

JUNE 2013

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®



WWW.MYSCCAR.ORG

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY



SUMMIT 2013

Featuring Lawrence Yun, NAR Chief Economist
Wednesday, June 12, 2013



Also Inside...

*Off MLS Legal Q & A
CA Metro Forecast*



Santa Cruz County Association
of REALTORS®, Inc.

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)

2013 BOARD OF DIRECTORS

President
John Hickey

President-Elect
Frank O. May

Secretary/Treasurer
Betty Danner

Immediate Past President
Barbara Palmer

Directors
Sandy Kaplan
Morgan Lyng
Frank McCue
John T. Peterson
Lauren Spencer
Randy Turnquist
Bettsy Tyler
Carol VanAusdal

**Chief Executive Officer, SCCAR &
Executive Director, SCAORHF**
Kathy Hartman, RCE

**Member Services Director,
Director of Education & Professional
Services**
Norma I. Milete

**Advertising, Communication
& Marketing Director**
Andrea Harbert

Government Affairs Director
Dale Gray

Administrative Assistants
Leslie Flint
Marylin Psaros

Bookkeeper
Linda Zoccoli

ADVERTISING INFORMATION

For advertising and deadline information,
please contact SCCAR.

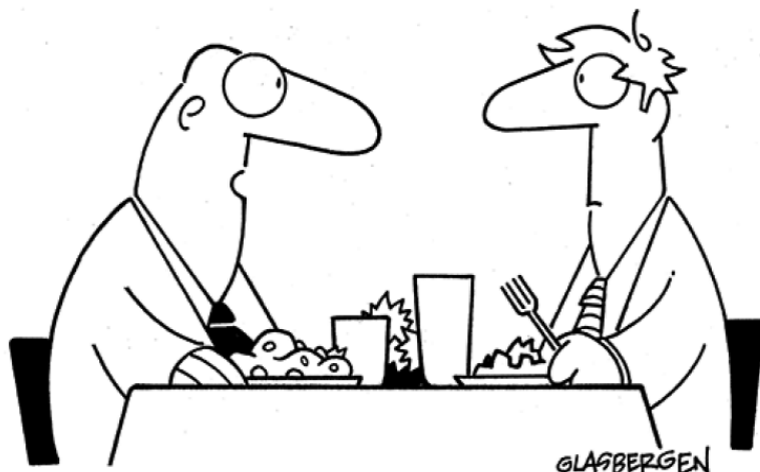
OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

Inside This Month's Newsletter

- President's Message - page 3**
- California & Metro Forecast - pages 4 & 5**
- Angel Investors - page 5**
- Education Offerings - page 6**
- Affiliate News - page 7**
- Legal Notes - page 8**
- Foundation Page - page 9**
- Off-MLS Listings - pages 11 & 12**
- RSVP Pictures & Thanks - pages 13 & 14**
- Legislative Watch - page 15**
- Forms "Do's & Don'ts" - page 15**
- Thirsty Thursdays - page 17**
- MLS Update - page 18**
- Housing Statistics - page 19**
- Calendar - page 20**



**"If at first you don't succeed — cry.
It will make everyone feel awkward and they
will be really nice to you for the rest of the day."**

Message From The President

John Hickey
 2013 SCCAR President
 Monterey Bay Properties
 831-476-9661 |
johnhickey@montereybayprop.com



Over the last couple weeks dedicated members of our Association, me included, have been visiting law makers at the state and national levels. The reality is that our extremely localized business is impacted by decisions made by all levels of government. Recently, the best example would be access to home loans which is dependent on nationwide lending regulations and state laws. The purpose of our visits to law makers is to educate them on how their decisions will positively or negatively affect our industry.

In Sacramento we met with Assemblyman Luis Alejo, Assemblyman Mark Stone and State Senator Bill Monning. The issues being discussed were several items of proposed legislation. We wanted to show our support for California extending its short sale tax forgiveness law which had expired last year and to bring it into accordance with the federal law that had already been extended to the end of this year. C.A.R. was also concerned about several new proposed laws. In our meetings we were also able to express our opposition to these proposed laws, one of which sought to impose a private transfer tax on property sales to fund environmental improvements. One of its flaws was that the tax would continue to be charged even after every conceivable improvement was made, indefinitely. Another bill proposed that an employee could as part of a wage dispute file a lien not unlike a mechanics lien against the employer's property. C.A.R. concerns were that after insufficient due process properties could have their title unnecessarily clouded and lenders would be wary of lending in a state that allowed liens that would supercede their own. Lastly, after a long legislative battle years ago the state adopted Costa-Hawkins which put limitations on local government

Continued on Page 6



Local association leaders meeting with Congresswoman Anna Eshoo



L to R: Dale Gray, SCCAR GAD, Kathy Hartman, CEO SCCAR, Congressman Sam Farr, Barbara Palmer, SCCAR Past President, Sandy Kaplan, SCCAR and C.A.R. Director and John Hickey, SCCAR President



Allen Property Group, Inc. is your commercial property sales and leasing specialist. For results and uncommon professional service, put your trust in us.

Steve Allen, CCIM
 Principal Broker/President
 831-688-5100 | www.allenpginc.com



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
www.ambmortgage.com



Your Clients Can Use a RM to BUY A HOME!
Call today for more information.

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

EQUAL HOUSING LENDER

CALIFORNIA AND METRO FORECAST: May 2013

Provided by the University of the Pacific Eberhardt School of Business

California will experience a 4th year of sluggish recovery in 2013, according to the latest projection from the Business Forecasting Center at the University of the Pacific. The Center forecasts real gross state product will grow 2.1% in 2013, and will accelerate to 3% in 2014 as the housing recovery begins to fuel new construction and job growth. Payroll growth is projected to maintain a 2% growth rate over the next few years.

The unemployment rate has dropped to 9%. The household survey used to calculate the unemployment rate shows that overall employment is growing faster than payrolls, and the forecast says this may be due to increasing self-employment as the recovery is now being led by construction, finance, professional services, and agriculture which are all sectors characterized by high levels of self-employment.

In the regional outlook, the Central Valley recovery continues to lag behind the Bay Area, but Central Valley growth rates should catch up with coastal areas by 2014. Stockton and Merced are

forecast to exceed 2% job growth in 2013, and Bay Area job growth is declining from near 4% in 2012 to 2.5% in 2013, and 2% in 2014. For the first time, the forecast predicts a return to single digit unemployment rates in the San Joaquin Valley.

“We are projecting the unemployment rate in the Stockton MSA will finally dip below 10% in 2017 after a decade in double digits,” said Jeff Michael, Director of the Business Forecasting Center.

In addition to detailed five year economic projections California and ten metro areas, the forecast includes essays discussing the Stockton bankruptcy case and the Sacramento Kings arena deal. The Business Forecasting Center at the University of the Pacific was founded in 2004. Housed in the Eberhardt School of Business, the Center produces quarterly economic forecasts of California and 10 metropolitan areas in Northern and Central California, in depth studies of regional issues, and offers custom economic research services to public and private sector clients. For more information, visit <http://forecast.pacific.edu/>.

California Annual Forecast Summary

	2012	2013	2014	2015	2016	2017
Real Gross State Product (% change)	2.6	2.1	3.0	3.2	2.8	2.8
Non-Farm Payroll Employment (% change)	2.1	1.7	1.8	1.9	1.8	1.4
Unemployment Rate (%)	10.5	9.4	8.7	7.7	6.9	6.3
Housing Starts (thousands)	55.3	80.2	123.2	163.5	173.5	174.2

Central Valley Metro Forecast Summary

Metro Area	Nonfarm Payroll Employment (% change)					Unemployment Rate (%)			
	2012	2013	2014	2015	2016	2012	2013	2014	2015
Sacramento	1.7	1.6	1.9	2.3	2.3	10.5	9.4	8.9	8.1
Stockton	1.4	2.6	2.7	2.3	2.1	15.0	13.5	12.4	10.9
Modesto	1.8	1.1	1.7	1.9	2.0	15.5	14.2	13.3	12.0
Merced	1.5	2.9	2.4	2.5	2.3	17.4	15.6	14.5	13.0
Fresno	0.6	1.2	2.0	2.1	2.0	15.2	13.8	13.1	11.9
<i>California</i>	<i>2.1</i>	<i>1.8</i>	<i>1.8</i>	<i>1.9</i>	<i>1.8</i>	<i>10.5</i>	<i>9.4</i>	<i>8.7</i>	<i>7.7</i>

Sacramento MSA includes Sacramento, El Dorado, Placer, and Yolo counties. Stockton, Merced, Fresno and Modesto MSAs correspond to San Merced, Fresno and Stanislaus counties.

Bay Area Metro Forecast Summary

Metro Area	Nonfarm Payroll Employment (% change)					Unemployment Rate (%)				
	2012	2013	2014	2015	2016	2012	2013	2014	2015	2016
San Francisco	4.0	2.6	2.0	1.8	1.6	7.1	5.8	5.1	4.5	4.0
San Jose	3.4	2.5	2.1	2.3	2.3	8.5	7.2	6.2	5.2	4.4
Oakland	2.3	1.8	2.0	2.2	2.1	9.1	8.1	7.3	6.1	5.3
Santa Cruz	1.9	3.9	1.9	1.8	1.6	10.9	9.6	8.8	7.6	6.8
Vallejo	1.7	2.3	2.1	2.2	2.2	10.1	8.9	8.0	6.8	6.1
<i>California</i>	<i>2.1</i>	<i>1.8</i>	<i>1.8</i>	<i>1.9</i>	<i>1.8</i>	<i>10.5</i>	<i>9.4</i>	<i>8.7</i>	<i>7.7</i>	<i>6.9</i>

San Francisco MSA includes San Francisco, Marin and San Mateo counties. Oakland MSA includes Contra Costa and Alameda counties. San Jose MSA includes Santa Clara and San Benito counties. Vallejo and Santa Cruz MSAs correspond to Solano and Santa Cruz counties.

Continued on Next Page

CALIFORNIA AND METRO FORECAST *Continued*

Highlights of the May 2013 California Forecast

- California is forecast to experience 2.1% growth in real gross state product in 2013, the 4th consecutive year of roughly 2% growth in a sluggish recovery. We forecast growth will modestly accelerate to 3.0% in 2014 and 3.2% in 2015. California unemployment rate has improved significantly, and has fallen to 9% due to increasing employment and slow growth in the labor force. The improvement in the unemployment rate should slow down as the labor force grows. However, employment in the household survey is growing faster than payrolls, perhaps due to increasing self-employment as the recovery strengthens in sectors such as construction, finance, and professional services.
- Payroll jobs are projected to grow at about a 2% rate for the next three years. Non-farm employment is forecast to recover its pre-recession peak in mid-2015.
- Single-family housing starts will begin to recover in 2013 to 40,000 units, and steadily increase to about 100,000 units in 2016. Multi-family housing starts will reach pre-recession levels of 40,000 in 2013, and could increase to 70,000 units by 2016.
- With the passage of Proposition 30, state and local government employment has stabilized in 2013. We expect slow growth in state and local government payrolls to resume next year, but the

growth rate will remain 1% or less for several years. By 2017, we expect state and local government payrolls will have only recovered 60,000 of the 150,000 jobs lost in the recession.

- About 275,000 new Construction jobs are expected to be created over the next four years, about one-quarter of the slightly more than one million jobs California will add by 2017. Despite leading the state in job growth over the next four years, there will still be fewer Construction jobs than before the recession.
- Manufacturing employment has been flat for the past 3 years after a decade of significant decline. We project modest 1% growth over the next few years with some of the growth driven by the construction rebound and the increasing demand for building materials.
- The Health Services sector was the only private sector to experience consistent job growth throughout the recession, adding 27,500 jobs per year throughout the recession. Health care employment will continue consistent gains in 2013.
- Professional Scientific & Technical Services led all industries in job growth in 2011 and had recovered to pre-recession employment levels by 2012. This sector will continue its strong growth and add roughly 35,000 jobs annually from 2013 to 2017. Use [this link](#) to read the complete forecast.



JUNE ANGEL INVESTORS

DAVE DETESO,

CURRENT HOUSING FOUNDATION TRUSTEE
AND PROGRAMS COMMITTEE CHAIR AND

JEFF MCCORMAC,

PAST HOUSING FOUNDATION TRUSTEE AND
MAJOR SUPPORTER OF THE FOUNDATION
HAVE AND CONTINUE TO DONATE THROUGH
THE WELLS FARGO COMMUNITY SUPPORT
CAMPAIGN.

THANK YOU GENTLEMEN FOR YOUR
CONTINUED SUPPORT AND GENEROSITY!

KENDALL & POTTER
Property Management, Inc.



Serving
Santa Cruz County
for over 30 Years
Specializing in:

- RESIDENTIAL RENTALS
- VACATION RENTALS
- CORPORATE HOUSING

Attention Realtors: We pay you a referral fee.

The Phone Call is Free...The Management is Priceless!

888-692-8992

783 Rio Del Mar Blvd., Aptos, CA 95003
WWW.MONTEREYCOAST.COM



Education & Professional Development



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

[MLS Essentials of Realist](#)

Friday, June 7, 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 Realist application. Upon completion you will have learned: Application Navigation; Foreclosure Reports; Map Labeling; MapSearch; Saving Searches; Inputing Search Queries; Reporting & Results Options; Data Exporting.

[Matrix Customized](#)

Friday, June 28, 10:30 am – 12 pm
Cost: Free to SCCAR members with RSVP
Instructor(s): MLS Listings, Inc.

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

Message From The President

Continued From Page 3

rent control jurisdictions. A new bill would have weakened the existing law by in affect repealing the portion that exempts new construction from rent control.

From those important issues it was on to Washington D.C. and some very important federal issues. Mortgage interest deductions, the continuation of FHA and the future of the GSE's were all big picture items on our agenda. Although there is no cur-



*MLS Listings, Inc. Chair, Robert Bailey
with Congressman Sam Farr*

12 Free Online CE Credits



Your newest member benefit, 12 free hours of online continuing education credits is now available. C.A.R. now provides members with 12 free credit hours of online CE courses to use towards renewing their California real estate license in California. C.A.R. members can choose the mandatory courses required by the California Department of Real Estate (DRE) or electives from other online courses needed to complete the DRE requirements from both Consumer Protection and Consumer Service, plus topics needed to manage and improve the real estate business in today's market. Access these courses [here](#).

rently proposed legislation affecting these, we wanted to communicate to our law makers how each of these affects the real estate industry and the greater economy. In meeting with Congressman Sam Farr we were able to articulate our position on each topic. In essence these combined programs have not only encouraged home ownership but also been the greatest creator of wealth for Americans far and wide. In addition, the lending programs of FHA and the GSE's guarantee that home loans will be available to home owners under all market conditions and in every location.

These meetings, which we attended on your behalf, have left me with a question. How is it we can be so strong a united group when in fact we are all competitors at some level? It is the most amazing thing about being involved in organized real estate. We should be the most fractionized industry out there and instead we are America's largest trade association.



Affiliate News

Dennis Spencer
 2012 Affiliate Chair
 WIN Home Inspection
dspencer@wini.com

Spring Fling Has Flung to June!



Each year the Association hosts a spring gathering in April/May. This gathering is dedicated to putting winter behind us and to begin looking forward with boundless enthusiasm for the coming spring and summer seasons. This year the early hustle and bustle of the recent real estate market upswing combined with a full calendar or great events at the Association dictated a change in date for our Spring Fling event. The date for this fun event will be Wednesday, June 5th from 11:30 to 2pm.

This year's menu includes barbequed skirt steak and chicken, garden fresh salad, mouth-watering French bread (pass the breath mints please!) and tasty deserts from our baking contest submissions. Rumor has it there may be a beer or two and a margarita

mixer as well! And what goes best with great food and fun people? Live music does! We're pleased as punch to welcome back local uber band West Coast Soul. Great food, great location, great sound, great people to meet and network with...what more could you ask for?

Please join us Wednesday, June 5th from 11:30 to 2pm at the rear courtyard of the Santa Cruz County Association of REALTORS® for a fantastic afternoon. Tickets are \$10 for members and \$25 for non-members and can be [purchased online](#), in the SCCAR office or by calling 831-464-2000. Also, bring a few extra dollars for tickets to the 50/50 raffle. Somebody is going to win some money! It just might be you!

Import Your MLS Data into zipForm® for FREE!

zipFormMLS-Connect® is now **FREE within your zipForm® account** from the CALIFORNIA ASSOCIATION OF REALTORS®, a value of \$19.99/year.

With zipFormMLS-Connect®, you can import data that is stored electronically in your MLS database, that has not been keyed into zipForm®. This eliminates the need for double data entry for many fields in a transaction.

To begin using zipFormMLS-Connect®:

1. First login to zipForm 6 Standard or Professional version
2. Start a new transaction or open an existing transaction
3. Add a coversheet (This is not necessary but best illustrates what information is imported through zipFormMLS-Connect®)
4. Click on the "Tools" tab at top of the menu bar
5. Click on the "MLS Connect" button
6. Now enter the MLS listing ID (Make sure to choose the Listing Type)

7. After the listing is found click the import button
8. A confirmation window will appear confirming to import this information
9. Once confirmed the information will be added to your transaction and all forms within the transaction

zipFormMLS-Connect is also available inside of zipForm® Plus Beta. Click on the house icon while inside of a form to launch the tool. For additional training on zipFormMLS-Connect and to learn about the new zipForm Plus® Beta, visit <http://www.car.org/tools/zipForm6/>.

Register for a FREE webinar

Take a webinar with a live instructor! Attendance is limited to the first 1,000. Sign up now!

Thursday, June 13, 2013

2:00 p.m. - 3:00 p.m.

Visit: <https://www1.gotomeeting.com/register/731175832>

**Please Support
 Our
 Affiliate Members and Advertisers
 They facilitate our
 Association events and activities
 as well as provide a resource for our
 REALTOR® Members**

DEPENDABLE and KNOWLEDGEABLE agent seeks customers looking for real PROTECTION and long term RELATIONSHIP.

SINGLE, ARTSY LADY SEEKS SINGLE ARTSY GUY. If you love painting, decorating, baking and knitting.

Look no further.
 Having one special person for your car, home and life insurance lets you get down to business with the rest of your life. It's what I do.
GET TO A BETTER STATE. CALL ME TODAY.



Laureen Yungmeyer ChFC, Agent
 Insurance Lic#: 0B10216
 718 Water Street
 Bus: 831-423-4700
www.laureenyungmeyer.com



State Farm Mutual Automobile Insurance Company,
 State Farm Indemnity Company, State Farm Fire and Casualty Company,
 State Farm General Insurance Company, Bloomington, IL

1101201.1



USE OF REAL ESTATE FORMS

*Lloyd Williams
Bosso Williams APC*

*Real Estate
Legal
Matters*

Real estate forms come in all sizes and cover a myriad of issues. Some are fairly neutral, without seeking to benefit one party over another, while other forms are clearly drafted to protect the interests of one party, to the detriment of the other. Forms, not being site specific, can include clauses that either do not apply to the specific transaction or require massive revisions to make them apply. Many times Addenda are used to modify form provisions or add new ones. And, sometimes it makes more sense to start from scratch and not use a form.

One area that I sometimes find that forms are difficult to use is when the parties wish to enter into an option to purchase. The form option may be fairly short, describing the parties, the property, the term of the option, the consideration for the option and the purchase price (or a formula for determining the purchase price at the time of exercise of the option). There may also be language restricting the Optionor from leasing or otherwise changing any existing lease during the term of the Option without the Optionee's consent. The shorter version option form will usually incorporate a Purchase Agreement form that includes title review, due diligence inspections and investigations, document deliveries, warranties, escrow, sharing of fees and costs, and Closing. The Purchase Agreement will probably show a deposit, and may include a liquidated damage clause whereby the Op-

tionor may retain the deposit if the Optionee, after having exercised his/her Option, defaults.

In some instances, the Optionor wants some assurance that the Optionee is going to perform if it exercises the Option, and not have the right to cancel after exercising the Option (except for Optionor's default). To obtain this assurance, the title review and the inspections/investigations would need to be done up front, e.g., within 30-60 days from entering into the Option. The forms typically do not provide for this approach. Also, the preparer of the Purchase Agreement may insert the amount of the Option consideration as the deposit, and the parties execute the liquidated damage clause, thus limiting the Optionor to recover the deposit as damages. The Option consideration is not a deposit; it is payment for granting the Optionee the unilateral right to purchase the property. Any damages suffered due to the Optionee's default should be compensated separately and, if the parties want to include the liquidated damage clause, an additional amount should be paid into escrow by the Optionee as the deposit.

This is just one example where the use of forms can be problematic. The main point is to make sure whatever agreement is entered into, whether a form (with or without Addenda) or from scratch, that it is site specific and clearly covers the issues.

WHEN ALL
THE PIECES
COME TOGETHER...

YOU CLOSE MORE DEALS, EARN MORE MONEY: MLSListings offers all the tools you need to close more business. We offer unparalleled data accuracy and unmatched system reliability so you can be where you belong – front and center with your clients.

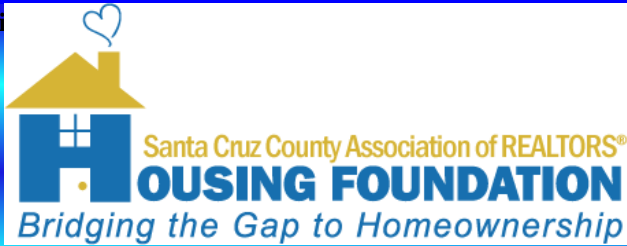
Our training, support and networking is here for you whenever you need it, helping you be the best real estate professional you can be.

MLSListings. WE FIT YOUR BUSINESS.

 **MLSListings**
The Trusted Real Estate Data Source

www.mlslistings.com • info@mlslistings.com

June 2013



Dining Events for Charity a Success!



Inez Pandolfi, 2013 SCAORHF Chair

Century 21 Lad Realty shztheone@aol.com 831-234-0281

I would like to thank all of you who participated in the Shadowbrook's Community Tuesdays dining Event for Charity (E for C) held on April, 9, 2013. We had over 40 reservations in the main dining room and lounge proving the Housing Foundation with a donation of over \$600!

Our next dining E for C will be at the new Watsonville Airport restaurant and lounge, 'Props' on Tuesday, July 16th. 'Props' is located at 100 Aviation Way and will generously donate 20% of proceeds for the whole day (lunch and dinner)! Check out a cool new restaurant while helping low income homebuyers...it's a win, win!

Be sure to save the date for our Fall E for C which will be held at

Louie's Cajun Kitchen and Bourbon Bar in downtown Santa Cruz on Tuesday, September 10th.

The proceeds from these events and 'Sip of Summer' (below) help us to continue to assist low income first time homebuyers in our community.

If you can't make it to one our events, consider donating a small amount of your commission checks to our Housing Foundation through our [Escrow Donation Program](#), every donation helps!

More details about the Housing Foundation and our events can be found at www.sccarhf.org.

The SCCAR Housing Foundation's 5th Annual

"SIP OF SUMMER"

Thursday, August 1st
4:00 - 7:00 pm
MJA Vineyards
328 Ingalls St. , Santa Cruz

\$20 in advance (\$35 for 2), \$25 at the door

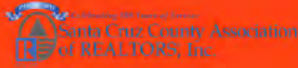
Price includes:
One 4 oz. pour of MJA's finest, appetizers, live music from local Hawaiian musician, Vern Fernandez, and drawing entry

Tickets online at
www.sccarhf.org/sipofsummer
 or by calling 831-464-2000

ENJOY THE ALOHA SPIRIT!
 SIP GOES HAWAIIAN!

Proceeds benefit

 Santa Cruz County Association of REALTORS®
 HOUSING FOUNDATION



SUMMIT 2013



Featuring Lawrence Yun, NAR Chief Economist

Wednesday, June 12, 2013 | 11:30 am - 2 pm
Seascape Golf Club, 610 Clubhouse Drive, Aptos
Lunch will be provided.

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

SCCAR Member Price \$25

Nonmember and at the door price \$35

Name: _____ Company: _____

Phone: _____ Email: _____

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

Name on cc: _____ Billing Address: _____

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

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

** Photos taken at the is event may be posted on facebook and/or used in SCCAR publications. Please contact SCCAR at 831-464-2000 if you would like to opt out.*

Frequently Asked Questions Regarding Off-MLS Listings for MLSListings Subscribers and their Clients

“OFF-MLS LISTINGS” GENERALLY

1. What is an Off-MLS listing?

An “Off-MLS listing,” also known as a “pocket listing,” “off-market listing” or “office exclusive listing,” is a listing agreement obtained by a listing agent but not placed on MLSListings.

2. Are Off-MLS listings legal?

While Off-MLS listings can be legal, certain steps are necessary to comply with MLSListings Rules as well as various statutes, regulations, ethics rules and practical considerations that agents and brokers need to take into account, as discussed below.

3. What listings are participants required to post to MLSListings?

Broker participants must input all exclusive right to sell or exclusive agency listings on one to four unit residential properties and vacant residential lots located within the service area of the MLS within 72 hours (with no exceptions for weekends, holidays and postal holidays) after all necessary signatures of the seller(s) have been obtained on the listing.

4. What listings are participants not required to post to MLSListings?

A listing does not need to be posted if the seller refuses to permit the listing to be disseminated by MLSListings and the listing broker submits to MLSListings within 72 hours (with no exceptions for weekends, holidays and postal holidays) an approved certification signed by the seller that the seller does not authorize the listing to be disseminated during the waiver period specified.

5. What are some of the reasons for an Off-MLS listing?

The primary reasons a seller might choose not to list property on MLSListings are privacy, confidentiality, or a desire to limit or restrict access to the home. The agent or broker may also benefit through potentially receiving higher commission rates by avoiding compensation to other brokers, or through granting limited access to favored buyer agents who may provide limited access to their Off-MLS listings in return. These benefits can be seen as a violation of the broker’s fiduciary duty to his/her client if the Off-MLS listing is not in the client’s best interest. Agents and their brokers should ensure that they have fully informed the seller of how MLSListings works and discussed the benefits and drawbacks to Off-MLS listing and whether it fits the particular interests of the seller. The seller, not the broker or agent, should make the choice to Off-MLS list rather than listing on the MLS.

6. What are the drawbacks to Off-MLS listing rather than listing on MLSListings?

Off-MLS listing drastically reduces exposure to the market, which

may result in the seller not receiving the best possible offer, as potential buyers may never have the chance to view the property. Homes sold through the MLS can command higher sales prices by advertising the property for sale to a wide range of people. Listings in MLSListings are available to be seen by over 150,000 MLS subscribers from throughout the state of California. In the MLSListings consumer web site, 500,000 consumers see listings each month from MLSListings’ MLS system. Also, distribution to a wide range of IDX vendors on behalf of thousands of agents and brokers expands that exposure considerably. If a broker or agent opts-in, Realtor.com, Trulia and Zillow add another 200 million consumers to view the listed property. MLSListings also provides an economic incentive to agents by offering compensation to buyer representatives who show their client listed properties, which in turn brings more buyers to the property and gives the property wide exposure.

7. If I obtain a listing and want to share it with a non-MLS group of brokers but not with MLSListings, is that legal?

Assuming the other legal, regulatory and ethical requirements for an Off-MLS listing are met, sharing a listing with such a group is permissible provided the group is in full compliance with applicable anti-discrimination and antitrust laws (discussed below). However, you should carefully consider the potential benefits and risks to using such a group for sharing listings in lieu of using the MLS.

8. If I have an Off-MLS listing but I receive an offer from an agent who is not in my non-MLS group of brokers, do I have to present that offer to the seller?

Yes. Under your fiduciary and ethical obligations as a listing agent, you generally must present all offers to the seller. However, since the Off-MLS listing is not on MLSListings, you may not have an obligation to compensate the buyer’s agent unless you otherwise agree to do so.

9. If my client, a potential buyer, knows about a property not posted on MLSListings and wants to make an offer on that Off-MLS listing, can I submit the offer?

Yes. You can submit your client’s offer to the listing agent, who is required to share the offer with the seller for consideration. You are not automatically entitled to compensation from the agent because the property is not on MLSListings. To ensure compensation, you would have to enter into a separate agreement with your client or with the listing agent.

10. If I plan to place a “Pre-MLS” or “Coming Soon” sign on a property prior to listing on MLSListings, could that be a legal or ethical violation?

California real estate licensing regulations require a licensee to have a listing agreement in place in order to be authorized to represent the seller and market the property.

Continued on next page

Off-MLS Listings Continued

If the property in question is not yet listed, the agent could be in violation of California licensing regulations if the agent is marketing the property. Once the property is listed, there still could be legal implications if the title “coming soon” is an inaccurate description or is misleading. False advertising is prohibited, whether in a yard sign or through other media. Real estate licensees have legal, MLS and ethical obligations to be truthful when advertising property or services. Legally, licensees may be held liable for fraud or misrepresentation if they make material false statements or material omissions in any medium of advertising. Additionally, licensees may face discipline from the California Department of Real Estate (soon to become the Bureau of Real Estate under the umbrella of the Department of Consumer Affairs). Similarly, REALTORS® have an ethical duty under the NAR Code of Ethics to avoid false advertising, and are required “at all times to present a true picture in their advertising and representations to the public . . .”. MLSListings MLS Rule 12.10 also prohibits false or misleading advertising and requires participants and subscribers to present a true picture in their advertising and representations to the public.

LEGAL AND ETHICAL IMPLICATIONS OF OFF-MLS LISTING

A. California Real Estate Law

1. Can an Off-MLS listing violate California real estate law?

Yes. Listing agents have a fiduciary duty to the seller. If an Off-MLS listing is made solely for the listing agent’s benefit and is not in the seller’s best interest, it can be deemed a breach of the listing agent’s fiduciary duty.

2. What is my fiduciary duty?

Under California real estate law, an agent owes a complete duty of the highest good faith in his/her dealing with the client and cannot use the position to his/her own advantage. A listing agent has a “duty of utmost care, integrity, honesty and loyalty” when dealing with the seller.

3. How can an Off-MLS listing be deemed a breach of my fiduciary duty?

Off-MLS listings provide an upside to the broker in that the listing agent does not need to compensate the buyer’s representative and can keep the full commission. Also, providing an Off-MLS listing to a small non-MLS broker group might allow the agent to obtain access to certain properties in return. The benefit to the seller is less certain, as the seller’s home is reaching a limited group of potential buyers. As the upside to the broker in receiving a higher commission and potentially providing his/her other clients access to limited properties is readily apparent, Off-MLS listings can be seen as being beneficial to a listing agent of broker for his/her own advantage without consideration of the seller’s best interest, and thus a violation of the agent’s and/or broker’s fiduciary duties.

4. What are the consequences if I breach my fiduciary duty?

If an agent or broker breaches his/her fiduciary duty, the client may bring a civil lawsuit against both, potentially resulting in liability for any damages suffered. Separately, even in the absence of a lawsuit finding him/her liable, the agent or broker may be subject to discipline by the California Department of Real Estate for any substantial misrepresentation, fraud, dishonest dealings, negligence or incompetence, and he/she may face loss or suspension of his/her real estate license.

5. How can I avoid violating the law?

Listing agents should fully inform sellers of the benefits and drawbacks to Off-MLS listing and ensure that the seller voluntarily agrees to Off-MLS listing before the agent withholds the listing from MLSListings. The listing agent should understand clearly why the seller has chosen to do an Off-MLS listing. The listing broker shall then submit to MLSListings within 72 hours an approved certification signed by the seller that the seller does not authorize the listing to be disseminated by MLSListings.

B REALTOR® Code of Ethics & Standards of Practice

1. Can an Off-MLS listing violate the NAR Codes of Ethics?

Yes, similar to the fiduciary duty under California real estate law, the Code of Ethics requires a REALTOR® to “promote and protect the interests of the client” and to inform the seller of his/her “company policies regarding cooperation and the amount(s) of any compensation that will be offered to subagents, buyer/tenant agents, and/or brokers acting in legally recognized non-agency capacities.” This may include informing the seller of the compensation offered to buyer’s representatives when listing on MLS-Listings, and comparatively the lack of such compensation for Off-MLS listings.

The Code of Ethics also imposes a duty to cooperate on a REALTOR®, which “relates to the obligation to share information on listed property, and to make property available to other brokers for showing to prospective purchasers/tenants when it is in the best interests of sellers/landlords.” As Off-MLS listings restrict the property availability for showing to prospective buyers, a REALTOR® should only withhold the listing from the MLS when it is in the best interests of the client.

C. Antitrust Laws

1. Can Off-MLS listings create a violation of antitrust law?

Yes. Brokers who have Off-MLS listings in non-MLS brokerage groups with competing brokers could risk antitrust liability depending on the particular practices of that group. For example, price-fixing arrangements are generally per se antitrust violations. If competing brokers formed a group that set minimum commission

Continued on Page 18



*Realtor Service
Volunteer Program*

Local REALTORS® Helping Local Seniors

On May 6th SCCAR REALTOR® Service Program Volunteers (RSVP) took to the streets and helped out our local seniors. The RSVP group went armed with supplies ready to wash windows, trim bushes, clean bathrooms, pull weeds, and even trim trees!

The program, five years running, assists the homebound and elderly by doing tasks and chores that they are unable to do themselves. This year RSVP had a record 60 senior homes, thanks again in large part to the promotion provided by the Sentinel, and 48 volunteers. We look forward to next years RSVP and helping even more homeowners in Santa Cruz County!

A very heartfelt thank you to our volunteers who donated their time, labor (lots of it) and supplies!

Joanne Burton
Dick Cornelsen
Linda Darrigo
Marc Davis
Kent Diethrick
Lorraine Donner
Ann Dye
David Ellenwood
Ann Filbin
Debbie Foster
Aimee Garcia
Angel Garcia
Sue Gross
Vivian Gunnerengen
John Hickey
Rachel Hill
Martha Hughes
Sue Kaufmann
Jan La Fever
Carol Lerno
Teresa Marlow
Justin McNabb

Bailey Properties, Inc.
Associated Mortgage Bankers
Monterey Bay Prop.
Monterey Bay Prop.
C21 Showcase REALTORS
Bailey Properties, Inc.
A & B Properties
Portola Property Management
Monterey Bay Prop.
Bailey Properties, Inc.
Bailey Properties, Inc.
Bailey Properties, Inc.
Portola Property Management
Unique Homes & Land
Monterey Bay Prop.
Intercap Lending
Monterey Bay Prop.
Bailey Properties, Inc.
Redwood Real Estate
Portola Property Management
Monterey Bay Prop.
Bailey Properties, Inc.

Samantha Olden
Jan Oneill
Inez Pandolfi
Dianne Pereira
John Peterson
Laurie Petruzzi
Marilyn Psaros
Jill Punnilath
Kathleen Richards
Carla Richmond
Huve Rivas
Honora Robertson
Lynda Scott
Jana Segal
Shawna Spaulding
Susie Stelle
Lori Strusis
Steve Thompson
Bettsy Tyler
Cathy Ware
Lori West

David Lyng Real Estate
C21 Showcase
C21 Lad Realty
Bailey Properties, Inc.
Bailey Properties, Inc.
Bailey Properties, Inc.
SCCAR
Bailey Properties, Inc.
Portola Property Management
C21 Showcase REALTORS
Monterey Bay Prop.
Robertson RE

Portola Property Management
Coldwell Banker - Capitola
C21 Showcase REALTORS
C21 Showcase REALTORS
Portola Property Management
Monterey Bay Prop.
Monterey Bay Prop.
First American Title Co.



June 2013

HAPPY

HELPERS



THANK YOU

If you would like to participate in the next RSVP project, please call 831 464 2000 or e-mail Andrea Harbert www.sccar.org/rsvp



Legislative Watch

Dietrich Brandt
LGR Committee Chair
dietrich.brandt@gmail.com
831-227-0471



It was an honor to travel to Washington D.C. last week with the Santa Cruz County Association of REALTORS® for the NAR Midyear meeting. Thousands of REALTORS® from all over the nation attended this event, which included various educational meetings, political updates, and networking opportunities. One of the highlights of this trip is our ability to lobby the political leaders on Capitol Hill. Being able to sit down with your Congressman to understand, and potentially influence, their thoughts on policies

that may impact real property rights is an invaluable experience.

This trip was very similar to Legislative Day in Sacramento held recently, when we as REALTORS® lobby our Senators and Assemblymembers on the various bills impacting real property rights in California. I would highly recommend attending either of these events to get a broader spectrum of the issues, opportunities and challenges facing our profession.

C.A.R. Standard Forms and zipForm® Do's and Don'ts

C.A.R. Standard Forms are the GOLD standard in California. C.A.R. and its members spend considerable time and money to copyright and protect those forms. As a valued member, we want you to be able to use these forms and count on C.A.R. to protect your rights in the C.A.R. Standard Forms. In addition, we don't want unauthorized users to gain access to the forms and undermine your investment.

C.A.R. has also made zipForm® the exclusive provider of its standard forms in electronic format to ensure that members have access to the most accurate, up-to-date standard forms. zipForm® protects C.A.R.'s standard forms from unauthorized use by using secure forms libraries that restrict access to authorized users and storing the forms as editable digitized files to prevent unauthorized use, reproduction or alteration of the forms, which helps C.A.R. protect its copyright interests in the forms. Other software providers do not go this extra mile.

We have put together some Dos and Don'ts to help you make the most of your valuable assets, the C.A.R. Standard Forms and zipForm®.

DOS

- *Fill out the blanks in C.A.R. Standard Forms with actual real estate terms
- *Depend on zipForm's security to protect C.A.R. Standard Forms from unauthorized use, copying, displaying
- *Filled out C.A.R. Standard Forms are ok to print, reproduce or fax
- *Users may export filled out forms from zipForm® in a completed and locked .pdf format, filled out for a particular client or transaction
- *Users may use zipForm® on any number of personal computers
- *Users may move completed .pdf forms into other software systems to maintain that file, obtain signatures on it and share in a read-only format with others

DON'TS

- *Don't enter nominal characters such as "... " or "xxx" in order to export or print a form
- *Don't count on other software to protect you or C.A.R.'s Standard Forms copyright or prevent unauthorized usage
- *Blank or essentially blank forms may not be printed, reproduced or displayed on the Internet
- *Users may not share their account, password or credentials with anyone else, even other members
- *Users may not alter, manipulate or change the .pdf forms, including altering the form text or data, adding any data, text, graphics or software into or on top of a form or converting the form from .pdf format to a different file format

Free Download!

Social Media for REALTORS®:

Facebook

Member Value Plus Program [June Offer](#)

YOUR OFFER DATES: June 1 – June 15

YOUR ACTION: Log in to REALTOR® Content Resource

YOUR REWARD: [Social Media for REALTORS®: Facebook - Download](#)

Follow these few easy steps to earn your reward:

1. Click the “ACT NOW” button to be taken to the Realtor® Content Resource
2. Enter your Name, Email Address, and NRDS Number to log in
3. Within 48 hours of logging in, you’ll receive an email with a code to order your Social Media for REALTORS®: Facebook – Download from the Realtor.org/Store for FREE.



The REALTOR® Content Resource offers over 1,300 pieces of content from HouseLogic.com to add into your marketing communication channels, including social media, blogs, websites, e-newsletters, email and printable, branded handouts. Social Media for REALTORS®: Facebook - Download is an easy-to-understand tool that will help real estate professionals take their business to the next level by showing them how to use Facebook to benefit their business. This product includes updates made to Facebook as of May 2013 and lets you stay on top of the quickly changing technology.

Click the ACT NOW button to register today



Thirsty Thursday Quench Your Thirst for Fun!

Join friends and peers at SCCAR's coolest networking event! Thirsty Thursdays are held once a month at one of Santa Cruz's best hot spots. Drink and appetizer specials are offered from 4-6 pm.

Get out and have some fun socializing and networking! It's a great way to get to know your fellow SCCAR members.

Upcoming Dates:

June 20 - *Hotel Paradox*

July 18



Announcing New REALTOR Benefits® Program Partner, **Rackspace** Providing Professional Hosted E-mail Services for REALTORS®

NAR's Strategic Alliances Team is pleased to announce the addition of Rackspace to its REALTOR Benefits® Program. As an established technology company, Rackspace offers a variety of hosted e-mail services to help improve a real estate agent's professional appearance, while providing a high level of security, service levels and US-based technical support unmatched by other providers.

Through this new partnership, Rackspace offers a 10% NAR member discount off already affordable monthly service rates, and NAR members can take advantage of the Rackspace 14-day free trial offer on key products: Microsoft Exchange package, Rackspace E-mail, Rackspace Archiving and Rackspace SharePoint®. More details are available at www.REALTOR.org/rackspace



MLS UPDATE

MLSListings, Inc.

MLSListings Policy Update – Exclusions Now Require Broker Signature

Increasingly, listings marketed off of the MLS are occurring in our area. Attorneys with the California Association of REALTORS® have made us aware of the fact that the practice of keeping listings off of the MLS carries potential risks for brokers, agents and clients, as well as potential Code of Ethics violations. As part of our Board of Directors' ongoing effort to insure off-MLS listings provide full disclosure to those involved in a transaction, our participating brokers have requested the following modification to the policy for filing an exclusion form.

Effective immediately, agents are required to obtain their managing broker's or office manager's signature on all exclusion forms. Exclusion forms from brokerages using MLSListings, PRDS, or CAR SEL format will continue to be accepted. RE Infolink forms will not be accepted. You can find the [MLS-Listings exclusion form](#) on our Portal.

Failure to obtain managing broker or office manager signature will result in rejection of the exclusion form by MLSListings. In accordance with [Section 7.6](#) of the MLSListings Rules and Regulations about exempted listings, the listing broker is required to submit an approved certification signed by the seller within 72 hours.

7.6 Exempted Listings

If the seller refuses to permit the listing to be disseminated by the service, the listing broker shall submit to the service within 72 hours (with no exceptions for weekends, holiday and postal holidays) an approved certification signed by the seller that the seller does not authorize the listing to be disseminated by the service during the specified waiver period.

Penalties will be assessed as outlined below for violation of the new policy.

Listing waiver not submitted to MLSListings within 72 hours after start of listing

- \$100 for first violation
- \$200 for second violation
- \$400 for third violation

As we learn more about the steps C.A.R. is taking surrounding off-MLS listings, we will share the updates with you. Stay tuned, and as always you can contact the Compliance Department with questions 408-874-0200 option 5 or compliance@mlslistings.com.

Off-MLS Listings

Continued from Page 12

rates for members, all participants could face potential liability for violating antitrust laws.

D. Fair Housing

1. Can an Off-MLS listing create a fair housing violation?

Yes. Brokers and agents are under strict legal and ethical obligations to not engage in any type of unlawful discrimination. Even if discrimination is not overt and there is no intent to discriminate, Off-MLS listings create a risk of a fair housing violation based on disparate impact. A fair housing violation can be found when a "practice has a discriminatory effect where it actually or predictably results in a disparate impact on a group of persons or creates, increases, reinforces, or perpetuates segregated housing patterns because of race, color, religion, sex, handicap, familial status, or national origin." For example, if an Off-MLS listing is for a property located in a neighborhood mainly consisting of one racial group and the Off-MLS listing is made available only to a specific non-MLS broker club that happens to market primarily to members of that racial group, the property will most likely be sold to a member of that group. Even where there is no intent to discriminate, there is a disparate impact—the property is likely to be sold to members of that particular racial group, which perpetuates the racial housing pattern in that neighborhood. If the same property

were listed on MLSListings, the property would be marketed to everyone, and no particular racial group would be targeted. Even if the buyer from MLSListings ends up being someone from the same predominant racial group of the neighborhood, that result was not predetermined by the practice, and would not "actually or predictably" result in perpetuating the racial housing pattern.

2. What are the consequences of a fair housing violation?

An individual or the federal government may bring a civil lawsuit against the agent or broker, resulting in significant fines for each proved violation, punitive damages and attorneys' fees. Additionally, the agent or broker could face suspension or loss of his/her license.

3. Are there any defenses to a fair housing violation?

Yes. If disparate impact was found, a broker or the non-MLS broker group can defend themselves by showing that the practice is "necessary to achieve one or more substantial, legitimate, nondiscriminatory interests" of the person engaged in the practice and those "interests could not be served by another practice that has a less discriminatory effect." Specifically, the defendant would need to show the reasons for engaging in the practice and why those goals could not be met using an alternate practice that would not guarantee a discriminatory impact, such as posting on MLSListings.

Fenwick
FENWICK & WEST LLP

SILICON VALLEY 801 CALIFORNIA STREET MOUNTAIN VIEW, CA 94041
TEL: 650.988.8500 FAX: 650.938.5200 WWW.FENWICK.COM

Santa Cruz County Housing Statistics

April 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)	6	9	0	0	\$ -	\$ -	.0	\$ -
Amesti / Green Valley Road (54)	8	16	6	20	\$ 398,875.0	\$ 352,250.0	102.57	\$ 2,393,250
Aptos (49)	24	45	12	42	\$ 658,208.0	\$ 642,500.0	99.48	\$ 7,898,500
Ben Lomond (36)	15	24	2	16	\$ 452,500.0	\$ 452,500.0	99.67	\$ 905,001
Bonny Doon (32)	5	10	0	0	\$ -	\$ -	.0	\$ -
Boulder Creek (34)	18	47	8	188	\$ 387,437.0	\$ 290,000.0	97.02	\$ 3,099,500
Brookdale (35)	4	5	1	21	\$ 123,000.0	\$ 123,000.0	111.82	\$ 123,000
Capitola (44)	3	11	2	144	\$ 730,000.0	\$ 730,000.0	99.02	\$ 1,460,000
Corralitos (53)	8	18	3	15	\$ 980,000.0	\$ 745,000.0	98.76	\$ 2,940,000
Davenport (31)	0	1	1	16	\$ 470,000.0	\$ 470,000.0	102.40	\$ 470,000
East Santa Cruz (42)	18	26	7	58	\$ 870,285.0	\$ 640,000.0	98.77	\$ 6,092,000
Empire Grade Road (33)	0	0	1	106	\$ 1,375,000.0	\$ 1,375,000.0	105.77	\$ 1,375,000
Felton (37)	8	17	3	18	\$ 592,075.0	\$ 585,000.0	93.04	\$ 1,776,225
La Selva Beach (51)	12	26	7	95	\$ 929,636.0	\$ 788,550.0	94.16	\$ 6,507,456
Larkin Valley (52)	8	14	5	7	\$ 533,000.0	\$ 295,000.0	100.68	\$ 2,665,000
Live Oak (45)	34	58	10	33	\$ 632,000.0	\$ 645,500.0	105.78	\$ 6,320,000
Lompico-Zayante (38)	8	14	4	193	\$ 263,000.0	\$ 267,500.0	103.23	\$ 1,052,000
Los Gatos Mountains (23)	26	59	7	38	\$ 999,248.0	\$ 740,000.0	99.65	\$ 6,994,737
Rio Del Mar/Seascape (48)	22	44	14	39	\$ 815,392.0	\$ 747,500.0	100.41	\$ 11,415,500
Scotts Valley (39)	20	25	5	26	\$ 871,600.0	\$ 848,000.0	98.80	\$ 4,358,000
Seacliff (47)	9	15	5	110	\$ 863,000.0	\$ 599,000.0	94.04	\$ 4,315,000
Soquel (46)	17	30	7	47	\$ 953,142.0	\$ 756,000.0	98.02	\$ 6,672,000
Unincorporated Santa Cruz/ Scotts Valley North (41)	5	17	1	26	\$ 712,000.0	\$ 712,000.0	100.28	\$ 712,000
Unincorporated Santa Cruz/ Scotts Valley South (40)	6	12	6	26	\$ 1,071,666.0	\$ 1,019,500.0	97.03	\$ 6,430,000
Watsonville (56)	17	33	9	50	\$ 319,055.0	\$ 287,000.0	100.73	\$ 2,871,500
West Santa Cruz (43)	25	36	17	60	\$ 817,164.0	\$ 755,000.0	101.18	\$ 13,891,800
Summary	326	612	143	58	\$ 718,443.0		99.32	\$ 102,737,469
City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Aptos (49)	5	4	2	74	\$ 496,385	\$ 496,385	97.54	\$ 992,771
Boulder Creek (34)	3	5	1	28	\$ 270,000	\$ 270,000	93.43	\$ 270,000
Capitola (44)	9	15	7	190	\$ 315,571	\$ 305,000	100.64	\$ 2,209,000
East Santa Cruz (42)	4	9	1	15	\$ 368,500	\$ 368,500	99.59	\$ 368,500
La Selva Beach (51)	13	29	2	42	\$ 445,000	\$ 445,000	92.32	\$ 890,000
Live Oak (45)	6	11	5	35	\$ 359,000	\$ 365,000	103.44	\$ 1,795,000
Rio Del Mar/ Seascape (48)	11	32	5	50	\$ 622,600	\$ 580,000	96.02	\$ 3,113,000
Scotts Valley (39)	5	10	2	18	\$ 434,000	\$ 434,000	99.31	\$ 868,000
Seacliff (47)	3	22	0	0	\$ -	\$ -	.0	\$ -
Soquel (46)	2	4	2	19	\$ 312,700	\$ 312,700	100.24	\$ 625,400
Watsonville (56)	3	12	6	54	\$ 241,633	\$ 229,950	103.50	\$ 1,449,800
West Santa Cruz (43)	9	23	9	42	\$ 413,211	\$ 349,000	99.92	\$ 3,718,900
Summary	73	176	42	67	\$ 388,104		99.19	\$ 16,300,371

Data provided by MLS Listings, Inc.

SCCAR - June 2013

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 Housing Foundation Fundraising Meeting 1 pm	4	5 Spring Fling BBQ 11:30 - 2 pm	6 Tour Meeting 8:30 - 9 am	7 LGR Committee 8:30 am MLS Training Realist 10:30 am	8
9	10 Budget and Finance 8:30 am Education Committee 9:30 am	11	12 Summit 2013 with Lawrence Yun 11:30 am - 2 pm Seascape Golf Club	13 Tour Meeting 8:30 - 9 am Taco Truck Thursday @ Tour!	14 BOD Meeting 8:30 am New Member Orientation 8:30 am - 4:30 pm	15
16 HAPPY FATHER'S DAY	17	18	19	20 Tour Meeting 8:30 - 9 am Thirsty Thursday 4-6 pm Hotel Paradox	21 IT'S SUMMER!	22
23	24	25	26	27 Tour Meeting 8:30 - 9 am	28 LGR Committee 8:30 am Matrix Customized 10:30 am MLS iPad Agent Profile Video 1 pm	29
30						



Exciting changes are in store for CALIFORNIA REALTOR® EXPO 2013, taking place October 8-10 at the Long Beach Convention & Entertainment Center.

This year free sessions will be offered across all three days, including Tuesday. We will no longer offer a paid day, such as PRE or Tech Tuesday, and many new a la carte paid sessions will be available for attendees to mix and match over the three days. New agents will find a variety of education waiting for them from boot camps to CE courses, while seasoned agents can take advantage of the new Broker Conference or workshops. There is something for everyone at EXPO 2013.

You can register online for CALIFORNIA REALTOR® EXPO beginning on May 21 by visiting <http://expo.car.org> or calling toll-free (800) 242-2732.

To access the online registration page, follow the simple instructions below:

1. Log on to <http://expo.car.org>
2. Click on Program, Registration, or the Register Ticket on the home page.
3. Enter your NRDS member ID number.

This year's exciting program also includes a big move. Leslie Appleton-Young will present the 2014 C.A.R. Housing Market Forecast on Thursday, October 9, so mark your calendars. Our Tuesday speaker is Barbara Corcoran, founder of The Corcoran Group, author, contributor on *The Today Show*, and investor from the hit series, *Shark Tank* and rounding out our luncheon lineup is Kenneth Cukier. Cukier is Data Editor of *The Economist* and co-author of the *New York Times* bestseller "Big Data: A Revolution That Will Transform How We Live, Work, and Think."

Don't miss this opportunity to register your members for the most valuable networking and informational experience this year. Join your fellow REALTORS® at CALIFORNIA REALTOR® EXPO 2013! **Register online beginning May 21 at <http://expo.car.org> or by calling toll-free (800) 242-2732.**

Please note that the registration deadline to receive badges in the mail is Sept. 27.