

REALTOR® NEWSLETTER

**ARE YOU READY FOR AUGUST?
NAR MLS PRACTICE CHANGES TAKE EFFECT**





PRESIDENT'S MESSAGE

Carol VanAusdal, President

Hello SCCAR members and Welcome to Summer!

Our real estate market in the Santa Cruz area is quite unique and reflects the city's coastal charm, beautiful redwoods and vibrant community, which contributes to its desirability as a place to live. BUT, as of recent years, the housing market in Santa Cruz has been competitive, with a high demand for homes and relatively low inventory. This has driven up home prices significantly. The median home price in Santa Cruz has been hovering around \$1.3M and is often well above the national average, reflecting its status as a desirable coastal city with limited space for new development.

In comparison, California, being one of the most populous and economically significant states in the U.S., has a diverse and often volatile real estate market. Also coupled with high demand and prices; tech industry influence; housing shortage; rent control; wildfires and natural disasters; migration trends and affordable housing initiatives. YIKES, how do we all manage!!

For our buyers, one of the primary challenges is affordability. California's housing prices are among the highest in the nation, and this is particularly true in coastal areas like Santa Cruz. Another challenge for buyers is the rising interest rates. As the Federal Reserve adjusts rates to combat inflation, mortgage rates have also increased, which can significantly impact monthly payments and overall affordability.

For sellers, the market presents its own set of challenges. While high demand can drive up prices, it also means that sellers need to be strategic about pricing their homes. Overpricing can lead to a property sitting on the market for an extended period, which can be a red flag to potential buyers.

Another challenge for sellers is the timing of the sale. With economic uncertainties and fluctuating market conditions, predicting the best time to sell can be difficult. Sellers may also face challenges if they are looking to buy another home in the same market, as they will encounter the same affordability and inventory issues as other buyers.

“Communication, Collaboration, and Volunteering.”

Navigating the tight real estate market in Santa Cruz requires agents to be particularly savvy and resourceful. Some strategies that are available to members of SCCAR can be found through the education classes being offered constantly, attending the Thursday Marketing meeting, engaging in social events or joining a committee.

By leveraging local knowledge, agents can better match buyers with properties that meet their needs and build strong networks creating extensive networks, including relationships with other real estate professionals, contractors, and even local government officials. By utilizing technology, agents are finding technology tools such as virtual tours, drone photography, and AI-driven market analysis to give their clients an edge. By staying informed on market trends agents can be aware of the broader economic factors, such as interest rates and housing policies. And yes, focusing on client education is a great way to set

realistic expectations about pricing, the speed of transactions, and the potential for bidding wars.

SCCAR plays a crucial role in supporting all members by fostering a healthy market environment. Offering localized support, networking opportunities, and educational programs. SCCAR continues to provide a wealth of resources that can help all members navigate the complexities of the real estate market, stay compliant with regulations, and ultimately succeed in their careers.

Please make sure you checkout the calendar of events and education on the website at <https://tinyurl.com/56t43dxr>. Join us for the BRBC training on July 10th or the FREE ABR course on July 15th and don't forget to sign up for the Golf Tournament on August 16th.

Have a successful summer. Here's to many homes selling!
Carol



MEET THE CANDIDATES

SCCAR ELECTIONS ARE HAPPENING IN AUGUST



CAROL LERNO **CURRENT SECRETARY/TREASURER** **& PRESIDENT ELECT CANDIDATE**

Throughout my 78 years of active living, I have developed a strong sense of common sense and a solid work ethic. Growing up in a small Central Valley town, we learned that hard work and helping each other meant more time to play. After losing my husband, Albert, of nearly 40 years in 2011, I have continued to embrace his “You can do it” attitude and pass on that enthusiasm.

My career spans various fields, including packing sheds, five-and-dime stores, banks, and convenience stores. I have held a Real Estate License since 2003, shifting to

property management in 2007 and becoming a broker in 2010. I enjoy the challenge of meeting the needs of both property owners and tenants while maintaining respectful relationships.

Recognizing the demand for housing, I focus on providing and maintaining high-quality properties. For the past 30 years, I have been active in the mobile home community, organizing the transition of resident-owned parks from rental parks. I stay updated on state laws regarding rent control, which is crucial in our county with rent control regulations for mobile homes.

I am passionate about my community and heritage. Following my parents’ example, I have been involved in cultural activities and civic responsibilities. Since 1998, I have served as a Santa Cruz County Mobile Home Commissioner, learning from and collaborating with County and Community leaders.

Guiding clients, family, and friends through housing transitions has been profoundly fulfilling. I look forward to the next chapter in my professional journey and contributing to the leadership team at SCCAR.



F. CAROLINA PORTILLO FRANCO

DIRECTOR CANDIDATE

F. Carolina Portillo Franco brings over 20 years of expertise in Communications, Marketing Management, and Leadership. Recently licensed as a REALTOR, Carolina aims to leverage her extensive experience on the board of directors for the Santa Cruz County Association of REALTORS®.

As Treasurer of the Sea View Ranch Homeowners Association since 2008, Carolina has overseen financial and strategic planning for a community of 381 homes, ensuring financial health and operational efficiency.

Her career includes prominent roles like Vice President and Director across various industries, with a record of success in B2B and B2C marketing. Carolina has increased

customer engagement, sales, and brand recognition. She holds a Master's degree, underscoring her commitment to professional excellence.

Carolina is an active fundraiser for organizations such as the Alzheimer's Association, the American Heart Association, and the March of Dimes. She recently attended C.A.R.'s Annual Legislative Day and joined SCCAR's Education Committee.

Key Attributes:

- **Cultural Competence:** Extensive travel and exposure to diverse cultures.
- **Team Leadership:** Builds motivated, high-performing teams.
- **Integrated Marketing Expertise:** Success in TV, radio, print, and digital campaigns.
- **Multi-Task Management:** Manages multiple projects and adapts to market needs.
- **Visionary Leadership:** Combines strategic vision with operational execution.

Carolina's deep marketing understanding, leadership skills, and customer loyalty focus make her an ideal board candidate. She is dedicated to contributing her strategic vision to drive the local real estate association's success.



NICK BAILEY
CURRENT DIRECTOR
& SECRETARY/ TREASURER
CANDIDATE

Nick Bailey is a third-generation real estate agent working for home sellers and buyers throughout Santa Cruz County, California and surrounding areas. As an award-winning top producer, Nick provides local real estate expertise that maximizes values for home seller clients and helps home buyer clients confidently achieve their homeownership goals.

Nick repeatedly exceeds client expectations through a combination of marketing, transaction management, and negotiations. By applying industry knowledge and experience, Nick consistently creates successful sales with a professional approach. Nick graduated from the University of Oregon in 2016 with a degree in Applied Economics, Business, and Society. He also attended Aptos High School and studied at the National University of Ireland, Galway. In addition to residential sales, Nick enjoys outdoor activities and traveling.





MARY THOMAS
CURRENT DIRECTOR
& DIRECTOR CANDIDATE

Mary have been a resident of Santa Cruz County since 1986. She has raised two children who have become amazing young adults. She has always had a passion for helping others. For over 20 years Mary was very lucky to work with special needs children. It was a rewarding career and taught her the value of patience and listening.

Mary brings these skills to her real estate career while helping Buyers and Sellers to reach their goals. She enjoys being involved in the real estate community where she is able to meet her fellow REALTORS® and continue to gain knowledge about our industry. Santa Cruz County is a wonderful place to call home. Mary looks forward to meeting new people and helping them find that special place they'll call home.

ASSOCIATIONS, LEADERSHIP & DESIGNATIONS

- National Association of REALTORS®
- California Association of REALTORS®
- Santa Cruz County Association of REALTORS®
- SCCAR Board of Directors, 2022 to present
- SCCAR Events Committee, 2021 to present
- SCCAR Housing Foundation, 2020 to present
- Santa Cruz County Pro (SCCP) Certification

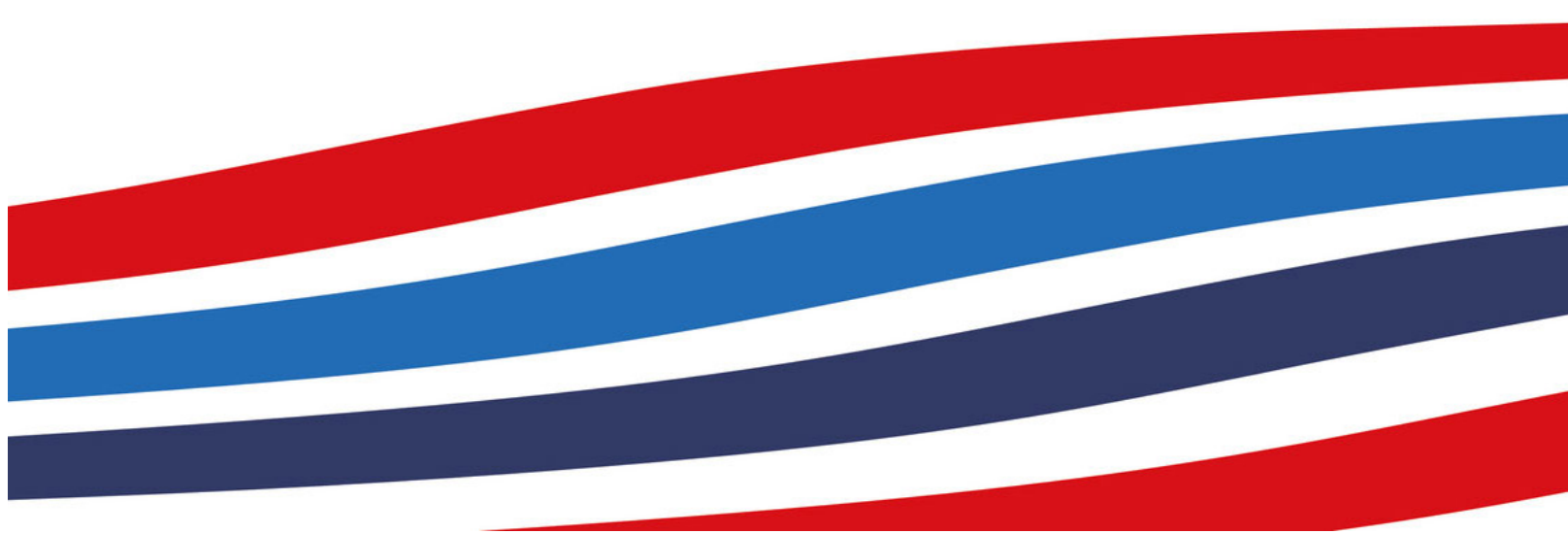




LAUREN SPENCER
DIRECTOR CANDIDATE

As a top-producing, award-winning broker associate with 37+ years of experience, Lauren Spencer represents buyers and sellers in Santa Cruz County with unrivaled local market knowledge and unwavering integrity. She has amassed an array of prestigious awards, including the Coldwell Banker® International Society of Excellence, an honor reserved for fewer than 1% of agents globally. Lauren's professionalism, dedication and stellar customer service have produced scores of satisfied clients and a strong referral-based business.

Having lived in many different areas of Santa Cruz County for 57+ years, Lauren is intimately familiar with the community and its diversity. Lauren loves living in this unique and beautiful locale and takes exceptional pride in making her clients' dreams a reality, whether they are buying for the first time, looking for a vacation getaway or downsizing toward retirement. Lauren offers sellers a multitude of services which leverage their selling experience, including invaluable tips for staging and a proven and innovative marketing strategy. Experience, integrity and results define Lauren Spencer.





GREG MANN

DIRECTOR CANDIDATE

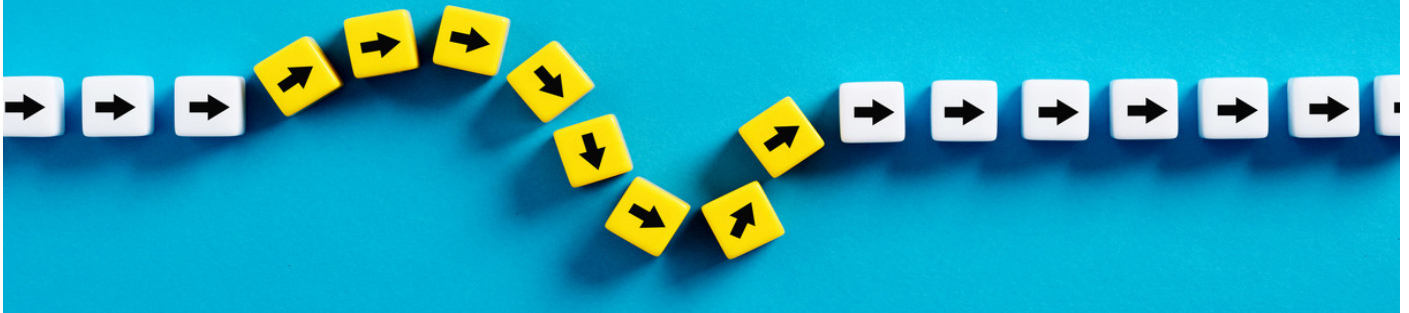
Greg Mann is the Non-Competing Branch Managing Broker of the Coldwell Banker Realty offices in Santa Cruz County where he promotes a cooperative, professional, and fun culture to encourage and facilitate growth. He offers in-office education opportunities, business planning, and coaching, and has a wealth of real estate and technology experience.

Born and raised in Santa Cruz County, he is a second-generation real estate professional with a large local family history. Greg is the proud father of two daughters and enjoys spending his free time with his wife, children, and extended family. He has a Business Degree in Marketing from California State University, Long Beach, and is a Graduate of the REALTOR® Institute. Greg has been a licensed REALTOR® with Coldwell Banker Realty in Santa Cruz County since 2003. He has received awards for production many times, frequently ranking in Coldwell Banker's President's Circle. Greg is a Luxury Property Specialist, awarded to an elite group of seasoned real estate professionals proficient in marketing luxury properties. He has completed the courses and received the Santa Cruz County Professional Designation two times.

Greg has been a Director at the Santa Cruz County Association of REALTORS® and is actively involved in strategic planning, charity events, and providing education for association members. He has been a Board Member of the Rio Del Mar Improvement Association and a member of the Seacliff Improvement Association. Greg has also been a member of the Cabrillo Community College Foundation, Dominican Hospital Foundation, Aptos Rotary Club, and Aptos Chamber of Commerce.

ARE YOU READY FOR AUGUST?

NAR MLS PRACTICE CHANGES TAKE EFFECT



With the new NAR MLS Policy taking effect August 17, make sure you are prepared! Below are a few highlights of what you need to know. Complete details can be found at facts.realtor and via MLS's [FAQ page](#).

The Important Dates

- **August 12:** MLS practice changes go into effect that include the removal of the compensation field and a buyer broker agreement form will be required, August 12. The MLS will be notifying all subscribers and sending out announcements prior to this date. If you have questions, please contact the MLS at 800-546-5657.
- **August 17:** Beginning August 17, 2024, an MLS Participant "working with" a buyer will be required to enter into a written agreement with the buyer prior to touring a home, including both in-person and live virtual tours.

The Buyer Broker Agreement

- Make sure you are aware of how to use the Buyer Broker Agreement and how to communicate the use of this form to your clients by attending our training on **July 10**. *C.A.R. recommends using this form before the mandatory date in your transactions.*

- Read '[Written Buyer Agreements 101](#)'
- C.A.R. will be offering training as the new form is being released July 10. Keep an eye at car.org for more information.

The Facts

- Find updated settlement resources and news by visiting facts.realtor

Your Value Proposition

- See our 'Show Your Worth' list on the following page for reference on the myriad ways you serve your clients
- Take REALTOR.com's free class "Elevate Your Value Proposition for More Buyer-Seller Connections" Monday, Jul 15, 2024, 10:00 AM - 10:45 AM PDT
This presentation provides valuable insights into effectively communicating your value proposition, establishing credibility, and winning over prospective clients as a buyer's agent. [RSVP](#)

SHOW YOUR WORTH

The Myriad Ways
You Serve Your Clients



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Consumers have many choices when buying or selling a home. When they seek representation by a REALTOR®, a member of the National Association of REALTORS®, they are opting for the skill, care and diligence of a professional committed to protecting their interests. Just think about the many ways you earn your compensation! This list will get you started in planning conversations with prospects.

Working with Buyers

Building a Relationship

- 1 Inform the buyer of working relationship options based on state law, the REALTOR® Code of Ethics, MLS requirements and the broker's business policies
- 2 Learn buyer's wants and non-negotiable needs
- 3 Understand buyer's budget and financial concerns

- 4 Provide quality lender resources
- 5 Match buyer's needs with available property
- 6 Explain how compensation is paid, who pays it and what buyer's options are
- 7 Explain federal and state fair housing laws
- 8 Explain what to look for in applicable property disclosures
- 9 Inform buyer that you will always disclose all known material defects

10 After ensuring buyer understands what is done for them, how it is done, and the benefit to them, obtain signatures on the buyer representation agreement

11 Reassure buyer that personal information will remain confidential

12 In accordance with state law, provide information on checking the sex-offender registry and crime statistics for the neighborhood

13 Educate buyer about executing a buyer representation agreement

14 Reiterate working relationship based on state law, the REALTOR® Code of Ethics, and the broker's business policies

15 Discuss available resources that buyer can check to learn more about prospective neighborhoods

Preparing the Buyer

- 16 Explain timeline for house hunting, mortgage approval and closing
- 17 Explain local market and how it impacts the buyer
- 18 Show statistics on what percentage of list price sellers in the area are currently receiving
- 19 Inform buyer of what home features are popular
- 20 Identify current average days on market
- 21 Share dangers of using price-per-square-foot to determine home values

22 Explain the concept of absorption rate and how it impacts the buying process

23 Indicate current listing months of market inventory

24 Share estimated potential out-of-pocket costs to complete the transaction

25 Assist buyer in analyzing the loan estimates

26 Verify buyer's ability to purchase by ensuring they've prequalified

27 Help buyer account for the complete costs of homeownership

28 Prepare lender for listing agent calls

29 Help buyer select for viewing only those homes that fit their needs

30 Review sample sales contract so buyer is prepared when it comes time to make an offer

Showing Properties

31 Schedule showings and provide access to all MLS-listed properties

32 Educate buyer on the immediacy of new listings appear in MLS and the lag time for them to appear on some websites

33 Collaborate with buyer on properties they may have learned about through their sphere of contacts

34 Research and assist on all unlisted properties the buyer wishes to see

35 Preview properties prior to showing if needed

36 Network with other agents to source properties not yet in MLS

37 Contact homeowners in focus areas to see if they are considering selling

38 Set up automated email alert system through MLS that notifies buyer of potential properties

39 Arrange tour of targeted market areas

40 Provide resources containing neighborhood information on municipal services, schools and other local services

41 Inform buyer of aspects such as nearby venues or operations that may result in issues that could impact value

42 Check applicable zoning and building restrictions

43 Help buyer decipher public property and tax information

44 Collect and share pertinent data on values, taxes, utility costs and other carrying costs

45 Help buyer identify top choices

Negotiating Offers

46 Prepare buyer to have the most attractive offer in the current marketplace

47 Prepare a comparative market analysis in advance of making an offer

48 Use hyperlocal expertise and strong communication skills to help bring the most successful offer

49 Explain common contract contingencies, and include approved protective clauses in the purchase offer

50 Ensure buyer receives and understands all state- and federally required disclosure forms

51 Prioritize contract negotiation goals with buyer

52 Prepare buyer for multiple-offer situation

53 Write offer that has a reasonable chance of being accepted

54 When approved by buyer, use strategies such as an escalation clause to maintain a competitive offer

55 Recommend optional contingencies and explain the pros and cons of using them

56 Negotiate buyer's offers to arrive at the best price and terms

Facilitating Close

57 Provide options for home inspector, title company, appraiser and mortgage lender

58 Review and discuss home inspection concerns, and negotiate repair requests

59 Guide buyer on meeting all contract deadlines

60 Advise buyer to review the settlement statement

61 Inform buyer of need to transfer utilities to the new residence

62 Schedule final walk-through and accompany buyer

63 Ensure appraisal has been ordered and notify buyer of date

64 Assist buyer in reviewing appraisal report

65 If appraisal report affects financing, discuss the possibility of requesting a reconsideration of value

66 Confirm clear-to-close with lender

67 Ensure all parties have all forms and information needed to close the sale

68 Confirm the closing location, date and time

69 Explain flood and title insurance to buyer

70 Order any surveys needed

71 Order title search

72 Confirm status of loan funding

73 Check addendums and alterations for agreed terms

74 Review buyer's closing statement to ensure accuracy

75 Explain wire fraud risks and remind clients to verify all wiring instructions before transferring funds

76 Double-check property tax, homeowner association dues, utility and applicable prorations, if relevant

77 Request final closing figures from closing agent

78 Carefully review closing figures to ensure accuracy

79 Receive and carefully review title insurance commitment with buyer

80 Advise buyer on re-keying locks or installing smart locks

81 Help buyer consider a one-time cleaning service or landscaping before moving day

82 Review documents with closing agent

83 Support buyer in final closing activities

Working With Sellers

Pre-Listing

1 Confirm prospective seller's needs and make appointment for a listing presentation

2 Research comparable properties

3 Research sales activity from MLS and public records data

4 Research average days on market for property of this type, price range and location

5 Download and review property tax roll/assessor info

THE PENDING SETTLEMENT

6 Prepare preliminary comparative market analysis to establish fair market value

7 Obtain copy of subdivision plat/complex layout

8 Research property's ownership, deed type, and public record information for lot size and dimensions

9 Research and verify legal description

10 Research property's land use coding, zoning and deed restrictions

11 Verify legal names of owner(s) in county's public property records

12 Prepare listing presentation package with above materials

13 Perform exterior curb appeal assessment of subject property

14 Compile a formal file on property

15 Review Obsolete Property Rehabilitation Act (OPRA) report from township for all permitted records

Listing Management

16 Give overview of market conditions and projections

17 Tour property

18 Present your company's profile and niche in the market

19 Present preliminary CMA, including comparable properties, sold properties, and current and expired listings

20 Discuss marketing goals with seller

21 Explain market power and benefits of MLS marketplaces

22 Explain power of web marketing, IDX and realtor.com®

23 Offer pricing strategy with updates to CMA based on tour of home, upgrades, professional judgment and current market conditions

24 Explain the work you do behind the scenes and your availability on weekends

25 Explain your role in screening for qualified buyers and protecting seller from curiosity seekers

26 Explain transaction and agency brokerage relationship

27 Review and explain all clauses in listing contract and addendum and obtain seller's signature once property is under listing agreement

28 Review current title information

29 Gather square footage and measure overall and heated square footage

30 Measure interior room sizes

31 Note all unrecorded property liens, agreements, or easements

32 Obtain house plans, if applicable and available

33 Confirm lot size via owner's copy of certified survey, if available

34 Discuss showing times with seller and prepare showing instructions for buyer's agents

35 Discuss possible buyer financing alternatives and options with seller

36 Review current appraisal if available

37 Identify homeowner association manager if applicable

38 Verify homeowner association fees—mandatory or optional

39 Order copy of homeowner association bylaws

40 Research electricity supplier's name and phone number

41 Have utility companies provide average utility usage from last 12 months

42 Research and verify city sewer/septic tank system/well status

43 Research/verify natural gas availability, supplier's name and phone number

44 Verify security system and current terms of service

45 Verify if seller has transferable termite bond

46 Ascertain need for lead-based paint disclosure

47 Detail property amenities and assess market impact

48 Prepare detailed list of property's inclusions and conveyances

49 Compile list of completed repairs and maintenance items

50 Explain benefits of homeowner warranty

51 Assist sellers with completion and submission of homeowner warranty application

52 Place homeowner warranty in property file for conveyance at time of sale

53 Have extra keys made for lockbox

54 Verify if property has rental units involved

55 If the property does have rental units, make copies of all leases for retention in listing file

56 Verify all rents and deposits

57 Inform tenants of listing and discuss how showings will be handled

58 Arrange for installation of yard sign

59 Provide suggestions on curb appeal and decor to improve salability

60 Load listing into transaction management software program

61 Prepare profile sheets for MLSs and enter property data into local MLS databases

62 Proofread MLS database listings for accuracy, including proper placement in map

63 Add property to company's active listings list

64 Provide seller copies of listing agreement and MLS profile sheets within 48 hours or within required time of MLS

65 Take additional photos for upload into MLS and use in marketing

66 Create print and internet marketing with seller's input

67 Coordinate showings with owners, tenants and other agents

68 Install and program electronic lockbox if authorized

69 Prepare mailing and contact list, and generate mail-merge letters

70 Order "just listed" labels and reports

71 Prepare fliers and feedback reports

72 Review comparable listings regularly to ensure property remains competitive

73 Prepare property marketing brochure for seller's review

74 Arrange for printing or copying of marketing brochures or fliers

75 Place marketing brochures in all company agent mailboxes

76 Upload listing to company and agent internet site, if applicable

77 Mail out "just listed" notice to neighborhood residents

78 Advise network referral program of listing

79 Provide marketing data to buyers coming from referral network

80 Provide special feature cards for marketing, if applicable

81 Submit ads to company's participating internet real estate sites

82 Reprint/supply brochures promptly as needed

- 83 Send feedback emails to buyer's agents after showings
- 84 Review weekly market study
- 85 Discuss showing feedback with sellers
- 86 Set up marketing reports on showing-time application and company website
- 87 Place regular weekly update calls to seller to discuss marketing and pricing
- 88 Promptly enter price changes in MLS

Offers

- 89 Receive and review all offer-to-purchase contracts
- 90 Explain merits and weaknesses of offers, being sure to factor out unconscious bias
- 91 Contact buyer's agents to review buyer's qualifications and discuss offer
- 92 Deliver seller's disclosure upon request

93 Evaluate offer(s) and prepare net sheet for owner for comparison purposes

- 94 Confirm buyer is prequalified by calling loan officer
- 95 Obtain buyer's prequalification letter from loan officer if not submitted with offer

- 96 Negotiate all offers per seller's direction on seller's behalf, and set time limit for loan approval and closing

- 97 Prepare counter-offers and amendments; convey to buyer's agent

- 98 Create spreadsheets for easy review of multiple bids

99 Email or send contract and addendums to closing agent

- 100 When offer-to-purchase contract is accepted, deliver to buyer's agent

Contracts

- 101 Record and promptly deposit buyer's earnest money in escrow account

102 Disseminate under-contract showing restrictions as seller requests

- 103 Deliver copies of fully signed offer-to-purchase contract to seller and lender

- 104 Advise seller of additional offers submitted between contract and closing

- 105 Change MLS status to sale pending

- 106 Update transaction management program to show sale pending

- 107 Provide credit report information to seller if property will be seller-financed

- 108 Coordinate with lender on discount points being locked in with dates

- 109 Confirm verifications of deposit and buyer's employment have been returned

110 Follow loan processing through to the underwriter

- 111 Add lender and other vendors to your management program so agents, buyer and seller can track progress of sale

- 112 Contact lender weekly to ensure processing is on track

- 113 Relay final approval of buyer's loan application to seller

Home and Other Inspections

- 114 Coordinate with seller for buyer's professional home inspection

- 115 Review home inspector's report

- 116 Enter completion into transaction management tracking program

- 117 Ensure seller's compliance with home inspection clause requirements

- 118 Help seller identify contractors to perform any required repairs

119 Oversee required repairs, if needed

- 120 Deliver unrecorded property information to buyer

- 121 Handle septic system and well flow reports, and assess any possible impact on sale

- 122 Verify termite inspection ordered

- 123 Verify mold inspection ordered, if required

Appraisal

- 124 Work with seller and lender to schedule appraisal

- 125 Provide appraiser any comparable sales used in market pricing

- 126 Assist seller in questioning appraisal report if it falls below the contract price

Processing for Closing

- 127 Enter completion into transaction management program

- 128 Ensure contract is signed by all parties

129 Coordinate closing date and time with buyer's agent and lender

- 130 Update closing forms and files

- 131 Ensure all parties have all forms and information needed to close the sale

- 132 Assist in solving title problems or obtaining death certificates

- 133 Work with buyer's agent in scheduling buyer's final walk-through prior to closing

- 134 Double-check all tax, homeowners association dues, utility, and applicable prorations

- 135 Request final closing figures from closing agent

- 136 Review closing figures to ensure accuracy of preparation

- 137 Confirm buyer and buyer's agent have received title insurance commitment

- 138 Provide homeowner warranty for availability at closing

- 139 Forward closing documents to absentee seller as requested

140 Review docs with closing agent

- 141 Ensure no surprises so seller receives net-proceeds check at closing

- 142 Refer seller to qualified agents at their destination

- 143 Change status to Sold in MLS, entering sale date, price, selling broker, and any other required information.

Follow-Up

- 144 Share the warranty paperwork for claims in the future

- 145 Attempt to clarify and resolve any conflicts about repairs

- 146 Respond to any calls and provide any information required from office files

- 147 If a rental, verify all deposits and prorated rents are reflected accurately on the closing statement

- 148 Close out listing in transaction management program ■

Learn the NEW Buyer Broker Agreement

Wed., July 10, 2024
9 - 11:30 AM
SCCAR Office
2525 Main St., Soquel



A new version of the Buyer Broker Agreement (BRBC), which will soon be mandatory, is set to be released in June. Learning the new form is crucial for ensuring compliance and improving client interactions.

Be Among the First to Learn:

The New Form: Get acquainted with the updated structure and content of the BRBC.

How to Use It: Practical guidance on incorporating the new form into your workflow.

Client Communication: Effective strategies for discussing the new form with your clients to ensure transparency and understanding.

Enforceability: Clear explanations of when and how the new agreement will be legally enforceable.

Don't miss this opportunity to stay ahead and ensure you are well-prepared for this important change in the real estate industry.

Register (\$15) online mysccar.org or call 831-464-2000
This will fill up fast! Instructor: James Dill, C.A.R. Certified Trainer

UPCOMING EVENTS & EDUCATION

JULY 10 BUYER BROKER AGREEMENT TRAINING

JULY 15 & 16 FREE ABR COURSE

JULY 26 CITY & COUNTY SCHOOLS

AUGUST 5 NEW AGENT TRAINING SERIES BEGINS

AUGUST 16 CHARITY GOLF TOURNAMENT

AUGUST 21 MREP REAL ESTATE ROUND UP

AUGUST 23 ALL ABOUT ADU'S

SEPTEMBER 4 MEMBER VOLUNTEER DAY AT SECOND HARVEST

SEPTEMBER 27 MISNOMER ABOUT NICHE LOANS

Keep up to date on our offerings by following us on **facebook** or sign up for text alerts at 831-464-2000! Register online at **mysccar.org**





City & County School Update

Friday, July 26, 2024
9:30 - 11AM at SCCAR

Understanding local schools and staying updated on county-wide developments can be a game-changer for you and your clients. As a REALTOR®, having in-depth knowledge of our local schools can significantly enhance your ability to serve your clients effectively.



Speaker:
Faris Sabbah, County Superintendent of Schools



QUICKSCAN FLOORPLAN

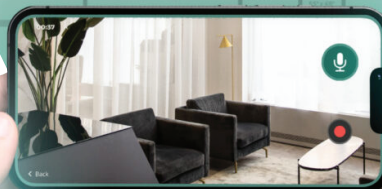
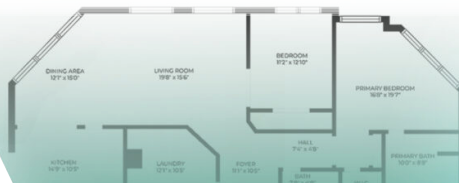
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PRIMARY BENEFITS OF A FLOOR PLAN

- Increases buyers click-through
- Better communication of the layout and space
- Holds buyers attention longer
- More listing engagement
- Saves time by finding the right buyer
- Shows the essential details of the property
- Helps your listing stand out
- Reduces time on the market

DIVERSITY CALENDAR

July

July is full of countless independence celebrations, important birthdays, and annual observances. It also is Disability Pride Month which celebrates the nearly 1 billion disabled people worldwide. In the United States, nearly 15% of the population identifies as disabled. It aims to end the stigma of disability and to promote the idea that it is a normal part of human diversity.

August

Celebrate a variety of international days that celebrate women's rights and the cultures of Indigenous people and those of African descent.

July 2

Thurgood Marshall's Birthday

Celebrate the birthday of the Supreme Court's first Black Justice today

July 6

Dalai Lama's Birthday

This is the birthday of the highest spiritual leader of Tibet who has stood against China's occupation of Tibet since 1959.

July 8

Hijri New Year*

This Islamic holy day marks the start of the Islamic New Year celebrated on the first day of the month Muharram.

July 26

Americans with Disabilities Act

This monumental law protects all people with disabilities from discrimination in the United States. This law requires that all new or renovated buildings are accessible to all.

July 14

International Non-Binary Peoples Day

This day aims to raise awareness of different issues that non-binary people face in the world. Most countries don't recognize it as a legal gender.

August 9

International Day of the World's Indigenous People

Created by the United Nations in 1994, this day was created by the UN to celebrate the culture of indigenous people around the

August 18

Lord Krishna's Birthday

It's time to celebrate one of the most popular Hindu deities, Lord Krishna for Janmashtami whose birthday is honored with a festival each year.

August 26

Women's Equality Day

First passed by Congress in 1974, this day honors women's rights to vote in the 19th Amendment which prohibited discrimination with voting based on one's sex.

August 31

International Day of People of African Descent

This day hopes to celebrate all of the contributions and to eliminate all discrimination. It was first established as a result of 2020, a major year of racial injustice across the world.

DIVERSITY CALENDAR

September

September marks National Hispanic Heritage Month celebrated from September 15 to October 15. It honors all Latino and Hispanic Americans and their contributions to American culture. It also is National Recovery Month which hopes to educate all Americans on the treatment services for those struggling with substance use disorders.

September 4

Richard Wright's Birthday

The popular Black American writer wrote some of the most powerful 20th-century novels which exposed the realities of racism in the Deep South where he was born in 1908.

September 11

Patriot Day

On the morning of September 11, 2001, the worst terrorist attack in American history occurred when four commercial airliners were hijacked by al-Qaeda members. Two

September 20

HeForShe

This solidarity movement was first created by the UN to help promote gender equality worldwide.

September 21

International Day of Peace

This UN day encourages all nations to observe a ceasefire. Each year the UN bell is rung in New York City to inaugurate this nonviolence day.

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, Maggie Barr maggie.anne.barr@gmail.com for more information.

HELPING LOCALS STAY LOCAL

Dear SCCAR Members,

Below is a recent letter from one of our grant recipients, 30 year old Austin, who beautifully captures the essence of our mission to support and keep people in our community.

Please help us bridge the gap to home ownership for low-income individuals and families. Your support is vital. You can donate securely via PayPal [here](#).

Sincerely,

2024 SCCAR Housing Foundation Chairs
Connie Landes and David DeTeso



“I have lived in Scotts Valley for 22 years, and since a young age, it has always felt like home. Throughout the years, Scotts Valley has been where I do life—where I volunteer, enjoy time with friends and family, and participate in local events. I have only come to treasure these moments more as I make new memories here each day.

Since childhood, I have dreamt of owning my own place in Scotts Valley and growing old around the people and places that mean so much to me. However, as an adult, some moments have felt bittersweet. Housing in this area is challenging, and it has often felt unattainable. While I live a full and happy life in Scotts Valley today, I often worried that my time here had an expiration date.

The Below Market Rate program has given me an opportunity that I would not otherwise have, allowing me to continue living in the community that is so close to my heart. I am profoundly grateful for this program, which has made homeownership possible for someone like me and allowed me to remain a part of the Scotts Valley family.

I truly cannot put into words how much this program means to me, and how appreciative I am for the grant from the Santa Cruz County Association of REALTORS® Housing Foundation.

It is with deep gratitude that I thank you for the grant to assist me in pursuing my forever home. Your contribution helps make it possible for me to achieve the stability I need to plant long-lasting roots and continue being a part of this wonderful community for many years to come.”

With sincere thanks,
Austin, Mobile Crisis Intervention Specialist at UCSC



SCCAR
Santa Cruz County
Association of
REALTORS®

New Agent Training Series

Our 5 Part Training Series Begins August 5!

Business Planning, Contracts, Working with Buyers & Sellers and Loan Fundamentals all rolled into one month!

Save and sign up for the whole series price for \$110 - Individual classes: \$30

Are you a newcomer to the real estate industry and worried about overlooking essential fundamentals? Sign up for our 5-part New Agent Training Series, designed to provide you with the knowledge and confidence to embark on a successful journey in real estate! This series is also designed for all members seeking to refresh their knowledge with the latest industry skills and information.

Pricing:

Save and sign up for the whole series for \$110
Individual classes: \$30

Series line up:

[Click here](#) to view detailed information about the topics being covered.

Register online at mysccar.org





SCCAR's Annual Charity Golf Tournament

Friday, August 16, 2024
Spring Hills Golf Course
Watsonville, CA

Benefitting



Join us for **Mardi Golf** at Spring Hills!

This year's Annual Charity tournament will help support two outstanding charity organizations. Habitat for Humanity, a nonprofit organization that helps families build and improve places to call home and the Santa Cruz County Association of REALTORS Housing Foundation who's fundraising efforts help low-income families buy a home through their grant programs.

Pricing

Ticket price is per player and includes green fees, cart, lunch, and dinner.

Early bird (until August 1, 2024) \$165

Post early bird (until August 9, 2024) \$175

Sign up [online](#), download a [registration form](#) or complete a digital [fillable form](#).

Sponsorships

You can also support us with a sponsorship! Click [here](#) to learn more about our sponsorship opportunities including our popular Hole Sponsorships!

Hole Sponsors

> See what holes are available for sponsorship with our [Hole Sponsor Map](#)

> Please review our [Sponsor Guide](#) for setup information, NEW alcohol guidelines, food options and what to bring prior to securing a hole.

Contests

Prizes will be awarded for Closest to the Pin (women and men), Longest Drive (women and men), Best Costume and best Sponsor decorations. It's Mardi Golf, go wild!

Thank you to our Sponsors!



#edcomm



County ADU Ordinance Update

Friday, August 23 | 9:30 - 11 AM via Zoom



Speakers: Jerry Busch, Planner IV, County of Santa Cruz & Sarah Neuse, Senior Planner, City of Santa Cruz



Financing Available

**Misnomers about
Niche Loans &
Seller Financing**

Fri., September 27, 2024

9:30 - 11 AM

SCCAR, 2525 Main St. Soquel



WHEN IT COMES TO 3D WALKTHROUGH TECHNOLOGY TOURFACTORY HAS GOT YOU COVERED!

TourFactory offers both iGuide and Matterport 3D walkthroughs and PDF floor plans.

The walkthrough engages buyers longer with an immersive 3D experience and the printable PDF floor plans incorporate into your marketing materials and give buyers a better understanding of how the home flows.

Your listing deserves the best! Choose an iGuide or Matterport 3D product in addition to still photos for the maximum marketing experience to impress your sellers and engage potential buyers

iGuide

Floor Plans Included

All orders include a 3D walkthrough PLUS a full color PDF floor plan with 99.6% accuracy at no additional cost.

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Only a one-time payment is required to gain access to iGuide's services for as long as needed.

Accomplish Scans Quicker

iGuide's PLANIX cameras capture information for virtual tours and floor plans at the same time.

Precise Measurements

Virtual tours created with PLANIX camera laser technology incorporate adjustable measurement systems.

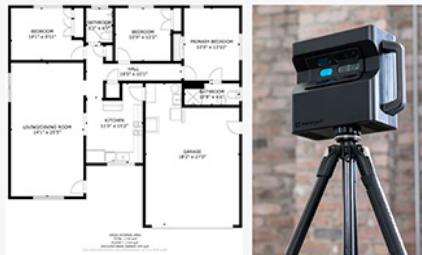
ANSI-Compliant Measurements

This will ensure more accurate residential square footage measurements to minimize square footage disputes.



 tourfactory

Matterport



"Dollhouse" View

These "Dollhouse" models are property replicas without the ceiling created by combining 360 photography, 3D measurements, and artificial intelligence.

Versatile Equipment

Matterport offers its own automatic camera or can work with a 3D camera, a 360° spherical camera, or iPhone.

Property Intelligence

Matterport's powerful AI analyzes any property or portfolio at scale to improve business operations and enhance customer experiences.

 tourfactory

Join Team SCCAR for a **Volunteer Experience**

at Second Harvest Food Bank!



Wednesday, September 4, 2024
9 AM – 11 AM

Email andrea@mysccar.org
to participate!



ARE YOU READY TO GIVE YOUR LISTING'S PRESENTATION VALUE A HUGE BOOST?

We're excited to announce that MLSListings has partnered with CubiCasa to offer a free floor plan generator. With just your phone, you can scan your listing's layout and dimensions to create detailed floor plans.

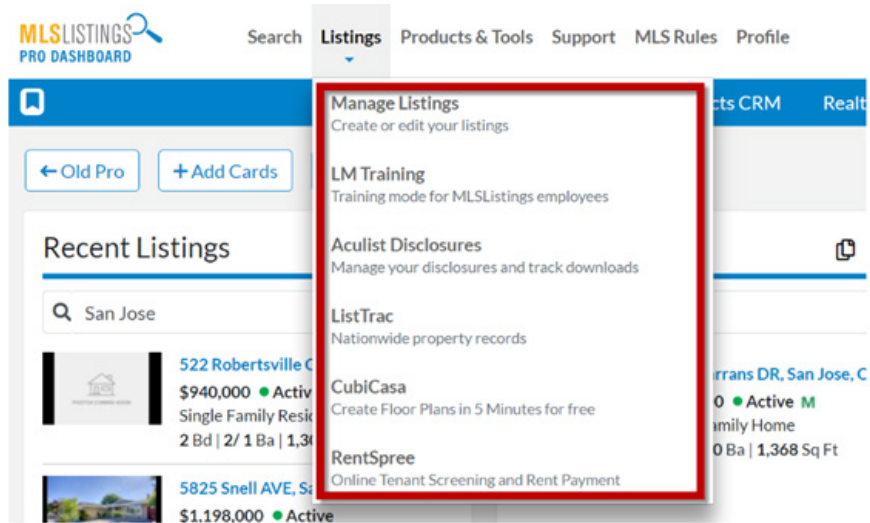
Professional property photos are essential, and adding a floor plan can enhance your photo gallery, providing a complete picture for potential buyers. CubiCasa floor plans offer a clear, bird's-eye view of the entire space, allowing buyers to understand the room relationships, sizes, and connections.

Watch this short video to discover these advantages: <https://youtu.be/4sZfPKII7A0>

Where Can I Access CubiCasa?

Cubicasa is available to MLSListings subscribers from the "Listings" tab on the new Pro Dashboard->

Check out the CubiCasa [FAQ page](#) for more information.



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Santa Cruz County Housing Statistics

May 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	32	55	10	38	\$2,041,000	\$1,352,500	\$826	100%	\$20,410,000	1,711	16,052	4.2
Ben Lomond	14	19	9	37	\$1,043,211	\$950,000	\$510	100%	\$9,388,900	1,873	36,169	2.9
Boulder Creek	10	25	12	14	\$916,295	\$877,500	\$551	100%	\$10,995,550	1,670	40,159	2.7
Brookdale	0	2	0									
Capitola	10	10	2	23	\$1,452,500	\$1,452,500	\$1,251	91%	\$2,905,000	1,161	5,946	2.5
Corralitos	2	5	0									
Felton	17	22	8	22	\$963,437	\$887,500	\$649	104%	\$7,707,500	1,534	25,316	3.7
Freedom	0	0	1	18	\$735,000	\$735,000	\$609	101%	\$735,000	1,207	5,401	0
La Selva Beach	8	8	1	47	\$1,841,550	\$1,841,550	\$1,216	100%	\$1,841,550	1,515	5,929	6
Los Gatos	16	21	5	39	\$1,599,800	\$1,660,000	\$770	101%	\$7,999,000	1,985	101,120	2.9
Mount Hermon	0	1	1	8	\$790,000	\$790,000	\$508	99%	\$790,000	1,556	9,888	3
Santa Cruz	61	87	30	32	\$1,788,673	\$1,692,500	\$1,064	101%	\$53,660,206	1,867	70,263	2.7
Scotts Valley	20	21	11	11	\$1,703,863	\$1,555,000	\$666	101%	\$18,742,500	2,553	27,966	2.9
Seacliff	1	1	0									
Soquel	7	11	5	15	\$1,703,560	\$1,700,000	\$700	99%	\$8,517,800	2,424	123,562	2.4
Watsonville	18	28	15	30	\$759,333	\$745,000	\$566	102%	\$11,390,000	1,381	15,179	2.2
Summary	216	316	110	26	\$ 1,333,709	\$1,352,500	\$666	100%	\$155,083,006	1,726	37,150	2.9

May 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	15	19	11	24	\$877,772	\$978,500	\$737.00	100%	\$9,655,500	1,185	1,777	2.7
Boulder Creek	2	4	1	0	\$699,000	\$699,000	\$422.00	100%	\$699,000	1,656	1,394	3
Capitola	4	7	5	15	\$780,200	\$716,000	\$835.00	103%	\$3,901,000	885	1,677	1.3
La Selva Beach	0	3	0									
Santa Cruz	8	16	11	48	\$882,594	\$812,500	\$770.00	100%	\$9,708,535	1,202	846	1.8
Scotts Valley	5	8	3	17	\$923,000	\$870,000	\$596.00	100%	\$2,769,000	1,623	1,111	3
Soquel	2	4	1	0	\$350,619	\$350,619	\$390.00	100%	\$350,619	900		1.7
Watsonville	8	12	6	23	\$438,333	\$457,500	\$499.00	100%	\$2,630,000	967	828	2.3
Summary	44	73	38	18	\$707,360	\$716,000	\$596	100%	\$ 29,713,654	1,203	1,272	2.3

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



CALIFORNIA ASSOCIATION OF REALTORS®

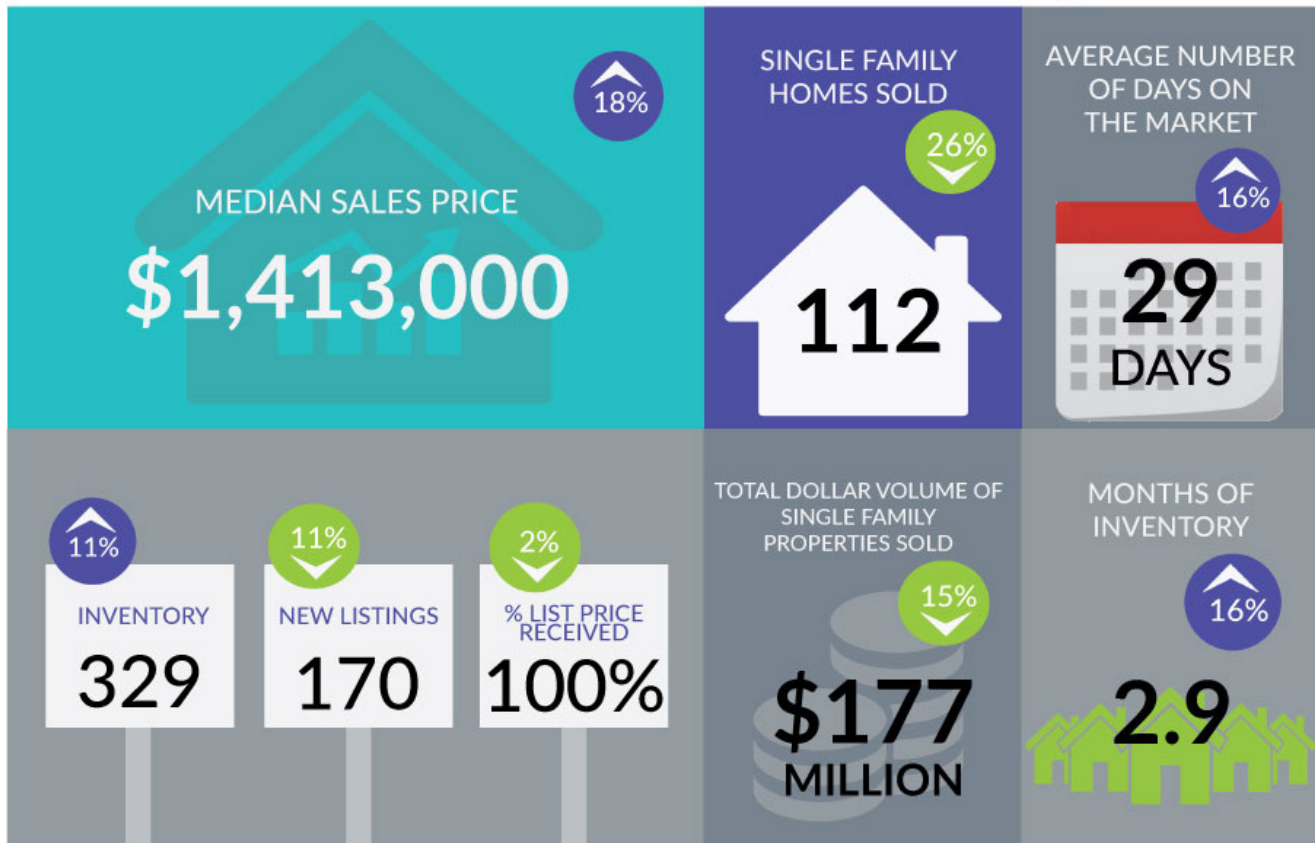
July 08, 2024 – The short-term outlook for the housing market looked slightly more positive as interest rates moderated throughout the month of June and the supply condition continued to improve in the past couple of months. With the job market showing signs of cooling in recent weeks and consumers feeling less positive about their future financial well-being, the economy could slow further in the next two quarters. While the growth momentum could be cooling off for the U.S. economy, the housing market could benefit from the slowdown if the Federal Reserve reacts accordingly and starts reducing the policy rates in the near term.

[Read more](#)

Quarterly Santa Cruz County Housing Statistics

Q2 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	10	6	5	27	\$563,200	\$560,000	\$481	99%	\$2,816,000	1,162	4,530	3.6
Aptos	33	21	18	51	\$1,327,944	\$1,235,000	\$739	100%	\$23,903,000	1,726	57,746	3.5
Ben Lomond	34	19	24	30	\$1,029,391	\$974,000	\$633	102%	\$24,705,400	1,736	42,146	2.4
Boulder Creek	47	32	27	20	\$856,650	\$835,000	\$572	101%	\$23,129,550	1,537	34,364	3.6
Brookdale	4	2	0									
Capitola	18	8	13	22	\$2,405,769	\$1,750,000	\$1,246	100%	\$31,275,000	1,795	4,974	1.8
Corralitos	11	9	7	29	\$1,296,072	\$1,218,000	\$642	101%	\$9,072,505	1,848	249,350	3.9
Davenport	1	1	0									
Felton	30	10	18	26	\$994,111	\$875,000	\$615	101%	\$17,894,000	1,623	25,618	1.7
La Selva Beach	15	10	9	46	\$2,283,950	\$2,200,000	\$1,216	97%	\$20,555,550	2,061	81,332	3.3
Scotts Valley	36	21	21	12	\$1,613,078	\$1,518,000	\$730	100%	\$33,874,644	2,377	20,068	3
Seacliff	11	6	8	49	\$2,366,500	\$1,903,500	\$1,179	96%	\$18,932,000	1,386	15,377	2.3
Soquel	22	11	19	30	\$1,965,305	\$1,700,000	\$795	99%	\$37,340,800	2,558	119,433	1.7
Watsonville	11	3	15	26	\$773,986	\$825,000	\$491	100%	\$11,609,800	1,640	4,918	0.6
Empire Grade Road	6	4	1	14	\$1,050,000	\$1,050,000	\$1,382	124%	\$1,050,000	760	71,961	12
Bonny Doon Central	2	2	1	200	\$1,127,500	\$1,127,500	\$452	95%	\$1,127,500	2,495	45,869	6
College Road	1	0	2	55	\$770,000	\$770,000	\$527	95%	\$1,540,000	1,457	25,439	0
Rio Del Mar/Seascape	42	29	24	34	\$1,939,000	\$1,462,000	\$943	99%	\$46,536,000	1,887	6,855	3.6
Live Oak	48	23	31	18	\$1,952,080	\$1,630,000	\$968	104%	\$60,514,500	1,717	5,859	2.2
East Santa Cruz	43	22	22	26	\$1,374,863	\$1,294,500	\$1,137	101%	\$30,247,000	1,295	5,918	3
Lompico-Zayante	11	10	9	56	\$609,888	\$623,500	\$671	100%	\$5,489,000	999	7,881	3.3
Los Gatos Mountains	36	29	12	41	\$1,811,083	\$1,877,000	\$768	100%	\$21,733,000	2,388	224,323	7.3
Larkin Valley	5	3	5	16	\$1,118,600	\$1,100,000	\$798	103%	\$5,593,000	1,650	41,382	1.8
Scotts Valley North	21	11	8	22	\$1,441,789	\$1,625,000	\$570	96%	\$11,534,318	3,037	126,520	4.1
West Santa Cruz	34	20	32	25	\$1,816,999	\$1,762,500	\$1,057	101%	\$58,143,976	1,702	10,846	1.9
Scotts Valley South	20	9	10	25	\$2,149,988	\$2,150,000	\$639	102%	\$21,499,888	3,138	35,846	2.7

JUNE 2024 MARKET SNAPSHOT - SINGLE FAMILY HOMES - YEAR OVER YEAR



June 23 v June 24 - MLS Class 1, excludes Condo/Townhome. Produced by SCCAR with data provided by MLS Listings, Inc.

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