

Installation & Awards 2017

Legal and Industry Update

SCCP Series 2017 Begins

Tackling Technology

Video Marketing & Messaging

HAPPY
2016

NEW YEAR

Also in this issue:

Top 5 Predictions for 2017

Real Estate Traffic Trends

Real Estate & Land Use Law Update

Message from the New President

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

The REALTOR® is the official bimonthly newsletter of the Santa Cruz County Association of REALTORS® provided as a member service to inform, educate and update members on local, state and national news.

Santa Cruz County Association of REALTORS®

2525 Main Street, Soquel, CA 95073
(831) 464-2000 (831) 464- 2881 (fax)

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AHarbert@mysccar.org



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OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY



Message From The President

Candace Bradfield
2017 SCCAR President
Bradfield & Associates
bradfield@cruzio.com
831-212-1986

Building Community

I am so excited to start the New Year off as your 2017 President! As President we are asked to choose a platform to guide us through the year, "BUILDING OUR COMMUNITY" is my platform and I look forward to working with our members to reach this goal.

Community builds trust, belonging, safety and caring for each other. We certainly do this instinctively, but I would like to challenge our real estate community to: Build more! Be better! Be stronger! Be kinder! and Be more involved!

As REALTORS®, our members are the face of the local real estate industry. We want the public to view Santa Cruz County REALTORS® as exceptional professionals. By building together we grow together, learn together, support together, earn a living together, help people together and we can rise together.

I believe my life in real estate was forever changed by being involved in building our community in the following ways:

I have made lifelong friends...

I have earned the respect of my peers...

I have learned the nuanced meaning of ethics as it pertains to real estate...

I have been honored with the distinction of 2014 REALTOR® of the Year...

I have become a stronger leader...

I continually learn about myself and others...

I now understand how to effectively make change in a positive way while learning from others and feeling safe to do so!

As your President for 2017, I invite each and every member to "BUILD OUR COMMUNITY" with me!

Legal and Industry Update in February

Monday, February 13, 2017, 9:30 – 11:30 am

Presenters:

Real Estate Attorney Dave Hamerslough and
Coldwell Banker Attorney,
Vicki Naidorf

Seascape Golf Club, 610 Clubhouse Dr.,
Aptos

Online registration opens January 3, 2017.

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EQUAL HOUSING LENDER



Education & Professional Development



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

January

[MLSListings Essentials](#)

Wednesday, January 11, 9:30 am – 12:30 pm

This is the first and only class you are required to attend as an MLSListings subscriber. Part lecture, part lab, this powerful course will jumpstart your effectiveness with your new MLS.

MLS Listings will be tracking attendance carefully. Please arrive on time and with enough time to confirm your attendance. Any attendee who misses more than 15 combined minutes of the course will be required to take the course again.

Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

[Video Marketing and Messaging](#)

Wednesday, January 11, 11:30 am – 1:30 pm

Video Marketing and Messaging - The closest thing to face to face conversation! Take your marketing plan to the next level!

Learn about:

- > The benefits of video messaging
- > How to use video for marketing and to get more listings
- > Creating Relatable content and where to place it
- > Creating a better customer experience
- > The truth about Millennials and Social Media
- > Tools of the trade and how to use them for best result

Registration fee includes lunch provided by Sean Herrero, Commerce Home Mtg.

[Tackling Technology - Desktop \(MLS\)](#)

Friday, January 20, 10 – 11:30 am

Learn basic computer skills to navigate through MLS software and mobile applications. This lab-focused class will start at the beginning with mouse techniques, navigation, screen captures, browsers and general terminology.

[Listing Management \(MLS\)](#)

Friday, January 20, 1 – 2:30 pm

Attend this class and you will learn the structure of the MLSListings listing management input wizard, along with tools and techniques for enhancing your listing market exposure, keeping the data current and staying compliant with the MLSListings rules and regulations.

[Advanced Matrix \(MLS\)](#)

Monday, January 23, 10 – 11:30 am

You have your dashboard just how you like it. You know how to search and create reports. You are able to communicate with your clients through Matrix. Now it's time to learn how to bend Matrix to your will! Build upon the skills learned in the Basic Class, with focus on searching with maps, customizing data results to meet your specific needs and communicating your findings to your client.

[SCCP: History & Culture](#)

Friday, January 27, 9:30 am – 12:30 pm

The first in the Santa Cruz County Pro (SCCP) series which is designed to provide REALTORS® with knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County.

Topics to be covered:

- > Historical buildings and monuments
- > San Lorenzo Valley History
- > South County History

February

[1031 Tax Deferred Exchanges](#)

Wednesday, February 1, 11:30 am – 1 pm

Learn everything you need to know about how 1031 exchanges work and how to recognize an exchange opportunity.

Topics include:

- > Basic 1031 exchange concept and rules
- > Recognizing the opportunities
- > Different types of 1031 exchanges
- > Common mistakes in exchanging
- > How to use 1031 to generate more business
- > Future of 1031's as part of tax code

Registration fee includes lunch provided by Ron Ricard, IPX1031(tm)

[MLSListings Essentials](#)

Wednesday, February 15, 9:30 am – 12:30 pm

This is the first and only class you are required to attend as an MLSListings subscriber. Part lecture, part lab, this powerful course will jumpstart your effectiveness with your new MLS.

Continued in next page

Education & Professional Development

Continued From Previous Page

MLS Listings will be tracking attendance carefully. Please arrive on time and with enough time to confirm your attendance. Any attendee who misses more than 15 combined minutes of the course will be required to take the course again.

Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

[SCCP: Land Use in Santa Cruz County](#)

Friday, February 24, 9:30 am – 12:30 pm

In the second class of this nine course advanced training series you will learn about Land Use issues in Santa Cruz County. Some topics covered are: minimum steps to determine "build ability", biggest hurdles working with county or city planning/building departments, and much, much more!

Attend 7 of the 9 courses and earn your official certification!

[Tackling Technology - Mobile \(MLS\)](#)

Friday, February 24, 10 -11:30 am

Learn basic smart phone techniques and skills to maximize features. This lab-focused class will start at the beginning with navigation, photos, applications and updates, maps, and general terminology.

[HomeSnap \(MLS\)](#)

Friday, February 24, 1 -2:30 pm

Learn how to use the new "HomeSnap Pro" mobile application to retrieve agent-level data when you're in the field. This workshop will assist in getting you set up, branded and connected to listing inventories and market activity while you're on the move.

[REALTOR®Property Resource \(RPR\) Essentials \(MLS\)](#)

Monday, February 27, 10 – 11:30 am

Learn to search and report using national-level MLS and public data available through your National Association of REALTORS® membership. Become your client's nationwide real estate professional.

Registration Open for SCCP 2017!

The Santa Cruz County PRO (SCCP) certification series consists of 9 highly specialized classes held throughout the year that will help make you a local expert.

Take advantage of our Early Bird Special until January 13 and receive all 9 courses for \$99! (Regular price is \$159)

Sign up online at www.mysccar.org

NAR Revamps Code of Ethics Training Beginning 2017

At the 2014 Convention in New Orleans, the Board of Directors of the National Association of REALTORS® amended the four year time frame for Code of Ethics training to a two year time frame. The change goes into effect following conclusion of the current four year cycle on December 31, 2016.

Consequently, beginning January 1, 2017 all REALTORS® will be required to complete Code of Ethics training every two years.

The National Association's Model Board Bylaws and Professional Standard Policy Statement #48, REALTORS® Code of Ethics Training, will eventually be amended to incorporate a two year time frame but not until completion of the current four year cycle.

REALTORS® are required to complete quadrennial

ethics training of not less than two hours and thirty minutes of instructional time. REALTORS® completing such training during any two year cycle shall not be required to complete additional ethics training in respect of this requirement as a requirement of membership in any other board or association.

A REALTOR® completing the New Member Code of Ethics Orientation during any two year cycle shall not be required to complete additional ethics training in respect of this requirement until a new two year cycle commences.

Failure to complete the required periodic ethics training shall be considered a violation of a membership duty for which REALTOR® membership shall be suspended until such time as the required training is completed. For more information regarding the NAR Code of Ethics, [click here](#).

New Centennial Club Honors RAF Contributors

We are excited to announce our new Centennial Club which serves to recognize those who contribute \$100 and above to the REALTOR® Action Fund. The REALTOR® Action Fund (RAF) raises money to advance the goals of our REALTOR® political action committees (PACs) at the local, state, and federal levels of government. Club members will receive two exclusive luncheons as part of their contribution. Be part of the club by contributing \$100 or more in your dues payment.

To learn more about RAF, visit: <http://www.car.org/governmentaffairs/raf/>

Robert Bailey, Bailey Properties, Inc.

Paul Bailey, Bailey Properties, Inc.

Judy M. Brose, Century 21 M&M and Associates

Frank Claiborne, Century 21 M&M and Associates

Peter J. Cook, Lighthouse Realty

Pete Cullen, Bailey Properties, Inc.

Susan Draper, Community RE, Inc.

Pamela Easton, Century 21 M&M and Associates

Celeste Faraola, Schooner Realty

Kelly Frank, Allen Property Group, Inc.

Sebastian Frey, Realty World Virtuoso

Myriam Greene, Bailey Properties, Inc.

Regina Gurley, Bailey Properties, Inc.

Danielle Huff, Bailey Properties, Inc.

Stephen A. Karon, Karon Properties

Deann Kinerson, Bailey Properties, Inc.

Constance Landes, Sereno Group

Neal Langholz, Karon Properties

Geneva Lawless, David Lyng Real Estate

Gregory Lukina, David Lyng Real Estate

Morgan Lukina, David Lyng Real Estate

David Lyng, David Lyng Real Estate

Megan Lyng, David Lyng Real Estate

Sally Lyng, David Lyng Real Estate

Jayson Madani, American Dream Realty

Sal Maleti, Maleti, Sal Real Estate

Renee Mello, Renee Mello & Associates

Cheri Nilsson, Sereno Group

Candie Noel, Bailey Properties, Inc.

Barbara J. Palmer, Bailey Properties, Inc.

Dianne Pereira, Bailey Properties, Inc.

Stephen J. Pereira, Bailey Properties, Inc.

Janet Romanowski, David Lyng Real Estate

Melody Russell, Keller Williams Realty - SC

Carole Schwarzbach, Schwarzbach Assoc. Realtors

Dan Schwarzbach, Schwarzbach Assoc. Realtors

Susan Seeger, David Lyng Real Estate

Lauren Spencer, Coldwell Banker Residential Br

Dawn Thomas, Dreyfus Sotheby's Int'l Realty

Randy Turnquist, Century 21 M&M and Associates

Jo Ann Vear, Vear Properties

Marjorie Vickner, Century 21 Showcase Realtors

Karen Wade, Bailey Property Management

*Congratulations to our 2016
Santa Cruz County Pro
Graduates!*

SCCP graduates have earned a certification that identifies them as a local expert and allows them to better assist their clients in buying and selling real estate in Santa Cruz County.

Bo Baker
Alan Barich
Ann Berry-Kline
Tai Boutell
Sunny Brandt
Sheila Connelly
Michael Ferguson
Orion Flansaas
Angel Garcia
Seabea Ghoph
Kathie Gomes
Kristin Hurley

Neal Langholz
Morgan Lyng Lukina
Megan Lyng
Beth Mariano
Katherine Massena
Marti Meyer
Jeanne Mulhern
Barbara Pearson
John Ribera
Randy Turnquist
Jeff Wille

Learn more about the 2017 series at
http://www.mysccar.org/sccp_certification.php



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Ring in the Holidays Together!



It was our absolute pleasure ringing in the holidays with our members at our Holiday Open House event on December 14. We are grateful for you and thank you for being a part of the SCCAR community. Thank you to everyone who brought donations for Second Harvest Food Bank.



New Year's Wish from Your Board of Directors

"Find the good in everyone and expect the best for yourself."
Candace Bradfield, President



"My wish is that the SCCAR members commit to their personal and professional growth so they can reach their goals for 2017."
Renee Mello, President-



"I raise a toast to all SCCAR members in celebration of all you have done the last year and wish you a happy and prosperous New Year. I hope 2017 brings you many opportunities, successes and good fortune."
Candie Noel, Immediate Past



"Wishing everyone good health, happiness and continued success in all your endeavors, both personal and professional."
Pete Cullen, Director



"My New Year's Wish for SCCAR Members is that they and their families enjoy good health in 2017 and beyond."
Seb Frey, Director



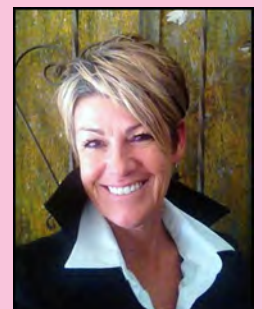
"My wish is that SCCAR members and their families have a happy, healthy, and prosperous 2017."
Morgan Lyng Lukina, Secretary/Treasurer



"My wish for all SCCAR members is for a year full of joy and new opportunities."
Connie Landes, Director



"Wishing our colleagues a healthy, happy, safe and prosperous 2017! Salute!"
Jackie Heath, Director



2017 Installation & Awards Luncheon

Honoring President Candace Bradfield and the incoming Officer and Directors

"BUILDING OUR COMMUNITY"



Wednesday, January 18, 2017
11 AM - 2 PM

Hotel Paradox, 611 Ocean St., Santa Cruz
Individual Ticket Price: \$45

Reservation deadline: Wednesday, January 11, 2017



Share the day with your incoming leadership!



SCCAR 2017 INSTALLATION & AWARDS LUNCHEON RSVP FORM

RSVP online at www.mysccar.org, complete the form below and fax to 831-464-2881 or call 831-464-2000.

Name _____ Office _____

Billing address _____ City _____ Zip _____

Number of tickets at \$45 per person: _____ Total amount due: \$ _____ Phone: _____

___ Check ___ Visa ___ Mastercard ___ Amex ___ Discover Acct#: _____ Exp. date: _____

Entree selection: Rosemary Mustard Chicken Grilled Salmon Buree Blanc Vegetarian Option

*No refunds will be given if you cancel on or after Wednesday, January 11, 2017

Helping First Time Homebuyers Was Never so Much Fun!



The Santa Cruz County Association of REALTORS® Housing Foundation's twelfth annual fundraiser, "A Taste of Santa Cruz" held at the Cocoanut Grove on November 10th was an overwhelming success, with close to 600 people in attendance and thousands of dollars in funds raised.

Over 25 real estate and affiliate companies teamed up with local restaurants and wineries to provide a wide array of delectable cuisine showcasing the culinary talents and wines from Santa Cruz County. The booth sponsors also provided silent and live 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 [facebook.com/atasteofsantacruz](https://www.facebook.com/atasteofsantacruz) or www.atosc.com to learn more and see more event photos.





Video Marketing and Messaging

The closest thing to face to face conversation

Take your marketing plan to the next level!

Learn about:

- * The benefits of video messaging
- * How to use video for marketing and to get more listings
- * Creating Relatable content and where to place it
- * Creating a better customer experience
- * The truth about Millennials and Social Media
- * Tools of the trade and how to use them for best results

Wed., January 11, 2017

11:30 AM - 1:30 PM

**SCCAR, 2525 Main St.,
Soquel CA**

*Instructed by: Sean Herrero
Commerce Home Mortgage*



**Registration fee includes lunch provided by Sean Herrero, Commerce Home Mtg.
\$15 for members, \$25 for nonmembers**

Register [online](#), complete the form below and fax to 831-464-2881, or call 831-464-2000.

Name: _____ Company: _____

Phone: _____ Email: _____

Cash Visa MasterCard AMEX CASH Check payable to "SCCAR" _____

Name on cc: _____ Billing Address: _____

Account #: _____ Exp. Date: _____ Zip Code: _____

SCCAR Cancellation Policy: Reservations for courses requiring payment will not be processed until payment is received. If you must cancel or reschedule your reservation, a full refund will be issued if notification is received, by email or in writing (not by telephone), 1 business days prior to class. SCCAR reserves the right to cancel or reschedule any course. If cancellation occurs, SCCAR will issue a full refund. In the event of rescheduling, SCCAR will send immediate notification and transfer all reservations (including payments) to the new date. To cancel/reschedule send email to education@mysccar.org.

Real Estate and Land Use Law Update

Miles J. Dolinger, Esq.

ADUs: California Legislature Passes Easier, Statewide Permitting Requirements and Restrictions For Granny Units/ADUs.

The California Legislature recently passed new rules making it easier, faster, and presumably less expensive, for people to get permits for new “granny units” otherwise referred to as “accessory dwelling units” (“ADUs”). Senate Bill 1069, which was signed by Governor Brown on September 27, 2016 and takes effect on January 1, 2017, amends Government Code section 65852.2 to require local agencies statewide to amend their zoning ordinances to implement several uniform development requirements and restrictions on ADUs – both substantive and procedural. [Read more](#)

California Supreme Court Rules On Duties Of Real Estate Agents in Dual-Agent Transactions.

In Horiike v. Coldwell Banker Residential Brokerage Co. (2016) 201 Cal.Rptr.3d 1, 383 P.3d 1094, the California Supreme Court ruled that all salespeople working under a single broker in a “dual agent” transaction owe the same fiduciary duties to both buyers and sellers that the broker does, even if different agents within the brokerage represent the buyer and seller separately. [Read more](#)

Appellate Court Holds That Coastal Act Protections Supersede State Affordable Housing and Density Bonus Rules.

In Kalnel Gardens, LLC v. City of Los Angeles, (2016) 3 Cal.App.5th 927, the court of appeal held that affordable housing requirements set forth in the Density Bonus Act (Gov. Code § 65915 *et seq.*) and the Mello Act (Gov. Code § 65590 *et seq.*) were superseded by development restrictions set forth in the California Coastal Act (Pub. Resources Code § 30001 *et seq.*). [Read more](#)

Appellate Court Holds That Affordable Housing “In-Lieu” Fees Are Not Exactions And Thus Not Subject To The Reasonable Relationship Test (Following California Building Industry Assn. v. City of San Jose (2015) 61 Cal.4th 435).

In 616 Croft Ave., LLC v. City of West Hollywood, (2016) 3 Cal.App.5th 621, the court of appeal held that the City’s in-lieu affordable housing fee was not subject to the reasonable relationship test under the Nollan/Dolan line of cases. [Read more](#)

Laguna Hills HOA Prevails Against Homeowner’s Intentional Encroachment Into Common Area.

In Nellie Gail Ranch Owners Association v. McMullin, (2016) 4 Cal.App.5th 982, the court of appeal affirmed a trial court ruling quieting title to a portion of planned development’s common area in favor of a homeowners association (HOA) in Laguna Hills. [Read more](#)

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New Laws Affecting REALTORS®

View a summary of new laws passed by the California Legislature and the U.S. Congress that may affect REALTORS in 2017.

[Click here](#)

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“How’s the gravity on this street? Ideally, we’d like to relocate to a neighborhood where we’ll weigh less!”

SCCAR Welcomes the Following New Members!

REALTOR® Members

Bailey Properties

Andy Paulin

Coldwell Banker – San Jose

Michael Johnson

Coldwell Banker – Roseville

Bill Kavanaugh (secondary)

David Lyng RE

Evangelina Masih

Keller Williams

Scott Evans

Strock RE

Sarah Burkhart

Town & Country RE

Peter Eubank

Top 5 Predictions for 2017

According to Realtor.com's Active Home Shopper Report, the 2017 home buying season will see a large increase in first-time homebuyers. Find out what else it predicts.

Good news, according to Realtor.com's Active Home Shopper Report, there will be an increased demand for suburban homes. The bad news—buyers will also face greater affordability challenges. The study, based on September survey data of active shoppers on realtor.com, analyzes responses from consumers who plan to purchase homes in the spring or summer of 2017. According to the report, the percentage of first-time homebuyers could rise as high as 52 percent of all buyers, an increase from 33 percent in 2016.

But, this boost in first-time buyers will also make affordability, down payments and credit scores a challenge, and those issues could become the market's top problem next year. Currently, the limited inventory of listings is the top barrier to homeownership.

In general, suburban homes are preferred by 43 percent of first-time homebuyers surveyed, likely due to their desire for safe neighborhoods, privacy and the needs of growing families.

Here are the study's top five predictions for 2017:

1. First-time homebuyers could make up a majority of 2017 homebuyers. According to the survey, first-time homebuyers make up 52 percent of prospective buyers looking to purchase in 2017. Millennials lead the pack with 61 percent of potential first-time buyers under age 35. Top reasons cited by millennials for buying: getting married or moving in with a partner, growing tired of their current living space, and planning to increase family size.

2. Affordability and mortgage qualifying expected to replace lack of inventory as largest barrier to homeownership. In 2016, 40

percent of home shoppers cited the lack of inventory as the largest barrier to homeownership, but realtor.com reports this will potentially shift to affordability and mortgage qualification issues as more first-time home buyers enter the market. Of first-time buyers planning to purchase next spring, 37 percent said their largest impediment to homeownership is the down payment, and 30 percent said finding a house within their budget.

3. Safe neighborhoods, more living space and larger yards top list of key home attributes. Safety, more living space and larger yards as key features is consistent with their top goals of buying: attaining privacy and addressing the needs of their families. A third top objective of first-time buyers is to make a financial investment that will grow over time.

As millennials marry and move in with partners, reasons to purchase are driven by actual or planned growth in their families, and they show strong preference for single-family homes (39 percent) or townhomes (34 percent), and away from multi-family homes (15 percent), condos (10 percent) or mobile homes (2 percent).

4. Competition for the suburbs should heat up. With families and safety on the brain, it's no surprise that first time homebuyers identified the suburbs as their No. 1 preferred location. In fact, 50 percent of all respondents identified suburban areas as their preferred location. For boomers, their desire for the suburbs can likely be attributed to their desire to be close to family and friends.

5. Spring and summer will continue to be 2017's hottest time to buy a house. A majority of all survey respondents were beginning the housing search at the time of the survey and planned to purchase in seven months or longer, indicating spring and summer will continue as the top seasons to buy and sell homes: 73 percent of respondents had been considering homeownership for less than three months and did not expect to purchase a home immediately.

For more information and to read the study, [click here](#).

This article originally appeared in the December 2016 issue of the REAL Trends Newsletter is reprinted with permission of REAL Trends, Inc. Copyright 2016.

REAL TRENDS ONLINE PERFORMANCE STUDY

Real Estate Traffic Trends

By Travis Saxton

The 2016 REAL Trends Online Performance Study launched this month. The study offers a plethora of information about real estate brokerage websites, new technology trends and more. Let's focus on real estate traffic trends. Knowing this information will help you make adjustments to get the most out of your site. How does your brokerage website stack up?

Average Time on Site

One of the strongest indicators of a brokerage site's overall effectiveness and stickiness is the average time on site. For the sites studied, the average time users spent on each site was 289 seconds or four minutes and 49 seconds, with a high of 416 seconds (6 minutes 56 seconds) and a low of 79 seconds (1 minute and 19 seconds).

Average Pages per Visit

This statistic can be tricky to decipher because it is closely associated with the average-time-on-site statistic. Over time, new website development and search results tactics have been skewing this number. On average, the consumers visited 7.76 pages per visit with a high of 20.91 and a low of 1.51.

Average Bounce Rate

This statistic is interesting because it shows the quality of traffic brokerages are generating and the ease of which users are entering your site and finding relevant information immediately. REAL Trends once worked with a brokerage that had an amazingly high bounce rate. We discovered that the main URL was one letter different than a major couponing site. It was a quick fix by filtering out the couponing traffic. The average bounce rate of sites in the study was 43.12 percent with a high of 82.74 percent and a low of 16.28 percent.

Click-through Rates and Conversions

Of the sites studied, click-through rate averages from all marketing sources range from 0.17 percent (digital banner advertising) to 2 percent with Search and up to 5 percent with Facebook. Click-through rates are only one part of the equation. Conversion rates are equally as important. These range from .5 percent on the low end to 5 percent on the high end and fall somewhere within the 2.8 to 2.9 percent industry average. Remember, these are averages. In every instance, there are

peak performers. REAL Trends has seen Facebook specialized campaign click-through rates fetch over 10 percent. Facebook happens to be the source with the highest click-through rates and the lowest conversion rates; however, when you mash the two together, you get a competitive online marketing channel. Read the full report for specific sources and data.

Lifetime Value of a Lead

Adwerx built a calculator for you to gauge the true value of a lead over the lead's lifetime. Many real estate professionals, brokers and lead sources get narrowly focused on the deal in front of them and forget that a lead is so much more. If worked properly, one lead could turn into numerous referrals and deals. This calculator is a clever way for you to put in your market metrics to see what is the true lifetime value of a lead.

The Online Performance Study is available now for \$149 go [here](#)

Thank you to our sponsors: Adwerx, Agent Jet, Boston Logic, Dotloop, Garlic Media, Juwai, Quantum Digital and SmartZip. If you are a client of any of these companies, you will get a complimentary copy two weeks before it is available on [realtrends.com](#). □

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Santa Cruz County Housing Statistics

October 2016: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	21	83	24	44	\$1,067,480	\$853,000	\$491.00	99%	\$25,619,527	1,853	10,782	3.2
Ben Lomond	7	18	6	21	\$643,083	\$684,000	\$394.00	100%	\$3,858,500	1,712	16,516	2.3
Boulder Creek	13	49	12	37	\$656,883	\$645,000	\$382.00	99%	\$7,882,600	1,696	38,866	3.4
Brookdale	2	4	0									
Capitola	6	13	1	97	\$1,350,000	\$1,350,000	\$2,967.00	104%	\$1,350,000	455	1,350	2.4
Corralitos	0	4	3	181	\$1,235,000	\$845,000	\$440.00	97%	\$3,705,000	2,785	213,429	1.3
Davenport	1	1	1	0	\$925,000	\$925,000	\$895.00	100%	\$925,000	1,033	9,714	3
Felton	6	18	5	62	\$529,228	\$530,000	\$448.00	99%	\$2,646,140	1,307	9,809	2.3
Freedom	1	2	3	120	\$435,000	\$475,000	\$335.00	95%	\$1,305,000	1,203	7,884	0.7
La Selva Beach	2	14	5	90	\$1,374,000	\$1,345,000	\$451.00	97%	\$6,870,000	2,933	14,139	3.2
LOS GATOS	5	19	5	145	\$1,120,350	\$948,000	\$468.00	94%	\$5,601,750	2,896	442,647	4.8
Mount Hermon	0	1	0									
Santa Cruz	47	118	34	43	\$961,476	\$857,500	\$492.00	100%	\$32,690,200	1,857	21,133	2.5
Scotts Valley	15	25	17	64	\$965,815	\$875,000	\$426.00	99%	\$16,418,869	2,311	76,895	1.9
Seacliff	0	1	1	191	\$2,250,000	\$2,250,000	\$1,139.00	90%	\$2,250,000	1,976	18,949	1
Soquel	6	19	3	26	\$798,000	\$800,000	\$420.00	100%	\$2,394,000	1,804	10,178	2.9
Watsonville	18	67	14	73	\$553,196	\$536,250	\$314.00	99%	\$7,744,750	1,780	8,633	3.4
Royal Oaks	5	16	2	68	\$580,999	\$581,000	\$276.00	98%	\$1,161,999	2,131	7,405	6

October 2016: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	6	36	9	42	\$570,833	\$550,000	\$438	99%	\$5,137,500	1,266	1,248	5.4
Boulder Creek	2	4	2	10	\$405,000	\$405,000	\$433	101%	\$810,000	1,107	958	2
Capitola	8	12	5	40	\$503,400	\$514,000	\$464	100%	\$2,517,000	1,069	566	3
Freedom	1	1	3	16	\$351,333	\$315,000	\$296	102%	\$1,054,000	1,156	2,047	1
La Selva Beach	1	2	0									
Santa Cruz	15	42	11	43	\$589,859	\$576,000	\$497	100%	\$6,488,452	1,184	1,075	2.4
Scotts Valley	2	5	3	22	\$609,500	\$659,000	\$426	99%	\$1,828,500	1,423	1,364	1.3
Soquel	1	2	2	8	\$530,000	\$530,000	\$443	102%	\$1,060,000	1,197	1,024	1.2
Watsonville	8	26	4	18	\$414,250	\$382,500	\$284	98%	\$1,657,000	1,251	1,103	4.3

November 2016: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	14	67	15	65	\$937,833	\$968,000	\$568	96%	\$14,067,500	1,869	49,324	3
Ben Lomond	2	15	8	19	\$589,250	\$593,250	\$415	103%	\$4,714,000	1,446	14,641	1.9
Boulder Creek	10	38	17	41	\$723,305	\$620,000	\$379	98%	\$12,296,200	1,808	187,880	2.7
Brookdale	0	4	0									
Capitola	0	7	6	29	\$1,131,845	\$893,250	\$748	100%	\$6,791,075	1,545	4,145	1.4
Corralitos	2	5	0									
Davenport	0	0	1	165	\$499,000	\$499,000	\$730	100%	\$499,000	684	428,369	0
Felton	3	10	5	17	\$591,000	\$550,000	\$454	100%	\$2,955,000	1,337	11,587	1.8
Freedom	4	6	0									
La Selva Beach	0	13	2	18	\$974,500	\$974,500	\$726	128%	\$1,949,000	1,339	48,308	4.3
LOS GATOS	5	19	3	7	\$1,350,000	\$1,330,000	\$432	99%	\$4,050,000	2,948	68,723	5.2
Mount Hermon	0	1	1	63	\$900,000	\$900,000	\$476	95%	\$900,000	1,890	13,372	1.5
Santa Cruz	38	112	42	46	\$1,002,366	\$902,500	\$544	101%	\$42,099,400	1,853	16,153	2.8
Scotts Valley	11	23	14	40	\$919,395	\$902,500	\$423	99%	\$12,871,533	2,304	129,180	1.7
Seacliff	0	1	0									
Soquel	4	15	5	90	\$887,760	\$833,800	\$388	97%	\$4,438,800	2,108	22,939	3
Watsonville	15	54	24	62	\$646,277	\$532,000	\$336	96%	\$15,510,685	1,949	64,808	2.7
Royal Oaks	7	19	4	89	\$542,875	\$579,500	\$368	99%	\$2,171,500	1,468	135,363	6.3

November 2016: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	7	31	6	48	\$581,833	\$515,000	\$501	93%	\$3,491,000	1,104	1,016	4.9
Boulder Creek	1	4	1	26	\$400,000	\$400,000	\$405	101%	\$400,000	988	1,001	2.4
Capitola	4	7	7	28	\$787,142	\$430,000	\$461	97%	\$5,510,000	1,086	896	1.4
Freedom	0	0	1	12	\$420,000	\$420,000	\$252	98%	\$420,000	1,664	2,221	0
La Selva Beach	1	1	2	75	\$955,000	\$955,000	\$767	93%	\$1,910,000	1,234	1,067	1.5
Santa Cruz	11	31	16	48	\$490,754	\$497,000	\$549	99%	\$7,852,079	958	2,817	1.8
Scotts Valley	3	6	2	12	\$575,375	\$575,375	\$484	101%	\$1,150,750	1,188	1,067	2
Soquel	0	1	0									
Watsonville	4	18	9	48	\$573,555	\$415,000	\$359	100%	\$5,162,000	1,346	1,127	2.7

Data provided by MLS Listings, Inc.

January 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 	2 SCCAR closed	3	4	5 Dues Payment Deadline Tour Marketing Meeting 8:30 - 9 am	6 Local Govt. Relations Committee 8:30 am	7
8	9	10	11 Housing Foundation Mtg. 2 pm Video Mktg. Class 11:30 am MLS Essentials 9:30 am	12 Tour Marketing Meeting 8:30 - 9 am	13 Board of Directors 8:30 am	14
15	16 SCCAR Closed <i>I have a dream.</i>	17 Top Producer Panel 11:30 am	18 Installation & Awards Event Hotel Paradox 11:30 am	19 Tour Marketing Meeting 8:30 - 9 am	20 Tackling Tech. 10 am Listing Mgmt. 1 pm	21
22	23 Advanced Matrix 10 am	24	25	26 Tour Marketing Meeting 8:30 - 9 am	27 SCCP: History & Culture 9:30 am	28
29	30	31	← C.A.R. Meetings- Indian Wells, CA →			

February 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 1031 Tax Deferred Exchanges 11:30 am	2 Tour Marketing Meeting 8:30 - 9 am	3 Local Govt. Relations Committee 8:30 am	4
5	6	7	8	9 Tour Marketing Meeting 8:30 - 9 am	10 Board of Directors 8:30 am	11
12	13 Legal Update Seascape 9:30 am	14 	15 MLS Essentials 9:30 am Housing Foundation 2 pm	16 Tour Marketing Meeting 8:30 - 9 am	17 New Member Orientation 8:30 am - 4 pm	18
19	20 SCCAR Closed 	21	22	23 Tour Marketing Meeting 8:30 - 9 am	24 SCCP Land Use 9:30 am Tackling Tech. 10 am HomeSnap 1 pm	25
26	27 Budget & Finance 10 am RPR Essentials 10 am	28				