

Don't Be Surprised if You Get a Friendly Visit  
from a CalBRE Representative:



## New “Community-Based” Outreach to the Industry Program Focuses on Information Sharing, Communication and Engagement with Licensees

By Wayne S. Bell, Real Estate Commissioner

As you know from a number of my prior communications, we at the California Bureau of Real Estate (CalBRE) are committed to improving communications and engagement with, and providing helpful resources to, the general public and real estate licensees.

With regard to real estate practitioners, this means community/field outreach by CalBRE to introduce ourselves to and engage our licensees, and to provide information on the breadth of information and services that CalBRE offers.

The model that we have adopted and begun to implement statewide via broker-office visits is akin to what law enforcement does through community-based policing, and it recognizes the reality that CalBRE cannot, because of its limited staff resources, effectively deal with industry-related enforcement issues alone. We must reach out to, communicate with, and engage with industry members who share with us a responsibility for helping to ensure a competent and law-abiding real estate marketplace.

To be very clear, the purpose of the outreach visits is not investigative, and there is no intent to seek out or look for violations of the Real Estate or Subdivided Lands laws. The offices visited are chosen randomly by district office representatives.

In addition to focusing on field outreach (like “walking a geographical beat”) and communication between CalBRE and licensees, this community-based model also

stresses education, problem identification and solving, and (we hope) timely intervention or collaborative involvement to deal with issues.

From a practical standpoint, our hope is that this approach will help provide the organized real estate industry with:

1. A voice in how the Real Estate Law will be enforced.
2. The identification of, and pro-active resolution to, recurring industry problems or issues.
3. A better understanding of CalBRE's capabilities and limitations.
4. Working relationships with CalBRE representatives.

Moreover, we believe this new effort will help enable those of us at CalBRE who are responsible for licensing and regulating the industry to:

1. More efficiently and effectively use CalBRE resources.
2. Be more responsive to industry issues as they arise.
3. Develop improved communication channels.
4. Obtain better, more complete and more expeditious information about the efficiency and effectiveness of CalBRE's enforcement efforts.

So please don't be surprised to see, and please welcome, representatives from CalBRE who come to your offices for communication and outreach. The representative(s) will likely bring a packet of materials for your use, and the packet might include CalBRE's Broker Self-Evaluation Compliance Manual, which provides an easy to follow compliance checklist to help licensees stay compliant with the Real Estate Law, various relevant publications for licensees, and contact information for the CalBRE representative(s) who has made the office contact.

We invite you to let any of CalBRE's representative(s) (including CalBRE's executive team) know what you think of the new program, and what other tools, materials or resources would be of benefit to you. Moreover, we invite and urge you to ask questions and open the lines of communication to CalBRE and its field representatives – and to share with us information about recurrent industry problems that we can help to address and resolve.

It is our hope that this new outreach effort will result in benefits to individual licensees, to the industry, and to the general public.

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