

10 THINGS TO CONSIDER WHEN STARTING A CALIFORNIA REAL ESTATE COMPANY



ONE: DECIDE WHAT TYPE OF REAL ESTATE BUSINESS YOU ARE TRULY PASSIONATE ABOUT DOING. Real estate can provide great rewards and is a very exciting line of work, but you have to make sure you know where you want to devote your time. To be successful, you will have to network with others, tell them what you do, be energetic, and be persistent. All this takes passion, dedication, and focus. *Check this box once you know and are willing to commit to the type of real estate practice you want to engage in.*

Choose 1 of the following (two if you want to spread yourself thin):

1. **Residential sales** (helping buyers, sellers and investors buy, sell, and rent residential properties including all types of properties from 1-4 units, residential lots, 1031 x-changes, etc.)
2. **Commercial sales** (same as #1 except the properties are commercial, industrial, retail and other types of properties)
3. **Business opportunities** (working with buyers and sellers of established businesses, usually from 100-500k but could be more)
4. **Mortgage loan brokering** (brokering loans for residential and/or commercial purposes, refinancing, debt consolidation, equity lines, etc.)
5. **Mobile home sales** (represent buyers and sellers of mobile homes)
6. **Appraisal** (appraise residential and/or commercial property)
7. **Property management** (manage residential and/or commercial property)

Remember, we live in a world of specialists so you are FAR BETTER OFF if you focus in ONE AREA and perhaps find yourself an un-saturated niche. Believe me when I say there is MUCH to learn in ANY of these areas.

Take your time, don't rush into this decision. One of the nice things about the real estate license is that you can change your mind anytime you want. But, taking the time up front to investigate the industry and your interests can save you time and money in the long run. Here is a good website that might help you start your research: <http://www.realtor.org/realtororg.nsf/pages/careers>

YOUR NOTES:

□ **TWO:** DECIDE WHAT TYPE OF LEGAL ENTITY YOU WISH TO DO BUSINESS AS AND CREATE THE PROPER LEGAL FOUNDATION FOR YOUR BUSINESS.



As a broker, you are free to start conducting real estate transactions in California. However, if you do not incorporate, you will be doing business as a “sole proprietor” which means should something go wrong and you face a lawsuit, your personal assets (including your house) are on the line should the Plaintiff in the lawsuit be successful against you - in an amount that exceeds any insurance you might have obtained. *Consequently, many people doing business in California choose to incorporate (either as an S-Corporation or a C-Corporation).* NOTE: the California Department of Real Estate does not recognize the L.L.C as a legal entity for real estate corporations, therefore, that is not an option!

Anyone can incorporate themselves but there are several good reasons to have an attorney incorporate you as opposed to doing yourself or hiring one of the online incorporation services. 1. An attorney *cares about your business* and has a duty of loyalty to you while an online incorporation services is not much more than an incorporation factory. They will not want to discuss your business, in most cases they do not care. 2. The online incorporation services will not provide an *extensive trademark search and analysis* or issue an opinion as to the legality or business sense of using a particular name, rather, they merely search for conflicting names through the secretary of state which is something you yourself could do. 3. An attorney is your *friend and business partner*. By building a relationship with a real estate attorney who provides low rates and responsive service, you have someone you can turn to when and if legal problems arise. This is essence gives you an easy-to-access “corporate attorney” should the need arise.

Recommended items to consider in forming the proper legal foundation for your business

□ **Incorporate (S or C Corp)** Consult your tax advisor for the major tax differences. Basically, the S-Corp “passes through” corporate income and you pay taxes only on your personal income statement. In a C-Corp, the Corporation pays taxes, and the income you make from the business also is taxed on your personal income (known as “double taxation”). However, there are tax advantages to having a C-Corporation so consult your tax advisor to see which entity is best for you. Approx. Cost of incorporation: \$250-\$500.

DRE Corporate Application Filing (this ensures the DRE recognizes you as a real estate corporation in California). Approx Cost. \$250-\$500.

Will you need a DBA? (DBA stands for “doing business as” and is also known as a “fictitious business name” (FBN). A DBA/FBN is needed if you are doing business in a name other than the name of your corporation). For example, if your corporation is called “Jones Real Estate Group” and your flyers, business cards, website, and other materials say “Jones Mortgage Co.” you will want to file a DBA for Jones Mortgage Co. and notify the DRE. A DBA must be filed in the County where you are doing business and must be published in a newspaper for the required time. Approx Cost: \$250

EIN (TAX ID #). EIN stands for tax identification number and is required to be issued by the IRS for your corporation. Approx. Cost: \$25

City Business License. You will need to check with your local city to determine what you need to do in order to qualify to do business in the city. Normally there is an application and a small fee that needs to be paid. Do not overlook this requirement as city officials may visit your office (mainly if you have leased physical office space) looking to see if you have a business permit/license. There are usually penalties associated with not having and/or properly displaying your license. Approx. Cost: \$50

Branch Office License. If you plan to open up two or more offices, or you plan to contract with another real estate agent to run another office you will need to file a branch office license with the Department of Real Estate. Costs for us to file: \$55.

You will also want to speak with legal counsel when opening a branch office to make sure you don't find yourself unwittingly in a “partnership” with the agent or employees who will run the other office. I have seen this seemingly innocent situation turn into a litigation nightmare with very bad results.

Bringing aboard Associate-License Agents/Brokers. The DRE requires that you have a written independent contractor agreement with every person you bring aboard. WINFORMS has a model agreement you can use but our law office has created a WORD document agreement that satisfies the DRE requirements and which is customizable to your needs, policies, and requirements.

Check box #2 once you have considered and addressed each of these elements.

YOUR NOTES:

□ **THREE:** DECIDE WHICH REAL ESTATE ASSOCIATION YOU WANT TO JOIN AND GET ACCESS TO MLS, WINFORMS, AND SUPRA KEY. Once you are incorporated and have filed with the DRE you will need to join a local real estate association. *A good starting point to review California real estate associations in your area is to visit this website:*

<http://www.brokeragentnews.com/assoc/california.html>



You will want to join an association for several reasons, 1. Normally you need to be a member of a real estate association in order to get paid on a deal, 2. You will need access to WINFORMS (which contains the contracts and disclosures you will need to practice real estate), 3. Associations usually offer REALTOR training and other types of ongoing training (often for FREE), 4. You will need access to the MLS to post and access real estate listings, 5. You will need to purchase supplies such as real estate signs, form contracts, lockboxes, and your SUPRA lockbox key. Most associations will sell these and other items. 6. You will want access to the CAR and NAR websites (California Association of Realtors and the national Association of Realtors). These entities supply excellent real estate resources, including a FREE LEGAL HOTLINE. Usually the association will charge an annual fee for membership and may have other fees. Approx. Cost: \$200-800 depending on the association and services.

NOTE: It is often best to ask local realtors which association they belong to. Some are known to be much better than others and you don't want to waste time and money enrolling in the second best association!

Check box #3 once you know which association you want to join and have contacted them and enrolled.

YOUR NOTES:

FOUR: DECIDE WHETHER YOU WANT TO LEASE AN OFFICE OR WORK OUT OF YOUR HOME OFFICE. Many people dream of having the big office with a huge window over-looking the bay or city. This is a great dream but, due to costs, may not be the best place to start. By starting in a small office or by utilizing a home office, you can keep costs down as you start to grow your business. For this section, you will need to decide which option suits you best.



Using a home office. If you are considering working from home to keep costs down, good for you. However, just know experts say that if you do this you better be self motivated. It is normally best if you get up each day at a set time (no sleeping in), shower, get dressed and begin your day as you normally would. Real estate is a “people” business so don’t get too comfortable sitting around the house. But if you are self motivated, and do not yet have funds to lease an office space this can be a great option. Make sure you post your brokers license regardless of where your office is!

NOTE: Many companies offer what’s known as “*virtual office space*” which may be a great option. For roughly \$50-125 per month you can get a business address to use on your business cards, flyers, mailers, websites, etc. and also be able to rent a conference room (often from \$20-50 per hour) if and when you really need it. These companies may also offer other services like mail forwarding which allows you to maintain a “business presence” and still get your mail. This is an option that is well worth looking into if you want some type of business space (in the city of your choice) but don’t want to do the full lease as described below. A good place to start your research is at this link: <http://www.virtualofficecenters.com/locations/california/> NOTE: We do not endorse any particular company. This is simply one of many.

Leasing office space. There are several options you have if you want to lease a formal office. The best bet is to drive around the locations you are interested in and see what’s available. Ask around, everyone works somewhere and there are rentals everywhere. You can also check the MLS once you have access, check online (www.craigslist.com) is one good source, and also check the newspapers. When you do find something you are interested, make an offer (remember to disclose that you are a licensed real estate agent, salesperson, or REALTOR). Make sure before committing to a long term lease (most companies want a 1-2 year lease) that you have an attorney review the agreement and/or negotiate the terms on your behalf. Our Cost: \$145 for most lease reviews.

There are also “*executive office suites*” which normally provide the full range of services from reception, to conference rooms, to printers and fax machines and more. These executive office suites can provide a professional working environment in a high-class office building in the city of your choice. In addition, because each floor will normally be full of other working professionals (who AREN’T in real estate) this can be a GREAT SOURCE FOR NETWORKING AND REFERRALS!!! A great place to start your search on executive suites is <http://www.officelist.com/> . NOTE: these options can be nice because they will often allow month to month leases. If it turns out things don’t work out for financial, or other reasons, it is nice to know you can easily walk away.

ALSO NOTE: These contracts can often times be confusing and unfriendly depending on the management company. We can review these leases also and explain the potential pitfalls BEFORE YOU SIGN!!

Tools of the Trade. There is a basic set of office tools you will probably want (whether you work out of the house, or executive suite, etc.) to be an effective realtor. Here are the basics: file folders for new clients, pens, sticky-pads, paperclips, business card holder, file cabinet to stay organized, laptop, (optional if you can create a PowerPoint presentation this provides a nice flash for open houses), PDA phone which synchs with Microsoft outlook or other daily planning tool, Outlook for emails, contacts, calendar, and tasks. Approx Cost: \$300-\$2,500.

Check box #4 once you have made your decision as to office space and addressed the appropriate issues.

YOUR NOTES:

FIVE: DECIDE WHETHER YOU WANT A WEBSITE AND IF SO, OBTAIN ONE AND PROFESSIONALLY MARKET YOUR SERVICES. In this day and age it is almost inconceivable NOT to have a website that describes your real estate services.



There are several good reasons to obtain and maintain website: 1. You can put your web address on your business cards, flyers, and other marketing materials so your customers and potential customers can learn more about you and your company and get a sense of who you are, 2. A website can be a second line of marketing (after the MLS and Realtor.com, Homeseekers.com, etc.) in which to present your listings. Many sellers now expect you to offer up a comprehensive marketing scheme when marketing their home. Remember, you may be competing with other realtors and brokers when attempting to secure a client, don't get caught losing the deal because they had a cool website and you had nothing. 3. Although competition to be found on the internet can be fierce, if you have a website there is always the chance you will be found on the internet especially if you have a good keyword marketing approach. 4. You will be asked at some point whether you have a website. If you say no, do not expect to land the customer. Many people expect "real" or "established" businesses to have and maintain a website, and it is your job to meet customer expectations. 5. If you take time working on your site, it can be a source of pleasure. If you absolutely don't want to mess with websites, hire a company in your area to handle this for you.

Create an easy to use website that you can maintain. There are several options you have if you want to create and maintain your own website. 1. If you have technical skills you can use front page to create your own website as I do for my law office. That way you can make changes anytime you want and can create the site exactly as you desire. 2. There are "canned" or "shell" websites that allow you to create a website pretty easy. The best I have found, and the one I use for my real estate company is www.alamode.com. You can view my site at www.PerfectPlaceProperty.com to get an idea of what it can look like. Keep in mind they have over 100 templates to choose from so getting creative is pretty easy, and fun! Approx Cost: \$400 per year which includes hosting fees. This is a very low cost way to look professional and you will be surprised how easy it is to use. You can also make changes anytime you want!

Have someone else maintain your website. This is a more expensive option and can create a more unique and impressive website. There are

countless companies out there that will create a custom website for you and will host your site (someone always has to host your site) and even make changes or add listings for you. Keep in mind this won't be cheap. Figure costs can range anywhere from \$1,000 up to \$50,000 or more depending on the site. To see an example of a very sophisticated, classy, and custom site check here:

<http://www.mcmoniglegroup.com/#> . This is one of the Country's most successful real estate Brokers so he can afford to pay the big bucks for a nice site.

NOTE: he has one listing for 75 million dollars and is offering 1% to the buyer's agent. Find a buyer, and with your \$750,000 commission you can get any website you want!! It is a long shot, yet that is the lure and possibilities in real estate!

Have no website. And hope nobody asks or cares.

Beware of Web Legal Issues (Privacy/Trademarks). If you are a mortgage broker taking applications online, you will need to comply with the *Federal Gramm Leach Bliley Act*. I have extensive experience in this area and can help ensure compliance. Also, everyone who has a website has a domain name. Domain names are governed primarily by *State and Federal trademark law* and literally thousands of legal disputes have arisen over choosing the wrong name that is found to be infringing someone else trademark. I can also help ensure compliance in this area avoiding potentially costly and time consuming legal battles. Other issues such as *Legal and Ethical Web Marketing for the California Real Estate Professional* is covered in my PDF file by the same name. Approx. Costs for Privacy and Trademark reviews is \$399. The extensive PDF file is in production and will be available for \$69.99.

Check box #5 once you have made your decision of whether or not to have a website and addressed the appropriate issues.

YOUR NOTES:

□ **SIX:** DECIDE WHAT TYPES OF MARKETING MATERIALS YOU WANT TO PRODUCE AND SET A BUDGET. You will need a basic set of tools to get you started including 500 business cards, envelopes, and letterhead. You will also likely want to start with 3-12 open house signs. If you do not have a company logo/image you may need to hire someone to conceive of an idea/logo for you. These items combined can be as low cost or expensive as you want to get. Approx Cost: \$200-\$5,000 for full layout and art services.



□ **Corporate Logo/Image design.** As the picture above points out, you want to have a nice professional catchy image/logo that represents your company and by which it will become known to others. These are your companies “trademarks” and like all other businesses, are *designed to make a professional impression to potential clients*. If you are the artistic type, you can probably create something by yourself. If not, why not go by the local high school and junior college and talk to the art teachers/professors. There is probably a student who wouldn’t mind helping you out for a low fee (keep in mind this will be good for their portfolio that they are probably creating). Post an ad and see what it gets you. Another great option is to post a FREE ad on www.craigslist.com for logo services. You would place the ad in the “gigs” section. It is easy to figure out, just register, pick your city, and post your free ad. You will likely get several responses and you can negotiate the best deal right from your desktop! Truly great! Anyway, come up with some type of image and use this image in all of the materials described below. Again, out-of-pocket costs are up to you!

□ **Business Cards.** You will want about 500 of these to start. Your goal should be to pass out 5-10 cards each and every day. You don’t have to be an annoying salesperson, simply say something like “*hey, if you or someone you know ever needs any help in real estate I’d appreciate it if you kept me in mind.*” It’s just that simple. Over time, you should get a few leads this way. This is your job though so make sure you always have cards on hand and don’t be afraid to strike up conversations with people. I myself will often sit in the bar area of a restaurant and almost always there is some casual conversation possibilities!

□ **Envelopes/Letterhead.** Again, the business cards, envelopes, folders, signs, fax coversheets, letterhead, etc. should all use a similar image. 500 of these is also a good place to start.

For Sale/Open house Signs. I would suggest starting with 3-12 For Sale signs. There are many companies in your area that will specialize in making real estate signs. Check your yellow pages, search the web, or better yet, ask other local realtors where they get their signs (especially ask the realtors who have the nicest looking signs). You will find the signs will run you from \$50-1,000 depending on the quality of the signs. Most companies have showrooms you can look at to help make the decision of the type of sign you want. Don't forget the smaller open house signs (the ones that actually point you to an open house). You will need A LOT OF THESE as you will want roughly 7-15 for the usual open house. Also, flyer boxes for the signs are almost nearly a "must have" although you can pick these up for around \$20-40 each.

Presentation Folders (Optional). Some customers demand to see professionalism before they will commit to becoming clients. You might want to look into having 50-100 professional folders made up. What I like to do is to create some professional marketing materials which describe what my company offers (for example a page about us, a page about what we do for buyers, a CD about the company, a business card insert, and a place to put a recent article about the market). These folders you would use on your best customers, or if you are mailing to a certain small group that you want to make a nice impression on. Again, this is optional, but should match the other materials should you decide to use them. Check with Staples, or your local printing shop to see what they might charge to do these. Approx. Cost: \$250-2,000 for high-end custom folders.

Check box #6 once you know what types of marketing materials you want to use and have made appointments to get it done.

YOUR NOTES:

SEVEN: BANK ACCOUNT / INSURANCE ISSUES. You will likely want to open a corporate bank account. NOTE: You should always keep your personal checking and business checking separate! This section also discusses insurance requirements.



Open a bank account. When your company earns a commission, the escrow company will send a check to your company and you will want a business bank account to deposit it into. If you plan to hold client deposits or funds you will need a “Client Trust Account.” But these are not required though. If you do keep a trust account YOU MUST BE SURE TO KEEP CLEAR RECORDS AS THE DRE HAS BEEN KNOWN TO MAKE RANDOM CHECKS OF BROKER CLIENT TRUST ACCOUNTS. This is the easiest way to get in trouble with the DRE. I myself do not have a trust account for this reason. I have the escrow company hold all deposits.

NOTE: When applying for your business bank account please bring with you the following: 1. a copy of your articles of incorporation, 2. your EIN (Tax ID number), and 3. A corporate seal gun (if you have one which I include in all my corporate kits).

Workers compensation insurance. If you have employees, agents, and/or other brokers working for you, even though you may seem them as independent contractors, agents and brokers are deemed “employees” for purposes of workers compensation laws. What this means is if you have any of the above working with or for you there is obligation to have and maintain worker’s compensation insurance. Contact your local insurance broker for prices and quotes.

Errors & omissions insurance. The world of real estate can be very litigious at times. If you have personal assets worth protecting you will want to make sure to get plenty of insurance to cover potential lawsuits that may be filed against you and/or your associating salespersons/brokers. The amount of insurance really depends on your personal situation and is best discussed with a professional real estate agent.

NOTE: As a broker, you are “vicariously liable” for the acts of your agents, employees, and other brokers committed within the course and scope of the

relationship. This means, although you may do everything prudently, carefully, and “by-the-book,” if they don’t, you can be sued. This is why it is wise to be careful in the types of persons you bring aboard!

General liability insurance (premises). If you maintain an office and plan to have visitors, you will likely also want to have general liability insurance in case a person slips and falls or is injured on your premises. *This is one reason maintaining a “virtual office,” or “executive suite” is better than leasing your own office. The other entities will maintain the liability insurance rather than you!*

Check box #7 once you have opened your bank account and reviewed insurance requirements, gotten quotes and secured insurance. NOTE: it is always recommended that you get 3 quotes and weigh your options!

YOUR NOTES:

- **EIGHT:** NETWORK, NETWORK, NETWORK! Once you have a handle on items 1-7 it is time to get out there and start getting the word out!



- **JOB 1: Continually Cultivate your “sphere of influence.”** As previously mentioned, and which I continue to emphasize REAL ESTATE IS A PEOPLE BUSINESS! You will only get successful and create the lifestyle you want through hard work and networking! Make a list of all your friends, family, and general acquaintances and send them an opening letter telling them what you are doing. This group of friends/family/acquaintances is known as your “sphere of influence” and is what you must CONSTANTLY CULTIVATE if you want to get referrals and generate business. Include former bosses, co-workers, church friends, family members however distant, etc. After you send the letter, don’t be afraid to invite these people to lunch or some other function. You don’t have to sell them on real estate every time you visit, but make sure they know you are in the business. I have seen it happen many times....someone else gets the deal from someone in your sphere of influence because “*I didn’t know you were still in the business.*” Don’t let this happen to you. Stay in touch by phone, lunches, emails, whatever you can to make sure if a deal comes up they think of you. Approx Costs: Totally up to you!
- **Get involved (sign up) for clubs and activities.** Obviously this is designed to MEET MORE PEOPLE AND THUS GET MORE PEOPLE INTO YOUR SPHERE OF INFLUENCE. Perhaps you are starting to understand the concept. Join a bowling league, or softball league, chess club, biking club, flower club, ANY CLUB. Everyone either wants to own a home or already owns a home and may want to buy an investment property or move in the future. GO OUT AND MEET SOME NEW PEOPLE AND TRY SOME NEW THINGS and always tell people what you do (recall our conversation on business cards above – give them one). Volunteering can also be personally rewarding and can introduce you to some quality people whom you can add to your sphere of influence to constantly cultivate.
- **Join the local chamber of commerce.** Same as above, plus looks good to others evaluating your services!

Don't be a couch potato! Again, if you find yourself watching more than 2 hours of TV per day, ask yourself if you are doing everything you can to generate business. When you have no business, real estate can be depressing, when you have lots of business it is the funnest thing you have ever done. Doesn't it follow then that you should do everything possible to generate business so that you can have more fun (and obviously make more money which leads to more fun there too)?

Check box #8 once you have investigated networking opportunities and committed to reaching out to new people and trying new things!

Approx Costs: Again, totally up to you.

YOUR NOTES:

NINE: SET A FOUNDATION FOR ONGOING LEARNING. Real estate is a very complex and demanding field. From news laws, new technologies, and given the wide variety of situations you will encounter in each transaction. You will want to create a foundation and habit for lifelong learning if you want to be a true professional in this field.



Subscribe to industry publications, magazines and/or newsletter emails! There are many different types of real estate publications that deal with different aspects of real estate. A list of potential publications can be found at Amazon.com, Barnes and Nobles etc. It has often been said: *“THE MORE YOU LEARN THE MORE YOU EARN.”* Indeed, investing in your self education can add to the professionalism of the job and improve how others see you and the industry in general.

If you are low on funds you don't even have to pay anything, simply search the web for sites like: http://www.dre.ca.gov/pubs_sub.htm and read a few of the PDF publications. They are FREE and can add to your learning and build confidence that lead to landing bigger deals. When you are surfing the web, see if there is a *“newsletter signup or subscribe.”* Many companies and businesses offer these free of charge and send you a FREE periodical email. You can print these out and read your emails one hour each morning, before work or at the gym, and create a nice new base of knowledge for yourself.

Attend the free learning courses through your real estate associations! Check with your real estate association, they will often offer free classes in topics like 1031 Exchanges, Appraisal, finance, negotiating, technology and more. Great way to start the day and add to your credentials.

Enroll in a junior college or college class! Many colleges have caught on to the real estate “buzz” and to the real estate industry and have created specialized courses that can help make you a better real estate professional. Classes such as appraisal, finance, negotiating, zoning law, and more can make you more valuable to your clients and more confident and well-rounded as a realtor or broker. In addition, the classes you take can be added to your website creating a professional profile that dwarfs your competitors and earns you the business.

Read two real estate books or autobiographies each year! The list of options here is endless but the idea is to broaden your horizons and understanding of the real estate profession and to perhaps open your mind to how other successful people have made it. Again, search online, ask other professionals what they have been reading, or check your local bookstore. There is BOUND TO BE SOMETHING THAT WILL INTEREST YOU AND MAKE YOU A BETTER BROKER!!

In 10 years you will have read twenty books which I can assure you will top most all other people you meet.

Check box #9 once you created a base, however small it may be, for lifelong self-learning.

YOUR NOTES:

☐ **TEN:** ENSURE ONGOING LEGAL COMPLAINE AND BE SMART WHEN DECIDING WHETHER TO TAKE ON NEW AGENTS, OPEN NEW OFFICES, HIRE NEW EMPLOYEES, ETC.. One of the biggest tasks you will face as a new broker is to make sure you are doing things right, following the law, being ethical, and generally covering your ***. You want to fly high and avoid legal and other difficulties.



The magazines, publications, free classes and autobiographies can't teach you everything you need to know. You need a way to make sure you are in compliance with MLS rules, Local ordinances, DRE rules, Ethics, State and Federal laws!

- ☐ **Once you join your association use the C.A.R. legal hotline whenever you have questions!** This is a great FREE resource and you will speak to California Attorney's!

- ☐ **Network with other professionals and ask the experienced brokers how they have handled problems in the past!** Many colleges have caught on to the real estate "buzz" and to the real estate industry and have created specialized courses that can help make you a better real estate professional. Classes such as appraisal, finance, negotiating, zoning law, and more can make you more valuable to your clients and more confident and well-rounded as a realtor or broker. In addition, the classes you take can be added to your website creating a professional profile that dwarfs your competitors and earns you the business.

- ☐ **Use my "Call my attorney" service** (which will include *future access* to my California Real Estate Knowledgebase)! For as little as \$1,000 retainer (which is placed in your client trust account and not billed unless used) you can have access to my personal **Legal Hotline and Fax** to answer those nagging questions and get advice **PRIOR TO ACTING** so that you can make the best decision possible **BEFORE YOU MAKE A DECISION** that could have potentially harmful legal consequences. The way the program works is you provide the initial \$1,000 and can call, fax, or email me anytime. I will get back to you ASAP with an answer to your question or review your documents etc. The best part of the program is that it is billed out at just \$55 an hour for the first year.

The **California Real Estate Knowledgebase** is a work in progress and should hopefully be unveiled by June 2007. The knowledgebase will provide a discussion board where members can log on and chat with myself and other broker professionals who have access to the software. There will also be an extensive and searchable real estate law FAQ section that you will not find on any other website. In addition, there are forms, letters, and a glossary section all available to you. This is truly a great way to keep abreast of legal, ethical, and other issues that you face in running your business. There will also be video training modules (for you and your employees) available at an additional charge.

Check box #10 once you are committed to doing what it takes to make sure you are doing the best you can to follow the law and ethics protect your interests.

YOUR NOTES:



FOR MORE INFORMATION CONTACT
LAW OFFICE OF STEVEN C. VONDRAN
TOLL FREE
1-877-276-5084

Our Real Estate Broker Legal Services Include:

- Incorporations (S and C Corps)
- DBA's
- Branch Offices and Consulting
- Corporate Filings
- New Employee/Agent Issues
- Commission Disputes
- On call Transaction Review
- DRE suspension/licensing hearings
- Arbitration, Mediation, Litigation
- Real Estate Marketing Issues

“Your Business is Our Business”

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