



Volume 30, Issue 21

News concerning activities sponsored  
by the California Community Colleges  
Real Estate Endowment Fund

Fall 2009

**Dear Real Estate Educator:**

As real estate teachers and licensees, we certainly have our work cut out for us in this ever-changing and challenging real estate market. The Real Estate Education Center ("REEC") is here to help with practical and educational conferences (Los Angeles 10/23/09, San Diego 2/26/10 and San Francisco 4/23/10), upcoming revised instructor & student study guides in Spring 2010, real estate scholarships for your students, information on new legislation and hot topics, and serving as a resource for our real estate community.

We hope that you had a restful summer! Thank you for attending the Spring 2009 Real Estate Educators Conference in San Francisco in April 2009 and THANKS also to our speakers: CalFHA's Leah Pears, CAR's Carmen Petrinca-Hirciag, Chuck Wiseley, Harold Justman, Esq., West LA's Dr. Vanita Nicholas, Palomar College's Kevin Hall, and CAR's Deputy Chief Economist Robert Kleinhenz, PhD. Also, THANK YOU to our Exhibitors for the continental breakfast! We have posted the presentations by C.A.R.'s Deputy Chief Economist Robert Kleinhenz' "2009 Housing Market Outlook" and Kevin Hall's "CH-Ch-changing real estate market" at <http://www.ccsf.edu/reec> Go to "conferences" page.

**Mark your calendars! The FALL 2009 Real Estate Educators' Conference will be held on Friday, October 23, 2009 at the Hilton Loss Angeles Airport, 5711 West Century Blvd, Los Angeles, CA 90045 (310) 410-3000.** To reserve a guest room at a reduced rate, please call 1-800-Hiltons and ask for the "ZS" catering rate. To register for the conference, please see the enclosed registration form and Agenda on page 3.

**SIGN UP NOW!** Get a discounted registration fee of \$45 (\$5 off the \$50 registration fee) when registration is postmarked on or **before October 16, 2009, otherwise, its \$50 at the door!** (See page 3 for Conference Agenda & Registration form or mail us the on-line registration form at [www.ccsf.edu/reec](http://www.ccsf.edu/reec) "Conferences" link.) Students may attend at a reduced registration fee of \$25 for students when they call the Center's Assistant, Craig Easley, at 415-267-6552 to reserve ASAP. Otherwise, it's \$50 at the door, so please advise your students.

We have an exciting conference planned with NEW Breakout Sessions & speakers! After our morning updates, Beverly Hills real estate Attorney Lawrence Jacobson will discuss recent real estate cases followed by three NEW breakout sessions with OREA's Greg Harding on appraisal liability issues, DRE's Sandra Knau on the NEW DRE exam & Q&A's and Palomar's Kevin Hall on real estate & social marketing. We also look forward to the "2010 Housing Market Outlook" by our lunch speaker, Robert Kleinhenz, PhD., C.A.R.'s Deputy Chief Economist.

Please get the word out! New real estate scholarship applications are due March 15, 2010 and applications are available at [www.ccsf.edu/reec](http://www.ccsf.edu/reec) (go to scholarships link). Please encourage your real estate students to apply! In addition to the endowment scholarship, your students can also apply for either the Bob Bruss or the Dennis McKenzie scholarships (applications available in Jan.2010). Attention Brokers & Agents, the DRE needs our help, please go to <http://www.hostedsurvey.com/takesurvey.asp?c=DREBrokerJAQ> to give your input on the DRE's exam survey.

CREEA members don't forget your 8:30am - 9:00am meeting that morning.  
Sincerely, Michele E. Hagan, J.D., Director, California Community Colleges Real Estate Education Center

## **Donate & Honor** **Our Legends**

In honor of our legends, **Robert J. Bruss**, **Dennis J. McKenzie** and **Lowell Anderson**, the Real Estate Education Center has established real estate scholarship funds in their honor. The scholarship funds are administered by the California Community Colleges Chancellor's Office and awarded to California Community College real estate students.

**Robert J. Bruss, Esq.**, an attorney, author, syndicated columnist, College of San Mateo instructor and author of the popular "California Real Estate Law Newsletter" passed away in 2007. **Lowell Anderson**, former Professor Emeritus of Real Estate Cerritos College (1962-2003) passed away on March 28, 2008. He authored many real estate textbooks and study guides. **Dennis J. McKenzie**, author, popular lecturer, consultant and beloved professor from College of Redwoods (retired 2008) passed away on June 13, 2008 due to complications following surgery. Dennis made a tremendous contribution to real estate education in California and to our real estate community by authoring numerous textbooks, presenting many practical seminars and serving as the Director of the California Community College Real Estate Education Center.

If you would like to honor our legends by a contribution to support our real estate scholarship fund(s) for our real estate students, please send your contribution in any amount payable to "CCSF" to the REEC at the enclosed address. Please note on the check memo line "Bruss", "Anderson" or "McKenzie" scholarship. Scholarship applications are available on the REEC's website at [www.ccsf.edu/reec](http://www.ccsf.edu/reec).

## **Department of Real Estate**

The DRE needs your help with their exam study survey. Lets ensure that the real estate examinations are up to date and test the knowledge, skills and tasks necessary for today's licensees. Grab a cup of tea or coffee and a comfy chair and tell the DRE what you think, go to <http://www.hostedsurvey.com/takesurvey.asp?c=DREBrokerJAQ>.

Beginning on or after July 1, 2009, DRE licensing and examination fees have been increased: salesperson exam \$60, brokers exam \$95, original license fee for broker \$300 and \$245 for agent, broker renewal fee \$300 and \$245 agent, and corporate license fee \$300. If you have any questions, contact the DRE Licensing Section at 877-373-4542.

In August 2009, the DRE celebrated a successful launch of its FIRST online examination site at its Oakland Offices. The applicants can obtain exam results instantly and it's a paperless (green) exam with the DRE providing a whiteboard, marker and calculator to applicants. Exams should also be online in Fresno later this year followed by Los Angeles, Sacramento and San Diego. Come see the DRE demonstrate the NEW EXAM at our LA Conference!.

Since 2007, there has been a 6% drop in the number of licensees from 546K to 516K, yet, there is an 80% broker and 57% agents renewal rate! (See <http://www.dre.ca.gov>)

As of July 2008, Secure and Fair Enforcement Mortgage Licensing Act (SAFE ACT) requires a national licensing system of all mortgage loan originators to reduce mortgage fraud & enhance consumer protection with California implementation likely in mid to late 2010. Info at [www.stateregulatoryregistry.org/NMLS](http://www.stateregulatoryregistry.org/NMLS) and [www.csbs.org](http://www.csbs.org).

# Real Estate Educators' Conference

Friday, October 23, 2009 Hilton LAX

## PROGRAM

- 8 a.m.**                    **Registration desk opens**  
Exhibits/Continental Breakfast (compliments of Exhibitors)
- 8:30-9:00 a.m.**        **CREEA meeting**
- 9:00 a.m.**                    **Morning Update Session**
- Michele Hagan, Director, CCC Real Estate Education Center
  - Sandra Knau, Acting DRE Manager of Education & Exam Programs
  - Leah Pears, California HFA, Homeownership Outreach Officer
  - Carmen Petrinca Hirciag, CAR Membership
  - Chuck Wiseley, Career & Technical Education, Chancellors Office
- 9:45 a.m.**                    **Break with Exhibitors**
- 10:00 a.m.**                    **Featured Morning Speaker**  
Speaker: Lawrence H. Jacobson, Esq., Beverly Hills Real Estate Attorney  
Topic: "2008 Appellate Decisions affecting Real Estate"
- 11:00 a.m.**                    **Break with Exhibitors**
- 11:15 a.m.**                    **Breakout Sessions:**
- "Appraisers Liability Issues", Greg Harding, Office of Real Estate Appraisers
  - "New DRE Exam & Q&A", Sandra Knau, DRE Education Manager
  - "Real Estate meets Social Marketing", Kevin Hall, Broker & Palomar Teacher
- 12:15 p.m.**                    **Break with Exhibitors**
- 12:30 p.m.**                    **Luncheon**  
Speaker: Robert Kleinhenz, PhD., Deputy Chief Economist CAR  
Topic: 2010 Housing Market Outlook
- 2:30 p.m.**                    **Adjourn**

## WHAT'S NEW

### Fall 2009

- In July 2009, after many years of service, Janice Waddell retired from the Department of Real Estate. Many thanks to Janice for her commitment to real estate education. Sandra Knau will be covering Janice's position until a replacement is found.
- Stay out of the Courtroom! Join Beverly Hills real estate attorney, Lawrence Jacobson, at our LA Real Estate Educators Conference 10/23/09 as he discusses recent legal decisions impacting real estate.
- Get with the technology! Join Palomar's Kevin Hall as he gets us techno-ready when "Real Estate meets Social Marketing", an upcoming breakout session at our LA 2009 Real Estate Educators Conference. 10/23/09.
- Can Appraisers be found liable? Find out. Join OREA'S Greg Harding as he discusses appraisers liability issues at our 10/23/09 RE Educators Conference.
- Don't forget! As of 7/1/09, real estate licensee identification numbers **required** on all first point of contact marketing materials & purchase agreements. (Business cards, stationery, property fliers, etc.). See SB 1461.
- The 2009 Real Estate Law Book & CD now available online FREE of charge & in print for purchase (\$25 plus tax) near late Jan. 09. Use DRE Publications Request RE 350 available at [www.dre.ca.gov](http://www.dre.ca.gov) or call DRE Book Order 916-227-0852.
- Interested in joining the Real Estate Endowment Advisory Board? Interested in speaking at our conferences? or writing an article for this newsletter? Please send your bio to the Center Director, Michele E. Hagan, J.D., at enclosed address.

## Fall 2009 Real Estate Educators' Conference / Los Angeles October 23, 2009

### Registration

#### Date / Location

Friday, October 23, 2009  
Hilton Los Angeles Airport  
5711 West Century Blvd.  
Los Angeles, CA 90045  
(310) 410-4000 or 1-800-Hiltons

Name \_\_\_\_\_

College / Company \_\_\_\_\_

DRE/OREA /OTHER (CE credit) License # \_\_\_\_\_

#### Registration / Luncheon Fee

Community College & Others—\$50  
Students -\$25 for first 15 reserved /\$50 at door.

**NEW Early Bird Rate:** (\$5 off)  
if Payment postmarked by 10/16/09 \$45  
After 10/16/09 \$50 at door.

Address \_\_\_\_\_

City/State//Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_

E-mail address \_\_\_\_\_

Maps & directions can be found at:  
[www.hiltonlosangelesairport.com](http://www.hiltonlosangelesairport.com)

Scholarship Donation: \$ \_\_\_\_\_ Bruss \_\_\_\_\_ Anderson \_\_\_\_\_ McKenzie \_\_\_\_\_

**Return form with CHECK to: City College of San Francisco** c/o Real Estate Education Center, 88 4th St., Rm. 324  
San Francisco, CA 94103. \*Students must call the Center to reserve \$25 rate. No refunds on cancellations received after 10/16/09.  
Note: Separate check payable to "CCSF" to contribute to Bob Bruss, Lowell Anderson and/or Dennis McKenzie Scholarships.

For special guest room rates on Thursday evening October 22, please call 310-410-4000 or 1-800-hiltons and ask for the reduced "ZS" catering rate. On site parking available for a fee. Free airport shuttle. Publishers/Exhibitors contact Walt Huber 310-827-5578 to reserve Exhibitor display space.

● THIS PROJECT WAS FUNDED FULLY OR IN PART BY A GRANT (#09-0015), AWARDED TO SAN FRANCISCO CCD AND ADMINISTERED BY THE COMMUNITY COLLEGES CHANCELLOR'S OFFICE, FROM AN ENDOWMENT PROVIDED BY THE DEPARTMENT OF REAL ESTATE. IT IS THE POLICY OF CITY COLLEGE OF SAN FRANCISCO NOT TO DISCRIMINATE AGAINST ANY PERSON ON THE BASIS OF RACE, COLOR, NATIONAL ORIGIN, SEX OR DISABILITY IN ALL OF ITS EDUCATIONAL AND EMPLOYMENT PROGRAMS AND ACTIVITIES.



California Community Colleges  
Real Estate Education Center

88 Fourth Street, Room 324  
San Francisco CA 94103  
Telephone: (415) 267-6550  
Fax: (415) 267-6518  
Web Site: [www.ccsf.edu/reec](http://www.ccsf.edu/reec)

**THE  
INFORMER**

Fall 2009

***Register EARLY  
for  
October 23, 2009  
Real Estate  
Conference!!!***