



# REALTOR®

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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®  
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# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

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# Message From The President

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

# Your Input is Needed!



The Association leadership will begin its biennial strategic planning process during August/September.

Before we set about the planning process, we will assess how the Association and its leadership provide value to our members and what direction will provide the best support over the next several years.

This process will include receiving feedback from members in a variety of ways. To accomplish this, I want to invite every member to contact me directly to share their thoughts on what the Association is doing or could be doing that would be a value to them. I want to hear from YOU, so please pick up the phone or send an [email](#). Thank you in advance for your input.

## School Scout Coming to the Bay Area

School Scout works to match homes with schools with the click of a mouse. Easily find the right schools based on your client's criteria, instantly view school boundary maps and with the click of a mouse retrieve real time MLS data, then share this valuable information by sending your client an agent branded report.

School Scout is rolling out into Santa Cruz, Monterey and San Benito counties in August!

Here is a quick [1 minute video](#) of the features School Scout can offer. Visit <http://www.schoolscout.com/> for more information.

## This Month's Cool Site...

### Explore the world, a picture at a time

What do you get when you combine digital photography and GPS? You get geotagging.

Geotagging embeds GPS coordinates in your photographs' metadata. That means you never need to guess where a photo was taken.

Geotagging really comes to life when used in tandem with a map. You can browse through photos based on location.

Earth Album is one site that combines geotagged photos and Google Maps. To get started, click an area on the map.

A roll of photos appears at the top of the screen. If you see an interesting thumbnail, just click it. A larger version of the photo will open.

Here's a hint. You can get more precise results by zooming in on the map. Just use the controls in the top-left corner of the page. Then click on the map.

Earth Album uses the top images from Flickr. That means the photos change regularly. So, check back periodically for new pictures!

TO VISIT THIS MONTH'S COOL SITE, GO  
HERE:

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## *Retrofit Requirements Under The New & Improved Water Conservation Ordinance*

Terry Rein  
Bosso Williams, APC

*Real Estate  
Legal  
Matters*

In June, 2013, the Santa Cruz County Board of Supervisors adopted a new ordinance relating to water conservation, with the goal of consolidating existing ordinances and expanding the scope of enforcement. (See Santa Cruz County Code Section 7.69.010 et seq) ("Water Ordinance").

Before the Water Ordinance was adopted, the County Code had five ordinances which addressed water conservation. Many of the provisions were overlapping or had gaps in the requirements. The Water Ordinance consolidated the existing ordinances into one, expanded the restrictions on wasteful water use countywide, imposed retrofit requirements, and enhanced enforcement mechanisms.

**Purpose and Scope.** The stated purpose of the Water Ordinance is to prevent waste of water and to reduce long-term demand for water within the unincorporated area of Santa Cruz County. The Water Ordinance allows for more stringent requirements, or they can be imposed by other suppliers of water services.

**Prohibited Acts.** It is unlawful for any person to use water for any of the following uses: (1) Use of water from any fire hydrant unless authorized; (2) watering landscaping including agricultural irrigation in a manner which allows runoff; (3) allowing water to escape through leaks, it being presumed that 24 hours after discovery is a reasonable time within which to correct such condition; (4) The washing of hard or paved surfaces, except when necessary to alleviate safety or sanitary hazards, and then only by use of a bucket or similar container, a hose equipped with a positive shut-off nozzle, a pressure washer, or other water-efficient cleaning system; (5) The washing of building exteriors, mobile homes, cars, boats, and recreational vehicles unless the hose is equipped with a positive shutoff nozzle or a pressure washer; (6) The operation of an ornamental fountain unless water for such use is recirculated; (7) The use of water in new ice-making machines and any other new mechanical equipment that utilizes a single pass cooling system to remove and discharge heat to the sanitary sewer. Water used for all cooling purposes shall be recycled; (8) The washing of vehicles at a commercial car wash unless the facility utilizes water recycling equipment, or operates on a timer for a limited time period and shuts off automatically at the expiration of the time period; (9) The use of potable water for dust control or soil compaction purposes in construction activities where there is a reasonably available source of reclaimed water appropriate for such use; (10) Individual residential car washing unless the use of water is minimized by use of a bucket, hose with automatic shut-off valve or pressure washer; and (11) The indiscriminate running of water or washing with water which is wasteful and without reasonable purpose.

**Retrofit Requirements.** Santa Cruz County Code Section 7.69.040 contains the new plumbing fixtures retrofit regulations. Upon a change of ownership of improved real property, the following retrofit requirements are imposed: All existing residential,

commercial, and industrial buildings, shall, at the time of sale, be retrofitted, if not already so, **exclusively with high efficiency plumbing fixtures**. Pre-existing toilets that use not more than 1.6 gallons per flush shall be considered to meet the requirements of this chapter. "High efficiency plumbing fixtures" means any fixture which is designated as an USEPA WaterSense fixture; or any showerhead rated to use a maximum of two (2) gallons of water per minute, any high efficiency toilet rated to use a maximum of 1.28 gallons per flush, and any urinal and associated flush valve rated to use a maximum of one half (.5) gallon per flush.

**Seller's Responsibilities.** The seller shall be responsible for complying with the requirements of the Water Ordinance and for obtaining a water conservation certificate **before the time of sale**, unless responsibility is transferred to the buyer.

**Required Disclosure to Buyers.** The seller and/or the seller's real estate agent or broker shall give written notice to the transferee of the requirements of this chapter as soon as practicable prior to the transfer of title. The statement shall be either included in the receipt for deposit in a real estate transaction, an addendum to the real estate transfer disclosure statement, or a separate document. A signed copy of the water conservation certificate and written notice of retrofit requirements shall be included in the transfer documentation.

**Verification of Compliance.** Upon retrofitting with high efficiency plumbing fixtures, prior to change of ownership, the seller shall verify compliance by one of the following methods:

- (1) Physical inspection of the building by public water supplier staff or other person authorized by the County's Health Services Agency Director ("Director") or the authorized chief official of a public water supplier approved by the Director to certify that the plumbing fixture requirements specified in this chapter have been satisfied; or
- (2) Participation in a public water supplier toilet rebate program, where documentation of an inspection demonstrates that the retrofit requirements of this chapter have been satisfied; or
- (3) Documentation that all structures on the property changing ownership that include plumbing fixtures, were constructed or renovated in 1994 or later; or
- (4) The Director may accept a written affidavit from a qualified individual that certifies that the plumbing fixture requirements specified in this chapter have been satisfied.

Once compliance with the requirements of this chapter has been verified, a water conservation certificate will be issued to the seller. The Director may waive re-inspection and/or further proof of retrofit when a property already certified undergoes subsequent change of ownership. Water conservation certificates shall be maintained on file at the County's Health Services Agency in order to provide future verification that high efficiency plumbing fixtures have been installed. *Continued on Page 5*

# Water Conservation Ordinance

Continued From Page 4

**Transfer of Responsibility to Buyer.** Before a change of ownership, the seller and buyer of any property may agree to transfer responsibility for compliance with this chapter to the buyer. In the event the buyer agrees to assume responsibility for retrofitting, the buyer shall complete the retrofit within ninety (90) calendar days from the date of the sale. Before the time of the sale, the seller and buyer shall complete the following procedures:

- (1) The seller shall request from the Director a transfer of responsibility to retrofit form. Both the seller and buyer shall sign the form certifying that the buyer has assumed responsibility for the retrofit;
- (2) The seller shall file the signed transfer of responsibility to retrofit form with the Director and include it in the real estate transfer documentation in lieu of the water conservation certificate.
- (3) Upon completing the retrofit, the buyer shall contact the Director to verify compliance. A water conservation certificate shall be issued to the buyer upon verification of compliance.

**Liability to Licensees.** Except as otherwise provided in this chapter (see Required Disclosures to Buyer, above), this section shall not be deemed to create or imply a duty upon a real estate licensee or upon any agent of any party to a transfer of title, including any person or entity acting in the capacity of an escrow officer, to monitor or ensure compliance with this chapter, or to notify any person of requirements to comply with this chapter. No liability shall arise, nor shall any action be brought or maintained against, any agent of any party to a transfer of title, including any person or entity acting in the capacity of escrow officer, for any error, inaccuracy, or omission relating to compliance with this chapter, except if the licensee participates in the making of a certification with actual knowledge of the falsity of the certification.

**Enforcement.** The Director may authorize a public water supplier which has adopted and implemented requirements at least as stringent as those contained in the Water Ordinance to administer the provisions of this Chapter within those portions of their services area that are subject to this Chapter.

**Penalty for Violating the Water Ordinance.** Any person, firm or corporation violating any of the provisions of this chapter shall be deemed guilty of an infraction, with each day of a continuing violation constituting a separate offense. If the seller fails to comply with the retrofit requirements, the buyer shall install the high efficiency plumbing fixtures within ninety (90) days from the date of sale. Any seller who fails to comply with the requirements of this chapter is liable to the buyer in the amount of two hundred and fifty dollars for each fixture that does not comply with this chapter at the time of sale, or the actual costs of the buyer to comply with this chapter, whichever amounts are greater. If the violation is knowing or willful, a person (whether the principal or agent) shall be liable for civil penalties, enforcement costs and other enforcement remedies under Section 1.12.070 of the County Code. The Director has the power to record a notice of violation against the Property, which will be expunged upon correction of the violation. A public water supplier may use the foregoing or any other means of enforcement that it is authorized by law to employ.

**Conclusion.** The Water Ordinance is a reminder that every real estate transaction provides an opportunity to implement water conservation measures to help sustain our precious water supply.

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

## SCCAR Exterior Gets a Facelift

Inside and out, SCCAR has been revamping and updating our facilities. Our latest efforts were to address our overgrown dirt patches near the front entrance. We recently replenished them with a drought friendly dry river bed and luscious plantings.

Thanks to the efforts of Brent Campagnolo, [Accent Industries](#), who installed and designed the landscaping, SCCAR has a fresh new look. Be sure to take a peek when you visit!



# Thank You SCCAR REALTOR® Action Fund (RAF) Contributors!

These SCCAR members have made an investment in the future of real estate and their ability to continue to do business. Their contributions save REALTORS® money by advocating tax reform, preserving the mortgage interest deduction and protecting private property rights. It is through their efforts that we can assure that REALTOR® member views are presented and heard by our legislators and public officials.

## RPAC Hall of Fame Members

**Bobbie Nelson,**  
Longacre Real Estate



**Robert Bailey,**  
Bailey Properties, Inc.



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Neal Langholz

# Thank You SCCAR REALTOR® Action Fund (RAF) Contributors!

**\$197 Contributors Continued**



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Roger Lawless



Zel Longacre



David Lyng



Morgan Lyng



Sally Lyng



Linda Lynn



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**Join these members and protect your business. Pledge your commitment to the future of real estate by contributing to the REALTOR® Action Fund. It's your best investment in real estate.**

**REALTOR® Action Fund raises money to advance the goals of our REALTOR® political action committees (PACs) at the local, state, and federal levels of government.**

**RAF supports and/or opposes candidates for elected office who understand, or don't understand, REALTOR® Issues.**

**For more information and to contribute, please visit <http://www.car.org/governmentaffairs/raf/>**



# Education & Professional Development



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

## [Learn the Basics to Transition from HomeWorks to Matrix](#)

Friday, August 2, 10:30 am – 12 pm  
Cost: Free to SCCAR members with RSVP  
Instructor: MLS Listings, Inc.

This course will cover the basic skill requirements for the Matrix search application. Learn how to log in, access the home page, do a basic and map search, export contacts to Matrix, run reports, mapping and driving directions as well as emailing and printing. This is a hands on class so bring your laptop or iPad!

## [Matrix Customized](#)

Friday, August 16, 10:30 am – 12 pm  
Cost: Free to SCCAR members with RSVP  
Instructor: MLS Listings, Inc.

In this 90-minute course, you will learn ways to customize Matrix by using custom display, exports, and multi-level sorting. Also learn how to organize by using carts, setting custom defaults, customizing your dashboard, and using map and search templates.

## [Mastering Matrix](#)

Friday, August 16, 1 – 2:30 pm  
Cost: Free to SCCAR members with RSVP  
Instructor: MLS Listings, Inc.

This course will provide you with advanced skill levels for the Matrix search application. Upon completion you will have learned: sorting results, statistics from results, CMA's from results, area statistics, customizing results, building hotsheets, emailing results, auto emailing.

## [Duane Gomer's Mortgage Loan Origination](#)

Monday, August 19, 8 am – 4:30 pm  
Cost: \$149 SCCAR members, \$159 Nonmembers  
Instructor: Duane Gomer, Duane Gomer Seminars, Real Estate & Notary Education

An 8 hour live continuing education comprehensive course that includes three hours federal law and regulations, two hours of ethics, two hours of lending standards for nontraditional mortgages and one elective hour to meet all National and State yearly renewal requirements. If you took our course last year, you can take this one as it is new. NMLS Rules: To receive credit you must be on time and present for the full 8 hours; computers, phones and other electronic devices must be turned off during the instruction.

## [Your Guide to the California Residential Purchase Agreement](#)

Wednesday, August 21, 9 am – 12 pm  
Cost: \$40 SCCAR members includes RPA Book; \$20 SCCAR members without book  
\$55 Non SCCAR REALTORS® includes RPA Book; \$35 Non SCCAR REALTORS®  
Instructor: Bruce Southstone, Broker

In this three-hour class, you will receive instruction regarding the California Residential Purchase Agreement. The California Residential Purchase Agreement and Joint Escrow Instructions (RPA-CA) is the cornerstone of every successful real estate transaction in the state, and there are several essential concepts, principals, and facts about this form that all REALTORS® should know. The objectives of this course are: become familiar with the basic structure of the agreement; learn how to create, modify, cancel or close a transaction; Identify, explain, understand and remove contingencies; complete all mandatory and recommended disclosures; ensure all commissions are paid in full and on time; understand all the important terms of the contract.

## [Santa Cruz County Pro: City Schools](#)

Wednesday, August 28, 9:30 am – 12:30 pm  
Cost: \$20 SCCAR members, \$40 Nonmembers

The sixth in a series of presentations designed to provide REALTORS® with knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County. Topics to be covered in this course are: district outlook for the next 10 to 15 years; inter-district transfers; charter schools with emphasis; APT scoring explained; district boundaries; and school resources.

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

## **Conservation Tip**

Cleaning the back of your fridge--the coils and electric circuitry--increases energy efficiency. A refrigerator with dirty coils works harder, and uses 25 percent more energy compared with a fridge with clean coils. To clean the coils: Disconnect the power; pull the unit away from the wall; remove the grill covering the coils; and use a vacuum cleaner or a bottle brush to clean.





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# From the desk of Dale Gray

Government Affairs Director

## Annual SCCAR Mayors Breakfast Set For September

Mark Your Calendars!

One of the highlights of the Local Government Relations (LGR) Committee yearly agenda is hosting the Annual Mayors Breakfast. This year we have moved it from the summer to early September.

Mark your calendars for

**Monday, September 9, 2013 from 8:30 – 11:30 am.**

This annual event gives SCCAR members an opportunity to be face to face with our local legislators, hear directly from them about what is happening in their respective communities, and ask relevant questions about real estate issues.

This year, we will also be inviting the 2013 Chair of the Santa Cruz County Board of Supervisors, Neal Coonerty, to participate in the event.

The vitality of our Cities, and County, requires the involvement of constituents, especially the real estate community. This event sells out every year so plan to sign up early! Keep an eye out in the [eScoop](#) for registration information coming soon.

Lately, the public has been against increased power for most government agencies; however, surveys have shown that Californians tend to strongly support the coastal protections embodied in the Coastal Act and that are enforced by the Coastal Commission. Currently, the commission has diminished power to directly enforce the rules and instead must take alleged offenders to court. That creates huge bureaucratic and logistical obstacles for the underfunded agency, which effectively has a much smaller staff and budget today than it did two decades ago.

Offenders fined by the commission would still have due process rights and could fight the fines, but the burden of initiating the process would fall to them rather than the commission's handful of enforcement officers.

The commission currently has a backlog of nearly 2,000 cases. The bills author argues that California's coastline is a key feature and, in fact, is a major component of the California economy. It should be protected, and the protectors need to have the means to do that.

### California Coastal Commission Legislation – AB976

At a recent meeting, Government Affairs Directors from coastal areas of California discussed [AB976](#) Atkins (La Jolla, CA), a bill that would give the California Coastal Commission the power to levy fines in the same way the state Air Resources Board and the Department of Fish and Wildlife are able to levy fines. It also would create a test period to determine whether the new power proved effective.

As envisioned by the sponsor, the legislation would make it simpler and ultimately less expensive for the commission (CCC) to enforce its rules on beach encroachment, illegal construction and other violations.



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# Spring Fling 2013 Baking Contest Winners

We were remiss to thank our bakers from this year's Spring Fling BBQ in the July REALTOR® newsletter. Thank you ever so much for your entries; they were delicious and thoroughly enjoyed by all. Congratulations to this years winners as chosen by Michael Clark, owner and chef of Michael's on Main...and our residing judge. We look forward to seeing what everyone 'bakes' up next year!

### Cakes

#### **1st place**

Four Berry Coffee Cake, Donna Teale

#### **2nd place**

German Chocolate Cake, Kay Dexel

#### **3rd place**

Sour Cream Pecan, Donna Teale

### Cookies

#### **1st place**

Macaroons, Kay Dexel

#### **2nd place**

Chocolate Chip, Bobbie Hertemen

#### **3rd place**

Gluten-free Chocolate Chip, Bobbie Herteman

### Pies

#### **1st place**

Apricot Cobbler, Marylin Psaros

### Breads

#### **1st place**

Zucchini Bread, Stephanie Giesen

### Surprise!

#### **1st place**

Lemon Bars, Kay Dexel

#### **2nd place**

Chocolate Fudge, Bobbie Hertemen

#### **3rd place**

Mocha Toffee Brownies, Bobbie Hertemen

### Overall

#### **1st place**

Macaroons, Kay Dexel

#### **2nd place**

Lemon Bars, Kay Dexel

#### **3rd place**

Four Berry Coffee Cake, Donna Teale

## The Votes Have Been Counted!

The 2014 SCCAR Officers and Directors were voted in at our General Membership Election and Meeting held on July 12, 2013. Following the election, members heard the latest about what's happening at C.A.R. from our local C.A.R. Directors

and a Legal Update from Association Attorney, Lloyd Williams.

SCCAR honored and recognized our new REALTOR® Emeritus and C.A.R. Honorary members.



REALTOR® Emeritus (l to r):  
Bruce Kennedy, Martin Boone, Kirby Nicol, Harriet Deck,  
Robert Clark, and Terry Reeder



C.A.R Honorary (l to r)  
Lee Bookman, Jerry Smeltzer, Lorie Wantland,  
Susie Boone with Immediate Past President,  
Barbara Palmer

The SCCAR Housing Foundation's 5th Annual

# "SIP OF SUMMER"

Thursday, August 1st

4:00 - 7:00 pm

MJA Vineyards

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# MLS UPDATE

## MLSListings, Inc.

### MLSListings Issues Policy Updates for Off-MLS Listings and Short Sales, Effective July 31

Many of you have participated in MLSListings polls and discussion forums about off-MLS listings and short sale commissions this year. After careful consideration of this feedback and further analysis, the MLSListings Board of Directors issued several important policy and rules changes, in effect **beginning July 31**.

#### Off-MLS Listing Update

There is a [new exclusion form](#) that better outlines the risks associated with restricting exposure to a listing, and will help agents better inform their clients. **Effective July 31**, outdated exclusion forms or those submitted without all required fields *will not be accepted*. In addition, penalties for failing to file an exclusion form within 72 hours of signing a listing agreement have increased to \$500 for the first occurrence, and double in value for each subsequent occurrence, to a maximum of \$15,000. Early next year, a new 'Coming Soon' listing status will be available, allowing an agent to 'pre-list' to the MLS community only prior to officially listing the

property for sale, without starting the Days on Market clock. Similar to our current 'Internet-NO' option, 'Coming Soon' listings will be accessible to MLSListings subscribers and also other Realtors through Realtors Property Resource (RPR), **but not** provided to consumer websites, VOW and IDX sites and other syndicators. See the [full update](#) about off-MLS listings.

#### Short Sale Update

The Board of Directors has determined that new rules concerning short sale commissions implemented in January at the recommendation of C.A.R. are not a good fit for our environment, and have rolled back the rule so that the previous policy once again applies. Effective July 31, a listing broker can offer X percent as compensation, but if the lender reduces the available commission, the broker can share the reduction. For more detail on the evolution of the short sale commission rule, please [see our complete update](#). It's important to note that other MLSs are continuing to apply the C.A.R. recommended rules, and agents and brokers should be aware in cases where multiple MLS rules apply.



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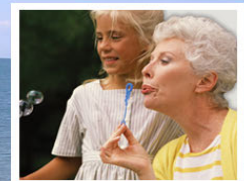
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### Who Might Benefit from Knowing More About Reverse Mortgages?

- › REALTORS® wanting to help seniors purchase a home
- › Seniors looking to improve cash flow
- › Adult children looking to help their parents age in place
- › Trusted Advisors wanting to protect their clients interest

*Call or email today for more information!*



# RISE TO NEW HEIGHTS

## Make your way to the bay!

Take your real estate business to a higher level by registering right now for the 2013 REALTORS® Conference & Expo, November 8-11, in San Francisco.

- **Elevate your expertise.** 100 education sessions and 400 expo exhibits will give you the tools you need to succeed in today's market.
- **Make new connections.** Join 22,000 REALTORS® and guests from around the country and world at the biggest networking event of the year.
- **Experience a world-class city.** From Napa to nightlife, enjoy San Francisco through exclusive member tours.

## 2013 REALTORS® Conference & Expo

November 8-11, 2013  
San Francisco, CA

### Save BIG in San Francisco

Hotels start at just \$129 a night and there are airline discounts available for attendees. Choose from several affordable registration options to fit your budget and schedule.

REGISTER TODAY AT [WWW.REALTOR.ORG/CONFERENCE](http://WWW.REALTOR.ORG/CONFERENCE)

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NATIONAL ASSOCIATION of REALTORS®

REALTORS® Conference & Expo  
*Global Reach, Local Focus*



## Rise to New Heights in San Francisco!

Every fall, real estate professionals from across the US and around the world come together for the annual REALTORS® Conference & Expo. This annual four-day event includes:

- 100 education sessions, featuring nationally recognized speakers, trainers, and industry experts, who discuss timely topics and critical issues of value to REALTORS®
- Nearly 400 industry vendors at the expo, who present the latest innovative tools just for real estate professionals
- Unlimited networking and referral-building opportunities, including special events, networking lounges, and the expo show floor

This year, the REALTORS® Conference & Expo will be held in San Francisco, Nov. 8-11. This year's theme is Rise to New Heights, and indeed, this year's Conference & Expo will help REALTORS® break through to success in today's market and prepare their business for tomorrow's opportunities. Take advantage of this fantastic Convention and Expo being in our backyard this year and register at [www.REALTOR.org/Conference](http://www.REALTOR.org/Conference)

Along with attending, be sure to enter one of their two contests to win great prizes!

### Colleague Invite a Colleague Contest

**What you could win:** \$100 American Express gift cheque  
**How it works:** Those who register for the 2013 REALTORS® Conference & Expo and send a quick email to their friends letting them know they are attending the event will be entered into a monthly drawing for a \$100 American Express gift cheque.

Sending just one email could win you spending money for your trip!

### REALTORS® Got Talent Contest

**What you could win:** \$2,000, a Premier Access registration, eternal fame among your peers

**How it works:** Six finalists will be chosen to perform live in San Francisco on November 10 and the winner will receive \$2,000. Plus, all six finalists receive a complimentary Premier Access registration to the 2013 REALTORS® Conference & Expo. [Click here](#) to read the contest's guidelines. This year's contest is open to NAR members, international attendees, state/local board staff.

Auditions accepted through **August 30, 2013.**

# Welcome New SCCAR Members

## **REALTOR® Members**

### ***American Dream Realty***

Joe Heller

### ***Bailey Properties***

Gloria Melo

Jill Punnilath

Lisa Sousae

Terry Teese

### ***Beccaria and Weber, Inc.***

Patrick Rooney

### ***Century 21 M&M and Associates***

Pamela Easton

Larry Matos

### ***Century 21 Showcase REALTORS®***

Ena Walsh

### ***CIFPM Inc.***

Tracy Jones

### ***Coldwell Banker***

John Agresta

### ***Coldwell Banker Residential Brokerage***

Thomas Horner

Tara O'Boy

Scott Webber

### ***David Lyng Real Estate***

Holli Bachman

Lisa Maffia

Doug McGraw

Jenny Putney

### ***Fran Reed REALTOR®***

Kenneth DeFrees

### ***Friday Realty***

Sean Poudrier

### ***Intero Real Estate Services***

John Stege

### ***John Krukar, Broker***

Lauren Gagnier

### ***Keller Williams Realty - SC***

Monica Bronson

Cindy Ellis

Anthony Mendoza

James Conway Peyton III

Marcus Smolanovich

Susan Steely

Lisa Tkoch

Jennifer Wilkinson

### ***Longacre Real Estate***

Melissa Lloyd

### ***Main Street REALTORS®***

Elizabeth Hefner

Henry Kolte, Jr.

### ***McGibben Properties***

Ellen McGibben

### ***Monterey Bay Properties***

Todd Fitzpatrick

### ***Pacific Sun Property Management***

Randy Goldstein

Julianne Smith

Jay Wilson

### ***Phoenix Properties***

Steve Benedum

### ***Real Estate EBrokers, Inc.***

Stephanie Carroll

### ***Sereno Group***

Holly Alexander

### ***Sotheby's Int'l Realty - BH***

Frank Symons

### ***Taffeco Real Estate***

Carmen Chong

### ***The Buyers Brokerage***

Jay Palmer

### ***TLM Realty***

Lloyd Coleman

Sira Taylor

## **Affiliate Members**

Jim Challis, *Blue Adobe*

Robert Chorney, *Pacific Home Lending*

Erik Garcia, *Plaza Loans*

Kathy Jackson, *Pacific Home Lending*

Barbara Quinton, *Coastal Homes Magazine*

Kimberly Spengler, *Bay Area Floors*

Heidi Stigum, *Wells Fargo Home Mortgage*

Charles Thompson, *Summit Funding*

Rod Wilkerson, *Partners Mortgage*

# Santa Cruz County Housing Statistics

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

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Adult Village (199)	2	3	6	34	\$ 264,666	\$ 271,750	100.48	\$ 1,588,000
Amesti / Green Valley Road (54)	8	28	7	148	\$ 360,842	\$ 368,000	99.54	\$ 2,525,900
Aptos (49)	15	36	12	52	\$ 754,083	\$ 640,000	97.37	\$ 9,049,000
Ben Lomond (36)	11	22	7	12	\$ 411,714	\$ 430,000	102.32	\$ 2,882,000
Bonny Doon (32)	4	11	1	14	\$ 465,000	\$ 465,000	105.71	\$ 465,000
Boulder Creek (34)	21	65	7	41	\$ 384,465	\$ 386,660	96.64	\$ 2,691,260
Brookdale (35)	1	4	4	9	\$ 409,250	\$ 426,000	105.82	\$ 1,637,000
Capitola (44)	10	21	6	38	\$ 807,741	\$ 628,000	100.82	\$ 4,846,448
College Road (55)	1	1	0	0	\$ -	\$ -	.0	\$ -
Corralitos (53)	3	15	4	68	\$ 666,000	\$ 530,000	98.34	\$ 2,664,000
East Santa Cruz (42)	22	43	9	20	\$ 590,666	\$ 585,000	101.38	\$ 5,316,000
Empire Grade Road (33)	1	2	0	0	\$ -	\$ -	.0	\$ -
Felton (37)	12	22	5	6	\$ 425,600	\$ 450,000	103.91	\$ 2,128,000
La Selva Beach (51)	5	35	3	39	\$ 664,333	\$ 603,000	95.96	\$ 1,993,000
Larkin Valley (52)	4	15	6	41	\$ 707,458	\$ 516,500	97.93	\$ 4,244,750
Live Oak (45)	20	59	15	68	\$ 757,412	\$ 640,000	97.99	\$ 11,361,182
Lompico-Zayante (38)	2	8	4	155	\$ 359,472	\$ 307,000	96.96	\$ 1,437,890
Los Gatos Mountains (23)	19	51	21	85	\$ 869,047	\$ 799,000	98.31	\$ 18,250,000
Rio Del Mar/Seascape (48)	23	69	11	51	\$ 986,090	\$ 810,000	99.62	\$ 10,847,000
Scotts Valley (39)	14	26	12	31	\$ 810,625	\$ 768,000	98.40	\$ 9,727,500
Seacliff (47)	4	13	5	54	\$ 820,200	\$ 545,000	95.26	\$ 4,101,000
Soquel (46)	12	31	9	29	\$ 698,888	\$ 728,000	100.72	\$ 6,290,000
Unincorporated Santa Cruz/ Scotts Valley North (41)	7	14	7	62	\$ 755,714	\$ 725,000	93.90	\$ 5,290,000
Unincorporated Santa Cruz/ Scotts Valley South (40)	4	14	2	49	\$ 838,600	\$ 838,600	98.78	\$ 1,677,200
Watsonville (56)	11	26	14	26	\$ 345,417	\$ 324,925	102.44	\$ 4,835,850
West Santa Cruz (43)	16	34	15	75	\$ 847,013	\$ 750,000	100.16	\$ 12,705,200
<b>Summary</b>	<b>252</b>	<b>668</b>	<b>192</b>	<b>54</b>	<b>\$ 669,547</b>		<b>98.94</b>	<b>\$ 128,553,180</b>

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Amesti / Green Valley Road (54)	1	1	0	0	\$ -	\$ -	.0	\$ -
Aptos (49)	3	5	4	8	\$ 455,413	\$ 425,913	100.64	\$ 1,821,653
Boulder Creek (34)	0	2	1	17	\$ 270,000	\$ 270,000	94.74	\$ 270,000
Capitola (44)	9	20	10	118	\$ 324,340	\$ 330,250	100.84	\$ 3,243,400
East Santa Cruz (42)	10	14	4	24	\$ 497,500	\$ 488,750	101.43	\$ 1,990,000
La Selva Beach (51)	2	26	2	109	\$ 922,500	\$ 922,500	96.80	\$ 1,845,000
Live Oak (45)	13	24	8	21	\$ 370,250	\$ 391,500	102.39	\$ 2,962,000
Rio Del Mar/Seascape (48)	4	31	2	250	\$ 777,500	\$ 777,500	94.53	\$ 1,555,000
Scotts Valley (39)	2	5	8	31	\$ 462,561	\$ 417,250	101.84	\$ 3,700,490
Seacliff (47)	4	16	10	566	\$ 338,969	\$ 335,750	100.38	\$ 3,389,691
Soquel (46)	2	4	1	10	\$ 500,000	\$ 500,000	104.19	\$ 500,000
Watsonville (56)	0	4	4	28	\$ 231,250	\$ 215,000	99.06	\$ 925,000
West Santa Cruz (43)	8	18	5	14	\$ 417,400	\$ 400,000	104.82	\$ 2,087,000
<b>Summary</b>	<b>58</b>	<b>170</b>	<b>59</b>	<b>141</b>	<b>\$ 411,681</b>		<b>100.50</b>	<b>\$ 24,289,234</b>

Data provided by MLS Listings, Inc.



# August 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Sip of Summer MJA Vineyards  Tour Meeting 8:30 - 9 am	2 HomeWorks Transitioning to Matrix training 10:30 am - 12 pm	3
4	5	6	7 Housing Foundation 2:30 pm	8 Tour Meeting 8:30 - 9 am	9 Board of Directors 8:30 am	10
11	12 Education Committee 9:30 am	13	14	15 Tour Meeting 8:30 - 9 am	16 Matrix Customized 10:30 am - 12 pm  Mastering Matrix 1 - 2:30 pm	17
18	19 Duane Gomer MLO Course 8 am - 4:30 pm	20	21 RPA CA Training 9 am - 12 pm	22 Tour Meeting 8:30 - 9 am	23	24
25	26	27	28 SCCP: City Schools 9:30 am - 12:30 pm	29 Tour Meeting 8:30 - 9 am	30	31

## August Store Sale

*Is it your birthday this month?*

**HAPPY BIRTHDAY!**

**If so, you can purchase items in our store at 10% off**  
(Excluding Lockboxes)

Stop by and see if you need any Signs, Calculators, St. Joseph Statues or other items and save some \$\$  
Offer good through August 31<sup>st</sup> with proof of date of birth in August

