



# REALTOR UPDATE

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**Andy Bencosme**  
Association President

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Executive Vice President

**AUGUST - SEPTEMBER 2009**

## **FACEBOOK**

Check out the Arcadia Association of REALTORS on your favorite site, Facebook. Join in this social media opportunity to network with fellow AAR members, reconnect with friends and keep abreast of all the activities at the AAR.

## **GOLF FOR CHARITY**

Thursday, September 24 at the Santa Anita Golf Course. Teams are being formed at \$120 per player including green fee, cart, range balls, goodie bag and dinner. Sponsored by the AAR Real Estate Professionals (REP). Get your team together now and/or sponsor a tee. All funds raised go to local charities.

## **MOVIE THEATER DISCOUNT TICKETS**

The AAR has a supply of movie ticket passes to AMC Theaters at a huge discount of just \$6.50+tax each. A savings of \$4 or more. Treat the family or make great gifts or thank you presents with these! Available at the AAR office now!

## **TECH THURSDAY**

Thursday, August 27 from 1 – 2:30 p.m. at the AAR office. Presenter, Hugo Torres will show you all there is to know about digital photos at our class – “Digital Photos 101”! No charge to AAR members and Affiliates. \$25 for non-members.

## **MLS DATA INTEGRITY STANDARDS**

All MLS's in CARETS will abide by one set of MLS Rules and Regulations and common Data Integrity Standards and violation policy as of June 15! The two major violations to the Data Integrity policy are: Photos not submitted of the property within 5 days and duplicate listings. Be careful and avoid violations!

## **AAR TO OFFER CLARUS MARKET METRICS AS MEMBER BENEFIT**

Great News! The Arcadia Association Board of Directors voted to offer the Clarus Market Metrics system as an AAR member benefit beginning very soon. Live free training is scheduled on September 10 at the AAR office at 9 – 10 a.m. and again from 2 – 3 p.m. Come and learn how to impress your clients when you use this new, fabulous AAR member benefit!

## **N.A.R. SIGNATURE SERIES COMMERCIAL PROGRAM**

Featuring Bob McComb, co-creator of the Commercial Program “Top Dogs” on Friday, September 18 from 8:30 a.m. – 5 p.m. at the Santa Anita Golf Course. Morning session – “How to Take Your Business to the Next Level: 121 Ways to Market Yourself and Your Business” and afternoon session, “Office, Industrial and Retail Leasing Fundamentals”. Register now and save. Cost is \$88 before August 31 and \$99 after September 1.

## **TECHNOLOGY TRAINING**

“Internet Marketing for REALTORS” will be offered at the AAR office on Thursday, September 10 immediately following the Clarus free training from 10:30 a.m. – 12:30 p.m. at the AAR office. “Facebook for REALTORS” will be offered from 3:30 – 5:00 p.m. following the Clarus training in the afternoon. Each class is \$10 for AAR members and \$25 for non-members. Register on-line or call the AAR office at (626) 446-2115 with payment.

## **FORECLOSURES, SHORT SALES AND REO'S**

Thursday, August 27 from 9 a.m. – 12 noon at The Masonic Center with Instructor, Joel Carlson. You will receive an understanding of the foreclosure process, short sales, how to find short sales, how you can help those in foreclosure, how to work with a lender and seller in short sales and get paid and REO's and understanding what the lenders need. AAR Members and Affiliates – No cost (\$10 Refundable upon attendance deposit) Non-members - \$25. Continental breakfast included.

## **ON-LINE CARAVAN REQUEST FORM**

Now you can submit your caravan request completely on-line via the AAR website at [www.TheAAR.com](http://www.TheAAR.com) Find the form, fill it out, submit the form and keep your receipt. It's just that easy!

### **e-PRO – A DESIGNATION RECOGNIZED BY THE NATIONAL ASSOCIATION OF REALTORS**

A FREE workshop to learn about e-PRO, how to get the designation, what it is for, what is the cost and why you should have it, will take place at the AAR office on Wednesday, September 23 from 1:30 – 3:00 p.m.

### **ON-LINE EDUCATION**

Need your classes for license renewal, or to get your brokers license or just a couple of classes? Log on to the AAR website at [www.TheAAR.com](http://www.TheAAR.com) and click on the ON-Line education which will take you into their site for all types of educational classes. It is soo easy, inexpensive and available 24/7.

### **NEW MEMBER ORIENTATION**

New Member Orientation will take place on Monday, September 28, 2009 beginning at 8:30 a.m. with a continental breakfast and concluding at 12:30 p.m. at the AAR office. Please be sure to bring your certificate of completion for the mandatory Ethics course with you to the Orientation.

New Policy as of May 1, 2007: \$50 Orientation Deposit will be refunded only if the agent attends the first scheduled Orientation. Questions, call the AAR office.

### **WINFORMS TRAINING**

WINForms training at no additional cost to AAR members – Wednesday, September 30th at the AAR Office.

9:30 a.m. – 12:00 p.m. is Introduction and Desktop and from 1:30 – 3:30 p.m. is ON-Line version of WINForms.

It is recommended to take both sessions. Bring your laptop if you have one. Reservations are suggested. Non-Member fee is \$25.

### **SHOP AT THE AAR SERVICE CENTER STORE**

For all your real estate needs of riders, open house signs, brochure holders and much more at low AAR REALTOR prices. If you do not see what you need, it can be ordered with free shipping. Stop and shop!

### **ANNUAL INSTALLATION DINNER/DANCE**

Mark your calendar for Friday, December 4, 2009 and plan to attend the Annual Installation of AAR Officers and Directors at The DoubleTree Hotel in Monrovia. More information to follow.

### **COMMERCIAL/INVESTMENT MIXER**

“Using Self-Directed IRA/401K to Enhance Your Real Estate Business” will be offered on Thursday, September 17 by Huesan Tran, from 11 – 12:30 p.m. at the AAR office. This mixer, presented at no cost, will inform REALTORS how to use self-directed IRA/401K to invest in real estate and alternative assets, how to find additional sources of money to close deals and fund investments and much more.

### **AAR OFFICE CLOSED**

The AAR office will be closed on Monday, September 7 in observance of Labor Day.

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## MEMBERSHIP INFORMATION

The following have applied for membership in the Arcadia Association of REALTORS® during the month of July. Any comment concerning these applicants must be made in writing and submitted to the Association office.

### NEW REALTOR® MEMBERS FOR THE MONTH OF JULY

Runjing Chen	Castlewood
Jason Lin	Castlewood
Pin-Nan Chen	Century 21 Ludecke Realty
Eric Lian	Coldwell Banker George
Hsinlei Shiao	Coldwell Banker George
Chieh Tsai	Coldwell Banker George
Chi Ho Kwong	Coldwell Banker Dynasty T.C.
Betty Tse	Coldwell Banker Dynasty T.C.
Sherry Wang	Coldwell Banker Dynasty T.C.
Connie Adams	Coldwell Banker Arcadia
Rodney Au Yeung	IRN Realty
Wei Liu	Long Dragon Realty
Salvador Monteon	Platinum Alliance Realty
Pauline Wong	ReMax Premier Prop. Arcadia
Cyrus Lam	Treeline Realty & Investment
Shan Mao	Treeline Realty & Investment
Khine Zin	Treeline Realty & Investment

### NEW AFFILIATE MEMBERS FOR THE MONTH OF JULY

Michael Kay	Advance Group Property Inspec.
David Scoggins	Cutco Logo Gifts



# HOW TO BE A SUCCESSFUL AGENT IN AN REO MARKET

## Featured Trainer: Deborah Leone

- \* President/Founder LionsGate Financial Network
- \* \$1. Billion funded as Asst. VP for JP Morgban chase
- \* REOMAC Member / Featured Trainer
- \* Servicers / Investor Relationships

**FREE  
Workshop  
Register  
NOW!**

**Ask our Members  
about their results!**

"I received my first REO Listing assignment in less than two months. I am more than satisfied with the support, information, commitment and integrity of LionsGate."

**Raul Rocha, Century 21**

"I tried to get REO listings for a year with no success. I was introduced to LionsGate and had seven REO Listings in three weeks... Within three months I had 40 REO Listings."

**Larry Mckenzie,  
Prudential California  
Realty**

**Friday, August 28th, 10 AM to Noon  
Westin Hotel, 191 N Los Robles Ave, Pasadena, CA 91101**

- ❖ How to REALLY get REO Listing assignments
- ❖ REO Resume & Registry MUST's
- ❖ Where to find and How to contact Asset Managers
- ❖ Secrets to completing a BPO to get REO Listings
- ❖ Step-by-step REO Listing Workflow
- ❖ What to do in the first 24 hours
- ❖ Managing your REO Scorecard so you keep getting listings

**Register NOW for Calif DREO  
Certification Training - Sept 11  
[www.LionsGateFN.com](http://www.LionsGateFN.com)**

or Call: (800) 729-1739

**RECEIVE DRE CREDIT  
(Association Members  
Receive \$100 off)**

