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January 20, 2016

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



Learn from some of the best in the business!

SCCAR has brought together a few of the industry's finest for a "Top Producer Panel" being held on Friday, February 5, 2016 from 9 - 11 am. Topics include: tasks that lead to future closings, best marketing tools, writing offers for success and much more! Only \$5 for SCCAR members! [Register today](#)

2016 Corporate Sponsor 		
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Upgrade your REACH listing!

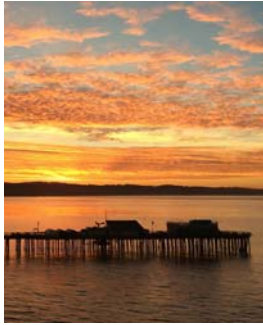
The 7th annual REACH Guide is a full color publication that features all active SCCAR members and is delivered to local businesses, made available in our office and online year round. **Make sure your listing stands out from the rest by upgrading your listing for as low as \$25!** [Read more](#) or view the [current issue](#).



Coming soon to an inbox near you

Beginning this year, 2016 Key Administration and Tour bills will be delivered only via email. The bills won't be sent out until March and we will continue to notify you of this change. In the meantime, please be sure SCCAR has your current email address on file to help us ensure proper delivery and avoid deactivation and late fees. Contact us at 831-464-2000,

check your profile [online](#) or ask any staff in person!



Calling all shutterbugs!

SCCAR is seeking photos for the cover of our 7th Annual REACH Guide. We are looking for images that reflect the beauty and diversity that is Santa Cruz County from the redwoods to the fields of Pajaro. Winners will have their photo featured on the cover and receive recognition inside the REACH, in our eScoop and newsletter and on social media! [Read more](#)



Two Free MLS classes next week

1/25/16 @ 1 pm: HomeSnap Pro provides an unprecedented amount of real-time information to agents on the go, giving them the flexibility to research homes, interact with each other, and collaborate with clients from their mobile devices. [Free with rsvp](#)

1/25/16 @ 10:30 am: RPR Learn to search and report using national-level MLS and public data available through your National Association of REALTORS® membership. Become your client's nationwide real estate professional. [Free with rsvp](#)



Low cost health screenings

Reduce your chances of heart attack, stroke and osteoporosis and more with hospital proven ultrasound health assessments, blood screens and education. Screenings are offered to members and their families. Special discount: 25% off each package or any four \$45 screenings for only \$145. [Read more](#)

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