



RCAOC
REALTORS® Commercial Alliance
of Orange County



E-Mail Newsletter

JULY 17, 2017

VOLUME 2, NUMBER 1

Schedule of TFS and Events can be found on our website

www.RCAOC.org

What's New on our Website?

County Records Research

RCAOC Members, Affiliates, Vendors and Friends

Another year is fast approaching the close. We have begun the 2nd half of our Association's calendar year and with that there several items which must be addressed or brought to the attention of all of our members which are critical not only to each of you as individuals but also to all of you as members of our Association. If I had only one word too succinctly to convey, I would say that word would be PARTICIPATION.

Participation (*noun*): an act; the fact of taking part, as in some action; a sharing, as in benefits.

1. **Board of Directors:** Directors are appointed for terms up to three (3) years. As a Director the responsibilities are not that gruesome as you may imagine. The Directors of RCAOC are both voting and non-voting positions. The Directors help with implementation of C.A.R. and N.A.R. policies and procedures, Mandatory Core Standards, Association functions, Membership, Events, Speakers, Financial well being and seeking out member benefits.

BOD meets once per month with meetings lasting around 2-hrs. The average Director's investment averages 4-hrs/mo.

Currently we have four (4) openings for Directors which we need to file immediately.

Question: Are you willing to participate in your Association as a Director?

2. **Officers:** RCAOC's By-laws require Officers; the officers are President, President-Elect, and Secretary/Treasurer, each officer is also a Director. Each office services a term of one (1) year and nominated by the BOD and/or Membership for each position. An Officer is a Leadership Position. This is where a little more time commitment is required, in the past several years Officers have invested as little as 5-hrs/mo. and up to 30-hrs a month. The average time invested in the leadership position is around 15-hrs. a month.

Each year the Association elects its Officers of the next year. RCAOC By-laws do not restrict the number of consecutive years they can hold a position.

RCAOC must notify C.A.R. and N.A.R. by August of each year who the Officers will be for the next year.

Question: Are you willing to participate in your Association as an Officer?

3. **Mandatory Core Standards:** Each year NAR requires minimum mandatory core standards to be met in order to remain in good standing as an Association. This is daunting task which has unfortunately shoulder by the

BOD.

The BOD is committed to remaining a viable Association, however, without, your contributions as a member this task is becoming more difficult each year. So, how can you help? (BTW – this requires “group” participation, which is defined as: 2 or more members participate at the same event representing the Association).

There are many areas such as Community Outreach, Political Activity (supporting C.A.R. and N.A.R. “voice of action” or “voice of real estate” in response to pending legislation issues), Consumer Outreach, etc. As a note, much of MCS and outreach revolves around residential real estate. This may seem to be contrary to Commercial Real Estate, however, even though it is not directly related, it is indirectly related because all of the residential issues are affected or affect commercial real estate.

Here’s where we need help:

- Can you participate in an event, such as Habitat for Humanity?
- Social Media – Can you manage the Association's Social Media Accounts to get the out-reach messages to the public?
- Can you help the Association bring in Speakers who have beneficial topics for Realtors and the Public?
- Can you bring in new members? (Primary, Secondary, Educational, Trade Affiliates)
- Can you recommend a member benefit?

New Member Benefit

This year we have added a new member benefit: **County Records Research**. This service offers membership to the “Distressed” property records in a real-time delivery system. As an RCAOC member, you get the 1st month free, no long-term commitment required (cancel at any time); a designated bidder (assume you can’t attend an auction); live-auction training field trips with Kurt. Learn more and sign-up is on our website: www.RCAOC.org (look for the button on the home page).

Enhance Member Benefit from One of Our Vendors

“**ApplyConnect**” has just added “Rent Collect” service which allows tenants to make rent payments to their landlord via electronic means. There is a small fee associated with the payment services, which is charged to the tenant. Per Apply Connect, the funds are electronically transferred to the landlord's account in about 24-72 hrs. after the tenant has paid. Tenant payments can be made by e-check, debit or credit card.

RCAOC Mailing
Address

P.O. Box 17921, Anaheim
Hills, CA 92817-7921

What's new?

Our IT department has migrated our website to a new format and server. This new format makes the website "portable device" friendly, more storage space and easier to manage for the Association.

We have added a Member Directory page, which allows the public or any member to connect our members. PLEASE be sure to provide your contact info so you can be included on our member's page. This is a FREE opportunity for you to "toot your horn".

Other NEWS

ETHICS: RCAOC will be conducting N.A.R. required Ethics training session, which is mandated every 2-yrs. on July 26, 2017 3-5PM. This is FREE to our members and there is a \$10.00 charge to all RCAOC non-members. (if the non-member becomes a member within 30-days of this session, the \$10.00 will be credited towards membership).

DON'T LOOSE YOUR N.A.R. BENEFITS!

CONCLUSION

As your President, I and the Association really need your help. It is your Association and it is your membership. Together we all help each other raise!

Yours truly,



Joel Carlson, President RCAOC
714-271-7322
joel@joelcarlson.com
MJC Realty

Contact information

Realtors Commercial Alliance of Orange County

Roxie McClintock
Association Executive
Phone: (714) 432-1830
Email: rcaoc.ae.roxie@gmail.com

Joel Carlson
Association President
Phone: (949) 653-1788
Email: Amir@A-Team-InternationalRealty.com

Web links

- National Association of REALTORS®
- National Association of REALTORS® Commercial
- California Association of REALTORS®
- California Association of REALTORS® Commercial
- CCIM Institute
- Counselors of Real Estate (CRE)
- Institute of Real Estate Management (IREM)
- REALTORS® Land Institute (RLI)
- Society of Industrial and Office REALTORS® (SIOR)
- Womens Council of REALTORS®
- Apartment Association of Orange County
- AIR Commercial Real Estate Association
- BOMA International
- ICSC, International Council of Shopping Centers
- NAIOP
- CREW Network
- Urban Land Institute