


Ventura County Coastal

Official Publication of the Ventura County Coastal Association of REALTORS®

July/August 2020



SEARCHING FOR ANSWERS IN A VOLATILE MARKET

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In Promoting Diversity
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For the most current Calendar of Events, please refer to the online calendar on the [VCCAR website](#). Click on the Classes and Events tab.

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This edition of the Ventura County Coastal® is made possible by the following industry partners:

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Tim Comstock
2020 VCCAR President



Tim Comstock

REALTORS® Must Redouble Efforts to Promote Diversity

Embracing diversity means living diversity. Ventura County's real estate community is made up of a wide mix of different ethnicities, cultures, races, family statuses, sexual preferences, religious beliefs, and other social categories. That's why it is so important, especially now with the ongoing pandemic, that we recognize and respect people's differences. We should strive to treat everyone with the same level of care and equality.

So in these challenging times, I encourage all of you to formulate an inclusive business plan that will help you endure and be successful in an ever-changing market. We must develop an increased awareness of cultural and personal biases that may inhibit us from fully embracing diversity and creating a successful multicultural real estate business. (For more information on implicit bias, please see CEO Wyndi Austin's column on [Page 28](#).)

When I looked at U.S. Census data for Ventura County updated to July 2019, I saw population breakdown estimates made up of 44.7% non-Hispanic white, 43.2% Hispanic or Latino, 7.9% Asian, 2.4% Black or African American, 1.3% American Indian, and another 3.8% classified as other or multiple races. Ventura County and America should not be considered a melting pot but more of a stew or salad. People's diverse backgrounds and cultures should be admired for their differences and for the flavor they add to our nation's mix.

As REALTORS®, we pledge to conduct our business in accordance with not only the legal policies and standards set by fair housing laws but also the principles and tenets of the NAR's Code of Ethics. Specifically, Article 10 of the Code of Ethics outlines a commitment to equal opportunity in housing. It states, "REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, sexual orientation, or gender identity." Article 10 also calls on REALTORS® to refrain from discrimination in selecting and retaining employees and independent contractors who provide real estate-related services, and the administrative and clerical staff who support them.

It's important to be mindful of inclusive business within your own company. As real estate professionals, we need to practice what we preach, which means providing equal opportunity and access to colleagues and employees. Our internal business practices reflect who and what we stand for as much as our customer-facing practices do. Office diversity and inclusiveness policies are not only practical but critical.

It is good to see that our society is finally saying we are better than this. The Black Lives Matter movement has gone from a sidenote to the headline event across the country. How sad that it has taken this long for our country to fully address this social injustice. A growing awareness and condemnation of racism in this country is making our political leaders act. State flags and monuments that glorified the country's racist past are finally coming down. Businesses are getting it with the Stop Hate for Profits campaign. Many big retailers are pulling advertising dollars from a social media juggernaut for not filtering hate speech.

At a time when the world is dealing with a pandemic of epic proportions, there is no room for discrimination and hate. Please, let's all be more respectful of people's differences and make an effort to be better friends, neighbors, and pillars of the community. 🌱

“As real estate professionals, we need to practice what we preach.”



Overcrowded Housing Is Contributing to Coronavirus Spread in Ventura County

Ventura County Star | July 3

Overcrowded housing conditions in Ventura County are contributing to the increasing number of coronavirus cases and hospitalizations.

The California Department of Public Health lists “transmission in overcrowded housing” as one of the five drivers of the county’s recent increase in cases, along with community transmission due to gatherings, essential workplace transmission followed by household transmission, outbreaks in skilled nursing facilities and an increase in community testing.

[Read more](#)

Mortgage Rates Hit All-Time Low Heading Into July 4 Weekend

Inman News | July 2

Mortgage rates reached a stunning new all-time-low heading into the July 4th holiday weekend, according to the latest data released Thursday by Freddie Mac. The average rate for a 30-year fixed-rate mortgage averaged 3.07 percent, down from 3.13 percent the week prior and 3.75 percent a year ago this time.

“Mortgage rates continue to slowly drift downward with a distinct possibility that the average 30-year fixed-rate mortgage could dip below 3 percent later this year,” Sam Khater, Freddie Mac’s chief economist, said in a statement. “On the economic front, incoming data suggest the rebound in economic activity has paused in the last couple of weeks with modest declines in consumer spending and a pullback in purchase activity.”

[Read more](#)

Newsom Extends Executive Order on Evictions, Extending Local Protections

Ventura County Star | July 1

Renters who lost income due to COVID-19 can breathe a sigh of relief for a few more months, as eviction protections have been extended until the end of September in most local cities.

The local moratoriums protect tenants who were financially impacted by COVID-19 from an eviction due to non-payment of rent.

[Read more](#)

VMT Opponents Say Plan is Tax on Car-Driving Commuters

GV Wire | June 29

A coalition of 30 business and industry associations have asked Gov. Gavin Newsom to delay a controversial plan affecting new development for one year.

Among the groups: the Southern California Leadership Council, LA County Economic Development Corp., California Business Roundtable, Los Angeles Chamber of Commerce, and California Building Industry Association.

The groups are concerned about the Vehicle Miles Traveled plan scheduled to take effect Wednesday. That’s when housing construction projects will no longer be assessed a fee by how much traffic congestion they are expected to generate. Instead, a VMT calculation will be applied.

[Read more](#)

Moorpark Committee Says Proposed 102-Unit Project Must Reduce Density to Move Forward

Ventura County Star | June 26

Is Moorpark’s Los Angeles Avenue a haven for horse owners and a holdout from the town’s rural past, or the perfect site for a high-density housing corridor to serve future residents?

Tensions between these two possibilities surfaced at Wednesday’s Community and Economic Development Committee meeting, which focused on a recent proposal for over 100 townhomes at Los Angeles Avenue and Beltramo Ranch Road.

[Read more](#)

These People Bought Homes Without Ever Stepping Inside

CNN Business | June 26

The first time Chad Lail set foot inside his new home was after he bought it. Lail, a professional WWE wrestler known as Jaxson Ryker, wanted to move with his wife and daughter from Orlando to be closer to family in Mooresville, North Carolina. But because of his production schedule, and the Covid-19 pandemic, he and his wife handled the entire purchase – from finding an agent to making an offer to signing a contract – virtually.

“It was crazy,” he said. “But we had a couple FaceTime calls, we did the home inspection and loved it. With the coronavirus going on, it was easier for everyone.”

[Read more](#)

Record 27% of Homebuyers Looking to Relocate as Pandemic Accelerates Trend

Redfin | June 25

A record 27.0% of home searchers looked to move to another metro area in April and May 2020, a new high in the share of Redfin.com users searching for homes outside their area. It’s up from 25.2% in the second quarter of 2019 and 26.0% in the first quarter of this year.

The latest migration analysis is based on a sample of more than 1 million Redfin.com users who searched for homes across 87 metro areas in April and May, excluding searches unlikely to precede an actual relocation or home purchase. To be included in this dataset, a Redfin.com user must have viewed at least 10 homes in a particular metro area, and homes in that area must make up at least 80% of the user’s searches.

[Read more](#)

Affordable Housing, Not Remote Work, Is Causing Americans to Consider Moving

Livabl | June 24

People move for all kinds of reasons — to start a new job, to cohabitate with a partner, to live closer to family, to gain more space — but the COVID-19 pandemic has added another variable to the relocation equation.

More and more companies are allowing their employees to work remotely, erasing the need to live within commuting distance of the office. Some urbanites are becoming disenchanted with climbing rent prices and the heightened risk of virus spread. Others who have lost their jobs are moving in with family or searching for more affordable housing.

In an effort to test whether this anecdotal evidence is translating to actual moves, rental platform Apartment List surveyed more than 3,500 renters and homeowners about their intent to relocate. [📈](#)

[Read more](#)

VCCAR WANTS YOU TO STAY SAFE & HEALTHY!



Hand Sanitizer

Each bottle contains a half ounce (0.50 oz) of moisture-bead, FDA approved, antibacterial gel. The bottle features the REALTOR® logo on the label.

Single bottle - \$1.49

Bundle of 10 - \$12.99

Bundle of 25 - \$29.99

Bundle of 50 - \$49.99

Disposable Face Masks

- Package: 50 Pcs 3ply disposable face masks.
- 3-ply design, with a polypropylene filtration layer.
- This is a general use disposable face mask.

Each - \$1.29

Box of 50 - \$49.99

There are two ways to order:

1. Log in to your Member Portal at: ims.vcrealtors.com and click on "Shop REALTOR® Store."
2. Call the VCCAR Office at 805-981-2100 and make an appointment to pick up the supplies.

Connelly, Durazo, Trainor Elected to VCCAR Board



Katie Connelly



Dawn Durazo



Adela Trainor

Three REALTORS® have been elected to the VCCAR Board of Directors for terms that will run from 2021 to 2023. Elected were Katie Connelly, an agent with The Address; Dawn Durazo, an agent with Beach View Real Estate; and Adela Trainor, an agent with Berkshire Hathaway HomeServices California Properties.

Elected without opposition were Ashley Anderson, an agent with Keller Williams West Ventura County, who will serve as president elect in 2021, and Juliet Esquibias, an agent with Coldwell Banker Realty, who will serve as first vice president. Sher Heard, this year's president elect, will automatically serve as VCCAR president next year.

Because Esquibias has been serving as treasurer, the board has appointed Cami Pinsak, owner/manager of Realty ONE Group Summit in Camarillo, to serve in that capacity for 2021.



Ashley Anderson



Juliet Esquibias



Cami Pinsak


VCCAR Hires New MLS Director

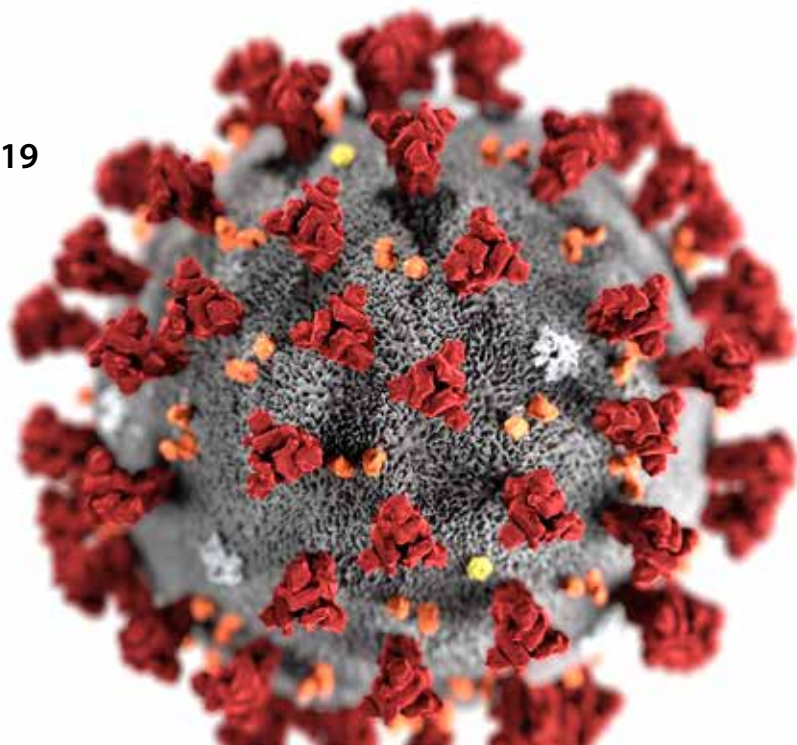


Dale Farnum has joined VCCAR as the Director of Multiple Listing Service. Farnum has extensive MLS experience, most recently as MLS Director with Orange County REALTORS® and prior to that as a Project Specialist with CRMLS and Director of Technical Services at SoCal MLS, which merged into CRMLS. He has worked with real estate professionals in a variety of roles, including technical support, product development, training, and compliance. Farnum will manage the day-to-day operations of the Ventura County MLS and will act as the lead liaison with CRMLS staff. He can be reached at dale@vcrealtors.com or 805-973-8571.

Reminder of Best Practices During COVID-19

VCCAR reminds all REALTORS® that Ventura County allows agents to show homes, but you must post the [Rules for Showings](#) in a visible place at the entrance to the property and follow [protocols and distancing reminders](#). In addition, prospective buyers must sign PEAD forms, which can be found in the Zipforms COVID-19 library.

Finally, please remember that open houses and door knocking are not allowed at this time. Please remember to be good stewards with our community's trust. 



Home within reach for your clients

We offer your clients great rates and local experts who get things done quickly and efficiently. We're the oldest and largest credit union headquartered in Ventura County, and we're ready to lend:

- Flexible terms and affordable rates
- HomeReady™ First-Time Buyer Loans from Fannie Mae
- First and second trust deeds
- Conforming and non-conforming loans
- Extendable and alternative mortgages
- 0% down VA loans



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VCCU membership is open to anyone who lives, works or attends school in Ventura or Santa Barbara counties. All loans subject to credit approval and secured by lien on owner-occupied home. Certain restrictions apply. VCCU is an equal housing lender.



Autry.com VCF-208

C.A.R.-Sponsored Measure to Appear on November Ballot

The California State Legislature passed and placed on the ballot a strong bipartisan measure (Assembly Constitutional Amendment 11) co-sponsored by C.A.R. and the California Professional Firefighters. This new ballot initiative – Proposition 19 – is known as “The Home Protection for Seniors, Severely Disabled, Families, and Victims of Wildfire or Natural Disasters Act.”

ACA 11 builds on C.A.R.’s original initiative, strengthening the provisions C.A.R. cares most about and incorporates dedicated funding for fire protection and emergency response to safeguard millions of lives in communities across the state. The new initiative will continue to expand Proposition 13 property tax portability for all homeowners over 55 years old, people with severe disabilities, and wildfire victims by removing unfair location and cost restrictions to allow homeowners to move anywhere in the state. In addition, it will open up housing inventory throughout California, creating home ownership opportunities for first-time homebuyers.

This legislative solution passed through the California State Legislature with two-thirds support in both the Assembly and Senate with strong bipartisan support. Together, C.A.R. and the California Professional Firefighters built an unprecedented broad and diverse coalition including local elected officials, business groups, labor, agriculture, Republicans and Democrats.

This updated initiative would generate hundreds of millions of dollars in annual revenue for local governments and school districts without raising property tax rates. It also creates a historic dedicated Fire Response Fund providing needed revenue to help protect millions of homes and lives across the state, including dedicated revenue for historically underfunded fire districts in rural and urban communities.

C.A.R. will be providing its members with updates soon on how they can get involved.

Tickets Now Available for WomanUP! Virtual Experience

C.A.R.’s popular WomanUp! event is going virtual this year and will be available online September 1-3.

C.A.R. is putting together the signature solo talks, group conversations and social gatherings you have enjoyed since 2017 — and translating them to a unique virtual experience. The WomanUP! mission remains strong and focused as we work to deliver exceptional, diverse, community-driven programming that supports and empowers women and underserved communities to become the leaders this industry needs and deserves!

Tickets include Early Morning Yoga to Stretch Your Body + Mind, Morning Coffee + Connecting Time, 10+ Hours of Diverse Speakers Sharing Actionable Advice + Inspirational Stories, Lunch + Learns Every Day, Talk It Out Over Tea - Afternoon Connecting + Collaborating , Cocktails + Conversations - Afternoon Social, and an exciting virtual experience designed to inspire you to learn, grow, and create.

Passes start at \$59 for all three days and can be [reserved here](#).



Webinar Features Tips From High-Performing REALTORS®

Last month, C.A.R. CEO Joel Singer moderated a discussion with five such REALTORS® who have maintained a high output through this crisis and have advice for members of the REALTOR® community looking to do the same. If you haven't

had a chance yet, [check out the recording of the event](#) attendees have called “superb,” “motivational,” and “the best Zoom so far.”

SOCIAL MEDIA 101



BILL KERBOX
Kerbox Media



**MONDAY
JULY 20TH**

2:00 PM TO 3:00 PM

<https://tinyurl.com/soc-med101>

Registration Required



ITEMS COVERED IN CLASS

VCCAR would like to invite you to a ZOOM class to learn how to begin with Social Media! This is not the usual class on just how to make posts on Social Media platforms, Bill Kerbox is going to explain what the different platforms are and when to use them.

He will also be talking about:

- The difference between advertising on Social Media and marketing on these platforms.
- When and how to use the "Live" platform options.
- What types of posts work the best for your business and how to create them.
- How to create a content strategy campaign that is intentional.

ABOUT BILL KERBOX

Bill Kerbox, owner of Kerbox Media which provides professional film-making, editing, and producing for businesses and individuals, along with aggressive marketing strategies. Clients range from the country's largest real estate companies to luxury hotels worldwide.

The video content and media driven marketing strategies allow him to provide clients with the most up-to-date and unique technologies available today.

Glean from Bill's 15 years of experience as he instructs you on how to make Social Media a tool that can create an awareness of your business that is constantly fresh and dynamic.

Searching for Answers in a Volatile Market

Many uncertainties related to pandemic make it difficult to forecast the future

By John Frith

VCCAR Editor and PR Consultant

Will more homeowners decide it's OK to put their homes on the market? How quickly will the economy rebound from the sharpest decline in U.S. history? When will the threat of COVID-19 start to ease? And will the looming November elections signal major changes for the economy?

With all of the uncertainty, it's hard to make forecasts, but the majority of area economists and local REALTORS® interviewed are not optimistic that the economy will rebound quickly – but do agree that the housing market appears to be holding up for now.

Jordan Levine, C.A.R.'s deputy chief economist, wryly observed that all of the uncertainty “makes it difficult to be a forecaster. We have to have a variety of scenarios because there are so many things up in the air.”

Despite continued high unemployment and a recent increase in COVID-19 cases that have led to restrictions being reimposed on numerous businesses, there is a strong demand for homes both statewide and in Ventura County, with multiple offers frequently reported. The biggest problem is the lack of homes on the market.

June sales climb sharply

In Ventura County, new listings did tick upward in June to 672, up 14.3% from May, while active listings at the end of the

	June 2020	June 2019	Year Over Year	May 2020	Month Over Month
New Listings	672	744	9.70	588	14.30
Active Listings	1347	1905	29.30	1380	2.39
Median Listing Price	\$739,000	\$669,950	13.50	\$740,000	0.13
Months of Inventory	5.1	3.2	59.38	4.8	6.25
New Pending Sales	580	630	7.90	353	64.31
Closed Sales	429	595	27.90	266	61.28
Median Sales Price	\$640,000	\$585,000	9.40	\$618,000	3.56

month totaled 1,347, down just 2.4% from May, according to data compiled by the Ventura County MLS and RPR. However, both figures were down from June 2019, with active listings down 29.3%. That is consistent with reports that inventory is down between 20% and 40% in markets nationwide.

On the demand side, new pending sales and closed sales both soared in June from May's levels, with 580 new pending sales, up 64.3%, and 429 closed sales, up 61.3%. Closed sales were lower than they were a year ago, however, showing a 27.9%



Market Data Report

VCCAR Report

Closed Sales

The total number of residential properties sold each month.

Filters Used
 State: CA
 County: Ventura County, California
 Property Type: Condo/Townhouse/Apt, Single Family Residence

Month/Year	Count	% Chg.
Jun '20	429	-27.9%
Jun '19	595	13.3%
Jun '18	525	34.1%



decline. Prices have held firm, however, with the median sales price coming in at \$640,000, up 3.6% from May and up 9.4% from June 2019.

Levine warned, however, that statewide weekly data indicates the market may be losing momentum.

“The problem is that we’re seeing pending sales and new listings start to lose steam. In each of the three weeks prior to the Fourth of July holiday, we had declines in new listings. The demand side is coming back, but sellers seem wary about having people come through their homes,” he said.



Mark Schniepp

As for the coming months, C.A.R. had forecasted that market conditions and the economy would continue to improve, but that was based on the assumption that the worst was behind us as far as COVID-19 cases were concerned. With the recent increase in cases, Levine said there was a growing likelihood that the association’s forecast of sales declining by just 12% for the year will have to be

revised downward.

Housing needs economy to rebound

Mark Schniepp, director of the Santa Barbara-based California Economic Forecast, said the recession hasn’t had a significant increase on residential real estate so far, but that could change if the recovery is slow.

"The concern is if unemployment stays high and businesses still have capacity limitations and can't generate revenues, then overall household incomes will decline, and that will affect the demand side of homebuying to some extent," he said. "That could lower prices as well. Housing hasn't faced that risk much yet and we're optimistic it won't, but if we don't get things going and there are more future shutdowns, all bets are off."

Schniepp said there are two broad scenarios in his forecast. The first is that local economies go into Phase 3 openings by the fall, allowing higher-risk workplaces to open and relaxed restrictions on travel, shopping, and other factors. That should prevent a major drop in the housing market.

But the second scenario is worse. The economy doesn't rebound, unemployment remains high, and fear still abounds. In that case, he said, the housing market will be affected because household incomes won't be progressing, and people will postpone or simply won't be able to make large purchases.

However, Schniepp remains fairly optimistic.

"Our projection for the economy is that the current situation will last through the end of the year, we'll have a vaccine for COVID by early next year and have everyone inoculated by the second quarter. Hopefully that will cause markets to accelerate the recovery by a year from now," he said.

But if Schniepp is cautiously optimistic, Matthew Fienup, executive director of the Center for Economic Research and Forecasting (CERF) at California Lutheran University in Thousand Oaks, remains bearish.

No rapid recovery seen

"This is a historic and life-changing event that has no precedent in the post-World War II era," he said. "To think there is going to be a rapid recovery is utterly naïve," he said.

As the nationwide shutdown escalated earlier this year, CERF was the most pessimistic of 74 centers surveyed by the Wall Street Journal.

"We were among the minority saying we were facing a U-shaped recovery (at a time when many economists thought the recovery would be more like a V.) Now, close to 100% of economists believe there will be a swoosh-shaped economic recovery (shaped like the famous Nike Swoosh logo) – slow and painful. By end of 2021, we predict neither jobs nor GDP will have recovered to pre-COVID levels," he said.

On top of national trends, Fienup points out that Ventura County's economy has been weaker than the region as a whole since 2013, with the labor force shrinking for five straight years and the county's population actually dropping in 2019. Because it will likely be harder for younger adults in particular to find jobs that pay commensurate with the cost of living, he expects that exodus to continue.

He is also concerned that due to public concern about the ease of transmission in dense urban environments that real progress by local governments to support infill and higher-density development since the county's strict anti-growth laws make it impossible to build housing outside of urban limit lines.

"We've seen a cultural shift. Cities here have gotten serious about infill and density. I fear the pandemic will give anti-density activists more fuel, and I hope we don't lose the momentum we've had," he said.

Some REALTORS® are seeing more listings

VCCAR members interviewed agreed that strong demand is offset by limited inventory, but some are seeing signs that things may be starting to change.

Carolyn Triebold, senior estates director and broker associate for Dilbeck Real Estate in Camarillo – and a member of the VCCAR Board – said she thinks the ice may be starting to crack as far as inventory is concerned.

"I have three investors who have given their tenants notice, so inventory is starting to open up. People are also getting more used to precautionary measures," she said. "I think the demand will slow a little bit later this year, but we won't be moving into a buyer's market. I think it will settle into a more balanced market."



Jose Escamilla

Fred Evans, the co-founder of RE/MAX Gold Coast who is now an agent with the company, said the chronic lack of new housing in the county continues to be a drag on the market.

"A lot of people would like to downsize. Parents are sitting in four-bedroom houses and their kids are gone but they can't afford to move because their property taxes would go sky high," Evans said. "If Proposition 19 (C.A.R.'s ballot measure to allow sellers to keep their property tax levels if they sell and buy homes anywhere else in the state) passes, that could help stir things up and could open up a lot of older houses."

Local prices likely to hold

Jose Escamilla, the owner-broker with Weichert Realtors Superior Homes in Oxnard, expects home values will hold firm in the next six months, especially in Oxnard where inventory is scarce and rents are expensive. He noted there were only four properties listed in the entire city for under \$500,000 and the lack of new housing continues to hold back prospective buyers.

"The city keeps growing, but the housing availability has not grown," he said.

Charlene Siemon, broker of record for Century 21 Everest based in Simi Valley, agreed there were lots of prospective buyers but fewer sellers than she'd like.

"Some sellers have concerns with COVID-19. Some are older people not comfortable letting people into their homes," she said. "But part of the reason is that so many people have re-fi'd in recent years and don't have a burning desire to move. They're in a house they're comfortable with a house payment they're comfortable with."

The farm and ranch market in the Santa Clara Valley is also holding steady, said Scott Dunbar, owner-broker of Dunbar Properties.

"We were dead from mid-March when things started shutting



Scott Dunbar

down to at least May 15, then it started opening up a little bit," he said. "Then it was like someone turned on a switch. When the restrictions relaxed, people got into more of a comfort zone, thinking it's not the end of the world so let's make things happen. In the last 30 days, I have four nice properties in escrow."

Dunbar also noted that he's picked up six to eight new listings in recent weeks. 📈

Frith is VCCAR's communications consultant and editor of Ventura County Coastal. He can be reached at john@twsccommunications.com

Local REALTORS® say reported national trends not obvious here

Two real estate trends being widely reported in the wake of the COVID-19 pandemic are that a growing number of people are looking to leave dense urban areas for suburban locations and that many are also looking for homes with a space for a home office now that many companies realize that telecommuting is doable.

Local REALTORS® report some interest in home office space but no influx of people from Los Angeles or other major metro areas.

"I was showing a property on Saturday, and the client's comment was that this house is perfect because it has a home office," said Jose Escamilla with Weichert Realtors Superior Homes in Oxnard. "It is something that's being mentioned more than before."

He said investors in particular are also asking if an accessory dwelling unit can be built on homes they're considering buying, mainly to generate additional income.



Charlene Siemon

Charlene Siemon with Century 21 Everest said COVID-19 hasn't been driving her company's prospective buyers. The people coming from Los Angeles are continuing to do so because of the county's open space and because the cities here are still largely bedroom communities. She has seen "a little bit of home office interest" but not too much.

Carolyn Triebold with Dilbeck in Camarillo has, however.

"I have a client now who lives in an apartment in Santa Monica who had a baby, and they need to get a dedicated office space and a dedicated back yard to roam around in," she said. "Outdoor space as well is being coveted."



Fred Evans

Fred Evans with RE/MAX Gold Coast believes home office space is a trend, but hasn't yet had a buyer say that's what they're looking for.

"I think there's a trend coming where people want a home and not a condo, and with COVID more and more people will want a workspace where they can work from home," he said. "Developers I know working on a small project in Santa

Paula said their designer says they need to include work-at-home space because they've studied the demographics and a lot of people who can work on the Internet would like a workspace separate from the rest of the house, either a casita or a separate office."

But while seeing an upswing in higher-end buyers with long-term plans of moving to a more rural community, those buyers concerned about COVID-19 today are apparently looking farther north, said Lyle Elliott, Ventura office branch manager with Berkshire Hathaway HomeServices California Properties.

"I had a long conversation with our Santa Barbara manager on this topic and he is seeing a huge uplift in the Santa Ynez market where people from San Francisco and LA are consciously wanting to be 'distanced' from neighbors," he said. "They are a pricy product but essentially everything they list regardless of price point in that area is absorbed quickly." 📈

Two New Clear Cooperation Policy Rule Updates: A Summary

By Edward Zorn

Vice President & General Counsel, CRMLS

In response to the NAR-mandated Clear Cooperation Policy and feedback from California agents and brokers, CRMLS overhauled its rules as of May 1. Soon after, the CRMLS Board of Directors voted to update two additional rules.

These updates are meant to help clarify areas of concern among real estate professionals in the CRMLS system. For CRMLS users like you, they mean a clearer, more robust enforcement system to ensure a level playing field across the board.

In this blog post, we'll go over both of these changes in detail.

UPDATE #1: Mandatory Submission Upon Marketing

This change is to Rule 7.9 in the CRMLS Rules and Regulations (Rule 7.5.1 in the San Diego Paragon Rules and Regulations). The CRMLS Board of Directors, in its continuing effort to support the brokerage community, has updated the Mandatory Submission Upon Marketing rule to make the rule applicable only after an exclusive listing agreement has been signed.

The changes to the rule are in red:

Mandatory Submission upon Marketing: Within one (1) business day of marketing or advertising a residential property to any member of the public for sale which contains one to four units, or is a residential vacant land lot which is subject to any exclusive right to sell or seller reserved listing agreement, the Listing Broker must submit the property into the MLS for

cooperation with other CRMLS participants. Marketing and advertising includes, but is not limited to, any information about the property or its availability for sale displayed on any: signs, websites, social media, brokerage or franchise operated websites, communications (verbal or written), multi-brokerage or franchise listing sharing networks, flyers or written material, on any applications, or by conducting an open house. Any individual or entity that has signed, within the previous year a Disclosure Regarding Real Estate Agency Relationship form in compliance with CA Civil Code section 2079.16 that identifies the Listing Broker shall not be considered a "member of the public" under this rule.

This means agents, even those with different brokerage firms, may discuss and provide details about a potential transaction on a property that is not yet subject to an exclusive listing agreement. Doing so does not trigger the requirement to place that property into the MLS for cooperation.

Many brokers expressed concern about applying the Clear Cooperation Policy to unlisted properties. Taking these suggestions and input from the brokers into consideration, the CRMLS Board has decided to modify the rule to make it clear that conversations about properties that are not subject to an exclusive listing agreement may occur without triggering the Mandatory Submission rule.



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UPDATE #2: CRMLS Service Area Expansion

The CRMLS Board of Directors has voted to expand CRMLS's service area.

The newly defined CRMLS service area now covers the following:

- All counties in which CRMLS currently has a footprint
- All counties in which our data share partners have a footprint

This change means that CRMLS may respond more nimbly to reports of off-MLS marketing in its system. For users like you, it means a more robust enforcement system to ensure a level playing field across the board.

CRMLS has also issued clarification from compliance regarding submission of coming soon and exclusions.

Q: Is an Exclusion Form still required for Matrix, Flex and Paragon users?

Yes. The listing broker/agent must obtain a C.A.R. SELM or equivalent seller's exclusion form, compliant with Matrix & Flex Rule 7.9.1 and Paragon Rule 7.6.

Q: Does the Exclusion Form need to be submitted to CRMLS for Matrix, Flex and Paragon users?

Yes. Within 2 business days from the effective date of the listing agreement you must either enter listing into MLS as active (or coming soon) or submit an exclusion. For more information and a helpful video on the exclusion/waiver process, visit the exclude listing webpage specific to your platform (linked below).

Matrix: <https://go.crmls.org/crmls-exclude-listing/>

Flexmls: <https://go.crmls.org/flexmls-exclude-listing/>

Q: Is a Coming Soon Form required for Matrix, Flex and Paragon users?

Yes. Prior to using the Coming Soon status, you will need to obtain and have the seller sign a Coming Soon form. This form is to be kept in your personal files and does NOT need to be submitted to CRMLS or your AOR.

I've included the link to this form below. Additionally, you can access this form within the CRMLS library in zipForm.

<https://go.crmls.org/coming-soon-form/>

Q: Does the Coming Soon Form need to be submitted to CRMLS for Matrix, Flex and Paragon users?

No, however, they should be kept within your personal or office files in the event CRMLS Compliance requests a copy for our review.


Have You Checked Out the New CRMLS Dashboard?

VCCAR members now have access to some of the best quality, most advanced real estate technology products on the market – without spending a penny more – through the CRMLS Dashboard.

The CRMLS Dashboard centralizes all the new products & services from CRMLS into one simple, easy-to-use interface. To make this process as easy as possible, you can access each product in one click.

You can still access additional products directly through Flex like you currently do. These products aren't replacing anything – we're just adding more, at no additional cost, in one central location.

Here are a few of the benefits of the CRMLS Dashboard:

- Access to advanced new products for real estate professionals, including:
 - o Some of the best real estate search platforms on the market, like the CRMLS App and CRMLS Connect
 - o A robust CRM in LionDesk
 - o Superior reporting and marketing tools, including InfoSparks and ePropertyWatch
- A central hub for CRMLS resources like Support and Compliance
- Additional security for your MLS system 

For more information, contact MLS Director Dale Farnum. Dale@vc Realtors.com.

RISK MANAGEMENT

HOW COVID-19 HAS CHANGED BUSINESS AS USUAL

JULY 16 @ 1:00 PM

Zoom Registration:

<https://tinyurl.com/risk-management1>



Presenter:

Jennifer Felten, Esq.

Class Topics

Landlord/Tenant Issues:

- Current eviction moratoriums
- What risks are associated with being a landlord?
- What risks are associated with being a tenant?

Showing Homes:

- How to address COVID-19 while showing a home
- What if someone gets sick?
- How to address distancing requirements
- How to limit personal contact

Contract Disputes:

- New CAR addendums
- Dealing with Force Majeure
- Forbearance issues
- Buyers no longer qualified
- Sellers needing to close faster

About Jennifer Felten, Esq.

Jennifer Felten has been working in the real estate industry since 1993. Starting out in customer service at a title company, she worked her way into the escrow side of the business, where she worked as an escrow officer, manager and trainer.

Jennifer's commitment to the field of real estate includes obtaining her Certificate of Achievement from the California Escrow Association as well as the professional designations of both Certified Escrow Office and Certified Bulk Sale Specialist. She has been an active member of the Ventura County Escrow Association since 1997, serving as President in 1999.

Her education also reflects her interest in real estate. While obtaining her Bachelor's degree at UCLA, she took the eleven courses required to obtain her California Real Estate Broker's License. Thereafter, she went to law school and obtained her Juris Doctorate with honors in 2006.

As the principal at RELAW, APC, she continues to use the knowledge and skills obtained as an escrow officer for the benefit of her clients.

By **Marta Golding Brown**
VCCAR Government Affairs Director

Rep. Brownley Joins VCCAR Zoom Call to Update Members

Rep. Julia Brownley, D-Thousand Oaks, joined a group of more than 60 VCCAR members last month on a Zoom call to update members on activity in Congress affecting REALTORS®.

VCCAR 2020 President Tim Comstock thanked Brownley for her strong support of legislation that included agents in the Payroll Protection Act program and also, for the first time, allowed agents to file for unemployment.

Brownley said the Coronavirus Aid, Relief, and Economic Security (CARES) Act which contained those provisions was a critical step, but that Congress needs to do more to help people who have been seriously affected by the recession caused by efforts to contain the spread of COVID-19.

She said the House of Representatives recently passed follow-up legislation dubbed the Health and Economic Recovery Omnibus Emergency Solutions, or HEROES, Act, which would allocate another \$3 trillion in economic aid, including another \$1,200 for every member of a household for families earning \$150,000 a year or less and \$90 billion in additional funding for schools. The Democratic-controlled House passed the bill, and the Republican-controlled Senate is expected to consider its own stimulus bill this month.

Saying that education officials have asked for close to \$300 billion in aid, she said Congress should look at further increases in school funding, noting that “good schools make good communities, and good communities are good for the real estate market.”

She also noted that it was important to open up the economy more, but to do so in a way that doesn't unnecessarily increase the risk of illness.



Marta Golding Brown

“You're a group I love to get together with. It's great to see everybody!”



Rep. Julia Brownley participates in VCCAR Zoom call.

"If we do this properly, businesses and schools can open up, and to the degree we can keep small businesses alive, the recovery will be a lot quicker," she said. "The economy was chewing along fine – we just had to turn it off. We want to turn it on as quickly as possible, but we're already worried about COVID surges."

Brownley concluded by offering to meet with VCCAR leaders to learn more about the challenges REALTORS® are facing. "You're a group I love to get together with," Brownley said. "It's great to see everybody!"

VCCAR is planning other Zoom meetings with elected officials, beginning with State Senator Henry Stern, D-Calabasas, who participated in a similar Zoom call this month.


VCCAR Successfully Urges Ventura to Allow Vacation Rentals

The Ventura City Council last month repealed its emergency ordinance that allowed only health care professionals and COVID-19 patients to occupy short-term vacation rentals.

VCCAR President Tim Comstock testified in support of vacation rental owners during the Zoom meeting, urging the Council to take that action. He said the requirement was no longer needed and was seriously harming vacation rental owners in the city.

The council recognized that the County Public Health Officer revised his "stay well at home" orders to largely eliminate any restrictions on recreational travel and to rely on state guidance concerning lodging establishments.

The ban on short-term rentals was enacted in April.

In other action, the city chose not to modify its eviction ordinance, which will run thru September. Comstock had urged the council to repeal that ordinance and to fall under the state's emergency eviction order. 

Real·tor

[rē(ə)ltər] *noun*

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NEW MEMBERS

16 New REALTORS® Join VCCAR in June

A total of 16 people completed the new member orientation process in June and received their REALTOR® pins.

The new members are Chloe I. Chase, Help-U-Sell Full Service, Westlake Village; Paul J. Collins, RE/MAX Gold Coast, Ventura; Gabriel A. Dominguez Jr., Century 21 Everest, Ventura; Vanessa Flores, Realty ONE Group Summit, Ventura; Sheena Gelfound, Burrows Real Estate, Ventura; Josh Goldsand, eXp Realty, Camarillo; Erik B. Hasty, Keller Williams West Ventura County, Oxnard; Teresa Kochel, Coldwell Banker Realty, Oxnard.

Also Shelvin G. Koshy, Real Estate eBroker, Inc., Carlsbad; James A. MacMullen, Jr., Realty ONE Group Summit, Ventura; Julie Mercer, Realty ONE Group Summit, Ventura; Luke E. Metz, eXp Realty, San Ramon; Adam Reynolds, Beverly and Company, Sherman Oaks; John P. Sakla, Coldwell Banker Realty, Oxnard; Milo A. Solis, Sr., Keller Williams Exclusive Properties, Simi Valley; and Maria J. Williams, Coldwell Banker Realty, Oxnard. 



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Commitment to Excellence (C2EX) is a new program from the National Association of REALTORS® that empowers members to evaluate, enhance and showcase their highest levels of professionalism. It's not a course, class or designation—it's an endorsement that REALTORS® can promote when serving consumers and other REALTORS®.

You can lead the way. Commitment to Excellence empowers you to enhance and showcase your high level of professionalism. It gives you an advantage in an increasingly competitive market and shows consumers you're committed to conducting business at the highest standard.

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All Members that achieve the C2EX Endorsement, before August 31, 2020, will receive a commemorative C2EX Notebook and Lapel Pin.



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Drawing to take place on September 1, 2020.



In Surprise Move, PPP Program Extended Through August 8

In a surprise move, Congress approved, and President Trump signed legislation extending the Paycheck Protection Program (PPP), popular with REALTORS®, through August 8.

Created by the CARES Act in March, PPP offers forgivable loans for small businesses to pay expenses and keep workers on the payroll. Loans are also available to independent contractors. Although the program quickly ran out of money, it was injected with new funding a month later. The application period for the program ended on Tuesday with \$130 billion still unallocated.

“This extension is great news. Congress heard our concerns that small businesses still need help, and this program should

remain available as long as there are funds,” said Shannon McGahn, senior vice president of government affairs at NAR. “We have been working with lawmakers to make both the application and forgiveness process easier, and we are helping our members through both with guides and instructional videos.”

In late June, a new shorter EZ application loan forgiveness form was released by the Small Business Administration, and full forgiveness was granted to independent contractors and sole proprietors who meet certain guidelines.

NAR has also called on Congress to automatically forgive all loans under \$150,000.

Supreme Court Upholds NAR’s View on CFPB

The U.S. Supreme Court recently ruled that the single-director structure of the Consumer Financial Protection Bureau is unconstitutional. With this decision, the bureau’s director can no longer be removed from the position only for cause but instead will serve at the discretion of the president at will.

For REALTORS®, the most notable outcome is that the decision does not invalidate the CFPB as a whole and ensures the bureau will operate with a director who serves at the will of the president moving forward.

Late last year, NAR submitted an amicus curiae brief, along with the National Association of Home Builders and the Mortgage Bankers Association, calling for the Supreme Court

to cause the least possible disruption to the nation’s housing and real estate markets with this ruling. The court’s decision is in line with NAR’s advocacy and should result in minimal disruption to the role of the CFPB and its past and future actions.


CFPB aims to promote fairness and transparency for mortgages and credit cards, among other consumer financial products and services, as well as help consumers make prudent financial decisions. Creation of the bureau was authorized by the Dodd-Frank Act of 2010, a response to the financial crisis and Great Recession. The Act changed the structure of financial regulation in the U.S.

NAR’s 2020 REALTORS® Conference & Expo Goes Virtual

NAR recently announced that the 2020 REALTORS® Conference & Expo, previously scheduled from November 13-16 in New Orleans, will be transitioned to a fully virtual format in light of ongoing health and safety concerns stemming from the COVID-19 pandemic. NAR completed the first-ever virtual iteration of its Legislative Meetings from May 12-14, where 28,000 participating REALTORS® nearly tripled the annual conference’s average attendance.

“Uncertainty has in many ways defined 2020. While positive indicators begin to show our economy is rebounding and treatment options for COVID-19 are proving more effective, so

much remains unknown about this virus and the circumstances we will face as a nation come this fall,” said NAR President Vince Malta, broker at Malta & Co., Inc., in San Francisco. “In order to prioritize the health and safety of our members, staff and sponsors, NAR looks forward to hosting a fully virtual REALTORS® Conference & Expo this November.

“Coming off the success and record-breaking participation of our Legislative Meetings, we’re confident that this format will ensure the widest reach possible, providing more accessible and affordable participation opportunities for all of our 1.4 million REALTOR® members.” 





20 ADVOCACY 20 VICTORIES



SELF-EMPLOYED

03.12

NAR sends first letter to Congress advocating that self-employed be included in any relief.

03.18

Congress passes “Families First Coronavirus Response Act,” which includes tax credits for paid sick leave and FMLA for self-employed.

03.27

Congress passed the CARES Act, which provides access to Pandemic Unemployment Assistance and Paycheck Protection Program loans for self-employed.



COMMERCIAL

03.17

NAR sends first letter to IRS asking for delays in deadlines for 1031 like-kind exchange and opportunity zone investments.

04.24

IRS delays 1031 like-kind and opportunity zones until July 15, 2020.



FINANCING

03.27

NAR sends letter to FHFA asking for them to buy loans in forbearance to protect access to mortgage credit.

04.22

FHFA announces they will purchase loans in forbearance.

05.04

NAR joins a coalition of groups in requesting a comprehensive consumer-facing portal on mortgage and rental relief options.

05.08

CFPB, FHFA, and HUD announces the creation of a consumer site.



ESSENTIAL SERVICES

03.26

NAR sends letters to the Department of Homeland Security and the National Association of Governors urging real estate to be considered an essential service.

04.01

Department of Homeland Security’s Cybersecurity and Infrastructure Security Agency (CISA) declares residential and commercial real estate services, including settlement services, in their update of “Guidance on Essential Critical Infrastructure Workforce.”

05.19

PA is the final state to declare real estate an essential service.



LOANS FOR INDEPENDENT CONTRACTORS AND SMALL BUSINESSES

03.18/03.19

NAR signs coalition letters to Congress asking them to provide emergency loan programs to support small businesses with forgiveness, and include independent contractors.

03.27

Congress passes the CARES Act, including two SBA loan programs – the PPP and EIDL – providing emergency loans for small businesses independent contractors that include forgiveness.

04.13

NAR sends letter to Congress urging additional funding for SBA loan programs.

04.23

Congress passes CARES Act II, providing additional \$310 billion for the PPP program and \$60 billion for the EIDL.



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For REALTORS®, Video Isn't the Future – It's the Present

Agent and video expert shares tips with VCCAR members on Zoom call

REALTOR® Bill Kerbox has been selling houses for 30 years and using videos to help him do so and tell other companies' stories for 15 years. So when he warned more than 50 VCCAR members during a Zoom webinar last month that they needed to be using high-quality video, too, the participants listened.

"Look – it's good news/bad news," he said. "You really are in the digital video age right now. Your ability to be able to produce affordable video that has a professional look is going to have a definite impact on your future in the real estate business.

"Future clients will have a good opportunity to see you as an agent when you put out a quality product. It's well worth it to ensure what you put out is of good quality."

During the hour-long presentation – [available for viewing on the VCCAR website](#) -- he gave tips on how to use your cell phone to do a smooth walk-through of a listing and how to go the next step to create a short, professional-looking video that really tells the home's story.

A simple walk-through video is the easiest to do and requires no editing. Kerbox said you simply walk smoothly through the house with your cell phone camera on to show what the home looks like. But he added that you should always think through the process before you begin.

To begin with, he suggests always shooting in landscape mode – that is, with the phone turned sideways so it looks like a TV or movie screen. He also cautioned that to avoid potential copyright problems you should make sure that there's no music playing in the background. If you want to add music, there are services where you can download copyright-free music to use.

And even with a walk-through video, you should remember to focus on the key selling points.

"You should always plan your walk through. You don't have to get every nook and cranny – just get the primary pieces, like the living room, family room, kitchen, and master bedroom. Capture the essence of the house," he said.

With a little practice, he said you can walk smoothly enough so the image stabilizers in the phone will cancel out shakiness. For a more professional look, there is equipment you can buy, like the DJI Osmo gimbal, which helps eliminate shake and capture smooth, stable footage. For Kerbox's tips about available products, [click here](#). If you want to narrate the tour, he warned to make sure you don't cover the microphone, which is located in different locations depending on the model of your phone. And if you do decide to record narration, "remember to think it through and be ready to talk briefly about the room you're in," he said.



Bill Kerbox explains how to use a cell phone and gimbal to shoot a walk through.

However, he said an edited movie often works better because you can focus on the home's highlights while adding still photos or short clips of the neighborhood to make the video more like a movie.

To do so, you'll need a video editing app, such as iMovie for the iPhone or Adobe Premier Rush for Android phones.

Kerbox said it was important to collect all the video segments into an album, preferably named for the address of the property, to make them easy to find. He suggested not starting out with walking through the front door, as many of these videos do, but instead beginning the property tour with a beautiful image – something that really sets the home or the community apart.

With practice, he said it's easy to move segments around, to lengthen or shorten them, and to add music, still photos, b-roll (video footage that shows the community, for example), and voice-over narration while producing your video.

"You're trying to put together a little story about the house," he said. The videos – preferably no more than a minute long – can be posted on Facebook, You Tube, Twitter, Instagram and other platforms.

He also suggested practicing talking to the camera because showing yourself as a confident, successful agent goes a long way with potential clients. And shooting a short testimonial video of a client – such as when an offer has been accepted – is a powerful marketing tool as well. He said if you do so, make sure to use a remote microphone and probably a tripod to hold the phone steady.

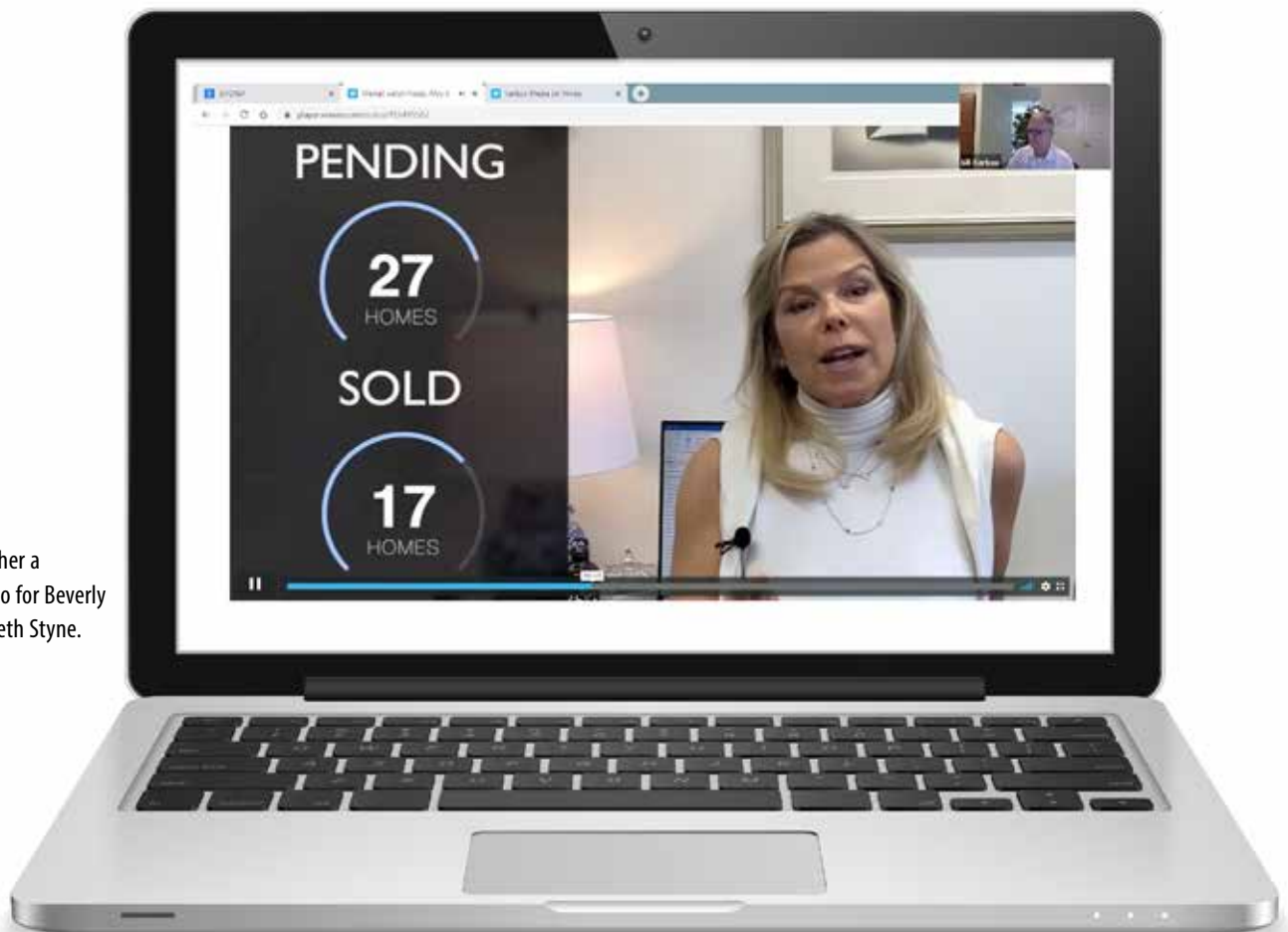
"A testimonial video with crappy audio loses all credibility," he warned.

The bottom line, Kerbox said, is that you simply have to use video – the COVID-19 outbreak only accelerated the need to do so.

"We want you to go to the next level whether you like it or not," he said. "Video is not the future – it's here now." 🌱

For more information about Kerbox and his work, visit his [website](#).

Kerbox put together a promotional video for Beverly Hills REALTOR® Beth Styne.





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Roy Sherman, CFA

Staying Compliant with Your Solo 401(k) Retirement Plan

Being a real estate agent can have numerous advantages when it comes to retirement planning. Since agents are independent contractors, you have the ability to create very generous and flexible retirement plans to which traditional employees typically do not have access. One of the most advantageous is the Solo 401(k); in fact, you may already use one for yourself and/or your spouse. Many financial institutions make it easy and inexpensive to get a Solo 401(k) set up, but you must be aware of your obligations as a plan administrator.

You may be thinking that you are not the plan administrator, but if you have not specifically hired a third-party administrator (a "TPA") then you are, by default, solely responsible for your plan's administration. You may consider hiring a TPA or going ahead on your own, but be aware of your responsibilities if you've selected the latter. Keeping your documentation orderly is critical, and many financial institutions will assist you with certain compliance aspects, but there is one thing that they almost certainly will not help you with: Form 5500.

Form 5500 is a document submitted to the IRS to report details about retirement plans. Single-participant plans (including spouses) file Form 5500-EZ. Once you make your first filing you must file annually within seven months from your plan's year-end. The form is reasonably straightforward, although the instruction booklet is necessary to fill out certain items.

The biggest problem you face isn't necessarily getting the answers wrong, but rather neglecting to file at all. Failure to file can yield some steep penalties, especially since the rules changed at the end of 2019. For every day you fail to file the return, you accrue a penalty of \$250. The maximum penalty is \$150,000. The IRS has an incentive to wait to inform you of your failure to file the return until the maximum penalty has been accrued, approximately 20 months after the due date.

You are obligated to commence annual filings once your plan's assets exceed \$250,000 on the last day of your plan's year, or if you terminate your plan before reaching that number. David Jockisch, of Westlake Village-based TPA Liden, Nestle, Soled & Associates, Inc., recommends filing a 5500 even before you hit the \$250,000 threshold.

Jockisch says, "Your plan can be audited indefinitely if you haven't filed [a Form 5500]. Once you file, your plan may only be audited with a 3-year look-back." The IRS does offer administrative relief, but if you have already accrued massive penalties then you want to make sure you get it fixed quickly and accurately.

Staying compliant is important not just for the sake of following rules, but because it protects the tax advantages of your plan and protects you from the obscene penalties that may accrue. ↑

Sherman founded Sherman Asset Management in 2014. He uses his background in psychology, business, and financial planning to help clients achieve investment goals. For more information, visit www.shermanassetmgmt.com.

“Staying compliant is important not just for the sake of following rules, but because it protects you from the obscene penalties that may accrue.”



THE KEY TO ENDING DISCRIMINATION IN REAL ESTATE ISN'T THIS AD.



If recent events have taught us anything, it's this: we have more work to do. Racism is real, tragically so. Discrimination, in all its forms, still casts a long shadow in this country, and too many are being denied the opportunities that all Americans deserve. Our commitment to the diverse communities we serve starts with a Code of Ethics. Our code sets a higher standard for fairness in housing than any federal law, it's backed by a culture of member accountability, and it extends to our work on Capitol Hill, where we continue to advocate for meaningful change.

At the National Association of REALTORS® we believe that fairness is worth fighting for, and we won't stop until the fight is won. Because that's who we are.

If you experience or witness discrimination in real estate, we urge you to report it.

Visit hud.gov/fairhousing to file a complaint with the Department of Housing and Urban Development.

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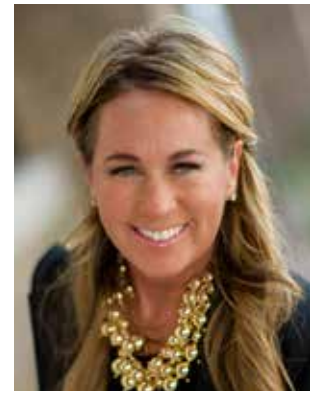
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Wyndi Austin
Chief Executive Officer



Wyndi Austin

Free NAR Webinar on Implicit Bias Can Help All of Us Overcome Our Unconscious Mind

At a time when the nation is grappling with painful conversations about race relations while dealing with the worst pandemic our country has faced in a century, NAR has launched online implicit bias training for REALTORS® that I'd encourage all agents and brokers to take. The video lasts just under an hour and is filled with insights into the way our minds work and ways we can all learn to overcome the inherent biases we all have.

The training video was put together by the Perception Institute, which has been doing this kind of work for a decade. And some of the information they shared was eye-opening.

For example, our unconscious brain has far more control over us than I ever realized. It has the ability to process about 11 million pieces of information during the same time your conscious brain is processing just 40. That's essential – with so many stimuli coming at us at all times, if we had to consciously think about every piece of information that comes our way, we'd never get anything done. But the categories your unconscious brain has established to quickly identify an object or a person can sometimes contradict your values. Those implicit biases emerge automatically and instantly in our brains, which is why they are so powerful.

Rachel Godsil, the cofounder of the Perception Institute, says that agents are often told what not to say – to comply with the Fair Housing Act, for example – but not necessarily what to say. And as the Newsday investigation on Long Island found, too many REALTORS® there were perhaps unconsciously diverting white buyers and Black buyers into neighborhoods they assumed would be best for them. They were trying to be fair and equitable, but they weren't.

The good news, Godsil says, is that having an implicit bias on the basis of race, ethnicity, sexual orientation, age, and other factors doesn't mean we have to act on it – even though it is increased by stress, time pressure, multi-tasking, and ambiguous or incomplete information, which of course are things agents have to deal with every day.

Besides consciously trying to override your implicit biases – which is helpful but unsustainable due to the high amount of effort involved – Godsil and co-presenter Afua Addo suggested the following:

- Improve interactions with people from different identities than your own by really talking to them, asking meaningful and intentional questions.
- Surrounding yourself with images and stories to counter the negative stereotypes of particular groups so your associations with those groups change and broaden.
- And perhaps most importantly, build sustainable relationships with people from different groups so you really get to know them.

And specifically for agents, they advised the following:

- Listen to the client's preferences and allow every client to make his or her own choice for community or location, features, price, and financing options. These may seem obvious, but ignoring this list is when bias often gets in the way.
- Develop protocols for how to provide all clients with equal treatment.
- Learn how to manage your mindset so that your interpersonal interactions with clients are respectful and successful.
- And finally, develop scripts for how to navigate conversations about subjects such as schools to make sure you are conveying the same helpful information to each client.

I'd strongly encourage you to spend an hour on this online course, available for [free on the NAR website](#). It will be well worth it. 🌱

“The good news is that having an implicit bias on the basis of race, ethnicity, sexual orientation, age, and other factors doesn't mean we have to act on it.”



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UPCOMING Meetings/Events

JULY 15

EVENT: Town Hall Meeting
via ZOOM
10:00 - 11:00 am

**CRMLS Committee:
Finance Committee**
ZOOM Meeting
10:00 am - 12:00 pm

JULY 16

EVENT: Risk Management
Jennifer Felten, Esq.
ZOOM Meeting
1:00 - 2:00 pm

JULY 17

Finance Committee
Zoom Meeting
12:30 - 2:00 pm

JULY 20

CRMLS Training
Virtual Training
9:00 - 10:00 am

EVENT: Social Media 101
Bill Kerbox, Kerbox Media
ZOOM Meeting
2:00 - 3:00 pm

JULY 21

Officers Meeting
ZOOM Meeting
9:00 - 10:00 am

YPN Committee
ZOOM Meeting
11:30 am - 12:30 pm

JULY 22

**Professional Development
Committee**
ZOOM Meeting
1:00 - 2:00 pm

JULY 23

New Member Orientation
ZOOM Training
9:00 am - 12:00 pm

JULY 24

Strategic Planning Session
ZOOM Meeting
9:00 am - 4:00 pm

JULY 28

Board of Directors Meeting
ZOOM Meeting
9:00 - 11:00 am

JULY 29

EVENT: BOOM'er Meeting
ZOOM Meeting
1:00 - 2:00 pm

JULY 30

EVENT: YPN Top Tech Tips
ZOOM Meeting
11:00 am - 12:00 pm

AUGUST 3

CRMLS Training
Virtual Training
9:00 - 10:00 am

AUGUST 4

Grievance Committee
ZOOM Meeting
9:00 - 10:00 am

AUGUST 10

**Prof. Development
Committee**
Zoom Meeting
2:00 - 3:00 pm

AUGUST 11

Affiliate Committee
Zoom Meeting
10:00 - 11:00 am

**CRMLS Committee:
Operational Steering
Committee**
ZOOM Meeting
1:30 - 3:30 pm

AUGUST 13

LGR Committee
ZOOM Meeting
3:00 - 4:30 pm

AUGUST 14

**Leadership Development
Committee**
ZOOM Meeting
9:00 - 10:00 am

AUGUST 18

Officers Meeting
ZOOM Meeting
9:00 - 10:00 am

AUGUST 18

YPN Committee
ZOOM Meeting
11:30 am - 12:30 pm

AUGUST 21

Finance Committee
Zoom Meeting
12:30 - 2:00 pm

AUGUST 24

CRMLS Training
Virtual Training
9:00 - 10:00 am

AUGUST 25

Board of Directors Meeting
Virtual Training
9:00 - 11:00 am

AUGUST 27

New Member Orientation
ZOOM Training
9:00 am - 12:00 pm

