

THE CALIFORNIA
ASSOCIATION
OF REALTORS®
LEADING THE WAY...®
IN 2026



WELCOME TO YOUR 2026 C.A.R. MEMBER BENEFITS GUIDE!

As a member of C.A.R., you receive numerous resources and benefits designed to help you navigate every market cycle and meet each industry challenge with confidence. From legislative advocacy that saves you an average of more than \$10,000 annually to exclusive offers and member-only discounts through C.A.R.'s Partner Program to complimentary professional web pages, zipForm access, updated C.A.R. Standard Forms, webinars and legal Q&As, C.A.R. consistently delivers tools and innovations to support your success.



185,000

CA REALTORS®



120+

YEARS OF COMMITMENT
TO OUR MEMBERS



150+

MEMBER BENEFITS





PHIL HAWKINS
C.A.R. CEO

TAMARA SUMINSKI
2026 C.A.R. PRESIDENT

NIKKI COPPA
2026-2027 C.A.R. TREASURER

MARK PETERSON
2026 C.A.R. PRESIDENT-ELECT

Dear C.A.R. Members,

As your Leadership Team, we take seriously our responsibility to anticipate, address, and lead on the issues that affect your business and the consumers you serve. Every initiative undertaken by C.A.R. is purposeful and guided by our three-year Strategic Plan.

We encourage you to review the next two pages, which outline C.A.R.'s three-year Strategic Plan. This plan serves as the roadmap for our work and reflects how your Association is will deliver value to you and the communities you serve.

Thank you for the trust you place in your Association and for the vital role you play in advancing the REALTOR® profession across California.

— **Your 2026 C.A.R. Leadership Team**

2026-2028 C.A.R. STRATEGIC PLAN

OVERARCHING C.A.R. STRATEGIC PRIORITIES

Political Clout – Increase housing supply, modern lobbying, protect property rights
Member Engagement – Personalize experiences, foster inclusion, strengthen relevance
Innovation – Empower members with tools, enhance consumer experience
Structure & Financial Health – Efficient, data-driven, future-ready governance

PILLAR - INFLUENCE

-  **ADVOCACY**
-  **IMPACTING HOUSING AFFORDABILITY AND SUPPLY**
-  **FAIR HOUSING**
-  **ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) PRACTICES**

PILLAR - MEMBER BUSINESS VALUE

-  **BUSINESS RESOURCES**
-  **PROFESSIONALISM/PROFESSIONAL DEVELOPMENT**

PILLAR - REALTOR® POSITIONING

-  **C.A.R. BRAND**
-  **REALTOR® BRAND**
-  **BROKER RELATIONS**
-  **MEMBER ENGAGEMENT**

PILLAR - ORGANIZATIONAL DEVELOPMENT

-  **LOCAL ASSOCIATION RELATIONS**
-  **VOLUNTEER/LEADERSHIP DEVELOPMENT**
-  **GOVERNANCE**
-  **STAFF CAPACITY**

C.A.R. STRATEGIC PRIORITIES

STRATEGIC PRIORITY 1:

Maximize political clout to increase housing supply in California.
Review and identify modern lobbying efforts to expand homeownership and protect private property rights.

PILLAR(s): Influence, REALTOR® Positioning

STRATEGIC PRIORITY 2:

Cultivate meaningful, personalized member engagement by deepening understanding of member and consumer needs, fostering inclusion, and delivering high-impact experiences that strengthen the value and relevance of California REALTORS®.

Leverage data, technology, and feedback to deliver personalized communications, simplify access to resources, highlight membership value, and build stronger connections that anticipate and meet member needs.

PILLAR(s): REALTOR® Positioning, Member Business Value

STRATEGIC PRIORITY 3:

Foster a culture of innovation that empowers members with cutting-edge tools and drives advancements in the real estate ecosystem.

Enhance the consumer experience and elevate the value members deliver throughout the transaction.

PILLAR(s): REALTOR® Positioning, Member Business Value

STRATEGIC PRIORITY 4:

Optimize C.A.R.'s structure and financial standing with a future-ready approach focused on efficient, data-driven decision-making.

Enable C.A.R. to be nimble and adaptable through effective governance and inclusive leadership. Evaluate new revenue opportunities and analyze expenditures to ensure financial sustainability.

PILLAR(s): Organizational Development

TABLE OF CONTENTS

ADVOCATING FOR YOUR SUCCESS	07
LEGAL ASSISTANCE	09
TRANSACTION RESOURCES	10
NAVIGATING HOMEOWNERS INSURANCE	13
INDUSTRY AND HOUSING MARKET KNOWLEDGE	15
YOUR GO-TO RESOURCES: CAR.ORG AND SMARTZONECAR.ORG	18
C.A.R. MEMBER EVENTS	19
YOUR CONSUMER AD CAMPAIGN	23
COMMUNITY SUPPORT: DIVERSITY, INCLUSION AND PHILANTHROPY	24
LIST OF BENEFITS: 152 FOR 342	28

OUR MISSION: ADVANCING POLICY THAT PROTECTS YOUR BUSINESS

C.A.R. serves as the leading voice for REALTORS® and real estate consumers in public policy. Through strategic advocacy, direct engagement with lawmakers, and grassroots mobilization, C.A.R. works to advance policies that protect private property rights, and promote housing opportunity.



Advocating for You

Each year C.A.R. government affairs reviews over 3,000 bills, looking at each one to see if it affects your business, homeownership opportunities or property rights. Advocates in Sacramento lobby for the interests of REALTORS® to ensure that your interests are protected and advanced in our state’s capital. We also work with NAR on federal issues affecting California, and we support your local association’s local advocacy efforts, too.



Capitol Hill Visits

You can join other REALTORS® from California and around the country in Washington, DC each June to lobby Congress on issues that matter to REALTORS® and your clients.





Member Mobilization

This program recruits, trains and mobilizes you to take part in the legislative process at the grassroots level. Get involved with lobbying, political activities and the legislative agenda supported by C.A.R. by responding to Red Alerts, becoming a political coordinator, inviting a field rep to visit your association, and many other ways that the Member Mobilization program works with you.



Consumer Mobilization

C.A.R. also fights for your clients when proposed legislation could hurt homeowners. When there is an issue that is particularly important for homeowners and buyers, C.A.R. will create content for REALTORS® to share with their clients. The information will educate clients and give them an opportunity to connect with their own legislator. It also gives members to a way to maintain a relationship and provide value to their clients.



REALTOR® Campaign School

C.A.R. organizes a dynamic Campaign School tailored to support aspiring local REALTOR® candidates contemplating a run for local office. This exclusive event features compelling guest speakers, comprehensive Q&A sessions, and a detailed exploration of the most effective strategies for a successful political campaign. To inquire about setting up a REALTOR® Campaign School at your local association, contact Neeraj Ginda, C.A.R.'s Political Affairs Coordinator, at neerajg@car.org or (916) 492-5218.



OUR MISSION: ANSWERING YOUR LEGAL QUESTIONS

on.car.org/legalhotline



Legal Hotline

1,500,000+ is a BIG number. That's how many member questions our attorneys have answered about real estate law and brokerage practice. Get free one-on-one legal advice from our attorneys by calling **(213) 739-8282**.



Legal Tools

Short, shareable resources to help you understand how the law impacts your business or your transaction. Summarized quick guides, one-page flyers, PowerPoint slides and videos — all here for brokers, agents and consumers.



Ombudsman Hotline

C.A.R. ombudsmen are REALTORS® who volunteer their time to answer non-legal questions and resolve non-legal disputes. Both C.A.R. members and members of the public can contact the Ombudsman Hotline if they would like to be assigned an ombudsman to assist them. An ombudsman is not an attorney and cannot give legal advice or answer legal questions, but they can help by acting as a go-between for callers who are having problems with a C.A.R. member. Ombudsmen can often resolve these problems before the caller finds it necessary to file a formal complaint or initiate a lawsuit against the member.



Legal Live Webinars

Wish you could catch up on California real estate law without having to read even more documents? Relax and watch a video as C.A.R.'s Legal Live Webinars bring you up to date on the hottest topics in real estate law.



Follow [@CARealegal](https://twitter.com/CARealegal) on X for quick legal tips and business facts.

OUR MISSION: PROVIDING YOU WITH RESOURCES TO CLOSE TRANSACTIONS

As a C.A.R. member, you're covered with legal help for your C.A.R. Standard Forms and contracts — get through your transaction from start to finish with our C.A.R. Standard Forms and in-house attorney assistance.

START



TRANSACTION TIPS

REALTOR® Secure Transaction



CONTRACT SOFTWARE

Lone Wolf Transactions
(zipForm Edition)



FORMS

C.A.R. Standard Forms, including:
Residential Purchase Agreement
Buyer Representation Agreement



LEGAL ASSISTANCE

Legal Hotline
Disclosure Charts
Legal Tools

FINISH



FINANCING/LENDING

Transaction Rescue™
STEPS Toward Homeownership
Down Payment Resource Directory





REALTOR® Secure Transaction

The REALTOR® Secure Transaction Dashboard is your destination for access to the best tools for a modern, secure and efficient transaction. These free and discounted services are provided as part of your C.A.R. member benefits. Additionally, take advantage of our training calendar and quick access to resources and tips to master each stage of the transaction when you need it.



Lone Wolf Transactions

The state-of-the-art platform allows you to complete transactions and contracts electronically, even on your mobile devices. Lone Wolf Transactions is one of the most powerful platforms for transaction management available to members today, and with zipCommunity, agents, clients and any other parties can collaborate during a transaction with more security than ever before.



Lone Wolf Relationships

A member benefit CRM platform to manage your business stress-free, stay top-of-mind, and sell confidently. Lone Wolf Relationships makes it easy for you to stay number one with all your contacts so you close leads faster and create lifelong clients. Features include: auto-drip campaigns, bulk text messages, video communication, task reminders, AI lead assist, multiple-pipeline transaction management and much, much, more.



FormsTutor

FormsTutor is the free, advanced electronic training tool from C.A.R. that has been completely redesigned to make it easier than ever to help REALTORS® better understand the forms they're using to complete their transactions. This helpful member benefit is a live, interactive guide that is accessible from inside the zipForm Plus platform and on [car.org](https://www.car.org) to provide REALTORS® with the help they need while working on the forms.



Transaction Rescue™

Your lifeline to the lending community is a free member benefit! Give us a call on the free helpline at **(213) 739-8383**, email us at transactionrescue@car.org, and let our Transaction Rescue™ Lender Liaison help find you answers and provide assistance with finding a lender, loan qualifications, underwriting, short sales and more.



Down Payment Resource Directory

Quickly search and identify over 400+ available down payment assistance programs in your client's target area with our Down Payment Resource Directory. For additional assistance, please contact transactionrescue@car.org.



Hurdlr

Hurdlr, a free C.A.R. member benefit, is an app that automatically tracks all your mileage, expenses, income streams and tax deductions in real-time. By calculating valuable tax deductions and automating your financial records, Hurdlr helps the average user save thousands of dollars per year on their tax bill.



The California Rental Listing Service, powered by Rental Beast

The California Rental Listing Service, powered by Rental Beast, provides all C.A.R. members with free access to rental-centric tools. Easily search rental inventory, add and edit rental listings, and screen tenants with a single solution available directly from the REALTOR® Secure Transaction Dashboard.



C.A.R. Partner Program

The C.A.R. Partner Program is the one place you can find all the products, services, and perks you need to build a strong, profitable business. Each company in our program offers C.A.R. members something special such as exclusive offers, discounts and free trials.



C.A.R. Partner Program Webinars

Free webinars packed with tools, tips, and resources designed to help you succeed. Ranging in topics from generating more leads to finding new revenue possibilities, our webinars provide solutions to grow your real estate business.

OUR MISSION: HELPING YOU HELP YOUR CLIENTS WITH HOMEOWNERS INSURANCE

Due to increasing wildfire risks in California and rising construction costs, insurance companies are forgoing the issuance of new policies, increasing premiums, so that finding and maintaining coverage in some areas of the state is more difficult than ever. C.A.R. has prepared a multitude of resources for members and consumers to help homeowners maintain their current policy or, if necessary, find a new one.

FOR MEMBERS

- FAQS
- LEGAL QUICK GUIDES
- SHAREABLE SOCIAL MEDIA CONTENT
- CCRE INSURANCE REPORT

CALIFORNIA FAIR PLAN FAQ

Q: What is the California FAIR Plan?

A: The California FAIR Plan is a property insurance program that provides coverage to homeowners in high-risk areas. The California FAIR Plan is a program that provides insurance coverage to Californians who cannot find coverage through no-fault of their own. This is often a result of having a home in a high-risk area.

Q: Does the FAIR Plan satisfy mortgage lenders' requirements?

A: Yes, it does. As an insurer of last resort, the FAIR Plan serves as a temporary safety net for property owners until traditional insurance coverage becomes available. FAIR Plan fire insurance policies satisfy mortgage lenders' requirements and protect homeowners against losses in the event of a fire and other named perils.

QUICK GUIDE

Fire Insurance

There is a specific contingency for insurance in the Residential Purchase Agreement...
The impact of California wildfires has impacted the cost and availability of the insurance...
A buyer who requires fire insurance to complete a property purchase should let their public agent without...
There are restrictions on an insurance company's right to rescind coverage or "non-renew" an existing...
Download the FULL FACT SHEET! smartzonecar.org

7 STEPS TO NAVIGATE INSURANCE ASSISTANCE FOLLOWING THE CALIFORNIA WILDFIRES

- Contact Your Insurer Immediately
- Set Up Systems for Your Documents
- Inventory the Damage
- Carefully Review Your Insurance Policy
- File Your Claim
- Work With an Adjuster
- Advocate for Yourself

Download the FULL FACT SHEET! smartzonecar.org

CENTER FOR CALIFORNIA REAL ESTATE REPORT

PROPOSED SOLUTIONS FOR CALIFORNIA'S HOMEOWNERS INSURANCE CHALLENGES

JULY 11, 2025

ccre.us

FOR CONSUMERS

- FACT SHEETS
- HOME INSURANCE HELP FAQ
- HOMEOWNER INSURANCE TIPS

HOW TO FIND (OR KEEP) FIRE INSURANCE

After several years of record-breaking wildfires...
8 TIPS FOR HOMEOWNERS IN WILDFIRE ZONES

7 STEPS TO NAVIGATE INSURANCE ASSISTANCE FOLLOWING THE CALIFORNIA WILDFIRES

1. Contact Your Insurer Immediately
2. Set Up Systems for Your Documents
3. Inventory the Damage
4. Carefully Review Your Insurance Policy
5. File Your Claim
6. Work With an Adjuster
7. Advocate for Yourself

120

C.A.R.'S HOMEOWNERS INSURANCE HELPLINE

This free member benefit was established with two primary objectives; to collect information on real world challenges you face when dealing with insurance issues and to direct you to resources to help navigate the state's evolving insurance landscape.

 insurance@car.org

 (213) 739-7225

PODCASTS & WEBINARS ON HOMEOWNERS INSURANCE

From industry-leading events to insightful webinars and podcasts, C.A.R. fosters a wealth of conversations to advance the dialogue surrounding homeowners insurance in California.

















We're here to navigate these insurance challenges with you every step of the way.
on.car.org/homeinsurance

OUR MISSION: KEEPING YOU INFORMED



E-Newsletters

C.A.R. produces 14 newsletters that are delivered right to your inbox. From the weekly Newsline newsletter to the monthly Legal Tools publication, each newsletter is filled with valuable information for you, your business and your clients.

-  NEWSLINE
-  INDUSTRY LEADERS
-  VIRTUAL ADVOCATE
-  MARKET MATTERS
-  RESEARCH HIGHLIGHTS
-  PRESIDENT'S MESSAGE
-  TRANSACTIONS TODAY
-  ALL VOICES
-  C.A.R. NEXT WEEK
-  CCRE CONSUMER TRENDS & INSIGHTS TOOLKIT
-  REALEGAL®
-  LEGAL TOOLS
-  BROKER INSIGHTS
-  PROPERTY MANAGEMENT



Webinars

As a member of C.A.R., you may participate in live, interactive webinars, free of charge, from your own computer, tablet or mobile device. Or access webinar recordings of those you missed on finance, legal, market data topics and more.



Podcasts

Discover and listen to the latest podcasts from C.A.R. and keep up with what matters in the real estate industry.

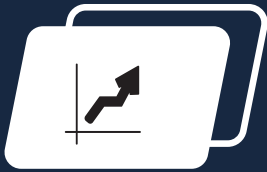
-  HOUSING MATTERS
-  LEGAL MATTERS
-  UNLOCKING CALIFORNIA POLITICS
-  WomanUP!® LIVE





Center for California Real Estate (CCRE)

The Center for California Real Estate (CCRE), an institute of C.A.R., serves as a nexus for multi-disciplinary thinking aimed at addressing some of the state's most challenging issues. Bringing together key experts from a variety of fields — including academia, government, nonprofit, and industry — CCRE produces new knowledge and serves as a key resource about housing issues for all C.A.R. members, external entities, the media and the public.



CCRE Consumer Trends & Insights Toolkit

This toolkit is a monthly C.A.R. member resource delivering ready-to-use marketing tools, including social media graphics, slides, and infographics designed to help REALTORS® engage clients, spotlight emerging consumer trends, and demonstrate their value in today's fast-changing market. Materials are ready for use in listing presentations or to share directly with clients.



FREE 45CE License Renewal Package

C.A.R. Education is happy to provide members with all the Continuing Education they need to renew their real estate license. Join the tens of thousands of members who regularly claim their free license renewal package every year! All offerings meet DRE requirements and include Ethics and Fair Housing courses that fulfill REALTOR® Training Requirements for NAR.



Interactive Housing Market Dashboards

C.A.R.'s interactive dashboards are calculators and data management tools that allow users to interact with data by tracking, monitoring and displaying key housing market metrics. By using our interactive dashboards, users can gain insights by slicing and dicing different variables and dig deeper into local statistics that are more relevant to their markets.





Survey Research [🔗](#)

The C.A.R. Research and Economics team regularly conducts a number of surveys that cover topics relevant to our members and the housing industry. These surveys offer detailed information on topics such as: homebuyers, home sellers, housing demographics, home prices, changes in the real estate industry and C.A.R. member profiles.



Housing Market Forecast [🔗](#)

This semi-annual report projects where mortgage rates, home sales and median prices are headed. Use this general statewide forecast to learn about potential issues that may affect housing prices and inventory levels. Use the data in this report to prepare more accurate budgets and to inform clients about future housing market conditions.



Market Minute Write-Up [🔗](#)

The Market Minute Write-Up is a one-page analysis that offers the most up-to-date information on the economy and the housing market. It is designed to provide members, on a weekly basis, key highlights and concise insights on industry-related issues. Combined with the weekly infographic, the 2-page report is downloadable, shareable and can easily be used as part of the marketing materials for REALTORS®.




Market Infographics [🔗](#)

Add some data visuals to your website, social media or next client meeting with beautifully designed and easy-to-download infographics for your clients and your specific market area:

 CITY + COUNTY MARKET OVERVIEWS

 CA REAL ESTATE INDUSTRY INFOGRAPHICS

 BUYERS' AND SELLERS' GUIDES

 HOUSING AFFORDABILITY INDEX

 CALIFORNIA CONSUMER INFOGRAPHICS

 MARKET CONDITION INDICATORS



County Economic Profiles [🔗](#)

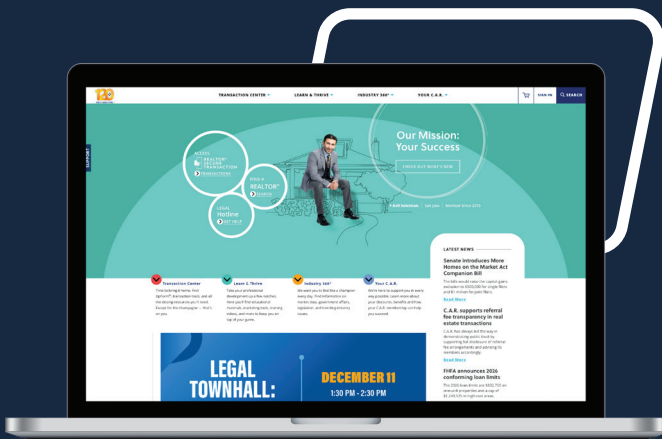
Annual reports that provide an overview of the economy and the housing market conditions at the county level. The reports also include data at the state and the national level for comparison purposes.

OUR MISSION: SERVING AS YOUR TRUSTED RESOURCE

car.org

smartzonecar.org

We're here to help your business in every way possible. The official Association website, car.org, is home base for the tools you need and the support you want. And smartzonecar.org is C.A.R.'s one-stop website designed specifically to help members navigate today's changing industry.



Access C.A.R. Standard Forms, sign up for an education workshop, check out the latest market stats by county, and stay up to date on the latest business practice changes. All of the member benefits highlighted in this guide can be found on your C.A.R. member website, car.org.



Smart Zone walks you through the complexities of the current real estate market, providing you with customizable resources and tools to articulate your unique value proposition, market yourself effectively, and keep your clients informed of market trends.



Need assistance with any of the resources on car.org? C.A.R.'s Customer Contact Center is only a phone call or email away. Call us at **(213) 739-8227**. Email: contactus@car.org

OUR MISSION:

PROVIDING LEARNING & NETWORKING OPPORTUNITIES STATEWIDE



Property Management Virtual Conference

February 26, 2026

The 2026 Property Management Conference delivers timely legal, legislative, and operational updates from trusted experts, helping both new and experienced property managers reduce risk and stay ahead of industry changes. This one-day virtual event is part of C.A.R.'s broader commitment to support members engaged in property management through targeted education, practical tools, and focused communication on emerging issues.



Fair Housing Day

April 14, 2026 • University of California Berkeley

Come join us for C.A.R.'s fifth annual Fair Housing Day event to learn more about California's expansive and continuously changing fair housing laws. Hear from fair housing experts on topics related to property management best practices, fair housing hot topics, supporting clients with disabilities, advocacy, supply concerns, and much more. Make sure to be part of these critical conversations on making the dream of homeownership possible for all Californians. The event is \$35 for C.A.R. members and \$45 for non-members.



Legislative Day Block Party

April 28, 2026 • Sacramento

REALTORS® shut down a full city block in downtown Sacramento to enjoy great food, drinks, and music, and network with other California REALTORS® and legislators, in this kickoff to C.A.R.'s Legislative Day!



Legislative Day

April 29, 2026 • Sacramento

REALTORS® need to engage with their state legislators to establish personal connections and to talk to legislators about the issues that are important to them. C.A.R.'s Legislative Day brings together REALTORS® from across the state who make their presence felt in the state capitol by urging legislators to support good legislation and defeat bad proposals with a focus on creating homeownership opportunities, increasing supply, stopping attacks on housing providers and preserving property rights.



10th Annual WomanUP!® Conference

August 19, 2026 • Westin Pasadena

This one-day event is your opportunity to reignite your why — the passion that drives you — and to gain practical, actionable insights to take the next step in your career. Engage in authentic conversations with industry leaders, connect with a supportive community of ambitious professionals, and walk away inspired to lead with confidence and clarity. Whether you're building your business, leading a team, or exploring what's next, WomanUP!® offers the tools, relationships, and renewed motivation to help you thrive.



REImagine!® Conference & Expo

October 6-8, 2026 • Long Beach Convention Center

This must-attend event is packed with FUN, educational, and interactive experiences to help you stay ahead in your business. Whether you're an industry veteran or brand-new agent, REImagine!® is packed with timely, relevant information you need right now. Learn valuable strategies from CEOs, thought leaders and subject matter experts, dig into hot topics, talk about the biggest industry challenges and opportunities, and find hundreds of valuable takeaways to strengthen and grow your business.

We can't wait to walk the exhibit hall floor with you, discover the latest strategies and aha moments in sessions, and forge meaningful, career-building relationships with REALTORS® from across the state. You need to be there!





STEPS Toward Homeownership Virtual Meetings

2026 Dates: April 8, June 10, September 9, December 3

Our STEPS Toward Homeownership program addresses housing affordability from the perspective of financial literacy via virtual meetings. We share the latest lending and down payment options available so you can provide clients with all the tools and resources to make the best decision for their situation. This program brings relevant information to our members about credit scores, financial planning, leveraging down payment resources, and options for low- to moderate-income earners so that we can educate our buyers. Hot topics include condo budgeting and repairs, and homeowners insurance.



Team Leader Town Halls

2026 Dates: February 11, May 16, August 12, November 17

Teams have been a game changer in the real estate industry. If you lead a team — whether of 2 or 22, please join us for conversations focused on your role as a team leader. Topics include DBAs, employee regulations, education, and so much more. If you lead a team, connect with teamservices@car.org.



Industry Leader Town Halls

Bi-monthly meetups for California Brokers! Legal updates, hot topics, legislative news, and so much more. These calls are packed with the latest real estate industry information. This is for brokerages of all sizes, but we do require that you be an active broker.



Leadership Academy

Invest in your future as a REALTOR® leader. The C.A.R. Leadership Academy is an immersive, year-long experience designed to cultivate high-potential leaders who reflect the diversity and strength of California's real estate community. Participants take part in monthly trainings, expert coaching, and collaborative projects designed to solve real industry challenges. Only 20 REALTORS® are selected each year, making this one of C.A.R.'s most competitive and impactful programs for leadership growth.



Leadership Development & Training

Drive leadership excellence for REALTORS® statewide. Through immersive workshops, hands-on learning, mentoring, and exclusive networking opportunities, C.A.R. develops confident, informed leaders who champion homeownership and strengthen the real estate profession. Signature programs include Leadership EDGE, C.A.R.'s premier invitation-only experience that builds the confidence, skills, and strategic insight incoming leaders need to serve effectively and make a lasting impact across local associations, statewide leadership positions, and national REALTOR® leadership roles.



Check out the full events calendar:
on.car.org/eventscalendar

OUR MISSION: POSITIONING THE REALTOR® BRAND



Consumer Ad Campaign

TV commercials, digital media and partnerships to create awareness of the REALTOR® brand and demonstrate the many benefits of the consumer-REALTOR® relationship.

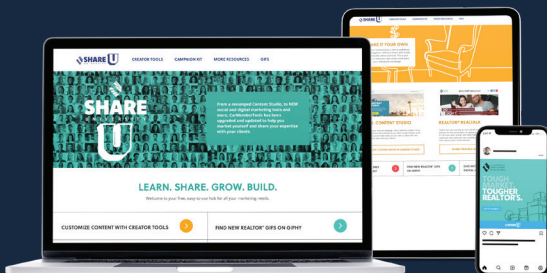
The Year of Influence

In 2025, we introduced The Year of Influence as a way to spotlight how Californians rely on REALTORS® when making important housing decisions. The initiative centered on real people and experiences, pairing personal stories with broader public outreach to reflect the realities of buying and selling a home in California.



Share University

Where CA REALTORS® go for personalized marketing content. Your go-to digital marketing hub to help you market yourself and share your expertise with your clients.



CONSUMER AD CAMPAIGN MARKETING TOOLKIT



ANIMATED SOCIAL MEDIA GIFS



WHO'S YOUR REALTOR®? ZOOM BACKGROUNDS



CONTENT STUDIO



WHO'S YOUR REALTOR®? AUGMENTED REALITY



REALTOR® REALTALK

OUR MISSION: CREATING A POSITIVE IMPACT IN THE COMMUNITY

REALTOR® COMMUNITY



Local Association Support

Enhance member value across California by strengthening local association operations and leadership. We equip Association Executives and local REALTOR® associations with high-impact guidance, professional development, tools, and responsive support to help them deliver exceptional member services, tackle complex industry challenges, and lead more effectively in their communities.



Californians for Homeownership

C.A.R.'s 501(c)(3) impact litigation organization that works to address California's housing crisis in the courts. The organization enforces C.A.R. sponsored and supported housing bills and helps defend residential development projects and pro-housing cities against meritless lawsuits.





DIVERSITY & INCLUSION



Fair Housing

C.A.R. is committed to fair housing and diversity. Ensuring that C.A.R. members and leaders reflect our diverse California communities is a top priority for C.A.R., and it is paramount to the growth and viability of this industry. C.A.R. is working to address demographic disparities and inequalities that persist in housing and in the real estate industry with diversity and fair housing education, research, resources and advocacy that aim to expand homeownership opportunities for all Californians. C.A.R. is committed to ensuring all REALTORS® are aware of the extensive California fair housing laws in this changing landscape.



Differently Abled Affinity Group (DAAG)

C.A.R.'s Differently Abled Affinity Group advocates for and provides awareness of the needs of differently abled REALTORS® and clients. C.A.R. is committed to ensuring all REALTORS® can practice regardless of ability and that clients can find a home to meet their unique needs.



Latino Professionals Network (LPN)

C.A.R.'s Latino Professionals Network (LPN) is dedicated to amplifying the voices of Latino REALTORS® in California. LPN is an inclusive community of REALTORS® committed to increasing business opportunities, advancing leadership and uniting our voices to champion access to homeownership in our communities through policy, resources and education. Join the conversation today at on.car.org/lpn.



WomanUP!® [f/group](#)

The WomanUP!® mission is to help women move up and find their voice in the real estate business. We are dedicated to empowering women – whether that means becoming a broker, stepping into a leadership role, championing change as an advocate, or pursuing any path that strengthens and shapes the industry. WomanUP!® provides the tools, strategies, and community support needed to take the next bold step in your career, helping you reach your full potential and create meaningful impact.



Young Professionals Network (YPN)

C.A.R. YPN addresses the growing needs of young professionals in the real estate industry. We play a vital role in supporting and guiding local association YPNs by providing resources, direction, and leadership development opportunities. Through this statewide collaboration, the network aims to strengthen the future of the real estate profession and create pathways for increased member engagement and leadership at all levels of the organization. Join us at our virtual quarterly WakeUP YPN meetings to network with peers, share best practices, stay updated on C.A.R. events and resources, and connect with YPN leaders across the state!



CARES



For more than 75 years, California REALTORS® have gone beyond buying and selling homes. We've invested in the people and communities that make California thrive through grants and scholarships from the four charitable causes listed below. **CARES** is a new philanthropic initiative that supports these causes and unifies fundraising, expands awareness, and inspires broader support across the REALTOR® family and beyond to amplify the philanthropic efforts of all California REALTORS®.



● **Pathway to Home Closing Cost Assistance Grant Program**

Our Pathway to Home Closing Cost Assistance Grant Program is designed to aid first-time homebuyers belonging to underserved communities in overcoming affordability challenges. We offer a generous grant of up to \$10,000 to assist with closing costs. These grants are available to first-time homebuyers with low- to moderate income (at or below 120% of the Area Median Income) who choose to work with a California REALTOR®. The program encompasses every county in California.



● **Scholarship Foundation**

The Scholarship Foundation is a 501(c)(3) nonprofit established in 1948 to support California students pursuing real estate-related careers at two-year colleges and four-year universities. Since its inception, the Foundation has awarded more than \$1,000,000 in scholarships to promising students across the state. Its mission is to develop future industry leaders by encouraging high-quality real estate education and supporting students whose talent and leadership potential will benefit California's communities.



● **Education Foundation**

Since its inception, the Education Foundation, a 509(a)(3) public charity, has awarded more than \$500,000 to support professional development, continuing education, and industry-enhancing opportunities statewide. In addition to supporting individual REALTORS®, the Foundation also offers grants to local associations of REALTORS® to fund innovative educational programs and events.



● **C.A.R.'s Disaster Relief Fund**

C.A.R.'s Disaster Relief Fund offers financial assistance to REALTORS®, their employees, and association staff who experience losses during natural disasters to ease immediate burdens in the aftermath. Over the past 20+ years, the fund has distributed more than \$2 million in assistance.

152 FOR 342

OUR MISSION:

PROVIDING YOU THE RESOURCES TO HELP YOU AND YOUR BUSINESS SUCCEED.

SO WHAT DOES YOUR \$342 C.A.R. MEMBER DUES GET YOU?









HERE ARE **152** BENEFITS TO START WITH!

*VALUES ARE ESTIMATED AMOUNTS

THE VALUE OF 100% SUPPORT FROM YOUR ASSOCIATION IS HARD TO PUT ON PAPER. BUT WE'RE GOING TO TRY HERE WITH YOUR FREE MEMBER BENEFITS!

	MEMBER BENEFIT	COST	VALUE	LINK
	Annual Historical Data Summary Report Tracks trends in California's housing market from 1968 to present.	FREE	\$100	
	California Rental Listing Service, powered by Rental Beast Comprehensive database of 10M+ rental properties.	FREE	\$1,000	
	C.A.R. Partner Program Third-party business solution services.	FREE	\$1,000+	
	C.A.R. Staff Outreach Programs C.A.R. officers/staff present the latest industry updates to local associations and brokerages.	FREE	Up to \$2,500	
	C.A.R. Standard Forms Standardized forms created by C.A.R. attorneys for your business transactions.	FREE	Priceless	
	C.A.R. Transaction Coordinator Exclusive seat license empowers your TC to keep transactions on track within zipForm.	FREE	\$149	
	CE License Renewal Classes Includes all 45 CE units needed to renew your real estate license.	FREE	\$65	
	Center For California Real Estate (CCRE) Live and Virtual Panel Events Presenting insights about critical issues affecting the real estate industry.	FREE	\$50/event	
	Center For California Real Estate (CCRE) Pepperdine Workshops Earn a professional certificate in local government from Pepperdine University.	FREE	\$1,100/workshop	
	Digital Ink and AuthentiSign Digital signature solution for your forms.	FREE	\$129	
	Disaster Relief Fund and Resources Fund to help those who have been affected by natural and other disasters.	FREE	Up to \$5K per grant	
	Diversity & Fair Housing Grants Grants to support local association and community First-Time Homebuyer Initiatives.	FREE	Up to \$2,500 per grant	
	Down Payment Resource Directory	FREE	\$348/yr	
	Ethica AI Free AI-generated video for every listing.	FREE	\$29/listing	

	MEMBER BENEFIT	COST	VALUE	LINK
	HAF (Housing Affordability Fund) Local Association Grant Program Grants to support local associations' housing initiatives.	FREE	\$1,000+	
	HAF's Pathway to Home Closing Cost Assistance Grant Program Closing cost assistance for first-time homebuyers from underserved communities.	FREE	\$4M in total grants	
	Housing Perspective (Customizable) Personalized market analysis to share with clients.	FREE	\$50/report	
	Hurdlr Premium Tracks your mileage, expenses, income streams and tax deductions in real-time.	FREE	\$120	
	Legal Action Fund Supports preventative law programs and assists in important industry cases.	FREE	Priceless	
	Legal Hotline - (213) 739-8282	FREE	Priceless	
	Legal Live Webinars	FREE	\$20-\$40/webinar	
	Local Association Training Local government training on how to develop a grassroots lobbying strategy and more.	FREE	\$400	
	Local Legislative Support Supports local associations on policy issues at the local government level.	FREE	Priceless	
	Multicultural Scholarship to C.A.R. Legislative Day	FREE	\$15,450	
	Ombudsman Hotline - (213) 739-7227	FREE	REALTOR® volunteer time	
	Peer-to-Peer Ethics Infoline - (213) 739-9160	FREE	REALTOR® volunteer time	
	Real Grader Instacard Free digital business card + audit of your online presence.	FREE	\$99	
	REALTOR® Campaign School Supports aspiring REALTOR® candidates contemplating a run for local office.	FREE	\$400	
	REALTOR® Secure Transaction Access to third-party tools for a modern, efficient and secure real estate transaction.	FREE	\$2,000+	
	REImagine!® Conference & Expo - reimagineexpo.org	FREE	\$500	
	STEPS Towards Homeownership Virtual Events	FREE	\$250/event	
	Transaction Rescue Assistance Program - (213) 739-8383	FREE	\$250/case	
	Transaction Rescue Webinars	FREE	\$100/webinar	
	Transaction - zipForm/Transact Edition The essential forms software of real estate professionals nationwide.	FREE	\$139/yr	
	WomanUP!® Live Webinars	FREE	\$500/yr	

	MEMBER BENEFIT	COST	VALUE	LINK
	zipCommunity Securely share sensitive information with your client and their escrow officer.	FREE	A zip-exclusive for C.A.R. members	
	zipForm MLS-Connect Auto-populate info from an MLS listing into your zipForm contract, hassle-free.	FREE	A zip-exclusive for C.A.R. members	
	zipForm Mobile Manage online transactions from your mobile device.	FREE	\$26	
	zipForm Record-Connect Auto-populate info from the national public records database into your transaction.	FREE	\$25	
	zipTMS Agent Dashboard Dashboard system to track activities and document due dates within a transaction.	FREE	\$350	
	zipVault Digital document storage for five years.	FREE	\$350	

BTW, WE'RE NOT DONE WITH YOUR FREE BENEFITS JUST YET:

	MEMBER BENEFIT	COST	LINK
	Affordable Inventory Interactive Report Monitors listings available to households earning <\$100K per year in a specific market.	FREE	
	Annual County Economic and Housing Market Profile A comprehensive analysis of the economic status of counties.	FREE	
	Augmented Reality — Who's Your REALTOR®? On your smartphone, place an AR version of a "WYR?" sign in front of a new listing.	FREE	
	Broker Resources	FREE	
	Buyer's Guide Current market snapshot of your local area from the perspective of a buyer.	FREE	
	C.A.R. Education Foundation Awards for REALTORS® who have enrolled in real estate-related courses.	FREE	
	C.A.R. Field Representatives Visit local associations to help members participate in government issues.	FREE	
	C.A.R. Homeowners Insurance Resources	FREE	
	C.A.R. Housing Market Forecast	FREE	
	C.A.R. Legislative Advocacy	FREE	
	C.A.R. Sales and Price Report News Release	FREE	
	Capitol Hill Visits	FREE	

MEMBER BENEFIT

COST

LINK

	MEMBER BENEFIT	COST	LINK
	Center For California Real Estate (CCRE) Reports	FREE	
	Consumer Advertising Campaign	FREE	
	Content Studio Create personalized marketing videos using the C.A.R. Consumer Ad Campaign.	FREE	
	County Market Update	FREE	
	Customer Contact Center - (213) 739-8227	FREE	
	Differently Abled Affinity Group (DAAG) Advocates for and provides awareness to the needs of differently abled members and their clients.	FREE	
	Disclosure Charts and Checklist	FREE	
	Diversity and Inclusion Programs Efforts to further belonging within our community and organization to drive success and innovation.	FREE	
	Fair Housing Advocacy	FREE	
	Fair Housing and Diversity Awards Celebrate REALTORS® for their work to promote inclusion and equal housing opportunities.	FREE	
	Federal Legislative Support	FREE	
	Find a REALTOR® Search Tool Car.org feature providing consumers with an easy way to locate a local REALTOR®.	FREE	
	Forms Tutor Online service that explains the C.A.R. Standard Forms clause-by-clause.	FREE	
	Global Monthly Focus Special Events Connects members with global industry experts to explore real estate practices around the world.	FREE	
	Government Affairs Videos Video library of C.A.R.'s activities on the legislative front.	FREE	
	Historical Housing Data Report	FREE	
	Homeowners Insurance Helpline - (213) 739-7225 • insurance@car.org	FREE	
	Home Price Fundamentals Interactive Report Monitors the sustainability of home prices in your area.	FREE	
	Housing Affordability by Ethnicity Report	FREE	
	Housing Affordability Fund (HAF) Promotes homeownership and addresses housing opportunities locally and statewide.	FREE	
	Housing Affordability Index Data Statistics	FREE	

MEMBER BENEFIT

COST

LINK

	MEMBER BENEFIT	COST	LINK
	<p>Housing Inventory Report Current snapshot of the inventory of homes available for sale in your area.</p>	FREE	
	<p>Housing Market Interactive Map View the latest housing market trends by county.</p>	FREE	
	<p>Housing Market Overview Shareable Report</p>	FREE	
	<p>Housing Market Summary by County</p>	FREE	
	<p>Housing Supply Interactive Report Helps monitor active listings by month, price range and region on a monthly basis.</p>	FREE	
	<p>Industry Leaders Emails</p>	FREE	
	<p>Industry Leaders Town Halls</p>	FREE	
	<p>Informational Town Halls Virtual meetings to educate CA REALTORS® on current issues.</p>	FREE	
	<p>Latino Professionals Network (LPN) A community to build strong support systems, increase business opportunities and break down barriers.</p>	FREE	
	<p>Legal Launchpad Resource hub to get information related to legal matters in real estate.</p>	FREE	
	<p>Legal Q&As Cover over 150 subjects in 50-plus categories.</p>	FREE	
	<p>Legal Tools Resources to help you understand how the law impacts your business or transaction.</p>	FREE	
	<p>Legislative Day Discuss with state legislators issues important to REALTORS®.</p>	FREE	
	<p>Local Market Year-To-Date Update</p>	FREE	
	<p>Luxury Market Interactive Report</p>	FREE	
	<p>Market @ a Glance A one-pager that provides the most recent trends in the state's housing market.</p>	FREE	
	<p>Market Minute Write-Up Weekly analysis on the latest economic and housing market news.</p>	FREE	
	<p>Member Education Program Educates members about what's going on in the legislative arena.</p>	FREE	
	<p>Member Mobilization Trains members to take part in the legislative process at the grassroots level.</p>	FREE	
	<p>Member Profile Page Promote yourself to consumers in car.org's "Find a REALTOR®" Search Tool.</p>	FREE	

MEMBER BENEFIT

COST

LINK

	MEMBER BENEFIT	COST	LINK
	New California Legislature Law Summaries	FREE	
	New Member FAQs	FREE	
	New Member Toolkit	FREE	
	News Releases and Statements	FREE	
	Newsletter: All Voices: Diversity & Fair Housing (Bi-monthly, 6 issues)	FREE	
	Newsletter: Broker Insights (Monthly, 12 issues)	FREE	
	Newsletter: C.A.R. Newslite (52 issues)	FREE	
	Newsletter: CCRE Consumer Trends & Insights Toolkit (Monthly, 12 issues) Ready-to-use marketing tools for members to share directly with their clients.	FREE	
	Newsletter: Industry Leaders (52 issues)	FREE	
	Newsletter: Legal Tools (Monthly, 12 issues)	FREE	
	Newsletter: Market Matters (52 issues) Weekly ready-to-use real estate news for your clients.	FREE	
	Newsletter: President's Message (Monthly, 12 issues)	FREE	
	Newsletter: Property Management (Quarterly, 4 issues)	FREE	
	Newsletter: Realegal® (Bi-monthly, 6 issues)	FREE	
	Newsletter: Research Highlights (Monthly, 12 issues)	FREE	
	Newsletter: Transactions Today (Monthly, 12 issues)	FREE	
	Newsletter: Virtual Advocate (Bi-weekly, 24 issues)	FREE	
	Newsletter: Weekly Webinar Roundup (52 issues)	FREE	
	Podcast: Housing Matters	FREE	
	Podcast: Legal Matters	FREE	

MEMBER BENEFIT

COST

LINK

	MEMBER BENEFIT	COST	LINK
	Podcast: Unlocking California Politics	FREE	
	Podcast: WomanUP® Live!	FREE	
	Purchasing Power Calculator Shows impacts of mortgage interest rates on homebuying.	FREE	
	Quarterly Member Resource Showcase	FREE	
	REALTOR® Action Fund Fund to protect private property rights through C.A.R.'s lobbying efforts.	FREE	
	REALTOR® GIFs Add some humor into your client text threads with C.A.R.'s REALTOR® GIFs.	FREE	
	REALTOR® Market Sentiment Report	FREE	
	REALTOR® Party of California C.A.R. members working to advance public policies that protect property interests.	FREE	
	REALTOR® RealTalk Customizable content for your social media marketing.	FREE	
	REALTOR® Social Stickers Stickers to add to your pics and stories on Instagram.	FREE	
	Red Alerts/Calls-for-Action Communication to take action on important legislative issues.	FREE	
	Rising Stars Award Recognizes up-and-coming agents to help boost their growing careers.	FREE	
	Sales and Price Statistics	FREE	
	Sample Legal Letter Library (Buyer, Buyer's Agent, Seller, Listing Agent, etc.)	FREE	
	Seller's Guide Current market snapshot of your local area from the viewpoint of a prospective seller.	FREE	
	State Legislative Support Provide guidance and support on local government public policy matters.	FREE	
	State of the Consumer Report & Motion Graphics Insights on home buyers, home sellers, housing demographics, home prices, etc.	FREE	
	State of the Housing Market Report & Motion Graphics Comprehensive look at recent developments and outlook for the housing market in CA.	FREE	
	Tax Portability Calculator Estimates home sellers' annual property tax savings under Prop 19.	FREE	
	Team Services Quarterly Town Halls	FREE	







MEMBER BENEFIT

COST

LINK

	Transaction Tips & Training Dashboard	FREE	
	Website: C.A.R.'s Official Home (car.org)	FREE	
	Website: Center for California Real Estate (ccre.us) Resources, news and events on CA's critical industry issues.	FREE	
	Website: Champions of Home (championsofhome.com) Provides consumers with info about working with a CA REALTOR®.	FREE	
	Website: Fair Housing (fairhousingcalifornia.org) Education, research, resources and advocacy to expand homeownership for all.	FREE	
	Website: Share University (shareuniversity.car.org) Create personalized and shareable client marketing materials.	FREE	
	Website: Smart Zone (smartzonecar.org) Resource site dedicated to helping you succeed in today's market and changing industry.	FREE	
	Website: WomanUP!® (iamwomanup.com) A C.A.R. community to support women's growth in real estate.	FREE	
	Weekly Housing Market Update	FREE	
	Young Professionals Network (YPN) Facilitates opportunities for members to get involved in Association leadership.	FREE	

HAVE YOU HEARD OF "THE C.A.R. MEMBER DISCOUNT?" IT'S REAL. HERE'S PROOF:

	MEMBER BENEFIT	MEMBER DISCOUNT?	VALUE	LINK
	Broker Conference at REImagine!® Conference & Expo	✓	\$500	
	C.A.R. Insurance Products - RealCare - (800) 939-8088 One-stop-shop for members looking for quality insurance at reasonable prices.	✓	Value dependent on plan	
	Fair Housing Day Conference	\$35/ticket	\$425	
	Property Management Virtual Conference	✓	\$99	
	Tech Tuesday at REImagine!® Conference & Expo	✓	\$1,200	
	Website: C.A.R. Business Products (store.car.org)	50%	Value dependent on product	
	WomanUP!® Conference	✓	\$500	
	YPN Ignite at REImagine!® Conference & Expo	✓	\$220	

HERE FOR YOU

Keep this guide with you throughout the year and if you need direct support, you know where to find us...

FOLLOW US “@CAREALTORS”



CONTACT US

915 L Street, #1460, Sacramento, CA 95814

C.A.R. Office - (213) 739-8200

C.A.R. Legislative Office - (916) 492-5200

Customer Contact Center - (213) 739-8227

Homeowners Insurance Helpline - (213) 739-7225

Legal Hotline - (213) 739-8282

Ombudsman Hotline - (213) 739-7227

Peer-to-Peer Ethics Infoline - (213) 739-9160

Transaction Rescue - (213) 739-8383

Consumer Mediation - (213) 739-8376

CAR.ORG