



Volume 30, Issue 23

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

Spring 2010

Dear Real Estate Educator:

The California Community Colleges Real Estate Education Center exists to serve all of the community colleges in California by providing instructional support and services to instructors of Real Estate. It produces Real Estate Instructor and Student guides on most of the Real Estate subjects taught at community colleges statewide. In addition, the Center offers three Real Estate Education Conferences for Real Estate Educators in California.

We are about to embark on a new relationship with the Department of Real Estate Financial Literacy Program. The DRE desires to promote financial literacy through the Community College system by offering a Saturday workshop in four college regions in the State. See page 2 for more information on this exciting DRE initiative.

Plan to attend Spring 2010 Northern California Real Estate Educators' Conference to be held on Friday, April 23, 2010 at the Radisson Hotel, San Francisco Airport Bay Front, 5000 Sierra Point Parkway, Brisbane, CA 94005 telephone (415) 467-4400. To reserve a guest room at a reduced rate, please call 1-800-333-3333 and request the "Real Estate Education Conference" rate. Alternatively, visit www.radisonsfo.com and click on "more search options." In the "check rates & availability" section, type "Estate" in the promotional code box. **There is a free airport shuttle provided by the hotel to and from SFO departing every 30 minutes. Parking is also free.** To register for the conference, please see the enclosed registration form and Agenda on page 3.

REGISTER NOW! Get a discounted registration fee of **\$45** (\$5 off the \$50 registration fee) when registration is postmarked on or **before April 16, 2010, otherwise, registration is \$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 "Conferences" link.) Students are encouraged to join us and may attend at a reduced registration fee of \$25 when they call the Center's Assistant, Craig Easley, at 415-267-6552 to reserve now. Why not assign your students some "extra credit!"

We have an exciting conference planned with updates from the Department of Real Estate, Community Chancellor's Office, and the California Association of Realtors®. Joining us is DRE Managing Deputy Director, Dionne Falk, charged with the Commissioner's new initiative program: Financial and Real Estate Literacy. She will introduce Chris Sorenson, President, H.E.L.P. who addresses the steps we can take with our students to sustain homeownership and our communities. Enabling students to thrive in the current commercial real estate market is the topic of CCIM Instructor of the Year, William Mohr. He will inspire you to be an even better real estate instructor in the classroom. Finally,, we look forward to the "2010 Housing Market Outlook" by our ever popular lunch speaker, Robert Kleinhenz, PhD., C.A.R.'s Deputy Chief Economist.

Members of the Real Estate Endowment Board will meet on Friday, April 30, 2010 in San Francisco. The Board seeks qualified new members. Please contact members of the Board or the Director to express your interest and willingness to serve.

CREEA members don't forget your 8:30 am – 9:00 am meeting that conference morning. Wear your CREEA lapel pin proudly!

Yours truly, Carol A. Jensen, Director, California Community Colleges Real Estate Education Center

Department of Real Estate Announces

Financial Literacy Program



April is National Financial Literacy Month (www.financialliteracymonth.com). Governor Arnold Schwarzenegger and Department of Real Estate Commissioner Jeff Davi are committed to encouraging financial literacy for all Californians.

Purpose:

To that end, the Department of Real Estate (DRE) is committed to a very important and strategic outreach effort critical to promoting an understanding for ALL Californians of real estate financial transactions including but not limited to purchasing a first home, renting and refinancing an existing mortgage.

Mission:

California experienced a challenging financial impact caused in part by the lack of consumer knowledge and understanding regarding the financial commitment required for homeownership or the complexity of real estate transactions and financing.

Knowledge is power. The DRE believes that by educating ALL Californians, from young adults through senior citizens, with the power of real estate knowledge, they will not only have greater understanding in their real estate transactions and financing, but just as importantly consumers will be less likely to be victimized by real estate fraud.

DRE is dedicated to developing and implementing an innovative real estate financial literacy program that provides important and relevant information and resources that provides specific focus based upon emerging needs.

Goals:

1. Actively participate in the Governor's "April is Financial Literacy Month" program with all California State partners, including participating in workshops, events and other activities.
2. **Direct and promote a real estate financial literacy course to be held at four select community college campuses and ultimately turned into a DVD. This Financial and Real Estate Literacy seminar will be the basis of a course guide available for use in community education throughout the community college system.**
3. Seek out other groups that are also identified as being dedicated to the creation of a course for 8th, 9th, & 10th graders that can be developed into and made a part of the K-12 curriculum.
4. Pursue other opportunities to ensure that Californians are informed, educated and provided access to pertinent information that will better prepare them to understand a financial transaction involving real estate.

To learn more, visit the California Department of Real Estate website at: www.dre.ca.gov. For more specific information about this new initiative, please visit: http://dre.ca.gov/cons_cflm.html. **Better yet, come to the April 23rd conference and personally meet Dionne Falk, DRE Managing Deputy Director, Financial and Real Estate Literacy Program.**

Real Estate Educators' Conference
Friday, April 23, 2010
Radisson Hotel, Brisbane, CA
AGENDA

8 am: Registration & Continental Breakfast (Thank You Exhibitors)

8:30-9am: CREEA meeting

9:00am: Morning Update Session

Carol Jensen, Director CCC Real Estate Education Center

Sally Hawkins, DRE Manager, Education and Research Section

Rhonda Mohr, Chancellor's Office, Student Financial Assistance Programs

Carmen Hirciag, CAR® Membership and Commercial Education Programs

9:45am: Break with Exhibitors

**10:00am: Introduction: Dionne Falk, DRE Managing Deputy Director, Financial and Real Estate Literacy
Chris Sorensen, Director, Homeowners' Education Learning Program (H.E.L.P.)
Topic: "Sustainable Homeownership, Sustainable Communities"**

11:00am: Break with Exhibitors

**11:15am: William P. Mohr, CCIM Instructor of the Year, Mohr Financial Services
Topic: "Inspiring Students to do Well in This Market."**

12:15am: Break with Exhibitors

**12:30pm: Lunch & Speaker: Robert Kleinhenz, PhD., Deputy Chief Economist, CAR ®
Topic: "2010 Housing Market Outlook."**

2:30pm: Adjourn

THE NEW AND IMPROVED REAL ESTATE PRACTICE GUIDES

By Lois Kadosh, MA

When charged with the task of revising both the **Instructor and Student Practice Guides** since the last major revision in 2002, the biggest challenge was to figure out how to maintain relevancy for perhaps another eight years.

As you peruse the Guides you will notice many references to websites that will help you in maintaining up-to-date information to pass along to your students. For example, short sale and REO transactions are in a continual state of flux while lenders and regulators figure out how to streamline the process of each. Additionally, licensees are constantly challenged with respect to looking out for the interests of their clients as well as managing their exposure to legal liability in these transactions.

Many chapters now include **Risk Alert** sections that are designed to help students develop an awareness of the potential problems and pitfalls in the day-to-day practice of real estate.

You are encouraged to pick up copies of the Guides to see all the changes that have taken place to help you in your Real Estate Practice classes.

*Editor's Note: The Center is updating both the **Real Estate Principles** and **Real Estate Mortgage Brokering** Instructor and Student Study Guides. Both will be available for ordering and use for your Fall 2010 classes. Authors interested in updating current Study Guides or writing new, even more relevant guides are urged to contact the Center at reec@ccsf.edu. Perhaps you have ideas on even more useful tools, electronic technologies, MS PowerPoint tools, Blackboard, or teaching methodologies that will benefit real estate education in California's community colleges. Pass your innovative teaching tools along, please!*

Spring 2010 Real Estate Educators' Conference / Brisbane April 23, 2010

Registration

Date / Location

Friday, April 23 2010

Radisson Hotel

San Francisco Airport Bay Front

5000 Sierra Point Parkway,

Brisbane CA 94005

Reservations: 1-800-395-7046 Toll-free

Telephone: (415) 467-4400

Fax: (415) 467-4440

Name _____

College / Company _____

DRE/OREA /OTHER (CE credit) License # _____

Address _____

City/State/Zip _____

Telephone (_____) _____

Registration / Luncheon Fee

Community College & Others—\$50

Students -\$25 for first 15 reserved /\$50 at door.

E-mail address _____

Early Bird Rate: (\$5 off)

if Payment postmarked by 04/16/10 \$45

After 04/16/09 \$50 at door.

Maps & directions can be found at:

www.raddisonsfo.com

Scholarship Donation: \$ _____ Bruss ___ Anderson ___ McKenzie ___

Return form with CHECK payable 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 04/16/10. Note: Separate check payable to "CCSF" to contribute to Bob Bruss, Lowell Anderson and/or Dennis McKenzie Scholarships.

For preferred room rates of \$79.00 per night plus taxes on Thursday evening April 22 through Sunday, April 25, please call 800-333-3333 and ask for the "Real Estate Education Conference" rate. Alternatively, visit www.raddisonsfo.com and click on "more search options." In the check rates & availability section, type "Estate" in the promotional code box. Free on site parking available. Free airport shuttle, too. Publishers/Exhibitors contact Walt Huber 310-827-5578 to reserve Exhibitor display space at the Conference. THANK YOU!

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Web Site: www.ccsf.edu/reec

**THE
INFORMER**

Spring 2010

**Register NOW
for
April 23, 2010
Real Estate
Conference!!!**