

January 20, 2025



Santa Barbara Association of REALTORS®

Weekly Newsletter

New Year, New Communications



We understand that your inbox is flooded with emails every day. To ensure you don't miss any important updates, our weekly newsletter and all alerts will be sent through our new platform. Please take a moment to update your communication preferences. All SBAOR updates, including billing, education, events, red alerts, and more, will be delivered via this new platform. Be sure to review our weekly newsletter to stay current on all things Real Estate. We also strongly recommend opting in for text message notifications. You can update your preferences at any time.

[Customize My Preference Page](#)



Summer Knight

2025 SBAOR President

Fire Preparedness:

How To Fire Harden Your Home

As wildfires continue to impact communities throughout California, including the current fires in Los Angeles, it's crucial for us in Santa Barbara to take proactive steps to protect our homes and loved ones. Fire-hardening your home doesn't just reduce the risk of damage, it can save lives. Drawing on valuable insights from the California Association of REALTORS®, here's what you need to know:

[View Here](#)

New to the MLS



There is now a section available in the MLS for temporary rentals. If you or someone you know has housing that is suitable for a displaced individual, we encourage you to list the property under the **Fire Relief Rental property type**. This can be a home share, or any available space to assist those who have lost their homes. Listings from other property types can be added to the Fire Relief Rental type by using the Copy listing function. You can also keep listings in both the Rental and Fire Relief Rental sections of the MLS. The listings can be searched under the Fire Relief Rental search template of the Quick Seach. The list will be available for the public to search on SBAOR.com and shared with local media outlets.

[View Here](#)

Did you know?

Homeowners With Your Property in a Trust

The Los Angeles fires are showing us that there have been some insurance challenges and even denials due to the title of a property being in a trust, but the insurance is in the individual homeowner's name(s).

If your property is in a trust, we recommend contacting your insurance carrier to ensure your trust is included on your policy. Insurance providers vary: some may easily add your trust to your policy, while others may require a full re-quote, which could affect your rate and coverage, or charge a fee to add the trust. **Remember – your due diligence now can help you in the future!**

Market Mastery

C.A.R. & N.A.R. News

Upcoming Townhalls with C.A.R. President, Heather Ozur

We invite you to join C.A.R. President Heather Ozur for one of our upcoming townhalls, where she and other C.A.R. leaders will discuss the ways we are supporting our members during this crisis. Attendees will also have the opportunity to ask questions and share information that could be beneficial to others.

Upcoming Townhall Dates:

Wednesday, Jan. 22, 1:00 p.m. – 2:15 p.m. [Register here](#)

Tuesday, Jan. 28, 1:00 p.m. – 2:15 p.m. [Register here](#)

We recognize that many of you have pressing questions related to transactions, insurance, price gouging, and other wildfire-related legal concerns. To address these, C.A.R.'s legal team will host two dedicated legal townhalls:

Friday, Jan. 24, 10:00 a.m. – 11:15 a.m. [Register here](#)

Thursday, Jan. 30, 10:00 a.m. – 11:15 a.m. [Register here](#)

You are welcome to attend multiple townhalls, though please note that the content will be similar. All sessions will be recorded and made available on C.A.R.'s [Smart Zone website](#).

We are here to support you during this difficult time and encourage you to take advantage of these opportunities for information and assistance. If you have questions for C.A.R. about the wildfires, please email us at LAfires@car.org.

Applications Open for State Allocated NAR Director and C.A.R. Director for Life

The applications for 2026 State Allocated NAR Director, and 2026 Director for life are now available.

Members can now apply for State Allocated NAR Director [HERE](#). The deadline to apply is February 28, 2025. If you plan to apply, please note that you will need an acknowledgement letter from your association. You can find a sample acknowledgement letter [HERE](#).

Members can now apply for 2026 C.A.R. Director for Life [HERE](#). The deadline to apply is February 28, 2025. If you plan to apply, please note that you will need a letter of good standing from your association. You can find a sample letter of good standing [HERE](#).



**CALIFORNIA
ASSOCIATION
OF REALTORS®**

Appeals Court Delivers Victory in Floorplans Case Supported by NAR

The Eighth Circuit Court of Appeals has sided with two brokerages in a copyright case focused on the use of floorplans in marketing properties. The case, which NAR's Legal Action Committee and Amicus Brief Advisory Board supported, confirms protections for real estate professionals.

[View Here](#)

Telephone Consumer Protection Act One-to-One Consent Rule Webinar: Telemarketing & Cold Calls

Real estate professionals use telemarketing calls and texts to promote their services to consumers, which can be an effective tool when implemented in compliance with relevant laws. Under a new Federal Communications Commission (FCC) rule **taking effect January 27, 2025**, agents and brokers promoting real estate services must obtain consent directly from the consumer, known as 1-to-1 consent, before using an automatic telephone dialing system (ATDS) or sending artificial or prerecorded voice messages. Please join NAR's Legal and Advocacy Teams for a [joint webinar](#) on the FCC One-to-One Consent Rule. This webinar will provide real estate professionals and association staff with best practices to comply with the Telephone Consumer Protection Act (TCPA) and the new FCC One-to-One Consent Rule to reduce risk while successfully leveraging telemarketing calls and texts as a part of their promotional strategies.

Webinar: Tuesday, January 28, 2025, 2-3pm EST

[Register Here](#)

NAR Legal Affairs

TCPA

QUICK REFERENCE GUIDE



Before you contact a consumer, make sure you have the proper consent under the Telephone Consumer Protection Act (TCPA).

Contacting a consumer on their	Using this type of technology	With this kind of message MARKETING INFORMATION Needs this type of consent	
 CELLPHONE	Auto-dialed calls and texts	Prior express <u>written</u> consent*	Prior express consent, oral or written
	Artificial or pre-recorded voice	Prior express <u>written</u> consent*	Prior express consent, oral or written
 RESIDENTIAL LANDLINE	Auto-dialed calls	None required	None required
	Artificial or pre-recorded voice	Prior express <u>written</u> consent*	None required

*A written agreement that includes the consumer's telephone number, authorizes telemarketing and is not required as a condition of purchase or doing business.

LEARN MORE @ www.nar.realtor/telemarketing-cold-calling

Upcoming Educational Opportunities



**SAFER SHOWINGS.
SMARTER ENGAGEMENTS.**

Scan to Get Started



Register for a FOREWARN Training and Live Q&A



Know your prospect...*in seconds*

1



Receive a call

2



Enter phone #
in FOREWARN app

3



Get instant prospect info
(Identity verification, criminal history and more)

JANUARY

January 8, 2025

10:00 AM

Eastern Time (US & CA)

Register >

January 22, 2025

02:00 PM

Eastern Time (US & CA)

Register >

To set up your password, visit <https://app.forewarn.com/membersetup>

www.FOREWARN.com

support@forewarn.com | 855-518-0897

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Register Here (FOREWARN)

Register Here (LUNCH & LEARN)

SANTA BARBARA ASSOCIATION OF REALTORS

2025 REAL ESTATE MARKET UPDATE



Cara Gamberdella



Marsha Kotlyar



Gene Deering



Jordan Levine

MARKET INSIGHTS: A REVIEW OF CURRENT TRENDS & PREDICTIONS FOR THE FUTURE OF REAL ESTATE

Come connect with fellow professionals and gain valuable market insights from your local real estate partners.

9:00AM
Cabrillo Pavilion
1118 E. Cabrillo Blvd.

18TH
FEBRUARY

\$20
PER TICKET

Limited tickets available. Don't wait to purchase!

805escrow **805MEDIWORKS**

 **SBAOR**
Santa Barbara Association of REALTORS®

[Purchase Ticket Here \(RE MARKET UPDATE\)](#)

Resources

[Telephone Consumer Protection Act](#)

[Guide to Tenant Protections and Rental Laws](#)

[NEW Homeowners Insurance Guide](#)

[California Wildfire/Natural Disaster Resources](#)

[MLS Statistical Slides](#)



IS YOUR BATTERY GETTING LOW?



CLICK ON THE IMAGE FOR INSTRUCTIONS AND A
LIST OF ITEMS REQUIRED TO REPLACE THE
BATTERIES IN YOUR SENTRIKEY LOCKBOX.

A large, solid blue decorative shape at the bottom of the page, resembling a wide, shallow bowl or a stylized wave.

Ways to Support

- **C.A.R. Disaster Relief Fund:** Established in the wake of the devastating 2003 California wildfires, the C.A.R. Disaster Relief Fund provides grants up to \$10,000* to help members of the REALTOR® family - REALTORS®, their staff, and association staff - who have incurred losses due to natural disasters. [Donate Here](#)
- **REALTOR® Relief Foundation:** The REALTORS® Relief Foundation welcomes contributions—not only in times of disaster, but at any time throughout the year—and 100% of all funds collected go to disaster relief causes. [Donate Here](#)
- **REALTORS CARE:** The SBAOR will be collecting gift cards through January 30th to be distributed to associations in the affected areas. Please drop off your donations at the SBAOR office.



Meet your team at SBAOR



[Brian Johnson](#)

Association Executive

[Mary Cantello](#)

Controller

[Krista Pleiser](#)

Chief Government
Relations Officer

[Ani Pollack](#)

MLS Director



[Kasey Gilles](#)

Communications Director
& Education Manager



[Stephanie Caballero](#)

Membership Manager
and Pro Standards Admin



[Linda Hill](#)

Front Office and Facilities
Manager



[Stephanie Nelson](#)

Stephanie Nelson
Events and Sponsorship
Manager



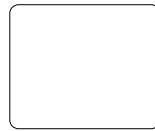
Need something from SBAOR? We're happy to help!



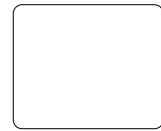
Text us:
805.963.3787



Call us:
805.963.3787



Email us:
lhill@sbaor.com



Visit us:
www.sbaor.org

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Santa Barbara Association of REALTORS

communications@sbaor.com | Tel: 805-963-3787

1415 Chapala St | Santa Barbara, CA 93101