

**CALIFORNIA ASSOCIATION
OF REALTORS®**

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Developing increased upward mobility and equal opportunity for our membership is always a top priority for the California Association of REALTORS® and 2017 will be no exception. In support of these objectives, C.A.R. has a few new projects and programs on the horizon to enhance relationships with our members as well as reinforce the value of being a REALTOR®.

One of our new initiatives for 2017 is geared towards women REALTORS®. The Membership Development Diversity Initiative Program provides the necessary resources to mentor, develop, and connect diverse groups within our overall constituency. C.A.R. has realized the importance of needing to connect REALTORS®, and thus the women's initiative will create a community where female REALTORS® can collaborate with one another. The goal of this project is to gain better insights into women's career paths within the industry while investing in growth opportunities for women who are looking to expand their leadership roles. This begins by working with industry partners to gather information on female owned brokerage firms followed by one-on-one meetings to discuss current mobility obstacles and then brainstorm potential solutions. Although roughly fifty-four percent (54%) of REALTORS® in California are women, only one-third of them account for leadership positions in firms with over 100 agents. Women are greatly under represented in leadership positions and, particularly, in the real estate brokerage industry.

C.A.R. has been at the forefront of providing educational resources and outreach to our members. Last year, we worked with Latino REALTORS® to address issues faced by aspiring homeowners within the community. Several strategies resulted such as producing bilingual collaterals, organizing roundtable meetups, and hosting private receptions. The Membership Diversity Initiative Program will follow similar approaches from the Latino Initiative highlighted by a one day women's conference in 2017.

Furthermore, a new legislative measure signed by Governor Brown in August is reflecting the necessary changes to address gender equality in the workforce. AB 685, also known as the Irwin Real Estate Law Cleanup, will make necessary technical corrections in the industry such as eliminating gender specific references to "salesmen" and "salesman" and, instead, replace those with "salesperson" or "saleswoman" where applicable. AB 685 is the first in a series of cleanup measures that C.A.R. has pursued to create an all inclusive environment.

Lastly, C.A.R. has embarked upon several other programs that will help to enhance security and focus on supporting additional education within our membership. Some of these include cyber security awareness training as well as extensions to our free continuing education (CE) credit. Cyber security awareness training will inform our REALTORS® about basic software firewall and antivirus protections while underscoring the need for better recognition of social engineering exploits, such as phishing and ransomware viruses. Moreover, this training will alert our members to the risks of location sharing and emphasize the use of credential/security certificates for business websites. As a key component of keeping our REALTORS® informed, C.A.R. offered 12 free hours of online CE courses beginning in 2013. The objective of this program was to encourage members to satisfy their CE requirements well ahead of the last-minute deadlines for their license renewals. Starting in 2017, C.A.R. will extend the free CE package to 45 hours. Because of this program, California now has the lowest average cost for continued education nationwide. As a result, C.A.R. remains the trusted source for CE education with a curriculum that helps our REALTORS® stay updated on current issues which may affect their business including new laws, regulations, industry developments, and market trends.

Women REALTORS® at 2016 Long Beach Expo



C.A.R. CE Benefit Package

A screenshot of a Facebook page for "C.A.R. Education" (@careducation). The page features a header with the C.A.R. EDU logo and a large advertisement for "LearnMyWay" with a "START" button being clicked by a hand. Below the ad are interaction buttons: Like, Message, Save, and More. A "Call Now" button is also present. The main content area shows a post from "C.A.R. Education" dated October 11 at 4:17pm, titled "2017 C.A.R. Member benefit: 45-hour packages for license renewal for C.A.R. members..... Stay tuned!". The right sidebar displays the page's location as "Professional Service · Los Angeles, California", a 5.0 star rating, and that 1,190 people like this page. A large red arrow points to the "Write friends to like this Page" button at the bottom of the sidebar.