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THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY



**Rent Control ?
Just Cause Eviction ?
Sewer Lateral ?**

How Do These Ordinances Affect You & Your Clients?

Find out at our General Membership Meeting Monday, March 12, 2018

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President's Message

City of Santa Cruz Moves Towards Permanent Rent Control

In case you missed it, the city passed two "temporary" ordinances in anticipation of a ballot measure that could be on the Santa Cruz City Ballot in November for Rent Control.



SCCAR President
Renee Mello

When I think about what happened at the Santa Cruz City Council Meeting on Tuesday, February 13th, I think of it as the first salvo being fired in a long, protracted battle we are going to have to continue to fight to protect the private property rights of our homeowners. Salvo can be defined as "a sudden, vigorous, or aggressive act or series of acts" - that is definitely what happened that night.

In case you missed it, the city passed two "temporary" ordinances in anticipation of a ballot measure that could be on the Santa Cruz City Ballot in November for Rent Control. The first "temporary" ordinance restricts all rent increases to a maximum of 2%. This was to ensure that landlords didn't take this time to raise the rents "unfairly" in anticipation of the rent control ballot measure passing.

The second has even further reaching ramifications, Just Cause Evictions. The ordinance states that a homeowner can only evict a tenant for:

1. Non-payment of rent
2. Breach of Lease (although additional family members can move in as long as it doesn't exceed Section 503(b) of the Uniform Housing Code as incorporated by California Health & Safety Code 17922.
3. Nuisance
4. Failure to Give Access
5. Necessary and Substantial Repairs requiring move out
6. Owner-Move In

However, there are some serious homeowner restrictions on an owner trying to move back into their own property. I would suggest that as a REALTOR® you educate yourself on the nuances in this ordinance. It can be found at <http://www.cityofsantacruz.com/home/showdocument?id=68666>.

There are going to be numerous ways to get involved and make sure that the rent control ordinance, if on the ballot, doesn't pass in November. Please visit our website, mysccar.org, for more information. If they gain a foothold in Santa Cruz we could be facing this throughout Santa Cruz County.

Additionally, thanks to LGR member Rose Marie McNair's diligent research, an unknown ordinance was found that affects anyone selling a home that is hooked up to a public sewer system in Santa Cruz County. *Cont'd on Pg 4*

An advertisement for Allen Property Group, Inc. The top left features the company logo, a stylized 'A' with a triangle, followed by the text 'ALLEN PROPERTY GROUP, INC.'. To the right, it says 'COMMERCIAL REAL ESTATE SALES | LEASING | MANAGEMENT'. Below this is the text 'CAL BRE# 01843086'. The main image is a scenic view of a coastal town with colorful buildings built on a hillside overlooking the ocean. At the bottom, the slogan 'Experience. Integrity. Results.' is written in a serif font. The footer contains the address '347 Spreckels Drive | Aptos, CA 95003' and phone/fax numbers '831.688.5100 tel | 831.688.5102 fax' along with the website 'allenpginc.com'.

President's Message Cont'd

This includes Capitola.

We knew that the city was working on an ordinance for the city, but this is for the county and is already on the books.

It requires the seller for a home built before 1994 do a sewer lateral inspection and pay for all repairs. Unlike the Water Conservation Point of Sale ordinances, this responsibility cannot be passed on to the buyer. We have retained counsel to look into this and the bottom line at this point is that you are responsible for getting the inspection and doing the repairs if any.


The Santa Cruz County Association of REALTORS® will be covering each of these topics in detail at our General Membership Meeting on March 12 at the Seascapes Golf Club. Be sure to attend so you can better serve your clients!

I look forward to working with each one of you as we continue to protect private property rights.

Renee Mello
Renee Mello & Associates
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» **Rent Control** «
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 » **Sewer Lateral Inspections** «

How Do These Ordinances Affect You & Your Clients?

Find out at our General Membership Meeting
Monday, March 12, 2018 | 9 - 11 AM

Seascape Golf Club, 610 Clubhouse Dr., Aptos

Early bird price (through 3/5/18): \$20

Regular price: \$25, at the door: \$30

Price includes a hot buffet breakfast

*no refunds given after 3/5/18



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Save the date for Legislative Day 2018, Wednesday, May 2, 2018!
Make Your Voice Heard in Sacramento!

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C.A.R. members now can access C.A.R. Legal information using a new smart phone app. Through the free app, the following is available:

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MARCH & APRIL EDUCATION CALENDAR

Wednesday, MAR 2, 2018

SCCP: Coastal Commission

9:30 am - 11 am

Fee: \$20 members, \$40 nonmembers

The third in our Santa Cruz County Pro (SCCP) series will cover: regulations that will limit projects within the coastal zone, guidelines regarding tree removal and much more!

Wednesday, MAR 6, 2018

Tech Tuesday: Facebook Business Page Creation

11:30 am - 12:30 pm

Fee: \$10

Instructor: MJ Stearns, Keller Williams Realty – SC

Learn how to create an effective Facebook business page at our next Tech Tuesday! Tech Tuesdays will happen the first Tuesday of every month!

Friday, MAR 9, 2018

Duane Gomer License Renewal

9 am – 12 pm

Fee: SCCAR members: \$99 for textbook or \$89 for PDF- Nonmembers: \$115 for textbook or \$105 for PDF

What the program will cover: • All students will receive the three-hour mandatory courses of agency, ethics, trust funds, fair housing, risk management, management & supervision and two consumer protection course by textbook or pdf. • Classroom testing on 15-hour Property Management course immediately following the course. • Instructions for online exams covering the remaining 30-hours will be given at the seminar. • All testing in accordance with current CalBRE rules. Money back guarantee!

Tuesday, MAR 13, 2018 & Wednesday, MAR 14, 2018

Identify Income Properties Like a Pro! (CRS Training)

Fee: \$224 for CRS Members, \$249 for Nonmembers

Investing in real estate can be extremely profitable and can add a new revenue stream to your business. In this CRS Two Day Course, Buying and Selling Income Properties, learn the secrets to smart real estate investing and start identifying lucrative opportunities for yourself and your clients. Class runs March 13 & 14. Earn 12 CRS education course credits.

Wednesday, MAR 14, 2018

First Class: A Required Training Course for New MLS Subscribers

9:30 am - 11:30 am

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

First Class is a required training course from MLS Listings, Inc. for new subscribers that must be attended within the first 60 days of joining the MLS. Contact the MLS 800-546-5657 to register.

Wednesday, MAR 14, 2018

Matrix 301 – Next Level Searching & Reporting

1 – 2:30 pm

Fee: Free

Flex your Matrix muscles by learning advanced search and report techniques. Take your Matrix proficien-

Register for classes online at www.mysccar.org or call SCCAR at 831-464-2000.

Unless specified otherwise, all classes are held at SCCAR, 2525 Main St., Soquel, CA.

cy to a whole new level by learning the features, benefits, and limitations of each search tool.

Friday, MAR 16, 2018

Lenders Panel: The Ever-Changing Mortgage Industry

9 – 11 am

Fee: \$10 and includes breakfast

Panelists: Jeff McCormac, Wells Fargo Home Mortgage Karen Beeson, EverBank Robin Ronzano, Chase Tai Boutell, Santa Cruz Lending Group Jim Black, Santa Cruz Home Finance Moderator: John Flaniken, American Dream Realty Sponsored by: Robin Ronzano, Chase

Join us for a discussion on the ever-changing mortgage industry! Have all your questions answered and concerns addressed by a panel of top local mortgage professionals.

Tuesday, MAR 20, 2018

Brian Buffini Success Tour – Live Broadcast

9:30 am – 12:45 pm

Fee: \$10 and includes lunch

SCCAR will be hosting a live broadcast of day one of the Brian Buffini Success tour. The broadcast will take place at our office located at 2525 Main St., Soquel, CA. You do not need to be a Buffini member to attend. A Motivational Message from Mel Robbins, entrepreneur and author of "The 5 Second Rule".

Lunch provided by our sponsor Jeff McCormac, Wells Fargo Home Mortgage

Wednesday, MAR 28, 2018

Market Intelligence

1 – 2:30 pm

Market intelligence is defined as the information relevant to a company's business environment, gathered and analyzed specifically for the purpose of accurate and confident decision-making. Clients look to you to be the market expert.

Wednesday, MAR 28, 2018

The Science of an Open House

10 – 11:30 am

In this course you will learn how to prepare for your next Open House with detailed neighborhood active listings and sold reports, market statistics and brand-able client tools.

Tuesday, APR 3, 2018

Social Media Content & Creation

11:30 am - 12:30 pm

Friday, APR 27, 2018

SCCP: All About ADU's!

9:30 am - 12:30 pm

Learn everything you wanted to know about ADU's and more!

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CLOSER TO ALTERNATIVE CREDIT SCORING DECISION

Should models other than FICO be used by the Enterprises to make mortgage purchasing decisions?

By Sue Johnson, strategic alliance consultant

In a move that could trigger a final decision this year on the use of alternative credit scoring models by Fannie Mae and Freddie Mac, the Federal Housing Finance Agency (FHFA) requested public input in December on whether models other than FICO should be used by the Enterprises to make mortgage purchasing decisions.

The topic of whether Fannie Mae and Freddie Mac should adopt alternative credit scoring models has been debated for years. Bipartisan bills requiring them to consider models other than FICO have been introduced in both the House and Senate for two consecutive years. In 2017, the Consumer Financial Protection Bureau (CFPB) requested public input on the advisability of using alternative data in credit scoring as part of a broader inquiry into ways to expand access to credit for consumers.

But unless legislation is passed, the decision over the use of alternative credit scoring models lies with the FHFA, which supervises the Enterprises. Here is an overview of the issues at stake and the FHFA's Request for Input.

The Issues

Fannie Mae and Freddie Mac now rely on Classic FICO credit scoring models, which consider traditional information such as payment history, debt burden, and length of credit history.

Newer models that look at a broader range of data (such as mobile phone, utility and rental payments) are available in the marketplace but are not allowed by the Enterprises. One prominent example of such a competitor is VantageScore, a joint venture of the three major credit bureaus (Equifax, Experian and TransUnion).

Advocates of alternative credit scoring models argue that if sources of alternative data were used, a large number of consumers that are credit-invisible—meaning they have no credit history with a nationwide consumer reporting agency—would get access to mortgage credit or lower borrowing costs. A 2017 CFPB study found that 26 million consumers are credit-invisible and that another 19 million consumers have a credit history that has gone stale or is insufficient to produce a credit score under current models. A 2015 VantageScore study estimated that the use of alternative models could give roughly 72,000 more households access to credit each year, 16 percent of these being Hispanic and African-American households.

Skeptics believe that the issue is not so simple. Some point to the fact that the credit bureau owners of VantageScore control the supply of information now used by FICO and could gain an unfair advantage that could diminish long-term





A 2015 VantageScore study estimated that the use of alternative models could give roughly 72,000 more households access to credit each year, 16 of these being Hispanic and African American.

competition, although the credit bureaus could be required to sell their holdings in VantageScore. Some believe that the use of alternative data could be prone to more errors because of weaker standards in its collection, or could create privacy issues if consumers do not know that it is being collected or shared.

The FHFA Request for Input

The FHFA already required the Enterprises to assess the potential impact of allowing the use of alternative credit scoring models such as FICO 9 and VantageScore in its 2015-2017 Scorecards, which outlined conservatorship priorities for the Enterprises. Its 2017 Scorecard concluded that empirical evidence shows only marginal benefits to requiring a different credit score than Classic FICO since their automated underwriting systems incorporate additional information provided by the borrower and third parties during the mortgage application process.

The Request for Input is intended to gather further feedback from all interested parties impacted by a possible change. Specifically, the FHFA is evaluating four credit score model options:

- **Option 1: Single Score.** The Enterprises would require delivery of a single score, either FICO 9 or VantageScore, if available, on every loan.

- **Option 2: Require Both.** The Enterprises would require delivery of both scores, FICO 9 and VantageScore, if available, on every loan.

- **Option 3: Lender Choice on Which Score to Deliver with Constraints.** The Enterprises would allow lenders to deliver loans with either FICO 9 or VantageScore, when available. Lenders would have to choose one score or the other for a defined period of time.

- **Option 4: Waterfall.** The Enterprises would allow delivery of multiple scores through a waterfall approach that would establish a primary credit score and secondary credit score. Where a borrower did not have a credit score under the primary credit score, a lender would have the option to provide the secondary credit score.

FHFA Director Mel Watts said in a December speech that any credit scoring change would not take effect until 2019, although a decision could be announced in 2018. "The more we looked into this issue, the more complicated it became, and it is turning out to be among the most complicated decisions I have faced during my tenure at FHFA," he told another audience. Now, it looks like a decision may finally come this year.

This article originally appeared in the February 2018 issue of the REAL Trends Newsletter is reprinted with permission of REAL Trends, Inc. Copyright 2018.

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2018 is the 50th Anniversary of the Fair Housing Act. Throughout the year, C.A.R. and NAR will be commemorating this anniversary by reaffirming our commitment to fair housing.

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Help us play the role as narrators for your personal story. Share a story by emailing Terri Maxon terrim@car.org.

IDENTIFY INCOME PROPERTIES LIKE A PRO!

Buying and Selling Income Properties (CRS 204)



March 13-14, 2018 | 8:30 AM to 5:00 PM

SCCAR, 2525 S. Main St., Soquel, CA 95073

Instructed by Chris Bird, **CRS**, Presented by California RRC Network

Contact: karicasscrs@gmail.com or 858-405-4465

Investing in real estate can be extremely profitable and can add a new revenue stream to your business. In this CRS Two Day Course, **Buying and Selling Income Properties**, learn the secrets to smart real estate investing and start identifying lucrative opportunities for yourself and your clients. You will learn how to identify the right opportunities in a down or an up market and compare real estate with other investments. This class is a must for any real estate professional looking to create wealth through residential real estate investment. *Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation.* CRS awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.

Upon the successful completion of this course, you will be able to:

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Lenders Panel

The Ever-Changing Mortgage Industry

Friday, March 16, 2018 | 9 - 11 am
SCCAR Office, 2525 Main St., Soquel

Join us for a discussion on the ever-changing mortgage industry. Have all your questions answered and concerns addressed by a panel of top local mortgage professionals. The changes in the mortgage industry affect all aspects of your business. Staying on top of these changes will help position you as a trusted advisor in real estate.



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SCCAR President

Registration fee: \$20
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Santa Cruz County Association of REALTORS® Housing Foundation

Save the DATE!
Charity Poker Tournament
 Texas Hold 'Em

Saturday, May 19, 2018

Proceeds benefit low income first time home buyers.

Members-Only Wine Tasting

4-6pm Wednesday, March 22nd
Vinocruz

Don't miss our Women's Council Members-Only Wine Tasting Event at fabulous VINO CRUZ! Let's welcome our new members and mingle with renewing members as well. Anyone with a current 2018 membership is invited to join us at this fun event! Be sure to join the Women's Council of REALTORS or re-activate your membership by Mar 15th.

Show Me The Money!

Save on Taxes & Make Better Real Estate Decisions
11:30am-2pm Wednesday, April 18
Seacliff Inn

It's that time of year again to think about Taxes. Join us for a Lunch & Learn event and hear from a panel of experts focused on tax strategies and updates for real estate owners, investors as well as tax strategies for entrepreneurs.

Women's Council of
REALTORS

BUYER INTEREST REMAINS HIGH AS NATIONAL SHOWING INDEX EXHIBITS 7% YEAR-OVER-YEAR INCREASE IN DECEMBER

Showing activity rises 8.5% nationally in 2017; strong demand expected to continue into early 2018

Key Points:

- Showing activity increased nationally in 2017 as demand continued to outweigh supply.
- West (13.3 percent), Midwest (12.2 percent), Northeast (4.3 percent) and South (3.6 percent) regions all record year-over-year gains to close the year strong.
- ShowingTime combines showing data with findings from its MarketStats division to provide a set of benchmarks that track demand for active listings throughout the country.

Home showings on the national level posted a 7 percent year-over-year increase in December 2017 to close a year in which showing activity increased 8.5 percent nationally, according to the ShowingTime Showing Index®.

All four regions finished the year strong, with the West Region experiencing a 13.3 percent year-over-year increase in buyer interest.

The Midwest (12.2 percent), Northeast (4.3 percent) and South (3.6 percent) regions also saw an increase of showing activity compared to the same period last year.

ShowingTime Chief Analytics Officer Daniil Cherkasskiy said the December increase can be attributed to the lack of inventory, which continues to lag behind consumer demand.

Cherkasskiy said he anticipates a similarly intense market in early 2018.

“While, unsurprisingly, December is always the slowest month for showings, activity in December 2017 was substantially higher than the previous year due to lack of inventory,” Cherkasskiy said. “This points toward higher demand in early 2018 because of new buyers and those coming back to the market from last year.”



THE SHOWINGTIME SHOWING INDEX

The ShowingTime Showing Index, the first of its kind in the residential real estate industry, is compiled using data from property showings scheduled across the country on listings using ShowingTime products and services, which facilitates more than 4 million showings each month. It tracks the average number of appointments received on an active listing during the month. The Showing Index, released the third week of each month, will eventually be released on a weekly basis. Local MLS indices are also now available for select markets, and are distributed to MLS and association leadership to provide them with another resource to share with members and to communicate to local media. To view the full report, visit www.showingtime.com/index.

About ShowingTime

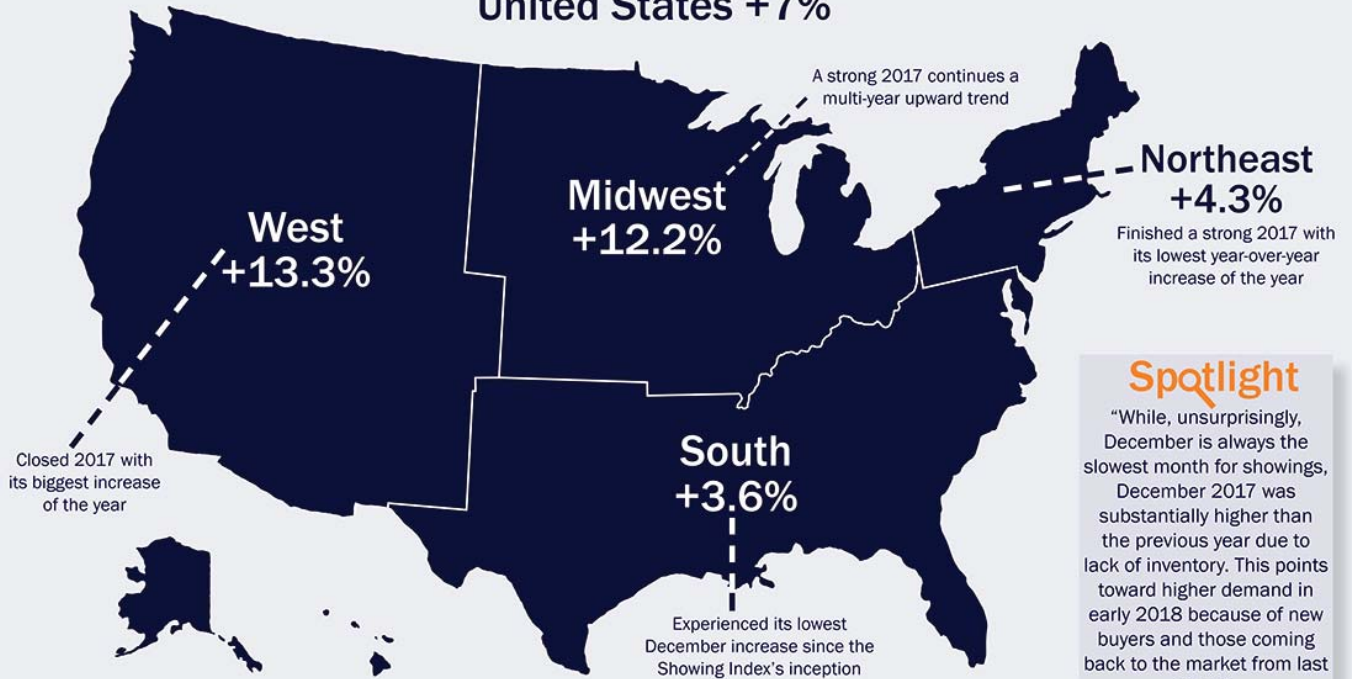
ShowingTime is the leading market stats and showing management technology provider to the residential real estate industry. Its MarketStats division provides interactive tools and easy-to-read market reports for MLSs, associations, brokers, agents and other real estate companies. Its showing products and services take the inefficiencies out of the appointment scheduling process for real estate professionals, buyers and sellers, resulting in more showings, more feedback and quicker sales. ShowingTime products are used by 180-plus MLSs and associations representing more than 900,000 real estate professionals across the U.S. and Canada. Visit www.showingtime.com.

ShowingTime Showing Index®

December 2017

The ShowingTime Showing Index® tracks the average number of buyer showings on active residential properties on a monthly basis, a highly reliable indicator of current and future demand trends.

United States +7%



Spotlight

“While, unsurprisingly, December is always the slowest month for showings, December 2017 was substantially higher than the previous year due to lack of inventory. This points toward higher demand in early 2018 because of new buyers and those coming back to the market from last year.”

*Daniil Cherkasskiy
Chief Analytics Officer*



Methodology: The ShowingTime Showing Index® measures showing traffic per residential property for sale by agents and brokers utilizing ShowingTime solutions for property-access management. A higher number means that an average home receives more buyer visits in a given month. All index values are scaled relative to initial index value set to 100 for January 2014. ShowingTime facilitates more than 4 million showings each month.

You Now Have Another Choice in MLS Search

Now that Paragon is live, you have even more choices of which MLS search tool will best meet your needs. Matrix is not going away. Paragon is simply another weapon to choose from in your battle against low inventory and to get property data. It joins the ranks of tools like Realist, Find, and Realtors Property Resource (RPR). If you recall, Paragon replaced CA Edition at the beginning of the year and may help you find listings for your clients that aren't in Matrix. "How is that possible?" you may be wondering. The difference is in the data.

The Difference is in the Data

Do you know the difference between data share and data aggregation? Understanding this concept will help you determine which MLS search tool will work best for you.

Data sharing is the contractual agreement between MLSs to move brokers' property information outside of their MLS. The contract spells out exactly what data can be sent and how it may be used. For example, if you get a listing in the East Bay, you can simply enter it into Listing Management and it will show up in the East Bay MLSSs, and vice versa. You can easily tell which MLS was the point of origin for a listing by checking out the MLS number. All our listings start with "ML" whereas a "BE" tells you it originated in the East Bay.

Data aggregation is by contract with the providing MLS and is only available in a secondary search tool, such as Paragon. If a listing gets entered into any of the participating MLSSs, you will be able to see it in Paragon, and vice versa.

The screenshot shows the MLSListings website interface. On the left, a red bracket groups a list of counties under the heading "Aggregated Data". On the right, a red bracket groups a list of counties under the heading "Shared Data". The website interface includes a navigation bar with "Home", "My Listings", "My Products", "Store", "News", "My Info", and "Pay My Bill". Below the navigation bar, there are sections for "Continued CA Listings" (listing Paragon), "Reciprocal Access" (listing BAREIS MLS, CRMLS, East Bay MAXEBRD, MetroList, NCAR, SFAR MLS), and "Guest User Access" (listing CLAW MLS, Sandicor). The main content area features "MLS Announcements" (Paragon Expands Data Landscape), "My Messages" (No Current Messages), and a "February Featured Class: Market Intelligence Made Simple" with a "Register Today!" button. The right sidebar contains various search and management tools like "Matrix Search", "Manage Listings", "RPR Records Search", and "FIND Records Search".

Aggregated Data

- MLSListings**
 - San Mateo
 - Santa Clara
 - San Benito
 - Monterey
 - Santa Cruz
- East Bay**
 - Alameda
 - Contra Costa
- CRMLS**
 - Los Angeles
 - Riverside
 - San Bernardino
 - Orange
- SFAR**
 - San Francisco
- BAREIS**
 - Marin
 - Napa
 - Sonoma
 - Mendocino
 - Lake
- MetroList**
 - Yolo
 - Sacramento
 - Stanislaus
 - San Joaquin
 - Merced
 - Placer
 - El Dorado
- Nevada**
 - County AOR

Shared Data

- MLSListings**
 - San Mateo
 - Santa Clara
 - San Benito
 - Monterey
 - Santa Cruz
- East Bay**
 - Alameda
 - Contra Costa
- CRMLS**
 - Los Angeles
 - Riverside
 - San Bernardino
 - Orange

MLS Search Your Way

There are no plans to retire Matrix. Most MLSs provide just one search tool to their subscribers. At MLSListings, the way you work is entirely your choice. Keep in mind, Matrix shows you shared property data for 11 counties whereas Paragon shows aggregated data for 25 counties, especially around the Peninsula.

We know moving to a new system, even a better one, can be difficult. The training team has your back! Please visit the Training Calendar to find a Paragon class or webinar. You may also want to check out some Paragon training videos and MLSListings training videos on YouTube.

Santa Cruz County Market Statistics

Santa Cruz County Housing Statistics

January 2018: 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	22	38	17	69	\$951,841	\$885,000	\$454	99%	\$16,181,313	1,901	28,201	1.3
Ben Lomond	5	9	3	49	\$688,333	\$840,000	\$510	105%	\$2,065,000	1,406	17,148	1.2
Boulder Creek	5	22	11	40	\$570,681	\$569,000	\$446	98%	\$6,277,500	1,344	30,621	1.6
Capitola	6	9	2	3	\$920,000	\$920,000	\$830	104%	\$1,840,000	1,241	3,333	2.3
Corralitos	1	3	1	58	\$940,000	\$940,000	\$404	98%	\$940,000	2,328	53,927	2.3
Davenport	1	0	0									
Felton	2	9	11	60	\$593,863	\$575,000	\$429	98%	\$6,532,500	1,207	25,273	0.8
Freedom	0	0	1	243	\$635,000	\$635,000	\$318	101%	\$635,000	2,000	8,364	0
La Selva Beach	1	9	3	196	\$973,666	\$906,000	\$443	95%	\$2,921,000	2,204	32,844	5.4
Los Gatos	3	8	5	72	\$1,165,350	\$1,175,000	\$416	96%	\$5,826,750	2,687	92,060	1.6
Mount Hermon	1	3	0									
Santa Cruz	40	70	30	64	\$1,135,186	\$1,070,000	\$608	100%	\$34,055,603	1,856	16,283	1.5
Scotts Valley	8	9	5	29	\$1,009,800	\$1,025,000	\$581	100%	\$5,049,000	1,879	58,632	0.9
Soquel	8	15	2	92	\$758,750	\$758,750	\$462	99%	\$1,517,500	1,709	40,162	4.1
Watsonville	16	33	22	47	\$651,500	\$582,500	\$394	98%	\$14,333,003	1,641	52,539	1.6
Royal Oaks	5	11	6	74	\$844,833	\$875,000	\$371	96%	\$5,069,000	2,620	115,724	1.9

January 2018: 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	9	15	4	89	\$671,875	\$675,000	\$472	101%	\$2,687,500	1,412	1,993	3
Boulder Creek	1	1	2	47	\$315,500	\$315,500	\$516	100%	\$631,000	613	610	0.8
Capitola	3	6	2	7	\$464,500	\$464,500	\$502	101%	\$929,000	925	937	1.8
Freedom	1	1	0									
La Selva Beach	1	3	1	42	\$755,000	\$755,000	\$642	101%	\$755,000	1,176	1,176	3
Santa Cruz	18	16	19	42	\$635,239	\$646,000	\$511	100%	\$12,069,542	1,208	2,265	1
Scotts Valley	2	2	0									
Watsonville	9	12	3	54	\$390,500	\$334,000	\$366	101%	\$1,171,500	993	937	4

Data provided by MLS Listings, Inc.


More Aculist Reports Available



Five more reports are now available, bringing the total to 18 different market trends and analysis reports available from Aculist. The five new reports feature city stats and can be easily branded with your contact info. All MLSListings subscribers receive three reports for free each month. Learn more on the Aculist website

<http://www.aculist.com/3free/>.

MARCH 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Tour Marketing Meeting 8:30 - 9 am	2 Local Government Relations Committee Mtg. 8:30 am SCCP: Coastal Commission 9:30 am	3
4	5 SCCAR Closed (PG&E Repairs)	6 Tech Tuesday <i>Facebook Biz Page Creations</i> 11:30 am	7	8 Tour Marketing Meeting 8:30 - 9 am	9 Board of Directors 8:30 am License Renewal 9 am - 12 pm	10
11 Daylight Savings Begins	12 General Membership Meeting - Seascapes Golf Club 9 - 11 am	13 Affiliates Committee Mtg. 11 am CRS Training 8 am - 5 pm	14 CRS Training 8 am - 5 pm MLS 1st Class 9:30 am Matrix Adv. Training 1 pm	15 Tour Marketing Meeting 8:30 - 9 am	16 Lenders Panel 9 - 11 am	17 
18	19 Budget & Finance 10 am Education Committee Mtg. 9:30 am	20 Buffini Broadcast 9:30 am	21 MREP Event Location TBD	22 Tour Marketing Meeting 8:30 - 9 am	23	24
25	26	27 Events Committee Mtg. 11 am	28 Public Records Search 10 am Market Intelligence 1 pm	29	30 SCCAOR Closed Good Friday	31

APRIL 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 MREP Planning Mtg. 1 pm	3 Tech Tuesday <i>Social Media Content & Creation</i> 11:30 am	4	5 Tour Marketing Meeting 8:30 - 9 am	6 Local Government Relations Committee Mtg. 8:30 am	7
8	9 Education Committee Mtg. 9:30 am	10 Affiliates Committee Mtg. 11 am	11 MLS 1st Class 9:30 am Housing Foundation 2 pm	12 Tour Marketing Meeting 8:30 - 9 am	13	14
15	16	17	18	19 Tour Marketing Meeting 8:30 - 9 am	20 Board of Directors 8:30 am Agent Panel 11 am - 1 pm	21
22	23 Budget & Finance 10 am	24 Events Committee Mtg. 11 am	25 zipForm Training 9 - 11 am	26 Tour Marketing Meeting 8:30 - 9 am	27 SCCP: All About ADUs	28
29	30					