

TODAY'S SAN DIEGO REALTOR®



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Leadership Message

A Message from SDAR President Karen Van Ness, San Diego Association of REALTORS®

As we move into the summer season, I continue to be inspired by the dedication, professionalism, and commitment demonstrated by our REALTOR® community. Every day, our members help individuals and families achieve the dream of homeownership while strengthening neighborhoods and communities throughout San Diego County.

At SDAR, our focus remains clear: **Members First.** Every initiative we undertake is designed to strengthen your success, support your business, and elevate the value you bring to the communities you serve. Whether through education, advocacy, networking opportunities, or community outreach, our goal is to provide the resources and support that help you thrive in an ever-changing industry.

A significant milestone for SDAR this quarter is the launch of our new Member Portal. Designed to make it easier, faster, and more convenient for members to access the resources they need, the new portal will provide streamlined access to benefits, education, event registration, account management, and more. As we prepare for this transition, I encourage all members to verify that SDAR has your current email address on file, as your email address will be used to access the new system. This investment reflects our ongoing commitment to improving the member experience and delivering tools

that make it easier to access the benefits, resources, and services that support your success.

This quarter demonstrated the many ways SDAR advances its mission through education, advocacy, and community engagement. Throughout the quarter, we hosted several impactful programs that reflect the many ways REALTORS® create opportunities both locally and globally. Our *Business Beyond Borders* event brought together real estate professionals, business leaders, and international partners to explore cross-border opportunities and strengthen connections throughout the Cali-Baja region.

We also proudly hosted our *Pathway to Homeownership* event, connecting aspiring homeowners with valuable education, resources, and industry expertise to help them navigate the path to owning a home. Expanding access to homeownership remains one of the most meaningful ways we can strengthen our communities, and SDAR is proud to support efforts that help make that dream a reality.

Advocacy remains one of the most important ways SDAR serves our members and our communities. This quarter, SDAR was proud to support the **No on Measure A** campaign. As

advocates for homeownership and private property rights, we believe it is important to educate voters on issues that directly impact housing and our local communities. While Measure A was promoted as a housing solution, concerns remained regarding how funds would be allocated, the potential for increased costs, and its impact on homeowners, renters, and housing providers. Through the No on Measure A campaign, SDAR worked to help ensure voters had the information needed to make an informed decision on this important issue. Voters overwhelmingly voted No on Measure A, defeating the measure by more than 10 percentage points.

As our industry continues to evolve, SDAR remains committed to providing the education, advocacy, networking opportunities, and resources our members need to succeed. Together, we will continue to champion homeownership, protect private property rights, and support a strong real estate industry for future generations.

Thank you for your continued involvement and support of SDAR. I look forward to all we will accomplish together in the months ahead.

Karen Van Ness

2026 President

San Diego Association of REALTORS®

Karen Van Ness is an accomplished REALTOR® and dedicated instructor with the San Diego Association of REALTORS® (SDAR). With years of hands-on experience in San Diego's competitive real estate market, Karen brings a wealth of practical knowledge to her classes, helping REALTORS® navigate transactions with confidence and professionalism.

Karen is passionate about elevating REALTOR® success by equipping members with the tools, strategies, and industry insights needed to excel in today's market as she provides education classes for SDAR.

Whether guiding new agents or supporting seasoned professionals, Karen's commitment to real estate education and the industry overall, reflects her belief that knowledge is the key to building stronger client relationships and lasting real estate careers.



**Karen Van Ness - 2026 President
San Diego Association of REALTORS®
DRE#01354837**

MARKET OUTLOOK

Marketplace Outlook includes the latest real estate stats and trends in San Diego County and other critical topics.

2026 Market Trends

Home Buyer Profile: Cash & First-Time Buyer Trends
(Pre-Pandemic Average for Each of the Following Months From 2015-2019)



Source: REALTORS® Confidence Index (RCI)



June is historically one of the most active months for the housing market, with existing-home sales typically reaching their highest point of the year. NAR notes that summer timing, longer days and school-year schedules often motivate more buyers to enter the market, while sellers may also list to take advantage of stronger pricing and faster activity. According to NAR, June usually brings a modest increase in inventory, peak pricing and some of the fastest home turnover of the year, with homes historically spending about 30 days on the market. First-time buyers also tend to be more active in June, while cash-buyer activity typically slows as competition and prices rise. For REALTORS®, the takeaway is clear: June can create strong opportunities for sellers, but buyers may need to be prepared for a more competitive environment and stronger offers.

MARKET OUTLOOK

Key highlights from the report include:

- Fewer transaction sides per REALTOR®: The number of homes sold annually per REALTOR® has declined as the industry has grown and inventory has tightened.
- Rising home prices: Median home prices have increased significantly over the past decade, reflecting strong demand and constrained housing supply.
- Affordability challenges: Higher home prices and elevated mortgage rates have made affordability one of the most pressing issues facing buyers today.
- Inventory shortages: The supply of homes for sale remains well below historical norms, creating a more competitive marketplace.
- Changing buyer demographics: The age of first-time buyers has risen, and many households are taking longer to purchase their first home due to financial and market barriers.
- Technology and data evolution: The way REALTORS® access and use housing data has expanded dramatically, enabling more sophisticated market analysis and client service.

Together, these trends underscore how the real estate profession—and the housing market itself—has evolved over the past decade. Understanding these shifts can help REALTORS® better guide their clients, adapt their strategies, and

stay informed as the market continues to change. For a deeper dive into the data and analysis, read the full report from the National Association of REALTORS®.

Read the entire trends report, authored by Dr. Jessica Lautz, Deputy Chief Economist and VP of Research at the National Association of REALTORS® [here](#).



JESSICA LAUTZ

Make Sure Your Properties are Compliant with the 2025 Energy Code!



Energy Code Ace has the latest tools, training, and resources for learning the Energy Code

Scan me!



Energy Code Ace has training and resources about the 2025 Energy Code! With Energy Code Ace you will have the latest tools, training, and resources to help you learn the 2025 code cycle. Scan the QR code to see our full suite of no-cost offerings and create a free account to start acing Energy Code compliance.

Energy Code Ace Offerings:

- ✓ **Ace Tools**
- ✓ **Ace Training**
- ✓ **Ace Resources**



This program is funded by California utility customers and administered by Pacific Gas and Electric Company (PG&E), San Diego Gas & Electric Company (SDG&E®), and Southern California Edison Company (SCE) under the auspices of the California Public Utilities Commission.

SDAR IN THE NEWS

NAR Calls on Congress to Fund Housing Programs

NAR is urging Congress to fully fund essential federal housing programs in FY 2027. These programs are aimed at increasing housing supply, improving affordability, and supporting communities nationwide through continued investment in housing-related solutions.

[Read More](#)

SDAR Supports 2026 Homeownership Ballot Initiative

SDAR announced its support for the California Middle-Class Homeownership and Family Home Construction Act of 2026, a statewide ballot initiative designed to expand housing supply and help more working families overcome down payment barriers. The measure would support eligible buyers while prioritizing newly constructed homes.

[Read More](#)

Only 9% of people can name their realtor after 4 years. Put a **SYSTEM in place **TODAY** to brand **YOUR** name with clients **FOREVER!****

Mention
this ad for a
FREE CUTCO
gift with your
order!

**Brand yourself
with an item
of **VALUE!****



GIFT CUTCO!

- **Never Consumed/Used Daily, Forever**
- **High Quality & Guaranteed Forever**
- **Engraved with your Info**
- **100% Tax Deductible as Marketing**
- **Increase Top of Mind & Client Retention**

MAIN EVENTS

Main Events provides a summary of past events along with photos of upcoming events as well as attendees, keynote speakers and special guest speakers.

MAIN EVENTS

SDAR Has Moved to a New Member Portal!

The future of your SDAR membership experience is here.

SDAR is excited to launch a new Member Portal designed to make managing your membership easier, faster, and more convenient. The new platform will provide streamlined access to your membership account, education, events, billing information, and other member resources, all in one place.

ACTION REQUIRED

The new SDAR Member Portal is here.

Your EMAIL ADDRESS will be your new USERNAME.

Member ID #s will no longer be used to log in.

Please verify that SDAR has your current, unique email address on file.



YOUR NEW MEMBER PORTAL

EVERYTHING YOU NEED, ALL IN ONE PLACE

Designed to make managing your membership, education, events, and business resources easier than ever.

One Secure Login

Access your membership, education, events, and resources from a single portal.

Manage Your Profile & Membership

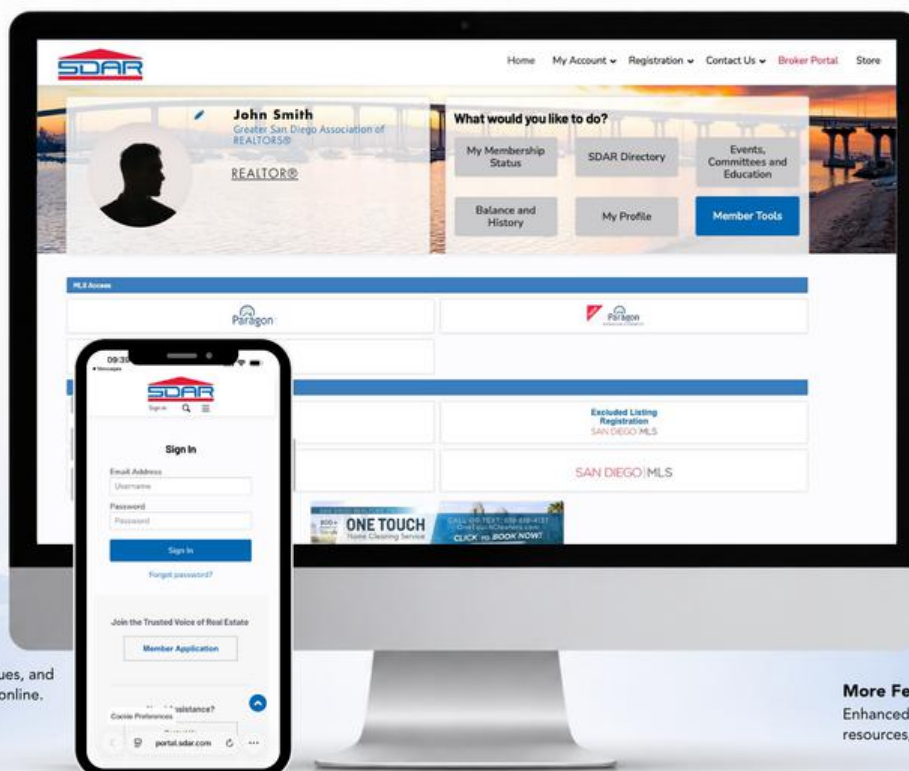
Update your contact information, renew your membership, and manage your account with ease.

Register for Classes & Events

Browse upcoming education and networking opportunities and register in just a few clicks.

Faster Payments & Transactions

Pay invoices, membership dues, and event registrations securely online.



Personalized Member Experience

Receive information, resources and recommendations tailored to your REALTOR journey.

Access Learning & Professional Development

Track history of past classes, certifications, and educational opportunities in one convenient location.

Stay Connected

Search other members, receive important updates, announcements, and communications from SDAR.

More Features Coming Soon

Enhanced member tools, broker resources, and online store.

MAIN EVENTS

To ensure a smooth transition, every member should confirm that SDAR has a current and unique email address associated with their account.

Remember: **Your email address is now your username. Member ID #s will no longer be used for login access.**

While You're Exploring...

Take a few minutes to update your profile and make sure your information is current. We encourage members to:

- Upload a professional headshot
- Verify contact information
- Review office and license details
- Explore new portal features and resources

Welcome to the future of your SDAR membership experience.

[**ACCESS YOUR PORTAL HERE**](#)

REALTORS! WIN MORE MILITARY CLIENTS

Help Active Duty & Veterans get up to **\$10,000** toward their new home!



Scan to Learn More
& Reserve Funds
for Your Military Clients!

- ✓ Attract More Military Buyers
- ✓ Close More Deals Faster
- ✓ Earn More Commissions



Eligible on VA Purchase loans in select states only



MAIN EVENTS

Empowering Communities. Building Connections. Advocating for Homeownership.

Explore some of the key events and initiatives that shaped the quarter.

Pathway to Homeownership: Empowering Future Homeowners

This quarter, SDAR's Housing Opportunities Committee hosted **Pathway to Homeownership**, a free community event designed to help aspiring homeowners better understand the homebuying process and the resources available to make homeownership more attainable.

The event brought together REALTORS®, lenders, housing counselors, and industry professionals who shared guidance on financing options, loan programs, down payment assistance resources, fair housing rights, and the steps involved in purchasing a home. Attendees also had the opportunity to connect directly with trusted professionals and community partners who can help support their homeownership journey.

As housing affordability continues to be a challenge for many families, SDAR remains committed to expanding access to homeownership through education, advocacy, and community engagement.

Business Beyond Borders: Strengthening Cross-Border Connections

SDAR's International Real Estate Committee welcomed real estate professionals, business leaders, and industry partners for **Business Beyond Borders: Navigating Binational Real Estate Opportunities**, an event focused on strengthening relationships and exploring opportunities throughout the Cali-Baja region.

Expert speakers shared insights on cross-border real estate transactions, market trends, investment opportunities, and the legal and financial considerations involved in conducting business between the United States and Mexico. Following the educational program, attendees gathered for a networking mixer that encouraged collaboration, professional connections, and the exchange of ideas.

The strong turnout highlighted the growing importance of international business and SDAR's commitment to providing members with valuable education and networking opportunities.

MAIN EVENTS

Advocacy in Action: Supporting the No on Measure A Campaign

Advocacy remains one of the most important ways SDAR serves its members and the communities they help shape. This quarter, SDAR proudly supported the No on Measure A campaign, working alongside community and industry partners to help educate voters on an issue with significant implications for housing, property ownership, and the regional economy.

Through its advocacy efforts, SDAR helped raise awareness about concerns surrounding the measure and reinforced the importance of informed civic engagement. The successful defeat of Measure A demonstrated the impact of REALTOR® advocacy and the importance of ensuring members have a voice in policies that affect housing, property rights, and the future of our region.

SDAR remains committed to monitoring legislation and ballot measures that impact property owners, housing opportunities, and the real estate industry.



Veterans First Mortgage Can Help Your Buyers

Accomplish Their Homeownership Goals

Veterans First Mortgage has *helped more than 100,000 borrowers* obtain the American dream of homeownership. While we specialize in serving Veterans and the military community, our **50-state lending ability and wide range of loan options**—including non-QM loans—allow us to find mortgage solutions for all types of buyers.



[CLICK HERE TO LEARN MORE](#)



Debbie Losser

AVP Branch Manager

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MAIN EVENTS

SAVE THE DATE — SEPTEMBER 9, 2026

Membership Appreciation Celebration

Join us as we celebrate and thank the members who help make SDAR a thriving and successful organization. Our annual Membership Appreciation event is an opportunity to connect with fellow REALTORS®, enjoy food and refreshments, win prizes, and learn more about the benefits and resources available through SDAR.

Whether you're a new member or a longtime industry professional, this event is our way of showing appreciation for your continued support and involvement.

Mark your calendar for Wednesday, September 9, 2026, and stay tuned for additional details and registration information.



MEMBER APPRECIATION DAY

& THE ANNUAL MEMBERSHIP MEETING



MAIN EVENTS

SAVE THE DATE — SEPTEMBER 30, 2026



Reds, Whites, and Brews

Reds, Whites, and Brews is SDAR's signature advocacy and networking event, bringing together REALTORS®, affiliates, community leaders, and elected officials for an evening of local wine, craft beer, food, entertainment, and meaningful connections.

More than a networking event, Reds, Whites, and Brews showcases the collective impact of REALTOR® advocacy in protecting private property rights and supporting housing opportunities throughout our county. Attendees enjoy an evening of great food, drinks, entertainment, and meaningful conversations with industry and community leaders. Stay tuned for registration details and event announcements in the months ahead.

Mark your calendar for September 30, 2026, and stay tuned for additional details and registration information.

MAIN EVENTS

NEW MEMBER ORIENTATION

First Tuesday of Every Month

Are you a newly licensed real estate agent? If you are fresh out of real estate school, you are probably thrilled that you passed the test and found a great broker but have no idea what to do next!

Join us on the first Tuesday of the month for our New Member Orientation at our Kearny Mesa office, featuring training on what you need to know to get started, the benefits of your SDAR member products and services, and lunch provided by the top real estate affiliates. Arrive 15 minutes early for registration, bring your SDAR Member #, and a government issued ID for verification.

Also, dress for success because you can get your FREE HEADSHOT during your lunch break- a great way to save money as you build out your professional marketing materials and bio.

THE DEADLINE TO SIGN UP FOR THIS CLASS IS 2 DAYS PRIOR



The market is complicated. We're not.

Attract new business, generate referrals,
and create a smoother experience from
listing to closing and beyond with
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today for details!**



This is a paid advertisement.

This home protection plan is not insurance. It is a service contract regulated under applicable state law. Terms and conditions apply. See your current state plan for pricing, coverage, and exclusion details. Charges for non-covered items may apply. Home warranties offered under the Old Republic Home Warranty brand are service contracts issued by Old Republic Home Protection Company, Inc.

MAIN EVENTS

Member Calendar

Key Billing dates and upcoming events for SDAR Members

June/July

MLS Q3 Fees Due
Billing: June 4

MLS Late Fee Billed
Billing: July 13

MLS Shutoff + Reinstatement Fee Billed
Billing: July 20

September

MLS Q4 Fees Due
Billing: September 3 | Due: October 2

October

MLS Q4 Late Fee Billed
Billing: October 13

MLS Q4 Shutoff + Reinstatement Fee Billed
Billing: October 20

FOR QUESTIONS CONTACT MEMBERSHIP AT (858) 715-8000



THE TASK FAIRY, LLC

RESIDENTIAL REALTOR LIAISON

PARTNERING WITH REALTORS AND THEIR CLIENTS TO ENSURE A SMOOTH HOME SELLING EXPERIENCE FROM INITIAL ON-MARKET PREPARATION TO THE FINAL CLOSING. THIS VALUE-ADD MINIMIZES SELLER STRESS AND SPEEDS UP THE SALES PROCESS.

ADDITIONAL SERVICES

- ADMINISTRATIVE TASKS
- ESTATE MANAGEMENT
- LIFESTYLE ASSISTANCE
- CONCIERGE SERVICES
- PROJECT COORDINATION

CONTACT



EILEEN M CAULFIELD
845.809.5438



TASKFAIRYEMAIL@GMAIL.COM



MYTASKFAIRY.COM

PRE-MARKET ASSISTANCE

- PACKING/DECLUTTERING
- DEVELOP AND ORGANIZE RESIDENCE MANUALS
- PREPARE INFORMATION HIGHLIGHTING PROPERTY'S FEATURES/UPGRADES
- SOURCE, COORDINATE, AND SCHEDULE SERVICES FOR PRE-SALE REPAIRS

ON-MARKET ASSISTANCE

- MAINTAIN PROPERTY TO ENSURE IT IS SHOW-READY
- MEET WITH VARIOUS VENDORS FOR ON-SITE SERVICES
- VACANT PROPERTY CHECK-UPS
- PROPERTY PREPPING AND MAINTENANCE
- PRE/POST-SHOWING PROPERTY OVERSIGHT TO ENSURE THAT PROPERTY IS IN EXCELLENT CONDITION



COMMITTEE CORNER

Committee Corner provides a summary of goals, recent accomplishments, challenges, and upcoming events that arise in SDAR Committees, provided by Committee Chairs or Vice Chairs in each edition of Today's San Diego REALTOR®.

Membership



San Diego MLS



International & Commercial



COMMERCIAL REAL ESTATE

The Commercial and International Committees provide members with opportunities to grow their expertise, expand their networks, and discover new business opportunities.

Commercial Committee

- Commercial Market Exchange & Pitch Session – July 23
 - [Register Here](#)

International Committee

- 5-Day CIPS Designation Series – August 18-22
 - [Register Here](#)
- Global Spotlight: Italy Real Estate – July 16
 - [Register Here](#)

Whether you're looking to strengthen your commercial knowledge or expand your global reach, these upcoming programs offer valuable education and networking opportunities for every stage of your business.

SAN DIEGO MLS

San Diego MLS is the official source of real estate listings for the San Diego Association of REALTORS®, offering the latest tools and resources for real estate professionals.



powered by: **SAN DIEGO** | MLS



5.0 RATED BY REALTORS® NATIONWIDE

Get Paid Faster with Cosient Commission Advance

What Is a Commission Advance?

A commission advance gives you access to your earned commission before closing, letting you tap into your income while a deal is still pending or even on an active listing. It's not a loan — you're simply getting your own money sooner, without credit checks, monthly payments, or debt.

How It Works

- Submit a request for an advance on a pending sale or active listing. [San Diego | MLS – Support](#)
- Cosient reviews the deal (no FICO or personal credit needed). [cosient.com](#)
- Receive your funds — often same-day by wire transfer. [San Diego | MLS – Support](#)
- Repayment occurs at closing — seamless and stress-free. [cosient.com](#)

Why This Matters to You

- Real estate income can be unpredictable. Commission checks don't always arrive when your bills or business expenses are due. With Cosient's program, you can:
- Access commissions early — often the same day funds are approved. [San Diego | MLS – Support](#)
- Keep your credit clean — no credit check is required. [cosient.com](#)
- Manage cash flow with confidence — use early funds for marketing, payroll, MLS dues, lead gen, or business growth. [cosient.com](#)
- No personal liability — if a sale falls through, repayment simply moves to your next transaction. [cosient.com](#)

Typical fees range from about 3%–7% — usually lower than credit card costs and without hidden charges. cosient.com

What Is a Commission Advance?

A commission advance gives you access to your earned commission before closing, letting you tap into your income while a deal is still pending or even on an active listing. It's not a loan — you're simply getting your own money sooner, without credit checks, monthly payments, or debt.

A Better Way to Bridge the Gap

So, whether you're planning marketing campaigns, covering operating expenses, or simply want smoother cash flow between closings, Cosient will put you in control of your paycheck. cosient.com

Ready to get started? Go to cosient.com to explore your commission advance options and unlock your commission when you need it most.



Questions? Contact SDAR Member Services for help navigating the Cosient program at 858-715-8000.

Great First Impressions Are Critical!

THE CLEANOLOGY ADVANTAGE . . .

The Cleanology team has the proven expertise to arrange customized cleaning services to make those critical first impressions happen—creating spotlessly cleaned homes that can photograph better, show nicer, and sell faster!



Why REALTORS® Trust Cleanology

- Founded in 2003 - 23+ years of experience
- Member of SDAR, PSAR, NSDCAR, and WCR
- A+ BBB rating
- 4.7 - Star Google Reviews rating
- Named San Diego's BEST HOUSEKEEPING SERVICE:
 - Modern Luxury Magazine
 - San Diego Magazine
 - Union-Tribune Reader's Poll: 6 YEARS IN A ROW!

Professional Housekeepers

- Pre-screened and registered with full ADP background checks
- They bring their own supplies and equipment
- Green or conventional products
- Available 7 days a week within San Diego County
- They guarantee their work!

Pre-Sale Cleanings

- Open Houses
- Property Showings
- Vacant or occupied homes
 - Deep cleanings
 - Surface cleanings
 - Post-construction
 - Move-in/Move-out services

Additional Services

- Carpet cleaning
- Window washing
- Power washing
- Tile & grout cleaning
- Rental property cleanings
- Cleanology Gift Certificates

Give your listings the help they deserve: Because in today's real estate market, a flawlessly presented listing isn't optional — **IT'S THE ADVANTAGE!**

REACH OUT TODAY ...



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www.CleanologySD.com



MEMBER BENEFITS

Unlock a wealth of benefits by joining the San Diego Association of REALTORS® (SDAR). As one of California's largest REALTOR® associations, SDAR offers unparalleled advantages, thanks to economies of scale you will not find elsewhere. By becoming a member, you gain access to an array of tools and resources designed to enhance your professional success. This section will highlight one or more member benefits SDAR Members can enjoy.

SDAR STORE SALE - BACK BY POPULAR DEMAND



CELEBRATING

250 YEARS

OF AMERICAN FREEDOM

1776 ★ 2026

INDEPENDENCE DAY SALE

25% OFF
SELECTED ITEMS

JUNE 10 - JULY 6

SDAR KEARNY MESA HEADQUARTERS



FREE FLAG FOR VETERANS
WHILE SUPPLIES LAST



MEMBER BENEFITS

Dear C.A.R. Members,

As your Leadership Team, we take seriously our responsibility to anticipate, address, and lead on the issues that affect your business and the consumers you serve. Every initiative undertaken by C.A.R. is purposeful and guided by our three-year Strategic Plan. We encourage you to review the next two pages, which outline C.A.R.'s three-year Strategic Plan. This plan serves as the roadmap for our work and reflects how your Association will deliver value to you and the communities you serve. Thank you for the trust you place in your Association and for the vital role you play in advancing the REALTOR® profession across California. Check out your new C.A.R. Member Benefits Guide [here](#).



Manny Sedano
Owner/Veteran



SedanoAutoGroup.com

**8970 La Mesa Boulevard
La Mesa, CA 91942**

MEMBER BENEFITS

Are You Eligible for REALTOR® Emeritus Status?

Have you dedicated 40+ years to the REALTOR® profession and served at the national level with NAR? You may qualify for REALTOR® Emeritus Status — an honorary recognition that includes:

- Permanent waiver of NAR dues
- Exemption from Code of Ethics & Fair Housing training
- Recognition for a lifetime of service to the profession

The 2026 REALTOR® Emeritus application period opens June 15, 2026. (All applications must be submitted by SDAR on behalf of the member.)

If you believe you may be eligible, now is the perfect time to review the requirements and begin preparing your application. SDAR is available to help members determine eligibility and navigate the application process.

Your years of service deserve recognition — and meaningful benefits.

Contact SDAR to get started: awards@sdar.com

MEMBER BENEFITS

Do You Qualify for C.A.R. Honorary Member-for-Life Status?

The California Association of REALTORS® Honorary Member-for-Life (HMFL) designation recognizes members who have dedicated decades to the profession — and it comes with meaningful benefits.

Eligible members who are approved receive:

- Permanent waiver of C.A.R. state dues
- Continued membership privileges
- Recognition for long-term service to real estate

You may qualify if you:

- Are 75 years of age or older
- Have 25+ years of C.A.R. membership

Applications must be submitted by your local association on your behalf.

If you think you may qualify, we encourage you to check your eligibility.

Contact SDAR to get started: membership@sdar.com

Your long-term commitment to the profession deserves recognition.



www.OneStopADU.com
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**ELEVATE
YOUR
GAME**

How AI Is Transforming Real Estate: Smart Agents, Smarter Tech

by Robert Schantz, Managing Broker, Keller Williams Realty San Diego Metro

Artificial Intelligence (AI) is no longer a futuristic buzzword—it's now a driving force in real estate, fundamentally changing how agents engage with clients, manage data, and run their businesses. From crafting compelling listing descriptions to predicting market shifts, AI-powered tools are giving REALTORS® new ways to boost productivity, personalize service, and stay ahead in a rapidly evolving industry.

But with every leap in technology comes new responsibilities. As brokers and agents, it's vital to understand where AI can add value—and where it can introduce risk. Adapting to these changes isn't just smart; it's essential for staying competitive.

AI in Action: Tools Powering Today's Real Estate Agent

Faster, Better Listing Descriptions

AI writing assistants like ChatGPT and Jasper can generate engaging property descriptions in seconds. By inputting details such as square footage, amenities, and location, agents receive multiple drafts to personalize and fine-tune. This frees up valuable time for marketing strategy and client outreach.

Smarter Lead Generation & Follow-Up

Platforms such as CINC and Offrs use AI to score and nurture leads, automatically sending personalized messages, qualifying prospects, and even booking appointments.

These systems use natural language processing to create authentic-feeling interactions, helping agents focus on the most motivated buyers and sellers.

Data-Driven Market Insights

AI-powered analytics tools like Lone Wolf and Top Producer can sift through vast amounts of real estate data—sales trends, neighborhood activity, migration patterns—to reveal emerging opportunities. Predictive analytics can help agents spot shifts in demand before they become obvious, giving clients a competitive edge.

Virtual Staging & Visualization

Solutions like Style to Design use AI to create virtual staging, allowing buyers to visualize spaces with different décor or layouts. This enhances listings and helps properties stand out online.

AI in Action: Tools Powering Today's Real Estate Agent

Misinformation & Hallucinations

AI sometimes generates content that sounds convincing but is factually incorrect—whether it's a property feature, a market stat, or a legal detail. Always review and verify every AI-generated description or report before sharing with clients.

ELEVATE YOUR GAME

AI Is Not a Legal Advisor

Never use AI to interpret contracts, summarize HOA documents, or provide legal advice. These tasks require human expertise and, when needed, legal counsel. Even the most advanced AI is no substitute for professional oversight.

Data Privacy & Security

Many AI platforms store or process any information you enter, including client details. Avoid uploading sensitive or personal information to public AI tools. Always review a platform's data policy and ensure compliance with privacy regulations.

Fair Housing & Copyright Risks

AI models are trained on vast datasets that

may include biased language or copyrighted content. Always review descriptions for inclusive, compliant language and originality to avoid fair housing violations and copyright infringement.

SEO Limitations

While AI can speed up content creation, websites relying solely on AI-generated material may see reduced search engine visibility. Search engines reward unique, value-added content. Use AI to assist-not replace-your original marketing efforts.

HELP YOUR CLIENTS MAKE SMARTER FINANCIAL DECISIONS.

Buying or selling a home is one of life's largest financial events. We help your clients prepare **before, during, and after the transaction.**



FOR SELLERS

- Navigate proceeds strategically
- Avoid costly financial mistakes
- Create a strategy for what's next



FOR BUYERS

- Protect their new home & income
- Align financial goals with homeownership



FOR REALTORS®

- Add value beyond the transaction
- Strengthen client relationships
- Become a trusted resource for life

WE HELP YOU ENHANCE YOUR VALUE PROPOSITION TO YOUR CLIENTS



Jonathan Ramos, MBA

Registered Representative
California Insurance License #4372587
(760) 222-2345 | jramos11@ft.nyl.com

Agent, New York Life Insurance Company
California License #4372587
Registered Representative offering securities through NYLIFE Securities LLC (member FINRA/SIPC)
A Licensed Insurance Agency and a New York Life Company
801 N Brand Blvd, PH Suite, Glendale, CA 91203



Stephanie Greer, MBA

Registered Representative
California Insurance License #OE03334
(951) 317-9249 | srgreer01@ft.nyl.com

Agent, New York Life Insurance Company
California License #4372587
Registered Representative offering securities through NYLIFE Securities LLC (member FINRA/SIPC)
A Licensed Insurance Agency and a New York Life Company
801 N Brand Blvd, PH Suite, Glendale, CA 91203

SCAN TO
CONNECT



AI in Action: Tools Powering Today's Real Estate Agent

- **Review Everything:** Never assume AI outputs are accurate. Proofread, fact-check, and personalize all content.
- **Protect Client Data:** Avoid entering personal or sensitive information into public or free AI platforms.
- **Stay Human:** Use AI to create efficiency, not distance, in your client relationships. Personal connection remains irreplaceable.
- **Know Your Tools:** Read terms of use and privacy policies before adopting any AI system.
- **Use Specific Prompts:** The more detailed your instructions, the better the AI output.
- **Invest in Training:** Stay updated on new AI tools and best practices as technology evolves.
- **Embed AI Thoughtfully:** Integrate AI into your core business processes, but don't let it replace your expertise or judgment.

Looking Ahead

As AI continues to evolve, REALTORS® who embrace these tools will be best positioned to thrive. Remember: AI can streamline processes and uncover new opportunities, but it should always complement-not replace-the professionalism, accuracy, and personal connection that define great real estate service. Let's lead our industry with both innovation and responsibility.

Ready to explore AI in your real estate business? Start small, stay curious, and always put your clients first.

Disclaimer: This article is designed to provide accurate and authoritative information regarding the subject matter covered. It is offered with the understanding that the author and publisher are not engaged in rendering professional advice. If legal advice or other expert assistance is required, the services of a competent professional should be sought. Articles which appear in this publication are an informational service to members. Their contents are the opinions of the authors alone and do not necessarily represent those of SDAR.

ADVOCACY

Advocacy is one of the most important benefits of SDAR membership. Every day, SDAR works to protect private property rights, support homeownership, and advocate for policies that impact housing, property owners, and the real estate profession throughout San Diego County.

This section highlights the advocacy efforts, legislative updates, and key initiatives that help ensure REALTORS® have a voice in shaping the future of housing and our communities.

Advocacy Wins: Protecting Property Rights, Advancing Homeownership

Advocacy is one of the most valuable benefits of REALTOR® membership. Through SDAR's Government Affairs efforts and partnerships at the local, state, and national levels, REALTORS® have a powerful voice on issues that impact homeownership, housing affordability, private property rights, and the real estate industry. SDAR works year-round to monitor legislation, engage with policymakers, and advocate for policies that support housing opportunities and a strong real estate market.

From protecting tax benefits and expanding housing solutions to supporting REALTOR® advocacy efforts across the country, these wins help safeguard the future of real estate and the communities we serve. Learn more about recent advocacy successes and how your REALTOR® voice is making a difference:

View the full list of Advocacy Wins:

[SDAR Advocacy Wins](#)



MEASURE A DEFEATED

THANK YOU, RAF CONTRIBUTORS!

SDAR Applauds Defeat of Measure A, Calling Vote a Victory for Homeowners and Property Rights

San Diego, CA – June 4, 2026

The San Diego Association of REALTORS® (SDAR) today applauded the defeat of Measure A, the City of San Diego's proposed residential vacancy tax, calling the outcome a victory for homeowners, property rights, and sound housing policy. Based on unofficial election returns, San Diego voters rejected Measure A by a significant margin.

Throughout the campaign, SDAR and a broad coalition of housing advocates, homeowners, taxpayers, small businesses, and housing providers raised serious concerns about Measure A's potential consequences, including:

No guaranteed housing outcome:

Measure A did not guarantee lower rents, new affordable housing, or a dedicated housing fund.

New costs on property owners: Measure A would have imposed a significant annual tax on qualifying homes.

Privacy and enforcement concerns: The measure would have required the City to determine whether homes were occupied and whether property owners qualified for exemptions.

Administrative uncertainty: Many implementation details, forms, rules, and enforcement procedures would have been developed after voter approval.

Legal risk: Similar vacancy-tax proposals in other jurisdictions have faced litigation and uncertainty.

“San Diego voters sent a clear message that punitive taxes are not the answer to our region’s housing challenges,” said Karen Van Ness, 2026 President of the San Diego Association of REALTORS®.

“Measure A would have imposed significant new costs on property owners while creating uncertainty and administrative burdens without addressing the root causes of our housing shortage. We are grateful that voters recognized the importance of protecting property rights and supporting policies that encourage housing production rather than punitive taxation.”

SDAR opposed Measure A because it would have created a new bureaucracy while failing to guarantee lower rents, new affordable housing, or meaningful progress on San Diego’s housing supply shortage.

With the defeat of Measure A, SDAR reaffirmed its commitment to address housing access and affordability, advancing policies that:

- Expand housing opportunities;
- Support homeownership;
- Protect private property rights;
- Reduce barriers to housing production; and
- Strengthen neighborhoods throughout San Diego County.

About the San Diego Association of REALTORS®

The San Diego Association of REALTORS® (SDAR) is one of the largest REALTOR® associations in California, representing thousands of real estate professionals dedicated to promoting private property rights, homeownership, and a strong real estate market throughout the San Diego region.

[Read More Here](#)

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SPOTLIGHT ON EXCELLENCE

Welcome to Spotlights, a dedicated section of Today's San Diego REALTOR® where we shine a light on the remarkable achievements of the members of the San Diego Association of REALTORS® (SDAR) and the hardworking SDAR staff who play pivotal roles in the real estate industry.

These Spotlights will celebrate the accomplishments of individuals who go above and beyond in their roles, whether it's closing significant deals, providing exceptional client service, or implementing innovative strategies to navigate the ever-evolving real estate landscape in Southern California.

Additionally, we'll highlight the invaluable efforts of SDAR staff members who work tirelessly to ensure the smooth operation of our organization on a daily basis. Stay tuned for videos with insightful interviews, success stories, and podcasts that honor the excellence within our member community.

A Legacy of Leadership and Service:

C.A.R. Honorary Member for Life & NAR Emeritus Recognition

Celebrating a Legacy of Service

SDAR proudly recognizes members who have earned two of the industry's most distinguished honors: California Association of REALTORS® Honorary Member for Life and National Association of REALTORS® Emeritus Status. These prestigious recognitions reflect decades of dedication, professionalism, leadership, and service to both the real estate industry and the REALTOR® organization.

MEMBER SPOTLIGHT
INTERVIEW

MEMBER SPOTLIGHT
INTERVIEW

While several SDAR members have achieved these remarkable milestones, this issue features interviews with six honorees who generously shared their experiences, insights, and advice for future generations of REALTORS®. Their stories serve as a testament to the lasting impact REALTORS® can have on their profession, their clients, and the communities they serve.

What is C.A.R. Honorary Member for Life?

The California Association of REALTORS® Honorary Member for Life designation recognizes REALTORS® who have demonstrated a long-standing commitment to both the profession and the REALTOR® community. To receive this honor, members must maintain at least 25 years of continuous C.A.R. membership while exemplifying the professionalism, leadership, and dedication that strengthen organized real estate. The distinction celebrates individuals whose careers have helped shape the REALTOR® community and advance the interests of property owners throughout California.



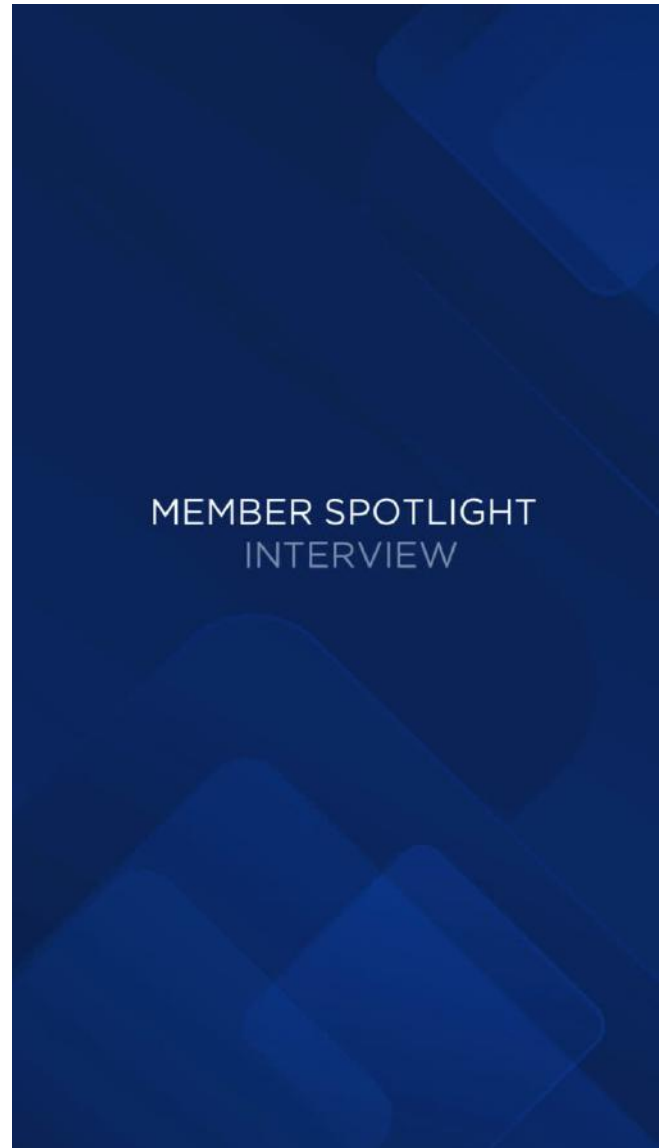
MEMBER SPOTLIGHT INTERVIEW

What is NAR Emeritus Status?

NAR Emeritus Status is among the highest honors awarded by the National Association of REALTORS®. Reserved for members who have dedicated more than four decades to the REALTOR® profession and provided significant service at the national level, the designation reflects a lifetime of leadership and volunteerism. Emeritus recipients have helped guide the direction of the organization while advancing the values of professionalism, advocacy, and homeownership that define the REALTOR® brand.

Honoring Those Who Paved the Way

On May 27, 2026, SDAR welcomed these distinguished members to the SDAR headquarters in Kearny Mesa for a special recognition event celebrating their achievements and contributions to the profession. During the gathering, honorees participated in recorded interviews, sharing career insights, lessons learned, and advice for the next generation of REALTORS®. They were also presented with commemorative tokens of appreciation recognizing their years of service and leadership.



These recipients were further recognized during SDAR's 2025 Circle of Excellence Awards Ceremony, where members and industry leaders joined in celebrating their extraordinary accomplishments. Their collective legacy reflects the values that continue to strengthen our industry: integrity, professionalism, service, and a steadfast commitment to helping others achieve the dream of property ownership.

Meet SDAR's Circle of Excellence Award Recipients

Celebrate the very best of SDAR. From record-breaking producers to standout leaders in our community, this year's Circle of Excellence Award recipients represent the highest standard of achievement.

View the honorees and see who made the list [here](#).

SDAR STAFF SPOTLIGHT



SDAR Welcomes Executive Assistant, Tammy Halloran

Tammy brings a deep background in executive-level support across complex, fast-paced organizations.

Throughout her career, Tammy has consistently demonstrated a strong commitment to operational excellence—whether coordinating executive calendars and high-level meetings, managing domestic and international travel, or ensuring seamless onboarding experiences for new team members. Her attention to detail, organizational strength, and ability to handle sensitive matters with tact will be critical as we continue to scale our operations and elevate how we serve our members.

What stands out most is Tammy's reputation for stepping in where needed, solving problems proactively, and enhancing the experience of those around her—from executives to staff to external partners.

On a personal note, Tammy is a San Diego Native (rare these days!) has been married for 38 years to Tom, has a grown son, Ryan and they are all "Friar Faithful" San Diego Padres fans! She is also a "dog mom" to two pups: Yoda, a Pug/Boston Terrier mix and Nikita, a Siberian Husky.



The San Diego Association of REALTORS® VENDOR GUIDE

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The San Diego Association of REALTORS® VENDOR GUIDE

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Direct 858.247.2824





CARAVAN CONNECTIONS

TUESDAY



MISSION BAY CARAVAN TOUR #G12

9:00AM PITCH SESSION

MISSION BAY YACHT CLUB
1215 EL CARMEL PLACE
SAN DIEGO, CA 92109



COLLEGE AREA - EL CAJON CARAVAN TOUR #G18

9:00AM PITCH SESSION

MARIE CALLENDER'S
6950 ALVARADO ROAD,
SAN DIEGO, 92120



COASTAL DEL MAR CARAVAN TOUR #G701

11:00AM PITCH SESSION

HOTEL INDIGO DEL MAR
710 CAMINO DEL MAR
DEL MAR, 92014



SCRIPPS RANCH CARAVAN TOUR #G10

9:00AM PITCH SESSION

SRCA COMMUNITY CENTER
11885 CYPRESS CANYON
ROAD, SAN DIEGO, 92131

WEDNESDAY



CARLSBAD CARAVAN TOUR #G701

9:30 AM PITCH SESSION

MIGUEL'S COCINA
5980 AVENIDA ENCINAS,
CARLSBAD, 92008



RANCHO PENASQUITOS CARAVAN TOUR #G129

10:00 AM PITCH SESSION

PITCHERS SPORTS BAR
9920 CARMEL MOUNTAIN
ROAD, SAN DIEGO, 92129



CORONADO CARAVAN TOUR #G118

9:00 AM PITCH SESSION

CORONADO YACHT CLUB
1631 STRAND WAY,
CORONADO, 92118



SOUTH COUNTY CARAVAN TOUR #G7

11:00 AM PITCH SESSION

GALLEY AT THE MARINA
550 MARINA PARKWAY
CHULA VISTA, 91910

THURSDAY



DOWNTOWN CARAVAN CODE #G8

9:00 AM PITCH SESSION

SMOKING GUN
555 MARKET STREET
SAN DIEGO, CA 92101



MIRA MESA CARAVAN TOUR #G126

10:00 AM PITCH SESSION

TOM CAT BAR & GRILL
9388 MIRA MESA BLVD
SAN DIEGO, CA 92126



PREA CARAVAN TOUR #G16

9:00 AM PITCH SESSION

PORTUGUESE HALL
2818 AVENIDA DE PORTUGAL
SAN DIEGO, 92106



RAMONA CARAVAN TOUR #G24/G25

1ST/3RD THURSDAYS
9:30 AM - 12:00 AM

FOR MORE INFO:
WWW.RREA.ORG/CARAVAN

FRIDAY



BAY MESA CARAVAN TOUR #G6

9:00 AM PITCH SESSION

ELIJAH'S RESTAURANT
7061 CLAIREMONT MESA BLVD
SAN DIEGO, CA 92111



METRO CARAVAN TOUR #G14

8:30 AM PITCH SESSION

BANKERS HILL CLUB
3030 FRONT ST.,
SAN DIEGO, 92103



POWAY CARAVAN TOUR #G64

9:00 AM PITCH SESSION

ST. BARTHOLOMEW'S
16275 POMERADO ROAD,
SAN DIEGO, 92064

Thank you for being a valued member of the San Diego Association of REALTORS®!

If you have any ideas, insights, or contributions you'd like to share with your fellow members, we encourage you to reach out. Whether it's a topic you'd like to see covered, an advertiser who'd be interested in reaching members or content you'd like to contribute to the next editions of Today's San Diego REALTOR®, we welcome your input.

Please don't hesitate to contact membership@sdar.com with your suggestions and contributions. Your voice matters, and we're here to ensure that your needs and interests are met.

Thank you once again for being an essential member of the San Diego Association of REALTORS® community!