

Greetings from your San Diego Association of REALTORS®! This month I'm delighted to announce an exciting new SDAR member benefit. SDAR now makes it easy for members to go mobile. SDAR and Mobile Real Estate ID™ - the leader in real estate mobile marketing - have recently partnered to offer SDAR members a no-cost mobile marketing solution. In addition, REALTOR® Plus+ members are eligible to receive a 25% discount on plan upgrades. The Silver level account offers an introduction to provide a valuable base of marketing services including text message with lead generation, unlimited listing and leads, message customization, real-time delivery of leads, unique quick response (QR) codes

for each listing, and more. When you upgrade to a Gold or Platinum level account, you can enjoy the convenience of uploading your listing information and enhanced benefits such as adding your branding, contact information, a full mobile website that uses your existing URL, social media links. To learn more about this new member benefit and to sign up for your free account, visit the REALTOR® Plus+ page at www.sdar.com. I invite you to take advantage of this new member benefit. SDAR is committed to providing members with the resources and tools, education, and networking opportunities real estate professionals need to succeed in business.

I hope that you will participate in the upcoming Everyday Heroes Golf Tournament benefitting the Ambassadors Foundation which helps San Diego Police Officers enjoy more affordable housing in the communities in which they serve. The tournament will take place on Monday, October 24, at the Riverwalk Golf Club in Fashion Valley, San Diego. Sponsorships are available and you can choose to tee it up or just join us for dinner and the silent and live auctions. If you can't attend, consider donating an auction item or making a financial contribution to the Ambassadors Foundation. Find out more at www.sdar.com or call (858) 715-8005.



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 AUGUST 2011 MINUTES

• **President's Report:** Bob Kevane presented a Mid-Year Review of strategic objectives and accomplishments. He discussed the success of recent member events and expansion of member benefits, plus efforts for member recruitment.

He also presented the recommendation of the Executive Committee regarding election of officers. The Board of Directors approved a motion to leave the method of voting for officers off the Bylaws ballot until 2012, but to leave on the ballot the addition to the Board of Directors of a Commercial Division representative and second Past President.

• **President-Elect's Report:** Donna Sanfilippo reported that she has attended several meetings including the Sandicor Task Force, New Member Orientation, SDAR committee meetings, as well as meetings with Councilmember Lori Zapf and the Inman Conference.

• **Committee Business:** Upon recommendation of the Government Affairs Committee, the Board of Directors supported the preliminary draft maps drawn by the City of San Diego Redistricting Committee, titled "July 19th Plan."



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