

REALTOR® NEWSLETTER



LOOKING
FORWARD TO
MAKING 2025
THE BEST YET!



PRESIDENT'S MESSAGE

Renee Mello, President

Happy New Year! Can you believe it's 2025? A quarter of the century is almost over. Remember how excited we were as we approached a new millennium? At the time the fear was that when clocks struck midnight on January 1, 2000, affected computer systems, unsure of the year, would fail to operate and cause massive power outages, transportation systems to shut down, and banks to close. Widespread chaos would ensue. Guess what – none of that happened and it was business as usual.

One could say that REALTORS® went through that same kind of fear last year. The Department of Justice filed a lawsuit against the National Association of REALTORS® (NAR) alleging that NAR established and enforced illegal restraints on the ways that REALTORS® compete. In May, the National Association of REALTORS® settled a series of class-action lawsuits alleging that its compensation rules, which forced selling agents to advertise compensation for buyer's agents on listings, essentially amounted to antitrust, reducing competition and artificially inflating competition.

I can't tell you how many times I heard that commissions were going away. The buyer's agents were going away. The world of Real Estate, as we know it, was going away. Most will now agree that the world of Real Estate has not gone away and most REALTORS® are adjusting to the new ways of doing business. We are adaptable if nothing else. The thing that really concerns me is the general feeling that maybe we don't need the local, state, and national associations. That is certainly not the case, and here is why.

Santa Cruz County Association of REALTORS® mission is "Fostering a collaborative community that enhances professionalism and integrity while advocating for home ownership, housing and private property rights." The local association is where local issues are handled. We were instrumental in the defeat of the Rent Control initiative of 2018. And it looks like we may be having another encroachment on Property Rights that we will need to work to defeat this coming year. We offer education to further

enhance your skills, including a new agent boot camp helping our newer agents understand the business. We offer a committee that works with our MLS organization (MLS Committee) and one that includes the new members of our profession (MREP). And who doesn't want to have fun? Our Events and Community Committee sponsor numerous activities that promote community and fun.

C.A.R. (California Association of REALTORS®) offers many activities that support us as REALTORS®. First and foremost is our zipForms™ which is offered free to members of C.A.R. Have a Legal or Financial question? C.A.R. is there for you. C.A.R. is vigilant in following possible laws in our government that could affect private property rights and advocate for our homeowners. During the transition last year as a result of the lawsuit, CAR provided almost daily opportunities to

find out what was going on and the best way for REALTORS® to do business. The follow the trends in Real Estate and share the information with REALTORS®.

NAR (National Association of Realtors) is how we do business begins. It is the Code of Ethics that guides our activities as REALTORS®. We know what we can expect from a fellow REALTOR® as a fellow member of NAR. NAR is also where we can be trained in the niche are we may want to do business in, i.e., SRES (Senior Real Estate Specialist) or ABR (Accredited Buyer Representative), to name a few. All three of these organizations play a vital role in our success in our profession of choice, REALTOR®. The recent changes have caused some people to question their need for one or all these organizations. I feel if you truly understand what they each offer, you know that you need all three.



CELEBRATING LEADERSHIP & EXCELLENCE: *HIGHLIGHTS FROM OUR 114TH INSTALLATION & Awards Luncheon!*

The energy at our 114th Installation & Awards Luncheon was incredible! We welcomed our new leaders, celebrated our outgoing ones, and honored some outstanding individuals in our community! Welcome to our 2025 Leadership Team – President Renee Mello, President Elect, Carol Lerno, Treasurer, Nick Bailey, Immediate Past President, Carol VanAusdal and our Directors: F. Carolina Portillo Franco, Greg Mann, Mary Thomas, Lauren Spencer, Pete Eubank, David Webb, Dana Sales and Maggie Barr.

Congratulations to award winners, Paul Bailey, Lifetime Achievement, Seb Frey & Kathy Oliver, REALTORS of the Year, Patrick Beaver, Affiliate of the Year and Loren Morse for Community Service We couldn't make it happen without our sponsors, thank you Bailey Properties, Santa Cruz Lending, MLS Listings, Oliver Property Management, Pillar to Post, Local Shot, Tour Factory, Main Street Realtors, Best X Termite & Pest Control for your support!



2025 Board of Directors



President
Renee Mello



Seb Frey,
REALTOR® of the Year



Kathy Oliver,
REALTOR® of the Year



Loren Morse,
Community Service
Award



Amy Jeske,
Dues Winner



Patrick Beaver,
Affiliate of the Year



Randy Turnquist, Jennifer Watson,
Greg Lukina for Distinguished Service



Paul Bailey,
Lifetime Achievement



Carol VanAusdal, County
Proclamation of Service

Real Estate Legal Update

The decisions made in Sacramento have a profound influence on your ability to conduct business. Make sure you're up to date on the latest legislative and regulatory updates!

Wednesday, February 26, 2025
9:30 - 11 AM @ Seascope Golf Club



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

Sponsored by:



Members: \$24
Nonmembers: \$35

Diversity Equity Inclusion Calendar

February

- 1 UN: World Interfaith Harmony Week**
Promotes harmony between all people regardless of their faith.
- 2 Pagan and Wiccan: Imbolc**
Celebrates the beginning of spring and the goddess Brigid.
- 4 World Cancer Day**
Raises awareness of cancer prevention, detection, and treatment.
- 17 Washington’s Birthday (Presidents’ Day)**
Honors the birthday of George Washington, the first U.S. President.
- 26 Hindu: Maha Shivaratri**
A major Hindu festival celebrating Lord Shiva.

March

- 1 Islamic: Ramadan**
A holy month of fasting, prayer, and reflection for Muslims.
- 5 Christian: Ash Wednesday**
Marks the beginning of Lent, a season of fasting and prayer.
- 8 International Women’s Day**
Celebrates the achievements of women and calls for gender equality.
- 14 Hindu: Holi**
The festival of colors, celebrating the arrival of spring.
- 14 Sikh: Hola Mohalla**
A Sikh festival featuring martial arts, poetry, and community gatherings.

GET INVOLVED IN DEI AT SCCAR!

Our DEI Committee is committed to embracing diversity, equity and inclusion while fostering an environment where all SCCAR members feel welcome, supported, and valued regardless of their background. Through education and awareness, we aim to drive positive change and create a more inclusive Association that reflects and supports the diverse communities we serve. Reach out to Chair, Seb Frey, sebfrey@sebfrey.com for more information.

Diversity

Represents the differences within a group or organization, such as race, ethnicity, gender, sexual orientation, age, disability, and more

Equity

Involves recognizing that inequalities exist and ensuring that everyone has an equal opportunity to succeed. This can include allocating resources and decision-making authority to groups that have been historically disadvantaged

Inclusion

Involves creating a culture where differences are expected and welcomed, and where everyone feels a sense of belonging. This includes valuing and supporting diverse individuals and groups for their unique perspectives and contributions.

“Diversity is having a seat at the table, inclusion is having a voice, and belonging is having that voice heard.”

– Liz Fosslien

TOGETHER



SCCAR CENTENNIAL CLUB

Thank you to our Centennial Club members whose contribution of \$197+, the true cost of doing business, to the REALTOR® Action Fund helps us protect private property rights and your ability to do business. To learn how you can be a club member, contact SCCAR.

Charles, Allen - Keller Williams Realty - SC
Steve, Allen - Allen Property Group
Amy, Bailey - Bailey Properties, Inc.
Joseph, Bailey - Bailey Properties, Inc.
Lisa, Bailey - Bailey Properties, Inc.
Nicholas, Bailey - Bailey Properties, Inc.
Paul, Bailey - Bailey Properties, Inc.
Robert, Bailey - Bailey Properties, Inc.
Margaret, Barr - Keller Williams Realty - SC
Tim, Bowers - Bailey Properties, Inc.
Candace, Bradfield - Bradfield & Associates
Judy M., Brose - C21 Real Estate Alliance
Paul, Burrowes - David Lyng Real Estate
Pete, Cullen - Bailey Properties, Inc.
Pamela, Easton - Sotheby's International
John, Flaniken - Trade-In Real Estate
Sebastian, Frey - Compass
Lisa C., Gerety - Bailey Properties, Inc.
Sage, Goncharoff - Bailey Properties, Inc.
Russell, Gross - Russell E. Gross Real Estate
Kathy, Hartman - SCCAR
Danielle, Huff - Bailey Property Management
Sandy, Kaplan - Santa Cruz Properties
Datta S., Khalsa - Main Street REALTORS
Constance, Landes - Anderson Christie, Inc.
Neal, Langholz - Karon Properties
Geneva, Lawless - David Lyng Real Estate
Carol, Lerno - Main Street REALTORS
Gregory, Lukina - David Lyng Real Estate
Morgan, Lukina - David Lyng Real Estate
Randy, Maldonado - Cheshire-Rio Realty

Greg, Mann - Coldwell Banker Realty
Jennifer, Marini - Schooner Realty
Teresa, Marlow - Compass
Renee, Mello - Keller Williams Thrive
Antonio, Melo - Aldina Real Estate, Inc.
Candace, Noel - Bailey Properties, Inc.
Kathleen, Oliver - Oliver Property Mgmt.
Barbara J., Palmer - Bailey Properties, Inc.
Stephen, Pearson - Pearson Properties
Dana, Sales - C21 Real Estate Alliance
Rachel, Shaffer - Bailey Property Management
Sierra, Skipper - Bailey Property Management
Lynnette, Sousa - Aldina Real Estate, Inc.
Jynnette, Sousa-Melo - Aldina Real Estate, Inc.
Lauren, Spencer - Coldwell Banker Realty
Mary, Thomas - Bradfield & Associates
Joanne, Thompson - Bailey Properties, Inc.
Randy, Turnquist - C21 Real Estate Alliance
Carolyn, Wade - David Lyng Real Estate
Karen, Wade - Bailey Property Management
Jennifer, Watson - Christie's Int'l R.E. Sereno
David, Webb - eXp Realty of California Inc
Richard, White - Bailey Properties, Inc.



ARE INSPECTIONS ENVIRONMENTAL CONSULTING



ARE Inspections offers various inspection and testing services to cover all of your indoor environmental concerns.

- **Mold Inspections**
 - Allergens
 - VOC's
 - Bacteria
- **Well Water**
 - Radon
- **Thermography**

Contact Owner Kevin Corr,
AMRT, WRT, ASD, CDS, CMPW, CMAT, RMT, CMI, ABI, ACS
831-227-0805 | areinspection.com
kevin@areinspections.com

3
COMMON SCAMS AFTER A DISASTER

120
YEARS OF LEADING THE WAY.™

- 1** **GoFundMe.com** - While this is a good way to solicit or make donations directly to people who need help, be aware that scammers can create false accounts that look real. Before you donate, be sure that the fund you are donating to is associated with the individuals you wish to help, and that the beneficiaries truly are victims of the wildfires.
 - 2** **Disreputable & Phony Charitable Organizations** - Criminals exploit survivors by sending fraudulent emails or social media posts and by creating phony websites designed to solicit contributions. The Better Business Bureau has a list of reputable charities that have been approved by the Wise Giving Alliance (Give.org).
 - 3** **Fake Organizations** - Scammers may create fake organizations with official-sounding names or pretend to be from agencies such as FEMA or the Small Business Administration (SBA), asking for fees or personal info. FEMA and SBA personnel never charge survivors to apply for disaster assistance, perform inspections, or help in completing applications. Some lawyers might also try to exploit vulnerable victims with false claims about urgent legal needs.
- More info at smartzoncar.org**



Commercial Real Estate
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Experience. Integrity. **Results.**

WELCOME TO OUR 2025 COMMITTEE CHAIRS



Our committees are essential to SCCAR's success. Thank you to these dedicated individuals for volunteering their time and expertise to help make SCCAR the best it can be!



Diversity, Equity and Inclusion Chair, Seb Frey

Committed to embracing diversity, equity and inclusion while fostering an environment where all SCCAR members feel welcome, supported, and valued regardless of their background. Through education and awareness, we aim to drive positive change and create a more inclusive Association that reflects and supports the diverse communities we serve.

Education Committee Chair, Jennifer Nielsen

Researches, plans and presents an annual agenda of industry-related seminars, events and/or workshops to meet the present and future needs of members working within the Association's Strategic Plan.



Events Committee

Chair, Robin Ronzano

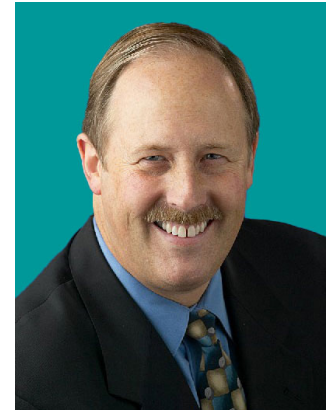
Plans and promotes a variety of projects and events for SCCAR member participation. Organizes and implements the SCCAR annual golf tournament fundraiser, enabling the Association to make various donations to community organizations



Grievance Committee

Chair, Randy Turnquist

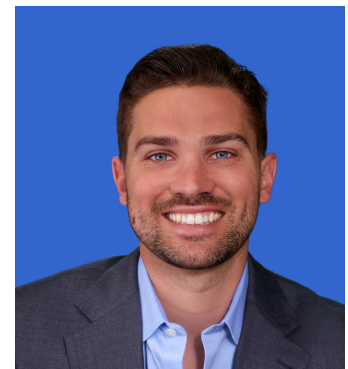
Review complaints seeking disciplinary action in accordance with the C.A.R. procedures. Only SCCAR REALTORS® member in good standing can volunteer to serve.



Local Government Relations Committee (LGR)

Chair, Nick Bailey

LGR focuses on real estate-related issues and concerns affecting the real estate industry. Offers input on legislative matters, environmental and community issues that are of concern to property owners and REALTORS® with primary emphasis on local issues. Develops and maintains close relationships with legislators representing Santa Cruz County through frequent meetings and correspondence.



MLS Committee

Chair, Bettsy Tyler

Works to improve products and services provided by MLS Listings, Inc.



Modern Real Estate Professionals (MREP)

Chair, Erin Davidson

MREP's goal is to provide newer members in the real estate profession a platform to network and build relationships and increase awareness of SCCAR benefits and activities. MREP is a committee intended for REALTOR® members as a way to introduce them to organized real estate through Association involvement.



Professional Standards

Chair, Candace Bradfield

Enforces the REALTOR® Code of Ethics by holding hearings of alleged violations. It is the role of the Professional Standards Committee to serve as panelists at disciplinary and arbitration hearings



Make Connections. Make an Impact.

Joining a committee is an invaluable opportunity to deepen your understanding of the Association's operations, policies, and decision-making processes. It allows you to build meaningful connections with fellow members, fostering collaboration and professional growth. By contributing your unique skills and insights, you play a vital role in shaping the future of the Association while positively impacting the community it serves. We are accepting applications for our **Education, Events & Community Relations, MLS and MREP Committees!** [Learn more here](#)



PRESENTS

DIA DORADO

*Installation & Scholarship
Fundraiser*



EPIC GIVEAWAYS OF TICKETS AND EXPERIENCES! FUNDS RAISED GO TOWARDS AGENT FOR CHANGE WHICH OFFERS SCHOLARSHIPS TO HIGH SCHOOL GRADUATES IN SANTA CRUZ COUNTY. HEAR THIS YEAR'S POWERFUL EVENTS CENTERED IN OUR UNDERSERVED COMMUNITIES.

THURSDAY | 13 FEB | 3 PM-6 PM

625 Main st. Watsonville, CA

SPONSORSHIP OPPORTUNITIES AVAILABLE

nhora.org

 [@nhorasantacruzcounty](https://www.instagram.com/nhorasantacruzcounty)

UPCOMING EVENTS & EDUCATION - Register online at mysccar.org

FEB 5

Business Planning

FEB 7

Fundamentals of Loans

FEB 12

Working With Buyers

FEB 13

NHORA Installation

FEB 14

Working With Sellers

FEB 19

Disclosures & Contracts

FEB 20

Finding Success in Your Niche

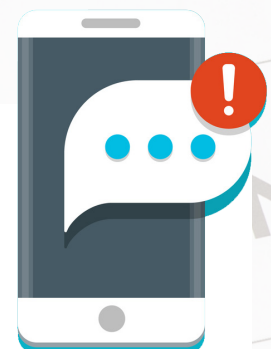
FEB 26

Real Estate Legal Update

FEB 28

Disaster Preparedness and You

Keep up to date on our offerings by texting 831-464-2000 to receive text alerts or follow us on [facebook!](#)



BUSINESS PLANNING

DISCLOSURE & CONTRACTS

WORKING WITH SELLERS

FUNDAMENTALS OF LOANS

WORKING WITH BUYERS

Agent Boot Camp Training Series

This 5-part Training Series is perfect for new and seasoned agents, offering essential knowledge and confidence for a successful real estate career. Gain or refresh your skills with classes on Business Planning, Disclosures, Working with Buyers & Sellers, and Loan Fundamentals—all in one month!

2025 Schedule

• February 5 & September 3

9 AM – 12 PM

Business Planning (1)

Instructor: Paul Bailey, Bailey Properties, Inc.

Topics: Time management, conquering accountability, where business comes from and developing your own Vision Statement

• February 7 & September 5 Fundamentals of Loans – From Prequalifying to Close (2)

9 AM – 12 PM

Instructors: Tai Boutell, Santa Cruz Lending Group and Matt Falconer, CrossCountry Mortgage

Topics:

Application to prequal to pre approval to approval, loan programs including ARM's, and first time buyers, Interest rates, forecast/economic factors, Lender Lingo & insurance

• February 12 & September 10

Working with Buyers (3)

9 AM – 12 PM

Instructors: Pete Eubank, Room Real Estate

Topics: How to find buyers and what to do with them once you have one. Negotiation, lead gen, contracts, disclosures in practice and timelines.

• February 14 & September 12 Working with Sellers (4)

9 AM – 12 PM

Instructor: Greg Mann, Coldwell Banker Realty

Topics: Listing Agreement review, explain compensation, disclosures and contracts in practice, marketing and proper advertising. Listing presentations and value add (why should the choose you?)

• February 19 & September 17

Disclosures & Contracts (5)

9 AM – 12 PM

Instructors: Robert Bailey, Bailey Properties, Inc. and Renee Mello, Keller Williams Realty

Topics: Over of the RPA (Residential Purchase Agreement) as it related to mandatory disclosures and contractual timeframes; specifically the Transfer Disclosure Statement (TDS) and Seller Property Questionnaire (SBQ).

Sign Up!

The series will be offered in February & September with 2 classes per week.

Pricing: Save and sign up for the whole series price for \$110!

Individual classes: \$30

Register online @ mysccar.org or call 831-464-2000



Real Estate

REVIVE!™

COAST 2 COAST

VIRTUAL CONFERENCE

NATION WIDE

2025

**THURSDAY
FEB. 20, 2025**

**SESSION 1
10-NOON PST**

FINDING SUCCESS IN YOUR NICHE

Commercial } *Global* } *Property Management* } *Luxury* } *Investments*

SESSION #1 OF REAL ESTATE REVIVE 2025 WILL PROVIDE A COMPREHENSIVE OVERVIEW OF SPECIALIZED REAL ESTATE NICHEs, OFFERING INSIGHTS INTO UNIQUE OPPORTUNITIES WITHIN THE INDUSTRY. TOPICS INCLUDE COMMERCIAL, LUXURY, GLOBAL, INVESTMENTS, AND PROPERTY MANAGEMENT. ATTENDEES WILL LEARN HOW TO IDENTIFY AND EVALUATE NICHEs, DEVELOP TAILORED STRATEGIES, AND LEVERAGE MARKET TRENDS TO BUILD A SUCCESSFUL REAL ESTATE CAREER. IDEAL FOR ASPIRING AGENTS, BROKERS, AND ENTREPRENEURS SEEKING TO DIFFERENTIATE THEMSELVES IN THE COMPETITIVE REAL ESTATE MARKET.



REGISTER NOW
WWW.REALESTATEREVIVE.COM





Disaster Preparedness and You

In light of the devastating fires in Los Angeles, many of us are wondering if this could happen to our community once again. Learn how to prepare yourself, your family, and your neighborhood before a disaster strikes. Valuable tools and tips will be discussed with time for questions and answers.

Friday, February 28, 2025
9:30 - 11 AM via Zoom

Speakers:



Wanda Vollmer is the Founder and CEO of Peace of Mind Preparedness, who provides education programs on disaster readiness for families and businesses on the Central Coast



Chris Gordon founder of GEODisclosure. Chris founded his NHD business, GeoDisclosure, in 2000 and has over 23 years of experience in Natural Hazard Disclosure reporting.

Free with SCCP series
\$20 for members
\$30 for nonmembers



MREP KICKOFF EVENT

**FUN! NETWORKING! FOOD!
BOWLING GAMES!**

BOARDWALK BOWL
115 E. CLIFF ST. SC

MARCH 19, 2025
3:30 - 5:30 PM

RSUP



**MREP SPONSORSHIPS OPEN
> EMAIL ANDREA@MYSCCAR.ORG**



BE WILDFIRE READY

A guide to help you protect your property from wildfire.

Home Preparedness Guide

No one thing prevents risk completely—the solution requires a system.

Research has shown there are clear steps you can take to give your home a much better chance of surviving an encounter with wildfire. This guide provides four sets of steps that are grouped to provide the most impact for the time and cost involved. Get started today and be Wildfire Ready.

✓ START HERE

✓ MAKE SURE YOUR ROOF IS FIRE-RATED

Roofs are rated Class A to Class C based on their fire resistance with Class A providing the most protection from fire. Some roofs are not rated for protection against fires. If your roof is unrated, or if you are considering replacing your roof, re-roof with a Class A-rated roofing material.



Example of Class A rating on a shingle wrapper

- Nearly all asphalt shingles currently on the market are Class A fire-rated. Three-quarters of all homes in the United States have a Class A asphalt shingle roof.
- Clay and concrete tile roofs are Class A.
- If you have a tile roof, bird-stop open ends of tiles at the roof edge to reduce vulnerability.

✓ CREATE A BUFFER AROUND YOUR HOME (0-5 FOOT HOME IGNITION ZONE)

Pay special attention to the 5 feet immediately around your home. This area should be designed and maintained to keep fire or embers from igniting materials in this area and spreading fire to your home.



Source: National Fire Protection Association

- Ensure yard debris and dead plant material does not accumulate in this zone.
- Use hardscape like gravel, pavers, concrete, and other noncombustible mulch materials in this 5-foot zone around your home.
- While best practice is to have no vegetation, choosing limited use of CalFire-recommended vegetation will keep your risk low.
- Do not park boats, RVs, or other vehicles in this zone.
- Do not store firewood, outdoor furniture, or other items such as trash cans, pet houses, lawn tools, children's playsets, etc., in this zone.
- Ensure that where the lowest 6 inches of the exterior wall meets the ground is covered with a noncombustible material such as brick, stone veneer, or exposed concrete of the foundation.

✓ REMOVE ITEMS UNDER YOUR DECK

To prevent your deck from igniting and spreading fire to your home, do not use the area under decks as long-term storage.

- It is best practice to store items long-term either indoors or at least 30 feet from the home if possible. It is also a good habit to avoid storing any items under your deck, even temporarily, and to consider this area as part of your home ignition zone.
- If not possible, on days with Red Flag warnings (high fire danger), move any items temporarily stored beneath the deck—as well as outdoor furniture and other items that may be on top of your deck—indoors, into your garage, or at least 30 feet from your home (being mindful not to place them near your neighbor's home). However, note that this is not ideal as it wastes valuable time if a fire develops near you and evacuation is necessary.

✓ ADD OR UPGRADE YOUR VENT SCREENS

Flying embers can enter your home through vents in your attic, roof, gables, and crawlspace.

- ❑ Install a metal screen 1/8 inch or finer either on the outside or inside to cover all vents to block embers from entering and igniting your home.
- ❑ Be sure to check screens periodically and remove accumulated debris, birds' nests, etc.

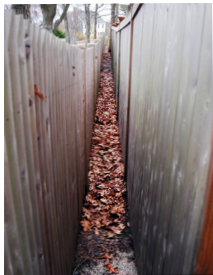


Cover vents with 1/8 inch screen to keep embers out

✓ KEEP GOING!

Once you've addressed the critical actions, keep going with these low-cost steps that further reduce

✓ REMOVE BACK-TO-BACK ROWS OF FENCING



Leaves accumulated between two fences.

Photo credit: Jack Cohen

- ❑ If you and your neighbor have fences that overlap, this creates a small gap between the fences where debris and embers can accumulate and ignite both fences. Additionally, the two fences together create more fuel for a more intense fire, increasing your home's exposure to heat and burning embers.
- ❑ Talk to your neighbor and work together to take down any sections that overlap.

✓ REPLACE COMBUSTIBLE FENCING OR GATES ATTACHED TO THE HOME

- ❑ If you have fencing attached to your home that is made of combustible materials such as wood or plastic, replace at least the first 5 feet with metal or other noncombustible versions (including replacing combustible gates attached to your home). This helps stop fire from spreading from the fence to your home.
- ❑ If possible, choose open or lattice fencing or gates instead of solid privacy panels to allow embers to pass through rather than accumulate. This adds even more protection to the 0-5 foot home ignition zone.



Undamaged metal fence next to a burned wooden fence

✓ CLEAR YARD DEBRIS

- ❑ Clear debris such as leaves and pine needles from your roof and in your gutters. Embers can easily start fires in these areas.
- ❑ Make sure areas around fences and underneath gates are free of debris; this is another area where embers can collect.

✓ TRIM TREES

- ❑ Remove branches that may overhang your roof or gutters.
- ❑ Trim the bottom of trees so that all branches are at least 6 feet from the ground and at least 3 times higher than any shrubs nearby.
- ❑ Trim upper branches of trees to ensure they are at least 10 feet away from branches of neighboring trees.
- ❑ Work with your neighbor to address trees near your property line that affect both properties.

✓ ENCLOSE LOW ELEVATION DECKS

If your deck sits less than 4 feet above the ground you will need to keep debris out and embers from collecting underneath.



Example of an enclosed deck

- ❑ Enclose it with a noncombustible material or use 1/8 inch or finer mesh.

✓ LEVEL UP!

When time and budget allow, these next steps will address additional vulnerable areas of your home.

✓ MOVE OUTBUILDINGS AWAY FROM YOUR HOME



Outbuilding or shed

- ❑ Make sure small structures like sheds, dog houses, and other outbuildings are at least 30 feet away from your home. (Metal sheds are an exception.)
- ❑ If they can't be moved, consider retrofitting them with noncombustible materials or remove them completely.
- ❑ Combustible structures within 30 feet of your home should be maintained just like the 0-5 foot home ignition zone.

✓ REPLACE YOUR SIDING

If you have combustible siding like un-treated wood or vinyl, the best practice is to replace it with a noncombustible material like concrete-fiber board, stucco, brick, or stone veneer.



Noncombustible siding

- If you cannot replace all the siding, replace the lowest one foot of siding, ensuring the material extends below ground level, with brick or stone veneer and pay extra attention to the noncombustible home ignition zone.
- An exposed concrete foundation in the lowest foot provides similar risk reduction.

✓ ENCLOSE EAVES



Soffited eave

If your home has open eaves, box them in or install noncombustible soffit material, and install 1/8 inch or finer metal mesh in the vents. If fire reaches the area below an open eave, heat can build up and ignite exposed materials. Embers can also circulate here, increasing the chance they will enter your home if vents don't have screens.

✓ ENCLOSE AREA UNDER BAY WINDOWS

If you have a bay window on the ground level of your home, embers can collect and start fires in the area underneath. Heat from the resulting fire can then quickly build and spread fire to the wall.



Enclosed bay window

- Enclosing the area beneath the bay window with a noncombustible siding keeps embers out and prevents fire from burning underneath.

✓ GO THE LAST MILE!

Consider these final actions for reducing your risk.

✓ BUILD A FIRE-RESISTANT DECK

- When building a new deck, use metal joists and a fire-resistant walking surface like fire-rated composite deck materials, aluminum, or lightweight concrete.



Deck with metal joist

✓ UPGRADE WINDOWS

- Replace your windows with ones with tempered glass, especially first floor windows on a multi-story home.
- In addition to tempered glass, vinyl-framed windows require reinforcing; therefore, if replacing windows with a vinyl frame, ensure the manufacturer is a member of the American Architectural Manufacturers Association (AAMA) which will guarantee this reinforcement is present. The AAMA site features a directory of certified products.

✓ EXTEND YOUR 0-5 FOOT HOME IGNITION ZONE

- If your home has angled exterior walls, also called re-entrant corners, extend your home ignition zone outward from these areas and pay special attention to keep out materials that could ignite. During a fire, the flow of air around this corner can create intense fire whirls that spread extreme heat and ignite walls.



Re-entrant corner

Feel free to share this guide with friends, family, and neighbors.

Together, we can reduce our risk from wildfire!

WILDFIRE-READY.COM

Find more resources at:
<https://mysccar.org/wpress/wildfire-resources>

Santa Cruz County Housing Statistics

December 2024: 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	6	18	17	37	\$1,536,202	\$1,300,000	\$876	98%	\$26,115,438	1,774	41,368	1
Ben Lomond	3	11	1	27	\$1,190,000	\$1,190,000	\$663	99%	\$1,190,000	1,795	9,679	2.2
Boulder Creek	8	32	11	57	\$666,727	\$700,000	\$541	102%	\$7,334,000	1,371	57,338	3.8
Brookdale	0	3	0									
Capitola	1	5	1	96	\$1,385,000	\$1,385,000	\$1,113	99%	\$1,385,000	1,244	7,013	1.7
Corralitos	0	3	0									
Davenport	0	0	1	31	\$1,400,000	\$1,400,000	\$867	92%	\$1,400,000	1,614	5,924	0
Felton	3	11	5	26	\$784,200	\$725,000	\$661	97%	\$3,921,000	1,307	13,922	1.4
Freedom	0	1	0									
La Selva Beach	0	4	1	16	\$1,165,000	\$1,165,000	\$665	106%	\$1,165,000	1,752	8,451	4
LOS GATOS	4	15	2	84	\$1,232,500	\$1,232,500	\$577	97%	\$2,465,000	2,132	84,485	3.2
Mount Hermon	0	1	1	69	\$499,000	\$499,000	\$458	111%	\$499,000	1,089	3,615	1.5
Santa Cruz	13	57	27	23	\$1,691,348	\$1,465,000	\$893	102%	\$45,666,398	1,760	8,344	1.8
Scotts Valley	5	11	7	53	\$1,528,071	\$1,400,000	\$652	99%	\$10,696,500	2,413	29,027	1.6
Soquel	2	5	3	30	\$1,400,000	\$1,400,000	\$667	99%	\$4,200,000	1,932	165,702	1
Watsonville	8	32	7	14	\$818,714	\$840,000	\$520	100%	\$5,731,000	1,601	6,316	2.1
Summary	53	209	84	43	\$ 1,176,674	\$1,232,500	\$663	100%	\$111,768,336	1,676	33,937	1.9

December 2024: 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	4	16	2	85	\$672,000	\$672,000	\$681.00	96%	\$1,344,000	1,013	828	2.1
Boulder Creek	1	4	0									
Capitola	2	1	1	42	\$1,210,000	\$1,210,000	\$711.00	95%	\$1,210,000	1,702	1,394	0.3
La Selva Beach	0	2	0									
Santa Cruz	4	19	11	39	\$615,990	\$705,500	\$667.00	101%	\$6,775,900	943	1,211	2.6
Scotts Valley	2	2	2	5	\$675,750	\$675,750	\$525.00	96%	\$1,351,500	1,286	1,263	1.5
Soquel	0	3	0									
Watsonville	2	12	3	30	\$859,333	\$658,000	\$517.00	99%	\$2,578,000	1,221	915	3.3
Summary	15	59	19	40	\$806,615	\$675,750	\$667	97%	\$ 13,259,400	1,233	1,122	2.0

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

Quarterly Santa Cruz County Housing Statistics

Q4 2024: Santa Cruz County - Single Family Residential												
Area	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
Adult Village	6	4	6	30	\$590,000	\$557,500	\$548	101%	\$3,540,000	1,127	4,814	2
Aptos	13	5	16	59	\$1,796,057	\$1,375,000	\$680	95%	\$28,736,925	2,347	121,142	0.9
Ben Lomond	11	10	14	50	\$821,607	\$830,000	\$533	99%	\$11,502,501	1,498	26,815	2.1
Boulder Creek	31	31	23	55	\$711,978	\$708,000	\$521	100%	\$16,375,500	1,458	89,242	4
Brookdale	3	4	2	32	\$630,500	\$630,500	\$752	108%	\$1,261,000	867	27,944	6
Capitola	8	5	10	30	\$2,022,000	\$1,637,500	\$1,190	100%	\$20,220,000	1,598	5,780	1.5
Corralitos	8	12	5	49	\$1,474,800	\$1,050,000	\$635	99%	\$7,374,000	2,316	168,865	7.2
Davenport	1	0	2	338	\$2,950,000	\$2,950,000	\$1,822	74%	\$5,900,000	1,618	1,397,753	0
Felton	11	7	19	30	\$863,210	\$820,000	\$574	102%	\$16,401,000	1,519	29,775	1.1
La Selva Beach	12	11	6	22	\$1,670,260	\$1,630,000	\$861	97%	\$10,021,565	2,104	21,410	5.5
Scotts Valley	15	7	16	31	\$1,454,843	\$1,393,750	\$663	100%	\$23,277,500	2,269	10,671	1.3
Seacliff	1	0	2	25	\$2,374,944	\$2,374,944	\$1,444	98%	\$4,749,888	1,656	5,467	0
Soquel	22	9	19	30	\$1,403,736	\$1,400,000	\$780	100%	\$26,671,000	1,862	65,872	1.4
Watsonville	13	5	15	15	\$830,743	\$822,150	\$546	102%	\$12,461,150	1,657	5,364	1
Empire Grade Road	3	0	4	44	\$1,010,750	\$1,062,000	\$551	97%	\$4,043,000	1,824	62,454	0
Bonny Doon Central	3	0	2	15	\$1,292,500	\$1,292,500	\$699	102%	\$2,585,000	2,054	250,514	0
College Road	5	2	1	16	\$1,351,000	\$1,351,000	\$1,011	135%	\$1,351,000	1,336	24,394	6
Rio Del Mar/Seascape	32	13	37	41	\$2,076,270	\$1,725,000	\$892	99%	\$76,822,013	2,012	7,360	1.1
Live Oak	29	21	23	25	\$1,888,435	\$1,485,000	\$945	99%	\$43,434,026	1,706	6,250	2.7
East Santa Cruz	22	13	14	37	\$1,461,271	\$1,510,000	\$862	99%	\$20,457,800	1,712	7,479	2.8
Lompico-Zayante	9	5	8	27	\$830,125	\$795,500	\$614	102%	\$6,641,000	1,387	14,005	1.9
Los Gatos Mountains	13	16	15	84	\$1,336,600	\$1,250,000	\$551	96%	\$20,049,000	2,361	230,540	3.2
Larkin Valley	4	3	7	61	\$1,563,392	\$1,400,000	\$689	98%	\$10,943,750	2,141	200,320	1.3
Scotts Valley North	12	9	7	46	\$1,444,428	\$1,380,000	\$735	98%	\$10,111,000	2,136	124,389	3.9
West Santa Cruz	27	11	36	24	\$1,638,801	\$1,481,250	\$1,097	102%	\$58,996,841	1,537	7,461	0.9
Scotts Valley South	7	5	8	32	\$1,642,187	\$1,432,500	\$680	101%	\$13,137,500	2,346	15,889	1.9
Amesti/Green Valley Road	9	4	13	17	\$1,146,869	\$840,000	\$674	101%	\$14,909,300	1,635	84,919	0.9

Santa Cruz County Housing Statistics 2024 Annual

2024: 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	264	18	195	42	\$1,800,478	\$1,595,000	\$871	100%	\$351,093,240	1,930	28,686	1
Ben Lomond	95	11	77	37	\$975,165	\$913,000	\$616	100%	\$75,087,747	1,663	66,741	2.2
Boulder Creek	162	32	102	42	\$754,405	\$750,000	\$549	100%	\$76,949,350	1,420	47,544	3.8
Brookdale	10	3	3	23	\$943,333	\$855,000	\$693	103%	\$2,830,000	1,505	28,067	9
Capitola	66	5	39	28	\$2,126,666	\$1,750,000	\$1,246	100%	\$82,940,000	1,630	5,217	1.7
Corralitos	17	3	10	62	\$1,813,650	\$1,720,503	\$623	100%	\$18,136,505	2,712	399,898	4.5
Davenport	2	0	1	31	\$1,400,000	\$1,400,000	\$867	92%	\$1,400,000	1,614	5,924	0
Felton	106	11	81	39	\$827,274	\$786,000	\$628	100%	\$67,009,200	1,368	45,177	1.4
Freedom	8	1	5	12	\$739,200	\$734,000	\$609	101%	\$3,696,000	1,114	8,189	1.5
La Selva Beach	31	6	14	36	\$1,987,325	\$1,888,275	\$1,132	103%	\$27,822,550	1,767	10,881	6
Los Gatos	100	15	55	54	\$1,526,300	\$1,500,000	\$636	97%	\$83,946,500	2,465	309,877	3.2
Mount Hermon	8	1	5	34	\$862,800	\$790,000	\$508	100%	\$4,314,000	1,672	14,044	1.5
Santa Cruz	528	58	378	30	\$1,700,902	\$1,487,500	\$942	101%	\$642,940,997	1,760	31,019	1.8
Scotts Valley	145	12	92	25	\$1,526,761	\$1,449,500	\$669	100%	\$140,462,100	2,289	26,910	1.7
Seacliff	1	0	0									
Soquel	62	5	48	33	\$1,759,865	\$1,555,150	\$766	100%	\$84,473,550	2,371	109,864	1
Watsonville	191	31	152	28	\$1,010,256	\$850,000	\$589	100%	\$153,559,005	1,597	81,493	2.1
Summary	1796	212	1257	35	\$ 1,359,649	\$1,424,750	\$653	99.8%	\$1,816,660,744	1,805	76,221	2.7

2024: 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	102	16	76	39	\$938,071	\$917,500	\$718	98%	\$71,293,470	1,240	1,472	2.1
Boulder Creek	20	4	11	45	\$536,000	\$530,000	\$536	99%	\$5,896,000	1,053	1,046	12
Capitola	55	1	49	35	\$769,962	\$705,000	\$746	100%	\$37,728,147	980	1,000	0.3
Freedom	1	0	2	10	\$527,500	\$527,500	\$578	103%	\$1,055,000	912	1,220	
La Selva Beach	9	2	5	51	\$991,000	\$1,100,000	\$673	96%	\$4,955,000	1,370	1,350	
Santa Cruz	125	19	89	29	\$809,200	\$800,000	\$696	100%	\$72,018,840	1,129	1,689	2.6
Scotts Valley	53	2	35	28	\$900,667	\$900,000	\$614	100%	\$31,523,370	1,517	1,408	1.5
Seacliff	1	0	0									
Soquel	16	3	10	50	\$1,006,961	\$1,075,000	\$750	100%	\$10,069,619	1,382	1,129	
Watsonville	71	12	48	32	\$638,343	\$604,250	\$509	99%	\$30,640,500	1,106	1,089	3.3
Summary	453	59	325	35	\$ 790,856	\$800,000	\$673	99.4%	\$265,179,946	1,188	1,267	3.6

MARKET MINUTE

February 03, 2025 – We have taken a brief pause this week from our usual weekly write-up summary report to provide you with a quick analysis on the impacts of the recent Southern California fires that occurred less than a month ago.

The market has been very fluid since the fires began in the first week of January. Closed sales in the 6 primary cities affected by the fire have dropped considerably from nearly 15 per week in the weeks ending January 4 and January 11, to just 5 over the past two weeks. [Read more](#)

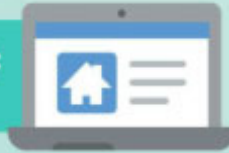


Report as of

February 2025 California Latest Market Data



How the market is doing*



* Daily Average
for week ending
February 1, 2025

384

Closed Sales
per day+



522

Pending Sales
per day+



689

New Listings
per day+



How REALTORS® did in the previous week**



-11.9%

12.5%

Closed a sale



-10.8%

14.3%

Entered escrow



-2.8%

23.8%

Listed a property

What REALTORS® think will happen in the week ahead**



8.4%

27.5%

Sales will be **up**

8.9%

18.8%

Prices will be **up**

10.9%

43.1%

Listings will be **up**

*Data based on weekly statistics collected from MLSs across California.
**Survey results collected at start of the current quarter.

Bigger Blue font represents share of survey respondents
Smaller font (green/red) reflects % change from previous quarter

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