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OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

REALTOR® is the official monthly newsletter of the Santa Cruz County Association of REALTORS® provided as a member service to inform, educate and update REALTOR® and Affiliate members on local, state and national news, as well as the Association's calendar of events.

Santa Cruz County Association of REALTORS®
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THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

Message From The President

Frank O. May
2014 SCCAR President
Frank O. May & Associates
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831-479-1901



Most of my adult life I have tended to be critical of politicians and politics in general. However, this past year as “President Elect” has been a real eye opener for me because I’ve seen how important – no, *necessary* - politics are to getting things done. I think the part of me that has been critical is that 17 year old inside me that wants to make some smart-alecky reply to everything; that same 17 year old is always looking for a simple solution to a complex problem. Those types of “simple solutions” make great sound bytes, but they usually generate more problems.

This last year has given me a little bit of much-needed maturity. I *know* that if it wasn’t for the REALTOR® organization and its political power, our property rights would have been seriously attacked. I also know that our industry would have been seriously attacked. The real estate industry as we know it is quite vulnerable right now to private sector forces that provide data to the public. Those private sector forces benefit by perpetuating the myth that data is knowledge. Data isn’t knowledge, data is merely data. Knowledge – and especially wisdom – comes from education and experience.

You know that! Just compare how you look at negotiations now compared with how you looked at it when you were new. You see

– or sense – things that you didn’t even know existed when you were new. The same is true with liability and marketing issues. We are learning constantly in this business. Yet how many times do I run into a potential home buyer that just fired-up some new online program that tells them how to be a real estate expert. That’s what REALTORS® are, real estate *experts*. That’s what we have to offer and you can’t get that from spending an hour on the internet.

There is good news though. First, the REALTOR® organization has the respect of the politicians. Secondly, it is encouraging to see a group of young people getting involved in the REALTOR® organization. Lastly, I am astonished at how politically aware some of our members are and thankfully, they are involved on a State and National level, as well as at the local level.

What we really need though, is more involvement from YOU! We have [committee openings for 2014](#) and would love to see you there.



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Save the Date
Membership Update Meeting
Wednesday, February 5, 2014
10 am - 12 pm

Reverse Mortgages



Richard Cornelsen
Reverse Mortgage Originator

123 Mission St., San Francisco, CA 94105
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rcornelsen@ambmortgage.com
www.ambmortgage.com



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Borrower/person on title must be at least 62 years old. NMLS# 458733

EQUAL HOUSING LENDER

Message From Your C.E.O.

Kathy Hartman, RCE

Lead, Communicate and Get Involved

I would like to congratulate President John Hickey on a great job leading the Santa Cruz County Association of REALTORS® in 2013. John and his team of Officers and Directors were instrumental in making tough decisions that accomplished many issues to serve our members' best interests. One of those decisions was to keep your Dues at the same level as 2013. With the economy gaining momentum, we want to do our part to ensure our members do as well. Additionally, the Association went through a long overdue makeover to the landscaping in the front of the building. This landscaping was designed to be environmentally friendly as it requires little water usage.

Our second Santa Cruz County Pro (SCCP) series was a sell-out success and we wish all the new designees a hearty congratulations. SCCP 2014 is off to a great start with the first course in the series being held on January 22. The Education Committee will be hard at work adding new items in 2014 including a new Agent Training series.

Other events in 2013 included our first Affiliate Appreciation Luncheon, attended by many of our Affiliates and the Board of Directors. Look for information about our next Appreciation Luncheon to honor these deserving members and their volunteer efforts at SCCAR

Quarterly General Membership meetings will continue in 2014 with the first offering on Wednesday, February, 5, 2014 at the

Association office. Topics will include an update from the MLS and a recap of the California Association of REALTORS® meetings being held in San Diego in January.

Our objective at SCCAR, much like that of our real estate activity objectives, is to serve our members' best interests. To help facilitate that objective, we need you. The current number of member volunteers serving on committees is low and our goal for 2014 is to increase this number substantially. Anticipating what services our members will need to advance them in their business is sometimes a difficult undertaking and your member input helps us target our efforts.

In the coming months you will receive a survey from SCCAR, which I encourage you to complete, ensuring your voice is heard. We want to hear from you about how we are doing and how we can serve you best.

Sadly, despite all of our successes this past year, we experienced the loss of two treasured members. Frank Beccaria, a long time REALTOR® and family man, passed in September. Bobbie Nelson, sending waves of surprise and sadness throughout the state and beyond, passed in December. They both are missed greatly.

I hope your holidays were joyful and I look forward to hearing from you.

SCCAR Welcomes the Following New Members!

REALTORS®

American Dream Realty
Desiree Pina

Bailey Properties, Inc.
Lorrie Bosick
Marcellina Catalano

Century 21 Classic Properties
Aldina Maciel

Century 21 M&M
Jan Rekoutis

Century 21 Scenic Properties
Martin De Jesus Morales

Coldwell Banker Res Brokerage
Wendy Aman
Joe Sanders
Alissa Withrow

David Lyng Real Estate
Brenda Mee
Lizbeth Wesolowski

Lewis Associates
Michael Lewis
Jillian Alcantara

Main Street REALTORS®
Joel Koch

Monterey Bay Properties
James Hodge

Sherman and Boone
Sharolynn Ullestad

The Office of Randy Parker, Broker
Randy Parker

The Office of Rob Malech
Rob Malech – secondary

The Pinkston Group
James Pinkston

USA Realty
Joe Callero

Warburton Company International
Konnie Warburton
Robert Warburton

Zip Realty
Hamid Peimani
Donna Zigmund

AFFILIATES
School Scout
Kimberly Leal

JCP-LGS Geologists
Julie Lynn

In Memoriam

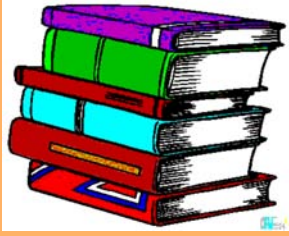
Bobbie Nelson

It is with great sadness that we announce beloved SCCAR member Bobbie Nelson passed in December 2013. A leader, friend, mentor, inspiration and unstoppable force; she is greatly missed. Please join us on January 11, 2014 from 1:00-5:00 pm for a Celebration of her Life at the Mid-County Senior Center, 829 Bay Avenue, Capitola. The theme will be "Flip Flop Friday on Saturday" as Bobbie would want us to share our joy of life. There will be memory sharing beginning at 1:30pm . Please feel free to wear your flip flops, Hawaiian or Beach Street clothing and bring your Street or Classic Car to show. We will be honoring a very full life of fun, zest, leadership and integrity.









Education & Professional Development



Register Online by visiting our [Web Portal](#)

Homeworks Users, Learn About Matrix

Monday, January 6, 10:30 am – 12pm
Cost: Free to SCCAR Members with RSVP
Instructor: MLS Listings, Inc.

Bring your laptops for this hands-on Matrix training. Geared towards past Homeworks users, this course will provide attendees with the basic skill requirements for the Matrix search application.

Open Q & A for Homeworks Users

Monday, January 6, 1 – 2:30 pm
Cost: Free to SCCAR Members with RSVP
Instructor: MLS Listings, Inc.

Matrix Essentials

Wednesday, January 15, 10:30 am – 12 pm
Cost: Free to SCCAR Members with RSVP
Instructor: MLS Listings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Matrix search application. Upon completion you will have learned: application navigation, inputting search queries, map search, reporting & results options, driving directions, adding search fields, saving searches, emailing & printing.

Santa Cruz County Pro Course 1: History and Culture

Wednesday, January 22, 9:30 am – 12:30 pm
Cost: Early bird price of \$99 for the entire series is extended until Jan. 10, 2014! Price goes up to \$159 after that date. Individual class price is \$20 for members and \$40 for nonmembers.

Santa Cruz County Pro (SCCP) is designed to provide REALTORS® with knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County. In the first class in this 9 course series you will learn about the History of Santa Cruz County. Topics that will be covered are: historical buildings and monuments, San Lorenzo Valley history and South County history.

The ABC's of Zoning & Entitlement Law

Friday, February 7, 10 am – 12 pm
Cost: \$10 SCCAR Member, \$20 Nonmember

This seminar will greatly expand your real estate knowledge by providing an overview of basic concepts related to land use planning, development, permitting and environmental review. This

information, which is relevant to residential and commercial properties, as well as buyers and sellers, will allow you to provide better service to your clients by helping you to: Review and understand general plan and zoning maps, locate and analyze opportunity properties, spot issues that may impact intended development or use (e.g. nonconforming uses and anticipate permit requirements and related approval procedures and timelines.

Matrix Customized

Friday, February 28, 10:30 am – 12 pm
Cost: Free to SCCAR Members with RSVP

In this 90-minute course, you will learn ways to customize Matrix by using custom display, exports, and multi-level sorting and how to organize by using carts, setting custom defaults, customizing your dashboard, and using map and search templates. You will also learn how to use speed bar shortcuts, as well as, finding online training options.

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What Fees Can Be Charged By A Notary Public?

Terry Rein
 Bosso Williams, APC
www.bossowilliams.com

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 Matters*

The recent case of Hutton vs. Fidelity National Title Company (213 Cal.App.4th 486 (2013)) contains a good discussion of what fees can be charged by a title company for notary services.

Plaintiff Brent Hutton ("Hutton") sued defendant Fidelity National Title Company ("Fidelity"), the escrow company used when Hutton refinanced his home loan, for allegedly charging a notary fee in excess of the amount permitted by Government Code section 8211. Government Code Section 8211(a) provides:

Fees charged by a notary public for the following services shall not exceed the fees prescribed by this section. (a) For taking an acknowledgment or proof of a deed, or other instrument, to include the seal and the writing of the certificate, the sum of ten dollars (\$10) for each signature taken.

Fidelity charged Hutton \$75.00 for notary services, but only two acknowledgments were taken by the notary in connection with Hutton's loan refinance. Hutton claimed that the fee should not have exceeded \$20.00.

Fidelity brought a motion for summary judgment on the grounds that the \$75 fee was not a violation of Government Code Section 8211 because that section only limited fees for certain services (e.g., taking acknowledgments) and the notary involved in this case performed many other services (i.e., traveling to location of signing, presenting multiple documents for signature, showing where to sign or initial each document, answering questions, etc.). The trial court granted the motion for summary judgment in favor of Fidelity, and awarded \$266,801.00 in attorneys' fees to Fidelity, the prevailing party. Hutton appealed.

On appeal, the Court of Appeal upheld the summary judgment in favor of Fidelity. The Court of Appeal found that the notary provided a number of signing services in connection with plaintiff's loan refinance in addition to merely taking the two acknowledgments. Among other things, it was shown that the

notary presented the various loan documents for signature, read the mandatory disclosures, explained the purpose of loan documents, indicated where the borrower must sign on each document, and answered questions. She traveled to the place of the signing (Hutton's home) and facilitated the closing of the loan by obtaining the necessary signatures on all of the documents in a careful, step-by-step process, including answering questions.

Additionally, the notary's notary journal evidenced that when she took the two acknowledgments, she recorded in her notary journal the fee of \$10 per notarized signature. The Court of Appeal found that "a reasonable inference may be drawn from this evidence that plaintiff was charged only \$10 per signature for the two acknowledgments, as set forth in...[the] notary journal, and that the total signing fee of \$75 was attributable to the fact that many other services were performed...."

Although Fidelity won the case on substantive grounds, in an unpublished portion of the opinion, the Court of Appeal reversed the award of attorneys' fees, finding the attorney's fee provision to be unconscionable.

Although it seems bizarre that a dispute over \$75.00 can go all the way to the Court of Appeal, lessons can be learned from the Hutton case. A \$10.00 fee per signature may be charged for notary acknowledgments and a notary may charge additional fees for services which may include traveling to the place of signing and facilitating close of escrow by obtaining all signatures. However, it would be advisable that the fees for notary services be clearly itemized and approved by the party responsible for paying the fee, to avoid a claim of excessive fees.

Terry Rein is a transactional real estate attorney at Bosso Williams in Santa Cruz. This article is published for educational purposes and with the understanding that the information contained herein does not constitute legal advice.



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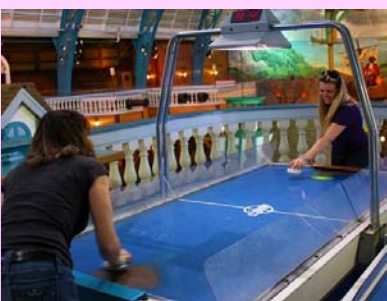
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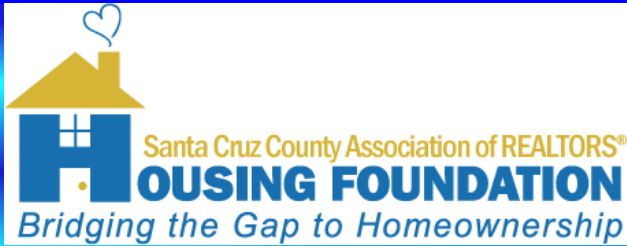
2013 In Review

Thank you to 2013's President, John Hickey, our outstanding leadership team and our amazing REALTOR® and Affiliate members who helped make 2013 a remarkable year. We look forward to working together in 2014 and continuing to fulfill our mission of enhancing the professionalism and integrity of our members and protecting private property rights.



2013 In Review





Lela Willet, 2014 SCCARHF Chair
lela@thewilletway.com

Your Housing Foundation Hard at Work

The Santa Cruz County Association of REALTORS® Housing Foundation (SCCARHF) welcomes our new Trustee members Michele Replogle of David Lyng Real Estate and Lisa Mazzei from Blue Adobe Mortgage. Both Michele and Lisa are passionate about the Housing Foundation's Grant Programs because they help first time buyers achieve the dream of home ownership.



Michele Replogle
David Lyng Real Estate



Lisa Mazzei
Blue Adobe Mortgage

The Housing Foundation was founded in 2004 and to date, has assisted over 180 individuals and families become homeowners utilizing our Closing Cost and HOA Dues Assistance Grants. Grants are designed for first time, low income home buyers. Do you have a buyer who could benefit? Visit our website at www.sccarhf.org for qualifying criteria and to download an application.

Current Grants include:

Single Family Residential Closing Cost Assistance Grant in the amount of \$1,500

Mobile Home Closing Cost Assistance Grant in the amount of \$1,000

HOA Dues Assistance Grant pays 50% of actual HOA dues for the first year of homeownership with a \$2,500 maximum.

Please take advantage of these programs and remember to contribute to the Housing Foundation in your 2014 SCCAR Dues Invoice, through our [Escrow Donation Program](#) or by utilizing our [contribution form](#)

Upcoming Changes for ZipForm® 6 Professional Users

Coming soon, zipForm® Plus will be the default browser when accessing zipForm® from the home page of www.car.org.

This free upgrade will automatically transfer your files, contacts, forms, clauses and templates to the newest version of zipForm®. The new zipForm® Plus works on the computer and internet browser of your choice, including Internet Explorer 9 and above, Mozilla FireFox, Google Chrome, and Safari.

If you would like to return to zipForm® 6 Professional after working inside zipForm® Plus, you can do so by opening your user profile and unchecking 'Always Log Into zipForm® Plus' under Settings.

Attend a free webinar training and learn tips-and-tricks on zipForm® Plus today so that you're ready for the upgrade. [Register now!](#)

NEWMAN & MARCUS LAW FIRM

ANNOUNCEMENT

Newman & Marcus is pleased to announce that attorney Miles J. Dolinger will be joining the firm starting January 1, 2014.

Miles has been practicing law in the Land Use Department of the Berliner Cohen firm in San Jose for the past 8 years. His association will enable Newman & Marcus to provide expertise in land use compliance matters, environmental law, and related litigation, while continuing to serve our clients in our traditional real estate practice areas.

Miles lives in Felton and looks forward to working closer to home while serving the legal needs of the Santa Cruz community. Beginning January 1, 2014, he can be reached at miles@nmcllp.com; (831) 476-6622.

NEWMAN & MARCUS LAW FIRM
331 CAPITOLA AVENUE, SUITE K
CAPITOLA, CALIFORNIA 95010
(831) 476-6622



The Bank of America Crew!



Monterey Bay Properties, Ann Filbin, Kathy Ware and Betsy Tyler



(l to r) Jeff Wickum, Morgan Lyng, Jennet Ramirez, Craig Springbett and Megan Lyng



Carl Worden, Xchange Solutions with Inez Pandolfi, ATOSC Committee Member and Foundation Chair



Joseph, with Seabright Mortgage pouring some fabulous wine



Ed Watson, owner of Zameen's, serving up some tasty bites



(l to r) Awesome volunteers, Jennifer Lyng Watson, Marcene Baker, Chris Clayton, Shannon Renfrew and Connie Landes



Santa Cruz Derby Girls in full Derby Regalia!



Platinum sponsor MLS Listings Inc., Nick Lomoro with The True Olive Connections' Sue Brodsky and Pat Paulsen Vineyards...a very popular booth!



Wells Fargo, a platinum sponsor, showing their team spirit!



Headliner, West Coast Soul got the dance floor hopping with the best soul and R&B tunes

Helping First Time Homebuyers was Never so Much Fun!

The SCCAR Housing Foundation's ninth annual fundraiser, "A Taste of Santa Cruz" held at the Coconut Grove on November 14th was an overwhelming success, with over 600 people in attendance and approximately \$30,000 in funds raised.

Over 30 real estate and real estate affiliated companies teamed up with local restaurants, wineries and breweries to provide a wide array of delectable cuisine showcasing the culinary talents and wines from Santa Cruz County. The booth sponsors also provided silent auction items from local businesses and artisans which helped raised thousands of dollars for the Housing Foundation.

We are extremely fortunate to have our real estate and local culinary community contribute immensely to the success of this event. We can not thank all of those who made it possible enough. Please visit www.atosc.com to see event photos.



President John Hickey and President-Elect, Frank O. May showing their support



The Depot Dogs rocking the house!

Happy Trails JP!

SCCAR Board of Director, and all around great guy, John Peterson is retiring from the industry come December 27. He and his wife Sharon are moving to enjoy their children and grand children in Oceanside, CA. John's served on the SCCAR Budget and Finance Committee for six years and the SCCAR Board of Directors for three. His humor and wit will be greatly missed.



WARNING!

Sharing Your Supra Lockbox Key Could Cost You
\$3,000 Fine and More

It is important to know that when you lease a Supra Lockbox Key, that Key is leased directly to you, ONLY. Loaning your Lockbox Key to ANYBODY is a violation of MLS Rules and Regulations as well as your Supra Lease Agreement. Due to the severity of loaning your Lockbox Key, this violation comes with a possible \$3,000 fine, revocation of your Key privileges, Code of Ethics violation and a misdemeanor. [California Penal Code 602.5](#)

For any questions, please call 831-464-2000.



Government Affairs Report

gad@mysccar.org

Local Government Relations Committee Update

As we embark upon 2014, the Local Government Relations (LGR) Committee is working on a number of initiatives to enhance our government relations and public policy work throughout Santa Cruz County.

Here is a rundown of a few of these initiatives:

Public Agenda/Public Policy Review By Jurisdiction

We have established a more efficient, comprehensive system for monitoring local public policy issues by jurisdiction. For example, in the days leading up to a local city council meeting, as Government Affairs Director I will review the meeting agenda/information packet, send notification to the LGR point person(s) for that particular city/jurisdiction and collectively we will determine if any action needs to be taken. This process has been in place for a little over one (1) month and it is helping us accomplish our goal of having better oversight of the ever-changing policy landscape.

Website Updates/Enhanced Member Communication

The LGR Committee has been updating information on the Association's ["advocacy" page](#). The Committee feels that having up-to-date information on local policy issues will serve as a benefit to the entire Association membership. The Committee will continuously

update items on the page as policy issues of interest arise. We encourage you to frequent the ["advocacy" page](#) on a regular basis to stay informed on the work we are doing.

Guest Speakers at LGR Committee Meetings

The Committee is in the process of extending invitations to public officials to brief us on local issues in the coming months. At our December Committee meeting, Barbara Mason, Economic Development Coordinator for the County of Santa Cruz, joined us to discuss a variety of topics. Ms. Mason talked at length about the County's ongoing and future economic development/vitality efforts. In particular, she informed the group that the County will be finalizing the next steps associated with its [Economic Vitality Strategy](#) and [Sustainable Santa Cruz Transit Corridors Plan](#) in early 2014. Ms. Mason said that input from the Association will be sought for both County projects.

Call for Engagement with the LGR Committee

The LGR Committee is always looking to engage with Association members that have a keen interest in local government and public policy. Our meetings are the first Friday of each month from 8:30 am - 10:00 am at the Association offices and are open to all members. If you are interested in attending an upcoming meeting to learn more about the Committee, [please contact me](#)

Revised Plumbing Retrofit Standards and Compliance Procedures for Properties Sold in Soquel Creek Water District

All real properties being sold in the Soquel Creek Water District service area that have toilets flushing more than 1.6 gallons per flush must now be replaced with toilets that flush 1.28 gallons per flush or less. All replacement toilets must be EPA WaterSense approved. Showerheads need to be changed to 2.0 gallons per minute or less. Urinals located in commercial properties must be retrofitted to 0.5 gallons per flush or less. The code does not require fixture retrofit if the existing toilets use 1.6 gallons per flush or less. This code change for toilets is in alignment with new State legislation that requires all toilets sold in California after January 1, 2014 to be 1.28 gallons per flush or less.

The Soquel Creek Water District will enforce compliance for all water customers in its service area. Previously, the Soquel Creek Water District only enforced compliance in the portion of the City of Capitola served by the District but this has now been expanded to all District customers.

The Santa Cruz County Environmental Health Department will still certify properties that are not part of the Soquel Creek Water District system in the unincorporated areas of the County. The City of Santa Cruz will continue to certify properties for their water customers, which include Pasatiempo, Live Oak and parts of Capitola.

The seller is responsible for complying with the requirements of this code and for obtaining a water conservation certificate from the Soquel Creek Water District Water Conservation Department before the sale of the property, unless both the seller and the buyer agree to transfer the responsibility to the buyer. All necessary forms can be downloaded from the Soquel Creek Water District's Retrofit at Time of Resale Website

Please visit www.soquelcreekwater.org/content/retrofit-time-resale for forms and more information about the retrofit requirements. Or call (831) 475-8501 ext. 146.

SCCAR Members Share Some Holiday Cheer

Attendees delighted in holiday merriment at our Holiday Open House on December 11.. Tasty treats, beverages and networking provided a wonderful atmosphere for members to enjoy camaraderie and the season. Thank you to everyone who brought an item for the Second Harvest Food Bank barrel and made donations to the Nelson Family. We hope you had a terrific time and wish you a blissful holiday season.



Jennet Ramirez, David Lyng, Lori West, First American Title and Megan Lyng, David Lyng



Jan Taylor showing off her 'Bobbie Nelson' sparkly flip flops!



(l to r) A great group of Affiliate members: Jennifer Walker, Karen Schenk, Suzanne Schmidt and Robin Magana



The President's Circle: Past President, David Lyng with 2014 SCCAR President, Frank May and fellow Past President, Christa Shanaman



Past SCCAR Director, John Peterson and Robin Magana, Old Republic Title



Lisa Mazzei, Blue Adobe Mortgage with Tamara Frey, Stewart Title



SCCAR Director, Frank McCue with Mark Junod, SCCARHF Trustee



Foundation Trustee, Inez Pandolfi sharing some vino with Bill Brooks, Brooks Properties



Nick Lomoro, MLS Listings, Jill Punnilath, Bailey Properties, Inc. and Barbara Quinton, Coastal Home

MLS UPDATE

MLSListings, Inc.

MLSListings Asks for Broker Help to Protect Your Listings

It's our job as your MLS to take actions to protect your listing pictures and text from Internet scrapers. But, we can't do that without your help.

In order for us to protect you from the abusive use of your listing pictures and text, it's important for you to assign a copyright interest to MLSListings. By assigning copyright interest to MLSListings, we can, on your behalf, enforce the copyrights and more effectively take action against data scrapers.

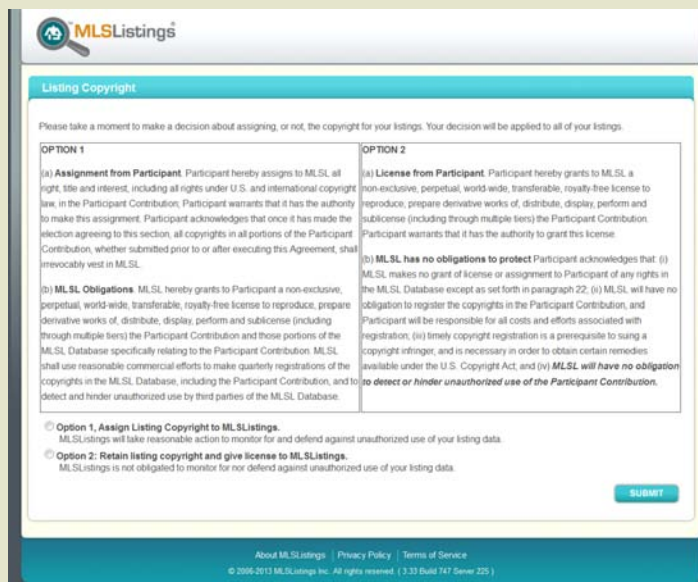
We know the risk exists; one nationally known scraper has been taking data in our market and around the country. They use this data to market your listings! And we can't fight them without your help and signature! **Two MLSs were able to fight a nationally known scraper because of their interests in copyright. By simply assigning copyright to MLSListings, and our allowing those rights back to you, we protect your listings from aggressive scrapers in a way that no brokerage can.**

Our latest [Participant Agreement](#) gives you options for assigning copyright interest to MLSListings. Your first login on or after Dec. 17, should have asked you to make a choice:

Option 1: Assign listing copyright to MLSListings. This will give MLSListings permission to take reasonable action to monitor and defend against unauthorized use of your listing data.

Option 2: Retain listing copyright and give license to MLSListings. Under this option MLSListings is not in a strong position to defend against unauthorized use of your listing data, although we will continue to monitor.


Not only are we here to help protect your listings, we're here to answer your questions. If you have any questions about making this choice, contact the Compliance Department at 408-874-0200 option 5 or compliance@mlslistings.com.



Rolling Three-Month Single Family Home Sales

Santa Cruz County

Source: MLSListings Inc

	Sales Activity			Average Days on Market			Median Price							
	August - October			August - October			August - October							
	# Sold 2008	# Sold 2012	# sold 2013	Ave DOM 2008	Ave DOM 2012	Ave DOM 2013	Median \$ 2008	Median \$ 2012	Median \$ 2013	5 yr % change	1 yr % change	October 2012	October 2013	1 yr % change
Adult Village	0	10	8	0	14	32	\$0	\$214,500	\$294,000	100.0%	27.0%	\$191,500	\$316,000	39.4%
Aptos	16	35	27	120	56	66	\$657,500	\$620,000	\$631,000	-4.2%	1.7%	\$495,556	\$587,000	15.6%
Capitola	15	21	22	69	52	51	\$790,000	\$695,000	\$792,639	0.3%	12.3%	\$537,500	\$788,000	31.8%
East of Highway 17	0	1	0	0	0	0	\$0	\$505,018	\$0	n/a	n/a	\$0	\$0	n/a
East Santa Cruz County	66	56	46	118	108	102	\$389,500	\$445,000	\$470,000	17.1%	5.3%	\$445,000	\$470,000	5.3%
La Selva Beach	0	0	0	0	0	0	\$0	\$0	\$0	n/a	n/a	\$0	\$0	n/a
Los Gatos Mtns SCZ	9	5	9	125	94	86	\$812,500	\$690,000	\$899,000	9.6%	23.2%	\$835,000	\$604,000	-38.2%
Rio Del Mar / Seascape	30	40	41	98	84	75	\$825,000	\$726,750	\$795,000	-3.8%	8.6%	\$633,500	\$751,200	15.7%
San Lorenzo Valley	59	115	102	105	77	52	\$400,000	\$329,900	\$434,150	7.9%	24.0%	\$347,500	\$405,000	14.2%
Santa Cruz	93	136	147	97	58	44	\$675,000	\$614,500	\$675,000	0.0%	9.0%	\$605,000	\$707,000	14.4%
Scotts Valley	36	66	53	121	68	53	\$815,000	\$685,000	\$725,000	-12.4%	5.5%	\$699,500	\$681,500	-2.6%
Seacliff	2	12	8	57	66	133	\$722,000	\$597,500	\$667,500	-8.2%	10.5%	\$469,250	\$715,000	34.4%
Soquel	19	24	28	85	65	48	\$549,900	\$597,000	\$652,500	15.7%	8.5%	\$617,000	\$749,000	17.6%
Watsonville	98	56	29	85	45	105	\$342,500	\$309,000	\$350,000	2.1%	11.7%	\$300,000	\$387,000	22.5%
West Santa Cruz County	3	10	10	63	60	59	\$860,000	\$628,750	\$761,700	-12.9%	17.5%	\$607,500	\$761,700	20.2%
Santa Cruz County	446	587	530	100	69	61	\$505,000	\$525,000	\$637,750	20.8%	17.7%	\$492,500	\$649,500	24.2%

Santa Cruz County Housing Statistics

October 2013: Santa Cruz County - Single Family Residential

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Adult Village (199)	4	8	5	38	\$ 298,100	\$ 316,000	98.27	\$ 1,490,500
Amesti / Green Valley Road (54)	9	27	8	85	\$ 462,184	\$ 370,000	97.73	\$ 3,697,476
Aptos (49)	9	25	6	31	\$ 678,666	\$ 543,500	97.15	\$ 4,072,000
Ben Lomond (36)	10	21	6	12	\$ 401,833	\$ 440,750	101.61	\$ 2,411,000
Bonny Doon (32)	0	6	1	36	\$ 759,000	\$ 759,000	100.0	\$ 759,000
Boulder Creek (34)	10	46	15	54	\$ 440,133	\$ 450,000	100.71	\$ 6,602,000
Brookdale (35)	1	4	0	0	\$ -	\$ -	.0	\$ -
Capitola (44)	5	22	6	42	\$ 847,916	\$ 788,000	98.0	\$ 5,087,500
College Road (55)	0	2	2	11	\$ 427,500	\$ 427,500	107.14	\$ 855,000
Corralitos (53)	3	18	2	16	\$ 562,500	\$ 562,500	100.45	\$ 1,125,000
Davenport (31)	1	1	0	0	\$ -	\$ -	.0	\$ -
East Santa Cruz (42)	15	39	18	44	\$ 765,594	\$ 723,250	100.44	\$ 13,780,700
Empire Grade Road (33)	2	3	3	40	\$ 689,800	\$ 764,400	98.87	\$ 2,069,400
Felton (37)	6	23	5	85	\$ 407,000	\$ 375,000	98.31	\$ 2,035,000
La Selva Beach (51)	2	23	3	139	\$ 784,000	\$ 800,000	97.07	\$ 2,352,000
Larkin Valley (52)	6	20	1	2	\$ 221,500	\$ 221,500	92.68	\$ 221,500
Live Oak (45)	14	44	12	31	\$ 737,358	\$ 643,250	99.61	\$ 8,848,300
Lompico-Zayante (38)	2	9	1	11	\$ 249,000	\$ 249,000	100.0	\$ 249,000
Los Gatos Mountains (23)	12	58	9	46	\$ 795,333	\$ 730,000	96.44	\$ 7,158,000
Rio Del Mar/Seascape (48)	22	73	12	102	\$ 869,168	\$ 751,200	98.75	\$ 10,430,025
Scotts Valley (39)	13	33	12	57	\$ 760,450	\$ 650,500	99.66	\$ 9,125,400
Seacliff (47)	4	11	1	97	\$ 715,000	\$ 715,000	98.08	\$ 715,000
Soquel (46)	11	32	5	23	\$ 767,300	\$ 749,000	96.94	\$ 3,836,500
Unincorporated Santa Cruz /Scotts Valley North (41)	2	17	4	18	\$ 616,300	\$ 600,600	99.09	\$ 2,465,200
Unincorporated Santa Cruz /Scotts Valley South (40)	7	18	6	106	\$ 1,342,500	\$ 875,000	92.84	\$ 8,055,000
Watsonville (56)	12	31	6	47	\$ 416,166	\$ 387,000	100.62	\$ 2,497,000
West Santa Cruz (43)	22	45	18	39	\$ 887,666	\$ 752,500	99.95	\$ 15,978,000
Summary	204	659	167	52	\$ 694,104		98.69	\$ 115,915,501

October 2013: Santa Cruz County - Common Interest Development

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Amesti / Green Valley Road (54)	1	2	1	16	\$ 350,000	\$ 350,000	100.29	\$ 350,000
Aptos (49)	3	5	5	10	\$ 499,800	\$ 435,000	99.09	\$ 2,499,000
Boulder Creek (34)	2	3	2	65	\$ 204,000	\$ 204,000	100.25	\$ 408,000
Capitola (44)	2	13	7	75	\$ 433,285	\$ 439,000	100.79	\$ 3,033,000
College Road (55)	1	2	0	0	\$ -	\$ -	.0	\$ -
East Santa Cruz (42)	5	13	4	39	\$ 490,750	\$ 502,500	98.54	\$ 1,963,000
La Selva Beach (51)	1	18	5	206	\$ 527,000	\$ 570,000	94.89	\$ 2,635,000
Live Oak (45)	7	21	10	33	\$ 441,950	\$ 350,000	97.84	\$ 4,419,500
Rio Del Mar/Seascape (48)	4	32	3	87	\$ 368,166	\$ 375,000	90.16	\$ 1,104,500
Scotts Valley (39)	4	6	1	72	\$ 376,000	\$ 376,000	103.01	\$ 376,000
Seacliff (47)	0	2	2	48	\$ 405,000	\$ 405,000	102.66	\$ 810,000
Soquel (46)	4	9	1	11	\$ 355,000	\$ 355,000	98.89	\$ 355,000
Watsonville (56)	2	7	1	10	\$ 200,000	\$ 200,000	105.32	\$ 200,000
West Santa Cruz (43)	2	11	3	47	\$ 428,333	\$ 375,000	97.57	\$ 1,285,000
Summary	38	144	45	63	\$ 431,955		98.08	\$ 19,438,000

Data provided by MLS Listings, Inc.

Santa Cruz County Housing Statistics

November 2013: Santa Cruz County - Single Family Residential

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Adult Village (199)	5	9	3	47	\$ 323,666	\$ 325,000	94.97	\$ 971,000
Amesti / Green Valley Road (54)	7	26	5	339	\$ 407,936	\$ 400,000	91.53	\$ 2,039,680
Aptos (49)	11	31	1	11	\$ 1,289,000	\$ 1,289,000	100.0	\$ 1,289,000
Ben Lomond (36)	5	18	8	33	\$ 403,012	\$ 352,600	98.12	\$ 3,224,100
Boulder Creek (34)	5	38	8	74	\$ 343,250	\$ 339,500	100.31	\$ 2,746,000
Brookdale (35)	0	2	1	14	\$ 299,000	\$ 299,000	100.0	\$ 299,000
Capitola (44)	4	18	8	38	\$ 988,578	\$ 887,500	94.49	\$ 7,908,625
Corralitos (53)	0	16	2	115	\$ 685,000	\$ 685,000	95.21	\$ 1,370,000
East Santa Cruz (42)	5	28	13	59	\$ 695,143	\$ 690,000	99.86	\$ 9,036,864
Felton (37)	4	20	7	19	\$ 526,642	\$ 460,000	97.02	\$ 3,686,500
La Selva Beach (51)	3	21	3	93	\$ 1,214,666	\$ 1,045,000	94.80	\$ 3,644,000
Larkin Valley (52)	2	17	1	83	\$ 689,000	\$ 689,000	98.57	\$ 689,000
Live Oak (45)	16	42	10	46	\$ 816,700	\$ 764,500	98.59	\$ 8,167,000
Lompico-Zayante (38)	2	8	1	103	\$ 460,000	\$ 460,000	92.0	\$ 460,000
Los Gatos Mountains (23)	7	49	8	93	\$ 1,606,050	\$ 1,241,000	93.94	\$ 12,848,400
Rio Del Mar/Seascape (48)	7	61	10	56	\$ 755,500	\$ 688,000	97.79	\$ 7,555,000
Scotts Valley (39)	9	28	8	65	\$ 664,127	\$ 679,500	98.17	\$ 5,313,023
Seacliff (47)	5	14	0	0	\$ -	\$ -	.0	\$ -
Soquel (46)	4	26	7	67	\$ 644,800	\$ 618,000	100.13	\$ 4,513,601
Unincorporated Santa Cruz/ Scotts Valley North (41)	3	14	3	179	\$ 937,166	\$ 675,000	97.05	\$ 2,811,500
Unincorporated Santa Cruz/ Scotts Valley South (40)	3	17	2	26	\$ 931,000	\$ 931,000	99.36	\$ 1,862,000
Watsonville (56)	7	27	6	33	\$ 294,083	\$ 331,250	79.48	\$ 1,764,500
West Santa Cruz (43)	9	39	13	15	\$ 734,076	\$ 757,500	103.16	\$ 9,543,000
Summary	123	569	128	65	\$ 716,732		97.61	\$ 91,741,793

November 2013: Santa Cruz County - Common Interest Development

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Amesti / Green Valley Road (54)	1	1	1	22	\$ 345,000	\$ 345,000	101.77	\$ 345,000
Aptos (49)	3	9	0	0	\$ -	\$ -	.0	\$ -
Boulder Creek (34)	0	2	1	17	\$ 192,000	\$ 192,000	96.48	\$ 192,000
Capitola (44)	4	9	6	82	\$ 370,833	\$ 330,000	97.63	\$ 2,225,000
East Santa Cruz (42)	6	16	5	53	\$ 520,000	\$ 440,000	98.75	\$ 2,600,000
La Selva Beach (51)	3	15	2	130	\$ 477,000	\$ 477,000	97.55	\$ 954,000
Live Oak (45)	6	20	5	34	\$ 408,260	\$ 385,800	98.71	\$ 2,041,300
Rio Del Mar/Seascape (48)	4	31	0	0	\$ -	\$ -	.0	\$ -
Scotts Valley (39)	3	4	5	42	\$ 415,474	\$ 399,000	98.23	\$ 2,077,370
Seacliff (47)	0	1	1	17	\$ 495,000	\$ 495,000	94.29	\$ 495,000
Soquel (46)	3	9	2	22	\$ 418,000	\$ 418,000	98.93	\$ 836,000
Watsonville (56)	4	9	1	66	\$ 224,000	\$ 224,000	99.56	\$ 224,000
West Santa Cruz (43)	2	10	4	35	\$ 445,150	\$ 441,250	100.52	\$ 1,780,600
Summary	39	136	33	52	\$ 417,280		98.59	\$ 13,770,270

Data provided by MLS Listings, Inc.



Affiliate News

Affiliate Members Made the Holiday Brighter



Our fabulous Affiliate Committee once again adopted two families in need this year. Both families were chosen through Jacob's Heart, Children's Cancer Support Services. Affiliates bought individual gifts as requested by the families and in addition, purchased useful gift cards. Funds were expected to come from the Affiliate Fund, but instead, close to \$900 was contributed by the Committee. Thank you to Dimitri Timm, Dennis Spencer, Norma Milete, Julie Lynn, Barbara Dimitruk, Dick Cornelsen, Kim Furman, Bob Williams, Jose Mendoza, Tamar Frey, Robin Magana for making these families holiday a lot brighter!



Affiliate Spotlight



Julie Lynn
JCP-LGS Disclosures
831-277-7586
julynn@firstam.com



Our newest Affiliate Committee Co-Chair is Julie Lynn from JCP Natural Hazard Disclosures. Julie has over 20 years of experience in the real estate industry which includes being a REALTOR® herself and working in Title and Escrow.

She lives in Aptos with her boyfriend and dog Hailey. When not working you can find her at the local golf course, cooking or walking on the beach. Julie is accustomed to being there to help with an optimistic and energetic spirit. Please help us welcome Julie Lynn.



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January 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 SCCAR Closed	2 No Tour	3 LGR 8:30 am	4
5	6 Homeworks Users, Learn about Matrix 10:30 am Open Q&A: Homeworks Users 1 pm	7	8	9 Tour Marketing Meeting 8:30 - 9 am	10 Board of Directors 8:30 am Installation Luncheon SV Hilton, 11:30 am	11 Celebration of Life for Bobbie Nelson 1 - 5 pm
12	13	14	15 Matrix Essentials 10:30 am - 12 pm	16 Tour Marketing Meeting 8:30 - 9 am	17	18
19	20 SCCAR Closed	21	22 SCC Pro History & Culture 9:30 C.A.R. San Diego	23 Tour Marketing Meeting 8:30 - 9 am C.A.R. San Diego	24 C.A.R. San Diego	25 C.A.R. San Diego
26	27	28	29	30 Tour Marketing Meeting 8:30 - 9 am	31	

February 2014

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5 Membership Update Meeting 10 am - 12 pm	6 Tour Marketing Meeting 8:30 - 9 am	7 LGR 8:30 am ABC's of Zoning & Entitlement Law 10 am - 12 pm	8
9	10 License Renewal Charlie Krackeler 9 am - 4 pm	11	12	13 Tour Marketing Meeting 8:30 - 9 am	14 Board of Directors 8:30 am	15
16	17 SCCAR Closed 	18	19	20 Tour Marketing Meeting 8:30 - 9 am	21 New Member Orientation 8:30 am	22
23	24	25	26 SCC Pro Land Use 9:30 am	27 Tour Marketing Meeting 8:30 - 9 am	28 Matrix Customized 10:30 am - 12 pm	

View our calendar online at www.mysccar.org