

MAY 2013

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®



# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

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## SPRING FLING

*Into Summer!*

*Hot BBQ & Cool Drinks*

*Live Music*

*50/50 Cash Raffle*

*Baking Contest*

**WEDNESDAY, JUNE 5**  
**11:30 - 2 PM**  
**SCCAR PATIO**

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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## Inside This Month's Newsletter

- President's Message - page 3**
- Legal Notes - page 4**
- Affiliate Luncheon - page 5**
- Education Offerings - page 6**
- Spring Fling - page 7**
- Good Neighbor Awards - page 8**
- Government Affairs - page 9**
- MLS Update - page 10**
- Signature Affiliate - page 11**
- Affiliate spotlight - page 11**
- Santa Cruz Housing Statistics - page 12**
- Calendar - page 13**



**“Diet pizza is the same as regular pizza, but you have them deliver it to the wrong address.”**

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

# Message From The President

**John Hickey**  
 2013 SCCAR President  
 Monterey Bay Properties  
 831-476-9661 |  
[johnhickey@montereybayprop.com](mailto:johnhickey@montereybayprop.com)



May is a month of increased involvement at the Association. Important midyear meetings are taking place with our state and federal lawmakers. May 1<sup>st</sup> is Legislative Day in Sacramento, where all C.A.R. members are invited to travel to the capitol and take part in a day of communicating our industries concerns to our lawmakers. Attending Legislative Day is an incredible way to observe the way our industry intersects with the policy decisions of our leaders. It is also rewarding to be a part of a diverse group of fellow REALTORS® all speaking as one voice.

In the middle of May a group of us will be travelling as delegates to Washington D.C. as part of the N.A.R. meetings, for much the same purpose as the State meetings but

on a National level. National real estate issues are discussed among the delegates and communicated to our legislators in Washington. I'm personally excited for the experience and to be your voice on those issues important to us as REALTORS®.

Locally, on May 31<sup>st</sup> we will be having a Santa Cruz County Association of REALTORS® membership meeting. This will be the place to hear about the issues discussed and decided at both the C.A.R. and NAR meetings, as well as the forum for local issues and any MLS updates. Mid-year is often the busiest time in all three levels of the Association of REALTORS® and coming to this meeting will keep you up to date and open your eyes to what being involved is all about.

## 5 Ways to Build Your Brand on Facebook

- 1. When engaging with Facebook fans,** post like a friend, not a company. Focus on the art of 'un-copywriting.'
- 2. Keep posts short.** One sentence works the majority of the time. Employ the "less is more" principle. Overall, the fewer words you use, the more interactions you see.
- 3. Quantify your approaches.** It's great to have X amount of fans or X amount of interactions, but what does that mean? Create benchmarks. Quantify the results to show what those fans and interactions are doing for the brand.
- 4. Leverage every touch-point possible.** Buffalo Wild Wings has 3.4 million fans on its Facebook page. The company employs the concept of "POEM" to drive fan growth: **Paid, Owned and Earned Media.**
- 5. Don't JUST listen and monitor.** HEAR what consumers are saying and also USE the information you're hearing. Whether it's product feedback, a suggestion for an upcoming promo, event or store opening, a trend in customer service complaints or common theme or shared passion among fans – use what is said to help target ads or develop programs. Regardless of what they're saying, the truth is they ARE talking and they're your customers.



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## Reverse Mortgages



**Richard Cornelsen**  
 Reverse Mortgage Originator

123 Mission St., San Francisco, CA 94105  
 p. 831-320-8143, f. 831-535-6338  
[rcornelsen@ambmortgage.com](mailto:rcornelsen@ambmortgage.com)  
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EQUAL HOUSING LENDER



## ***CUT WITH CAUTION! A REVIEW OF TREE LIABILITY ISSUES***

**Terry Rein  
Bosso Williams, APC**

***Real Estate  
Legal  
Matters***

In light of the fact that Santa Cruz County has many dedicated "tree huggers", it is important to pay close attention to the cases, laws and regulations concerning the removal of trees.

In the recent case of Rony v. Costa (2012) 210 CA4th 746, Paolo Costa ("Costa") hired a day laborer to remove overhanging tree limbs from nearby trees to make room for an outdoor pizza oven in his back yard. One of the trees was a Monterey Cypress growing on the property of his neighbor, Ellen Rony ("Rony").

The day laborer's trimming activities were quite ambitious. Not only did he trim limbs which crossed over into the Costa's property, he trespassed onto Rony's property and "lopped off" major portions of the Monterey Cypress.

According to Rony, the trees were "tall and magnificent" and "the major landscaping feature" of her yard. Over the past 30 years, she periodically had the trees professionally trimmed to enhance their appearance. The tree in the northeast corner, with a height of between 50 and 80 feet and a trunk diameter of over three feet, provided her yard with shade.

By the time Rony confronted the day laborer, he had made 32 cuts along the north side of the tree and had denuded three vertical limbs of their branches and growth. The cuts left stubs, were not of "professional" quality, and did not promote the health of the tree. Rony's expert described the cypress tree as now "very odd looking, being only one-sided and having so much dead material, spars exposed . . . very unaesthetic." The expert felt that the tree had to be removed for safety reasons.

Rony sued Costa, but she did not sue the day laborer. The complaint alleged that Costa was liable for the day laborer's tree cutting and should pay enhanced damages under Civil Code section 3346 and Code of Civil Procedure section 733 (both of which punish wrongful injuries to trees).

The Trial Court awarded \$22,530 in actual damages, which the court doubled to \$45,060 under a statutory double-damages provision. The Trial Court also awarded Rony Attorneys' Fees under Code of Civil Procedure section 1029.8, which authorizes such an

*Civil Code section 3346(a) states that for wrongful injuries to trees upon the land of another, the measure of damages is three times such sum as would compensate for the actual detriment, except that where the trespass was casual or involuntary the measure of damages shall be twice the sum as would compensate for the actual detriment. Civil Code Section 733 states that any person who cuts down or otherwise injures a tree on the land of another person is liable to the owner of such land, or to such city or town, for treble the amount of damages which may be assessed therefor in a civil action.*

award against an unlicensed contractor who causes injury or damage to another person as a result of performing services for which a contractor's license is required.

Both parties appealed. The Court of Appeal upheld the decision of the Trial Court as to damages, but reversed the decision of the Trial Court with respect to Attorneys' Fees.

### **Damages Award**

Both Rony and Costa challenged the Trial Court's calculation of damages. The Court of Appeal stated that the measure of damages for negligent or intentional injury to property, including trees, is the amount which will compensate for all the detriment proximately caused thereby, whether it could have been anticipated or not. Such damages are generally determined as the difference between the value of the property before and after the injury. However, diminution in value is not an absolute limitation and several other theories are available to fix appropriate compensation for the injured party's loss, including the value of lost aesthetics and functionality.

The Court of Appeal stated that the Trial Court's decision would stand unless the amount awarded was so grossly excessive as to shock the moral sense and raise a reasonable presumption that the Trial Court was under the influence of passion or prejudice. Given the "hack job" the day laborer inflicted on Rony's tree while trespassing on her property, the Court of Appeal did not find the Trial Court's award "shocking" and refused to second-guess the damages award.

### **Attorneys' Fees Award**

The Trial Court awarded Attorneys' Fees pursuant to the contractor's licensing laws set forth in Business and Professions Code section 1029.8 after finding that the day laborer was not a licensed contractor. That section provides in part that "any unlicensed person" shall be liable for damages assessed in a civil action, and the court may, in its discretion, award all costs and Attorneys' Fees to the injured person if that person prevails in the action.

On appeal, the court reversed the decision of the Trial Court. The Court of Appeal concluded that the contractor's licensing statute contains no language extending its reach to those who "use" the services of unlicensed persons.

### **Other Considerations**

If someone is considering trimming the limbs of a neighbor's tree, remember that liability issues are complex and the damages can be staggering.

*Continued on Page 6*

# Affiliate Members Honored



*Dimitri Timm, Princeton Capital with Dick Cornelsen, Associated Mortgage Bankers*

It was a pleasure to honor our Affiliate members at the first annual Affiliate Appreciation Luncheon held on April 3, 2013 at the Seacliff Inn, Aptos. Affiliate members were recognized for their dedication and service by President John Hickey and received certificates of appreciation. Sara Sutachan, C.A.R. Senior Research Analyst, provided an excellent update on the housing market while attendees enjoyed a delicious lunch. We look forward to celebrating with our Affiliate Members next year and many years to come. Thank you for your commitment to SCCAR and our industry.



*Kathy Jackson, Pacific Home Lending, Lori West, First American Title Co., and Lauren Yungmeyer*



*SCCAR Director, Frank McCue and Barbara Dimitruk, First American Title Co.*



*Past President, Barbara Palmer, Sara Sutachan, C.A.R. Senior Research Analyst with SCCAR Director John Peterson*



*Robin Magana and Karen Schenk, Old Republic Title with Director, Frank McCue*



*Our fabulous Affiliate Members after receiving their appreciation certificates with SCCAR Directors, Betsy Tyler and Randy Turnquist, President John Hickey, Director, John Peterson, Past President, Barbara Palmer, Directors, Frank O. May and Carol Van Ausdal*



*Loree Doan and Tamar Frey, Stewart Title*



*Lisa Mazzei and Andrea Schenk, Santa Cruz Home Finance*



*Lisa Mazzei, Blue Adobe Mortgage, SCCAR Director, John Peterson, Lauren Yungmeyer, State Farm Insurance*



*Ashley Larkin, Old Republic Home Protection with Robin Ronzano, Chase*



*Signature Affiliate, Galen Call with Sarah Meads, Limelight Home Staging*



# Education & Professional Development



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

## [MLS Source for iPads](#)

Friday, May 3, 10:30 am -12:00 pm  
Cost: Free to SCCAR members with RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute course will provide you with all the skills needed to use MLS Source on your iPad on the road and in your office. Learn how to perform a basic search, radius and map search, view showing instructions and much more.

## [Matrix Easy 1](#)

Wednesday, May 8, 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. Limited seating!

## [Matrix Easy 2](#)

Wednesday, May 8, 10:30 am - 12:00 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. Course Prerequisite: Matrix Easy 1.

## [Santa Cruz County Pro: County Projects](#)

Wednesday, May 22, 9:30 am - 12 pm  
Cost: \$20 for SCCAR Members and \$40 for Nonmembers.

The FIFTH in a series of presentations 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 are: major projects on the table, planning obstacles facing builders, single family, multi-res, and commercial, "Historical Registry" how it can affect a property, solutions to "red tags" "un-permitted structures" and "construction", biggest hurdles working with county/city planning/building departments.

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

## *Real Estate Legal*

### *Matters Continued From Page 4*

# *Cut With Caution! A Review of Tree Cutting Issues*

Before taking any action to cut or remove a tree, make certain that there is a clear understanding of the location of the property line and who owns the tree. One set of laws govern liability if the tree trunk is entirely in a neighbor's yard. Other laws apply when the trunk is entirely in the yard of the person cutting the tree. And a third set of laws apply when the tree grows over a common property line (See Civil Code section 834).

Additionally, verify the tree regulations of the County or City before cutting. For example, in Scotts Valley, a tree removal permit is required before removing ANY of the following: a tree located within five feet of a public right of way; an oak tree with a

8 inch trunk diameter or a 4 inch diameter if the oak has multiple trunks; ANY tree with an 8 inch diameter or greater if located within 20 feet of a moderate slope; ANY single-trunk tree greater than or equal to a 13 inch diameter; ANY multi-trunk tree with any trunk greater than or equal to an 8 inch diameter; ANY heritage tree.

Insurance and liability issues should also be considered. The recommended approach would be to hire a licensed tree contractor who can demonstrate that it carries both workers compensation insurance and general liability insurance coverage.

The Santa Cruz County Association of REALTORS® invites you to attend our Annual



# SPRING FLING

Wednesday  
June 5  
11:30 am-2:00 pm  
2525 Main Street, Soquel

Skirt Steak  
Chicken  
Sausages  
Garlic Bread  
Salad  
Margaritas  
Wine & Beer



MARGARITAS  
BY MARGARITAS A-GO-GO

LIVE Music & 50/50 Raffle

Get your tickets today!

Purchase online, complete and fax this form to 831-464-2881 or call SCCAR 831-464-2000. We anticipate this event to sell out quickly. It is recommended that you make your reservation by May 28th as there is no guarantee that tickets will be available at the door.

### BAKING CONTEST!

Entry forms for the Bake-Off must be submitted by May 30th. No cost to enter. Entry forms are available at [www.mysccar.org](http://www.mysccar.org)

Limited parking available  
Please carpool  
No parking at  
Little Tampico's

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Name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

How many will be attending?: \_\_\_\_\_ (include yourself)

Name of Guest(s): \_\_\_\_\_

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# Nominate a Good Neighbor

**Do you know someone who is deserving of REALTOR® Magazine's Good Neighbor Award?**

**Or do you volunteer in your community?**

**NAR wants to hear from you!**

Good Neighbor Award Winners receive \$10,000 grants for their charities, as well as national and local publicity for their cause. Winners will also be flown to the National Association of REALTORS® annual conference where they will receive their award in front of thousands of fellow REALTORS®. Past winners all report that their charity benefitted from additional donations and volunteers as a result of the exposure.

Good Neighbor nominations are accepted in the spring, with this year's deadline falling on May 20, 2013. Winners are named each October. Anyone can nominate a Good Neighbor (a colleague, co-volunteer, spouse, AE), but the nominee must be a member of the National Association of REALTORS®.

Here's what you need to know to nominate someone:

- [Frequently Asked Questions](#)
- [Rules](#)
- [Grants and Prizes](#)
- [2013 Entry Form](#)

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## Save the Date

Summit 2013 featuring  
NAR's Chief Economist  
Lawrence Yun

Wednesday, June 12, 2013

Seascape Golf Club, 11:30 am – 2 pm

Tickets on sale soon!

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## From the desk of Dale Gray

Government Affairs Director

# Transit Corridors Plan & Sign Placement

The Santa Cruz County Association of REALTORS® LGR Committee has been following the Transit Corridors Plan for over a year. Last month we had guest speaker Karena Pushnik, Senior Planner/Public Information Coordinator; Santa Cruz County Regional Transportation Commission at the LGR Committee meeting to give us an overview of what the RTC is doing, including their Pedestrian Safety Workgroup.

The Transit Corridors Plan for Santa Cruz County will establish a community-based vision for a more sustainable way-of-life in Live Oak, Soquel, and Aptos. The Plan will integrate the County's land use and transportation policies in a way that protects environmental resources, supports economic growth, and increases access to opportunity for all County residents. Visit [www.transitcorridorsplan.org](http://www.transitcorridorsplan.org).

Our LGR Committee was asked to communicate to our REALTOR® members the importance of proper "for sale", "for lease", and "open house" sign placement in order to not block the pedestrian right of ways in our communities.

It is understood that real estate signs are an integral component of the REALTORS®' business. They allow the agent to effectively market a property, and they serve as an important directional aid when conducting an open house. With the advent of technology, real estate

signs now function in conjunction with many other marketing tools available to the REALTOR®. However, they retain their status as one of the most important methods of marketing a home. Unfortunately, real estate signs can become the source of controversy in a community. If residents perceive a preponderance of real estate signs, they will put pressure on local government officials to restrict the display of the signs. Fortunately, state laws exist to protect the rights of real estate practitioners and home owners to market properties via real estate signs. The laws balance these rights with the community's need to control visual clutter and safety.

Protections exist in court precedent and California statutes that protect the rights of REALTORS® and property owners to market property through the display of signs on the property and off-site. On the other hand, local governments retain the right to regulate the time, place and manner in which such signs are displayed, and they may prohibit signs on public property. This is an equitable balance that preserves the property owner's need to inform the community of the availability of his/her property along with the community's need to protect against eyesores and prevent safety hazards.

SCCAR LGR REALTOR® members have had multiple opportunities to work with local officials on the provisions of sign ordinances to ensure that the above concerns are indeed kept in balance. We do this through advocacy methods and through negotiation and discussion with city officials. In any event, REALTORS® should take it upon themselves to be knowledgeable of local sign restrictions and to follow them closely, so as to avoid any controversy, which could hurt their credibility in future discussions of these issues.

Please visit the SCCAR Web site at <http://www.mysccar.org/signs.php> to view the local sign ordinances.

### Eliminate On-Hold Nightmares

Time is of the essence! Cut through the automated voice systems to a live human with [GetHuman.com](http://GetHuman.com) and [Get2Human.com](http://Get2Human.com).

You'll find phone numbers for many major companies and stores. Some of the numbers let you skip voice menus altogether and connect you directly to a customer service representative.

### Find a Domain Name

[www.nameboy.com](http://www.nameboy.com)

You want a domain name for your Web site that's easy to remember, relates to your business, and isn't already taken.

[Nameboy.com](http://Nameboy.com) takes keywords you provide and gives you suggestions for available domain names for .com, .net, .org, .info, .biz, and .tv suffixes. You can register your new name on the site or with any other domain registry.



# MLS UPDATE

MLSListings, Inc.

***New MLSListings Subscriber Benefit:  
MLS Source Mobile App – Branded Version, free!***



We already know you love MLSListings' free mobile app for professionals and the public, [MLS Source](#) . Our mobile app gives you the most accurate real estate information available to the marketplace, updated every five minutes, and you can log in with your MLS credentials for private remarks and showing instructions. MLS Source is GPS-enabled to display the closest listings to your location, wherever you are, and features open house search, the ability to save favorites and much more.

This month, we are pleased to announce that the agent-branded version of MLS Source is now available to you as a subscriber

benefit. With the branded version, you can give a customized version of the app to your clients, complete with the your picture and contact information right on the home screen. Additionally, when your client searches for listings using your custom-branded app, the contact information directs back to you, rather than the listing agent.

MLS Source mobile app is available in the iStore for iPhone and iPad, and the Google Play marketplace for Android. Complete instructions for logging in with agent credentials and sharing your branded app with your clients are available on the [MLS Source](#) page in the MLS Apps Portal.

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**Save the Date**  
**Summit 2013**  
featuring NAR's Chief Economist  
**Lawrence Yun**  
**Wednesday, June 12, 2013**  
**Seascape Golf Club, 11:30 am – 2 pm**  
**Tickets on sale soon!**



## Signature Affiliate

**Galen Call**

**Reverse Mortgage Specialist**

831-645-1164 [galen@treehousemortgae.com](mailto:galen@treehousemortgae.com)

### Reverse Mortgages Save the Day

This article highlights two Reverse Mortgage refinance stories and how this type of refinance changed the lives of these individuals. One shows the new way to use the reverse mortgage as part of financial planning strategy. The other shows how a refinance can eliminate a current mortgage and create an additional line of credit. In the July issue I will demonstrate how to use a Reverse Mortgage purchase loan for seniors 62 and over. Call me with any questions related to refinance options or purchasing a home with a reverse mortgage!

Ted and Shirley live in an amazing home high on a ridge top in Big Sur, California. Shirley retired a few years ago having spent her career in publishing while Ted still happily works with a major manufacturing firm where he has the luxury of working from home. At the ages of 66 and 70 respectively, the ability to produce earned income continues to be important. They also have healthy portfolios as a result of careful and conservative fund management during the recession. A small mortgage of less than \$15,000 is the only loan on the house. Why then would this seemingly wealthy couple consider a reverse mortgage? They had significant equity in the home in which they lived as their primary residence and that equity was illiquid. They learned about a way to tap that equity with a reverse mortgage line of credit. They learned that the untapped funds in a line of credit grow larger over time for future

use. Their financial plan needed one more ingredient: a safe, FHA insured loan which would provide a source of funds for future emergency's such as health care coverage. After evaluating their options, the saver HECM credit line became the solution. In fact they elected to pay off their closing costs vs. allowing for all fees to be financed. Thus they had no loan balance against their new reverse mortgage and they unlocked the equity in their home!

Joyce and Mark were running out of time. Marks employer was faced with cutbacks and eliminating Marks entire department. He was looking at early retirement 6 years too soon and the couple struggled with fear over what to do. The regional office of a national firm was soon to implode and would impact employment for countless numbers of local residents. Joyce worked part time as a substitute teacher; without Marks income they could not afford their monthly mortgage payment. They could sell, and rent or they could move in with her parents. Mark and Joyce had lots of family nearby; generations were raised in the Santa Clara Valley. However they loved their home, wanted to live in it for as long as possible and had no intention of moving. One child still lived at home. Time was spent learning, weighing their options and clarifying their goals. Although young, they were in their mid-60's and qualified for a reverse mortgage which would pay off the current mortgage and leave additional funds in a line of credit. On the day of settlement, Joyce and Mark were full of joy and relief that they could stay living in their home for the rest of their lives, without a mortgage payment. Mark knew he could eventually find new work.



## Affiliate Spotlight

Brian Dean is excited to announce that he has joined Opes Advisors in Santa Cruz. With 16 years' Mortgage experience Brian is impressed by what he has seen with this great local company, and thinks you will be too. Opes is a direct lender with the option to broker so your clients have the best of both worlds.

Whether you are looking to sell your listing quickly or get your clients into a home, Brian offers a full library of tools to do this and earn your business.

He understands in today's market you need a responsive & experienced Loan Officer who is available to you and your clients 24/7: before, during and after the transaction.

Please make note of Brian's new contact info and feel free to contact him to schedule an appointment.

**Brian Dean**  
**Opes Advisors**  
**O: 831-425-TEAM**  
**C: 408-489-0952**

[bdean@opesadvisors.com](mailto:bdean@opesadvisors.com)



## Santa Cruz County Housing Statistics

### March 2013: Santa Cruz County - Single Family Residential

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Adult Village (199)	2	4	2	49	\$ 234,850	\$ 234,850	101.23	\$ 469,700
Amesti / Green Valley Road (54)	9	15	4	26	\$ 305,250	\$ 317,500	105.30	\$ 1,221,000
Aptos (49)	12	36	8	105	\$ 838,562	\$ 650,000	98.54	\$ 6,708,500
Ben Lomond (36)	5	14	7	76	\$ 361,357	\$ 351,500	95.71	\$ 2,529,500
Bonny Doon (32)	2	5	3	30	\$ 576,666	\$ 555,000	98.91	\$ 1,730,000
Boulder Creek (34)	15	41	19	84	\$ 356,368	\$ 380,000	101.41	\$ 6,771,000
Brookdale (35)	1	2	0	0	\$ -	\$ -	-	\$ -
Capitola (44)	6	12	8	18	\$ 689,062	\$ 680,250	103.0	\$ 5,512,500
College Road (55)	1	1	0	0	\$ -	\$ -	-	\$ -
Corralitos (53)	1	13	3	70	\$ 671,666	\$ 775,000	100.56	\$ 2,015,000
East of Highway 17 (50)	2	2	0	0	\$ -	\$ -	-	\$ -
East Santa Cruz (42)	17	22	15	53	\$ 677,200	\$ 621,000	100.02	\$ 10,158,000
Felton (37)	5	13	5	53	\$ 509,800	\$ 466,000	99.86	\$ 2,549,000
La Selva Beach (51)	7	20	2	83	\$ 677,388	\$ 677,388	100.73	\$ 1,354,777
Larkin Valley (52)	4	9	1	11	\$ 255,000	\$ 255,000	98.08	\$ 255,000
Live Oak (45)	21	39	10	57	\$ 586,920	\$ 593,000	101.06	\$ 5,869,200
Lompico-Zayante (38)	2	9	2	19	\$ 196,000	\$ 196,000	94.94	\$ 392,000
Los Gatos Mountains (23)	17	49	9	67	\$ 781,611	\$ 799,000	98.56	\$ 7,034,500
North Coast (30)	1	1	0	0	\$ -	\$ -	-	\$ -
Rio Del Mar/Seascape (48)	18	44	13	87	\$ 845,038	\$ 720,000	97.09	\$ 10,985,500
Scotts Valley (39)	8	15	7	115	\$ 893,642	\$ 805,000	99.72	\$ 6,255,500
Seacliff (47)	5	13	2	11	\$ 602,500	\$ 602,500	101.70	\$ 1,205,000
Soquel (46)	11	22	5	71	\$ 719,600	\$ 816,000	99.74	\$ 3,598,000
Unincorporated Santa Cruz/ Scotts Valley North (41)	3	18	5	149	\$ 710,900	\$ 715,000	96.63	\$ 3,554,500
Unincorporated Santa Cruz/ Scotts Valley South (40)	4	10	3	34	\$ 881,666	\$ 915,000	99.89	\$ 2,645,000
Watsonville (56)	15	31	17	65	\$ 304,835	\$ 290,000	99.33	\$ 5,182,200
West Santa Cruz (43)	21	40	13	37	\$ 732,218	\$ 735,000	99.65	\$ 9,518,840
<b>Summary</b>	<b>215</b>	<b>500</b>	<b>163</b>	<b>66</b>	<b>\$ 598,246</b>		<b>99.40</b>	<b>\$ 97,514,217</b>

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Amesti / Green Valley Road (54)	0	1	1	21	\$ 250,050	\$ 250,050	100.02	\$ 250,050
Aptos (49)	0	2	6	83	\$ 439,488	\$ 442,000	98.84	\$ 2,636,929
Boulder Creek (34)	4	4	0	0	\$ -	\$ -	-	\$ -
Capitola (44)	8	14	3	221	\$ 395,333	\$ 301,000	99.33	\$ 1,186,000
East Santa Cruz (42)	5	8	2	20	\$ 379,000	\$ 379,000	114.23	\$ 758,000
La Selva Beach (51)	5	18	4	70	\$ 581,250	\$ 590,000	96.13	\$ 2,325,000
Live Oak (45)	7	11	7	73	\$ 440,985	\$ 410,000	101.98	\$ 3,086,900
Rio Del Mar/Seascape (48)	12	31	2	44	\$ 347,500	\$ 347,500	97.89	\$ 695,000
Scotts Valley (39)	4	7	3	8	\$ 382,616	\$ 370,000	101.42	\$ 1,147,850
Soquel (46)	2	4	1	8	\$ 475,000	\$ 475,000	101.17	\$ 475,000
Watsonville (56)	7	12	4	22	\$ 193,125	\$ 217,750	108.06	\$ 772,500
West Santa Cruz (43)	13	21	11	19	\$ 335,436	\$ 350,000	102.38	\$ 3,689,799
<b>Summary</b>	<b>67</b>	<b>133</b>	<b>44</b>	<b>55</b>	<b>\$ 386,887</b>		<b>101.02</b>	<b>\$ 17,023,028</b>

Data provided by MLS Listings, Inc.

# SCCAR- May 2013

SUN	MON	TUE	WED	THU	FRI	SAT
			 Legislative Day Sacramento C.A.R. - Sacramento	2 C.A.R. - Sacramento	3 C.A.R. - Sacramento	4 C.A.R. - Sacramento
5	6  RSVP Work Day Realtor Service Volunteer Program	7	8	9 Tour Meeting 8:30 - 9 am Taco Truck at Tour!	10	11
12  Happy Mothers Day	13 Affiliate Meeting 8:30 am NAR - Washington, D.C.	14 NAR - Washington, D.C.	15 NAR - Washington, D.C.	16 Tour Meeting 8:30 - 9 am NAR - Washington, D.C.	17 NAR - Washington, D.C.	18 NAR - Washington, D.C.
19	20	21	22 SCCP Course 5 County Projects 9:30 am	23 Tour Meeting 8:30 - 9 am Thirsty Thursday Little Tampico's 4 pm	24	25
26	27  Memorial Day SCCAR Closed	28	29	30 Tour Meeting 8:30 - 9 am	31 General Membership Meeting 10 am - 12 pm	

## WHEN ALL THE PIECES COME TOGETHER...

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