



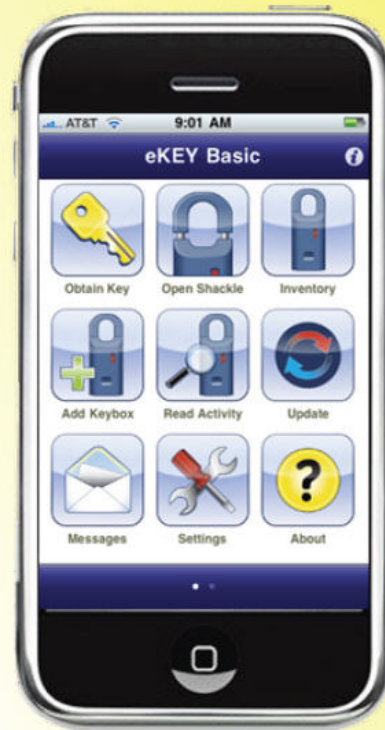
REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

Choose Your Key Upgrade!



OR



SCCAR Key Exchange Event

April 24 & 25
See page 4 for details



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

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OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

Inside This Month's Newsletter

- President's Message - page 3
- CEO Message - page 4
- Fair Housing - page 5
- Legal Notes - page 6
- Good Neighbor Awards - page 7
- National Open House - page 8
- Government Affairs - page 9
- Key Exchange - pages 10 & 11
- Education Offerings - page 12
- Pathways to Professionalism - page 13
- SCCP Report - page 13
- Affiliate Spotlight - page 14
- MLS Update - page 15
- Calendar - page 16



**"Of course it's impossible to figure out.
That's why it's called the tax code!"**



Message From The President Government By The People

Barbara Palmer
 2012 SCCAR President
 Bailey Properties, Inc.
 831-688-7434 bpalmer@baileyproperties.com

You may never have thought of yourself as political. I know there was a time when that was my view too. However; our representative form of government relies on people to get involved to inform our legislators about the issues that have an impact on our lives. In the next several months we have the opportunity to make our voices heard at the state and national level. Now is the time for each of us to advocate for ways to create a stronger housing market.

Our first opportunity is to attend Legislative Day in Sacramento on Wednesday, May 2nd. REALTORS® from all over the state will meet in Sacramento at 9:00 A.M. to learn the details of the housing related bills currently before both houses of the legislature.

Afterwards, we have meetings scheduled with the representatives from our county, State Senators Joe Simitian and Sam Blakeslee, and Assembly Members Bill Monning and Luis Alejo. These small group meetings are your chance to speak directly with the people who represent you. I know from personal experience that they value the input they receive from people who know the issues and can speak clearly about the impacts of legislation.

There is no shortage of issues for us to talk to our representatives about. Here's a short overview of bills that have been introduced so far this year. They will each affect the cost of real estate sales or the way we do business.

Senate Bill 1220 proposes a fee of \$75 for every document recorded. That would mean a cost of \$225 to record the minimum of documents for the sale of property.

A group called California Forward is working with Governor Brown to tax services. They have proposed four bills so far. Each bill is in a different phase of development.

One of those bills was introduced by Assembly Member Huber. If it becomes law it will reduce the general sales tax from the current 6.25% to 4%, and then add a service tax of 4%. This 4% service tax could be charged to services that include escrow costs, pest control reports, home warranties, and more. The total tax added to the purchase of a home would be significantly increased. The bill was written to exclude medical costs and we are asking that housing costs be exempt too.

Not everything in Sacramento is bad. The California Association of REALTORS® has four bills that we support as they support our industry.

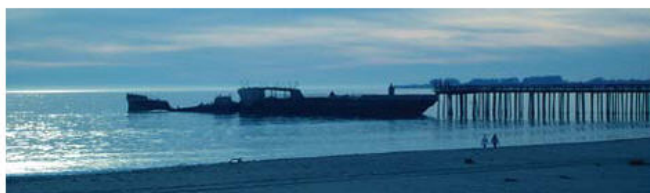
I'll be there in Sacramento on May 2nd and I urge you to join me for C.A.R.'s Legislative Day. Please call our Association to let us know if you plan on attending. We can keep you informed of all

the meeting times and maximize our impact on our legislators.

Your second opportunity to effect change in government policy is on Wednesday, May 16th in Washington, DC. This legislative day is part of the National Association of REALTORS® Mid-year meeting. REALTORS® from all across the country will meet that day with their members of Congress to discuss housing issues. This one day forum changes the dialog on Capitol Hill, at least for the day, to issues that are at the heart of the housing market and economy.

To make sure we are aware of the issues around pending legislation, we begin the morning with a briefing from the NAR staff lobbyists. Once we know what's important to cover with our representatives our group from the Santa Cruz County, Pajaro, San Benito and Monterey Association of REALTORS® will go to Capitol Hill and meet with our members of Congress, Sam Farr and Anna Eschoo.

Continued on Page 5



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Kathy Hartman
SCCAR
 Chief Executive Officer
kathy@mysccar.org

SUPRA Key Exchange

In 2009 SCCAR performed a lockbox exchange upgrading from the gray AEII boxes to the blue iBoxes. It is now time to do the same with our lockbox keys.

As part of our ongoing effort to provide you with the best professional real estate technology, the SCCAR Board of Directors voted at their March meeting to conduct a Supra Key Exchange on April 24th & 25th at the SCCAR Office.

Due to this exchange, your 2012 Key and Tour bill will contain only tour fees as well as detailed information about this event. Please review this information in order to determine which lockbox key you would like to upgrade to, what you need to bring and your

appointment schedule (also available in this issue). Your key choices are the Active Key (which is white and looks like a small cell phone) or you can choose to use the eKEY on your iPhone, BlackBerry or Android.

Please note, **the D key will no longer work after April 30th** so you must exchange it for one of the offerings of the new keys .

We will continue to work to provide you with the most up to date tools necessary for you to continue to do business effectively, and as always, we are here to answer any questions you may have regarding this exchange.

See Pages 10 & 11

Paper Overload? Transition to a Paperless Office for Your Financial Records

by [Linda Siniscal](#)

Computers were meant to cut down on paper but it seems we feel some sense of security by having piles of paper around or can it just be hard to break those old habits of printing everything.

Can a paperless office be in your future? Yes it can and here are a few steps that can help get you on your way.

1. Switch to online bill pay and receiving paperless billing statements. Using your bank's online bill pay, you can process your vendor bills online – which will also save on postage costs as well as check stock. What is great about online bill pay, you can schedule your bills in advance, which is a huge time saver, and by scheduling your payments it will save you those late fee penalties. You can also take it one step further and set up automatic payment directly from your checking account through your vendors.

2. Download your monthly bank and credit card statements. At the end of the year, burn the statements onto a CD and file with your tax returns. While you are downloading those statements each month, you can e-mail your virtual bookkeeper the statements for reconciling your accounts.

3. Client invoices. Instead of printing and mailing invoices - PDF and e-mail them. Also in QuickBooks did you know you could e-mail your invoices directly to the client? When creating the invoice in QuickBooks, check mark at the bottom e-mail invoice. Once you are completed with the invoice, go to File - Send Forms, you can edit your message and then click Send. For organizing these invoices, set up monthly folders on your computer and save your client invoices in the respective monthly folder. At the end of the year, burn to a CD and file with your tax returns.

4. Purchase a good shredder. For sensitive files containing credit card information, bank account numbers, old vendor invoices with

account information or old client project files – safely toss in the shredder. If you have a scanner, you can scan these files and toss and/or shred the paper copies. Remember though if you are saving these files to your computer to be sure to back up your computer.

5. Stop unwanted junk mail. Register with Contact DirectMail.com to be removed from receiving junk mail. The link is http://www.directmail.com/directory/mail_preference/

6. Business receipts. Travel receipts, credit card receipts or vendor invoices received in the mail can be scanned and stored in your monthly financial folder set up on your computer. If you do not have a scanner, NeatReceipts is a mobile scanner and digital filing system. You can scan receipts, business cards, and also documents. The software included with the scanner identifies and extracts the important information from the receipts and automatically organizes it for you.

If you institute just a few of these steps, you will soon gain control of your paper overload plus gain some valuable desk and drawer space.

Linda Siniscal is the owner of Third Hand Secretarial Service LLC which she started in 1994. THSS is a virtual assistance company that assists small business owners with their administrative and bookkeeping tasks allowing her clients more time to focus and grow their business. THSS is an "extra hand when you need one." She served on the International Virtual Assistants Association (ivvaa.org) Board of Directors for the term 2005-2008. You can e-mail Linda at linda@youretrahand.com or call 732-899-0810 - <http://www.youretrahand.com>.

Article Source: http://EzineArticles.com/?expert=Linda_Siniscal

April is Fair Housing Month

April 2012 marks the 44th anniversary of the 1968 landmark Fair Housing Act. Each year REALTORS® recognize the significance of this event and reconfirm our commitment to upholding fair housing law as well as our commitment to offering equal professional service to all in their search for real property.

REALTOR® Fair Housing Declaration

I agree to:

- Provide equal professional service without regard to the race, color, religion, sex, handicap, familial status, national origin or sexual orientation of any prospective client, customer, or of the residents of any community.
- Keep informed about fair housing law and practices, improving my clients' and customers' opportunities and my business.
- Develop advertising that indicates that everyone is welcome and no one is excluded; expanding my clients' and customers' opportunities to see, buy, or lease property.
- Inform my clients and customers about their rights and responsibilities under the fair housing laws by providing brochures and other information.
- Document my efforts to provide professional service, which will assist me in becoming a more responsive and successful REALTOR®.
- Refuse to tolerate non-compliance.
- Learn about those who are different from me, and celebrate those differences.
- Take a positive approach to fair housing practices and aspire to follow the spirit as well as the letter of the law.
- Develop and implement fair housing practices for my firm to carry out the spirit of this declaration.

What's New in Fair Housing?

Watch the Video: [Trying Too Hard to Help: Fair Housing and Unintentional Discrimination](#)

For additional resources you can use to show your commitment, please visit:
http://www.realtor.org/government_affairs/diversity/fairhousing

Message From The President

Continued From Page 3

We know that our lobbying effort this year will include retaining mortgage interest deductions, and legislation and regulations that concern mortgages and insurance.

That evening you are invited to attend the California Congressional Reception at the Library of Congress. This is a great time to make a personal connection with your representative and to meet representatives from other parts of the state who sit on committees of interest to you. All of the members of Congress from California are invited and many attend. All REALTORS® who are registered at the NAR Mid-year Meeting are invited.

I hope you can come to Washington D.C. to be a part of our legislative effort there. Please register at Realtor.org, and let me know as soon as possible so that I can add your name to our list of attendees and keep you informed of the meeting schedules.

In past newsletters, I've talked about the strength through association that comes with your participation at our local level. This time, I hope you see the strength through association that comes from your participation at the state and national level as well.



New DRE Regulations Focus on Consumer Protection

Terry Rein, Esq.
Bosso Williams, APC

Real Estate Legal Matters

California's Legislature is cracking down on unscrupulous practices of some brokers and other real estate professionals. The Legislature has given the Department of Real Estate (DRE) new weapons to help protect consumers from the bad behavior of some real estate licensees during the current economic downturn in the real estate market.

The Senate Business, Professions, and Economic Development Committee held an oversight hearing in March, 2011 in response to concerns about loopholes and shortcomings in California laws governing real estate professionals. DRE officials testified that the DRE required enhanced enforcement tools to combat historic levels of mortgage fraud and other fraudulent practices. Senate Bill 706 was the direct result of the Legislature's recognition that the DRE needed additional enforcement methods to regulate real estate practices.

With the enactment of Senate Bill 706, the DRE's paramount mission to protect consumers was codified. This bill states that protection of the public shall be the highest priority for the DRE in exercising its licensing, regulatory, and disciplinary functions.

Highlights of Senate Bill 706 include:

Reporting DRE Accusations on the Internet (B&P Code Section 27): Existing law provides that the DRE shall provide on the Internet information regarding the status of every license, including information on suspensions, revocations and other related enforcement actions. B&P Code Section 27 was amended to add that the DRE shall report accusations filed against licensees by the DRE.

Protection of the Public (B&P Code Section 10050.1): SB 706 provides that protection of the public shall be the highest priority for the Department of Real Estate in exercising its licensing, regulatory, and disciplinary functions. Whenever the protection of the public is inconsistent with other interests sought to be promoted, the protection of the public shall be paramount.

Settlement in Lieu of Disciplinary Action (B&P Code Section 10100): The DRE may enter into a settlement with a licensee instead of issuing an accusation. Any settlement is considered discipline by the DRE.

Payment of Costs for Investigation and Enforcement (B&P Code Section 10106): Licensees involved in disciplinary proceedings can be ordered to pay the costs of investigation and enforcement of the case. The DRE shall not renew or reinstate the license of any licensee who has failed to pay all of the costs ordered, unless the licensee demonstrates financial hardship and enters into an agreement to reimburse the costs within a one-year period.

Monetary Penalty in Lieu of Suspension (B&P Code Section 10175.2): If the Real Estate Commissioner determines that the

public interest and public welfare will be adequately served by permitting a real estate licensee to pay a monetary penalty to the DRE in lieu of an actual license suspension, the commissioner may, on the petition of the licensee, stay the execution of all or some part of the suspension on the condition that the licensee pay a monetary penalty and on the further condition that the licensee incur no other cause for disciplinary action within a period of time specified by the Commissioner. The amount of the monetary penalty payable shall not exceed \$250 for each day of suspension stayed or a total of \$10,000 per decision regardless of the number of days of suspension stayed under the decision.

Payment of Monitoring Fees or Restitution (B&P Code Section 10186): Following an administrative proceeding, or in connection with a stipulation, when the DRE grants the right to a license applicant or a licensee to apply for or to obtain a restricted license, the DRE may, in addition to any other terms and conditions placed upon the restricted licensee, require the restricted licensee to: pay the monetary costs associated with monitoring the licensed activities, or pay monetary restitution to any person who sustained damages by the licensee.

Continued on Page 7



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Real Estate Legal Matters

Continued From Page 6

The DRE will not renew a license and may deny a license application if the licensee fails to pay all costs imposed. Additionally, the DRE will not reinstate an unrestricted license until all costs are paid.

Automatic Suspension After Conviction of Felony (B&P Code Section 10186.1 and 11319.2): A license or an endorsement of the DRE shall be suspended automatically during any time that the licensee is incarcerated after conviction of a felony, regardless of whether the conviction has been appealed. If after a DRE hearing it is determined that the felony for which the licensee was convicted was substantially related to the qualifications, functions, or duties of a licensee, the DRE shall suspend the license or endorsement until the time for appeal has elapsed or until the judgment has otherwise become final. Discipline may be ordered against a licensee in accordance with the laws and regulations of the DRE when the judgment is final. The DRE discipline hearing shall not be held until the judgment for the criminal conviction has become final.

Licensee Duty to Report a Conviction (B&P Code Section 10186.2): A licensee shall report any of the following to the DRE: A) The bringing of an indictment or information charging a felony against the licensee; B) The conviction of the licensee, including any verdict of guilty, or plea of guilty or no contest, of any felony or misdemeanor; C) Any disciplinary action taken by another licensing entity or authority of California or of another state or an agency of the federal government. The report shall be made in writing within 30 days of the date of the bringing of the indictment or the charging of a felony, the conviction, or the disciplinary action. Failure to make a report required by this section shall constitute a cause for discipline.

The Legislature has given the DRE expanded powers to help protect consumers. According to the Assembly Appropriations Committee, the DRE estimates that it may be able to generate as much as \$1 million per year in revenue by having the authority to recoup the investigation and enforcement costs for disciplinary cases against licensees. The DRE reports that workload and costs arising from the new legislation are minor and absorbable within existing resources.

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

Seeking Five Good Neighbors to Receive \$10,000 Grants



REALTOR® Magazine is seeking nominations for the 13th annual REALTOR® Magazine Good Neighbor Awards. The program recognizes REALTORS® who've made an extraordinary commitment to community service.

Five winners will be announced the November/December issue of REALTOR® Magazine and at the 2012 REALTORS® Conference & Expo in Orlando. The winners will receive a \$10,000 grant for their community cause, national publicity, travel expenses to the convention, and a crystal trophy.

"We created the Good Neighbor Awards to recognize how so many REALTORS® make their communities a better place to live," says Stacey Moncrieff, REALTOR® maga-

zine Editor in Chief. "REALTORS® generally are big-hearted people and many of them get very involved in their communities, but their local efforts are seldom rewarded on a national level."

Last year's winners contributed a combined total of nearly 8,000 hours to their causes in one year and drew a standing ovation during NAR's annual convention in Anaheim, Calif. The 2012 Good Neighbor Awards is sponsored by Lowe's and HouseLogic.

Good Neighbor Award entries must be received by May 18, 2012. For more details and an entry form, go to <http://www.REALTOR.org/gna>, call 800-874-6500, or see the ad in the March/April issue of REALTOR® magazine.



THERE'S POWER IN NUMBERS!

2012 REALTOR® Nationwide Open House Weekend

Open houses open doors to buying opportunities! So what could be better than a weekend full of open houses, encouraging people to tour homes and learn more about the benefits of home ownership. That's the promise of the 2012 REALTOR® Nationwide Open House Weekend. Plan to be a part of the campaign, hosted by SCCAR and participating state and local REALTOR® associations on **Saturday and Sunday, April 28 - 29.**

The Nationwide Open House Weekend offers buyers a stress-free way to visit homes for sale in different neighborhoods where they might want to live. For sellers, the weekend provides a high-visibility effort to promote traffic and drive home sales.

What Can You Expect?

Plan to join this historic event by holding open houses on April 28 & 29. REALTOR® efforts will be advanced by:

Promotional support from SCCAR, including advertising, media relations, related outreach efforts.

A brief article you can customize and use in your own newsletter and/or on your Web site.

Blue REALTOR® balloons to display at your open houses to increase their visibility (Please refer to local sign ordinances at <http://www.mysccar.org/signs.php> for proper usage).

Open House advertisements at greatly reduced rates in the Good Times

- Display Ad: For as low as \$65 you'll receive a 2" x 3" display ad PLUS 3 open house classified line ad
- Or just \$15 for each open house classified ad

In addition, there will be a banner ad on GOOD TIMES website promoting Nationwide Open House Weekend. Clicking on this ad will link to all Open House listings, including photos (if available), and Google Maps. Contact Kelli Edward to reserve your space at 831-458-1100, x217

Brokerages will be encouraged to:

Rally widespread interest among their agents, to increase the scope and power of the nationwide open house event.

Support agents' efforts with promotional materials, such as hand-out maps of participating open houses.

Review tips for safe and successful open houses.

Promotional materials and resources are available for REALTORS® participating in REALTOR® Nationwide Open House Weekend. Visit <http://www.mysccar.org/noh>. For more information on how to get involved, contact Andrea Harbert at the Santa Cruz County Association of REALTORS® at 831-464-2000.



From the desk of Dale Gray

Government Affairs Director

Sacramento, Here Come The REALTORS®! Legislative Day 2012

Once again scheduled one month earlier than in the past, Legislative Day, the annual event in which REALTORS® from all over California come to Sacramento and meet with their elected officials to discuss critical legislation that can affect REALTORS®, homeowners and private property rights, is slated for Wednesday, May 2nd. SCCAR members are encouraged to plan on participating in this one-day event in Sacramento. Your business depends on it!

Once members arrive in Sacramento you will receive a special briefing from California Association of REALTORS® lobbyists and REALTOR® leadership, and receive legislative updates from Keynote speakers. Governor Jerry Brown has been invited to speak to us about issues that affect our industry on Legislative Day. Following the briefing will be a joint “working” luncheon with the Pajaro Valley, San Benito County, and Monterey County Associations of REALTORS® before we head over to the Capitol.

Before lunch there will be a group picture in front of the Capitol and after lunch there will be select visits with some of our legislators for our \$197 RAF contributors. There is also the C.A.R. Member and Director Forum where you will hear important real estate issues, such as private property rights, legal reforms and housing opportunity policies. Following the afternoon meetings is the annual Capitol Reception. Open only to REALTOR® Action Fund \$197 contributors, the Capitol Reception allows REALTORS® and elected officials to interact on a more personal level. Cocktails and hors d’oeuvres are provided.

Besides being very informative, Legislative Day is FUN! Watch for more information this month. All REALTORS® are welcome! REALTORS® who plan to attend Legislative Day should register for the event by calling SCCAR at (831) 464-2000, visiting <http://www.mysccar.org/eventscalendar> . For questions, email me at dale@mysccar.org.

A Special Announcement from NAR:

Introducing NAR's Member Value Plus Program, a rewards program that incentivizes members to take action and participate in their Association. Plus, members get rewarded for their participation.



HERE'S HOW IT WORKS:

A new offer will be introduced for members every two weeks.

ACTION:
Complete the action within two weeks

+

REWARD:
Get valuable products, resources and more—free and at discounts

= MEMBER VALUE

Visit www.REALTOR.org/MVP to take action and get rewarded with resources that strengthen your business.



The Santa Cruz County Association of REALTORS® and Supra are hosting a

Key Exchange Event

Tuesday & Wednesday, April 24th & 25th
 The Santa Cruz County AOR Office
 2525 Main Street
 Soquel, CA 95073

See the appointment schedule on the following page and please make every effort to attend.

Choose From 3 Key Options...

Key Choices	Key Type Comparisons		
	ActiveKEY	eKEY Basic	eKEY Professional
**Pricing	\$335 due at event (price includes \$150 deposit)	\$280.00 due at event (price includes \$54.95 adapter)	\$320 due at event (price does NOT include \$54.95 adapter)
Functionality	Basic Lockbox functions. Key updates wirelessly, no more cradles!	Basic Lockbox functions on your smartphone	Basic Lockbox functions on your smartphone, plus MLS, maps, and showing activity
Additional Accessories	Car charger \$19.95 (optional)	**iPhone, Android & Blackberry adapter required to open Lockboxes, *\$54.95.	

** Adapter required. Dollar amounts do not include applicable tax.

*eKEY is an 'app' that turns your smartphone into your lockbox key. Simply download the *eKEY 'app' onto your smartphone. See the smartphone [certified device list](#) that can turn into your lockbox key. Your eKEY application will be activated with an authorization code when payment is received. To download the 'app':

iPhone – Select 'App Store' icon, select **Search** and search for **Supra eKEY**, select the app, & tap **Install**

Android – Select '**Market**' icon, select **Search** and search for **Supra eKEY**, select the app, & tap **Install**

BlackBerry – On your phone, open the internet browser, type www.ekeymobile.com and download

Important: Make sure the eKEY 'app' is downloaded prior to attending the event.

Please bring with you to the event:

- A government issued photo ID
- Your smartphone, if using it as your lockbox key
- Your displaykey, cradle and cords
- Payment for Key in the form of: American Express, Discover, MasterCard, Visa or Check



Appointment Schedule

Check the schedule to see where your last name falls alphabetically. You will want to avoid scheduled showings close to your appointment time. Please allow 90 minutes to obtain your key and to learn how to use it.

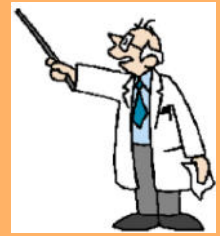
If you cannot come at your scheduled appointed time, please trade with another agent.

Sorry, you have to come in person. No one but you can pick up your key.

Time	Tuesday 4/24/2012	Wednesday 4/25/2012
9:00 AM	AAAA - ALHE	LYLE - MALO
9:15 AM	ALIO - ANDE	MANN - MCCU
9:30 AM	ANDR - BALL	MCDO - MILL
9:45 AM	BANO - BERG	MINC - MOTT
10:00 AM	BERK - BOSS	MOUL - NORM
10:15 AM	BOWE - BURK	NORR - PAND
10:30 AM	BURR - CAST	PANO - PFYF
10:45 AM	CAUD - CLIF	PHIL - REBB
11:00 AM	CODD - CREE	REBE - ROBE
11:15 AM	CROC - DAVI	ROBI - RUDO
11:30 AM	DAWS - DODD	RUDY - SCHA
11:45 AM	CLOSED FOR LUNCH	CLOSED FOR LUNCH
1:00 PM	DOER - ERBE	SCHE - SEEH
1:15 PM	ESCH - FLOW	SELI - SNYD
1:30 PM	FLOY - GAID	SOLO - STEW
1:45 PM	GAMB - GOOD	STON - TARA
2:00 PM	GRAH - HALL	TATE - TOPP
2:15 PM	HANE - HINC	TORR - VANA
2:30 PM	HIND - HUGH	VEAR - WARF
2:45 PM	HULS - JONE	WARN - WICK
3:00 PM	JORD - KIEF	WILD - YEAR
3:15 PM	KILI - KUMA	YODE - ZZZZ
3:30 PM	KUNS - LEST	CLOSED
3:45 PM	LEUN - LUSS	CLOSED
4:00 PM	CLOSED	CLOSED



Education & Professional Development



Register Online by visiting our [Education Calendar](#) or our [Online Registration Center](#)

[Matrix Easy 1 - Hands on training, limited seating!](#)

Monday, April 9, 10:30 am - 12 pm
 Cost: Free to SCCAR members with RSVP
 Instructor(s): MLS Listings, Inc.

This 90 minute workshop course will provide you with the basic skill requirements for Matrix Search & Report. You will learn a select group of fundamental Matrix functions in this hands-on workshop. Please bring your laptop.

[Matrix Easy 2 - Hands on training, limited seating!](#)

Monday, April 9, 1 - 2:30 pm
 Cost: Free to SCCAR Members with RSVP
 Instructor(s): MLS Listings, Inc.

This 90 minute workshop course will provide you with advanced skill requirements for Matrix Search & Report. You will learn a select group of fundamental Matrix functions in this hands-on workshop. Please bring your laptop.

[Wearing Your Customer's Shoes: Strategies for Building Your Brand and Retaining Customers](#)

Friday, April 13, 10 am – 12 pm
 Cost: \$25 SCCAR Members
 Instructor: Melissa Prandi, MRM, RMP, President of Prandi Property Management, Inc.

[“Agent Beware!” The Pitfalls of Selling and Listing Residential Income & Commercial Property](#)

Friday, April 27, 9 am – 12 pm
 Cost: \$20 SCCAR Members
 Instructor: Guy Berry,

A detailed explanation of how income transactions are different from residential sales including how to keep you and your clients out of legal hot water.

[Realist MLS Training](#)

Friday, April 27, 1 - 2:30 pm
 Cost: FREE to SCCAR Members with RSVP
 Instructor(s): MLSListings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Realist application. Upon completion you will have learned: Application Navigation; Foreclosure Reports; Map Labeling; Map Search; Saving Searches; Inputting Search Queries; Reporting & Results Options; Data Exporting.

[Matrix Essentials](#)

Monday, April 30, 10:30 am - 12 pm
 Cost: Free to SCCAR Members with RSVP
 Instructor(s): 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.

[Matrix Advanced](#)

Monday, April 30, 1 - 2:30 pm
 Cost: Free to SCCAR Members with RSVP
 Instructor(s): MLS Listings, Inc.

This course will provide you with advanced skill levels for the Matrix search application. Upon completion you will have learned: Sorting Results, Statistics from Results, CMA's from Results, Area Statistics, Customizing Results, Building Hotsheets, Emailing Results, Auto Emailing.

Unless otherwise stated, all Education & Professional Development offerings are held at the SCCAR offices at 2525 Main Street, Soquel, CA 95073

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Pathways to Professionalism

Part Two of a Three Part Series

While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS® on a voluntary basis. This list is not all-inclusive, and may be supplemented by local custom and practice.

II. Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.

5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc). If you think something is amiss (e.g. vandalism) contact the listing broker immediately.
7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.

REALTORS® Pathway to Professionalism: Code of Ethics Video

What's the fastest and newest way to learn about the NAR Code of Ethics? The new "[NAR Code of Ethics Video Series](#)."

The Code of Ethics is your pathway to professionalism. Make sure you understand what separates you, as a REALTOR®, from other real estate professionals, and get your office talking about and living by the Code.

SCCP Proves the Value of History in Real Estate

Betty Tyler
SCCAR Education Committee
Monterey Bay Properties
831-332-2298

In order to really know someone...or someplace...it helps to know its history. Then you can comfortably speak with more authority and knowledge and actually project yourself as an informed professional with local insights.

The kick-off class for the SCCP series held on March 7th, was a huge success! The history of Santa Cruz and Capitola was told to us by three very knowledgeable and entertaining historians; Tracie Bliss, Judy Steen and Carolyn Swift. We saw photos of many historical homes and learned about their rich and colorful history that included the owners and the area. Learning about the Mission Hill district and who lived there, namely Georgiana Bruce Kirby, an early activist in the area, brought me to think of the area in a different light. A little architectural lesson on the house styles and what makes a "Gothic Revival" compared to a "Greek Revival", makes for great showing conversation.

The history of Walnut Street and why it is so popular even today helps to better educate potential buyers of the value of owning in such an historic area. After seeing photos of homes we drive by every day and that go on and off the market, I now want to stop and

take notice, such as the one where Katherine Hihn Cope Henderson lived before she inherited a majority Capitola.

We learned about how the area of Seabright developed and who the players were in the building and growing of the area. There were great photos of the "Castle" that once stood at Castle Beach. The salt baths and abalone dinners that helped to make the castle so popular. The Santa Cruz artists' community in Seabright was made strong by a group of women artists.

There was a lot of name dropping. Early real estate moguls, many of them women, that inherited or bought small and grew their fortunes through real estate. Also, the influence of the "Boomer Train", the Casino, the railroad and the harbor and what that did to and for the Santa Cruz area.

We learned about Capitola becoming a city in 1948 due largely to the efforts of Real Estate professionals. How the streets of Capitola got their names from the San Joaquin Valley people that came to the beach to escape the blistering heat of the valley. Learning about Camp Capitola, the building of the trestle, and Harry Hooper, all helped to bring the history of Capitola to life.

All in all, this class gave me a more thorough knowledge of the town I sell real estate in. I look forward to more history classes in the future as we have only just scraped the tip of the iceberg!



Affiliate Spotlight



Reinita Osborne
Senior Account Manager
Fidelity National Home Warranty and Disclosure Source
1-800-308-1424 x 3412
408-410-9751 cell



SCCAR welcomes Reinita Osborne as a new Affiliate Member.

Fidelity National Home Warranty Company (FNHW) provides a one year home warranty service contract for the repair or replacement of a home's covered systems and major built-in appliances in Texas, California, Arizona, Nevada, Oregon, Washington and Colorado. Covered systems and appliances typically include electrical, central heating, interior plumbing, water heater, ductwork, dishwasher, oven/range/stovetop, trash compactor, garbage disposal and in some states air conditioning and garage door opener.

Additional coverage for pool and spa equipment, well pump, washer/ dryer and refrigerator are available for a minimal extra cost. Fidelity customers rely on FNHW's ability to provide consistent superior customer service, quick response time and efficient solutions for homeowners' problems and needs.

Visit www.homewarranty.com for specific coverage details for the home buyer and seller.

Spring Savory Salsa Social



Get to know your local Latino and Latina Elected, Former Elected and Appointed Officials from Monterey, San Benito and Santa Cruz Counties. There will be lots of networking, salsa sampling and fabulous prizes. The event is sponsored by Tri-County Association of Latino Elected Officials (TCALEO) and co sponsored by the Santa Cruz County Association of REALTORS®. Bring your family, friends and co-workers for a tasty good time!

Thursday, April 26, 2012
 6 pm – 8 pm
 Watsonville Civic Plaza Community Room
 275 Main Street, 4th Floor, Watsonville, CA
 Admission is FREE

For more information and to RSVP please contact Tony Madrigal (209) 579-4776 or tonymadrigal@gmail.com

You Could Be Part of The SCCAR Process, Ask Kathy

SCCAR is now accepting applications to serve on the 2013 Board of Directors.

Here's your chance to be part of the decision making process for the Santa Cruz County Association of REALTORS® by serving on its Board of Directors.

The election will be held Friday, June 15, 2012 for the elected term beginning January 1, 2013, and ending December 31, 2015.

Interested REALTOR® members of SCCAR are encouraged to fill out and submit an [application](#) no later than Thursday, April 5, 2012.

If you have questions, please call the Association Office at 831.464.2000 or email kathy@mysccar.org

MLS UPDATE

MLSlistings, Inc.

Santa Cruz County Housing Statistics

February 2012: 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	3	10	0	0	0	0	.0	0
Aptos	13	45	6	98	\$ 609,500	\$ 520,000	98.36	\$ 3,657,000
Capitola	13	36	4	124	\$ 673,500	\$ 625,000	96.46	\$ 2,694,000
East of Highway 17	1	7	0	0	0	0	.0	0
East Santa Cruz County	15	84	11	91	\$ 664,418	\$ 670,000	94.62	\$ 7,308,600
Los Gatos Mtns	10	36	8	98	\$ 601,375	\$ 619,000	95.63	\$ 4,811,000
Rio Del Mar / Seascap	15	60	6	75	\$ 770,133	\$ 542,500	97.03	\$ 4,620,800
San Lorenzo Valley	30	103	19	154	\$ 251,471	\$ 176,900	96.09	\$ 4,777,950
Santa Cruz	50	143	36	115	\$ 571,193	\$ 520,000	97.53	\$ 20,562,963
Scotts Valley	22	79	9	74	\$ 659,500	\$ 756,500	100.74	\$ 5,935,500
Seacliff	4	12	3	79	\$ 525,000	\$ 570,000	97.35	\$ 1,575,000
Soquel	11	40	8	72	\$ 656,087	\$ 670,000	99.12	\$ 5,248,700
Watsonville	26	92	15	142	\$ 306,331	\$ 296,950	97.83	\$ 4,594,968
West Santa Cruz County	6	14	1	109	\$ 1,587,330	\$ 1,587,330	88.43	\$ 1,587,330
Summary	219	761	126	112	\$ 534,712		96.69	\$ 67,373,811

February 2012: 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
Aptos	1	4	2	49	\$ 319,000	\$ 319,000	100.65	\$ 638,000
Capitola	3	23	3	95	\$ 223,000	\$ 215,000	104.69	\$ 669,000
East Santa Cruz County	4	29	0	0	0	0	.0	0
Rio Del Mar / Seascap	5	30	0	0	0	0	.0	0
San Lorenzo Valley	2	5	1	89	\$ 175,000	\$ 175,000	97.49	\$ 175,000
Santa Cruz	21	73	11	122	\$ 269,922	\$ 249,900	96.33	\$ 2,969,150
Scotts Valley	1	9	2	19	\$ 232,000	\$ 232,000	92.82	\$ 464,000
Seacliff	2	25	1	133	\$ 345,000	\$ 345,000	75.16	\$ 345,000
Soquel	5	12	4	122	\$ 275,875	\$ 249,250	100.97	\$ 1,103,500
Watsonville	9	28	5	105	\$ 181,920	\$ 172,000	96.53	\$ 909,600
Summary	53	238	29	103	\$ 250,801		96.01	\$ 7,273,250

Data provided by MLS Listings, Inc.

Reach Global Buyers and Open Up a World of Commissions



Today's marketplace is increasingly diverse. Some areas of California, such as Silicon Valley, have become such a vast multicultural market that over 48% of residents do not speak English in their home. According to recent studies by NAR and CAR home sales are significantly impacted by the international market:

- In 2011 foreign buyers purchased more than \$82 billion in U.S. real estate
- 12% of U.S. home sales to foreigners are in California
- Foreign buyers in California purchased houses at a median price nearly double that of single-family homes in the state
- 43% of international sales were all-cash

Continued on Page 16

SCCAR - April 2012

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 Events & Community Relations Committee 11 am	3	4 Fundraising Committee 9:30 am	5	6 SCCAR Closed Good Friday	7
8 	9 Matrix Easy 1 10:30 - 12 pm Matrix Easy 2 1 - 2:30 pm	10 Housing Foundation 2:30 pm	11 SCCPRO: Land Use 9:30 am - 12 pm	12 Affiliate Committee 9 am	13 Wearing Your Customer's Shoes Seminar 10 am - 12 pm	14
15	16 Nominating Committee 1 - 4 pm	17	18	19	20 Orientation 8:30 am - 4:30 pm	21
22	23	24 Keybox Conversion 	25 Keybox Conversion 	26 LCRC Interviews	27 LGR 8:30 am Pitfalls of Selling & Listing Income Property 9 am - 12 pm MLS Realist 1 - 2:30 pm	28  Nationwide Open House Weekend Bowl for Kid's Sake
29  Nationwide Open House Weekend	30 Matrix Essentials 10:30 am - 12 pm Matrix Advanced 1 - 2:30 pm					

MLS Update

Continued

To be successful in today's market, one must possess a global perspective. Proxio, the leading international MLS and global real estate network, empowers real estate professionals to market themselves and their listings worldwide through:

- Easy-to-use networking tools connecting over 400,000 real estate professionals from over 100 countries
- Automatic translation of listings into 19 languages and 30 currencies
- Global syndication of properties to WorldProperties.com, the Proxio Network, Facebook, and dozens of global partner sites
- Marketing tools to help you capture more listings
- Opportunity to obtain leads from global web portals, and buyer referrals from agents

Proxio is integrated with MLSListings.com – so you do not have to enter your listings twice. They have created a seamless, single sign-on process for all agents– so you only have to log in once to MLSListings.com. To learn more [click here](#).

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