

120
YEARS OF
**LEADING
THE WAY...[®]**



HELLO CALIFORNIA REALTORS®!

Welcome to your 2025 C.A.R. Member Benefits Guide. This is where you'll find all the ways your state Association supports you to ensure you make the most out of your C.A.R. membership.

185,000+
CA REALTORS®

150+
MEMBER BENEFITS

120
YEARS OF COMMITMENT TO
OUR MEMBERS

Last year marked a sea of change in the working lives of California REALTORS®. But you weren't alone – we were with you, supporting your every step. This year marks C.A.R.'s 120-year anniversary. That means, for 120 years, we've been committed to adapting, innovating, and Leading The Way...® so you and your clients succeed today and tomorrow. Thank you for letting us accompany you on your journey.

- Your 2025 C.A.R. Officers



TAMARA SUMINSKI
2025 C.A.R.
PRESIDENT-ELECT

MARK PETERSON
2025 C.A.R.
TREASURER

HEATHER OZUR
2025 C.A.R.
PRESIDENT

PHIL HAWKINS
C.A.R. CEO

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150 FOR 237

OUR MISSION: SUPPORTING YOU THROUGH CHANGING TIMES

2024 was a tumultuous year for California REALTORS®. Throughout it all, C.A.R. kept you informed about changing business practices and supplied you with the resources you need to thrive.

C.A.R.'s legal team revised existing and created several new C.A.R. Standard Forms to align with the new business practices.

C.A.R.'s attorneys also remain at the ready to answer your business practice questions on the Legal Hotline. We produced articles and created ads to showcase your value to the public at large, and we provided you with scripts and one-sheets to facilitate your client communications. Here are just some of the products we generated to help ease the transitions to new business practices.





BUSINESS PRACTICE SUPPORT

- > Smart Zone Website
- > Eblasts, Newsletters and Updates
- > Twice-monthly President's Messages
- > Townhalls, Webinars and Free Education
- > Broker Compensation Compliance Page on car.org
- > Legal FAQs, Fact Sheets, and Quick Guides
- > Member-to-Member Video Series
- > Transaction Tips & Training Dashboard
- > New and Updated C.A.R. Standard Forms
- > Weekly Updates to car.org & Smart Zone websites

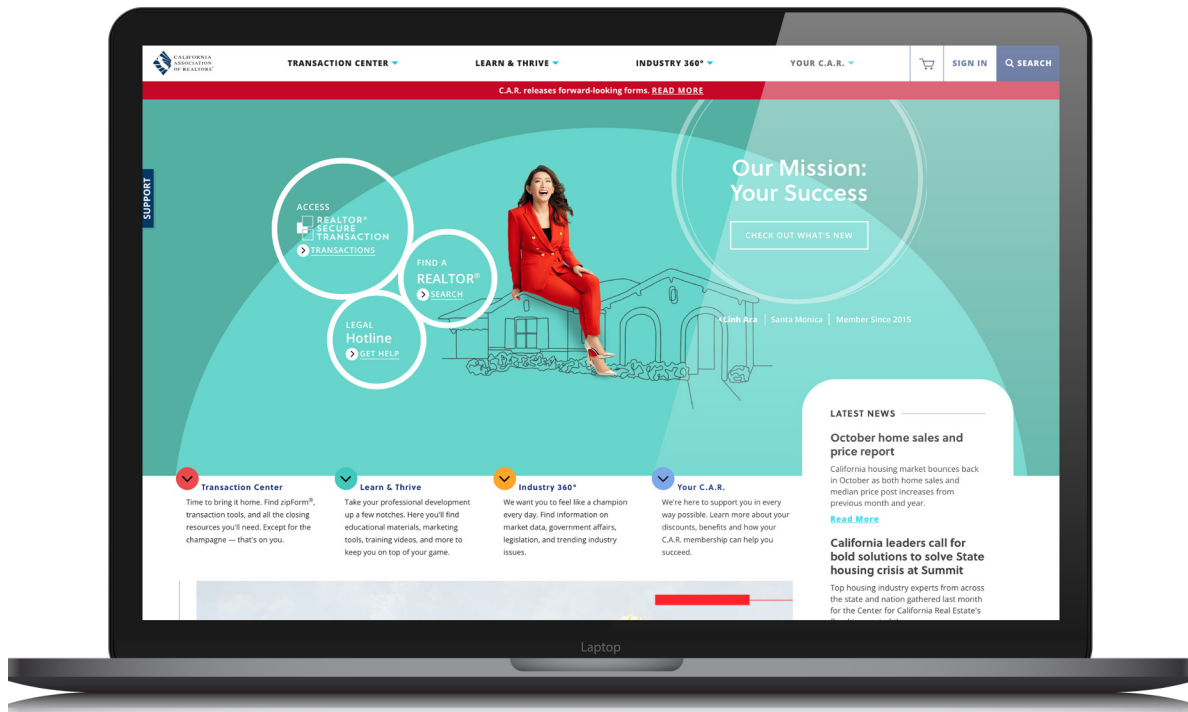


CONSUMER COMMUNICATION

- > Ongoing Media Outreach
- > Client Infographics
- > Consumer Ad Campaign
- > Consumer Guides
- > "Let's Talk" Client Conversation Scripts
- > Open Letter & Op-Eds Published State-Wide
- > Shareable Social Media Posts
- > Template Press Releases for Local Associations

OUR MISSION: SERVING AS YOUR TRUSTED RESOURCE

We're here to help your business in every way possible. The official Association website, **car.org**, is home base for the tools you need and the support you want.

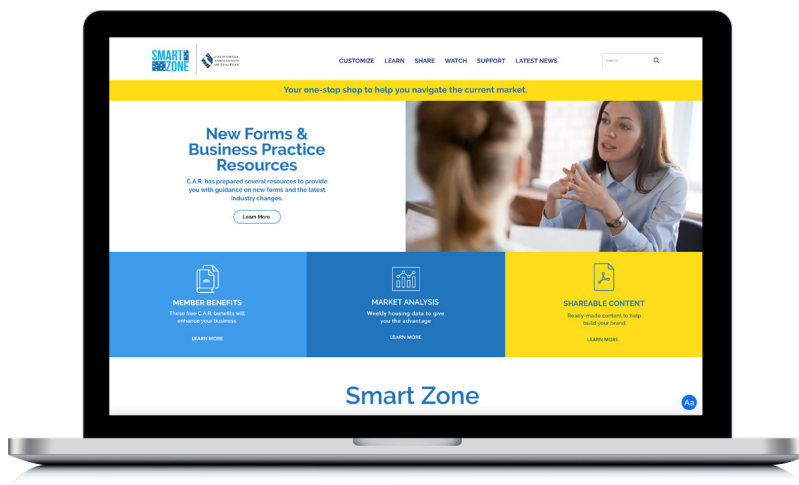


Access C.A.R. Standard Forms, sign up for an education workshop, check out the latest market stats by county, and stay up to date on the latest business practice changes.... All of the member benefits highlighted in this guide can be found on your official C.A.R. member website, **car.org**.



Need assistance with any of the resources on car.org? C.A.R.'s Customer Contact Center is only a phone call or email away. **Call us at (213) 739-8227.**
Email: contactus@car.org

OUR MISSION: HELPING YOU NAVIGATE THE CURRENT MARKET AND CHANGING INDUSTRY



Smart Zone is C.A.R.'s one-stop website designed specifically to help members navigate today's changing industry. This platform walks you through the complexities of the current real estate market, providing you with resources and tools to articulate your unique value proposition, market yourself effectively, and keep your clients informed of market trends.

Everything you need to manage new business practice changes — downloadable consumer guides, official C.A.R. Standard Forms and educational videos — can be found on Smart Zone's easy-to-navigate Business Practice Resources page.

smartzonecar.org

OUR MISSION: PROVIDING YOU WITH RESOURCES TO CLOSE TRANSACTIONS

As a C.A.R. member, you're covered with legal help for your C.A.R. Standard Forms and contracts — get your transaction closed from start to finish with our C.A.R. Standard Forms and in-house attorney assistance.





REALTOR® Secure Transaction

The REALTOR® Secure Transaction Dashboard is your destination for access to the best tools for a modern, secure and efficient transaction. These free and discounted services are provided as part of your C.A.R. member benefits. Additionally, take advantage of our training calendar and quick access to resources and tips to master each stage of the transaction when you need it.



Lone Wolf Transactions

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 such as zipCommunity™, agents, clients and any other parties can collaborate during a transaction with more security than ever before.



LionDesk

A member benefit CRM platform to manage your business stress-free, stay top-of-mind, and sell confidently. LionDesk makes it easy for you to stay number one with all your contacts so you close leads faster and create lifelong clients. Features include: auto-drip campaigns, bulk text messages, video communication, task reminders, AI lead assist, multiple-pipeline transaction management and much, much, more.



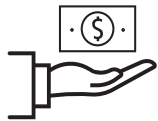
FormsTutor®

FormsTutor® is the free, advanced electronic training tool from C.A.R. that has been completely redesigned to make it easier than ever to help REALTORS® better understand the forms they're using to complete their transactions. This helpful member benefit is a live, interactive guide that is accessible from inside the zipForm® Plus platform and on car.org to provide REALTORS® with the help they need while working on the forms.



Transaction Rescue™

Your lifeline to the lending community is a free member benefit! Give us a call on the free helpline at **(213) 739-8383**, email us at **transactionrescue@car.org**, and let our Transaction Rescue™ Lender Liaison help find you answers and provide assistance with finding a lender, loan qualifications, underwriting, short sales and more.



Down Payment Resource Directory

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**.



Hurdlr

Hurdlr, a free C.A.R. member benefit, is an app that automatically tracks all your mileage, expenses, income streams and tax deductions in real-time. By calculating valuable tax deductions and automating your financial records, Hurdlr helps the average user save thousands of dollars per year on their tax bill.



The California Rental Listing Service, powered by Rental Beast

The California Rental Listing Service, powered by Rental Beast, provides all C.A.R. members with free access to rental-centric tools. Easily search rental inventory, add and edit rental listings, and screen tenants with a single solution available directly from the REALTOR® Secure Transaction Dashboard.



C.A.R. Partner Program

The C.A.R. Partner Program is the one place you can find all the products, services, and perks you need to build a strong, profitable business. Each company in our program offers C.A.R. members something special such as exclusive offers, discounts and free trials.



C.A.R. Partner Program Webinars

Free webinars packed with tools, tips, and resources designed to help you succeed. Ranging in topics from generating more leads to finding new revenue possibilities, our webinars provide solutions to grow your real estate business.



OUR MISSION: ANSWERING YOUR LEGAL QUESTIONS



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**.



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.



Ombudsman Hotline

C.A.R. Ombudsmen are REALTORS® who volunteer their time to answer non-legal questions and resolve non-legal disputes. Both C.A.R. members and members of the public can contact the Ombudsman Hotline if they would like to be assigned an ombudsman to assist them. An ombudsman is not an attorney and cannot give legal advice or answer legal questions, but they can help by acting as a go-between for callers who are having problems with a C.A.R. member. Ombudsmen can often resolve these problems before the caller finds it necessary to file a formal complaint or initiate a lawsuit against the member.



Legal Live Webinars

Wish you could catch up on California real estate law without having to read even more documents? Relax and watch a video as C.A.R.'s Legal Live Webinars bring you up to date on the hottest topics in real estate law.



@CARealegal for quick legal tips and business facts. 

OUR MISSION: CREATING A POSITIVE IMPACT IN THE COMMUNITY

POLITICAL ADVOCACY

- > Capitol Hill Visits**

You can join other REALTORS® from California and around the country in Washington, DC each May to lobby Congress on issues that matter to REALTORS® and your clients.
- > Advocating for You**

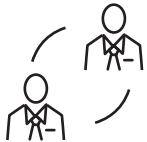
Each year C.A.R. government affairs reviews over 3,000 bills, looking at each one to see if it affects your business, homeownership opportunities and property rights. Advocates in Sacramento lobby for the interests of REALTORS® to ensure that your interests are protected and advanced in our state's Capital. We also work with NAR on federal issues affecting California, and we support your local Association's local advocacy efforts, too.
- > Member Mobilization**

This program recruits, trains and mobilizes you to take part in the legislative process at the grassroots level. Get involved with lobbying, political activities and the legislative agenda supported by C.A.R. by responding to Red Alerts, becoming a political coordinator, inviting a field rep to visit your association, and many other ways that the Member Mobilization program works with you.
- > Consumer Mobilization**

C.A.R. also fights for your clients when proposed legislation could hurt homeowners. When there is an issue that is particularly important for homeowners and buyers, C.A.R. will create content for REALTORS® to share with their clients. The information will educate clients and give them an opportunity to connect with their own legislator. It also gives members to a way to maintain a relationship and provide value to their clients.
- > REALTOR® Campaign School**

C.A.R. organizes a dynamic Campaign School tailored to support aspiring local REALTOR® candidates contemplating a run for local office. This exclusive event features compelling guest speakers, comprehensive Q&A sessions, and a detailed exploration of the most effective strategies for a successful political campaign. To inquire about setting up a REALTOR® Campaign School at your local association, contact Neeraj Ginda, C.A.R.'s Political Affairs Coordinator, at neerajg@car.org or **916-492-5218**.





Local Association Support

Provide professional development, networking opportunities and resources to local associations that focus on issues concerning the organization and industry.



Disaster Relief Fund 

Assist those directly affected by natural disasters in California by providing financial assistance through the C.A.R. Disaster Relief Fund (DRF), as well as providing the resources that local associations and brokerages need in order to be prepared for, survive and fully recover from a major natural disaster.



Membership Database Support & Policy Compliance

Monitor and manage data within the core membership database as well as supporting, educating and mentoring local association staff as it relates to REALTOR® membership requirements and policies.



Leadership Development & Training

Foster the growth and empowerment of real estate professionals within the organization through educational workshops, mentoring opportunities, networking events, and experiential learning; focus on developing leaders who advocate for the interests of REALTORS® and homeowners and drive positive change in their communities.



Leadership Academy 

The C.A.R. Leadership Academy is designed to empower California REALTORS® to unlock their leadership potential and impact the real estate industry. Focused on fostering excellence, diversity, and collaboration, the program provides immersive learning, strategic mentorship, and access to industry thought leaders. Participants will engage in interactive training, tackle real-world challenges, and develop the skills to lead with integrity and inspire change. Beyond skill-building, the Academy connects emerging leaders with a forward-thinking community shaping the future of C.A.R. and the profession. Applications are highly competitive, with only 20 spots available for those ready to elevate their leadership journey.



CALIFORNIANS FOR HOMEOWNERSHIP

Californians for Homeownership 

C.A.R.'s 501(c)(3) impact litigation organization that works to address California's housing crisis in the courts. The organization enforces C.A.R. sponsored and supported housing bills and helps defend residential development projects and pro-housing cities against meritless lawsuits.



Champions of Home Impact Awards 

The awards honor California REALTORS® who have made a significant impact on their communities through volunteer efforts. Eligible activities include efforts to address issues in the community at large. Examples include (but are not limited to) food insecurity, housing, educational, social and/or environmental issues. The award winner and two honorees will be recognized at C.A.R.'s REImagine! Conference & Expo in September. Winners receive cash donations to the non-profits they serve as well as travel expenses to the REImagine! Conference and Expo.



Fair Housing 

C.A.R. is committed to Fair Housing and Diversity. Ensuring that C.A.R. members and leaders reflect our diverse California communities is a top priority for C.A.R., which is paramount to the growth and viability of this industry. C.A.R. is working to address demographic disparities and inequalities that persist in housing and in the real estate industry with diversity and fair housing education, research, resources and advocacy that aim to expand homeownership opportunities for all Californians. C.A.R. is committed to ensuring all REALTORS® are aware of the extensive California Fair Housing laws in this changing landscape.



Pathway to Home Closing Cost Assistance Grant Program 

Our Pathway to Home Closing Cost Assistance Grant Program is designed to aid first-time homebuyers belonging to underserved communities in overcoming affordability challenges. We offer a generous grant of up to \$10,000 to assist with closing costs. These grants are available to first-time homebuyers with low- to moderate-income (at or below 120 percent of the Area Median Income) who choose to work with a California REALTOR®. The program encompasses every county in California.



Differently Abled Affinity Group (DAAG) 

C.A.R.'s Differently Abled affinity group advocates and provides awareness of the needs of differently abled REALTORS® and clients. C.A.R. is committed to ensuring all REALTORS® can practice regardless of ability and that clients can find a home to meet their unique needs.



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® committed 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.



WomanUP!®     /group

Our three-part mission is to identify, develop and connect women in this industry. We identify the tools and strategies you need to make bold moves in real estate. We provide you with resources and events to develop your skills as a leader, and we create opportunities to connect with other amazing leaders in the national brokerage community.



Young Professionals Network (YPN)   

We empower emerging real estate professionals through a culture of growth & mentorship to support leadership development, contribute to local associations, engage in advocacy and propel REALTOR® success!

OUR MISSION: KEEPING YOU INFORMED



E-Newsletters

C.A.R. produces 13 newsletters that are delivered right to your inbox. From the weekly all-member Newslite newsletter to the monthly Legal Tools publication, each newsletter is filled with valuable information for you, your business and your clients.

- > **Newslite**
- > **Industry Leaders**
- > **Virtual Advocate**
- > **Market Matters**
- > **Research Highlights**
- > **Upcoming Webinars**
- > **President's Message**
- > **Transactions Today**
- > **All Voices**
- > **Realegal®**
- > **Legal Tools**
- > **Broker Insights**
- > **Property Management**



Webinars

As a member of C.A.R., you may participate in live, interactive webinars, free of charge, from your own computer, tablet or mobile device. Or access webinar recordings of those you missed on finance, legal, market data topics and more.



Podcasts

Discover and listen to the latest podcasts from C.A.R. and keep up with what matters in the real estate industry.

- > **Housing Matters**
- > **Legal Matters**
- > **Unlocking California Politics**
- > **WomanUP® Live**



Center for California Real Estate (CCRE)

The Center for California Real Estate (CCRE), an institute of C.A.R., serves as a nexus for multi-disciplinary thinking aimed at addressing some of the state's most challenging issues. Bringing together key experts from a variety of fields — including academia, government, nonprofit, and industry — CCRE produces new knowledge and serves as a key resource about housing issues for all C.A.R. members, external entities, the media and the public.



FREE 45CE License Renewal Package

C.A.R. Education is happy to provide members with all the Continuing Education they need to renew their real estate license. Join the tens of thousands of members who regularly claim their free license renewal package every year! All offerings meet DRE requirements and include Ethics and Fair Housing courses that fulfill REALTOR® Training Requirements for NAR.



Interactive Dashboards

C.A.R.'s interactive dashboards are calculators and data management tools that allow users to interact with data by tracking, monitoring and displaying key housing market metrics. By using our interactive dashboards, users can gain insights by slicing and dicing different variables and dig deeper into local statistics that are more relevant to their markets.



Survey Research

The C.A.R. Research and Economics team conducts a number of surveys that cover topics relevant to our members and the housing industry. These surveys offer detailed information on topics such as: homebuyers, home sellers, housing demographics, home prices, changes in the real estate industry and C.A.R. member profiles.



Real Quick Video Updates

A one-minute video featuring C.A.R. economists that provides a quick take on the current housing market conditions, the latest economic development, and recent movements on interest rates.





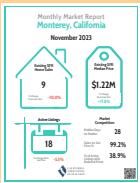
Housing Market Forecast

This semi-annual report projects where mortgage rates, home sales and median prices are headed. Use this general statewide forecast to learn about potential issues that may affect housing prices and inventory levels. Use the data in this report to prepare more accurate budgets and to inform clients about future housing market conditions.



Market Minute Write-Up

The Market Minute Write-Up is a one-page analysis that offers the most up-to-date information on the economy and the housing market. It is designed to provide members, on a weekly basis, key highlights and concise insights on industry-related issues. Combined with the weekly infographic, the 2-page report is downloadable, shareable and can easily be used as part of the marketing materials for REALTORS®.



Market Infographics

Add some data visuals 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:

- City + County Market Overviews
- Buyers' and Sellers' Guides
- California Consumer Infographics
- CA Real Estate Industry Infographics
- Housing Affordability Index
- Market Condition Indicators



County Economic Profiles

Annual reports that provide an overview of the economy and the housing market conditions at the county level. The reports also include data at the state and the national level for comparison purposes.



OUR MISSION: POSITIONING THE REALTOR® BRAND



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.



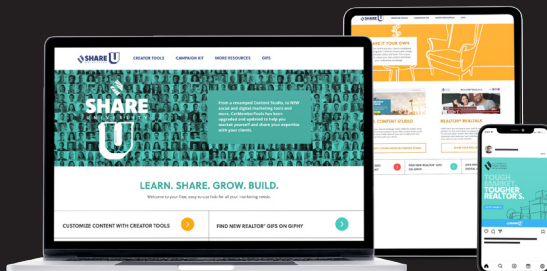
CLEAR THE AIR

In 2024, we issued a new campaign, “Clear the Air,” to showcase REALTOR® value and counteract media narratives surrounding the class action lawsuit.



Share University

Where CA REALTORS® go for personalized marketing content. Your go-to digital marketing hub to help you market yourself and share your expertise with your clients.



- Consumer ad campaign marketing toolkit
- Animated social media GIFs
- Who’s Your REALTOR®? Zoom backgrounds
- Content Studio
- Who’s Your REALTOR®? Augmented Reality
- REALTOR® RealTalk

OUR MISSION: PROVIDING LEARNING & NETWORKING OPPORTUNITIES STATEWIDE

PROPERTY MANAGEMENT CONFERENCE

Property Management Virtual Conference

February 27, 2025

The 2025 Property Management Conference is designed to provide attendees with access to industry experts, legal and legislative updates, and key information for new and seasoned property managers.

FAIR HOUSING DAY

Fair Housing Day

April 15, 2025 • The Westin Long Beach

Come join us for C.A.R.'s fourth annual Fair Housing Day event to learn more about California's expansive and continuously changing Fair Housing laws. Hear from fair housing experts on topics related to property management best practices, fair housing hot topics, supporting clients with disabilities, advocacy, supply concerns, and much more. Make sure to be part of these critical conversations on making the dream of homeownership possible for all Californians. The event is \$30 for C.A.R. members and \$50 for non-members.

Women
Connect. Collaborate. Create





Legislative Day Block Party

April 29, 2025 · Sacramento

REALTORS® shut down a full city block in downtown Sacramento to enjoy great food, drinks, and music, and network with other California REALTORS® and legislators, in this kickoff to C.A.R.'s Legislative Day!



Legislative Day

April 30, 2025 · Sacramento

REALTORS® need to engage with their state legislators to establish personal connections and to talk to legislators about the issues that are important to them. C.A.R.'s Legislative Day brings together REALTORS® from across the state who make their presence felt in the state capitol by urging legislators to support good legislation and defeat bad proposals with a focus on creating homeownership opportunities, increasing supply, stopping attacks on housing providers and preserving property rights.



WomanUP!® Conference

June 11, 2025 · Westin Pasadena

This one-day event is your opportunity to gain practical, productive skills and actionable strategies to take the next step in your career. Connect with ambitious, passionate women ready to lead and grow, just like you. Engage in meaningful conversations, build lasting connections, and be inspired to create your path to leadership. Together, we'll empower each other to thrive in this dynamic industry. Don't miss this day of learning, networking, and transformative growth!



REImagine! Conference & Expo

September 15-17, 2025

Gaylord Pacific Resort & Convention Center, Chula Vista

In 2025, the REImagine! Conference & Expo heads to one of the most exciting venues in SoCal — the brand new Gaylord Pacific Resort & Convention Center! We can't wait to walk the exhibit hall floor with you, party it up at our after-hours event and forge meaningful, career-building relationships with thousands of real estate pros from across the state. This can't-miss three-day event is packed with FUN, educational, and interactive experiences to help you stay ahead in your business. Whether you're an industry veteran or brand-new agent, REImagine! is packed with timely, relevant information you need right now. Learn valuable strategies from CEOs, thought leaders and subject matter experts, dig into hot topics, and talk about the biggest industry challenges and opportunities, and find hundreds of valuable takeaways to strengthen and grow your business.





STEPS Toward Homeownership Virtual Meetings

2025 Dates: April 3, June 19, September 4, December 3

Our STEPS Toward Homeownership program addresses housing affordability from the perspective of financial literacy via virtual meetings. We share the latest lending and down payment options available so you can provide clients with all the tools and resources to make the best decision for their situation. This program brings relevant information to our members about credit scores, financial planning, leveraging down payment resources, and options for low- to moderate-income earners so that we can educate our buyers.



Team Leader Town Halls

Teams have been a game changer in the real estate industry. If you lead a team — whether of 2 or 22, please join us for conversations focused on your role as a team leader. Topics include DBAs, employee regulations, education, and so much more. If you lead a team — connect with **MelanieM@car.org**.



Industry Leader Town Halls

Bi-monthly meetups for California Brokers! Legal updates, hot topics, legislative news, and so much more. These calls are packed with the latest real estate industry information. This is for brokerages of all sizes, but we do require that you be an active broker.



150 FOR 237


OUR MISSION:



















Providing you the resources to help you and your business succeed. So what do your \$237 C.A.R. Member Dues get you? Here are 150 benefits to start with!

*VALUES ARE ESTIMATED AMOUNTS



















THE VALUE OF 100% SUPPORT FROM YOUR ASSOCIATION IS HARD TO PUT ON PAPER. BUT WE'RE GOING TO TRY HERE WITH YOUR FREE MEMBER BENEFITS!

	MEMBER BENEFIT	COST	VALUE	LINK
	Annual Historical Data Summary Report Tracks trends in California's housing market from 1968 to present.	FREE	\$100	
	California Rental Listing Service, powered by Rental Beast Comprehensive database of 10M+ rental properties.	FREE	\$1,000	
	C.A.R. Partner Program Third-party business solution services.	FREE	\$1,000+	
	C.A.R. Staff Outreach Programs C.A.R. officers/staff present the latest industry updates to local associations and brokerages.	FREE	Up to \$2,500	
	C.A.R. Standard Forms Standardized forms created by C.A.R. attorneys for your business transactions.	FREE	\$1,360/yr	
	C.A.R. Transaction Coordinator Exclusive seat license empowers your TC to keep transactions on track within zipForm.	FREE	\$149	
	CE License Renewal Classes Includes all 45 CE units needed to renew your real estate license.	FREE	\$53	
	Center For California Real Estate (CCRE) Live and Virtual Panel Events Presenting insights about critical issues affecting the real estate industry.	FREE	\$50/event	
	Center For California Real Estate (CCRE) Pepperdine Workshops Earn a professional certificate in local government from Pepperdine University.	FREE	\$1,100/workshop	
	Consumer Infographics	FREE	\$50/infographic	
	Digital Ink® and AuthentiSign Digital signature solution for your forms.	FREE	\$129	
	Disaster Relief Fund and Resources Fund to help those who have been affected by natural and other disasters.	FREE	Up to \$5K per grant	
	Diversity & Fair Housing Grants Grants to support local association and community First-Time Homebuyer Initiatives.	FREE	Up to \$2,500 per grant	
	Down Payment Resource Directory	FREE	\$348/yr	

	MEMBER BENEFIT	COST	VALUE	LINK
	Housing Affordability Fund (HAF) Local Association Grant Program Grants to support local associations' housing initiatives.	FREE	\$1,000+	
	HAF's Pathway to Home Closing Cost Assistance Grant Program Closing cost assistance for first-time homebuyers from underserved communities.	FREE	\$4M in total grants	
	Housing Perspective (Customizable) Personalized market analysis to share with clients.	FREE	\$50/report	
	Hurdlr Premium Tracks your mileage, expenses, income streams and tax deductions in real-time.	FREE	\$120	
	Legal Action Fund Supports preventative law programs and assists in important industry cases.	FREE	Priceless	
	Legal Hotline - (213) 739-8282	FREE	Priceless	
	Legal Live Webinars	FREE	\$20-\$40/webinar	
	Local Association Training Local government training on how to develop a grassroots lobbying strategy and more.	FREE	\$400	
	Local Legislative Support Supports local Associations on policy issues at the local government level.	FREE	\$5,000	
	Multicultural Scholarship to C.A.R. Legislative Day	FREE	\$12,425	
	OfferPlace™ Imports offer details and documents directly into a transaction.	FREE	\$149	
	Ombudsman Hotline - (213) 739-7227	FREE	REALTOR® volunteer time	
	Peer-to-Peer Ethics Infoline - (213) 739-9160	FREE	REALTOR® volunteer time	
	Real Grader Instacard Free digital business card + audit of your online presence.	FREE	\$99	
	REALTOR® Campaign School Supports aspiring REALTOR® candidates contemplating a run for local office.	FREE	\$400	
	REALTOR® Secure Transaction Access to third-party tools for a modern, efficient and secure real estate transaction.	FREE	\$2,000+	
	REImagine! Conference & Expo - reimagineexpo.org	FREE	\$500	
	STEPS Towards Homeownership Virtual Events	FREE	\$250/event	
	Transaction Rescue Assistance Program - (213) 739-8383	FREE	\$250/case	
	Transaction Rescue Webinars	FREE	\$100/webinar	

	MEMBER BENEFIT	COST	VALUE	LINK
	Transactions – zipForm Edition The essential forms software of real estate professionals nationwide.	FREE	\$139/yr	
	WomanUP!® Live Webinars	FREE	\$500/yr	
	zipCommunity™ Securely share sensitive information with your client and their escrow officer.	FREE	A zip-exclusive for C.A.R. members	
	zipForm iMessage App Share documents and listings with your real estate clients directly via iMessage.	FREE	A zip-exclusive for C.A.R. members	
	zipForm MLS-Connect® Auto-populate info from an MLS listing into your zipForm contract, hassle-free.	FREE	A zip-exclusive for C.A.R. members	
	zipForm Mobile Manage online transactions from your mobile device.	FREE	\$26	
	zipForm Record-Connect™ Auto-populate info from the national public records database into your transaction.	FREE	\$25	
	zipTMS® Agent Dashboard Dashboard system to track activities and document due dates within a transaction.	FREE	\$350	
	zipVault® Digital document storage for five years.	FREE	\$350	


BTW, WE'RE NOT DONE WITH YOUR FREE BENEFITS JUST YET:












	MEMBER BENEFIT	COST	LINK
	Affordable Inventory Interactive Report Monitors listings available to households earning <\$100K per year in a specific market.	FREE 🎉👏	
	Annual County Economic and Housing Market Profile A comprehensive analysis of the economic status of counties.	FREE 🎉👏	
	Augmented Reality — Who's Your REALTOR®? On your smartphone, place an AR version of a "WYR?" sign in front of a new listing.	FREE 🎉👏	
	Buyer's Guide Current market snapshot of your local area from the perspective of a buyer.	FREE 🎉👏	
	C.A.R. Education Foundation Awards for REALTORS® who have enrolled in real estate-related courses.	FREE 🎉👏	
	C.A.R. Field Representatives Visit local associations to help members participate in government issues.	FREE 🎉👏	
	C.A.R. Home Inspector Certification Program List of Certified Home Inspectors for C.A.R. members.	FREE 🎉👏	
	C.A.R. Housing Market Forecast	FREE 🎉👏	
	C.A.R. Legislative Advocacy	FREE 🎉👏	

MEMBER BENEFIT

COST

LINK

	MEMBER BENEFIT	COST	LINK
	C.A.R. Sales and Price Report News Release	FREE 🎉 👏	
	Capitol Hill Visits	FREE 🎉 👏	
	Champions of Home Impact Awards Honor CA REALTORS® who have made a significant impact on their communities.	FREE 🎉 👏	
	Consumer Advertising Campaign — Who's Your REALTOR®?	FREE 🎉 👏	
	Content Studio Create personalized marketing videos using the C.A.R. Consumer Ad Campaign.	FREE 🎉 👏	
	County Market Update	FREE 🎉 👏	
	Customer Contact Center - (213) 739-8227	FREE 🎉 👏	
	Differently Abled Affinity Group (DAAG) Advocates for and provides awareness to the needs of differently abled members and their clients.	FREE 🎉 👏	
	Disclosure Charts and Checklist	FREE 🎉 👏	
	Diversity and Inclusion Programs Efforts to further belonging within our community and organization to drive greater success and innovation.	FREE 🎉 👏	
	Fair Housing Advocacy	FREE 🎉 👏	
	Fair Housing and Diversity Awards Celebrate REALTORS® for their work to promote inclusion and equal housing opportunities.	FREE 🎉 👏	
	Federal Legislative Support	FREE 🎉 👏	
	Find a REALTOR® Search Tool Car.org feature providing consumers with an easy way to locate a local REALTOR®.	FREE 🎉 👏	
	Forms Tutor® Online service that explains the C.A.R. Standard Forms clause-by-clause.	FREE 🎉 👏	
	Government Affairs Videos Video library of C.A.R.'s activities on the legislative front.	FREE 🎉 👏	
	Historical Housing Data Report	FREE 🎉 👏	
	Home Price Fundamentals Interactive Report Monitors the sustainability of home prices in your area.	FREE 🎉 👏	
	Housing Affordability by Ethnicity Report	FREE 🎉 👏	
	Housing Affordability Fund (HAF) Promotes homeownership and addresses housing opportunities locally and statewide.	FREE 🎉 👏	

	MEMBER BENEFIT	COST	LINK
	Housing Affordability Index Data Statistics	FREE 🎉 🙌	
	Housing Inventory Report Current snapshot of the inventory of homes available for sale in your area.	FREE 🎉 🙌	
	Housing Market Interactive Map View the latest housing market trends by county.	FREE 🎉 🙌	
	Housing Market Overview Shareable Report	FREE 🎉 🙌	
	Housing Market Summary by County	FREE 🎉 🙌	
	Housing Supply Interactive Report Helps monitor active listings by month, price range and region on a monthly basis.	FREE 🎉 🙌	
	Industry Leaders Emails	FREE 🎉 🙌	
	Industry Leaders Town Halls	FREE 🎉 🙌	
	Informational Town Halls Virtual meetings to educate CA REALTORS® on current issues.	FREE 🎉 🙌	
	Latino Professionals Network (LPN) A community to build strong support systems, increase business opportunities and break down barriers.	FREE 🎉 🙌	
	Legal Launchpad Resource hub to get information related to legal matters in real estate.	FREE 🎉 🙌	
	Legal Q&As Cover over 150 subjects in 50-plus categories.	FREE 🎉 🙌	
	Legal Tools Resources to help you understand how the law impacts your business or transaction.	FREE 🎉 🙌	
	Legislative Day Discuss with state legislators issues important to REALTORS®.	FREE 🎉 🙌	
	Local Market Year-To-Date Update	FREE 🎉 🙌	
	Luxury Market Interactive Report	FREE 🎉 🙌	
	Market @ a Glance A one-pager that provides the most recent trends in the state's housing market.	FREE 🎉 🙌	
	Market Minute Write-Up Weekly analysis on the latest economic and housing market news.	FREE 🎉 🙌	
	Member Education Program Educates members about what's going on in the legislative arena.	FREE 🎉 🙌	
	Member Mobilization Trains members to take part in the legislative process at the grassroots level.	FREE 🎉 🙌	

MEMBER BENEFIT

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Member Profile Page

Promote yourself to consumers in car.org's "Find a REALTOR®" Search Tool.

FREE 🎉 🙌



New California Legislature Law Summaries

FREE 🎉 🙌



New Member FAQs

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New Member Toolkit

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News Releases and Statements

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Newsletter: All Voices: Diversity & Fair Housing (Monthly, 12 issues)

FREE 🎉 🙌



Newsletter: Broker Insights (Monthly, 12 issues)

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Newsletter: Industry Leaders (52 issues)

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Newsletter: C.A.R. Newslines (52 issues)

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Newsletter: Legal Tools (Monthly, 12 issues)

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Newsletter: Market Matters (52 issues)

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Newsletter: President's Message (Monthly, 12 issues)

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Newsletter: Property Management (Quarterly, 4 issues)

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Newsletter: Realegal® (Bi-monthly, 6 issues)

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Newsletter: Research Highlights (Monthly, 12 issues)

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Newsletter: Transactions Today (Monthly, 12 issues)

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Newsletter: Virtual Advocate (Bi-weekly, 24 issues)

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Newsletter: Weekly Webinar Roundup (52 issues)

FREE 🎉 🙌



Podcast: Housing Matters

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Podcast: Legal Matters

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Podcast: Unlocking California Politics

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Podcast: WomanUP® Live!

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Purchase Power Calculator

Shows impacts of mortgage interest rates on homebuying.

FREE 🎉 🙌



Real Quick Short Video Series

C.A.R.'s economists provide quick video updates on the latest housing market data.

FREE 🎉 🙌



REALTOR® Action Fund

Fund to protect private property rights through C.A.R.'s lobbying efforts.

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REALTOR® GIFs

Add some humor into your client text threads with C.A.R.'s REALTOR® GIFs.

FREE 🎉 🙌



REALTOR® Market Sentiment Report

FREE 🎉 🙌



REALTOR® Party of California

C.A.R. members working to advance public policies that protect property interests.

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REALTOR® RealTalk

Customizable content for your social media marketing.

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REALTOR® Social Stickers

Stickers to add to your pics and stories on Instagram.

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Red Alerts/Calls-for-Action

Communication to take action on important legislative issues.

FREE 🎉 🙌



Rising Stars Award

Recognizes up-and-coming agents to help boost their growing careers.

FREE 🎉 🙌



Sales and Price Statistics

FREE 🎉 🙌



Sample Legal Letter Library (Buyer, Buyer's Agent, Seller, Listing Agent, etc.)

FREE 🎉 🙌



Seller's Guide

Current market snapshot of your local area from the viewpoint of a prospective seller.

FREE 🎉 🙌



State Legislative Support

Provide guidance and support on local government public policy matters.

FREE 🎉 🙌



State of the Consumer Report & Motion Graphics

Insights on home buyers, home sellers, housing demographics, home prices, etc.

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State of the Housing Market Report & Motion Graphics

Comprehensive look at recent developments and outlook for the housing market in CA.

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Tax Portability Calculator





















Estimates home sellers' annual property tax savings under Prop 19.

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Team Services Monthly Town Hall

FREE 🎉 🙌

	MEMBER BENEFIT	COST	LINK
	Transaction Tips & Training Dashboard	FREE 🎉👏	
	Website: C.A.R.'s Official Home (car.org)	FREE 🎉👏	
	Website: Center for California Real Estate (ccre.us) Resources, news and events on CA's critical industry issues.	FREE 🎉👏	
	Website: Champions of Home (championsofhome.com) Provides consumers with info about working with a CA REALTOR®.	FREE 🎉👏	
	Website: Fair Housing (fairhousingcalifornia.org) Education, research, resources and advocacy to expand homeownership for all.	FREE 🎉👏	
	Website: Share University (shareuniversity.car.org) Create personalized and shareable client marketing materials.	FREE 🎉👏	
	Website: Smart Zone (smartzonecar.org) Resource site dedicated to helping you succeed in today's market and changing industry.	FREE 🎉👏	
	Website: WomanUP!® (iamwomanup.com) A C.A.R. community to support women's growth in real estate.	FREE 🎉👏	
	Weekly Housing Market Update	FREE 🎉👏	
	Young Professionals Network (YPN) Facilitates opportunities for members to get involved in Association leadership.	FREE 🎉👏	

HAVE YOU HEARD OF “THE CA REALTOR® DISCOUNT?” IT’S REAL. HERE’S PROOF:

	MEMBER BENEFIT	MEMBER DISCOUNT?	VALUE	LINK
	Broker Conference at REImagine! Conference & Expo	👍💰	\$500	
	C.A.R. Insurance Products - RealCare - (800) 939-8088 One-stop-shop for members looking for quality insurance at reasonable prices.	👍💰	Value dependent on plan	
	Fair Housing Day Conference	\$30/ticket	\$425	
	Property Management Conference	👍💰	\$99	
	Tech Tuesday at REImagine! Conference & Expo	👍💰	\$1,200	
	Website: C.A.R. Business Products (store.car.org)	👍💰 50%	Value dependent on product	
	WomanUP!® Conference	👍💰	\$500	
	YPN Ignite at REImagine! Conference & Expo	👍💰	\$220	

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you know where to find us...

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Customer Contact Center – (213) 739-8227
Legal Hotline – (213) 739-8282
Ombudsman Hotline – (213) 739-7227
Peer-to-Peer Ethics Infoline – (213) 739-9160
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