTTONE | WATERS

Homebridge





TOAST OF OAKHURST TASTING

ENJOY THE WARES OF THREE LOCAL
PURVEYORS OF BEER, WINE, AND SPIRITS

And enter to win this stocked minibar and other prizes!

Friday, October 26th
5:30pm-8:30pm

Oakhurst Grill and
Whiskey 41 Lounge
40530 Hwy 41
(At Best Western)

Get tickets early by calling
559-490-6400, or at the door.



Over \$500
Value!

\$10
Tasting
and Hors
d'Oeuvre

Proceeds raised go to local scholarships.
Donations are tax deductible.

\$5 Raffle Tickets or 6 for \$20

**OAKHURST
GRILL**
& WHISKEY 41 LOUNGE



IDLE H HOUR
WINERY



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Mike Clark
Regional Sales Manager
Central Valley, California
c - 559.281.4057
o - 559.476.2660
mike.clark@spmc.com
NMLS #264323



Michael Brooks

National Renovation Manager
Folsom, California
c - 760.334.3362
o - 916.932.1703
michael.brooks@spmc.com
NMLS #116329



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Steve Martin

360-5158

smartin@kingsmortgage.com
NMLS# 359128



Gerald Hayes

917-9595

ghayes@kingsmortgage.com
NMLS# 283054



Lizette Hurtado

743-5546

lhurtado@kingsmortgage.com
NMLS# 1126715



Kaylee Wood

349-0272

KWood@kingsmortgage.com
NMLS# 1031832

685 W. Alluvial, Fresno, CA 93711

Office 559.432.5100

Fax 559.432.2796

2020 High Street, Suite A, Selma, CA 93662

Office 559.318.9931

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9/26/17

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7330 N. Palm Ave #106 | Fresno, CA 93711
559.225.0500

Alma Zapata-Heflebower

alma@resourcelenders.com
NMLS #287410

Guy Willis

guy@resourcelenders.com
NMLS 308650

Jeanette Connell

jeanette@resourcelenders.com
NMLS#1618240

John Vartanian

johnv@resourcelenders.com
NMLS 236760

Joy Nichols King

joy@resourcelenders.com
NMLS 238933

Kay Connell

kconnell@resourcelenders.com
NMLS 309399

Laporsha Foster

laporshafoster@resourcelenders.com
NMLS 1489300

Lisa Barnes

lisa@resourcelenders.com
NMLS 1708685

Nita Carrillo

nita@resourcelenders.com
NMLS 298993

Paul Knebel

paulknebel@resourcelenders.com
NMLS 320636

Roland Isaak

roland@resourcelenders.com
NMLS 252365

Susan Schweda

susans@resourcelenders.com
NMLS 269008

Sylvia Plumb

sylviaplumb@resourcelenders.com
NMLS 222630

Yolanda Akers

yolanda@resourcelenders.com
NMLS 251137



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