



GETTING IT DONE



**REALTOR®
SECURE
TRANSACTION**



LONE WOLF
TECHNOLOGIES



The state-of-the-art platform allows you to complete transactions and contracts electronically, even on your mobile devices. Lone Wolf Transactions (zipForm Edition) is one of the most powerful platforms for transaction management available to members today, and with features like zipCommunity™, agents, clients and any other parties can collaborate during a transaction with more security than ever before.

RISK MANAGEMENT



PEER-TO-PEER ETHICS INFOLINE



REALTOR® members have access to our free ethics infoline where you can be assigned a volunteer member who is trained in the Code of Ethics to assist you with your non-legal ethics questions. You can ask questions about whether your own actions or the actions of another REALTOR® member might violate the Code of Ethics.



LEGAL TOOLS

Short, shareable resources to help you understand how the law impacts your business or your transaction. Summarized quick guides, one-page flyers, PowerPoint slides and videos — all here for brokers, agents and consumers.



LEGAL HOTLINE

1,500,000+ is a BIG number. That's how many member questions our attorneys have answered about real estate law and brokerage practice. Get free one-on-one legal advice from our attorneys by calling (213) 739-8282. Or download the free Legal Hotline App and use the wait time feature to help work your phone call into your schedule.



DOWN PAYMENT RESOURCES

Quickly search and identify over 400+ available down payment assistance programs in your client's target area with our Down Payment Resource Directory. For additional assistance, please contact transactionrescue@car.org.



Transaction Rescue™

Your lifeline to the lending community! Give us a call on the free helpline at (213) 739-8383, email us at transactionrescue@car.org or let our Transaction Rescue™ Automated Virtual Assistant provide you answers and assistance with finding a lender, loan qualifications, underwriting, short sales and more.



YOUR CLIENTS WILL THANK YOU

MARKETING TOOLS



LOCAL MARKET & INDUSTRY INFOGRAPHICS

Add something cool to your website, social media or next client meeting with beautifully designed and easy-to-download infographics for your clients and your specific market area:



Market Data
Infographics



Weekly Market
Minute Reports

- City + County Market Overviews
- City + County Buyer's Guides
- California Consumer Infographics
- CA Real Estate Industry Infographics
- Housing Affordability Index
- Housing Sentiment Index
- Market Condition Indicators



CONSUMER AD CAMPAIGN

TV commercials, digital media and partnerships to create awareness of the REALTOR® brand and demonstrate the many benefits of the consumer-REALTOR® relationship.

Watch and share the current consumer ad campaign with your clients and social network!



REALTOR® REALTALK

Let's get REAL! A lot goes into buying and selling a home, and who knows that better than a California REALTOR®? You're the expert, and to help demonstrate that, we've created some simple buying, selling and staging dos and don'ts for you to share. Check them out, personalize one of ours or even customize one of your own.



CONTENT STUDIO

Create personalized marketing videos to share with your clients. Choose from a variety of C.A.R. consumer-focused commercials that highlight the benefits that REALTORS® provide their clients or select a C.A.R. educational video. You can even add your own video and customize it within the Content Studio.



ONE STEP AHEAD

KNOWLEDGE CENTER



California Real Estate Magazine



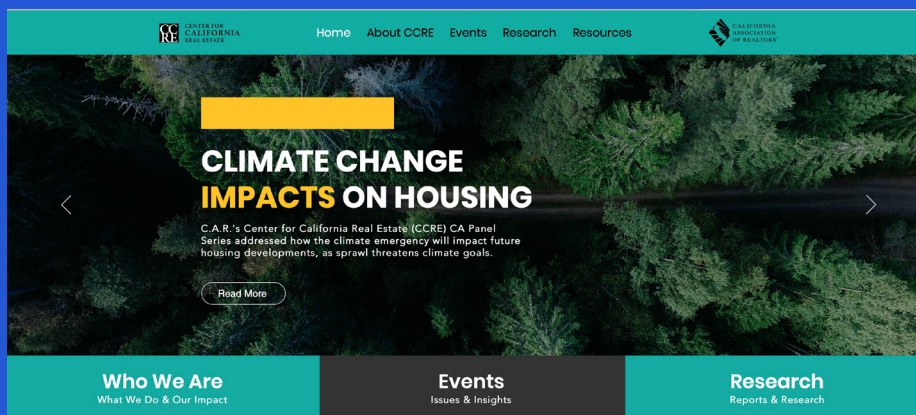
The mag celebrates over 100 years of providing news and insights to California REALTORS®. We're featuring stories about REALTORS® — their highs, lows and everything between — stories about an industry changing fast and stories about what it takes to make it in this great profession.



CENTER FOR
CALIFORNIA
REAL ESTATE



The Center for California Real Estate (CCRE) is an institute of the CALIFORNIA ASSOCIATION OF REALTORS®, providing information and insights about critical issues affecting the real estate industry in California. As such, it is part of CCRE's mission to extend C.A.R.'s impact and influence with different audiences, diverse stakeholders, and external partners.





ONE BIG GROUP MAKING AN EVEN BIGGER IMPACT!

MAKING A DIFFERENCE



HOUSING AFFORDABILITY FUND

Non-profit 501(c)(3) dedicated to addressing California's growing housing affordability crisis. The Housing Affordability Fund works to provide more options for first-time homebuyers' entry into homeownership.



C.A.R. **ypn**

YOUNG PROFESSIONALS NETWORK (YPN)

New to the industry? YPN helps members excel in their careers by giving them the tools and encouragement to become involved in leadership, advocacy and community. Let C.A.R. YPN help you get involved in our association!



C.A.R.
MEMBER
DISCOUNTS

WE HAVE DISCOUNTS!



SCHOLARSHIP FOUNDATION

The C.A.R. Scholarship Foundation was founded in 1948 and is a non-profit 501(c)(3). The scholarship program is for students enrolled at a California college or university pursuing a degree to support a real estate-related career.



EDUCATION FOUNDATION

The Education Foundation, a 509(a)(3) established in 2005, provides real estate and education-related grants to California REALTORS®.

FAIR HOUSING & DIVERSITY

Fair housing and ensuring that C.A.R. members and leaders reflect our diverse California communities are top priorities for C.A.R. and paramount to the growth and viability of this industry. Learn more about some of our initiatives:



FAIR HOUSING

COMMITTED TO FAIR HOUSING

C.A.R. acknowledges the past as we fight for a more equitable future. The association remains committed to supporting the dignity and worth of all individuals and to working vigorously to defend policies that bring justice, opportunity and security for all. Not only for those buying, selling or renting housing, but for everyone.

LATINO
PROFESSIONALS NETWORK 

LATINO PROFESSIONALS NETWORK (LPN)

C.A.R.'s Latino Professionals Network (LPN) is dedicated to amplifying the voices of Latino REALTORS® in California. LPN is an inclusive community of REALTORS® dedicated to increasing business opportunities, advancing leadership, and uniting our voices to champion access to homeownership in our communities through policy, resources and education. Join the conversation today.

60 percent of REALTORS® in California are women, yet only 14 percent of those women are broker/owners, compared with 28 percent of men. WomanUP!® was founded to address this disparity, support women in positions of leadership and connect women to a mentorship community. Our table is inclusive. Our table is diverse. Our table is focused on solutions.

POLITICAL ADVOCACY



VIRTUAL LEGISLATIVE DAY 2022



The need for REALTORS® to engage with state legislators is greater than ever. That's why C.A.R. is hosting TWO Legislative Days – a fully virtual event on March 2, and an in-person event in Sacramento on April 27.

Both Legislative Days will bring together REALTORS® from across the state to urge legislators to support creating opportunities for ownership housing and to defeat bills that harm homeownership opportunities and hurt housing providers.



REALTOR® PARTY

An industry that works together, thrives together. Participate in legislative advocacy as a C.A.R. member for federal, state and local REALTOR® issues.



REALTOR® ACTION FUND

RAF raises money to advance the goals of our REALTOR® political action committees (PACs) at the local, state and federal levels of government. RAF supports and/or opposes candidates for elected office who understand, or don't understand, REALTOR® issues.



PROP 19

Thanks to Prop 19, homeowners aged 55+, people with medical disabilities and victims of natural disasters can move closer to family, medical care, or to a home that better meets their needs anywhere in California without a tax penalty. As more seniors take advantage of Prop 19's tax savings, homeownership opportunities will open up each year for renters, young families, and first-time homebuyers in communities throughout California. Access FAQs and shareable materials for your clients at caprop19.org.