ORANGE COUNTY REALTORS®

New Member Guide

ORANGE COUNTY REALTORS®

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By applying for membership, you are committed to upholding the ideals and principles of the REALTORS® Code of Ethics, the Bylaws, and Rules of this Association, the California Association of REALTORS® and the National Association of REALTORS®.

The REALTOR® Pledge

- To strive to be honorable and to abide by the Golden Rule;

- To strive to serve well my community, and through it, my country;

- To abide by the REALTORS® Code of Ethics and to strive to conform my conduct to its aspirational ideals;

- To act honestly in all real estate dealings;

- To protect the individual right of real estate ownership and to widen the opportunity to enjoy it;

- To seek better to represent my clients by building my knowledge and competence.

ocar.org
(My Account)

Logon ID

Password

WELCOME

You have become a part of the largest organization for real estate professionals.

Did you know not all real estate agents are REALTORS®? The term REALTOR® (real•tor) is a registered collective membership mark that identifies a real estate professional, who is a member of the National Association of REALTORS® and subscribes to its strict Code of Ethics.

What We Do

The mission of the Orange County REALTORS® is to promote the REALTOR® Code of Ethics; to provide education, services, and resources to our members; and to advocate the protection of real property rights.

We have two convenient office locations. Each location is stocked with products and information to assist you with your day-to-day business needs. Should you have questions, whether they be about your member benefits or the Multiple Listing Service, our knowledgable Management Team is ready to answer your questions.

LAGUNA HILLS
25552 La Paz Road
Laguna Hills, CA 92653-5127
Voice (949) 586-6800
Fax (949) 586-0382
membership@ocar.org
Hours 8:00 A.M. to 6:00 P.M.
First Saturday of Each Month:
9:00 A.M. to 1:00 P.M.

MLS Fax (949) 859-2278
mls@ocar.org

FOUNTAIN VALLEY
10540 Talbert Avenue, Ste. 225
West Building
Fountain Valley, CA 92708
Voice (714) 375-9313
Fax (714) 375-9322
membership@ocar.org
Hours 8:00 A.M. to 6:00 P.M.

REALTORS®
MAKE A DIFFERENCE

Advocacy

Our mission extends beyond providing exceptional service to our members. Our large sphere of influence positions our members to be the voice for real estate issues in the Orange County area as well as at the state and national levels.

Our work is based on four key principles:

- *Service*
- *Education*
- *Ethics*
- *Advocacy*

Professional Standards

The single most outstanding characteristic that sets REALTORS® apart from other real estate practitioners is their adherence to the Code of Ethics established by the National Association of REALTORS®.

Orange County REALTORS® offers its members and their clients a vehicle to process ethics complaints and arbitration requests. If a monetary dispute arises from a real estate transaction, or if you believe a REALTOR® may have acted in an unethical manner, you may seek resolution through Orange County REALTORS®' Professional Standards Department: ocar.org/dispute-resolution.

Get Acquainted
OC REALTORS® like to work with people they know

Marketing Meetings & Previews

Pitch your listings, learn about new properties hitting the market, and get familiar with local areas by touring showcased homes. We sponsor seven meetings throughout Orange County. Attend one or all, and get to know your fellow REALTORS® and Affiliates: ocar.org/previews

Special Events

RExpo: September 9
Costume Bowl: October 25
Turkey Bowl: November 20
Installation: December 4

Volunteer Opportunities

Join the OC REALTORS® as we make a difference in our local community!

Sign up for future volunteer opportunities at ocar.org/volunteer

Contact Dirissy@ocar.org (949-586-6800 x119) for more details.

Independent Broker or Office Manager?

Orange County REALTORS® has special programs just for Brokers of Record and Office Managers who are not part of a large real estate franchise. Email ibf@ocar.org for information.

Affiliates: Your Partners For Success

What are Affiliates?

Affiliates are non-REALTOR® professionals who have joined Orange County REALTORS® because they provide many specialized products and services that REALTORS® need. Affiliates help make it easier for you to close transactions, assist your clients, and achieve your business goals.

What is an Affiliate team and why is building one important?

An Affiliate team is a group of Affiliates with whom you have developed a close working relationship and on whom you can rely for the particular products and services you need. An Affiliate team puts knowledge and experience on your side.

Where can I find an Affiliate?

Building an Affiliate team is easy! You can get acquainted with Affiliates in person by attending any of the seven weekly Orange County REALTORS® Marketing Meetings and Previews. You can also find Affiliates online in the Affiliate Services directory on ocar.org/member-directory

Education
## Keeping You A Step Ahead

Must Have Training Courses

Each year, Orange County REALTORS® hosts over 300 classes, webinars, and programs; many are offered at no charge or at a significant discount. New members have found these courses helpful:

• Your Guide to the Residential Purchase Agreement

• zipForm®

• Tablet Essentials

You'll find a calendar of upcoming Orange County REALTORS® classes at ocar.org/calendar

License Renewal

Renewing your license with Orange County REALTORS® is easy and just $70 + tax, from start to finish. Includes materials and open-book testing (live or online) ocar.org/license-renewal
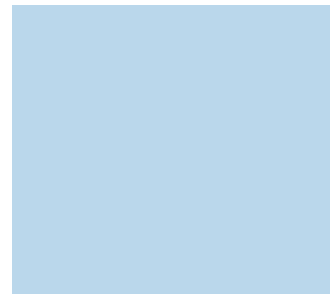
Train Your Entire Office

We will come to you!

To schedule an appointment contact:
Sandra Lopez
OC REALTORS® Director of Member Services and Staff Relations
(949) 586-6800 ext. 135 | sandra@ocar.org

We strive to provide our members with the tools to succeed. Make an appointment, and we will visit your office to present the most up-to-date information. The length of each session can be tailored to fit your office schedule.

Our Most Popular Sessions:

• zipForm®

• iPad

• ShowingTime

• OC REALTORS® / C.A.R. / NAR Member Benefits

• Digital Signatures

• MLS Rules & Data Integrity: Stay Violation Fine Free

OC REALTORS® Management Team Members are available Monday - Friday, from 8:00 A.M. to 6:00 P.M.

OC Tech Helpline

Call (877) 562-3156 for FREE tech support for all your devices: computer, printer, smartphone, tablet, etc.

Monday-Friday 6:00 A.M. to 5:00 P.M.
Saturdays 6:00 A.M. to 2:00 P.M.

- No limit to the number of calls

- Analysts can connect to your computer via remote software to diagnose and repair

Online chat support is also available:
chat.techhelpline.com

MLS-Touch®

For years, members have requested this state-of-the-art app that provides rich MLS access on mobile devices. MLS-Touch is free for REALTOR® Members —an annual savings of $99.

- Access all active, pending, sold and off-market listings

- Search by map, or use the advanced search tool to find properties that exactly match your clients' needs

For details and to download the app:
ocar.org/mls-touch

ShowingTime™

ShowingTime for the MLS is available 24/7 to all Orange County REALTORS® members through CRMLS! Discover how you can use this showing appointment tool to save time, generate more showings and help you sell your listings more efficiently.

- Request showings on other agents' listings

- Download and use the ShowingTime Mobile App to request and confirm appointments while on the go

For details, visit ocar.org/showingtime.

OC FastStats

A free benefit for Orange County REALTORS® members, OC FastStats are professionally-created, local market reports that you can use and share with clients and colleagues. It includes all areas of Orange County and Long Beach.

OC FastStats draws from CRMLS each month and are available online at ocar.org/ocfaststats. Simply call up the data you need, whenever you need it, on a tablet or desktop—and share these reports at listing presentations, open houses, and office meetings.

Benefits

Orange County REALTORS® has partnered with industry leaders to provide discounts on valuable products and services.

Visit: ocar.org/benefits

Office DEPOT / OfficeMax®

AVIS® / Budget®

Constant Contact®

HE

singlecare

CINEMARK — CENTURY THEATRES, CinéArts, Tinseltown, rave cinemas

AQUARIUM OF THE PACIFIC®

Harry & David® — Since 1934

BenefitHub

REGAL CINEMAS®

ORANGE COUNTY'S Pacific Symphony — CARL ST. CLAIR | MUSIC DIRECTOR

PALM SPRINGS AERIAL Tramway

NAR Benefits
Discounts, Deals and More

NAR has partnered with industry leaders to provide value-added offers and significant savings on products and services through the REALTOR Benefits® Program. Below are just some of the benefits you can enjoy as a REALTOR®.

Visit: nar.realtor/member-benefits

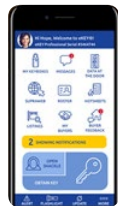## C.A.R. Benefits
Member Discounts & Perks

The C.A.R. Member Discount Program is here to provide you with specials offers and savings on the products and services you need most. Check their website often to find all your offers and start saving today!

Visit: car.org/en/members/benefits/carmemberadvantage

REALTORS® insurance marketplace

PLACESTER

REALTORS® Federal Credit Union

DELL, Lenovo, Sprint, xerox

FedEx Office

Sunset

THE HOME DEPOT Gift Card

A UTC Fire & Security Company

Register:

supraekey.com

Customer support
Phone (877) 699-6787
7 days a week 5:00 A.M.–7:00 P.M. PST

Go to supraekey.com **to create a SupraWEB account**. SupraWEB is Supra's online key information management system—get showing activity updates, manage your lockboxes, pay your bill, and more with this free service. After creating your SupraWEB account, enter the following information:

eKEY

The eKEY software allows your smartphone to act as an electronic key that gives you access to Supra's keyboxes. eKEY service is billed monthly. To establish eKEY service, you will need a Supra compatible smartphone. To set up eKEY service, please visit an Orange County REALTORS® office.

iBox BT LE

Supra's iBoxes hold the keys to your properties. They are available for purchase (not a lease) at either Orange County REALTORS® office. The default access times are 8:30 A.M. to 10:00 P.M. PDT (Mar-Nov) and 7:30 A.M. to 9:00 P.M. PST (Nov-Mar).

SupraWEB

Watch our video tutorials on how to register, assign a lockbox to a listing, and how to configure email alerts for showing activity: bit.ly/SupraTraining

Step one - Create:

User ID

Password

Step two - Enter:

Key Serial

PIN

Association/MLS

CA-Orange County Realtors
(Select from drop down)

CRMLS/MATRIX

As a subscriber to the California Regional Multiple Listing Service (CRMLS), you have access to the largest MLS in the nation. To access the CRMLS, you'll be utilizing a platform called Matrix.

To meet your mobile needs, CRMLS offers a website optimized for tablet use at CRMLSmobile.com and an app for Apple and Android smartphone users. **Visit www.CRMLS.org for details.**

How to Get Started

To get started, an Orange County REALTORS® management team member will provide you with a temporary password. *Your temporary password will be ready to use 2 hours after your application has been processed.*

Watch this tutorial first: bit.ly/setup-crmls

To access CRMLS Matrix, go to www.crmls.org and click the MLS login button. Once logged in for the first time, CRMLS Matrix will prompt you to register and create your permanent MLS password.

If you require assistance, please contact CRMLS Support—available 7 days a week.

Phone: (800) 925-1525 or (909) 859-2040
Online: crmls.org/support
Hours: Monday–Friday 8:30 A.M. to 9:00 P.M.
Saturday and Sunday 10:00 A.M. to 3:00 P.M.

User ID

Temporary PIN   Password

MLS Etiquette (How to Avoid Violations)

To maintain the accuracy and integrity of listing data, it is important for all MLS participants to be aware of and to adhere to the MLS Rules and Regulations: ocar.org/mlspolicies

If you receive a listing violation notice, please contact CRMLS: compliance@crmls.org. A customer care specialist will contact you to explain and resolve the matter.

- All information in the CRMLS system is copyrighted and is not to be shared with non-participating licensees without the permission of the listing agent.

- Agents may not provide non-subscribers with access to the CRMLS database. CRMLS employs a security feature that detects unauthorized password sharing.

- All new listings must be entered into the CRMLS system within 48 hours after the listing agreement has been signed.

- Contract Pending/Back-up offers should be entered into the system within 48 hours of acceptance.

- If a Seller requires excluding a listing from the MLS system, it must be filed with CRMLS within a 48-hour period using C.A.R. Form SELM (Seller to Exclude Listing from Multiple Listing Service). Email: compliance@crmls.org
Subject: C.A.R. Form SELM - [Property Address]

- Any changes in listed price or other changes to original listings should be changed within the database within 48 hours of change.

- Sold information must be updated in the system within 48 hours of the projected close of escrow (COE) date. If the listing has not sold a new projected COE date must be entered.

- Never include combinations for lockboxes, security gates, or security systems in the Public Remarks Field. Use the required fields.

- If you place a lockbox on a property, it must be one approved by the MLS.

- You may NOT lend your SupraKey to another person, licensed or not.

- If you are aware of misuse of a SupraKey, report it to OC REALTORS®.

- Update your listings when new information is available on taxes, schools, etc.

- Take the time to enter "Sold" information accurately.

- Do not let your listing Auto-Sell. Allowing your listing to Auto-Sell is a violation. If a listing will not close on the date estimated in the MLS, please extend the estimated COE date.

- Under "Sold" comments, put pertinent and factual information to assist other agents in comparables.

- When a listing is under contract and fails, it should be restored to "Active" status within 48 hours.

- CRMLS shall not set, control, recommend or suggest commission rates or fees for services rendered by participants.

- Listings automatically expire on midnight of the expiration date.

- Listings must be entered in correct geographical areas.

- A minimum of one (1) photograph/rendering of the property must be entered into the MLS within five (5) calendar days of the listing entry date, regardless of status.

- A minimum of one (1) photo must be of the exterior of the structure, except for Lots and Land property type.

CALIFORNIA ASSOCIATION OF REALTORS ®

The California Association of REALTORS® (C.A.R.) is the statewide association of the National Association of REALTORS®. C.A.R. serves its members by developing and promoting programs and services that will enhance their freedom and ability to conduct business successfully.

Register:
car.org

Username

Password

NRDS ID#

Need registration help? Watch a quick tutorial: bit.ly/Login2CAR

Member Legal Hotline
(213) 739-8282

The legal hotline provides free, one-on-one, confidential legal advice on a variety of real estate related topics.

Hotline Hours:
Monday–Friday 9:00 A.M. to 6:00 P.M.
Saturdays 10:00 A.M. to 2:00 P.M.

C.A.R. MEMBER
LEGAL HOTLINE

Get the free app: bit.ly/carlegalapp

Finance Hotline
(213) 739-8383
financehelpline@car.org

Get assistance with short sales, funding, REOs, and other financing questions or issues.

Hotline Hours:
Monday–Friday 8:30 A.M. to 4:45 P.M.

Real Care Health and E&O Insurance
bit.ly/car-insurance-products
(800) 939-8088

zipForm® Plus
a C.A.R. member benefit

zipForm® Plus is a valuable tool that automates the forms process and allows you to create, edit, and complete the forms required for any real estate transaction. You have two zipForm® Plus program options from which to choose. Whichever option you prefer, zipform® Plus is provided to you as a free member benefit. To access zipForm® Plus, visit car.org and register for an account.

zipForm® Plus is a Web-based electronic forms software that can be used from anywhere, anytime with a high-speed Internet connection. Its software library is automatically updated.

zipForm® Standard software automates the forms process and allows you to create, edit, and complete the forms required for any real estate transaction. No Internet is required to use the forms.

Get the most out of zipForm® Plus with these free add-ons.

- **zipForm MLS-Connect®** integrates data straight from CRMLS into your zipForm® transaction, eliminating the need for double data entry for many fields in a transaction.

- **zipLogix Digital Ink®** is a free e-signature program that works seamlessly with zipForm® Plus allowing you to instantly e-mail forms requiring signatures.

- **zipVault®** is an online filing cabinet that allows you to store unlimited transactional documents for up to five years within your zipForm® Plus account.

- **Forms Advisor™** provides you with a list of forms required for specific transactions.

- **FormsTutor®** can guide you through the process of filling out each of the necessary forms.

zipForm® Mobile Web Edition is a **free** C.A.R. member benefit. With zipForm® Mobile Web Edition, today's real estate professionals can take care of business wherever they go. TouchSign™, included with zipForm® Mobile Web Edition, allows users to sign transactions on touchscreen tablets. Visit bit.ly/zipform-mobile for details.

NATIONAL ASSOCIATION *of* REALTORS®

REALTOR®

The National Association of REALTORS® (NAR) is the largest trade association for professionals involved in residential and commercial real estate.

The core purpose of NAR is to help its members become more profitable and successful.

Register:
www.nar.realtor

Username

Password

NRDS ID#

NAR Advocacy

As the largest trade association in the nation, the National Association of REALTORS® is the leading voice for the business interests of over one million REALTORS®. Its efforts are focused on defending private property rights and supporting policies that strengthen the ability of individuals to own, buy, and sell real property.

Information Services

Representatives are available to assist you with NAR's products and services, education, research, and website navigation. Their staff of librarians can also help you with NAR's Library resources—virtual, physical, and archival: nar.realtor/articles/what-is-information-services

REALTOR® Logo

As a REALTOR®, you are encouraged to use the REALTOR® logo to identify yourself as a member of the National Association of REALTORS®. To obtain the REALTOR® logo, visit: nar.realtor/logos-and-trademark-rules

Need help logging into NAR's website? Watch our tutorial bit.ly/Login2NAR

NEW REALTOR® CHECKLIST

Create & Access Your Accounts:
- ☐ www.ocar.org
- ☐ www.crmls.org
- ☐ www.car.org
- ☐ www.nar.realtor

Complete Your Requirements:
- ☐ NAR's Online Code of Ethics
- ☐ New REALTOR® Orientation on ____/____/____

Attend Recommended Classes/Events:
- ☐ New REALTOR® Essentials Classes (www.ocar.org/essentials)
  - ☐ Next Level Listing Agent
  - ☐ Next Level Buyer's Agent
  - ☐ Professional Best Practices
  - ☐ Your Guide to the RPA
  - ☐ Introduction to zipForm® Plus
  - ☐ Matrix Searching 101
  - ☐ Managing Listings in Matrix
  - ☐ Matrix Agent Essentials
  - ☐ How to Avoid the Top 5 Listing Violations
- ☐ Weekly Marketing Meeting & Previews (www.ocar.org/mmp)

Apps to Help Your Business:
- ☐ MLS-Touch (www.ocar.org/mls-touch)
- ☐ Homesnap Pro (go.crmls.org/solutions/homesnap/)
- ☐ Legal Hotline (www.car.org/marketing/digitaltools/hotlineapp)
- ☐ Realtors Property Resource® (RPR®) (www.narrpr.com)

Important Numbers to Know:
- ☐ Orange County REALTORS® (949-586-6800 or 714-375-9313)
- ☐ OC Tech Helpline (877-562-3156)
- ☐ C.A.R. Legal Hotline (213-739-8282)
- ☐ zipForm® Help Desk (586-840-0140)

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- ☐ 🅕 theocrealtors 🐦 the_ocrealtors 📷 theocrealtors in ocrealtors

Important Numbers

C.A.R. Main .... (213) 739-8200
C.A.R. Finance Hotline .... (213) 739-8383
C.A.R. Legal Hotline .... (213) 739-8282
California Department of Real Estate .... (877) 373-4542
CRMLS .... (800) 925-1525
NAR Information Services .... (800) 874-6500
OC REALTORS® Laguna Hills .... (949) 586-6800
OC REALTORS® Fountain Valley .... (714) 375-9313
OC Tech Helpline .... (877) 562-3156
Supra .... (877) 699-6787
zipForm® Plus .... (213) 739-8272

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