

# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY



## COUNTYWIDE OPEN HOUSE WEEKEND

Sat. & Sun, July 29 and July 30

**M**ark your calendars for Saturday and Sunday, July 29 & 30, 2017 and join REALTORS® across Santa Cruz County for the grandest Open House Weekend event of the year. Open houses, open doors to homeownership!

The weekend is organized by SCCAR in an effort to unite REALTORS® as they host over 100 open houses while engaging consumers on the benefits of homeownership and bringing buyers and sellers together.

The SCCAR Countywide 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.

Learn how to participate at [www.mysccar.org/sccohw](http://www.mysccar.org/sccohw)

**SCCAR Charity Golf Tournament!**  
Friday, July 28  
More info on page 9

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- *President-Elect in Washington D.C.*
- Upcoming Education & Events
- CALBRE Licensee Alert
- Trends: Will we run out of Housing
- *Market Statistics*
- A Taste of Santa Cruz is on the Move!

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# President's Message

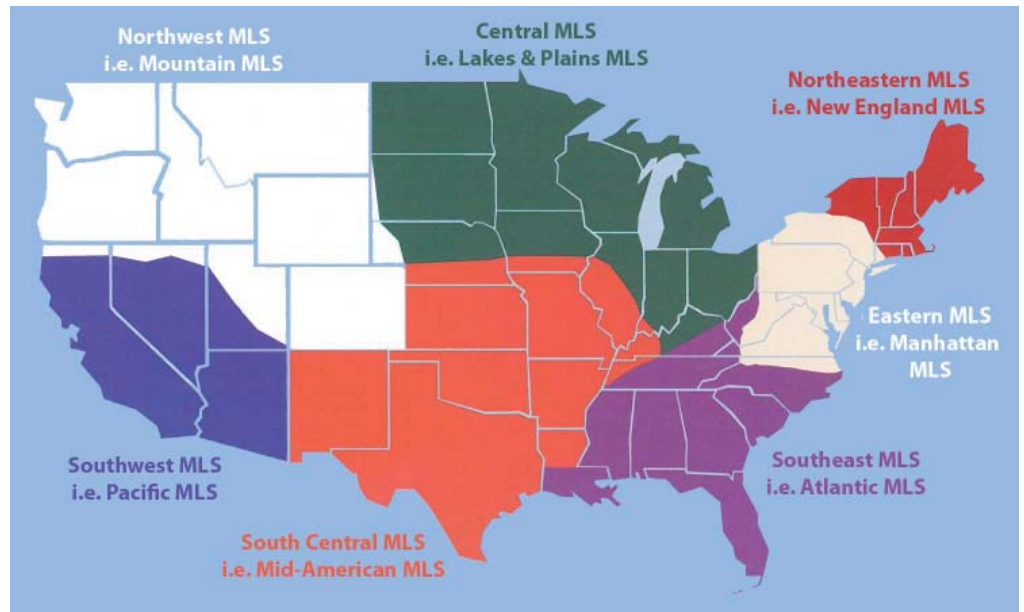
## The MLS Consolidation Shift

Candace Bradfield  
SCCAR President



Our Board of Directors follow the Swanepoel 2017 trends report in our monthly meetings. It is a premiere Real Estate annual report loaded with insights into the trends and challenges facing our industry. I would like to share with you a compelling piece we discussed on the MLS consolidation shift. Here is a summary of assumptions that could change the MLS coverage map as graphically displayed in the hypothetical future MLS diagram to the right.

If you would like to read the full article, please contact me 831-212-1986.



### Takeaway

MLS merger activity will definitely continue and, it seems, will escalate in the coming years. Although it is impossible to predict how many of the 700-plus MLSs will eventually merge and what the outcome will be, it is inevitable that most MLSs will consolidate with others or disappear, as their value propositions no longer hold up. The reason is simple: there are too many MLSs. Whether there should be one per state or some other number is hard to foresee. Consolidation will take many forms, not just one or two.

The final number does not matter, but less is more as far as MLSs are concerned, especially for brokers, agents and their clients. *Continued on page 11*



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# Renee Goes To Washington D.C.

Renee Mello, SCCAR President-elect



**A**fter my exciting visit to Sacramento in May for the C.A.R. Legislative meetings, I was only home for a week before flying off to our nation's capital, Washington D.C. Barbara Palmer, LGR Committee Chair, and I would be participating in a National Association of REALTORS® (NAR) lobbying effort. The opportunity to partner with leaders within NAR and our Associations to lobby our Representatives was truly an unbelievable experience. The efforts at both the State and National level are funded by the REALTOR® Action Fund. These funds allow us to be one of the biggest lobbying forces in the State and federally, supporting the preservation of private property rights and home ownership.

Each REALTOR® at the meeting was to meet with their representative to discuss three key issues, Tax Reform, National Flood Insurance Program and the Protection of Sustainable Homeownership. I will explain our position on each of the issues and why NAR felt they were important.

## Tax Reform

President Trump presented Congress with a one page outline of what he would like to see in the way of tax reform. To say that there is plenty of room for interpretation is an understatement.

Although no specific tax reform legislation has been introduced in Congress, the tax reform presented to date has considered lowering tax rates and raising standard deductions. This would be at the expense of current tax deductions such as the Property Tax deduction and the State Income Tax deduction. Analysis done on this tax reform shows that a home-owning family with an income between \$50,000 and \$200,000 would face an average tax hike of \$815, while non-homeowners in the same income range would enjoy tax cuts of \$516. This is without touching the Mortgage Interest deduction which would make the numbers even more dire.

There is also discussion about doing away with the Section 1031 Exchange Provision. This provision encourages growth by permitting real estate held for investment to be exchanged for property of like kind on a tax-deferred basis. Exchanges are essential in the commercial real estate sector and the economy.



## National Flood Insurance Program

Authority for the National Flood Insurance Program (NFIP) expires on September 20, 2017. Our task was to urge Congress to pass a multiyear reauthorization with needed private market reforms to avoid uncertainty to real estate markets.

When this program was allowed to lapse 5 years ago, it affected 40,000 property sales per month. Without reauthorization, NFIP cannot issue or renew policies in 22,000 communities where flood insurance is required for a mortgage.

In addition to requesting that the insurance be renewed, we also presented a case for updating the current flood maps. The current maps are well over 50 years old. Right now property owners must pay for the survey (approximately \$800) to determine whether they are in a high risk location. Newer map technology would spread the risk so that those that are truly in a high risk location would absorb the brunt of the premium. We also support the opportunity for the private market to participate in issuing the insurance.

## Protect Sustainable Homeownership

It is through the secondary mortgage market that the opportunity for buyers to get loans to purchase homes has thrived. Reform of our housing finance system is required as the current conservatorship of Fannie Mae and Freddie Mac is unsustainable. These entities cannot be dismantled as they are critical to safeguard the 30 year, fixed rate mortgage.

Freddie Mac and Fannie Mae charge lenders g-fees to guarantee the payment of principal and interest on mortgage back securities. These g-fees are passed to consumers in the form of higher interest rates. In recent years, Congress has proposed increasing g-fees to pay for other governmental spending such as tax cuts or unrelated federal spending. NAR is opposed to the use of g-fees for anything other than housing.



PACE (Property Assessed Clean Energy) loans provide funds for energy efficiency loans. However, consumers are unable to make prudent housing decisions due to the lack of proper consumer disclosures. PACE loans and other energy efficiency lending programs should be subject to the same consumer disclosure laws that apply to mortgages.

There were 8 people from both the Santa Cruz County Association of REALTORS® and the Monterey County Association of REALTORS® that met with Representative Panetta. Representative Panetta was very receptive to our concerns. Although he couldn't take a position on any of the issues, it was an opportunity to educate and hopefully help him to better understand the issues when they come up in Congress.

We were invited to join the Santa Clara County Association of REALTORS®, the Silicon Valley Association of REALTORS® and the San Mateo County Association of REALTORS® to see Representative Eshoo. It was an excellent opportunity to see the interchange with the Realtors and a more senior representative of Congress. Representative Eshoo was warm, engaging and really interested in our issues. She expressed her full support for us as REALTORS® and our positions. If any of you have the opportunity to engage in this event in the future, I strongly urge you to do so. To be a representative of our industry, expressing our views and positions to policy makers is very rewarding. It is where things happen.

*Photos: opposite page, Roberta Annett, Renee Mello, Rose Marie McNair and Barbara Palmer. Top right, FOX News Host, Chris Wallace.*

# WILL WE RUN OUT OF HOUSING?



The problem is not just affordable housing; it's that unless homebuilding of all kinds increases back to near its historical norm of above 1.4 million homes a year, we may simply run out of places to live and homes to sell.

Having studied recent data about inventory and sales levels, household formations, immigrant populations and other related factors, one could construe that we are, in fact, going to run out of housing for a growing population

## Here are some thoughts to consider:

We are adding 1.3 million new households per year. This is currently a number expected to grow to nearly 2.0 million per year as Millennial households enter the workforce, leave their parent's home and get their own place to live.

Homebuilding is averaging slightly above 1.1 million starts a year, most of which is single family starts at about \$650,000 to \$700,000 per year. Multi-family is slowing somewhat while single family is growing somewhat—but few think this number will advance rapidly in the next few years.

According to the U.S. Census Bureau, the vacancy rate for rental housing currently stands at 6.9 percent nationally while the vacancy rate for homeowner property is 1.8 percent.

In many markets, the demand for entry-level homes far exceeds the supply, while the supply of homes in the higher end of the price segment far exceeds the demand.

Some 22 to 24 million, one to four-family homes are in the hands of private or institutional investors who have

no immediate financial need or desire to sell them. This level of total housing stock held by private investors is far above any previous level. Estimates are that many of these homes are, in fact, entry-level houses, that in previous years would have been available to first-time homebuyers.

The homeownership rate has fallen from a high of just over 69 percent in 2005 to a 40-year low of just above 63 percent in 2016. The nearly 6 percent drop represents over 7 million potential homeowners who are not owners right now.

**When one extrapolates the growth of households over the next 10 years against projected housing starts of all kinds, not only will we run short of houses to sell, but also of houses or apartments in which emerging households can live. The vacancy rates are already near all-time lows.**

The problem is not just affordable housing, which is a huge growing problem. The problem is that unless homebuilding of all kinds increases back to near its historical norm of above 1.4 million homes a year (and likely that is not enough), we may simply run out of places to live, not to mention homes to sell. In fact, the rough average of home starts from 1990 to 2005 was 1.6 million new home starts.

Is anyone looking at this data?

This article originally appeared in the June 2017 issue of the REAL Trends Newsletter is reprinted with permission of REAL Trends, Inc. Copyright 2017.



# MEMBERS MAKING OUR VOICES HEARD AT THE CAPITOL!



SCCAR members joined thousands of REALTORS® from across the state at C.A.R.'s Legislative Day this past May. Attendees had the opportunity to meet with our state representatives and discuss important issues affecting our industry. What happens in Sacramento has a direct impact on your business here! Thanks to all who attended!



# MORE FROM LEGISLATIVE DAY!





# SCCAR Annual Charity Golf Tournament

Friday, July 28, 2017  
DeLaveaga Golf Course

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**City of Watsonville Mayor Oscar Rios**  
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# The MLS Consolidation Shift

Cont'd from page 3

## Assumption #1 Continued Consolidation of MLSs until Brokers Needs are Met

Much of the past and current consolidation activity is aligned around population centers or metropolitan statistical areas (MSAs) because they provide measureable advantages for MLS members, brokers and their clients. These consolidations deliver better services and technology to at lower costs. Market-based mergers will be the most common.

## Assumption #2 The Big Get Bigger and Better

The largest MLSs (20,000 or more subscribers) with significant financial resources will continue to expand through consolidation with adjacent MLSs. M&A activity by the largest MLSs will pick up speed as they have the resources and skills to make it happen.

## Assumption #3 Mega-Mergers

A logical path forward for large MLS mergers involves creating economies of scale and standardization of services across broad regions and multiple states. There may only be a few mega-mergers, but the size and scale will have considerable impact on the industry.

## Assumption #4 Data Shares or Cooperatives

Data cooperatives could satisfy many of the demands driving MLS consolidation without legal mergers. However, most data shares or cooperatives are eventually replaced by MLS mergers because they maximize efficiency and buying power and deliver the best products and services at the lowest possible cost.

## Assumption #5 National Technology Providers Displace Smaller MLSs with Better Alternatives

We expect the national technology and data providers will make their move and become more bullish, resulting in the "roll-up" or replacement of the smallest 500 MLSs. They will offer alternative solutions directly to the brokers and agent in local markets at much lower fees. These will host a complete set of listings and other valuable market data including comparables, maps, public records, demographics, school ratings, neighborhood information and more. It will be one-stop shopping, all at a lower price than what the current association charges. The national roll-ups will be supported by pressure from national brands, regional and independent brokers and new competitors.

Courtesy of the Swanepoel Trends Report, 2017 | <https://www.retrends.com/>

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## SAVE THE DATE!

The next MREP (Modern Real Estate Professionals) Mixer is scheduled for July 20, 5 - 7 PM! More information will be posted soon...just be sure to mark your calendar!

**What is MREP?** MREP's goal is to provide up and coming members in the real estate profession a platform to network, build relationships and increase awareness of SCCAR benefits and activities.



# JULY & AUGUST EDUCATION CALENDAR

MON, JULY 10

**The Science of Open Houses (MLS), 10 - 11:30 am**

Cost: Free with RSVP

Instructor(s): Jennifer Curci, MLSListings, Inc.

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

**REALTOR® Property Resource (RPR) Essentials (MLS), 1 - 2:30 pm**

Cost: Free with RSVP

Instructor(s): Jennifer Curci, MLSListings, Inc.

Learn to search and report using national-level MLS and public data available through your National Association of REALTORS® membership.

TUES, JULY 11

**NAR's Military Relocation Professional Certification,**

**9 am – 4 pm**

Member price: \$114

Learn how to provide the real estate services - at any stage in the service member's military career. This is a C.A.R. LearnMyWay® course and is held online.

FRI JULY 14

**Trust Funds, Fair Housing, & Legal Aspects of Property Management (PMC 4), 10 am – 2 pm**

Member price: \$64

This course will provide real estate professionals with a thorough understanding about the federal and state laws regarding fair housing, delinquency resolution, trust fund handling and other legal issues property managers may experience.

This is a C.A.R. LearnMyWay® course and is held online.

MON, JULY 17

**MLS Listings Essentials, 9:30 am – 12:30 pm**

This is the first and only class you are required to attend as an MLSListings subscriber. Part lecture, part lab, this powerful course will jumpstart your effectiveness with your new MLS. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

MON, JULY 24

**Public Records Search (MLS), 10 - 11:30 am**

Cost: Free with RSVP

You will learn how to use the REALIST application to access public records and obtain detailed ownership, transaction and property characteristics information.

FRI, AUG 11

**Paragon Basics (MLS), 10 – 11:30 am**

Cost: Free with RSVP

Instructor(s): Jennifer Curci, MLSListings, Inc.

**Listing Management (MLS), 1 – 2:30 pm**

Cost: Free with RSVP

Instructor(s): Jennifer Curci, MLSListings, Inc.

Attend this class and you will learn the structure of the MLSListings listing management input wizard, along with tools and techniques.

WED, AUG 16

**MLS Listings Essentials, 9:30 am – 12:30 pm**

This is the first and only class you are required to attend as an MLSListings subscriber. Part lecture, part lab, this powerful course will jumpstart your effectiveness with your new MLS. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

FRI, AUG 25

**City & County Schools, 9:30 am – 12:30 pm**

Cost: \$20 for members, \$40 for nonmembers

The sixth class in our Santa Cruz County Pro (SCCP) series. Topics include: district outlook for the next 10 to 15 years, inter-district transfers, charter schools with emphasis, APT scoring explained and charter schools, district boundaries, school resources.

**Matrix 201: Matrix for Max. Momentum (MLS), 10 - 11:30 am**

Cost: Free with RSVP

You have your dashboard just how you like it. You know how to search and create reports. You are able to communicate with your clients through Matrix.

Register for classes online at [www.mysccar.org](http://www.mysccar.org) or call SCCAR at 831-464-2000.

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

# Member Appreciation BBQ - A Smoking Good Time!

Our annual Member Appreciation Spring Fling BBQ Bash on June 7 was the perfect way to spend an afternoon. Members enjoyed tasty BBQ, cool drinks and choice tunes played by 'Mabie, Mabie Not' while networking with friends and peers. When it was time to line up for lunch, your SCCAR Board of Directors were on to hand to serve up the grub. Our fabulous contest bakers provided some sweet treats for dessert!

It is always our pleasure to spend time with our members and it's an honor to show them our appreciation. Thank you to everyone who came together to support the day!

Thank you to our sponsors (below), Affiliate Committee and event volunteers for all their support!

4 Less Termite, WIN Home Inspection, Bay Federal, Santa Cruz Home Finance, Tour Factory, EverBank, Dream Home Images and MLS Listings, Inc.

## Baking Contest Winners

The 16th Annual SCCAR Baking Contest was a great success with some very special desserts on hand. Chef Michael Clark graciously judged the contest resulting in the following awards.

1st & 2nd place – Kay Dexel, Alain Pinel REALTORS®

3rd place – Stephanie Giesen, Stewart Title

Thank you to all who participated!







# MORTGAGE BROKER VS. A BANK OR CREDIT UNION?

Jeri Skipper, Mortgage Broker  
Pacific Inland Home Loans

Shopping for a home loan is never easy. Buying a home or refinancing your home ranks among the most important decisions you will ever make. However shopping for a home loan that meets your needs is can be a challenge. Every borrower has different needs and every property is unique, and every lender has specific guidelines for varying loan programs.

There are a variety of ways to finance a mortgage. The most common ways are either going through a Mortgage Broker, Banker or direct to the bank or Credit Union.

Banks and Credit unions work with specific guidelines and lending programs. When they approve your loan they provide the funds for your loan. There is no middle person when using a bank. The majority of loans funded in the United States are through banks and credit Unions. People feel comfortable because they, most likely, already have a banking relationship with the bank or Credit Union.

Mortgage brokers do the shopping for you and are like a matchmaking service. They match the borrowers home loan needs to the best lender with the best rate for their current financial needs and situation. If your qualifications don't fit one lenders guidelines we shop and find a lender who can do your loan. Mortgage brokers are approved by many lenders and can have a variety of lending products to offer to a borrower.

Making an appointment with a mortgage broker or local banker to review your credit, Income and assets is very important if you are thinking of buying a house.

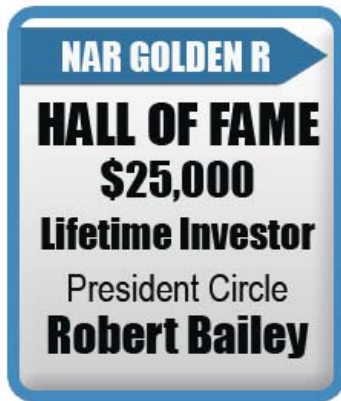
By doing this in advance you avoid problems when you are ready to make an offer. They can help you clean up your credit if you have had problems with your credit in the past. As a Mortgage broker we will put you on a plan so you will be ready in the future to reach your goals.

There are so many loan products available today to help borrowers get into homes. Whether you are working with a mortgage broker or a local Banker, get your clients pre-approved so you cross the finish line with their purchase on time. Regardless of who you choose to work with it is best to work with someone who is local and knows your market place. Happy Home Loan Hunting!





# RECOGNIZING OUR 2017 RAF/PAC CONTRIBUTORS



Easton, Pamela	Lyng, David	Frey, Sebastian	Biddick, Carolyn
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Noel, Candie	Lyng, Sally	Agresta, John	Bloch, Michael
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Carr, Rochelle	Falk, Rachel	Hart, Heidi	Larzelere, William
Castle, Michael	Faucher, Bert S.	Hattis, Larry	Lawless, Roger Lane
Cernik Yu, Jasmine	Feddema, Sheila	Helick, Reuben	Lawlor, Owen
Chatten, Linda	Ferguson, Juliette	Herteman, Bobbie Jo	Lawrie, Shelley
Clark, Carrie	Fernandez, Erick	Hinchman, Cheryl	Leggett, Patricia
Clarke, Tom	Fernandez, Laura Gleason	Hintermeister, Mary Anne	Leigh, Moira
Clayton, Chris	Finn, Rebeca	Hockman, Sandy	Lemke, Valerie
Clements, Jessica	Flaniken, John	Holcomb, Mark P.	Lenz, Meagan
Comstock, Nancy	Flansaas, Orion	Holmberg, Jillian	Ligon, Tommy
Cook, Krista	Fletcher, Danielle	Howard, Maxine	Lindemann, Tom
Coppel, Gabrielle	Flowers, Greg	Hughett, Michael	Lindsay, Jill
Cornell, Ken	Floyd, Kim	Hulter, Bob	Lipari, Claudia
Craft, Alistair	Forst, Maaret	Hurst, Jacqueline	Lloyd-Kovac, Marcia
Crawley, Christopher	Fortino, Paul	Iwatsuru, Jason	Locatelli, Nicholas
Crelan Ray, Maya	Fossum, Ronald	Jackson, Grady	Lockwood, David
Crum, Jason	Francis, Julie	Jackson, K.M 'Kip'	Lofano, Annette
Cuccia, William	French, Joe M.	Jelten, Debbie	Lorenzo, Piero
Cury, David D.	Fry, Ronald	Jennette, Dorine	Louis, Darrel
Davis, James	Gagnier, Lauren	Jessen, Jaffe	Luquin, Salvador
Davis, Kathy	Gaidos, Carol Ann	Johnson, Marilyn	Lussier, Monica
Davis, Leilani A.	Gammon, Ben	Johnson, Steve	Lyng, Marion LL
Davis, Marc A.	Gangnes, Gary	Jones, Amber	Machulskaya, Anna
Davis, Susan J.	Gerig, Christine	Jones, Brandi	Maffia, Lisa
Dawson, Carmela	Gianelli, Joseph	Jones, Julie	Magana, Gregorio
Dawson, Dave	Goetz, Juliette	Jordan, Genevieve	Magana, Laura Lee
DeBernardo, Frank M.	Golling, Linda Jean	Julien, Margaret	Malandra, Vicki
deDiego, Brian	Grau, Daniel	Kelly, Maria	Maldonado, Randy
DeHeer, Christopher	Grau, Rossana	Kennedy, Bruce	Malech, Rob
Diamond, Brandon	Greenley, Broden	Kenrich, Barbara	Manion, Janice
Dinolov, Marisa	Greenley, Broden	Khalsa, Datta	Mann, Greg
Dodd, Bonnie G.	Greninger, Janet	Kiedrowski, Margie	Martin, Kristen
Doerksen, Dan	Grenyo, Laura	Kimmel, Pamela	Martin, Tim
Donato, Alma D.	Grewer, Amber	Kinder, Sandra	Mason, Sandy
Donovan, Juliette	Gross, Russell	King, Bradley	Mattinson, Tom
Dowdy, Jennifer	Gutierrez, Carlos	King, Katy	Mayo, Gail
Draper, Amanda	Guzman, David	Kinkade, Carmen	McKown, Audra
Draper, Matt	Haber, Ken	Kirkpatrick, Zana	McKown, William
Draper-Phillips, Kelsey	Hackett, Hayley	Koch, Joel	McLaughlin, Lindsey
Dunbar, Sam	Hadley, Tamara	Kornblum, Guy	McNabb, Justin

Mee, Brenda	Pennycook, Judy	Shaffer, Wayne	Twaddle, Jonathan
Mendoza, Jose	Pflueger, Jesse	Shanaman, Christa	Ultsch, John
Mendoza, Ted	Philis, Mary	Sheridan, Lisa	Umberger, Robert A.
Mendoza, Teresa R.	Phillips, Joanna	Shulman, Brian	Upton, Niki
Mendoza, Tony	Pilgreen, Rebecca	Siegfried, Sheri	Van Alstine, Anina
Menna, Vicki	Pini, Christine	Singley, Natalie	Vandenberg, Monique
Mennie, Kelly	Pittman-Gaynor, Erica	Smith, David	Veik, Daniel
Mercer, Diana	Poli, Nicole	Smith, David L.	Vierra, Terry
Miller, Kent	Price, Margaret	Snyder, Debbi	Wade, Cari
Miller, Paul D.	Prunella, Rhonda	Sorcenelli, Anne Marie	Wagnermarsh, Kaelin
Miller, Sybille	Putney, Jenny	Soto, Jessica Sommers	Wallace, Debra
Mincher, Christine	Race, Charles	Southstone, Bruce	Wallace, Jessica
Miritz, Rick	Ragus, Jean Marie	Southstone, Margaret	Wallace, Sandy
Molda, Liliane	Ransone, Gary L.	Spagnola, Wendy	Walsh, Gregg
Moles, Delaine K.	Rasmussen, Dana	Speights, Bryan C.	Walsh-Kienast, Ena
Molnar, Diane	Rebbert, Travis	Spencer, Caren L.	Warter, Marilyn Atki
Mooney, Bryan C.	Reed, Christopher	Stacey, Julie	Watson, Jennifer
Morales, Martin	Reed, Maya	Stewart, Dennis	Weber, Greg
Morrell, David	Richmond, Carla	Stratos, Toni J.	Wesolowski, Lizbeth
Moss, Jolie	Roach, Dawn	Strawmyer, Jan	Wheeler, Gina
Mullikin, Judy	Robertson, Honora	Strock, Benjamin	Whitcomb, Lisa
Muzzio, Joseph	Romswinkel, Arthur	Strubing, Shaena	White, Richard
Myers, Pamela	Rose, Millou	Strusis, Lori	White, Toby
Neal, John	Rossi, Jonathan	Sullivan, Jean	Whiting, Michael
Nelson, Linda	Rossi, Linda	Sutherland, Earl	Wickum, Jeff
Nicolosi, Nohemi	Rost, Joan Stoker	Sweatt, Tara	Willet, Jacob
Nielsen, Mikaela	Ruddick, Tiffany	Swift, John	Willet, Lela A.
Norrbom, Ali	Rudy, Gordon	Taylor, Bruce	Wills, Lauren Valk
Norris, Denise	Rudy-Gross, Alana J.	Taylor, Jan	Wilson, Jeanne
O'Boy, Mike	Rumbaugh, Anne	Teale, Donna M.	Wittkins, Matt
O'Boy, Tara	Runyon, Kathy	Tedrowe, Lea L.	Wong, Bernice
O'Brien, Cleo	Russell, Janet	Thiebaut, Jeff	Wood, Rose
O'Connor, Brian E.	Russell, Michael A.	Thomas, Kasha	Yoder, Mary Lynn
O'Neill, Janet	Samson, Barbara	Thompson, Jennifer	Young, Mike
Ow, Terry L.	Sanders, Claire	Thompson, Malaka	Yurchak, Brittni
Pacurariu, Monique	Sandoval, Lazaro	Thompson, Molly	Zeleny, George
Palmer, Jay	Sarsfield, Victoria	Timm, Derek	Zenner, James
Pandolfi, Inez	Schaefer, Colette	Tobin, Katrin	Ziegler, Judy A.
Parker, Randy	Schatan, Barbara	Toschi, Anthony	Ziganti, Randy D.
Pasquali, Kathleen	Schneider, Christine	Toussaint, Dan	Zilliacus, Wilhelm
Pate, Sean	Scoffone, Debra	Travis, Marale	Zischke, Bret
Patel, Vikas	Scofield, Kristin	Trebbien, Cheri	O'Brien-Kerr, Erin
Paulin, Andy	Scofield, Philip	Tripp, Kathleen	Schneickert, Sarah
Pavlina, Prescott	Seadler, Rich	Trubek, Ronnie	Akol, Kem J.
Pawlak, Diana	Sealand, Mary	Trustman, David	Phares, Joseph
Pendergraft, Laura	Segal, Jana	Turner, Norman	



# CODE OF ETHICS TRAINING REQUIREMENT



REALTORS® are required to complete ethics training of not less than 2 hours, 30 minutes of instructional time within two-year cycles. The training must meet specific learning objectives and criteria established by the National Association of REALTORS®.

A new two-year cycle began January 1, 2017. The deadline for this cycle is December 31, 2018.

Training may be completed through local REALTOR® associations or through another method, such as home study, correspondence, classroom courses, or online courses.

## CALBRE LICENSEE ALERT! MISLEADING CONSUMERS/NEW TEAM NAME FAQ

It is hard to overstate the importance of branding and distinguishing yourself from the crowd in the real estate industry, but these are limits. CalBRE has issued a second Licensee Alert about its continuing concerns with salespersons who use names that may mislead consumers into believing that the salesperson is a broker or has an “independent” real estate business. The two examples cited are a salesperson, John Doe, advertising as Doe Real Estate, and salespersons who brand themselves as “independent” real estate practitioners. CalBRE believes that both scenarios would mislead the public into thinking that the salesperson is a broker instead of a salesperson who must be supervised by a broker. Additionally, CalBRE cautions brokers who are supervising salespersons and allowing or supporting such practices. Since this is CalBRE’s second Alert on this topic – proceed with care.

Likely in response to the confusion that many are experiencing when using team names, CalBRE has just

produced a new May 2017, Frequently Asked Questions Regarding “Team Names”. The question being asked is can a team use the terms “brokerage”, “real estate”, or “realty” as part of a team name?

**The question being asked is can a team use the terms “brokerage”, “real estate”, or “realty” as part of a team name?**

Among other matters BRE clearly states that the words “broker”, “real estate broker”, or “real estate brokerage” CANNOT be used as part of a team name because they imply a separate, independent brokerage. However, they also clarify that “because the law does not prohibit” the use of the words “realty” or “real estate”, such terms can be used as part of a team name so long as the surname of at least one team member is included and the team name also includes the words “team”, “group”, or “associates”. The example given as acceptable is “The Smith Real Estate Team”.

For help in this highly-regulated area, C.A.R.’s Q&As Team Names; and Fictitious Business Names and Team Names; and CalBRE’s new FAQ can provide guidance.

Learn more at [www.bre.ca.gov](http://www.bre.ca.gov)

# A TASTE OF SANTA CRUZ IS ON THE MOVE!

An all New “A Taste of Santa Cruz” is on the move to the newly remodeled MAH (Museum of Art and History) in downtown Santa Cruz! Save the date for November 9, 2017 from 5:30 – 9 pm! Same great tastes and sips in a fabulous new location!



## WELCOME!

*SCCAR welcomes the following new members!*

### REALTORS®

Amme Saloman, Broker  
Amme Saloman

### Bailey Properties

Cynthia Howe

### Century 21 Lad Realty

Thomas Gill

Coldwell Banker

Alicia Estes

Eric Montgomery

David Lyng RE

Troy Hinds

LaVerne Packer

Ash Williams

Dwellings, Inc.

Hugh McWilliams

Glenwood Advisors

Sean O'Brien

Keller Williams Realty - SC

Jodi Goldie

Tracie Gomez

Walter Heil

Athena Knight

Rogelio Ramirez

Rempfer Properties

Roger Rempfer

SAR Enterprises

Jolene Wilson

Sotheby's Int'l Realty

Kathleen Nakfoor

The Holcomb Corporation

Kelly J Murphy

### AFFILIATE

Turnkey Vacation Rentals

Wes Walker

# Santa Cruz County Market Statistics

## April 2017: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	40	63	24	47	\$1,137,687	\$896,250	\$539.00	100%	\$27,304,500	1,867	63,536	3.1
Ben Lomond	11	18	4	18	\$727,200	\$746,900	\$436.00	100%	\$2,908,800	1,586	16,662	3.6
Boulder Creek	18	29	4	58	\$665,000	\$615,000	\$552.00	102%	\$2,660,000	1,459	45,542	5.8
Brookdale	1	3	3	13	\$411,333	\$435,000	\$426.00	104%	\$1,234,000	971	18,025	1.8
Capitola	7	13	3	11	\$878,666	\$875,000	\$468.00	104%	\$2,636,000	1,636	6,069	2.8
Corralitos	4	6	3	251	\$784,333	\$780,000	\$382.00	97%	\$2,353,000	2,442	274,399	4.5
Davenport	0	0	1	9	\$949,000	\$949,000	\$573.00	100%	\$949,000	1,656	5,445	0
Felton	12	22	14	91	\$696,909	\$645,000	\$437.00	98%	\$9,756,729	1,489	25,685	3.3
Freedom	1	2	0									
La Selva Beach	1	10	3	19	\$1,031,333	\$1,075,000	\$560.00	95%	\$3,094,000	1,786	27,196	5
Los Gatos	6	11	5	23	\$1,355,900	\$1,270,000	\$558.00	99%	\$6,779,500	2,518	115,695	3.7
Santa Cruz	67	122	44	27	\$1,152,295	\$887,500	\$665.00	100%	\$50,701,013	1,651	7,922	3.5
Scotts Valley	20	25	8	32	\$860,500	\$815,500	\$457.00	101%	\$6,884,000	1,888	13,536	4.4
Soquel	7	17	7	33	\$717,857	\$725,000	\$462.00	99%	\$5,025,000	1,729	45,614	3.6
Watsonville	25	52	15	40	\$541,455	\$525,000	\$369.00	99%	\$8,121,829	1,649	20,360	2.8
Royal Oaks	10	19	3	85	\$608,166	\$600,000	\$365.00	98%	\$1,824,500	1,648	95,542	8.1

## April 2017: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	15	26	10	58	\$669,900	\$669,500	\$512	100%	\$6,699,000	1,271	1,249	3
Boulder Creek	2	2	0									
Capitola	7	8	6	20	\$616,208	\$634,375	\$540	101%	\$3,697,250	1,071	1,060	2.2
La Selva Beach	3	3	1	0	\$1,575,000	\$1,575,000	\$980	100%	\$1,575,000	1,607	915	4.5
Santa Cruz	15	21	14	16	\$622,071	\$585,000	\$549	101%	\$8,709,000	1,171	1,039	1.6
Scotts Valley	4	2	2	8	\$541,000	\$541,000	\$486	101%	\$1,082,000	1,118	1,024	0.7
Watsonville	6	18	4	62	\$386,000	\$394,500	\$321	99%	\$1,544,000	1,185	991	3.9

## May 2017: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	42	79	17	47	\$1,280,341	\$1,062,615	\$509	101%	\$21,765,805	2,326	35,016	3.8
Ben Lomond	8	18	7	14	\$768,103	\$750,000	\$466	102%	\$5,376,725	1,640	29,048	3.2
Boulder Creek	32	44	10	42	\$610,127	\$562,000	\$383	97%	\$6,101,272	1,712	51,557	6.3
Brookdale	1	4	0									
Capitola	8	17	3	29	\$1,263,000	\$939,000	\$716	94%	\$3,789,000	1,628	5,445	4.6
Corralitos	5	8	2	12	\$992,500	\$992,500	\$627	99%	\$1,985,000	1,873	54,973	4
Davenport	1	1	0									
Felton	9	18	11	18	\$584,681	\$560,000	\$483	102%	\$6,431,500	1,153	14,359	2
Freedom	4	5	2	18	\$541,500	\$541,500	\$295	100%	\$1,083,000	1,859	4,073	5
La Selva Beach	2	11	0									
LOS GATOS	10	19	1	21	\$833,000	\$833,000	\$2,164	83%	\$833,000	385	1,372,576	7.1
Mount Hermon	1	1	0									
Santa Cruz	64	134	47	42	\$1,120,728	\$889,000	\$582	100%	\$52,674,249	1,822	59,074	3.2
Scotts Valley	19	28	15	8	\$1,032,666	\$935,000	\$446	103%	\$15,490,000	2,348	21,977	3.1
Soquel	17	28	2	41	\$1,993,500	\$1,993,500	\$509	94%	\$3,987,000	3,910	132,423	6.5
Watsonville	26	53	16	32	\$702,481	\$574,500	\$396	98%	\$11,239,700	1,651	98,857	2.9
Royal Oaks	6	20	4	17	\$577,500.00	\$580,000	\$427.00	103.0%	\$2,310,000	1,520	30,492	7.5

## May 2017: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	13	30	10	74	\$652,800	\$628,500	\$459	100%	\$6,528,000	1,354	1,708	3
Boulder Creek	0	1	2	11	\$287,250	\$287,250	\$441	99%	\$574,500	652	632	1
Capitola	9	13	4	31	\$636,250	\$567,500	\$580	102%	\$2,545,000	1,021	1,242	3.3
La Selva Beach	2	5	0									
Santa Cruz	31	32	18	16	\$539,333	\$547,500	\$479	104%	\$9,708,001	1,111	1,031	2.3
Scotts Valley	4	4	3	18	\$606,666	\$565,000	\$448	99%	\$1,820,000	1,378	1,147	1.3
Soquel	3	2	0									
Watsonville	8	20	9	114	\$602,444	\$605,000	\$544	154%	\$5,422,000	1,270	1,275	3.5

Data provided by MLS Listings, Inc.



# July 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 <i>SCCAR Closed</i>	4 <i>SCCAR Closed</i>  <i>Fourth of July</i>	5	6 Tour Marketing Meeting 8:30 - 9 am	7 Local Government Relations Committee Mtg. 8:30 am	8
9	10 Education Committee Mtg. 9:30 am Science of an Open House - 10 am RPR Essentials 1 pm	11 Affiliate Committee Mtg. 11 am	12 Housing Foundation 2 pm	13 Tour Marketing Meeting 8:30 - 9 am	14 Board of Directors 8:30 am	15
16	17 MLS Essentials 9:30 am - 12:30 pm	18	19	20 Tour Marketing Meeting 8:30 - 9 am	21	22
23	24 Budget & Finance 10 am Public Records Search 10 am	25 Events & Community Relations 11 am	26	27 Tour Marketing Meeting 8:30 - 9 am	28 <i>Golf Tournament DeLaveaga 10:30 am</i>	29 <i>Open House Weekend</i>
30 <i>Open House Weekend</i>	31					

# August 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3 Tour Marketing Meeting 8:30 - 9 am	4 Local Government Relations Committee Mtg. 8:30 am	5
6	7	8 Affiliate Committee Mtg. 11 am	9 Housing Foundation 2 pm	10 Tour Marketing Meeting 8:30 - 9 am	11 Board of Directors 8:30 am Paragon (MLS) 10 am Listing Mgmt. (MLS) 1 pm	12
13	14 Education Committee Mtg. 9:30 am	15	16 MLS Listings Essentials 9:30 am—12 pm	17 Tour Marketing Meeting 8:30 - 9 am	18 New Member Orientation 8:30 am	19
20	21	22	23	24 Tour Marketing Meeting 8:30 - 9 am	25 City & County Schools (SCC <sup>2</sup> ) 9 am Matrix 201 10 am	26
27	28 Budget & Finance 10 am	29 Events & Community Relations 11 am	30	31 Tour Marketing Meeting 8:30 - 9 am		