



OCTOBER/NOVEMBER 2017

# SAN GABRIEL VALLEY CONNECTION



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**WSGVAR Bi-Monthly Magazine**  
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Hello Members of West San Gabriel Valley Association of REALTORS®,

Wow, I can't believe the end of the year is upon us. As your 2017 President, this will be my final message.

We are finishing the year with a bang! In October, WSGVAR chartered a bus to take more than 60 of our REALTOR® members to the C.A.R. EXPO in San Diego. It was a full day of education, vendors, and networking. Many of the WSGVAR Board of Directors stayed in San Diego for the week to attend C.A.R. Governance meetings for the Fall Conference.

The C.A.R. Board of Directors approved a motion to proceed with qualifying a statewide ballot measure which, if passed by the voters in November 2018, would allow homeowners age 55 and over to transfer their property tax basis from their current primary residence to a new primary residence anywhere in California, as many times as desired. The new property tax basis would be determined by blending the current and new property valuation according to a formula, lowering the property tax for the new purchase. In doing so, the Board of Directors also authorized an Issues Action Fund increase to raise funds needed to get the initiative on the ballot, and to conduct a campaign to educate California voters about the benefits of this proposal. This increase of \$100 will be in your 2018 REALTOR® dues.

Congratulations to Tom Berge, Jr., past WSGVAR President, and Jeremy Lehman of PacWest AOR who rode their bikes from Los Angeles to San Diego to help raise money for the NAR REALTOR® Relief Fund. Their efforts raised over \$100,000 to help homeowners across the country that have been hit with tragedy from the recent hurricanes and flooding.

The Young Professionals Networking Committee hosted a few more events before the year's end. YPN hosted a Halloween party at Peace Over Violence for children that have faced domestic violence. YPN held another Blood Drive at the Children's Hospital LA in Arcadia. There were over 33 donors, helping over 60 children! YPN will finish the year with a toy drive for the children at Maryvale, to help make their Christmas extra special.

In the first week of November, NAR EXPO and Fall Conference was in Chicago. This was a packed week of Governance meetings, classes, speakers, and lots of networking. We are excited to share that WSGVAR received the NAR Global Platinum Award for the 5<sup>th</sup> year. While in Chicago, we signed a Memorandum of Understanding (MOU) with Chinese Association of Real Estate Brokers (CREBA.) As a result of this signing, Philippines delegation came to our WSGVAR offices to meet with us. We also hosted the Taiwanese delegation at WSGVAR.

The WSGVAR Foundation Charity/Scholarship Committee held their auction on Thursday, November 16, 2017. They were able to raise over \$1,900! Thank you to everyone who donated items for the auction and thank you to everyone who came to bid. A special thanks to Yolanda Martinez-Arenas for being our amazing auctioneer and thank you to Mark Wu and David Tran for helping show off each product.

I want to take this opportunity to thank everyone for all their efforts throughout the year. The success of West San Gabriel Valley Association with over 2900 REALTOR® members, is the highest membership count to date. This has been built on by the efforts of my WSGVAR predecessors, our Board of Directors, our members, and our staff!

This past year, we have enjoyed many successes. Thank you for the commitment that each of you has shown us. We've come through a year that was filled with both challenges and victories. How reassuring it's been to know that we can count on all of you regardless of what faces us. On behalf of WSGVAR, please allow me to extend my personal and genuine appreciation to each and every one of you for your valuable contributions to this Association of REALTORS®. Working with you this past year has been a pleasure and I'm proud to have you all with us.

Have a very merry and blessed Christmas season along with a joyous and prosperous New Year! I look forward to seeing you at our upcoming classes and events. With that, work hard and stay safe!

My best,

President Suzi Dunkel-Soto





# MLS Breakfast Meeting Halloween Party



Hope everyone had a spooky Halloween! WSGVAR hosted their annual Halloween party at the MLS Breakfast meeting on October 26, 2017 with a sweet treat for all who participated in our costume parade - scratchers! We had many members compete but unfortunately only three can win the cash prizes. Our winners were: 1st Place Leena Sankary, 2nd Place Sandy Saijo, and 3rd Place Florence Huey. Thank you for joining us and we hope you enjoyed the festivities. Special thanks to the Special Events Committee for putting it all together!







## Veterans Day Appreciation

This year West San Gabriel Valley Association of REALTORS® honored our veteran members for their service at the MLS Breakfast Meeting on November 9, 2017. A full breakfast was served as a small thank you to all of those who sacrificed and protected our country.





# Social Media **BOOT CAMP** For Real Estate Agents



## Free Social Media Bootcamp: Developing Your Social Media Game Plan

Join us for a free live event, exclusively for WSGVAR agents, to learn how you can successfully use social media marketing to elevate your business!

**Attendees will also be eligible to win a FREE iPad!**

**When:** Friday, January 5, 2018  
9:30AM -11:30AM

**Where:** WSGVAR  
1039 E. Valley Blvd. #205B  
San Gabriel, CA 91776

### About The Live Event

Social media is a powerful tool that many agents aren't utilizing correctly or even at all to maximize their business. Take advantage of our FREE Developing Your Social Media Game Plan live event, designed exclusively for real estate professionals and your business needs, so you too can be motivated and empowered to get the most out of your social media marketing this year. Register today!

### Topics covered will include:

- Introduction to social media for the real estate professional
- How to use top social media channels to grow your business
- Why Content is king
- How to get the most bang for your buck with social media marketing

### About the Speaker:

Brett is an MBA with over 25 years of marketing experience, mostly in the Real Estate information industry. His first technology presentation to agents was in the spring of 1992. Brett spent over 10 years as an evangelist for notable companies such as WyldFyre and eNeighborhoods. He has been a full-time licensed REALTOR® since 2004 prior to joining Elm Street Technology. Brett is also a certified CE Instructor in the state of Arizona teaching MLS classes. The growing importance of Social Media in real estate motivated Brett to join Elm Street. Take advantage of Brett's vast knowledge as he teaches you how to develop your social media marketing plan!



**WAYS TO REGISTER:** Register online at [www.WSGVAR.com](http://www.WSGVAR.com) and click on the "Education Schedule" under the "Education" tab or fill out the information below and mail to WSGVAR, 1039 E. Valley Blvd. #205B, San Gabriel, CA 91776 or fax to 626-288-7658

Name \_\_\_\_\_ Member # \_\_\_\_\_ Company \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Contact: Education Department

Office: (626) 288-6212 | Fax: (626) 288-7658

Email: [education@wsgvar.com](mailto:education@wsgvar.com) | Website: <http://www.wsgvar.com/>

Social Media Boot Camp

Brought to you by the Education Committee



# Welcome New Members!



The West San Gabriel Valley Association of REALTORS® welcomes you to our family. We wish you the best of luck and look forward to seeing you succeed. Please look for our educational classes to help you grow in the real estate industry. If you missed this orientation please join us for the next one in January 2018 and February 2018. There is no orientation in December.



# NAR: Making a World of Difference

The NAR Global mission is “to render the global real estate markets accessible, profitable and ethical for REALTORS® to conduct business.” While in the U.S., we enjoy a regulated and well developed real estate industry, this is unfortunately not the case in many overseas countries and therefore is one of the main challenges many of our bilateral partners face locally.

We are often asked what we do in the Global department, and why it matters to the real estate industry. Because of our success in the United States, we are able to share our best practices and experience with those countries who need our help most. I want to briefly highlight a success story which involves NAR and our bilateral partner in Colombia, FEDELONJAS, a consortium of 20 local real estate associations. This is one of those stories that makes me feel proud to work for NAR, an example of tangible real success that proves our work to be a life changing experience for others.

## Colombia

Colombia, just like many of its neighboring countries in South America, does not have a regulated real estate industry, it's sort of a wild west where consumer and professional

rights are often violated, it's a market that can never work as such. The need for regulation is key for an industry to develop and more importantly, for a market to ensure security and good practices between the different players.

With NAR's support in 2016, FEDELONJAS was able to access a Reaume Foundation grant (created by and named after a past NAR President) to launch a Plan for the Modernization of the Real Estate Industry in Colombia. Initiated at the NAR convention last year in Orlando and recently launched at their National Congress, FEDELONJAS built three different teams to implement the whole project. The overall plan includes actions involving three different Business Areas:

- Legal. There is a team of Lawyers working on a Proposal of Law for the Colombian Congress regulating the Real Estate Industry. This proposal includes:
  - Industry Regulations protecting consumers and professionals
  - Real Estate License
  - Real Estate Agent's Public Registry
- International. This action line will connect the Colombian Market to the world, increasing the presence of International REALTORS® and CIPS designees in the country, and enhancing the relationships and attendance of Colombian Real Estate Agents to NAR Business Meetings and events.



- Professional Skills. Helping the regional boards, FEDELONJAS is developing a whole line of actions & activities oriented to increase the professional skills of the real estate agents along the country. The main lines of this part of the plan are:

- Training. Already designed and developed National Training Plan with all the contents needed to be a successful Real Estate Agent. (Selling Skills, Legal, Financing, Taxes, etc...) This plan includes the certification of the teachers to bring the classes all over the country.

- MLS. In less than one year, 6 new Regional MLS created in different regions of Colombia, which means that we have 10 MLS connecting the Agents all over the country.

- Web. Using the MLS sources, we will launch the FEDELONJAS web of properties before end of this year, with real information about

listings all over the country.

- Tools. FEDELONJAS will implant some cutting age technologies for the agents to help increasing their productivity levels. (CRM, Digital Marketing, etc...)

“In all of the three lines, the support and vision of NAR it’s been absolutely essential,” said FEDLONJAS Advisor, Alfonso Gordon. “NAR has been a continuous example on how to implant the vision of the Real Estate in the country, and much of the three lines of action follows the structure and vision of the NAR vision, boards, committess, etc.”

In all of the three areas, the support, vision and structure of NAR has been instrumental and we’re proud to say that Colombia’s real estate market is now one step closer to the requested professionalism and their voices will be heard at a National level.





# OCTOBER 10-12, 2017

## C.A.R. EXPO

## SAN DIEGO



the EXPO on October 11. Members got to relax and enjoy the ride down and back.

Tom Berge, Jr. and Jeremy Lehman rode bikes from Los Angeles to San Diego to help raise money for the NAR REALTOR® Relief Fund. Thanks to generous donors they were able to raise over \$100,000 for the NAR REALTOR® Relief Fund.

The C.A.R. EXPO in San Diego was as busy as ever. For three days, October 10-12, the San Diego Convention Center was filled with thousands of industry professionals networking, learning, and sharing ideas.

While there, people were able to learn how to grow their business and make more money hearing from industry giants on a full range of topics essential to the business in all of the free sessions. The EXPO hosted special events throughout the week including Club C.A.R., before and after hours networking events, and focused learning experiences for attendees of all different interests.

WSGVAR provided transportation to







## YPN at Peace Over Violence

YPN co-hosted a pizza party and trick-or-treat event for children of Peace Over Violence clients. This was a chance to bring joy to children that are in need of help due to domestic violence. They were able to show off their costumes and receive candy in a safe environment. The children had so much fun and those helping with the event were grateful for the extra hands and positive attitudes.





# NATIONAL ASSOCIATION OF REALTORS® Issues

## **Understanding Buyer Preferences and Local Price Trends Can Help REALTORS® Gain a Competitive Advantage**

Rising home prices amidst tight inventory conditions are creating challenging conditions for home shoppers, but understanding recent buyer preferences, and becoming knowledgeable of where buyers may see the best return on their purchase over time, can ensure real estate professionals are providing irreplaceable value to help their clients achieve their goals.

That is according to speakers at a buyer preferences session organized by the REALTOR® University Richard J. Rosenthal Center for Real Estate Studies here at the 2017 REALTORS® Conference & Expo.

NAR's Jessica Lautz, managing director of survey research and communications, discussed the characteristics of today's successful first-time buyers and the supply and affordability obstacles they face trying to reach the market. She was joined by William Doerner, a senior economist at the Federal Housing Finance Agency, who shared insights on home price trends across the country, and explained how brokers and agents can use FHFA's local home price indices to get a better pulse on price movements in their markets.

Lautz kicked off the session dispelling some often-repeated myths about the real estate market, including millennials not wanting to own a home, consumers buying everything online and the internet replacing word of mouth when it comes to finding a real estate agent. She explained that household formation and more sales are being driven by the



# FHFA's data on local price indices, available at [www.fhfa.gov/hpi](http://www.fhfa.gov/hpi)

growth in minority households and millennials being the largest generation.

Unfortunately, Lautz said, these factors are not translating to more sales to first-time buyers. She referenced findings from NAR's 2017 Profile of Home Buyers and Sellers, which found that first-timers were only 34 percent of transactions over the past year, which is below the long-term historical average of 39 percent since 1981. Furthermore, those who successfully entered the market needed higher incomes, saw homes sell quickly and had difficulty saving for a down payment because of higher prices and repaying student debt.

"Low inventory remains a top struggle that is holding first-time buyers from reaching the market," said Lautz. "Because of rising prices, successful buyers today typically have a lot higher of an income than they did 10 years ago."

Doerner in his remarks agreed that buyer demand is holding steady, but tight inventory conditions in many areas are causing home prices to rise

consistently. He explained that the good news is that new inventory is showing some signs of slowly picking up, but overall supply is still below historical levels.

"Regional price gains did taper a bit earlier this year, but our data shows that price movements really vary even within a city," said Doerner. He said FHFA's data on local price indices, available at

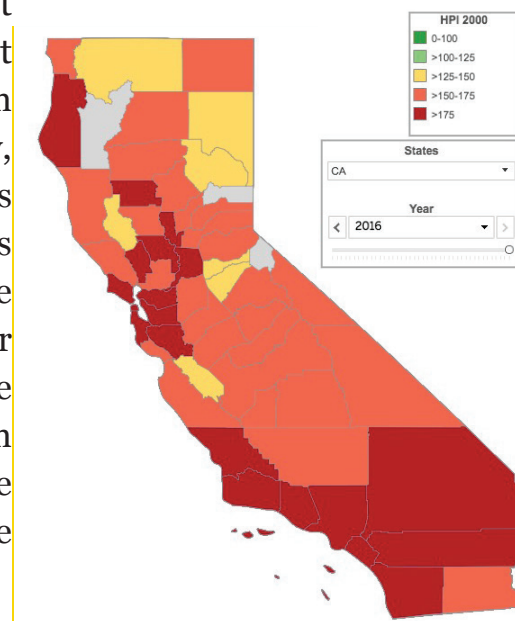
[www.fhfa.gov/hpi](http://www.fhfa.gov/hpi), is valuable information for real estate professionals when helping buyers understand potential areas where they can get the best value for their purchase.

Sharing insights gathered from FHFA's price data, Doerner pointed out that price appreciation over the past 25 years has been the most sustainable in the downtown areas of large cities. Additionally, during downturns, properties closer to central business districts in larger cities have seen smaller price declines. "Our findings show that as close to the center of a city as possible can be where buyers typically get the best return on a home purchase

over time," he said.

According to Lautz, regardless of the location where home shoppers are looking to buy, nearly all go online first during their search. However, NAR survey findings show buyers overwhelmingly value face-to-face interactions, want honesty and integrity, and seek a real estate professional who can lend them their knowledge in today's challenging housing market. That is why agent-assisted sales remain at an all-time high.

"For instance, there's a lack of knowledge among non-homeowners about how much they need for a down payment. Eighty-seven percent of those recently surveyed said they believe you need 10 percent or





more,” said Lautz. “In reality, the typical amount put down by recent first-timers was 5 percent. It’s important to really hit home with clients that low down payment programs are available to help them purchase a home.”

Added Lautz, “Ultimately, nearly all current renters consider homeownership as part of their American Dream and want to own a home in the future. A Realtor®, a member of NAR, now more than ever, is crucial to helping today’s buyers and sellers succeed.”

## **Why Doubling the Standard Deduction Won’t Help Most Homeowners**

One of the most talked-about provisions in the tax reform framework that the Trump Administration and Republican congressional leadership released a few weeks ago is the doubling of the standard deduction. Of all the changes the framework would make, this one is presented as something that will help middle-income households. And that is true, but the households that it mainly helps are renter households. Home-owning households will likely see their taxes go up even if they were to take that increased standard deduction. There are two reasons for this.

First, although the standard deduction would increase from \$12,600 for a family to \$24,000, the plan would do away with the personal exemption and the exemption for dependents.

Right now, those exemptions are \$4,050 per person. So, for a family of four, the family would see their standard deduction rise from \$12,600 to \$24,000 but they would also no longer get to take their exemptions, which, under

the current code, would total \$16,200. So, they would gain almost \$12,000 but lose more than \$16,000. Households with larger families would lose even more.

Second, for homeowners who are used to itemizing their deductions, all of these deductions except for two—the deductions for charitable giving and mortgage interest—would go away. For many middle-income households (those earning between \$50,000 and \$200,000), the two remaining itemized deductions won’t be enough to make it advantageous for them to continue itemizing. That’s mainly because they would lose the deduction for state and local taxes, which, for many households, is the single largest itemized deduction they take, even larger than the deduction for mortgage interest. As a result, they would almost certainly stop itemizing and instead take the standard deduction. While that might give some of them a better tax picture than if they continued to itemize, it would nevertheless be less than what they receive in tax benefits under the current code.

Just as importantly, the change would wipe out the distinction between owning and renting in the tax code. That’s a distinction that’s been part of the tax code for more than 100 years and losing it would result in an across-the-board drop in home values by 10 percent or more, NAR estimates.

Of course, everyone’s tax picture is unique. How one person or one family comes out under the proposed changes will differ based on many factors—household income, household expenses, the number of dependents, the size of the mortgage, the state a household lives in, and so on. But in general, based on analyses NAR and other organizations have either done themselves or commissioned others to do, the result



won't be a net gain for most middle-income households but rather a net loss. That's why NAR and many other organizations are opposing the changes the framework is proposing.

## **Expert Tips to Avoid Falling Victim to Real Estate Fraud Schemes**

Jon Goodman, real estate attorney at Frasca, Joiner, Goodman and Greenstein, P.C., shared information with Realtors® and other attendees at the 2017 REALTORS® Conference & Expo about the risks of real estate fraud and how to avoid falling victim to scams in the marketplace.

During the session, Goodman said that real estate transactions are often complicated and tedious dealings and demand close attention from the agent, buyer and seller. He said many times real estate professionals and consumers do not consider the risks of fraud in real estate, even when wiring large sums of money. Goodman said that real estate brokers are especially vulnerable to becoming victims of wire fraud.

“You cannot be a successful real estate broker unless you are an optimist and open with your clients. I don't want you to change that professional quality, which is so crucial to success in real estate, but your relationship with clients makes you susceptible to fraud schemes,” he said.

Goodman shared several red flags real estate professionals should keep in mind during a transaction and the steps agents can take to ensure transactions are secure:

- Seek to work with people you know. Ensure you can recognize their voice and know something personal about them that you can ask to confirm their identity.
- Do not be the direct source of wire instructions to clients, and let clients know that you will not be the source of those instructions.
- Educate clients to not rely on wiring instructions that come through e-mail or from a website. Wiring instructions should come from a secured system or confirmed verbally from a voice the buyer knows.

Goodman went on to say that if agents are included on wire instructions to their clients, it is crucial to do the following:

- Let clients know that you will not be e-mailing the wiring instructions, and only give clients the phone number to the wiring recipient verbally.
- Also, verbally give clients some information to qualify the source of the wire instructions. Do not put the qualifying information in an e-mail.

Goodman said if fraud is suspected, it is imperative to act quickly or homebuyers might find themselves out of luck. Additional tips for real estate professionals and consumers for staying safe from fraud schemes are available from NAR and the Federal Trade Commission (FTC).





## Past Presidents and Honorees Luncheon

The WSGVAR held a luncheon for our Past Presidents and Past Honorees on October 19, 2017, at Fleming's Steakhouse in Pasadena. It was an enjoyable afternoon eating, laughing and catching up with old and new friends.





# WSGVAR Global Business Council Hosts Guests in November



The West San Gabriel Valley Association of REALTORS® welcomed the Philippines' Chamber of Real Estate and Builders' Association, Inc. on Thursday, November 9, 2017. They joined us for our MLS Breakfast Meeting honoring our member veterans. It was a pleasure to have them with us and we look forward to seeing them again in the future.



The Chinese Association of Real Estate Brokers and the New Taipei City Real Estate Agent Association visited the West San Gabriel Valley Association of REALTORS® on Friday, November 17, 2017. They enjoyed an authentic Thanksgiving dinner with our Global Business Council. WSGVAR has been the Ambassador Association to Taiwan since November 2009. It was great having them here with us.



# 70 Percent of REALTORS® Self-Initiated Real Estate Career, Identify People Skills as Most Important

WASHINGTON (October 18, 2017)

— The majority of Realtors® self-initiated their career in real estate and identify strong people skills as the most important trait to be a successful agent, according to the National Association of Realtors® new research report, *Choosing a Career in Real Estate: A Perspective on Gender, Race and Ethnicity*.

The *Choosing a Career in Real Estate* report was developed to discover how and why Realtors®, members of the National Association of Realtors®, chose real estate as a career and to examine gender, race and ethnicity in real estate.

“A career in real estate offers a work environment and diversity of opportunity that attracts all types of individuals, and the report’s findings are a reflection of that,” says NAR president William E. Brown, a second-generation Realtor® from Alamo, California and founder of Investment Properties. “That being said, NAR remains committed to ensuring that its membership continues to reflect America’s growing diversity.”

## Choosing a Career in Real Estate

According to the report, nearly 70 percent of Realtors® self-initiated their career in real estate based on interest in the industry, and almost 20 percent were referred by a friend. Sixty-nine percent of males self-initiated their career compared to 65 percent of females, and 20 percent of women were referred by a friend, compared to 18 percent of men. Seventy-five percent of Black and African American members self-initiated their career in real estate – more than any other ethnic group – while

27 percent of Asian and Pacific Islander members had their career in real estate referred by a friend, also more than any other group.

## Attractive Aspects of Real Estate

Nearly seven in 10 Realtors® found flexible hours to be the most attractive aspect about being a real estate agent, followed by interest in the industry (64 percent), working with people (54 percent), entrepreneurial field (50 percent) and salary possibilities (49 percent).

The report also surveyed Realtors® about important skills to possess to be successful in real estate. People skills (86 percent), self-motivation (84 percent) and negotiation skills (73 percent) ranked as the most important skills in residential real estate, while negotiation skills (69 percent), problem solving skills (63 percent) and analytical reasoning (62 percent) were viewed as the top skills for commercial real estate professionals.

The report also surveyed members on whether they began their career in real estate or if they transitioned into their current position from another industry, and the majority of Realtors® (82 percent) started their professional career doing something outside of real estate. Real estate is more often the second career for females (51 percent) and the third career for males (36 percent).

Sixty-one percent of Black and African American members stated that real estate is more often a second career, more than any other ethnic group. Male members

were more likely to have a previous career in management or sales, and in contrast, female members were more likely to have a previous career in management, office support and education.

## **Income**

Females make up 63 percent of NAR's membership and those who work exclusively in residential have a median gross income from real estate of \$46,700, compared to \$54,600 for men. Women tend to be younger in age and more likely to work part-time. When it comes to residential business activity, women had a median of eight sales transactions, compared to seven for men.

Asian and Pacific Islander members working exclusively in residential real estate have the highest median gross annual income of all ethnic groups at \$56,800, followed by White and Caucasian members at \$54,200, Hispanic and Latino members at \$41,700, and Black and African American at \$23,000.

Those who work in dual specialties, both residential and commercial, tend to have higher gross median incomes at \$89,300.

## **Specialty**

Seventy percent of female members work exclusively in residential real estate, compared to 45 percent of male members. Fifteen percent of males work exclusively in commercial real estate, compared to only 4 percent of females.

Hispanic and Latino members make up the largest share of those working exclusively in residential real estate (71 percent), and Asian and Pacific Islander members make up the largest share working in both commercial and residential real

estate (37 percent). Twelve percent of White and Caucasian members work only in commercial real estate, compared to 3 percent or less for all other ethnic groups.

Dual specialists typically have 10 residential transactions and one commercial transaction. Dual specialists tend to have more experience in residential real estate than those working exclusively in residential real estate and are more likely than others to work in small towns, rural areas and resort areas.

## **Race and Ethnicity in Real Estate**

Comparing the activity of each ethnic group in real estate, the report finds that White and Caucasian members make up 82 percent of all NAR members and had the most transactions and highest sales volume. Asian and Pacific Islander members had the highest median gross income, sold the most expensive homes and had the highest median dollar value of residential sales transactions. They also had the second highest median years of experience (10 years) and the second largest group of members over 60 years in age (29 percent).

Black and African American members have the lowest median gross income and sell the least expensive homes, however, they make up the largest group working less than 20 hours a week and are also the largest group to receive less than half their overall income from residential real estate.

These findings indicate that the income of Black and African American members is more diversified outside the industry, and that real estate is only a part-time source of income. Hispanic and Latino members are the largest group specializing exclusively in residential real estate (71 percent), the largest group with less than one year of experience (25 percent) and are



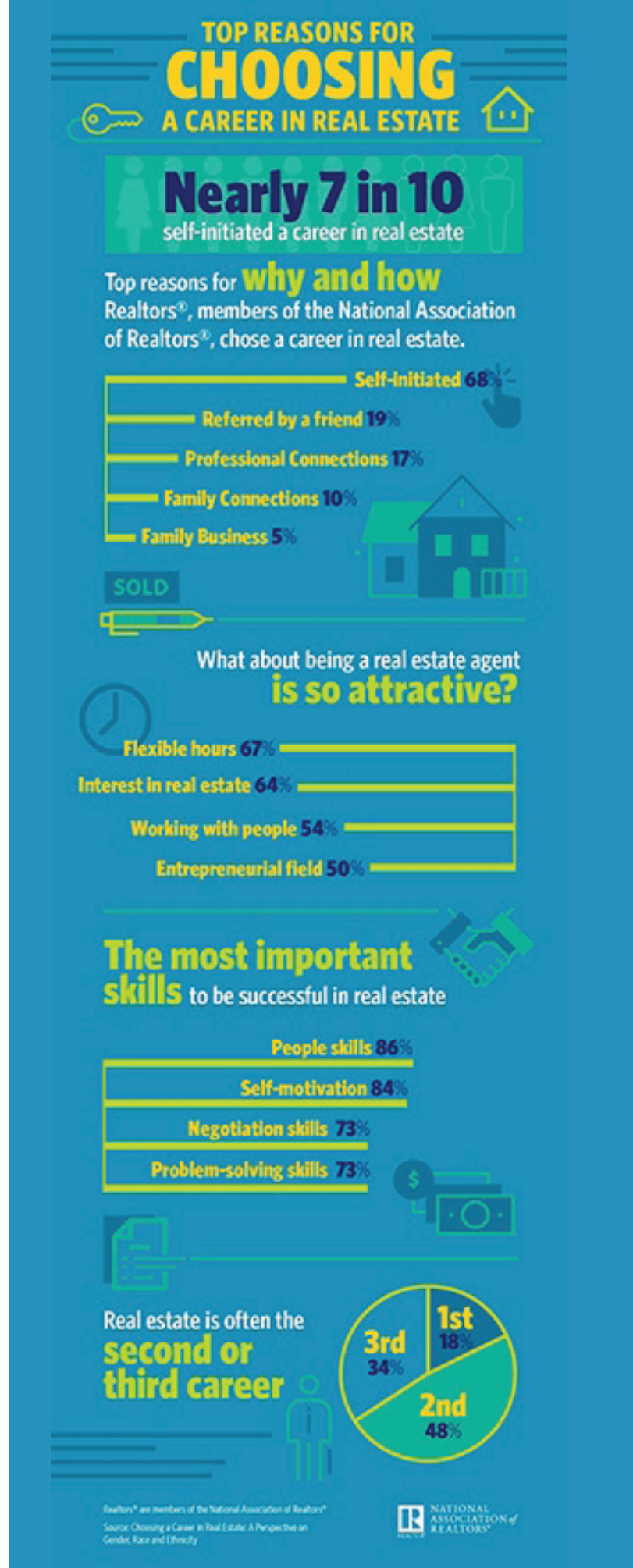
the youngest members.

Hispanics and Latino members have the second most median residential sales transactions and sold the third most expensive homes, according to the report.

NAR offers many resources to promote diversity in its Realtor® membership through its Equal Opportunity and Cultural Diversity program, including education, grants, partnerships and events. The NAR Diversity Initiative Grant Program provides grants to help fund outreach efforts to minority consumers and bring more diversity into Realtor® membership and leadership. NAR's diversity course, At Home with Diversity, gives Realtors® tools and training to better serve today's diverse consumers. NAR has also successfully built partnerships with housing groups and professional real estate organizations representing the multicultural community.

Choosing a Career in Real Estate: A Perspective on Gender, Race and Ethnicity report was based on a survey sent from March to April 2017 to 144,000 members of the National Association of Realtors®. A representative sample of 6,363 members responded to the survey, an adjusted response rate of 4.4 percent.

The National Association of Realtors®, "The Voice for Real Estate," is America's largest trade association, representing 1.2 million members involved in all aspects of the residential and commercial real estate industries.



# November 3-6, 2017 The Sky's the Limit NAR REALTORS® Conference & Expo Chicago, IL

The National Association of REALTORS® kicked off its annual conference in Chicago with a focus on education and opportunity. More than 20,000 REALTORS® and guests from around the world attended the 2017 REALTORS® Conference & EXPO, which ran from November 3rd to the 6th at McCormick Place Convention Center. The conference, themed “The Sky’s The Limit,” featured more than 300 speakers at 100-plus conference sessions on a broad range of real estate issues, including brokerage management, innovation and business technology, affordability issues from inventory constraints, commercial markets, international real estate transactions, and tax reform’s potential impact on real estate.

On November 4, 2017, the Leadership Team met with the Philippines Chamber of Real Estate and Builders Associations (CREBA). Our President, Suzi Dunkel-Soto, on behalf of the West San Gabriel Valley Association of REALTORS® (WSGVAR), signed

the Memorandum of Understanding (MOU) with the CREBA. With the MOU, both organizations agreed to promote the adoption of our respective code of ethics, standards and norms, and the advancement and enforcement generally of standards of professionalism in the real estate industry. The complete MOU can be found at the Association Office.

NAR presented the WSGVAR Global Business Council with the 2017 Platinum Global Achievement Program Award. This is our fourth consecutive win and we are so proud of our Global Business Council.

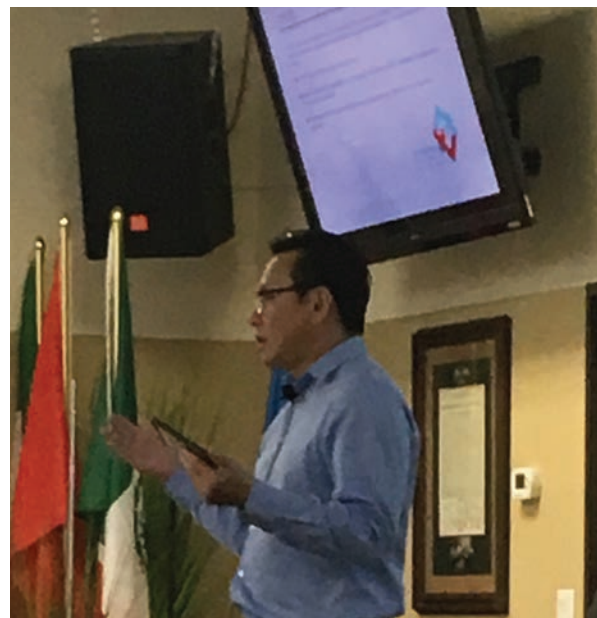




# Tech Summit



West San Gabriel Valley Association of REALTORS® hosted their annual Tech Summit Wednesday, October 25, 2017, with over 60 people in attendance. We'd like to give a special thanks to Advanced Group Property Inspections for sponsoring breakfast, Olympus Escrow for sponsoring lunch, and Reals Force, Inc. for sponsoring refreshments for the Summit. We'd also like to thank all our speakers for giving their time and knowledge to our members.



UPCOMING

CLASSES  
& EVENTS

- January 5 Social Media Boot Camp
- January 9 Commercial Seminar
- January 10 CRMLS Training
- January 12 Orientation
- February 9 Orientation
- February 13 Commercial Seminar
- February 14 CRMLS Training

\*Classes are subject to change. Please check for these changes at <https://goo.gl/QKW89G>



*Happy Holidays*

*Best wishes from our  
family to yours!*



*From the WSGVAR STAFF*