

REALTOR® NEWSLETTER

**State of the
County
10/7/2024**

**Award
Nominations
Due
10/11/24**

**Voter
Registration
Deadline
10/21/24**

**Halloween
at Tour
10/31/24**

**MREP
Innovators
of Real Estate
11/20/2024**

**Water Resources
Availability &
Planning
11/22/2024**

**Holiday Open
House
12/15/24**

**Dues Contest
Entry Deadline
12/31/24**

**Installation
Luncheon
1/15/2025**



PRESIDENT'S MESSAGE

Carol VanAusdal, President

As I sit down to write my final message as your president of SCCAR, I am filled with a deep sense of gratitude and pride. Serving as the president of this esteemed association has been one of the most rewarding experiences of my professional life. Over the past year, we have navigated through unprecedented challenges, and forged stronger bonds within our Association and enjoyed spending time together at many events.

When I took office, my goals were basically to collaborate more, increase communication and foster volunteerism in order to enhance the value we provide to our members. I am happy to report that I have personally visited some of our Broker offices with positive results. It is always good to get up close and personal to hear what they are wanting and needing from our Association.

We held over 45 educational events with an exceptional response, which included many classes on the new NAR settlement and the resulting MLS rule change. Also, many classes on the new buyer rep, list-

ings, and purchase contracts. One can't get enough education in my mind.

And if that isn't enough, we had very successful committee meetings with a rising member attendance. Hats off to the Education, Events, LGR, MLS, DEI, Finance, Grievance, Pro Standards, Housing Foundation and MREP committees. A phenomenal job in assessing the needs of our Association and providing excellent classes. We even had two great sessions from Gov Hutchinson this year to keep us updated. And we started the Santa Cruz County Pro series back up with much enthusiasm. Of course, many of the Board members attended the Winter C.A.R. meeting in Monterey, and Leg Day in Sacramento and are off to Long Beach in September for the C.A.R. fall meetings.

I was featured in and wrote an article for Who's Who in Real Estate which gave our Association some notice in the Bay Area. I was privileged to attend the installations of our sister Associations this year which gave me an opportunity to meet and network with the other Presidents. As for

“Communication, Collaboration, and Volunteering.”

events, I played in the Charity Cornhole Tournament, and no one believed me when I said it was the first time I had ever played this game. I'll be back! I've been told there have been 20 different events so far in 2024 and I won't take the time to list them all, but the Hawaiian Bash, the beach cleanup, the Second Harvest volunteer day, were awesome and the list goes on. Some of you don't know what you are missing!!

One of our most notable achievements has been the successful advocacy for more sustainable housing policies. With the help of Victor Gomez our fabulous GAD, who worked closely with local government officials to promote and support affordable housing initiatives for our cities and county. These efforts have not only benefited our community but have also positioned the Santa Cruz County AOR as a leader in real estate. The past few years have not been without their challenges. The COVID-19 pandemic brought about a seismic shift in the real estate landscape. However, our association rose to the occasion. We quickly adapted to virtual platforms, ensuring that our members continued to receive the education, support and resources needed. Our resilience and versatility during these trying times have been truly commendable.

Looking ahead as I step down from my role, I am confident that the Association

is in capable hands. The incoming leadership team is dedicated to continuing the work we have started. I encourage all members to actively participate in the Association's activities and take full advantage of the opportunities available.

I would like to extend my heartfelt thanks to Kathy Hartman, CEO and to her staff, Andrea, Karen, Katy, and Linda as they are indispensable to the Association. To all the 2024 Board members, I thank you for your time, effort, contributions and especially the camaraderie we experienced together. It made my year so enjoyable. To the committee chairs and members, volunteers, and all our members for their unwavering support and dedication. Your hard work and commitment have been the driving force behind our success. I am also deeply grateful for the friendships and professional relationships I have built during my tenure.

In closing, I want to remind everyone that our strength lies in our unity. By working together through Collaborating, Communicating and Volunteering, we will continue to make a positive impact on the real estate industry, our clients, and our community. I look forward to seeing the Association reach new heights in the years to come.

Thank you for the honor of serving as your president.

THE VOTES HAVE BEEN COUNTED!

WELCOME TO OUR NEWLY ELECTED 2025 LEADERS



CAROL LERNO
2025 PRESIDENT ELECT



NICK BAILEY
2025 SECRETARY/
TREASURER



MARY THOMAS
2025 DIRECTOR

The 2025 SCCAR Officers and Directors were voted in at our General Membership Election and Meeting held this past August. Welcome aboard to our 2025 Leadership Team, it's going to be a fantastic year with you at the helm!



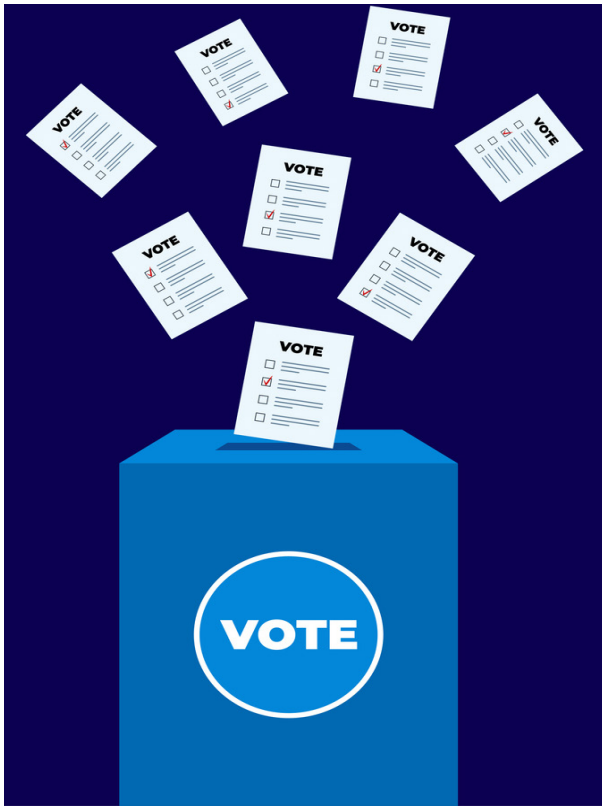
**F. CAROLINA
PORTILLO FRANCO**
2025 DIRECTOR



LAUREN SPENCER
2025 DIRECTOR



GREG MANN
2025 DIRECTOR



BYLAWS AMMENDMENT PASSES

In August, following approval by our Board of Directors, SCCAR members voted on an amendment to Article 17 of the bylaws. This amendment aligns SCCAR’s bylaws with C.A.R.’s regarding the prohibition of offers of compensation on the MLS. Following vote by our membership, the amendment passed.

THANK YOU TO EVERYONE WHO VOTED!

GET IN WITH THE “IN” CROWD.

Join the C2EX crew to power up professionalism and help kick your career into high gear.



DOWNLOAD THE NEW C2EX APP!



C2EX REALTORS® COMMITMENT TO EXCELLENCE

REALTORS® Are Members of the National Association of REALTORS®.





SCCAR

2025 DUES

CONTEST

\$300 Value

**Deadline
12/31/24**

Submit your 2024 SCCAR Dues renewal payment **online** by **December 31, 2024** and you will be entered to win your local dues back! Payments eligible for entry must be made online received and cleared by this date.

HOW TO PAY ONLINE:

Please visit our home page at www.mysccar.org and click 'Register and Pay Online' to log into our secure web portal.

The winner will be announced and awarded at our Installation & Awards luncheon on January 15, 2025!



Make a Plan to Vote!

Registration & changes deadline is **October 21, 2024**. General Election is **November 5, 2024**.

Learn how & check your status here!

Discover the Power of Down Payment Assistance!

- Attract More Buyers
- Close Deals Faster
- Stand Out in a Competitive Market



Learn about available programs and eligibility requirements. Provide your clients with the support they need to achieve their homeownership dreams.

Visit www.gsfahome.org or contact us at (855) 740-8422 for more information on how to integrate Down Payment Assistance (DPA) programs into your real estate business.

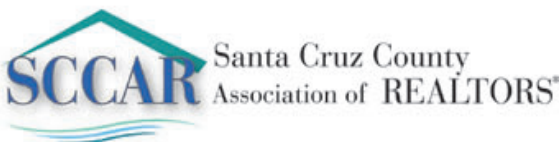


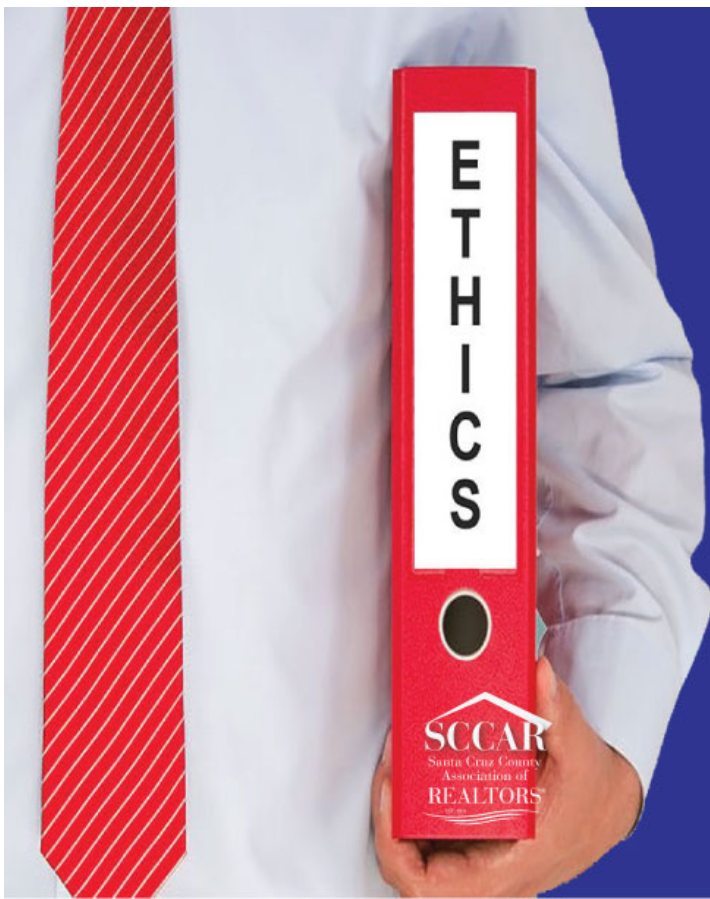
This advertisement contains general program information, is not an offer for extension of credit nor a commitment to lend and is subject to change without notice. Complete program guidelines, loan applications, interest rates and annual percentage rates (APRs) are available through GSFA Participating Lenders. Golden State Finance Authority (GSFA) is a duly constituted public entity and agency. Copyright© 2024 0927 SCAR

Thank you to our MREP 2024 sponsors for their support! We couldn't do it without them!



STRAHLE LEGACY PLANNING LAW OFFICES





License Expiring in 2025? Stay Active with Mandatory Code of Ethics Training

As a member of the National Association of REALTORS®, you must complete 2.5 hours' of approved Ethics coursework **by 12/31/2024** to maintain your membership. **This class will fulfill that requirement.**

If you renewed your license in 2024, this training was included in your renewal.

Friday, October 18, 2024
9 - 11:30 AM
at SCCAR, 2525 Main St., Soquel
Register @mysccar.org (\$5)

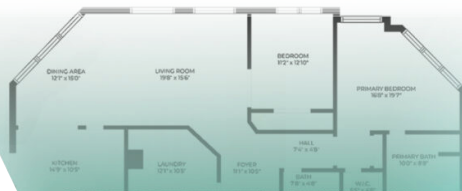
Instructed by James Dill, C.A.R. Certified Instructor

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Kristina McCann
Founder/Owner

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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



SCCAR, powered by our active government affairs team and devoted REALTOR® members, works tirelessly to represent our industry's interests, fostering strong connections with public-sector officials for effective information exchange. Your RAF funds support these efforts and initiatives.

Here's What Your Contributions Supported in 2024:

GOVERNMENT RELATIONS

Over the past year, we have met face-to-face with the following (partial list) to communicate REALTOR® views with both our state and local representatives:

- City Manager Renee Mendez, Watsonville
- Mayor Randy Johnson, Scotts Valley
- Guy Preston, SCCRTC
- Supervisor Manu Koenig
- Supervisor Felipe Hernandez
- Supervisor Justin Cummings
- Mayor Kristen Brown, City of Capitola
- Mayor Fred Keeley, City of Santa Cruz
- Assemblymember Dawn Addis
- Assembly Speaker Robert Rivas
- Senator John Laird
- Congressman Jimmy Panetta

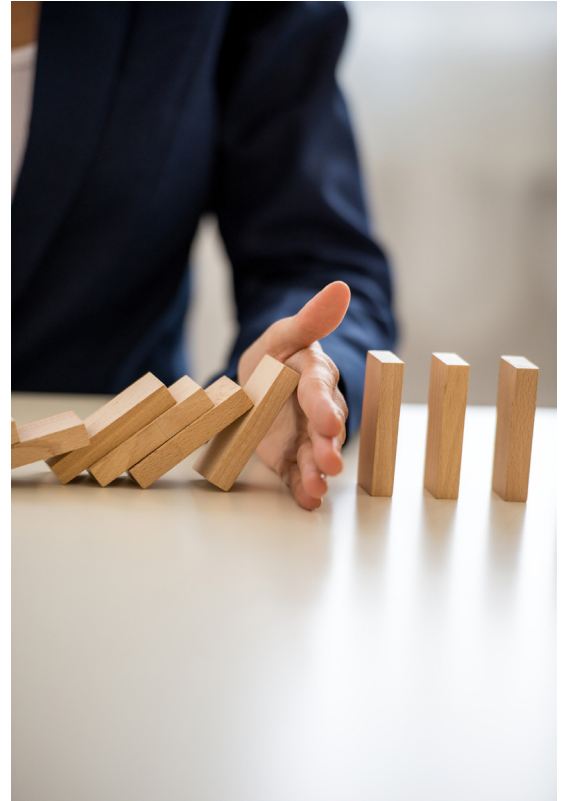


PUBLIC POLICY

We constantly monitor policy issues throughout our various jurisdictions to educate ourselves, our members and local public officials about the impact policy decisions have on the real estate industry.

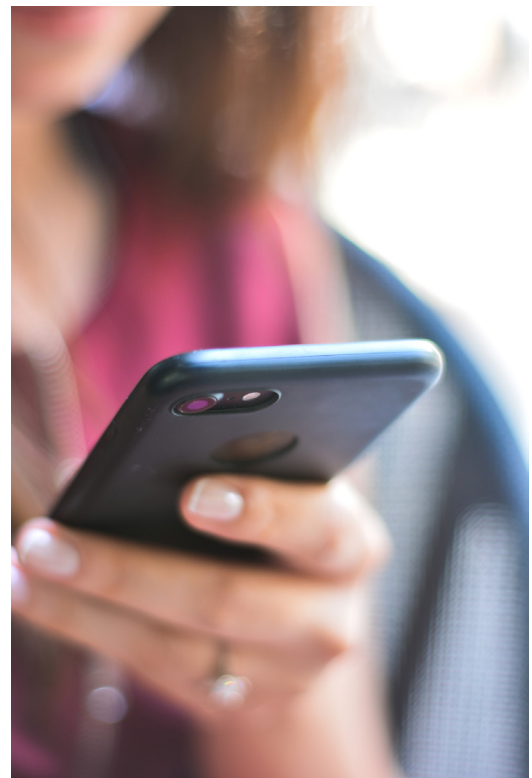
Here is an abridged list of topics addressed during 2024:

- County Local Area Management Plan (Septic Ordinance)
- Fire Victim Advocacy
- Housing Element Compliance
- Residential Entitlements Advocacy
- Rent Control Opposition
- Affordable Housing Advocacy
- General Plan Advocacy
- Modifications to Help REALTORS®
- Regional Housing Needs Accountability Advocacy



MEMBER ENGAGEMENT

An extremely important component of our work is how it is communicated back to you. We constantly strive to keep all information up-to-date under the "Advocacy" section of our website. Additionally, we send out government affairs-related articles through our SCCAR newsletter and weekly eScoop. Lastly, each year we host our "State of the County" which serves as a key opportunity for members to engage with local government leadership.



Help protect your livelihood by contributing to the REALTOR® Action Fund in your 2025 Dues payment!

SCCAR Directors Gain Key Insights at National NHORA Conference

The NHORA national conference in Sacramento was a great event for SCCAR Directors, Maggie Barr and Jennifer Watson to attend in September. The conference brings back the hyper-focus of what’s going on in real estate today.

Artificial Intelligence took center stage, focusing on how to implement it in business strategies that can be brought back to our local communities. The goal is to help Hispanic and other minority groups realize their potential in the real estate industry.

Additionally, focus was on how the NAR settlement has and will affect buyers (and REALTORS) going forward and how to prepare your sellers for success.

Keynote Speaker, Barry Habib from the Take Away advice is, “get excited about the future of real estate. We KNOW the rates are dropping at least .25% but possibly .5% and when that happens it will spawn those buyers waiting into action... be prepared now for it.” Learn more <https://www.nhoraconference.com>



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BETTER SERVE THE
HISPANIC COMMUNITY

STATE OF THE COUNTY



City of Santa Cruz Mayor
Fred Keeley



City of Capitola Mayor
Kristen Brown



Supervisor 3rd District
Justin Cummings



City of Scotts Valley Mayor
Randy Johnson



City of Watsonville
Councilmember
Eduardo Montesino

Monday, October 7, 2024 ~ 9 - 11 AM

SCCAR, 2525 Main St., Soquel (no virtual option)

Sign up online at www.mysccar.org

Nominations are Now Open for our 2024 Awards!



This is your chance to recognize the outstanding professionals in our community who have made a significant impact!

AWARD CATEGORIES

REALTOR® of the Year - Affiliate of the Year

Lifetime Achievement - Community Service

**Find nomination forms on our website at
<https://mysccar.org/wpress/awards>**

Deadline for submission is Oct. 11, 2024

HOW TO SCORE FREE TARGETED TRAFFIC WITH

SEO

SEARCH ENGINE OPTIMIZATION



"Google, where's my website?"



Learn the key elements of Google's ranking algorithms to boost visibility, attract buyers and sellers, and improve search rankings. SEO builds credibility, drives organic traffic, and reduces ad costs, making it crucial for generating leads and staying competitive.

Wednesday, October 9

9:30 - 10:30 AM

SCCAR office, 2525 Main St.



Instructor: Steve Penny, owner of Steve Penny SEO Video Services & author



Unlock Tax Savings with Strategic Business Structuring

Maximize your business's potential with expert guidance on tax-advantaged structuring, accounting techniques, and effective write-offs. Explore strategies to minimize tax liabilities and optimize your financial setup.



Friday, October 11, 2024

9:30 AM-11:00 AM

at SCCAR, 2525 Main St., Soquel

Speaker: Ross Hitchen, CPA

UPCOMING EVENTS & EDUCATION

OCT 7

STATE OF THE COUNTY

OCT 9

SCORE FREE TRAFFIC WITH SEO

OCT 11

UNLOCK TAX SAVINGS

OCT 12

NHORA ROAD TO HOMEOWNERSHIP

OCT 25

LAND USE & OUR COAST

NOV 20

MREP INNOVATORS EVENT

NOV 22

WATER RESOURCES PLANNING

DEC 11

HOLIDAY OPEN HOUSE

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



AFFILIATE SPOTLIGHT

Join Kathie, a seasoned REALTOR® in Santa Cruz County, as she turns the stress of packing & moving into an exciting interactive experience with Moving Game Plans®! Not only do her products streamline the moving process, giving them as a gift also makes a lasting impression on your buyers - and motivates sellers to start packing.

From REALTORS® strengthening client relationships, to families making moving day more enjoyable, Moving Game Plans is revolutionizing how we approach relocation.

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KATHIE GOMES
Owner of Moving Game Plans
REALTOR®, Keller Williams Bay Area Estates

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LAND USE AND OUR COAST

Friday, October 25, 2024 | 9:30 - 11 AM

Speakers: Smart Coast California

Learn about property rights and smart land use policies affecting California's 1,100 miles of coastline.



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.

Friday, November 22, 2024

9:30 - 11 AM at SCCAR

2525 Main St., Soquel

Speakers:

Sierra Ryan, Water Resources Manager for Santa Cruz County

Ron Duncan, General Manager Soquel Creek Water District



Congratulations!

SCCAR is proud to recognize our members who recently became honorary members of the California Association of REALTORS!

Vic Morvay – Exp Realty Northern CA

Janice Spencer - Janice Spencer & Associates

John Sipin – Christie’s Int’l RE Sereno

Dan Davis – Coldwell Banker

Cheri Allen – Coldwell Banker Residential

Barbara Schatan – Miritz Real Estate, Inc.

Everado Quintero - Casa Blanca Realty

Daun Pressenda – Sunup Properties

Ronnie Trubek – Century 21 Showcase REALTORS®a

Jeanne Vrolyk – David Lyng Real Estate

Stephen Karon – Karon Properties

Lela Willet – Anderson Christie, Inc.

Michael Soros - Redwood-Baye Properties

Bernice Wong – Brubeck-Wong REALTORS®

Robert Lim – Robert Lim Investment Company

John Espinoza – Casa Blanca Realty

Wanda Hernandez – Ponderosa Realty



ANNUAL TOUR MEETING

HALLOWEEN

COSTUME CONTEST

THURSDAY

OCT 31ST

9:00 AM

Get creative and show us your spooky side to win CASH prizes!



2525 Main St., Soquel

AFFILIATE SPOTLIGHT

Empowering Homeownership: How REALTORS Can Transform Lives Through Down Payment Assistance

Down payment assistance (DPA) programs are essential for making homeownership possible not only for first-time buyers but also for those returning to the market with limited resources. These programs significantly reduce upfront costs, helping many potential homeowners achieve their dreams. Unfortunately, thousands who qualify remain unaware of the available assistance, often not realizing that accessing this help can be simple and flexible, leaving them unable to move forward in their homeownership journey.

A Case Study for Increasing Awareness and Understanding

Lois Whyde of Riverside, California recalls how the recession in 2008-2011 forced her family to move back to California from Ohio after her husband lost his job. It took the Whyde family three years to stabilize enough to think about buying a home again, and another four before they learned about DPA through Golden State Finance Authority (GSFA).

"I couldn't believe it! My husband was ecstatic! Within three months we were the proud owner of a house we hope to live in for the rest of our life. We couldn't have done it without that down payment assistance gift!" said Mrs. Whyde. The question remains however, could the Whyde family have attained homeownership sooner if they had learned about DPA earlier? What if their real estate agent had informed them about it?

DPA – Win/Win for Both You and Your Clients

Expand Your Market / Empower Borrowers

For Realtors, understanding and promoting these programs can enhance their business in several ways. First, it opens up the market to a broader range of clients helping to prevent missed opportunities. By being knowledgeable about available assistance programs, realtors can guide their clients toward these resources, positioning themselves as valuable advocates in the home-buying process.

Expedite Transactions / Build Referrals

Moreover, down payment assistance can expedite transactions. When buyers have access to financial support, they are more likely to proceed with purchasing a home sooner rather than later. This can lead to quicker sales and satisfied clients, resulting in positive referrals and repeat business.



Discovering GSFA DPA Programs: A Guide to Learning More

Understanding the basics of programs and how to access them through their respective approved lenders sets agents apart in a competitive market, allowing them to tailor their services to meet the unique needs of their clients and enhance the overall customer experience.

GSFA invites real estate agents to attend free training on GSFA DPA programs in an easy-to-attend online format. Sign-up for a FREE webinar today and boost your business with DPA.

Check our Lender/Realtor training calendar for upcoming dates and times at <https://www.gsfahome.org/lender/training.shtml>.

ABOUT GOLDEN STATE FINANCE AUTHORITY

GSFA, a California joint powers authority and a duly constituted public entity and agency, has distinguished itself as a leader in housing finance in California for more than 31 years, helping more than 85,700 individuals and families purchase a home. GSFA has provided over \$664.1 million in down payment assistance and helped finance 36,300 energy efficiency improvement projects.

Contact:

Carolyn Sunseri, Director of Marketing
Toll-free 855-740-8422
csusneri@rcrnet.org



DIVERSITY CALENDAR

October

October stands for Global Diversity Awareness Month which hopes to promote respect for all cultures. We also honor National Disability Employment Awareness Month this month. Prevention is key and that's what Breast Cancer Awareness Month hopes everyone knows.

November

November marks National Native American Heritage Month which honors the cultures, traditions, and histories of all Native people living in the United States. November, a month-long fundraiser, is honored each November too, and aims to raise awareness for men's issues such as suicide and prostate cancer.

October 1 - 4

Rosh Hashanah

The Jewish New Year is a time of both reflection and repentance. It begins the High Holy Days, which will end with Yom Kippur.

October 10

World Mental Health Day

This important day advocates for mental health awareness and education. Mental Illness Awareness Week is celebrated the first week of the month too.

October 19

International Pronouns Day

Being referred to as the wrong pronoun is a common discrimination that transgender or nonconforming people face. We can transform society by not only understanding different gender identity pronouns, but identity terms too.

October 31 – Nov 4

Diwali

This Festival of Lights in the Hindu faith is a time when different deities are praised. It symbolizes the fight for good over evil.

October 9

Indigenous People's Day

This day coincides with Columbus Day and honors the indigenous people living in the United States and the violence they have suffered in history

October 14

-Defender of Ukraine Day-

Celebrate those who have fought or are still fighting for the freedom of Ukraine today.

November 20

Transgender Day of Remembrance

Remember those lost due to violence or murder because of transphobia on this annual remembrance.

November 24

Native American Heritage Day

Take time to pay respects to Native Americans who have contributed so much to American history. This day also encourages schools to increase their understanding of Native American history.

DIVERSITY CALENDAR

December

December marks the end of the year and an assortment of powerful annual observances and DEI holidays 2024 to help round out the year.

December 1

World AIDS Day

This annual day raises awareness about HIV/AIDS and the journey to finding its cure.

December 10

International Humans Rights Day

Celebrate the adoption of the Universal Declaration of Human Rights by the UN in 1948.

December 22

Winter Solstice/Yule

Celebrated by both Pagan and Wiccan faiths, this holiday celebrates the newborn solstice sun.

December 25

Christmas

This Christian holiday marks the birth of Jesus Christ.

December 26 - January 2

Hanukkah

This Jewish festival celebrates the Jewish people's uprising against the Greeks and Syrians attempting to take Jerusalem.

December 26 - January 1

Kwanzaa

This seven-day holiday often celebrated by Black Americans was inspired by African harvest celebrations and honors the seven principles, one celebrated each 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.



**SAVE THE
DATE!**

*SCCAR
Holiday
Open House*

Wednesday, December 11, 2024

2 - 5 PM at the SCCAR Office

2525 Main St. Soquel



Agent Boot Camp Training Series

Coming in 2025!

Formally known as our New Agent Training series, the information in this series is designed for new and seasoned agents alike. This 5-part New Agent Training Series is 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.

Classes include Business Planning, Contracts, Working with Buyers & Sellers and Loan Fundamentals all rolled into one month! Keep an eye out as we will be offering the series in February and September 2025!



SAVE THE DATE!

2025
Installation
& *Awards Luncheon*

Wednesday,
January 15, 2025
11 AM - 2 PM
Seascape Golf Club

HELPING LOCALS STAY LOCAL

This is the inspiring story of Veronica and Brian Hart, one of many which represent the “WHY” behind our drive to action at the Housing Foundation.

Veronica Hart is a drafter at a local architectural firm, and she is a member of our workforce. Veronica’s husband, Brian, suffered a spinal cord injury six years ago while surfing at Steamer Lane which left him unable to move his body from the shoulders down. With the support of several entities, the Harts moved into their new customer-built Habitat Home on June 22, 2024. Their current home has accessibility features throughout, including voice controls for door, light, shades, and more.

This opportunity for home ownership for the Harts came to fruition because of the following resources:

- MediCal providing in-home care during the day so Veronica can work
- Land donated by the county
- Habitat for Humanity and its volunteers as well as its suppliers
- Accessibility grant from the state to customize the house for Brian
- Below market rate first mortgage by Bay Federal
- SCCAR Housing Foundation Grant

Assisting deserving families with home ownership is the goal and purpose of the Santa Cruz County Association of REALTORS® Housing Foundation!



PLEASE CONSIDER DONATING VIA YOUR 2025 DUES TO HELP US IN OUR MISSION!

SCCAR MEMBERS IN THE COMMUNITY



On September 4, over 25 dedicated SCCAR members gathered at Second Harvest Food Bank to make a tangible difference in our community. With a spirit of teamwork and generosity, these incredible volunteers worked together to fill 600 bags of food—amounting to an impressive 15,000 pounds!—in just 90 minutes. These bags will be distributed locally, helping to fight hunger and support those in need. A huge thank you to Team SCCAR for their continued commitment to showing up and making an impact where it counts most. Your hard work and dedication to service are truly inspiring!



DID YOU KNOW: THE UPDATED ACULIST PORTAL

Did you know MLSListings subscribers have access to free marketing resources such as videos, reports and more via the updated Aculist Portal?

Earlier this year, all Aculist content was consolidated into one convenient location. MLSListings subscribers can access the updated Aculist Portal by clicking on the “Aculist Reports” button on your New Pro Dashboard homepage.

MLSListings Chairman, Jesse D. Gutierrez gives you more details in this short video: <https://youtu.be/y385nCcbOxg>

DID YOU KNOW?
with our Board Chair, Jesse D. Gutierrez

Episode 18:
The Updated Aculist Portal

Watch Now on YouTube

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Santa Cruz County Housing Statistics

August 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	28	58	23	40	\$1,613,260	\$1,460,000	\$919	101%	\$37,105,000	1,708	10,040	2.7
Ben Lomond	7	18	7	22	\$945,225	\$966,580	\$769	102%	\$6,616,580	1,379	75,418	1.9
Boulder Creek	17	43	7	65	\$738,428	\$649,000	\$786	100%	\$5,169,000	1,141	27,699	6.1
Brookdale	0	2	0									
Capitola	11	17	3	10	\$2,705,000	\$2,400,000	\$1,198	109%	\$8,115,000	2,181	5,445	4.6
Corralitos	2	6	1	25	\$1,985,000	\$1,985,000	\$622	100%	\$1,985,000	3,189	1,585,584	9
Felton	13	24	4	31	\$620,000	\$653,000	\$917	98%	\$2,480,000	794	9,289	3.1
Freedom	1	1	0									
La Selva Beach	0	4	1	7	\$1,150,000	\$1,150,000	\$1,153	116%	\$1,150,000	997	2,962	2
Los Gatos	11	29	2	30	\$1,302,500	\$1,302,500	\$527	102%	\$2,605,000	2,585	149,629	9.7
Mount Hermon	2	1	1	11	\$1,050,000	\$1,050,000	\$533	95%	\$1,050,000	1,971	6,011	1.5
Santa Cruz	53	85	44	27	\$1,833,129	\$1,431,500	\$993	100%	\$80,657,680	1,815	19,761	2.1
Scotts Valley	15	21	17	28	\$1,562,470	\$1,400,000	\$656	99%	\$26,562,000	2,355	15,343	2
Soquel	9	12	4	47	\$2,250,250	\$2,025,000	\$777	99%	\$9,001,000	2,827	146,841	3.3
Watsonville	11	33	18	21	\$917,986	\$808,125	\$595	99%	\$16,523,750	1,536	193,564	2.4
Summary	180	354	132	28	\$ 1,436,404	\$1,302,500	\$777	102%	\$199,020,010	1,883	172,891	3.9

August 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	13	24	6	54	\$1,064,666	\$1,100,000	\$659.00	96%	\$6,388,000	1,461	1,147	4
Boulder Creek	1	6	0									
Capitola	4	6	2	14	\$622,500	\$622,500	\$739.00	99%	\$1,245,000	845	828	1.4
La Selva Beach	1	3	3	74	\$860,000	\$940,000	\$673.00	97%	\$2,580,000	1,344	1,612	2.3
Santa Cruz	11	20	9	23	\$959,888	\$830,000	\$836.00	99%	\$8,639,000	1,118	980	2.6
Scotts Valley	3	9	5	43	\$1,010,800	\$950,000	\$614.00	101%	\$5,054,000	1,699	1,017	2.1
Soquel	1	4	0									
Watsonville	11	22	3	20	\$367,166	\$359,000	\$373.00	100%	\$1,101,500	963	958	5.5
Summary	45	94	28	38	\$814,170	\$885,000	\$666	99%	\$ 25,007,500	1,238	1,090	3.0

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

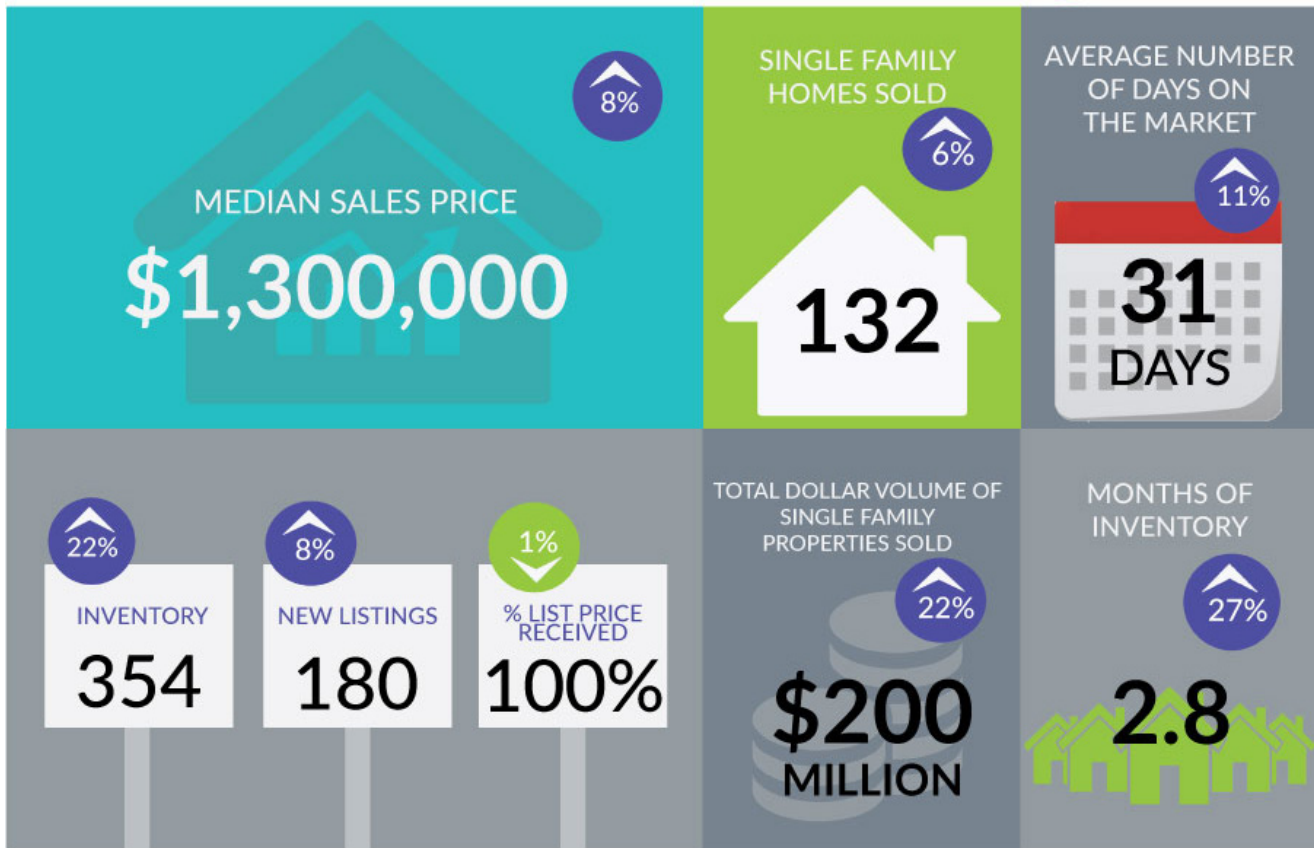


CALIFORNIA ASSOCIATION OF REALTORS®

September 30, 2024 – The housing market continues to adjust to the first rate cut by the Federal Reserve in years, sliding mortgage rates, and an economy that keeps surprising to the upside. Putting all of these factors together, C.A.R. released its forecast for 2025 and expects both home sales and home prices to continue their upward trend. Consumer confidence has slid, reflecting the normalizing labor market and more muted economic growth, but income and spending continue to rise. New home sales have yet to rebound despite the recent rate cut, but demand is already picking up and preliminary indications suggest an unseasonably strong winter in California.

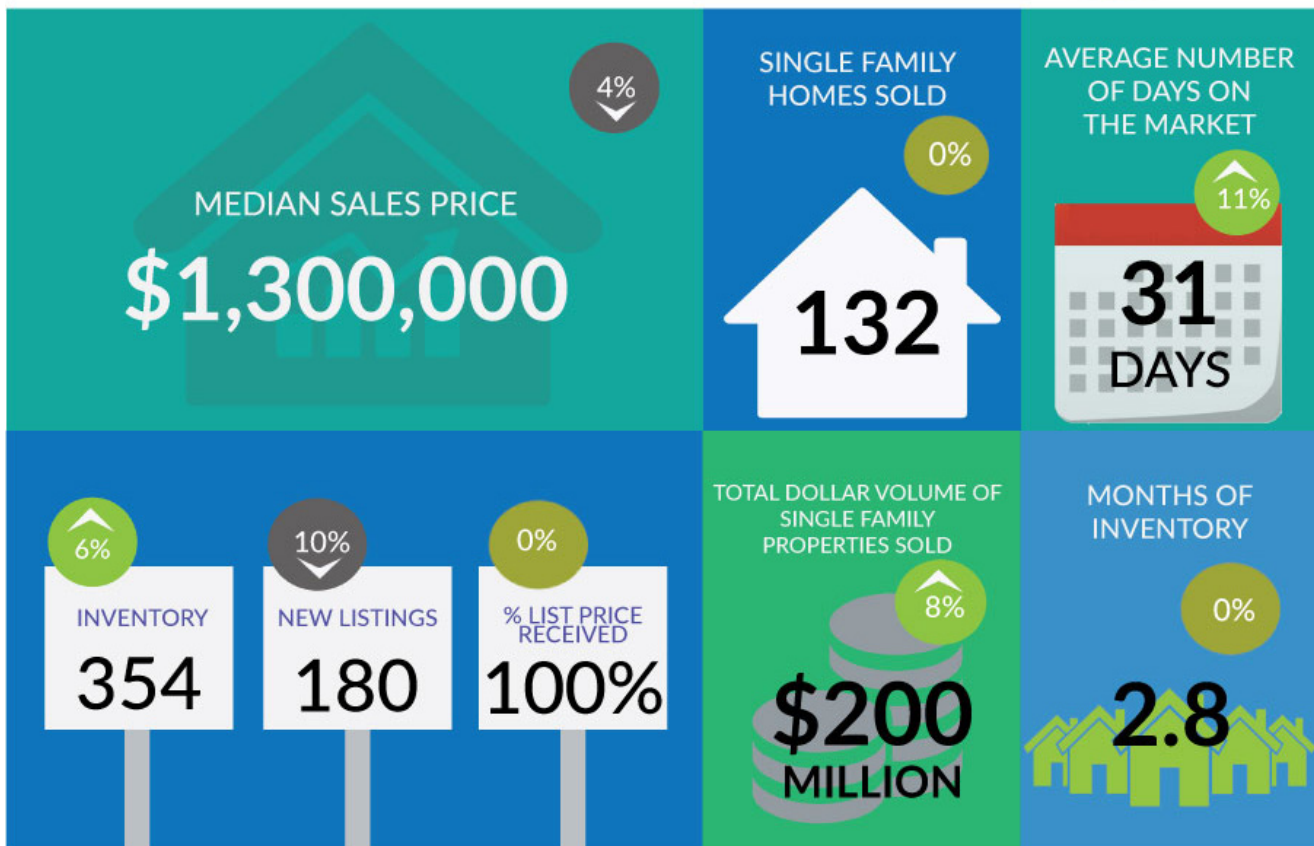
[Read more](#)

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



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

AUGUST 2024 MARKET SNAPSHOT - SINGLE FAMILY HOMES - MONTH OVER MONTH



August 2024 v. July 2024 - MLS Class 1, excludes Condo/Townhome. Produced by SCCAR with data provided by MLS Listings, Inc.

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