

REALTOR®

Your local Association news source

November/December 2022



Join Us for
a Merry Time.
12/13/22

BUSINESS NEWS

Is Going
Solar Right Now
A Good Idea?



EVENTS

Statewide Election
November 8



MARKET DATA

State and local housing
data + Market Minute





Kathy Oliver, SCCAR President

“
**This has been an
 amazing year of
 accomplishments.**
 ”

Happy Autumn, happy Fall, happy beginning of the holiday season!

This has been an amazing year of accomplishments.

The biggest triumph is our ability to go out there, greet our fellow members and clients, and enjoy a one-on-one interaction again. Open houses are truly open, and we can have face to face meetings again. I love to feel the positive energy in a room when we all get together.

Some of our events we had, where our fellow REALTORS®, affiliates and their families were able to relax and enjoy a fun time were:

- Warriors REALTOR® Family Game Night in February
- MREP networking events throughout the year
- Summer Salsa BASH in August

PRESIDENT'S MESSAGE

- REALTOR® Safety Day/Month in September
- October Annual Charity Golf & Cornhole Tournament

Our industry had many accomplishments in the state government legislation and we were able to stop some Landlord-Tenant bills that would NOT support our members and clients. Those bills included one that would have prohibited a landlord from doing a criminal history background check on an applicant; another one that would have required landlords to provide an energy efficiency disclosure that was so burdensome and confusing for both landlords and tenants. This is what our local and state association representatives and our REALTOR® Action Fund (now called REALTOR® Party of CA) helps with. Our lobbyists in Sacramento and Washington DC are amazing and they continue to fight for our private property rights every year.

On a local level we were able to educate our members and affiliates on several subjects:

- In March we had an educational session with our County local planners and discussed SB9– single family lot splits, long range planning and special projects

- In June we celebrated Homeownership Month and educated our members on rental inspections, code enforcement and other code compliance in the City of Santa Cruz


- In July we brought back Smart Coast California to speak about land use and our coast.

- In Sept we updated our members on the County ADU Ordinance and had our local “State of the County” event where Mayors, Sam Storey, Donna Lind, Ari Parker, Supervisor Mau Koenig and Santa Cruz City Manager Matt Huffaker updated us with progress in their areas.

- In Oct we led an Introduction to Commercial Real Estate Analysis and a Call to Action to Support our Santa Cruz County's Plan for Sea Level Rise Adaptation to Protect Property Owners. Our leadership went down to Long Beach for the state REALTOR® conference for legislative and economic updates as well as education on our many issues facing our industry now and in the future.


- Three South County affordable housing projects started development this year –


- And there is so much more!



CAL DRE# 01843086

COMMERCIAL REAL ESTATE
PROPERTY MANAGEMENT SPECIALISTS





Experience. Integrity. Results.

347 Spreckels Drive | Aptos, CA 95003 | 831.688.5100 *tel* | 831.688.5102 *fax* | alleninc.com

We never cease to help protect, educate and enhance our members for our trade

Nov 8th is our General Election. If you have not registered to vote, please do. Together, we can voice our opinions through our votes. There are no political divides at the Santa Cruz County Association of REALTORS®. We are the REALTOR® Party of Santa Cruz County and I am so proud to be your President this year and watch our membership grow, our members make progress and our industry continue to serve our community and beyond. Keep up the GREAT work everyone!

Thanks for an accomplished year thus far.

See you at the next occasion, education event or at the association office. I am proud to serve as this year's President because together, We R Santa Cruz County!




SCCAR's "BEST OF" AWARDS

★ **Nominations are Now Open!** ★

Submission deadline is November 15, 2022



2023 Dues Notice

Annual Association Dues bills will be sent out in early November.

Depending on your delivery preference you will receive your bill either by mail or email. The deadline to pay your dues is December 31, 2022.

Thank you



GeoDisclosure
Happy Holidays
 Natural Hazard Disclosure reports for 23 years!

MILES J. DOLINGER CALL TODAY
 ATTORNEY AT LAW (831) 477-9193
 311 Capitola Ave, Capitola, CA

LAND USE • REAL ESTATE • BUSINESS • LITIGATION

Expertise.
 Efficiency.
 Advocacy.
 Happy Clients.

What you can expect when you put 21 years of land use, real estate and litigation experience on your side.

www.dolingerlaw.com
 Serving all of Santa Cruz County and Beyond



DEPENDABLE and KNOWLEDGEABLE agent seeks customers looking for real **PROTECTION** and long-term **RELATIONSHIP**.

Lauren Yungmeyer ChFC, Agent
 Insurance Lic#: 0810216
 230-F Mount Hermon Road
 Scotts Valley, CA 95066
 Bus: 831-423-4700
 Fax: 831-426-0524

Look no further.
 Having one special person for your car, home and life insurance lets you get down to business with the rest of your life. It's what I do.
GET TO A BETTER STATE®.
CALL ME TODAY.

State Farm™

State Farm Mutual Automobile Insurance Company,
 State Farm Indemnity Company, State Farm Fire and Casualty Company,
 State Farm General Insurance Company, Bloomington, IL

1101201.1



2022 California General

Make sure your voice is heard and vote on November 8, 2022!

Your General Election ballot will include:

- ▶ 7 Ballot Propositions
- ▶ Statewide candidates for U.S. Senate, Governor, Lieutenant Governor, Secretary of State, Controller, Treasurer, Attorney General, Insurance Commissioner, Member of State Board of Equalization, State Superintendent of Public Instruction
- ▶ U.S. Representative in Congress, State Senator, State Assembly Member
- ▶ Supreme Court Justices, as well as other local candidates and local measures.

Local Measures on the November 8, 2022 ballot:

- K - Santa Cruz City High School District Bond Measure
- L - Santa Cruz City Elementary School District Bond Measure
- M - Loma Prieta Joint Union Elementary School District Parcel Tax Measure
- N - City of Santa Cruz Empty Home Tax Initiative Measure**
- O - City of Santa Cruz Our Downtown Our Future - General Plan and Downtown Plan Amendment Initiative
- P - City of Santa Cruz Transient Occupancy Tax Measure
- Q - City of Watsonville Planned Growth and Farmland Protection Initiative Measure
- R - City of Watsonville Community Investment Tax Measure
- S - City of Watsonville Planning for Watsonville's Future Measure
- T - Boulder Creek Recreation and Park District Parcel Tax Measure



Return your vote-by-mail ballot by mail with prepaid postage as long as it's postmarked on or before Election Day and received by November 15, 2022, or in-person to a secure ballot drop box, to a voting location or your county elections office by 8:00 p.m. on November 8, 2022. Weekend voting – open 9 a.m. to 5 p.m. at Santa Cruz County Elections and Watsonville City Hall. Election Day – polls open at 7 a.m. and close at 8 p.m.

UPCOMING EVENTS & EDUCATION

The Latest About Solar

11/7

Energy prices got you or your clients thinking about solar? Attend our session to learn the latest!

Monday, November 7, 2022
Held at the SCCAR office and Zoom



Introduction to Commercial Real Estate Analysis

11/15

In commercial real estate, how important are numbers? If you don't understand the numbers, how will you explain them to your clients? During this 3-hour math course, The NCREA will take you through an introduction of the buyers and sellers math.

Tuesday, November 15, 2022 - 10 am - 1 pm
Held via Zoom

Water Resources & Availability

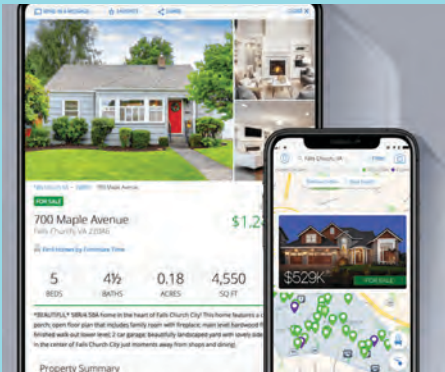
11/18

Learn about long range water availability issues, minimum requirements for water availability, sewage disposal/treatment issues that we will be facing in the future and much more.

Friday, November 18, 2022 - 9:30 - 11 am
Held via Zoom



TIPS & RESOURCES TO HELP EQUITABLE & INCLUSIVE CO



Homesnap Pro: Navigation

11/14

This is the second in our introductory series for Homesnap Pro. In this LIVE interactive webinar, we will walk you through navigating Homesnap Pro

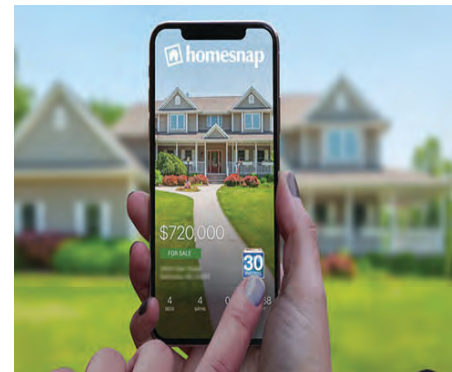
Monday, November 14, 2022 - 10 - 11 am
[Live webinar](#)

Homesnap Pro: Prospecting

11/21

Join us for a LIVE interactive webinar on prospecting with Homesnap Pro. This webinar is designed specifically for agents who have mastered the basics of Homesnap Pro. We will take a deep dive into Homesnap Pro's robust prospecting features.

Monday, November 21, 2022 - 2 - 3 pm
[Live webinar](#)



Tour Marketing Meeting

Thursday Mornings

Join us for our weekly Tour Marketing meeting to promote a listing, hear about what's on the market and what's coming up, share wants/needs and see some friendly faces! Meetings are held at our office, 2525 Main St., Soquel from 9 – 9:30 AM.

**P BUILD MORE
COMMUNITIES.**

LEARN MORE

NEW TSUNAMI INUNDATION MAPS RELEASED

Many people living in Santa Cruz County agree that we are blessed to be located on the edge of the Pacific Ocean. But one consequence of living by the ocean is the potential threat of tsunamis: over the last millennia, Santa Cruz has been hit repeatedly. Starting with the Native American inhabitants, tsunamis have regularly wreaked havoc on human made infrastructure. The most recent event was the Hunga Tonga-Hunga Ha'apai volcanic eruption in the South Pacific on January 15, 2022. Earth scientists have been studying these little understood phenomena, and through the latest research, have created and released a new tsunami inundation map for California. This new map considers tsunami sources from afar, such as from Japan, as well as from nearby sources, such as earthquake-induced landslides in the submarine canyons deep in Monterey Bay, which would afford little warning time.



Chris Gordon
GeoDisclosure
Phone: 831-469-4438
www.geodisclosure.com

Upon reviewing the new tsunami maps, I noted that the inundation areas for Santa Cruz County have increased: not by a large amount, but enough to include more local properties. What does it mean to be in a tsunami zone? It means you should know your local tsunami evacuation routes, because luckily modern technology provides some time to issue a tsunami warning. Through computer modeling, scientists have identified a maximum boundary for a tsunami inundation zone based on an average over a 975-year period, with a 5% probability of exceedance in 50 years. However, an actual tsunami inundation zone could be greater in the case of an unforeseen event such as a large meteor striking the Pacific Ocean.

Potential Flooding for the Cities of Watsonville and Pajaro, and a New Tax Assessment

The Pajaro River Flood Risk Management Project is coming soon. The Pajaro Valley has some of the most productive farmland in the world. However, it gets flooded often and the potential for more frequent flood events will increase as we see the effects of climate change. The original levee system for the Pajaro River, completed in 1949, was not well designed, and 73 years later is now deteriorated considerably. Since 1949, there have been multiple major floods on the Pajaro River and its tributaries: in 1955, 1958, 1995, 1997 and 1998. All of these events resulted in overtopped or breached the levees. The 1995 flood caused more than \$95 million in damage and two people died, with additional damage in 1997 and 1998 that displaced hundreds of residents. Levees nearly broke again during the storm events of early 2017. A recent 2016 analysis indicates that the current levees provide only 5-year protection along the Pajaro River. Residential neighborhoods in Watsonville and the town of Pajaro are seriously threatened with potential flooding. The US Army Corps of Engineers will start repairs on the levee systems starting in 2025. This \$400 million levee improvement project will be paid for by both the Federal and State governments, however once the \$400 million project is complete there will still be a need for maintenance by our local water management agency, at a cost of \$3.8 million per year. Hence, a new special tax assessment (that went into effect this year) is intended to bridge the \$1.2 million shortfall between existing and projected revenues for levee operations and maintenance.

For more information:

<https://www.prfma.org/assessment>

<https://www.prfma.org/risk-management>

<https://pajaroriverwatershed.org/projects/pajaro-river-flood-risk-management>



GeoDisclosure
Real Estate Disclosure Reports

IS GOING SOLAR RIGHT NOW A GOOD IDEA?



In the past few years, the concept of home has become more critical than ever. As realtors, you know that better than most. People today want spaces they can settle into and feel safe within. They want to know that the sanctuaries they create provide shelter, comfort, and assurance against the uncertainty of the outside world.

And what better way to ensure that than by adding solar power and a battery backup system?

Solar + battery systems provide multiple benefits for homeowners. These include the following:

- In addition to providing **reliable, clean energy** that people can count on, solar + battery systems provide a **buffer against the uncertainty of the grid** and the utility that supports it.
- People with solar + batteries on their homes are protected from **steadily climbing energy prices**. For example, PG&E has increased residential rates by more than 9% this year alone!
- The **solar tax credit recently increased to 30%**, making residential solar + battery systems more affordable than ever. The cost of goods and labor for solar are going up, though, so now is the time to act!

Here at Sandbar Solar & Electric, we provide a full breadth of residential and commercial solar and energy storage services for clients in and around the Santa Cruz area. We're proud to be a local company with a deep service history along the Central Coast. What's more, we're eager to work with your clients!

As more and more people realize the importance of home, our team wants to help people feel comfortable in the spaces they create. While the cost of energy keeps rising in California and the grid is less reliable than ever, our team provides solar power installations that can help people rest easy day and night knowing that they're creating their own power and protecting the things and people they love.

Help your clients harness the power of solar today. Contact Sandbar Solar & Electric for a free solar consultation: (831) 469-8888 and SandbarSC.com



Jeremy Pearl
Sandbar Solar & Electric
Phone: 808.492.9147



SUPER HERO GOLF TOURNAMENT!

The superheroes came out in full force for our Charity & Cornhole Tournament this year! Thank you to everyone who came out and played and contributed to help us give back to our community and have the best day ever!







Join Us for
a Merry Time.

Holiday Open House

'Tis the season to let us show you our appreciation and share some holiday cheer! Join us for tasty nosh, wine and a jolly good time!

(nonalcoholic options will be available)

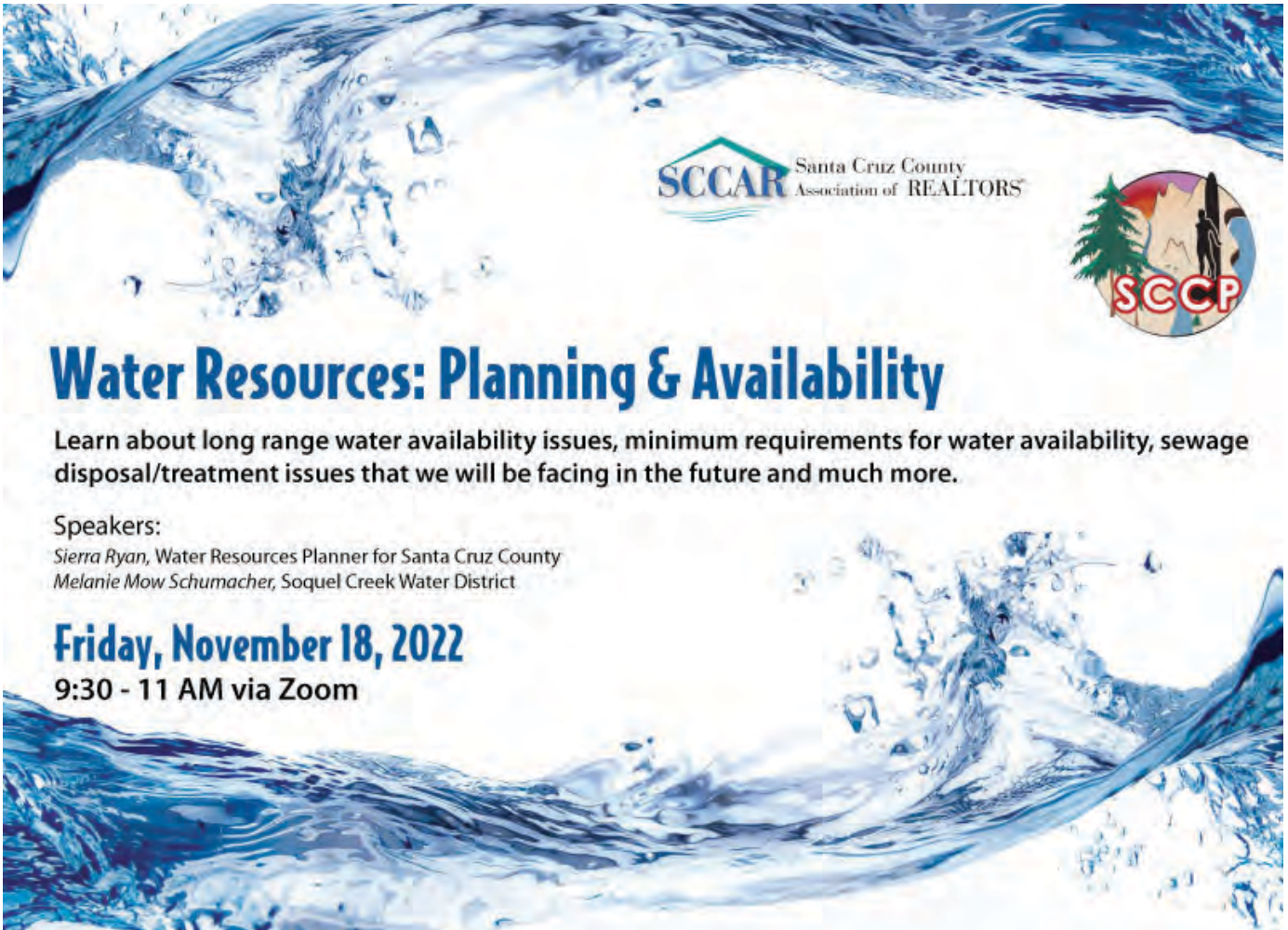
Tuesday, December 13, 2022

2 - 5 PM at the SCCAR Office

2525 Main St. Soquel

Please make your free RSVP online www.mysccar.org, email contact@mysccar.org or call 831-464-2000.





Water Resources: Planning & Availability

Learn about long range water availability issues, minimum requirements for water availability, sewage disposal/treatment issues that we will be facing in the future and much more.

Speakers:

Sierra Ryan, Water Resources Planner for Santa Cruz County
 Melanie Mow Schumacher, Soquel Creek Water District

Friday, November 18, 2022

9:30 - 11 AM via Zoom



Great home & auto rates for any budget.
 Call me for a quote.

Lydia Harville 831-476-6665

Insurance Lic#: 0D86836



Individual premiums and budgets will vary by customer. All applicants subject to State Farm® underwriting requirements.

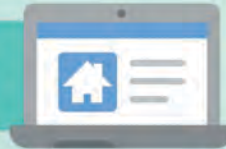
Report as of

October 2022



California Latest Market Data

How the market is doing



*Daily Average for week ending October 1, 2022

606

Closed Sales per day*



354

Pending Sales per day*



292

New Listings per day*



% change indicates change from last week



What REALTORS® are saying



0.6%

20.1%

Closed a sale



5.4%

24.2%

Entered escrow



-4.6%

20.3%

Listed a property

% change indicates change from last month

What REALTORS® think will happen



0.0%

9.3%

Sales will be **up**

0.9%

2.1%

Prices will be **up**

-10.6%

30.3%

Listings will be **up**

% change indicates change from last month

Source: California Association of REALTORS®

Santa Cruz County Housing Statistics

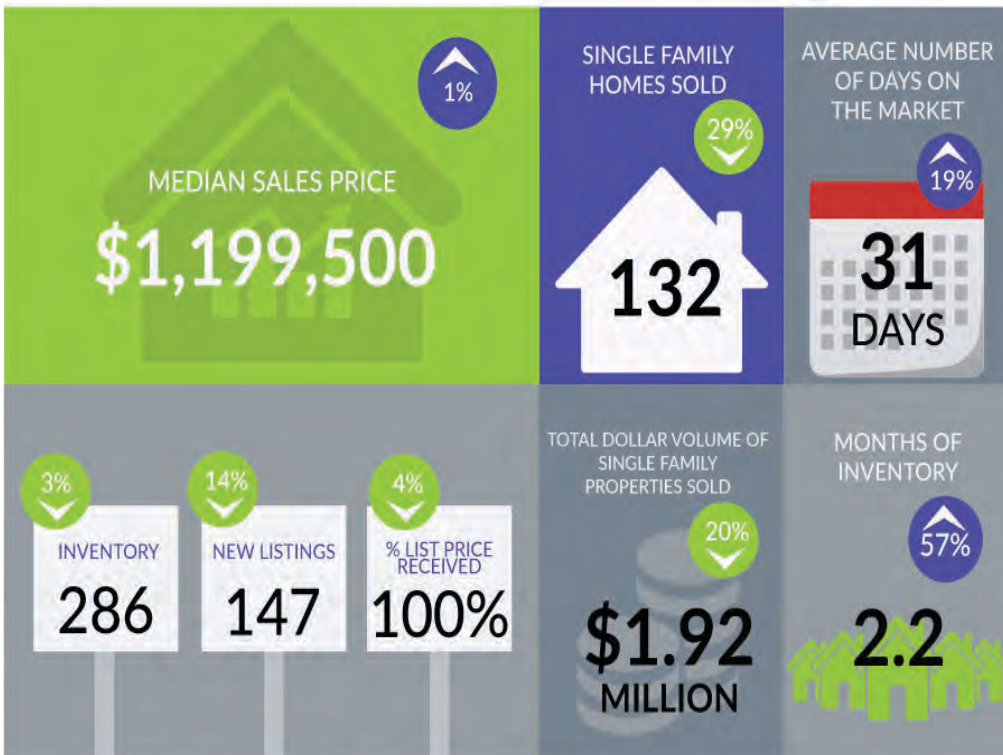
September 2022: Santa Cruz County - Single Family Residential												
City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	19	41	17	43	\$2,253,588	\$1,675,000	\$729	100%	\$38,311,001	2,387	47,552	1.9
Ben Lomond	3	6	4	24	\$940,625	\$819,250	\$651	101%	\$3,762,500	1,422	17,969	1.1
Boulder Creek	20	25	17	26	\$835,000	\$840,000	\$564	101%	\$14,195,000	1,686	54,151	1.8
Brookdale	3	4	1	103	\$709,000	\$709,000	\$492	99%	\$709,000	1,440	4,748	4
Capitola	9	13	3	35	\$1,631,666	\$1,645,000	\$1,189	98%	\$4,895,000	1,115	3,874	3.5
Corralitos	1	6	2	95	\$2,140,000	\$2,140,000	\$713	95%	\$4,280,000	2,545	369,520	4.5
Felton	5	13	9	22	\$822,222	\$749,000	\$624	102%	\$7,400,000	1,592	123,209	1.6
La Selva Beach	1	8	1	31	\$1,470,000	\$1,470,000	\$701	89%	\$1,470,000	2,096	25,395	12
Los Gatos	8	17	3	25	\$1,333,333	\$1,400,000	\$732	97%	\$4,000,000	1,802	42,108	3.2
Mount Hermon	1	3	1	13	\$800,000	\$800,000	\$491	107%	\$800,000	1,630	6,403	2.3
Santa Cruz	47	84	43	26	\$1,765,179	\$1,415,000	\$941	100%	\$75,902,738	1,706	24,663	2.2
Scotts Valley	6	16	8	49	\$1,689,125	\$1,284,000	\$673	97%	\$13,513,000	2,484	40,763	1.8
Seacliff	0	0	1	14	\$1,155,000	\$1,155,000	\$1,157	122%	\$1,155,000	998	7,449	0
Soquel	4	7	6	42	\$1,459,250	\$1,542,250	\$706	100%	\$8,755,500	2,191	136,089	1.2
Watsonville	20	43	16	21	\$817,437	\$745,000	\$564	99%	\$13,079,000	1,447	55,384	2.7
Summary	147	286	132	38	\$ 1,321,428	\$1,284,000	\$701	100%	\$192,227,739	1,769	63,952	2.9

September 2022: 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	8	16	7	26	\$1,065,428	\$1,050,000	\$658	102%	\$7,458,000	1,428	1,758	2.7
Boulder Creek	0	1	0									
Capitola	2	7	4	19	\$811,750	\$770,000	\$825	106%	\$3,247,000	962		1.4
La Selva Beach	1	2	1	18	\$1,030,000	\$1,030,000	\$731	100%	\$1,030,000	1,409		3
Santa Cruz	10	18	17	25	\$790,705	\$855,000	\$666	99%	\$13,442,000	1,165	1,299	1.2
Scotts Valley	1	1	4	11	\$897,000	\$932,000	\$585	102%	\$3,588,000	1,606	1,837	0.4
Soquel	1	1	0									
Watsonville	0	9	7	8	\$950,000	\$720,000	\$526	101%	\$6,650,000	1,283	1,307	1.7
Summary	23	55	40	18	\$924,147	\$893,500	\$662	102%	\$ 35,415,000	1,309	1,550	1.7

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

MARKET MINUTE

SEPTEMBER 2022 MARKET SNAPSHOT - SINGLE FAMILY HOMES - YEAR OVER YEAR



October 10, 2022 – The U.S. economy once again showed resilience despite mounting headwinds. The labor market remains remarkably tight and continued expanding at a solid pace. That said, prices at the pump are flaring back up and likely will keep inflation elevated, which will only reinforce the Fed’s battle to get inflation under control. Mortgage interest rates remain very volatile but are well above last year’s reducing purchasing power for buyers at all levels. This has caused demand to pull back and, as a result, builders are scaling back production and lowering their spending budgets – especially in residential.

Read more: <https://www.car.org/en/marketdata/marketminute>

