



# FACTS FLASH

Brokers: Please Post

<http://www.samcar.org>

September 30, 2005



**REALTOR® Endorsed**

The San Mateo County Association of Realtors has endorsed the following candidates for the City Council elections on November 8<sup>th</sup>:

### Burlingame

- Dan Andersen
- Gene Condon
- Ann Keighran
- Don Lembi
- Rosalie O'Mahony

### Foster City

- Art Kiesel
- Stanley Roberts

### Half Moon Bay

- Mike Ferreira

*(Continued on page 2)*

## Tech Tip: Shape Your Industry's Future!

RE InfoLink is looking for Association members to participate in two new focus groups on wireless products and automated emails.

The MLS provider, which recently introduced a new Photo Upload feature for its Listing Management product (photo right), does not rest. Now it is looking for SAMCAR members to participate in two upcoming **focus groups on wireless products and automated e-mails**.

The Wireless MLS Data focus group is open to licensed real estate pro-

professionals who currently use or are interested in using a wireless device to access MLS data.

The Automated Email Capability focus group will investigate the viability of an automated email capability between agent and client that would instantly communicate new listings matching the cli-



ent's specific criteria. Focus group participants must have listed and sold at least one property in the past year.

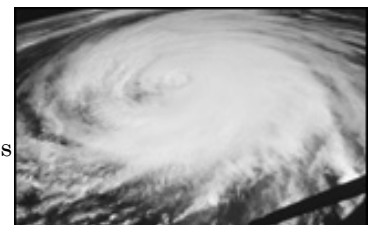
RE InfoLink will conduct a drawing among all focus group participants between now and the end of the year for a \$200 gift certificate. To sign up, send an e-mail to [focusgroups@reil.com](mailto:focusgroups@reil.com) (indicate topic of interest).

## REALTORS® Raise More Than \$4 Million

The members of America's largest trade association provide crucial relief for hurricane victims.

Realtors from across the country, including SAMCAR members and staff,

cane Katrina by making more than 10,500 donations amounting to more than \$4.2 million to the REALTORS® Relief Foundation.



SAMCAR would like to thank our member **Terry Michaud** from *Heritage Realty* in San Mateo, who donated \$1,000 through SAMCAR for Katrina Relief!

have helped provide relief for those affected by Hurri-

All donations are being given to the state REALTOR® associations in Louisiana, Mississippi and Alabama. To date, the three state associations have distributed nearly \$900,000 to families and

individuals in need. Earlier this month, CAR announced its donation of \$330,000, made through the CAR Disaster Relief Fund. A minimum of 50 percent of the dollars contributed were earmarked

*(Continued on page 2)*



**From net-Novice to e-Expert in one click**

Get your e-PRO® Certification today.

## Creating Your Permanent E-mail Address

Your e-mail address is your identity on the Internet. You want an e-mail address that does not change just because you change from one ISP (Internet Service Provider) to another or from one real estate company to another. Your ISP move may simply be a move from dial-up service to broadband (cable and DSL). Changing your ISP will force you to change your e-mail address, unless you have your own domain and have used it in conjunction with an e-mail account to create a Permanent EMail Address.

When you change ISPs, you will receive a new e-mail address (often user name at your new ISP.com) and a password. If you discontinue your previous ISP account, e-mail sent to your old ISP e-mail address (your old ISP user name) will probably not be forwarded to your new ISP and will bounce back to the sender as undelivered or just be an unreceived, and thus an unre-

sponded to, e-mail. This may give the appearance that you are no longer in business - a negative and potentially costly impression. In addition, you must now re-invest in all your marketing materials...business cards, signs, stationery...anything with the "old" e-mail address must now be destroyed and repurchased with the new e-mail address. It doesn't make any sense to "train" customers and clients (your Sphere of Influence) to send e-mail to an address that may not exist in the future [...]

*This is an excerpt from an article that was authored by **Saul Klein**, President of InternetCrusade, the organization responsible for creating the REALTOR e-PRO® Certification course. e-PRO is the only NAR approved Internet Certification Program. For more information on its courses or to register for an upcoming e-PRO Workshop, contact SAMCAR today at (650) 696-8200.*

*(Hurricane—Continued from page 1)*

for Realtors and Realtors association staff. **SAMCAR continues to accept contributions through the San Mateo County REALTORS® Foundation.**

To make a tax-deductible contribution through the CAR Disaster Relief Fund, make checks payable to the California Community Foundation, and write "CAR Disaster Relief Fund" on the "memo" line. Send checks to the California Community Foundation, 445 S. Figueroa St., #3400, Los Angeles, CA 90071-1638.

Contributions can also be sent to NAR's REALTORS® Relief Foundation through

<http://www.realtor.org/relief>. Or send checks to REALTORS® Relief Foundation, Attn: NAR Finance Division, 430 N. Michigan Ave., Chicago, IL 60611.



**Make sure not to miss out on one of the great SAMCAR membership benefits!**

Association members are entitled to use the [prdsforms.com](http://www.prdforms.com) online service as a free member benefit. It is the fastest and easiest way to produce professional-looking contracts and other transaction forms from any computer connected to the Internet. PRDS Forms Online v4.0 is a comprehensive transaction forms system for real estate professionals. PRDS Forms Online is available now at

<http://www.prdforms.com>

*(Endorsed—Continued from page 1)*

- Jim Grady
- Bonnie McClung
- George Muteff
- Naomi Patridge

### Millbrae

- Robert Gottschalk
- Gina Papan

### Redwood City

- Jim Hartnett
- Diane Howard
- Jeff Ira

### San Bruno

- Larry Franzella
- Ken Ibarra
- Rico Medina
- Stephen Pieraldi

### San Carlos

- Matt Grocott
- John Hoffman
- Alex Phillips

### San Mateo

- Brandt Grotte
- Carol Groom

### South San Francisco

- Pedro Gonzalez
- Karyl Matsumoto
- Dick Noftser

Do you have questions about candidates and/or the upcoming elections? Please contact SAMCAR Government Affairs, **George Mozingo** or **Michon Coleman**, at (650) 696-8200 or by e-mail to [mcoleman@samcar.org](mailto:mcoleman@samcar.org).

## New SAMCAR Realtors® in September

**Pablito J. Abuda**

Master's Mortgage Co.

**Ann Akhromtsev**

Century 21 Alliance DC

**Paul Ang**

Coldwell Banker- S.C.580

**Luis Antonio**

Piton Real Estate & Financial

**Edward T. Aranki**

RE/MAX Westlake

**Alex Irina Arteyeva**

Century 21 Alliance SM

**Ghislaine E. Bach**

Century 21 Alliance FC

**Monica I. Bellard**

Coldwell Banker- S.M. 608

**David T. Buencamino**

Prudential California- Burl.2

**Kimberly A. Bullock**

Cashin Company - S.M.

**Brian Castile**

Cashin Company - MP

**Li Chang**

Cig Realty & Loans

**Tony Chen**

RE/MAX Today - F.C.

**Richard M. Chenier**

Prudential California- S.M.2

**Sonia B. David**

The Mili Realty Group

**Milagros A. Dela Cruz**

Coldwell Banker-DCP & Assoc.

**Crystal G. Dispo**

RE/MAX Pioneer

**Stephanie Dudum**

Prudential California- S.B.

**Angelina M. Encarnacion**

Coldwell Banker Peninsula-DC

**Cameryn Erickson**

Cameryn Erickson

**Michele Ferrari**

Coldwell Banker- R.C.

**Steve Gorran**

Coldwell Banker- S.C.580

**Yvette Hackworth**

Westates Realty

**Doug Hatheway**

Five Star Realtors, Inc.

**Miriam Herrera**

The Mili Realty Group

**Dorothy Huang**

Keller Williams Rlty Bay Area

**Neli Ilies**

Del Mar Properties

**Mandana J**

Prudential California- S.M.

**Kamin Kamali**

Law Offices of Kamin Kamali

**Isaac Lee**

Coldwell Banker- Burl. 400

**Marcel Mangaliman**

Coldwell Banker Peninsula-DC

**Heidi Moser**

Prudential California- S.M.2

**Jonathan T. Ng**

RE/MAX Westlake

**Gabrielle Noack**

Keller Williams Rlty Bay Area

**Tina Okeefe**

Pacific Coast Real Estate

**Christian Ong**

Realty World - Gallegos & Asso

**Josie Parker**

Coldwell Banker- S.M. 608

**Wanda S. Payumo**

Realty World - Gallegos & Asso

**Stefanie Prendergast**

Profusion Financial & R.E. Inc

**Eleanor Reed**

Connects Real Estate Services

**Maria Rhodes**

Coldwell Banker-DCP & Assoc.

**Sonia Romero**

Keller Williams Rlty Bay Area

**Sady Salah**

Keller Williams Rlty Bay Area

**Cary Selsback**

Coldwell Banker- Burl. 400

**Gina Tankersley**

Gina Tankersley, Broker

**Ava Tong**

Realty World - Gallegos & Asso

**Maria E. Vazquez**

Prudential California Rlty PLD

**Alvin Vega**

Coldwell Banker Peninsula-SSF

**David Xepoleas**

Prudential California- Burl.2

**Tess Zerda**

Coldwell Banker Peninsula-SSF

## New Affiliates in September

**Derek G. Zhang**

Fine Homes R.E. Services, Inc.

**Hana Ayoub**

Old Republic Title Company

**Dana Bolton**

Commonwealth Land Title Co.

**Lourdes Carini**

Capital Mortgage Lending

**Lupe Ceballos**

Old Republic Title Company

**Joelle DelCarlo**

Old Republic Title Company

**Kathleen Gamba**

Commonwealth Land Title Co.

**Julie Geyer**

Commonwealth Land Title Co.

**David T. Karow**

Diversified Capital Funding

**Patti Landry**

Capital Mortgage Lending

**Jerry Lee**

San Mateo Daily Journal

**Bonnie Look**

Old Republic Title Company

**Allan Lovinger**

Always Keep In Touch

**Jill Matson**

Old Republic Title Company

**Lori Miller**

Servicentre Mortgage, Inc.

**Araceli Ramirez**

Old Republic Title Company

**Bill Sutphen**

San Mateo Daily Journal

Welcome, new members!

## Kaiser Open Enrollment in October

**Who can enroll?** REALTORS®, Affiliate Members of the Association and W-2 employees of member firms. Everyone Accepted,” according to the BenefitsStore, on the Web at <http://www.benefitsstore.com>; e-mail: [benefits@benefitsstore.com](mailto:benefits@benefitsstore.com). Phone: 1-800-446-2663. Fax: 1-925-855-2050. Six HMO plans are being offered\*, five plans with no deductible, plus one new low premium plan with deductible

Low Co-Pay for Physician Office Visits (your choice of no-deductible \$5, \$15, \$20, \$30 or \$50 Plans or a \$30 / \$1,000 Deductible Plan) is also part of the offer. **You can sign up from Oct. 1<sup>st</sup> until Oct. 31<sup>st</sup>.**

*\* Please refer to the Program Brochure/Benefits Summary and Enrollment information for a complete description of each program.*

## Pump Up Your Skills!

**Don't miss The 3-day Fast Start Agent Training Program hosted by SAMCAR in November**

Goal: to “Pump Up Your Skills with Buyers.”

By Cari Pace, Master GRI Instructor

*(Early Bird Price of \$265 if you register before Oct. 26<sup>th</sup>)*



**Wednesday, Thursday, and Friday—November 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup>, 2005, 8:30 AM to 4:30 PM**

San Mateo County Association of Realtors, 850 Woodside Way, San Mateo, CA 94901

Registration is limited to 50 participants. Cost \$295 for 3-day program and reference binder.

Day One: Setting Your Sights on Business

Day Two: Develop Strength with Buyers

Day Three: Working Out the Knots to Close Escrow

Call SAMCAR to register: **(650) 696-8200**

## Video Classes Scheduled in October

**Sign Up for Continuing Education Video Classes at SAMCAR!**

Wednesday, October 5 1:30 – 4:30 Agency (3M)

Thursday, October 20 9:00 – 12:00 Win Win Negotiating (3CS)

Thursday, October 6 9:00 – 12:00 Ethics (3M)

Wednesday, October 26 1:30 – 4:30 The California Paper Trail (3CP)

Wednesday, October 12 1:30 – 4:30 Fair Housing (3M)

Thursday, October 27 9:00 – 12:00 Understanding the Real Estate Contract (3CP)

Thursday, October 13 9:00– 12:00 Trust Fund Handling (3M)

Wednesday, October 19 1:30 – 4:30 Environmental Hazards (3CP)

*CP = Consumer Protection / CS = Consumer Service / M = Mandatory*

## Calendar

**Tue, Oct. 4, 8:30 A.M.**

**Combined Marketing Meeting.** Speakers: **Mike Nevin**, Chairman CalTrain, on “Transportation” and **Rich Seguire** (Fire Insp.) & **Mo Dong** (Dep. Fire Marshall) on “Smoke Detector Program.” Elks Lodge, 229 West 20th Ave. in San Mateo

**Pacifica: 9:30 A.M.,** Community Center, 540 Crespi Dr.

**Half Moon Bay: 9:00 A.M.,** Community Center 535 Kelly Ave.

## Upcoming:

**PRDS Forms Training,** October 14<sup>th</sup> and October 25, both from 2:00-3:30 P.M. At SAMCAR. See also page 2!

## San Mateo: Inspections

The City of San Mateo’s Fire Prevention Bureau will inspect smoke alarm/detectors in single-family dwellings in accordance with California Health and Safety Code Section 13113.8 starting on **October 1, 2005**. The adopted fire fee for 2005-2006 is \$65.00 per inspection and \$99.00 for re-inspections. Appointments and fees may be processed in person at the Fire Prevention Bureau located at 1900 O’Farrell Street Suite 140 in San Mateo. For questions or phone appointments, please call **(650) 522-7940**.

**FACTS FLASH** is published weekly by the San Mateo County Association of REALTORS®, 850 Woodside Way, San Mateo, CA 94401-1651, and distributed to more than 3,000 recipients. Copyright © 2005, all rights reserved. Contact: SAMCAR Public Affairs, Gerd Meissner, email [gmeissner@samcar.org](mailto:gmeissner@samcar.org), phone (650) 696-8200, fax (650) 342-7509.