

Greetings from your San Diego Association of REALTORS®! This month I'm pleased to announce that the Commercial Real Estate Alliance of San Diego (a division of SDAR) was recently recognized by the National Association of REALTORS® (NAR) with a Commercial Services Accreditation. This accreditation status will allow the Commercial Real Estate Alliance of San Diego to provide its members with useful information made available through NAR.

When you become a member of the Commercial Real Estate Alliance of San Diego, you're eligible to receive member pricing for all commercial and SDAR-sponsored events including REALTOR® Store purchases. In addition, the Commercial Real Estate Alliance of San Diego offers educa-

tion tailored to the learning needs of real estate professionals with commercial business dealings. Valuable networking opportunities are also available such as Commercial Property Exchange Group meetings that will take place at SDAR's East and Kearny Mesa Service Centers.

Consider attending the upcoming Commercial Expo on Wednesday, January 18 at the La Jolla Sheraton. Members of the Commercial Real Estate Alliance of San Diego can attend for \$20 and benefit from a pitch session featuring investment listings, leasing opportunities, REO/distressed property, and more. Additional membership benefits are planned for early 2012. You can learn more about the Commercial Real Estate Alliance of San Diego at www.crasd.com.

I hope that you're planning to attend the 2012 Installation Dinner to help SDAR welcome new leadership and acknowledge 2011 Awards of Excellence recipients who epitomize outstanding service to SDAR, the real estate community, and the community at large. The Awards of Excellence are given in the areas of REALTOR®, Broker, Office Manager, and Affiliate of the Year.

The event will take place on Saturday, January 14 at the beautiful US Grant Hotel located in downtown San Diego. Details will be announced on www.sdar.com and in SDAR email communications soon. Consider purchasing a table of ten as it will be a great opportunity to network with your colleagues and meet your 2012 SDAR leadership.



MICHAEL T. MERCURIO

As always, SDAR thanks you for your membership and appreciates the opportunity to be your partner in success.

Sincerely,

Michael Mercurio



BOARD OF DIRECTORS HIGHLIGHTS OF OCTOBER 2011 MINUTES

• **President's Report:** Bob Kevane reported that he met with C.A.R. leadership in San Jose with respect to the issue of PAC funds. SDAR will continue to use its best efforts to collect its fair-share amount of PAC funds for C.A.R. and include in its billings a request for \$148 voluntary PAC contribution. He also reported that he will appoint a President's Advisory Group to meet quarterly to and review statistics.

• **President-Elect's Report:** Donna Sanfilippo reported that an executive summary of the Strategic Planning review will be available next month, and that a report on the REALTOR® University will also be presented. She will be asking the board to create a REALTOR® Political Action Committee to focus on elections, fundraising for PACs, as well as issues generated at the state level, allowing the Government Affairs Committee to focus on legislative policy.

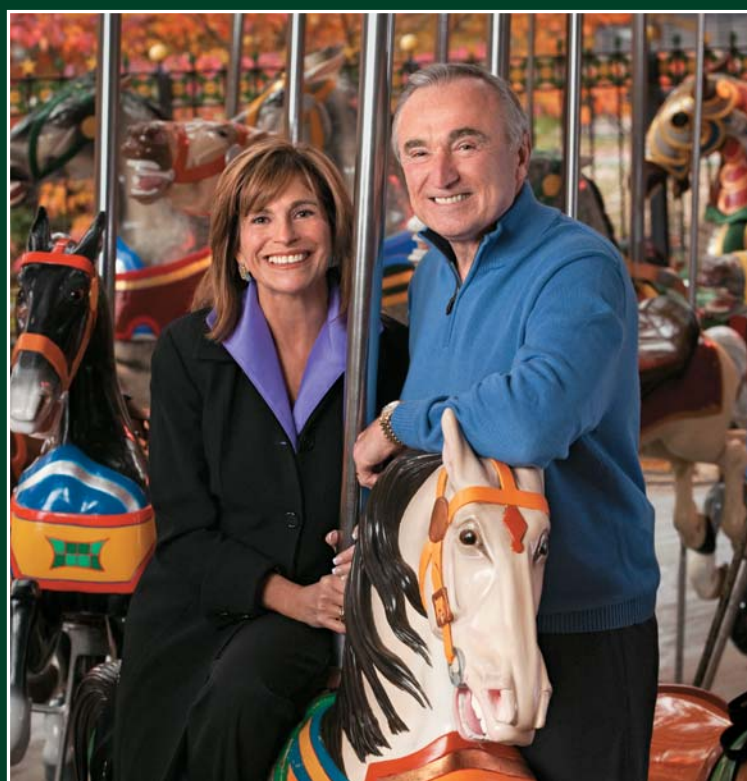
• **Chief Executive Officer's Report:** Mike Mercurio reported on upcoming association events, including plans for a summit in January for CRASD, the commercial division of SDAR.

• **Committee Business:** Upon recommendation of the Government Affairs Committee, the Board of Directors unanimously opposed the City of San Diego Environmental and Economic Sustainability Task Force's initial recommendations.



FIRST REPUBLIC BANK

It's a privilege to serve you®



"The mortgage process was a pleasure. We could not ask for better treatment."

BILL BRATTON, CHAIRMAN, KROLL (AN ALTEGRITY COMPANY)
RIKKI KLIEMAN, TELEVISION LEGAL ANALYST, ATTORNEY, AUTHOR

PRIVATE BANKING • WEALTH MANAGEMENT • BROKERAGE • TRUST

(858) 755-5600 • www.firstrepublic.com • NEW YORK STOCK EXCHANGE SYMBOL: FRC • MEMBER FDIC
BROKERAGE SERVICES PROVIDED THROUGH FIRST REPUBLIC SECURITIES CO., LLC. MEMBER FINRA/SIPC