

**GUIDELINES FOR DISTRICT SYSTEM OF THE
NORTH SAN DIEGO COUNTY ASSOCIATION OF REALTORS®**

1. RATIONALE FOR DISTRICT SYSTEM

The overall objective is for the Association to operate as a single entity while allowing for local identity.

The District System of NSDCAR is intended to provide the means by which REALTORS® in a smaller geographic area or in a sub-market area may easily network with one another and retain a measure of local identity and autonomy. The District System is also intended to provide, enhance, and facilitate some activities whose efficiency and effectiveness are best handled at a more localized level.

2. DISTRICT SYSTEM DEMOGRAPHICS

Districts are delineated by zip code areas. Districts may be realigned by action of the Board of Directors due to change in area demographics or the addition of another geographic area by virtue of merger(s). The current Districts are as follows:

District 1: 92014, 92130, 92067, 92091	Del Mar, Carmel Valley, Rho Santa Fe
District 3: 92007, 92024, 92023, 92075	Cardiff, Encinitas, Leucadia, Olivenhain Solana Beach
District 4: 92008, 92009, 92010, 92011, 92013, 92018	Carlsbad, La Costa
District 5: 92049, 92050, 92051, 92052, 92054, 92056, 92057, 92058	Oceanside
District 6: 92069, 92078, 92079, 92081, 92083, 92084	San Marcos, Vista
District 7: 92082, 92061	Valley Center, Pauma Valley
District 8: 92028, 92003, 92088 (POB)	Fallbrook, Bonsall
District 9: 92025, 92026, 92027, 92029, 92030 (POB), 92033 (POB), 92046 (POB)	Escondido, Elfin Forest

3. **GOVERNANCE: COORDINATING COMMITTEE:** The purpose of the Coordinating Committee is to oversee and supervise appropriate local district activities and to find appropriate representatives to the various Association-wide committees.

4. **COMMITTEE COMPOSITION:** Each District may have its own Coordinating Committee. The Director will appoint the Chair. In 2010 and thereafter, the Director and Chair will appoint the Coordinating Committee members together. Each Coordinating Committee is to be comprised of not more than 7 REALTOR members, 2 Associated Professionals (or 1 Associate Professional and 1 Affiliate).

A. **COMMITTEE CHAIRMAN:** The District's elected representative to the NSDCAR Board of Directors shall name the Coordinating Committee Chair and may not serve as the Chair during his/her term of office as NSDCAR Director. The Chair of each Coordinating Committee shall also serve on the District Chairs Information Exchange Committee.

B. **TERM OF SERVICE:**

- Chair - The term for the Coordinating Committee Chair mirrors the current elected term of the Director, but the Director may at his or her sole discretion remove and replace the Chair at any time. The Chair is limited to the same term limits as the elected Director with said term limit to coincide with the Director's term.
- Coordinating Committee Member – Coordinating Committee Members are appointed to a one (1) year term and are limited to three (3) consecutive terms.

C. **ELIGIBILITY REQUIREMENTS & ABSENCES:** Attendance at the Annual District Training is required as a condition of service on the Coordinating Committee. Absence from two (2) scheduled Coordinating Committee meetings in any calendar year without an excuse deemed valid by the Coordinating Committee shall be construed as resignation. A REALTOR is eligible to serve on the Coordinating Committee if their primary service area, office, or residence is located in the District the member wishes to serve.

- D. **DIRECTOR REPRESENTATIVE OF DISTRICT:**
- For any year when the District's Director seat is scheduled to expire, or is otherwise open to election, the Coordinating Committee shall submit to the NSDCAR Nominating Committee for their consideration the name of at least one interested candidate. The NSDCAR Nominating Committee shall be responsible for interviewing, selecting and slating Director candidates for the Board of Directors.
 - In the event that a Director vacancy occurs between elections due to Director resignation or for any other reason, the District shall forward to the Association's Nominating Committee the name of one or more candidates to fill the vacancy. The Nominating Committee will then interview the candidate(s) and forward a recommendation to the Board of Directors which will fill the vacancy as consistent with the NSDCAR Bylaws.
- E. **ELECTION:** Election of Directors and Officers of the Board will be held in June of each year at the Annual Election. Even numbered districts will elect their Director in even numbered years, and odd numbered districts will elect their Director in odd numbered years. Term of office will begin January 1 of the following year.
- F. **FREQUENCY AND LOCATION OF COORDINATING COMMITTEE MEETINGS:** The Coordinating Committee shall meet at the Service Center closest to the District and on an as needed basis, with minimum of two meetings per year, one of which must be the required Annual Leadership Kickoff. No Coordinating Committee meetings are to be held in the months of January and June as Coordinating Committee Members are expected to attend the Annual District Training in January and the Annual Meeting in June.
- G. **ELECTRONIC VOTING:**
- Votes of the Coordinating Committee conducted through electronic means is not allowed at this time.
- H. **REPRESENTATION AT NSDCAR:** Each District is guaranteed one Director seat to represent that District on the NSDCAR Board of Directors, selection subject to the terms of paragraph "E" above.
5. **FUNCTIONS AND PROGRAMS THROUGH THE DISTRICT**
- A. **AUTHORITY:**
- Functions and programs which the District is authorized to conduct include but are not limited to the weekly Marketing Session, local government relations activities in conjunction and cooperation with the Local Government Relations Committee, district membership meetings on matters of local interest, and others as authorized. Other than guidelines, rules, and fees reserved for decision of the NSDCAR Board of Directors, the approval, running, and supervision of appropriate local functions is delegated to the respective Coordinating Committee and/or its work groups. Districts are encouraged to cooperate on any and all functions.
 - **REFERENCE TO ASSOCIATION POLICY:** Districts must comply with all Association policies and protocols. In holding local events please refer to the attached exhibit.
6. **PARTICIPATION in EVENTS:** Special events conducted by the District shall be promoted to and open to all members of the Association. Coordinating Committee members are strongly encouraged to attend NSDCAR and District Events of their respective District and of other Districts.
- A. **SCHEDULING:** The scheduling of District events must be coordinated with the NSDCAR Calendar. Authorized local events may be added to the NSDCAR Calendar if cleared at least 3 (three) months prior to the anticipated date of the event.
- B. **BUDGETING:**
- It is to be understood that the Coordinating Committee cannot obligate the Association to funds or other obligations.
 - All District events and marketing sessions are to be self supporting.
7. **DISTRICT REPRESENTATION:** The District will be responsible for recommending to staff one or two members to serve on the Sandicor Advisory, one to serve on the Local Government Relations Committee, and one or more to serve on the Education Advisory. If the District is home to an Association Service Center, the Coordinating Committee may be asked to recommend to the CEO at least one member to serve on the Asset Management Advisory. Recommendations should be made to the appropriate staff liaison no later than November of each year to allow for continuity and uninterrupted flow of committee activity.

8. **STAFF SUPPORT:** Each Coordinating Committee shall be provided with a Staff Liaison who is responsible for coordinating the schedule of Coordinating Committee meetings and any District activities. The Liaison will refer to other staff members as may be appropriate for any specific administrative tasks attendant with District meetings and activities. The Staff Liaison is responsible for sending out notice of meetings and the recording and distribution of minutes for the Coordinating Committee and any work groups, if appropriate.

9. **DISTRICT RECOGNITION:**
 - Each District may honor one of its REALTOR® Members annually with an Award of Excellence. The timing of selection of this individual is to coincide with the selection of the Association's REALTOR® of the Year.
 - Each District may also honor an Associated Professional or Affiliate Member who has provided superior service to the District. The Associated Professional or Affiliate chosen by each District will be inducted into the Association's Golden Circle of Associated Professionals and Affiliates for the year. The timing of selection of this individual is to coincide with the selection of the Award of Excellence, as stated above.
 - It is strongly suggested that Coordinating Committee look beyond itself for award recipients.

10. **REPRESENTATIONS TO MEMBERS OR THE PUBLIC:** Any written or visual materials that represent an activity, program or policy of the Association or any of its subgroups such as Coordinating Committee, Marketing Sessions, and Committees and which are intended for Association members, the news media or other external parties must first be submitted to and approved by the Association CEO or his/her designee prior to being disseminated. Such materials include but are not necessarily limited to event and program promotions, written statements, news releases, photographs, letters, and memoranda.

(10/15/09)

NSDCAR EXCERPTS FROM POLICY AND PRACTICES

As approved by the Board of Directors and amended from Time to Time

AND

NSDCAR POLICY ON MEETING & EVENT ATTENDANCE, PARTICIPATION and SPONSORSHIP

SPECIAL EVENTS: Special events will be supported by assigned staff liaison and planning meetings are generally to be held at the Administrative Office of the Association or one of the Association's Service Centers. (7/20/94)

A working budget for such events is to be submitted to the CEO not less than 30 days prior to any expenditure for the event. The Chairman of each event (through the staff liaison) must present the working budget along with actual quotes and/or itemized estimates to substantiate the working budget. If the event has been held in a prior year, the working budget and the final income/expense report for that event is to be available as a reference tool. A full financial report is to be submitted to the CEO no more than 60 days after the event. (7/20/94, amended 8/10/95 03/01)

An amount sufficient to recover hard costs such as copy paper, copy printing, envelopes, mailing labels, mail house service, postage or delivery costs, and the like and incurred by the Association pertinent to any function or event is to be included in the advance working budget for each such event. A schedule of fees will be provided to the event planning committee for this purpose. Those funds so identified as a cost of the event will be returned to the General Fund of the Association. (7/13/95)

PROMOTION AT EDUCATIONAL COURSES: Time allocated to educational courses for which attendees pay a fee may not be used by any course instructor, sponsor, co-sponsor, or host to promote one's services or product. Such promotion shall be permitted in the form of printed material available at the course location or distributed with brief comment at the end of said course, and verbal promotion or presentation is permitted only after the allocated course time. Attendance or participation by course attendees at that time is on an optional basis only. Nothing in the above is intended to preclude expression of appreciation or recognition of a course sponsor, co-sponsor, or host. Nor is the above intended to prevent any course instructor, sponsor, co-sponsor or host from promoting service or product. The above is intended only to prevent paid course time from being used as a means of advertising, selling or promotion. (1/12/95)

REGISTRATION & CANCELLATION POLICY: Tickets sold to North San Diego County Association of REALTORS functions, events, courses and the like shall carry an advance ticket price and an at-the-door price, if appropriate. The door price will be greater than the advance purchase price, and tickets at the door shall be only on a space-available and first-come-first served basis. Refunds on tickets purchased or reservations made will be available only if requested at least 48 hours prior to the scheduled event. (2/13/95)

POLICY OF EXCLUSIVE RESERVATION OF PARTICIPATION: All activities, programs, services and events of the North San Diego County Association of REALTORS®, including those of its Coordinating Committee or sub-group of any Coordinating Committee, are provided as a member benefit. Attendance, unless otherwise specifically provided for, is reserved exclusively for current NSDCAR members. Sponsorship opportunities at such meetings and events are similarly reserved for members.

BACKGROUND & RATIONALE: The North San Diego County Association of REALTORS® provides valuable business contact and networking opportunities among its members:

- Networking opportunities among REALTOR® members that will result in successful real estate transactions by putting members with buyers in touch with members with sellers.
- Networking opportunities that facilitate a successful real estate transaction by putting Associated Professional and Affiliate members in touch with REALTOR® members who may benefit from their service.

NSDCAR is a member based organization whose mission is to provide for the success and profitability of our members through various programs, products and services. The providing of business networking opportunities among members is one way in which we fulfill that mission.

The various activities of the organization are designed at least in part to provide valuable business contact opportunities among the members of NSDCAR. It is not the function or the intent of NSDCAR to provide free advertising and/or business contact opportunities for the benefit of those who are not NSDCAR members, or to hold public events for the general population.

We have seen an increasing number of non-members attending NSDCAR programs, activities and events and thereby take advantage of and derive benefit from opportunities to make valuable business contacts.

MEMBERSHIP DEFINED: Membership is defined as those *individuals* paying REALTOR® dues as primary or secondary members of NSDCAR and *individuals* who are current paid Associated Professional Members or Affiliate members. Agents in REALTOR® offices who are not *individual* members of NSDCAR are not members by virtue of the broker or manager's membership, even if they are a REALTOR® member of another REALTOR® association. Representatives or employees of companies with one or more Associated Professional or Affiliate member are not themselves members of NSDCAR unless they *individually* hold such a membership.

SPECIFICALLY PROVIDED EXCEPTIONS TO THE ATTENDANCE POLICY

- In some specifically stated cases and to the extent that room allows, a non-member fee or price may be set for those who are not NSDCAR members.
- Activities and events that would normally include a spouse, significant other or guest allow for the purchase of an additional ticket for that spouse, significant other or guest. This is not intended, however, to allow for multiple guests of persons who could be members themselves, who are being "entertained" by a member, or who simply want to derive the benefit of attendance or participation.
- The Annual RAAD Family Picnic is clearly designed as a family activity and as such all family members of a NSDCAR member are welcome.
- Free look opportunities: Local pitch sessions, marketing sessions, caravans, etc. may, if the governing Coordinating Committee desires, allow attendance by a potential member on a one-time only basis.
- The invited recipient representatives of charities benefiting from an event.
- Attendance at the Annual Meeting, including any program provided as a part of the event, is reserved for those REALTOR® and Associated Professional members in good standing who have a right to vote on NSDCAR candidates and issues.
- Other exceptions not specifically provided for above as may be determined on a case by case basis.

SPECIFICALLY PROVIDED EXCEPTIONS TO THE SPONSORSHIP POLICY: Distinction is made between sponsor and donor for major events. For example: raffle and door prizes for appropriate events, such as a golf tournament or the annual RAAD family picnic, may be solicited from outside the membership community. Sponsorship opportunities are reserved for members.

CO-BRANDING OF NSDCAR PROMOTIONAL MATERIALS: Associated Professionals and Affiliate Members are encouraged to promote NSDCAR activities by distributing NSDCAR provided promotional flyers and other materials. Associated Professional and Affiliate Members who wish to include promotion of NSDCAR activities and events on their own collateral are reminded of the need to submit such materials to NSDCAR for review before distribution. It is not the desire of NSDCAR to censor materials, but to assure the appropriateness and accuracy of information pertinent to NSDCAR.

(01/06/09)

NON-RECRUITMENT POLICY

Approved by the Board of Directors 10/12/2006

Revised 09/2007, 06/2008

The Code of Ethics and Standards of Practice of the National Association of REALTORS® (“Code”) provides that REALTORS® “do not attempt to gain any unfair advantage over their competitors,” and that cooperation with other real estate professionals promotes the best interests of those who utilize their services.”

“The term REALTOR® has come to connote competency, fairness, and high integrity resulting from adherence to a lofty ideal of moral conduct in business relations. No inducement of profit ... ever can justify departure from this ideal.”

Based on the tenets of the Code, it is the policy of the North San Diego County Association of REALTORS® (“Association”) to prohibit the recruiting of agents, representatives or employees of other members at Association-sponsored events. The definition of recruiting is *the solicitation of an individual employed by or associated with one member to join another member’s firm, office or business.*

Members of the Association are prohibited from directly or indirectly soliciting (such as posting recruiting notices, making general announcements, recruiting conversations with specific individuals, etc.) or encouraging a member to leave his or her existing member entity to join the soliciting member. This anti-recruiting policy shall prohibit an Association member at any Association-sponsored event, **whether on-site or off-site**, from directly or indirectly initiating contact with a member affiliated with another Association member with the intent that the individual joins the soliciting member’s firm, office or business.

The intent of this anti-recruiting policy is to prevent organized and Association-sanctioned efforts to persuade a member affiliated with one member to leave his or her member to join the soliciting member. It is not the intent of this anti-recruiting policy to prevent a member from initiating contact with agents, officers, employees, or others associated with another member for the purpose of inquiring about joining the other member’s firm, office or business. Once such contact is initiated, the restrictions of this anti-recruiting policy shall not apply to any contact by that member of the other member. Nor is it the intent of this anti-recruiting policy to prevent members affiliated with different companies from discussing any other aspect of their respective member activities, subject to anti-trust considerations, or incidental contact, such as may occur at an Association sponsored event. However, any such activities which are shown to have been promoted, encouraged or facilitated with the intent of recruiting shall be in violation of this anti-recruiting policy and subject the member and/or its officers and agents to the sanctions of this anti-recruiting policy.

Violation of this anti-recruiting policy may be reported to the Association which, upon review of the complaint, may conduct hearings under the Code. Any member found to have violated this anti-recruiting policy may be **subject to the following sanctions**:

The offending member may be asked to leave the event at which recruitment took place and a complaint will be filed to be addressed through the Association’s professional standards procedures. Fines imposed will be consistent with NAR authorized fines for sanctions, as from time to time amended, and which as of this revision date is a maximum of \$5,000.

CARAVAN POLICY
Approved by Board of Directors
Revised April 2009

STATEMENT OF TASK FORCE PURPOSE

This Task Force was created by request of the Board of Directors on December 8, 2005, to recommend common ground rules and policies for all NSDCAR caravans, tours and pitch sessions while still allowing for local differences in format.

STATEMENT OF CARAVAN PURPOSE

Caravans, Tours and/or Pitch Sessions are an activity of the North San Diego County Association of REALTORS® for the express purpose of providing an opportunity for our REALTOR® members to preview new listings on the market so they may better serve the needs and interests of their buyers and sellers and to network with one another.

OPERATING POLICIES

The following policies are adopted by the Board of Directors and apply to all NSDCAR marketing sessions, caravans and tours. Other practices not inconsistent with these policies are left to the discretion, decision and supervision of the respective District Coordinating Committee (DCC).

1. AUTHORITY

The authority to design and run the local caravans/tours/pitch sessions, within the parameters of Association policies, protocols, rules and guidelines, has been delegated to the respective DCC as stated in the District Coordinating Committee Guidelines. Each District's caravan area is governed by the zip codes assigned to the respective District. The caravans, tours and/or pitch sessions are also subject to Sandicor Rules and Regulations, the REALTOR® Code of Ethics, and all applicable laws.

2. PROMOTIONAL EFFORTS

- To protect the interest of all concerned, any flyers or other promotional pieces and/or any representations about or on behalf of the Association or any of its sub-groups must be reviewed and approved by the CEO or her designee at least 10 days prior to any form of distribution.

3. ATTENDANCE & PARTICIPATION

- In the spirit of professional courtesy and cooperation, REALTOR® members of other associations are welcome to attend under the same rules that govern NSDCAR member participants.
- Associated Professional and Affiliate members of NSDCAR are also allowed to attend marketing sessions, caravans and tours for networking purposes. (See also General Marketing section below.)
- Only REALTORS®, Associated Professionals, NSDCAR Affiliates, and MLS-Only agents may tour the properties. Members of the public, including clients, family and friends of agents, are specifically prohibited from touring the properties during the caravan, tour or open house. (See also item 7 bullet #6)
- Individuals who are not NSDCAR members but who qualify for Associated Professional or Affiliate Member of NSDCAR are welcome to visit the pitch session only and on a one-time preview basis. No visitor, however, may sponsor any part of the event or in any way promote himself, his company, his product or his service. Such individuals will be invited to join NSDCAR at the appropriate membership level and must do so before returning.

4. PROPERTIES PITCHED OR VIEWED

- The primary focus of listings pitched at the District's marketing session is listings in the zip codes assigned to each District. Listings in other District areas may be pitched time permitting and at the discretion of the Caravan Captain.
- If the listing agent is unable to be present to pitch or hold the property open, another REALTOR® may serve as substitute for the listing agent upon notice to the marketing session's Master of Ceremonies at the beginning of the marketing session. Associated Professional and Affiliate Members may not pitch a listing or rental property, or host a property on behalf of the agent.

5. FEES & FINES

- REALTOR® submitted properties to caravan, tour or pitch No charge
- MLS-Only agent submitted properties to caravan, tour or pitch, per listing \$ 40
Staff reviews the list of properties on caravan or tour and bills these agents.
- No Show for a scheduled caravan, tour or pitch, per listing, for first offense. \$ 40
For each subsequent offense in the same calendar year. \$100

6. HANDLING OF MONIES

A. Charitable Contributions:

- Any monies collected for charitable contribution must be voluntary and must be submitted to NSDCAR for accounting and eventual distribution as determined by the appropriate DCC.
- Any monies collected for a specifically announced recipient or purpose must go to the intended recipient/purpose. No change in named recipient may be made retroactively.
- Any charity chosen as a recipient of donations must be approved by the DCC prior to announcement to caravan attendees. DCC's are cautioned to assure that any charity named is not working in opposition to any NSDCAR policy or position.
- All prize drawings must be conducted before the event is begun or after adjournment, not during the meeting.
- No representation should be made about the tax deductibility of any contribution.
- Any monies collected are to be placed in an envelope provided by the Association and labeled as indicated on the envelope face and are to be turned in to the Vista Administrative Offices or the local Service Center, if applicable, no later than 6 calendar days after the date of collection, but preferably on the day collected.

B. Event Related Costs

- In the interest of prudent business practice and maintaining the best possible relationship with the venues used for marketing sessions, contracts are to be negotiated and executed only by appropriate NSDCAR staff, although the DCC or its caravan committee is welcome to seek preliminary information about a desired venue and to relay that information to staff.
- Additional service requests are not to be requested of the venue.
- Monies pledged or collected for venue expenses are to be submitted to NSDCAR in a timely manner. NSDCAR staff will handle accounting of these monies and will remit the appropriate payment to the venue on behalf of the District caravan.
- The DCC is responsible for seeing that sponsor pledges are kept current.

7. GENERAL MARKETING SESSION, CARAVAN & TOUR RULES

- Each agent is wholly responsible for assuring that permission has been obtained from the seller to have the property marketed in this manner.
- Announcement priority is NSDCAR events and information. Other REALTOR® supported events may be announced time permitting and at local caravan captain discretion.
- No alcohol may be served at any property on caravan or tour.
- New construction may be included on caravan or tour only if the property is currently active in the MLS, construction has been completed, and the property is free of construction debris.
- If the listing agent is unable to be present to pitch or hold the property open, another REALTOR® may serve as substitute for the listing agent upon notice to the marketing session's Master of Ceremonies at the beginning of the marketing session. Associated Professional and Affiliate Members may not pitch a listing or rental property, or host a property on behalf of the agent.
- Clients who are prospective purchasers may not accompany the agent on the caravan or tour or meet the agent at any property on tour or caravan. (See also item 3 bullet #3)
- Business cards collected at the marketing sessions may only be used for the purpose intended, that being for raffles and association administrative purposes, and are to be turned in to the association on the day of the marketing session. Business cards are specifically not to be copied and/or compiled for personal or business firm use.

8. SPONSORSHIP & PRIZES

Sponsorship of the venue, refreshments, door prizes or any other event-related service may be supplied only by REALTOR members or their firm or by Associated Professional or Affiliate members of NSDCAR. No one may substitute or serve as proxy for a sponsor unless that individual is also a member of NSDCAR.

9. TECHNOLOGY APPLICATIONS EMPLOYED

The following policies, in addition to all policies above, apply to any Member (REALTOR, Associated Professional, or Affiliate) or third party vendor who supplies any technological service or application for any NSDCAR Marketing Session, caravan or tour. This includes, but is not limited to, PowerPoint presentations, web sites, e-mailed announcements, or other applications:

A. PowerPoint Presentations at Marketing/Pitch Sessions:

(1) Source of Information:

- Individual agents are to request that their listing(s) be included. They are not automatically included or pulled from the MLS.
- Only listings scheduled for that week's caravan or tour may be included on the PowerPoint presentation.

(2) Submitting Requests

NSDCAR will provide a mailbox for each Tour (example: 701tour@nsdcar.com) as a clearinghouse for the receipt of requests and will automatically forward those to the appropriate tour's PowerPoint provider.

(3) Display Template

A master template will be provided by NSDCAR for the display of listings and for sponsor promotion. Additional slides, if any, to be included in the PowerPoint presentation are to be submitted to NSDCAR staff for review before display.

B. Internet Applications, including but not limited to websites containing caravan/tour information and/or e-mailing of caravan, tour or marketing session, are permitted only through NSDCAR or an Association authorized provider of such services.