

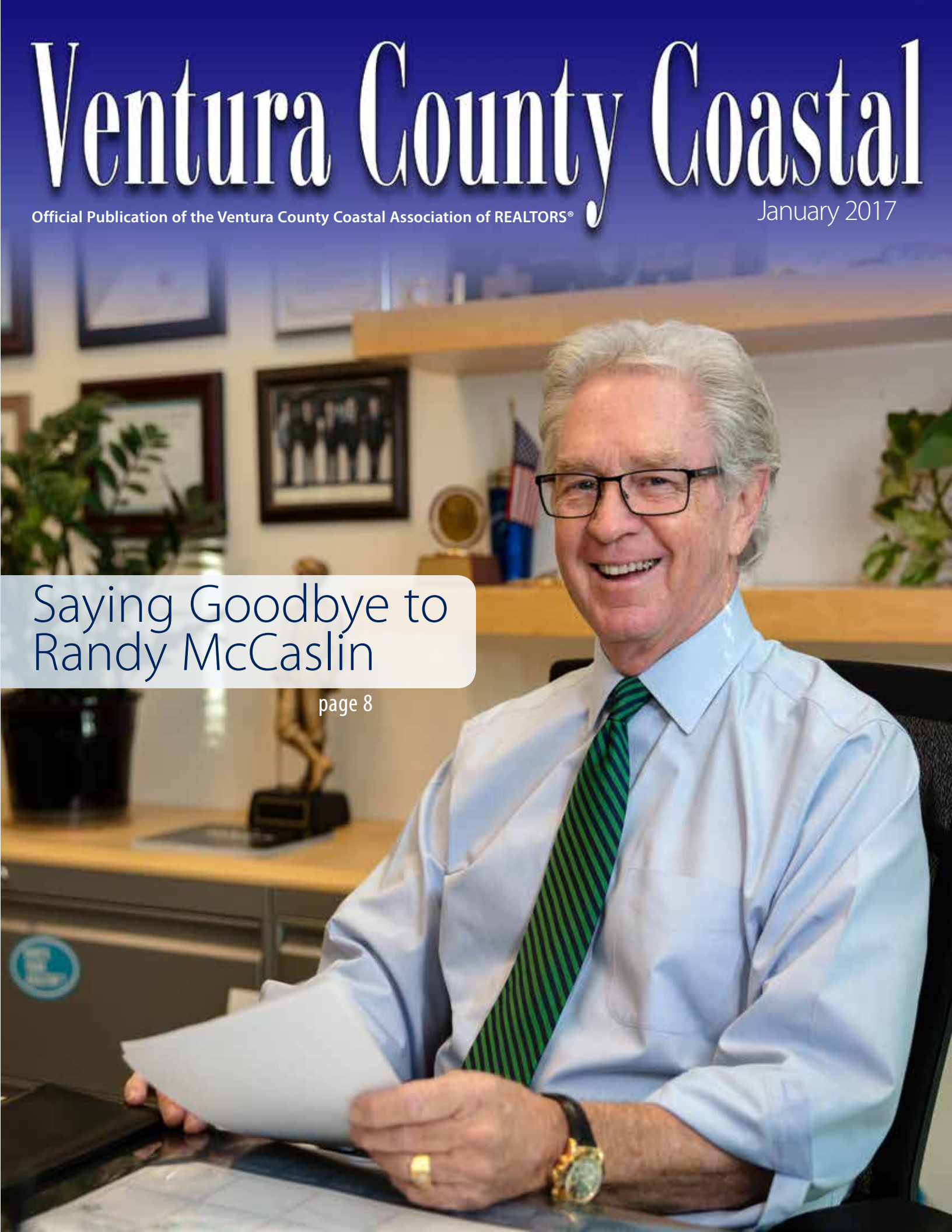
# Ventura County Coastal

Official Publication of the Ventura County Coastal Association of REALTORS®

January 2017

Saying Goodbye to  
Randy McCaslin

page 8





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## UPCOMING Meetings/Events

### JANUARY 16

Martin Luther King Holiday  
VCCAR Office Closed

### JANUARY 17

Board of Directors Meeting  
Board Room  
9:00 AM

### JANUARY 18

YPN Committee Meeting  
Board Room  
9:45 AM

VCRDS Meeting  
CSMAOR  
1:00 PM

### JANUARY 19

New Member Orientation  
Training Room  
9:00 AM

REFAT  
Board Room  
10:00 AM

### JANUARY 23

flexMLS Training  
Training Room  
9:00 AM

### JANUARY 24-28

C.A.R. Winter Business Meetings  
Indian Wells

### FEBRUARY 1

First Wednesday  
Copper Blues, 591 Collection Blvd, Oxnard  
4:30 PM

### FEBRUARY 2

General Membership Meeting  
with Keynote Speaker Brad Inman  
Marriott Residence Inn  
3:00 PM

### FEBRUARY 13

Affiliate Committee Meeting  
Board Room  
10:00 AM

Education/Equal Opportunity Committee  
Meeting  
Board Room  
1:00 PM

### FEBRUARY 14

MLS Committee Meeting  
Board Room  
1:00 PM

### FEBRUARY 15

YPN Committee Meeting  
Board Room  
9:45 AM

### FEBRUARY 16

REFAT  
Board Room  
10:00 AM

### FEBRUARY 20

President's Day Holiday  
VCCAR Office Closed

### FEBRUARY 21

Board of Directors Meeting  
Board Room  
9:00 AM

### FEBRUARY 23

CalHFA Workshop  
Training Room  
9:00 AM

### FEBRUARY 24

zipForm® Training  
Training Room  
10:00 AM

### FEBRUARY 27

Probate Training  
Training Room  
2:00 PM

### FEBRUARY 28

New Member Orientation  
Training Room  
9:00 AM

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**Lyle Elliott**  
**2017 VCCAR President**

## A New Year and a New President

It's a new year, which means VCCAR has a new president. I am honored to have the opportunity to lead the Association in 2017, and I will do my best to ensure that this is a great year for VCCAR and for REALTORS® in Ventura County!

To begin with, I'd like to thank two people in particular. Mark Chacon did an outstanding job as our president in 2016, and it was great to have the chance to work with him as your President-Elect. And I also want to thank Randy McCaslin as he retires after his 17 years of service as our CEO. Randy has built a strong foundation and deserves our thanks for all he's done. I hope you enjoy the cover story on [Page 8](#) that highlights many of his accomplishments.

As we move forward in 2017, there's a lot to talk about. Our new flexMLS system is up and running and I believe it will help our members be more productive and take advantage of the latest technology. I hope you've had the time to participate in our in-person and online training, but if not, there are numerous online sessions archived that you can explore at any time. You can access them on the VCCAR website (after you log in) or on the flexMLS Dashboard. See the article on [Page 16](#) for more information.

We're also excited to announce a new member benefit. VCCAR has partnered with Inman Select to provide a complimentary subscription to all members. Inman News is the leading real estate news source for agents, brokers, and real estate executives, and Inman Select provides you with breaking industry news, trends, and insight from real estate experts, along with special reports, tech reviews, podcasts, and more.

All you have to do to access the new service is log in at [www.inman.com](http://www.inman.com) with your username, which is your email address we have on file, and enter the temporary password "welcome." You can change your password under Account Settings after you register. If you need assistance, please contact Inman Select directly at [customerservice@inman.com](mailto:customerservice@inman.com) or call 800-775-4662 and press 1 to reach Customer Service.

In addition, Brad Inman will speak at our general membership meeting on February 2. I hope you'll make plans to attend. It's free to attend but you'll need to [register here](#). Learn more about the meeting and Inman Select in the article on [Page 6](#).

Finally, I want to welcome our new CEO, Wyndi Austin, who as you know comes to us from the SouthEast Valley Regional Association of REALTORS® in the greater Phoenix area. The Board, Wyndi, and the staff have been working on strategic planning and I'm confident we will be seeing many exciting changes in the months to come.

Again, it's an honor to serve as your president. I look forward to working with our members and staff to help our industry and your businesses thrive.



Lyle Elliott

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# SAVE THE DATE

**First Wednesday – February 1**





### Did You Know...

### A Few Tips on Getting Up and Running With flexMLS

As you all know, we have changed MLS vendors and now are experiencing the “fun” of change and a new system. So that you know, the MLS Committee and Board of Directors did not make the change without long and considerable discussion. It was known it would not be easy for anyone to experience the change without it affecting their business to some extent. All along, the intent was and is to make the change to flexMLS as easy as possible. There are always issues with changes of this nature, but the transition is moving ahead well.

At the staff level, we have learned there are some things members can do to make the transition go more smoothly. So here are a couple “Did You Knows.”

- User names and passwords have changed. We have added vc. to your original v211\*\*\*\*\*, Please make sure your access is accurate and up to date. This may sound like a “duh” but it is a major part of why agents are experiencing some difficulties with logging in. At least this is an area the seems to be the most frequent issue.
- For Running Searches, please take the time to watch one of the Getting Started webinars.
- We have scheduled and continue to provide live flexMLS training. Since the sessions fill very quickly I suggest that you register soon for the sessions scheduled for January 23 and March 7.

In addition, our MLS Administrator, Lynn Van Emmerik, has written an article for this issue that contains more tips. You can find it on [Page 16](#).

Finally, this is my last “Did You Know” CEO Corner article. Thank you for the support over these many years. Take care and best wishes. I will miss you.



Randy McCaslin

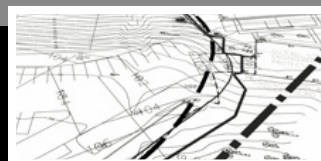
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## Brad Inman to Keynote General Membership Meeting

Award-winning journalist, publisher, and entrepreneur Brad Inman will be the keynote speaker at the VCCAR General Membership Meeting on February 2. The meeting will be from 3-5 p.m. at the Residence Inn Oxnard River Ridge, 2101 West Vineyard Avenue. The event is free but you must [register ahead of time](#) to secure a spot.

Inman is founder and sole owner of Inman, real estate's leading name in news, information, and innovation since 1983. In addition, his Inman-branded real estate business and technology conferences bring thousands of thought leaders together each year to share best practices and promote innovation. Countless new products and companies – and successful real estate professionals – have been launched as a result of their attendance at Inman conferences.

He began his career as a housing policy analyst and community advocate who parlayed a weekly real estate column in the *San Francisco Examiner* at the dawn of the Internet era into a series of entrepreneurial ventures. In 1999, Inman founded HomeGain.com, an early provider of online marketing programs that connect agents with homebuyers and sellers. HomeGain was sold to Classified Ventures, LLC, in 2005. That same year, Inman founded TurnHere, an online commercial video platform and, in 2008, founded Vook, an online e-publishing platform. He also was an early investor in Curbed.com and served as Chairman of the Board before it was sold to Vox Media.

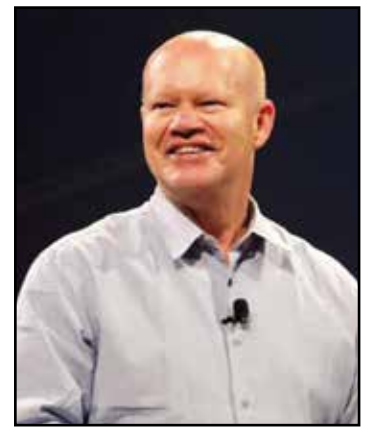
A compelling speaker, he is a regular at real estate events around the nation and has been a visiting lecturer in the School of Journalism at the University of California, Berkeley.

In addition, VCCAR has reached an agreement with Inman to offer its Inman Select service to all members at no cost.

Inman Select is a premium news service for real estate professionals that delivers the latest industry news, analysis, special reports, videos, and in-depth profiles of successful brokers and agents. More than 324,000 real estate professionals rely on Inman Select for daily insight and exclusive tools to grow their business.

"VCCAR is excited to offer Inman Select to our membership," said Lyle Elliott, VCCAR 2017 President. "Inman Select is the preeminent real estate news provider in the United States and the content is relevant, cutting edge, and timely. Our members will benefit from Inman Select to assist in making their businesses more vital and to provide up-to-the-minute industry communication to their customers."

To access the new service, log in at [www.inman.com](http://www.inman.com) with your username, which is your email address on file with VCCAR, and enter the temporary password "welcome." You can change your password under Account Settings after you register. If you need assistance, please contact Inman Select directly at [customerservice@inman.com](mailto:customerservice@inman.com) or call 800-775-4662 and press 1 to reach Customer Service.



*Brad Inman*



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## Saying Goodbye

After a 'Fantastic Ride,' Randy McCaslin Looks Forward to Travel, Grandchildren

By John Frith

VCCAR Editor and PR Consultant

In the summer of 2000, Randy McCaslin was looking for a new challenge. He enjoyed success as the office manager for Herrick and Co. Realtors and had 25 years under his belt as an agent and broker. But he was burned out, even working with a personal trainer to try and regenerate his enthusiasm for the profession.

Then an agent who used to work for him had an idea. The Ventura County Coastal Association of REALTORS®, just 3 years old after the Oxnard, Ventura, and Camarillo Associations had merged, was looking for a new CEO, and the agent thought McCaslin would be a good fit.

"So along with 25 other people, I applied for this position, and a couple of months later was offered it. I started here October 23, 2000," McCaslin recalled recently.

But after 17 years of leading the staff and working with that many Association presidents, McCaslin will be retiring at the end of the month. He said working with a new president every year was "like having a new bride every year that you don't get to choose," but said he worked hard every year to make the president's term the best it could be.

Janet Dorsey, who served as president in 2011, recalled that McCaslin took over during some tumultuous times for VCCAR. The merger was still new and there were some leadership problems as well. But through good times and bad, she said McCaslin has done a great job.

"He has helped keep us together for 17 years seamlessly," said Dorsey, the Camarillo branch manager for Century 21 Troop Real Estate and still active on several VCCAR committees. "He's been such a great person to work with in managing the organization and helping all the volunteer leadership acclimate. He's made sure we had everything we needed to be in that role."

Dorsey also gave McCaslin high marks for his financial management of the Association. Even during the depths of the great recession, the Association had the resources to avoid layoffs and by his prudent management and use of reserves, VCCAR ended that time frame no worse off than where it started.

McCaslin ticks off a number of accomplishments that volunteer leaders and staff made happen during his watch, starting with building the VCCAR offices on Wankel Way.

"We owned the lot, and I went to the board in 2001 and said we need to build our own building. It took us 2½ years and I'm very proud of that. It was one of the most fun things I did.

Cover photo by Joe Virnig



I'm also proud that we paid it off in 2010 and that we have two tenants," he said.

The 13,800-square-foot structure was built to give the Association room to grow in the future, but since staff size has remained fairly constant, VCCAR has not needed to expand its footprint.

The building has also been modernized, including a recent project to update the training facility.

Another accomplishment was the ongoing shift to the new MLS system. McCaslin recalled when he started, property listings still came out in hard copy every two weeks before the MLS launched a browser-based platform in January 2001. VCCAR eventually moved to a new Internet-based platform hosted by Rapattoni Corporation, and just completed migrating to a new system designed by flexMLS. And in 2005, VCCAR and the two East County AORs that later joined to become the Conejo Simi Moorpark AOR jointly created the Ventura County Regional Data Share system that allows REALTORS® from throughout the county to share data.

Since 2000, VCCAR membership has grown from about 1,400 to just under 2,000 today.

McCaslin also pointed to increased staff development and cross-training, and especially his focus on professional standards. VCCAR helped establish the Real Estate Fraud Advisory Team, a collaboration of REALTORS®, other real estate professionals, and the Ventura County District Attorney's Office that's designed to prevent, detect, and report real estate fraud. It's become a model for other local Associations and for the





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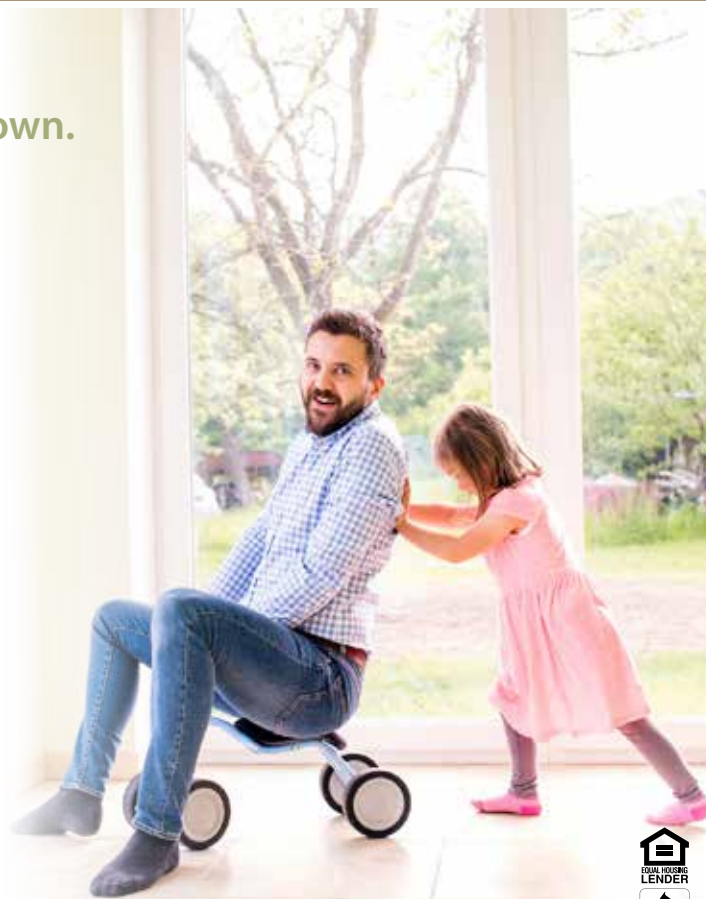
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California Association of REALTORS®," noted Jim Keith, another past president and current VCCAR and C.A.R. director.

"I don't know of another Association Executive in California who comes close to his knowledge of professional standards and ethics," said Keith, the director of risk management for Berkshire Hathaway Home Services who's been involved with the issue since 1978.

McCaslin said professional standards is one of his passions. Both at VCCAR and at C.A.R., the names of professionals who have been found to have violated the Code of Ethics are posted on the members-only sections of the websites so other REALTORS® are aware.

"We need to keep members' feet to the fire. If they violate the Code, I am proud that other members know who the bad players are," he said.

Keith said McCaslin is well-respected at C.A.R.

"He's been in leadership positions, task forces and working groups, and was on the Executive Committee last year – about the biggest appointment you can get. It's been a real pleasure working with him and I'm going to miss him," Keith said.

McCaslin actually served on the C.A.R. Executive Committee twice – in 1999 as a REALTOR® and again last year as the president's designee to be the only one of the state's 108 AE's





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to serve on the panel. He noted he also helped launch the annual C.A.R. legislative lobbying days Capitol Reception while serving as a state association director in 1995 and was chosen to serve on the C.A.R. President's Advisory Panel. He also has been named a REALTOR® Emeritus by the National Association of REALTORS® and a C.A.R. REALTOR® for Life.

With retirement just around the corner, McCaslin and his wife of 53 years, Beverly – a retired Ventura High School Principal – are looking at indulging two of their personal passions: their four grandchildren and their love of travel. They have already booked a trip to the East Coast this fall to

view the foliage and want to visit as many national parks as they can in the years to come.

"It's been an interesting trip. It's been a fantastic ride," he said. "It's been a true honor and privilege to work for VCCAR for the past 17 years as its CEO. It's a great association with a terrific, professional staff and I feel I am leaving it in a much better place than when I started."

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### Choosing REALTOR® Champions

By Marta Golding Brown  
VCCAR Government Affairs Director



Marta Golding Brown

To help protect and promote the interests of REALTOR® members, the National Association of Realtors (NAR) has developed the REALTOR® Party, an initiative dedicated to advancing legislation and supporting local, state, and national issues that affect REALTORS® and the real estate industry. The REALTOR® Party actively promotes the election of candidates who understand the vital role real estate plays in our economy and who uphold and advance private property rights.

NAR provides a multitude of tools, services and programs through the REALTOR® Party that help our members reach these goals. For example, VCCAR has used NAR material to help guide our candidate questionnaires and interviews.

One of these tools is the Best Practices for Choosing REALTOR® Champions course. In December, VCCAR hosted two NAR-sponsored Choosing REALTOR® Champions classes for members of VCCAR and the Santa Barbara and Conejo Simi Moorpark AORs.

The events gave members and staff from the three associations the opportunity to discuss and refine our process for choosing which candidates to support in local elections. The NAR representatives also discussed the importance of REALTORS® helping with grassroots campaigns through member mobilization, including placing yard signs and walking the neighborhoods they represent. It is no longer enough to have only a Political Action Committee, as we do through the California Real Estate Political Action Committee (CREPAC) – we need to actively help candidates who support the real estate industry and promote private property rights.

Of course, PAC contributions remain critically important, and we hope you will continue or increase your voluntary contributions to the REALTOR® Action Fund. In 2016, more than 22 percent of our Members did so, which helped us support successful pro-housing candidates in several local elections.

I'd also encourage you to participate in our Local Government Affairs Committee. Although there are no local elections scheduled this year, there are a number of local issues that will be on city and county agendas, including of course short-term vacation rentals. Our members can play an important role by actively participating in our government affairs efforts.

And finally, we need to respond to the Calls to Action from NAR and C.A.R. When members respond to Calls to Action, elected officials pay attention. We are the largest industry association nationally and each member's call makes a difference, and when we respond in unison our voice is hard to ignore.

In 2016, NAR put out one call for action, for REALTORS® to urge Congress to pass HR 3700, which reformed federal rental assistance programs. VCCAR members responded at a higher-than-average rate, and the reforms were signed into law. Because there are no state or local elections planned in Ventura County this year, we especially urge all our members to take the time to respond to Calls to Action this year and ensure our lawmakers know where we stand.

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## Inventory Fell Sharply in December, While Home Sales Rose

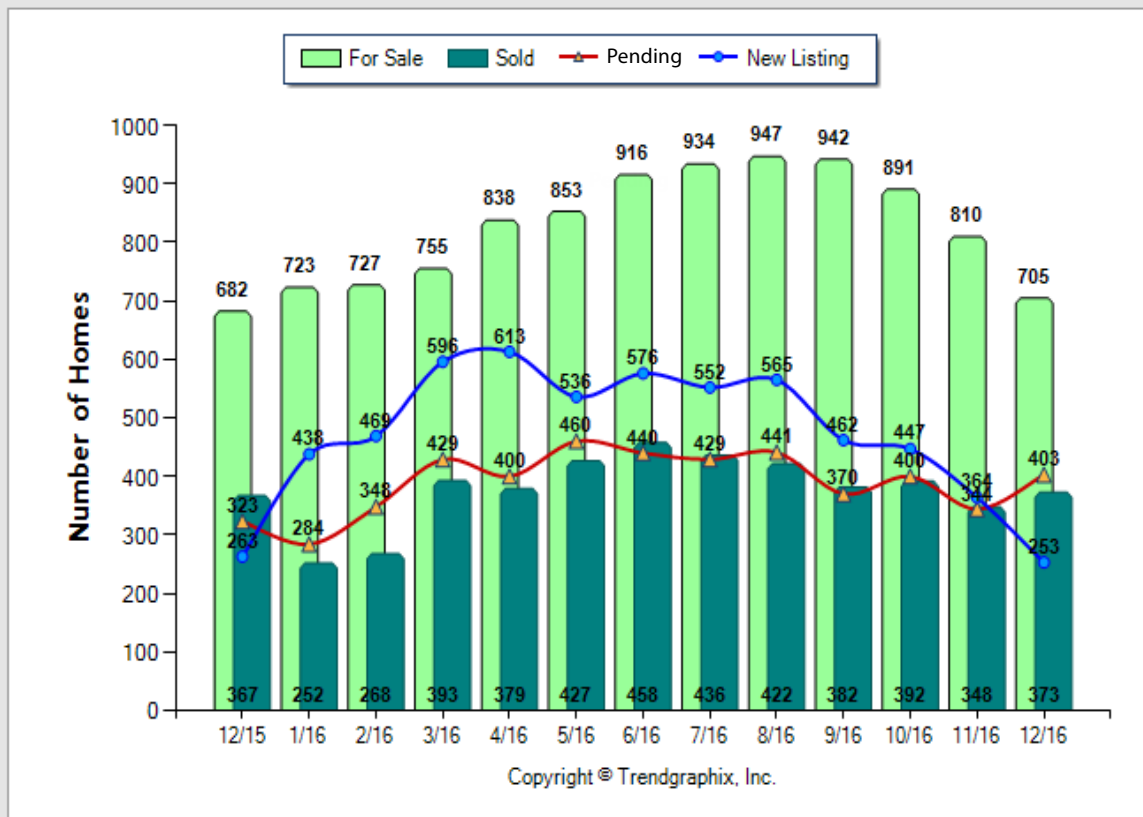
The number of homes for sale continued to decline in VCCAR's service area in December, while the number of homes under contract and home sales both climbing, according to data compiled by the Ventura County Regional Data Share (VCRDS) MLS service.

The number of homes available fell to 705 from 810 the previous month, a decline of 13 percent. That follows a 9 percent drop in November. In comparison, 682 homes were available in December 2015. Based on closed sales, the available inventory stood at 1.9 months, down from 2.3 in November.

The number of homes sold totaled 373, 7.2 percent higher than the 348 sold in November and on par with the 367 that sold in December 2015. Meanwhile, the number of pending sales climbed by 17.2 percent, from 344 in November to 403 in December. That compares to 323 a year ago.

Prices held generally stable, with the median sales price at \$490,000, down 2.8 percent from November and up from \$462,000 a year ago. The average selling price per square foot dipped slightly to \$326, down 5.2 percent from November but up from \$311 a year ago.

## Number of Homes For Sale vs. Sold vs. Pending vs. New Listing (Dec. 2015 - Dec. 2016)



### Proposed State Law Would End Tax Break for 2nd Homes

The Desert Sun | December 20

When the California state Legislature reconvenes in January, lawmakers will consider eliminating a tax deduction for owners of second homes and spending the newly collected revenue on affordable housing.

Assemblymember David Chiu, D-San Francisco, introduced AB-71 on Friday. The bill proposes the elimination of the state mortgage interest tax deduction — a policy that allows Californians to deduct any interest they pay on their mortgages from their taxes — for second homes. Chiu's office said about 31,000 Californians claimed the tax deduction last

year, and if collected, those taxes could have totaled \$360 million for the state.

AB-71 would require the state to collect those funds and deposit them into the Low-Income Housing Tax Credit program, a popular mechanism for funding the construction of affordable housing. The structure of the tax program allows developers to leverage federal and private funds, so the \$300 million in state funds could allow total investment of more than \$1 billion.

[Read more.](#)

### California's Housing Affordability Problems 'As Bad as They've Ever Been'

L.A. Times | January 3

California's housing affordability challenges remain daunting and continue to increase, according to a draft report from the state's Department of Housing and Community Development released Tuesday.

The report found:

- Housing production over the last decade fell more than 100,000 new homes short of demand and continues to lag, leading to surging prices at all income levels.
- The state's homeownership rates are at their lowest since the 1940s.

- One-third of the state's renters spend more than half their income on housing costs.
- California has 12% of the nation's population, but 22% of the country's homeless population.

"What the report tries to get at is that the facts on the ground for a typical California family are really as bad as they've ever been in the state's history," said Ben Metcalf, director of the Department of Housing and Community Development.

[Read more.](#)

### Housing Outlook 2017: 8 Predictions From the Experts

Forbes | January 3

In so many ways 2016 was an unprecedented, volatile and, for some, excruciating 12 months. And the housing market was not immune to the year's whims. At the start experts anticipated a pickup in building activity, instead builders are still not producing enough homes. Meanwhile, home prices appreciated beyond expectations and mortgage rates toyed with record lows before crossing 4% for the first time in two years. "If the expectation was that the market would transition smoothly from deep red hot recovery to normal—that certainly didn't happen," says Svenja Gudell, chief economist at real estate data firm Zillow.

Nevertheless, Gudell and others argue that on balance 2016 was a pretty good year for housing. National prices finally crossing the previous 2006 peak, mortgage rates remained historically low and there were some signs that Millennials, a generation which some feared would never buy homes, are beginning to enter the market. Through it all the election loomed large. In 2017 we'll see how profound its effects.

Here are eight things housing experts expect to see in 2017:

[Read more.](#)





## Real Estate Industry Braces for Tax Upheaval

Wall Street Journal | December 27

The real-estate industry has long known it would face a fight in 2017 about how federal tax law applies to commercial and residential property.

But it is beginning to shape up to be different from what many expected. Most had predicted Hillary Clinton would be in the White House, mounting an effort to use tax code changes to increase collections from big commercial property owners.

Instead Donald Trump is coming to town. And despite his extensive background as a real-estate developer, many in the industry are expressing concern about the seismic changes in the tax code that could be ushered in by his presidency for all businesses, including real estate.

[Read more.](#)

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## Some Changes You Need to Know About flexMLS

By Lynn Van Emmerik  
VCCAR MLS Administrator

The flexMLS platform is now operational, and many members have taken advantage of the onsite and online training made available. Another day of classes have been scheduled at the VCCAR office on January 23. Sessions, which will run from 9:30 a.m. to 4 p.m., will cover getting started, how to search, and contacts. You can attend any or all of the sessions, including a chance to ask questions between 3:30 and 4 p.m. Please sign up by going to the Products tab in the flexMLS system, and then click on Education Calendar.

Another training day has been scheduled for March 7. Watch the flexMLS Dashboard, the VCCAR website, and your email for more information.

You can also get support directly by calling 1-888-525-4747 or [support@flexmls.com](mailto:support@flexmls.com). Help for the new system is available on the top right of the MLS under Help. User guides, tutorial videos, and a help forum are there for you to use.

Here are some of the major differences between flexMLS and our previous MLS platform.

**Login:** You now login from [vc.flexmls.com](http://vc.flexmls.com).

**Stories/Levels:** This field is now called Levels.

**Grouping in Areas:** Master Areas have replaced the Grouping in Areas (Conejo Valley, Simi/Moorpark, Ventura/Beaches North, Oxnard/Port Hueneme, etc.). You can search just on Areas if you prefer.

**Autopropecting:** This is now called Subscriptions.

**One Line Grid/Displays:** These are now under the Views tab.

**Radius Searching:** New methods are now available. Please [click here](#) for details.

**Homepage:** This is now called Dashboard.

**Active Under Contract:** To change a listing to this, select the Add/Remove Active Under Contract from the Status Change page, then select Active Under Contract.

**Modules:** These are now called Gadgets.

**Nickname:** This is now called Marketing Name.

**Phone numbers and email addresses:** These now must be updated through your Association, not the MLS.

**Datashared MLS Agent IDs:** These and listing numbers will be hyphenated. SR12345678 is now SR-12345678

**Map Layers:** They are now called Map Overlays.

**Broker Tours/Caravans:** These are now called Tour Of Homes.

**24 Hour Market Watch:** They are now called Hotsheets on your Dashboard. Monday's Hotsheet includes Saturday and Sunday data. You may also have multiple Hotsheet gadgets on your dashboard.

**CDOM:** The Cumulative Days on Market feature has been reactivated. DOM resets whenever there is a new listing number. CDOM only recalculates after an MLS market sale or after the listing has been fully Cancelled or Expired for 90 days.

As a reminder, flexMLS apps for your mobile devices are also available. The new Agent App, Flex MLS Pro, is available for iOS and Android. The new Client App, Flex MLS, is only available for iOS for now.

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Education Committee of VCCAR

## PRESENTS

### CALIFORNIA PROBATE FOR REAL ESTATE AGENTS

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**Monday, February 27, 2017**

**2:00 P. M. -3:15 P.M.**

VCCAR Training Room  
2350 Wankel Way. Oxnard, CA

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3. Then click on "**Scheduled Classes**".

For more Information, call Alma Dominguez (805) 981-2100 x-103 or email: [store@vcrealtors.com](mailto:store@vcrealtors.com)

#### About the Speaker:

**Mina Sirkin** is a nationally recognized expert attorney in Estate Planning, Probate and Trust Law. She was the featured legal expert on NPR News, Prime Time News CBS2/KCAL 9, CNN, CNBC, and many other media outlets on celebrity deaths and conservatorships. She frequently speaks about the following topics: Celebrity Estates, Trusts, Probate Estates, Conservatorships, & Elder Law. Ms. Sirkin can be reached at 818.340.4479 and [MSirkin@SirkinLaw.com](mailto:MSirkin@SirkinLaw.com).

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**Thursday, March 9, 2017**

9:00 A. M. -10:30 A.M.

VCCAR Training Room

2350 Wankel way .Oxnard, CA

To register,

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- Instructions for online exams will be given at the seminar.
- All testing in accordance with current CalBRE rules.

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