

REALTOR®

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YOU'RE INVITED!

Thursday, December 13, 2018

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President's Message

It's Been a Transformative Year



SCCAR President
Renee Mello
Renee Mello & Associates
renee@reneeemello.com

It's hard to believe that the year is almost over. Admittedly, in retrospect, it seems like it zipped by and there were times it felt it would never end.

I started the year with the lofty goal of getting REALTORS® more involved in their industry. Real Estate is more than just buying and selling homes, it's community involvement, political involvement and continuing education. That

goal quickly got sidetracked by the Santa Cruz City Council on February 13th when they passed two emergency ordinances, the Rent Control Ordinance and the Just Cause Eviction Ordinance.

These ordinances were to stay in place until the Rent Control Ballot measure failed to get enough signatures in which it would expire September 1 or it got on the ballot and was defeated. If defeated it would stay in place until the certification of the election by City Council. The rest, as they say, is history.

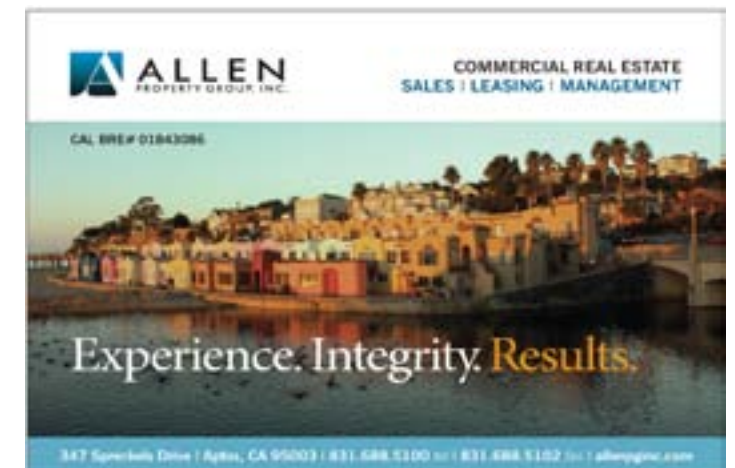
This was an all hands-on deck cause. The Association sponsored three events to make sure that you, our REALTOR® member, were informed of the impact of not only Measure M but also of Proposition 5 and 10. I had the privilege of accompanying Robert Bailey and Barbara Palmer as we presented our request to C.A.R. and NAR for monetary support to fight the rent control issue. We walked away with \$350,000 that helped fund most of the mailers that went. We partnered with Santa Cruz Together and the California Apartment Association to fight this issue and had weekly meetings to coordinate efforts. I am convinced that it was the above referenced partnership that led to the resounding defeat. In April we were invited to submit a proposal to the Pajaro Valley Association of REALTORS® to merge. This has been something that we have hoped would happen for a long time. We knew that the merger of the two associations would benefit the members of each of the associations. With the hard work of Kathy Hartman, a proposal was put together that was accepted by the Pajaro Valley Association REALTORS®. The merger was official on July 1, 2018. There is now one association for all of Santa Cruz County.

Your Board of Directors had a strategic planning meeting on October 26th. We spent the day setting the direction for the next two years. We changed our mission and vision statement. We consolidated our 5 former goals to 3, addressing advocacy, improving REALTOR® professionalism and Consumer Awareness. Stay tuned for more details as we finalize the goals.

Our Local Government Relations Committee, under the leadership of Fred Antaki, has been very involved in the government issues that have faced us in the past year. In addition to rent control, there have been discussions with both the county and the city of Santa Cruz regarding the new Sewer Lateral requirements. We have had numerous timely presentations to keeping us informed of what is happening in our local government. Additionally, we had a very successful Mayors Breakfast with representatives from the four cities in the county.

As my year as President comes to a close, we are now exploring MLS alternatives. We heard what some of you were saying about MLS Listings and wanted to examine what other options were available. We are in the preliminary stages, taking our time and examining all our alternatives. You will be hearing more about this over the coming months.

It has been an honor serving as your President this year. Its been a transformative year for both the Association and for myself. And its been fun. I want to encourage you to get involved. Join a Committee, attend the Marketing Meeting, go to our special functions (our Christmas party is coming up). You won't regret it.



C.A.R. Stands Ready to Help in Disaster Relief Efforts

California's ongoing wildfires in Northern and Southern California have destroyed thousands of structures and taken numerous lives, and one entire town has been wiped away. Thousands of people have been displaced and need homes.

Through its Disaster Relief Fund, C.A.R. stands ready to help REALTOR® family members who have been impacted by these disasters. The Association established the fund in the wake of the 2003 California wildfires. Grants provided by the fund are used to help members of the REALTOR® family -- REALTORS®, their staff, and Association members and their staff -- who have incurred substantial losses due to wildfires and other disasters by distributing grants of \$1,000 to \$10,000. If you are a REALTOR® who has been impacted by the wildfires, you may make an application to request a grant from the C.A.R. Disaster Relief Fund by calling Sharlena Bernard at (213) 739-8297 or e-mail sharlenab@car.org.



Any C.A.R. member wishing to help those in our REALTOR® family who have been harmed by the fires in California or other disasters can donate online here or make a contribution directly to California Community Foundation at 221 S. Figueroa St., Ste. 400, Los Angeles, CA 90012. Please make checks payable to the California Community Foundation and write "C.A.R. Disaster Relief Fund" on the memo line. For resources and more information about the C.A.R. Disaster Relief Fund at <https://www.car.org/difference/realtorscare/>.

SCCAR, Santa Cruz Together & CAA Band Together to Bring Down Measure M



Victor Gomez
SCCAR Government
Affairs Director
gad@mysccar.org

The No on M Committee, funded mostly by REALTORS® and local contributors, was successful in defeating the overreaching City of Santa Cruz initiative, Measure M. The success of the defeat of Measure M did not come alone, as what some may describe as the most important component of a successful campaign, voter contact and grass-roots advocacy, was led by Santa Cruz Together. As of Wednesday night, Measure M was headed to a defeat with nearly 67% of voters overwhelmingly opposing the initiative.

The measure, if passed, would have expanded rent control and also would have imposed expensive relocation fees on landlords if they passed a rent increase exceeding 10 percent in any unit exempted by the Costa-Hawkins Rental Housing Act.

We would like to thank Lynn Renshaw and the team at Santa Cruz Together for their fact-driven grass-roots campaign that brought the truth of the initiative impacts to the voters of Santa Cruz, preventing a rental housing disaster from expanding in the City of Santa Cruz.

In addition, we thank the numerous REALTORS® who stepped up to the plate, including our President Renee Mello, Local Government Relations Co-Chairs Fred Antaki and John Flaniken, and SCCAR CEO Kathy Hartman for spending countless hours contacting voters and walking precincts making sure the fate of the initiative was nothing short of defeat. Financing of the campaign was critical to getting our message out, so we would like to thank Robert Bailey and Barbara Palmer for working with National Association of REALTORS® and the California Association of REALTORS® who advocated for that crucial funding and all SCCAR members who contributed to the REALTOR® Action Fund.

Adding to this REALTOR® win, we are thrilled to report the defeat of California state Proposition 10, the repeal of Costa-Hawkins, with an overwhelming 61.7% of California voters in opposition.

The defeat of this measure and proposition demonstrate that if the REALTOR® community bands together, we are strong.





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A Taste of Santa Cruz Raises \$30,000 To Help Fund Housing Grants

Moving the annual "A Taste of Santa Cruz" to October this year provided guests with more room to enjoy food, wine, networking and shopping at the auction. With over 300 guests in attendance, this year's event, held on October 16th at the MAH, raised more funds than last year for the Santa Cruz County Realtors Housing Foundation closing cost assistance program.

"People loved being outside, being warm, and having more space." ATOSC volunteer Connie Landes, Sereno Group, said. "We were very happy with the new live auction opportunity of asking the guests to donate through a "fund a need" program. We are very fortunate to have generous community members who helped us surpass our fund-raising goals."

New restaurants came on board this year to support the annual event fundraiser, now in its 14th year and the raw oyster bar was a highlight of the event.

"Each year we work on making the event better for the guests and we had so many compliments from the attendees that they had a fantastic time and enjoyed the wonderful food and wine being served and had more room to enjoy the event overall." David DeTeso, USBank and Chair of the Santa Cruz County Association of Realtors Housing Foundation stated. "It is VERY rewarding to know all the work that our volunteers put into the event, along with the sponsor and restaurant support, helped us raise \$30,000! We can not thank everyone enough for their time, dedication and energy."

If you missed the Taste of Santa Cruz this year, mark your calendar for next October when we will be holding our 15th annual event.

Thank you to our generous sponsors for helping us make the event possible:

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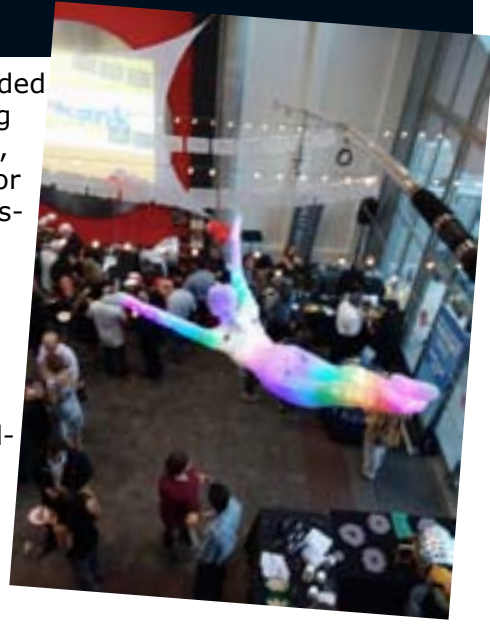
- Bailey Properties
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And HUGE KUDOS to our volunteers who donated their time to ensure not only that the event was a success, but that everyone had a really good time! BIG THANKS especially to the planning committee who work for five months to make A Taste of Santa Cruz come together each year.

ATOSC Planning committee:

- David Deteso
- Connie Landes
- Suzanne Schmidt
- MJ Stearns
- Inez Pandolfi
- Shelly Vomvolakis
- Will Allanson
- Jerry Starr
- Selesa Webster



Event Volunteers

- | | |
|-----------------|-----------------|
| Lela Willet | Spencer Hayes |
| John Nink | Candie Noel |
| Kim Havbo | Kathy DeTeso |
| Tamar Frey | Kristie Goes |
| Michelle Pappas | Jacob Willett |
| Jeff McCormac | Linda Pawlik |
| Sherri Barcus | Liz Seeley |
| Loren Morse | Dwayne Dawson |
| Michelle Pappas | Sandy Kaplan |
| Kristie Goes | Janet Vanzanen |
| Brooke Squyres | Karen Schenk |
| Linda Pawlik | Lori Doan |
| Liz Seeley | Lori Lester |
| | Caroline Miller |

The Santa Cruz County Association of REALTORS® Housing Foundation was established in 2003, to bridge the gap to homeownership in Santa Cruz County. The mission of the Housing Foundation is to assist residents in our community realize the dream of homeownership by providing education, financial programs, and by supporting organizations who embrace our goals. Visit us at www.sccarhf.org or call for information (831) 464-2000.



It's Time to Nominate Your Favorite Outstanding SCCAR Member for our "Best Of" Annual Awards!

Ask Us How or Visit www.mysccar.org

'Tis the Season of Giving!

Our fabulous SCCAR Affiliate Committee is kicking off the giving season with an Angel Giving Tree! Each angel lists an item for an individual in need. Choose an item or items and return them to SCCAR who will be donating gifts to one of three charities; Pajaro Valley Shelter Services, Jacob's Heart and the Walnut Avenue Shelter. We have taken on six families this year and will need your help to make their holiday brighter. The deadline to bring items is December 3. Thank you in advance!



Top L to R: Lori Lester, FATCO, Danette Lawrence, Eye Design House, Tamar Frey, FATCO

Bottom: L to R - Dwyane Dawson, Santa Cruz Home Finance, Bill Babcock, Keller Williams Realty SC



SAVE THE DATES 2019



Annual Installation & Awards Luncheon

Honoring 2019 President Seb Frey and our incoming Officers and Directors

January 16, 2019

Real Estate Legal Update

Featuring Gov Hutchinson, C.A.R. Asst. General Counsel

February 5, 2019

Housing Market Update

Featuring Leslie Appleton-Young, C.A.R. Chief Economist

April 5, 2019



Safety First: Preparedness is Key

2018 has been a good year for someone like me, a Natural Hazard Disclosure expert, because so far this year, knock on wood, Santa Cruz hasn't had an El Niño winter, with flooding and landslides; no major wildfires, hallelujah; or the 'Big One, a 7.0 or larger earthquake. So far, so good. However that doesn't mean that we can become complacent. This is indeed a perilous place in which we all live. Just pick up a copy of Gary Griggs' new book 'Between Paradise and Peril' if you don't believe me; even though I've been proselytizing about the dangers on our beautiful central coast for the last 18 years! If you don't have your 'go bag' and emergency plans together by now, then good luck when disaster strikes! (Or you can go to my website www.geodisclosure.com, for more information).

We are approaching the winter season, with the potential for flooding associated with heavy rains and coastal storm surges. Which brings me to the subject of flood certificates and their worth. A flood certificate, (AKA Standard Flood Hazard Determination Form (SFHDF)), which can be filled out by anyone, is used to state whether a building (home) is in or out of a 100-year FEMA flood zone. My concern with these is that I believe some agents have placed too much weight on these pieces of paper without sufficient enough understanding of the limitations of these forms, in order to close a sale. Instead, the agent should prepare their client for the possibility that their property may flood in the future. The exception is where a Flood Elevation Certificate, issued by a licensed surveyor, officially places a home above and outside the 100-year flood zone.

I get the feeling from talking to my clients, that in certain cases, the flood cert is interpreted as saying that the property is in a flood zone, but that the house is out of the flood zone and therefore safe from flooding. That is a wrong assumption and caution should be observed when presenting the flood certificate to a potential buyer as proof that the house will not flood. As far as I know, you gain no liability protection by using these flood certs, and

at no cost, like they say, you get what you pay for. May I offer some reasons why these flood certificates offer no guarantee?: (1) Maps are not perfect. (2) FEMA Flood maps are predictors of areas of flooding, meaning they predict what will flood in the future. They don't take into account variables such as landslides and tree debris damming up streams, or unusual, strong storm events, like future hurricanes off the coast of Mexico. (3) Global warming models predict sea level rise and heavier rainfall, but we are not sure of the amount or the rate of the temperature rise. Already 100-year flood zone maps have been overtaken by 15-year flooding events in Santa Cruz County.

The bottom line is that no one should rely on these flood certificates, be it lenders, agents, or buyers, as the authority on whether the home will flood. If a property is partially in, or adjacent to a 100-year flood zone, then the property and home are at some risk of flooding, and your clients need to be informed of this.

I'd like to end with another important message. As owner of GeoDisclosure, I feel blessed to be working for such an incredibly supportive and talented community of REALTORS and affiliates. I am truly thankful. And as we approach the holiday season and the end of a good year, please be kind to yourself and others. With all of our human frailties, try to understand each other's differences, and help those in need.



Chris Gordon
GEODisclosure
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geodisclosure.com

Goodwill, peace to all, and get your emergency preparedness kits together!



NEW REALTOR® MEMBERS

Laith Z. Agha
Andre Belli
Jessica Bolin
Melanie Carroll
Brian D. Chester
Jesse Collins
Jackie Copriviza
Gabrielsen Cormier
Patricia Christie
Tamara Dill

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DECEMBER EDUCATION CALENDAR

SCCP: Upcoming County Projects
Friday, November 30, 2018
9:30 am - 12 pm

The final class in our Santa Cruz County Pro (SCCP) 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:

- > Major projects on the table
- > Planning obstacles facing builders
- > "Historical Registry" and how it can affect a property
- > Solutions to red tags and un-permitted structures
- > Biggest hurdles working with county/city planning/building depts.

REALTOR Safety: Be Aware. Be Prepared.
Wednesday, December 5, 2018
11:30 AM - 1 PM

Safety is a real concern for REALTORS®. Not just for women either, 40% of REALTORS® attacked are men! Did you know, doing open houses is one of the most dangerous jobs in the US?

Attend our safety presentation and learn:

- > Real Estate related crime statistics
- > Situational awareness
- > O.O.D.A. Loops (Observe, Orient, Decide, Act)
- > Open House safety tips
- > About a variety of safety products

You will be shown how to properly use these tools in self-defense situations and there will be an option to purchase items at the end. Don't be left unaware and unprepared!

C.A.R. Webinars

FREE webinars are designed to help you improve the way you run your real estate business.

November 29, 2018 Strategic Planning and Tools for Your Team and
Real Estate Business 10 am - 11 am

In partnership with the California Association of REALTORS®, Dale Warner, COO of Realvolve, will take you through some of the hallmark strategies and planning that Real Estate Professionals can apply to their own businesses to drive revenue, increase efficiency, and better manage their relationships for 2019.

December 4, 2018 Get Ready for 2019 with zipForms Plus 10 am - 11 am
Learn the basics about zipForm® Plus and how easy it is to manage your transactions and templates.

Sessions like these give REALTORS® a chance to see the tools they have access to in action.

December 13, 2018 Tis the Season for Signing Forms Digitally! 10 am - 11 am

Do you have everything to make your clients and your life easier? Show them that signing forms digitally is the secure and efficient way to sign forms. Collect signatures from your client using the member benefit zipLogix Digital Ink® or the subscription service DocuSign®.

Register for classes online at www.mysccar.org or call SCCAR at 831-464-2000.
Unless specified otherwise, all classes are held at SCCAR, 2525 Main St., Soquel, CA.

IS YOUR REALTOR MEMBERSHIP AT RISK?

If your DRE License expires in 2019 or 2020, you must complete the Code of Ethics Biennial Training by December 31, 2018. If you fail to do so, your membership, access to zipForm and key will be suspended.

Find online classes through:

www.car.org
www.realtor.org
www.ceshop.com

Forget Something?
The NAR Code of Ethics training deadline is
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THE ECONOMY ROARS, BUT HOUSING SLUMPS

Changing demographics and an imbalance in housing stock are two concerns of today's market.

You read the headline, "lowest unemployment rate in 50 years achieved in October 2018." Not since 1969 has the unemployment rate been this low. Real wages and household incomes are growing at the fastest rate since the early 2000s.

Meanwhile, existing home sales are slumping—down six of the last seven months on an annualized basis. New home sales are up slightly, but the year-over-year results have bounced up and down like someone on a trampoline. Affordability has decreased significantly. Inventory levels, while increasing in most markets, are still incredibly tight. Mortgage rates have risen to their highest levels in at least ten years. Year-over-year average price increases are softening.

The Great Imbalance

The impact of too many households chasing too few homes for sale has finally reached a point where households can't or don't want to purchase into this kind of a market. There are great imbalances between the kinds of housing consumers want to buy and the availability of homes to fill that need. There are not only far too few homes for first-time homebuyers, but there's also a critical shortage of smaller homes for Boomers who want to downsize. In some markets, these two demographic groups are competing for the same homes. Meanwhile, the smaller size of Generation X compared to Boomers means there are far fewer households available to purchase what the Boomers are trying to sell.

A cooling housing sales market will help rebalance these contradictions. It will cool housing price increases. It will head off rampant speculation that drove the industry into the tank in 2006. However, in flat markets, it will lead to even more competition in the brokerage industry. And, that will make growth more challenging and profitability particularly more difficult.



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PAY YOUR 2019 DUES ONLINE AND ENTER TO WIN!

Submit your 2019 SCCAR Dues renewal payment **online** by December 31, 2018 and you will be entered to win your local dues back! Payments eligible for entry must be made online received and cleared by this date.

The winner will be announced and awarded at our Installation & Awards luncheon on January 16, 2019!

HOW TO PAY ONLINE:
Please visit our home page at www.mysccar.org and click 'Register and Pay Online' to log into our secure web portal.

THE CFPB LOSES A SECOND CID APPEAL

Acting CFPB Director Mick Mulvaney is reexamining the agency's enforcement processes and specifically requested public comment on Civil Investigative Demands earlier this year.

For the second time in two years, a U.S. Court of Appeals has struck down a Civil Investigative Demand (CID) issued by the Consumer Financial Protection Bureau (CFPB) because its Notification of Purpose is overly broad.

The case is CFPB v. Public Data, in which a three-judge panel for the Fifth Circuit Court of Appeals refused to enforce a CID because it didn't adequately identify the conduct being investigated or the provision of law alleged to have been violated.

The September 6, 2018 decision follows an April 21, 2017, opinion by a three-judge panel for the D.C. Circuit Court of Appeals in CFPB v. ACICS, which refused to enforce a similarly-worded CID. Together, these cases reveal an increased judicial scrutiny of the CFPB's Civil Investigative Demand process.

The CFPB's Civil Investigative Demands Dodd-Frank gave the CFPB broad enforcement authority concerning several consumer financial protection laws. When the CFPB suspects a violation, it

issues CIDs to any person it believes has information relevant to the violation. Each CID must contain a Notification of Purpose that "state[s] the nature of the conduct constituting the alleged violation which is under investigation and the provision of law applicable to such violation."

In the seven years of the CFPB's existence, its CIDs have been worded in extremely broad terms. It's not uncommon for a CID's Notification of Purpose to describe the purpose of the investigation as being whether the recipient is engaging in "unlawful acts or practices" in violation of a named federal consumer financial law or "any other federal consumer financial law," without citation to any specific statutory provision.

Some CID recipients have called the resulting investigations fishing expeditions that ultimately force them to settle with the CFPB.

The Fifth Circuit Ruling in Public Data
In the Public Data case, the CFPB issued a CID

to a company that provides public records to the public through an internet-based search engine.

The CID's Notification of Purpose read: "The purpose of this investigation is to determine whether consumer reporting agencies, persons using consumer reports, or other persons have engaged or are engaging in unlawful acts and practices in connection with the provision or use of public records information in violation of the Fair Credit Reporting Act . . . or any other federal consumer financial law. The purpose of this investigation is also to determine whether Bureau action to obtain legal or equitable relief would be in the public interest."

Public Data petitioned the CFPB (then headed by Director Richard Cordray) to set aside the Notification of Purpose because it was inadequate. The CFPB denied the petition. When the CFPB sought a federal court order to enforce the CID, the court rejected Public Data's argument that the CID failed to provide fair notice of the violation under investigation and ordered that it respond to the CID. Public Data appealed to the Fifth Circuit.

Like the D.C. Circuit panel in 2017, a Fifth Circuit panel reversed the trial court's ruling and struck the CID down in its entirety.

First, the panel determined that the CID did not identify what conduct it believed violated the law when it stated that the purpose of the investigation was to determine whether persons were engaging in "unlawful acts and practices in connection with the provision or use of public records information." "Providing and using public records are not violations of federal law," it wrote. There must be a Notification of Purpose that tells a reviewing court "what the inquiry actually is."

Second, the panel noted that the CID only referred to a potential violation of the Fair Credit Reporting Act (FCRA), an expansive law with at least 71 provisions, without identifying the applicable provision in that law. Moreover, the additional statement that the CFPB was investigating potential violations of "any other federal consumer financial law" defeated "any specificity provided by the reference to FCRA."

Summary

Acting CFPB Director Mick Mulvaney is re-examining the agency's enforcement processes and specifically requested public comment on Civil Investigative Demands earlier this year.

The CFPB defended the Public Data CID before the Fifth Circuit under Mulvaney's leadership, and, as recently as July 23, 2018, Mulvaney denied a request by Firstsource Advantage to modify or set aside a CID with similarly broad language. "[T]he fact that a notification of purpose [uses] broad terms to articulate an investigation's purpose... does not constitute a defect in the CID," he said in his decision.

It is possible that the Public Data decision, coupled with public comments received this year on the CID process, may motivate the CFPB to reconsider its approach. In the meantime, there now are two legal precedents that may provide companies in receipt of broadly-worded CIDs more strategic options.

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Some CID recipients have called the resulting investigations FISHING EXPEDITIONS THAT ULTIMATELY FORCE THEM TO SETTLE with the CFPB.



SCCAR, through government affairs staff and committed REALTOR® members, has well-connected, politically astute individuals working hard to ensure that issues affecting our industry are addressed in a manner that will benefit our community. Much of the work we do involves building and maintaining strong relationships with public-sector officials so the flow of information between us and them is constant, comprehensive and trusted.

Below is a snap-shot of work conducted in 2018 on behalf of SCCAR. We encourage you to support these important efforts with an additional contribution of \$49 or \$148 to RAF when submitting your 2019 SCCAR Dues payment!

Public Policy

We constantly monitor policy issues throughout our various jurisdictions to educate ourselves, our members and local public officials about the impact policy decisions have on the real estate industry. Here is an abridged list of topics addressed during 2018:

- **Vacation Rental Regulations** (County & City of Santa Cruz)
- **Short Term Rental Ordinance**
- **General Plan Updates**
- **Housing Element Advocacy**
- **City of Santa Cruz Rent Control (Measure M)**
- **Sewer Lateral**

Government Relations

Over the past year, we have met with the following (partial list) to communicate REALTOR® views with both our state and local representatives:

Mayor Lowell Hurst	Mayor of Santa Cruz, David Terrazas
Senator Bill Monning	Fred Keeley, Santa Cruz County Measure H
Supervisor Zach Friend	Supervisor Bruce McPherson, 5 th District
Mayor of Capitola, Michael Termini	Mayor of Scotts Valley, Jim Reed
John Ricker, Santa Cruz County Environmental Services	

Through this engagement, SCCAR is at the forefront of policy discussions. Officials recognize us as a group to consult early and often when crafting a local ordinance, adapting an existing one or proposing legislation in Sacramento.

Member Engagement/Education

An extremely important component of our work is how it is communicated back to you. We constantly strive to keep all information up-to-date under the "Advocacy" section of our website. Additionally, we send out government affairs-related articles through the member newsletter and weekly eScoop. Lastly, each year we host our "Mayors' Breakfast" which serves as a key opportunity for members to engage with local government leadership. Find more information on our website at www.mysccar.org/advocacy.

Santa Cruz County Market Statistics

October 2018: 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	33	88	24	51	\$1,250,166	\$980,000	\$574	98%	\$30,004,000	2,155	36,282	3.2
Ben Lomond	5	17	14	27	\$717,428	\$769,500	\$493	100%	\$10,044,000	1,558	18,128	1.6
Boulder Creek	16	46	16	56	\$612,531	\$583,750	\$421	99%	\$9,800,500	1,426	36,879	3.5
Brookdale	0	2	1	58	\$500,000	\$500,000	\$336	100%	\$500,000	1,490	23,174	2
Capitola	7	15	7	36	\$1,156,928	\$1,055,000	\$760	97%	\$8,098,500	1,424	5,041	2.8
Corralitos	1	4	0									
Davenport	0	3	0									
Felton	9	23	8	65	\$698,625	\$650,000	\$519	98%	\$5,589,000	1,412	122,561	2.6
Freedom	3	3	0									
La Selva Beach	1	5	4	81	\$920,000	\$855,000	\$544	94%	\$3,680,000	1,932	48,145	2.1
LOS GATOS	9	23	5	75	\$1,090,600	\$1,150,000	\$601	97%	\$5,453,000	1,977	489,161	5.8
Mount Hermon	1	3	1	138	\$700,000	\$700,000	\$319	93%	\$700,000	2,196	5,489	3
Santa Cruz	68	168	57	30	\$1,109,096	\$977,000	\$711	99%	\$63,218,500	1,596	29,961	3
Scotts Valley	18	35	5	29	\$1,125,200	\$1,100,000	\$449	101%	\$5,626,000	2,621	24,089	4
Soquel	6	24	12	21	\$960,973	\$984,500	\$591	100%	\$11,531,676	1,841	35,858	3.4
Watsonville	26	67	19	83	\$678,730	\$580,000	\$405	97%	\$12,895,888	1,638	61,601	4
Royal Oaks	3	11	6	32	\$625,666	\$635,000	\$388	98%	\$3,754,000	1,777	92,587	1.8
Summary	206	537	179	56	\$ 867,567	\$812,250	\$506	97.9%	\$170,895,064	1,789	73,497	3.1

October 2018: 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	16	43	7	27	\$698,142.00	\$650,000	\$493	99%	\$4,887,000	1,405	1,637	7.2
Boulder Creek	1	6	1	8	\$461,000.00	\$461,000	\$327	101%	\$461,000	1,410	1,481	2.6
Capitola	1	9	5	56	\$660,600.00	\$520,000	\$654	98%	\$3,303,000	921	1,298	1.7
Freedom	0	0	0									
La Selva Beach	0	0	1	18	\$930,000.00	\$930,000	\$546	101%	\$930,000	1,702	1,176	0
Santa Cruz	15	46	20	68	\$572,590.00	\$547,000	\$464	99%	\$11,451,813	1,167	1,906	3
Scotts Valley	6	15	3	38	\$541,333.00	\$550,000	\$496	102%	\$1,624,000	1,087	893	3.8
Seacliff	1	1	0									
Soquel	1	2	0									
Watsonville	7	19	4	188	\$553,500.00	\$609,000	\$641	98%	\$2,214,000	989	893	4.8
Summary	48	141	41	58	\$631,024	\$550,000	\$496	100%	\$ 24,870,813	1,240	1,326	3.3

Data provided by MLS Listings, Inc. and submitted by the Santa Cruz County Association of REALTORS®

The Best in the Business: Make the Most of Your RPR Reports

REALTORS® know that each client has specific needs and interests when it comes to buying or selling a home. Some clients want the complete backstory to a property, while others may simply want the basics on a neighborhood. RPR allows REALTORS® to tailor each report according to these client expectations.

Learn how to customize reports to suit each client's individual needs and how brand the reports with your photo, contact information and broker logo at <http://blog.narrpr.com/w/rpr-reports/>



SCCAR Holiday Hours

We will be closed the following days:

- December 24 - Closing at noon
- December 25 - Christmas Holiday
- December 31 - Closing at noon

DECEMBER 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5 REALTOR Safety Training 11:30 am	6 Tour Marketing Meeting 8:30 - 9 am	7 Local Govt. Relations Committee 8:30 am	8
9	10	11 Affiliate Committee 9 am	12 Education Committee 9:30 am	13 Tour Marketing Meeting 8:30 - 9 am Holiday Open House 4 - 6 pm	14	15
16	17	18	19	20 Tour Marketing Meeting 8:30 - 9 am	21	22
23	24 SCCAR Closing at Noon	25 SCCAR Closed	26	27	28	29
30	31 SCCAR Closing at Noon					



Sit. Stay. Relax!

We have a new member benefit: NAR members now enjoy savings on pet health insurance through REALTORS® Insurance Marketplace. Be prepared for unexpected or expensive veterinary care bills before they even happen. Pet health insurance helps lessen financial worry by providing reimbursement for covered pet health care costs, including preventive and wellness care. <http://bit.ly/2PmAszA>

