

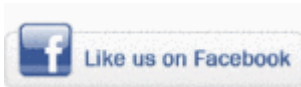
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February 1, 2017

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



Join us for a Valentine's Day Soiree & Gift Sale

Enjoy wine & chocolate while shopping for your Valentine! Fabulous items from local vendors will be on hand for your shopping pleasure.

Ticket price is \$10 and includes a glass of wine and samples of Lula's gourmet chocolate. Join in our raffle to win sweet prizes! Event date is Friday, February 10, 3 - 5 pm at SCCAR. [RSVP today!](#)



 Order a Report	 Order a Virtual Tour	
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Legal Update: New Year, New Laws

Join us for a Real Estate Legal Update and get all of your critical updates on new laws and legislation affecting transactions such as dual agency, disclosure on mixed use, fiduciary duty to Buyer's agent and liability for remarks on the MLS. **Register early to save \$\$**, price goes up at the door! Event date is Monday, February 13, 9 - 11:30 am, Seascope Golf Club. [Register here.](#)

Kick your listing up a notch!

The 8th annual Real Estate and Community Help Guide (REACH) features all active SCCAR members and is distributed locally and available online year round. Your listing can stand out from the rest for as **little as \$25!** View all your options [here](#). Deadline is February 23, 2017.

	<p><i>The trusted real estate data source.</i></p> <p>Thank you to our 2017 Corporate Sponsor</p>
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Spice up your marketing campaign with video messaging

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February 8, 11:30 am - 1:30 pm and includes lunch provided by Sean Ferrero, Commerce Home Mtg.

[Register here](#)

REACH cover photo contest has begun!

SCCAR is "reaching" out to our members for a few great cover shots for our 8th annual [REACH Guide!](#) We are looking for images that reflect the beauty and diversity of Santa Cruz County. The winners will have their photos featured on the cover and will receive recognition inside the REACH, in the eScoop, in our newsletter and on our facebook page! View specs [here](#) and submit your images to andrea@mysccar.org by February 16, 2017.

Not all disputes can be solved with a hug

We get it. Grievances with a REALTOR® or a client happen. That is why C.A.R. created the Ombudsman Hotline, a free service for members. It'll save you time when you're trying to deal with a tough situation. The C.A.R. Ombudsman Hotline is a FREE service for members. Request a call or contact us at (213)739-7227 or ombudsman@car.org.

Valentine's tour meeting next week

SCCAR is celebrating Valentine's Day early at tour on February 9th! Dress in your favorite shade of red or pink (themed accoutrement always welcome) and be entered to win sweet prizes - cash and candy! See you at 8:30 at our office.

February MVP offer

Register for the any NAR Tech Edge event and earn the brand new Using Drones in Your Real Estate Business Webinar-Download with MVP. NAR.realtor/MVP [Get Your Reward!](#)

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