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SCCAR leadership 2018



More photos
on P 11&12



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President's Message

There's Work to Do in 2018!



SCCAR President
Renee Mello
Renee Mello & Associates
renee@reneemello.com

Happy New Year everyone. I hope that you all had a peaceful and relaxing time during the holiday season. I know it's sometimes hard to get back into the swing of things but as REALTORS®, we are going to need to hit the ground running as we begin 2018. There are a lot of challenges facing us in the coming year and we need to be ready to pull together and work to protect property rights.



At a local level, after coming off a recent victory with Vacation Rentals, we are going to need to be ready to take on a new threat to Property Rights. The city of Santa Cruz will be entertaining Rent Control in March. There is a great white paper developed by the Center for California Real Estate titled "Rent Control Hurts Low-Income Families and Increases Costs for All Renters". I suggest you read this very important study on the negative impact of rent control. We are going to need each and every one of you to join us as we come together to fight this threat to our local housing market. If you feel "well that's Santa Cruz, I'm not surprised", remember that if it passes in one city in Santa Cruz County, what will prevent it from spreading?

At the State level, we've been asked to become involved in getting a piece of legislation on the ballot in 2018. C.A.R. strongly feels that this legislation will help alleviate the lack of homes for sale in the state. The thought is that many of the Baby Boomer generation just don't want to move because of the lack of portability of the property tax savings first realized with Proposition 13. There is the opportunity to transfer your property taxes within the county you live (Proposition 60) or some counties that accept the transfer (Proposition 90) but this isn't enough to get people to move. CAR feels that if they were able to transfer their property tax base wherever they move in California and some adjust-

ment is made if the new property happens to be a little higher than the property they just sold, this might be enough to motivate people to start moving. We will be asking you to help in supporting this as we bring it to the ballot in either 2018 or 2019.

Now we have the challenges on a Federal level with the new tax laws. Although there hasn't been enough time to thoroughly examine the impact of the laws on Real Estate in California, there are a couple of things that stand out immediately. The first is that Mortgage Interest Deduction has been lowered to \$750,000. Although that doesn't impact most of states, in fact it doesn't impact a lot of California, it can have a devastating impact on real estate in the Bay Area. They've also limited the deduction of property taxes and state income taxes to \$10,000, a number exceeded by many home owners

A promotional banner for Allen Property Group, Inc. The top left features the company logo, a stylized 'A' with a triangle, followed by the text 'ALLEN PROPERTY GROUP, INC.'. To the right, it says 'COMMERCIAL REAL ESTATE SALES | LEASING | MANAGEMENT'. Below this, the text 'CAL BRE# 01843086' is visible. The main part of the banner is a photograph of a coastal town with colorful buildings and a bridge over water. At the bottom, the slogan 'Experience. Integrity. Results.' is written in a serif font. The footer contains the address and contact information: '347 Spreckels Drive | Aptos, CA 95003 | 831.688.5100 tel | 831.688.5102 fax | allenpginc.com'.

President's Message Cont'd

in the bay area. There may be some instances with the new tax plan that a case can't be made for home ownership over renting for tax deduction reasons. I feel that home ownership is part of the American Dream and tax deductibility was only one of the many reasons to purchase.


As you can see we have our work cut out for us in the coming year. It's also one of the best times to be in Real Estate. We have the opportunity to impact people's lives, to be a part of their dream of home ownership. Our opportunity for success, no matter how we define it, is unlimited. With that opportunity comes responsibility, responsibility to our clients, our community and our profession.

I look forward to working with you all in 2018.



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Join the Newest Group for Up & Coming REALTORS®!

MREP (Modern Real Estate Professionals) goals are to provide newer members in the real estate profession a platform to network, build relationships and increase awareness of SCCAR benefits and activities.

Bimonthly mixers are held in a variety of topics designed to give new agents a jump start in the real estate profession. Join us at our next mixer in January or help plan our 2018 events by attending our next planning meeting on February 5, 2018!

Join our group on facebook to keep on the what's happening #mrepSC!



#MREPSC



Congratulations to our 2017 Santa Cruz County Pro Graduates!

These REALTORS® have attended our SCCP Certification Series and have obtained advanced skills about the workings and nature of Santa Cruz County communities that will allow them to better assist their clients.



2017 SCCP Graduates

Bill Babcock

William Kavanaugh

Elizabeth Mullan Seman

Angela West



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- CORPORATE HOUSING

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**The SCCAR office will be closed
Monday, February 19, 2018 in
observance of Presidents Day.
We will reopen Tuesday,
February 20 at 8 am.**



Lauren Yungmeyer ChFC, Agent
Insurance Lic#: OB10216
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SCCAR Welcomes the Following New Members!

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Bailey Properties, Inc.
Joanna Phillips
Bill Tershy
Chelsie Wiget

Century 21 Showcase
Jennifer Hicklin

David Lyng Real Estate
Mary Beth Cameron
Melanie Dangzalan
Jose Juan Salas, Jr.

Indigo Beach Properties
Suzanne Joseph

Keller Williams Realty
Mike Bargetto
Ashley Lore
Lars Stokkebye

Lifeline RE
Nicole Myhrstad

Pacific Home Broker
Michael King II

Real Estate 831
Richelle Maxwell

Sereno Group
Aracelly Bibl
Leif Crook
Lloyd Hennessy Jr.
Alexandra Naess

Steve Erickson Properties
Steve Erickson

The Brokerage
Jennifer Higgs

Vanguard REALTORS
Alison Ekers
Christopher Trowbridge

Affiliate

Homeguard Incorporates
Ashley Steffenson

Kaiser Permanente
Rick Bar

Kal Financial
Jefferey McMullen

Libbey Blumberg
Mortgage Lender

Roof Doctors
Craig Young

Sundance Homes
Cindy Pierce

MLS INMAN BENEFIT CHANGES

MLSListings was recently notified by Inman Group that the Inman Select news feature they have offered since its inception will double in price beginning in 2018. They decided that the amount of increase would not be an appropriate use of your dues dollars as Inman Select is not used by everyone in the MLSListings community.

You will continue to have access to many Inman industry news stories on Inman.com and receive the Inman subscriber emails. In addition, you may also get real estate industry updates from the RISMedia Group.

Beginning February 3, 2018, if you would like to continue to receive Inman Select, you will need to register with Inman directly. MLSListings was able to negotiate a special price for the first year \$99, which is a 50% discount off the usual \$199 fee.



You will receive communications from Inman directly on how to sign up at the discounted rate.



MEET OUR NEW CENTENNIAL CLUB MEMBERS



Centennial Club members are members of SCCAR that pay the true cost of doing business by contributing \$148+ to the REALTOR® Action Fund (RAF). RAF raises money to advance the goals of our REALTOR® political action committees (PACs) at the local, state, and federal levels of government. RAF supports and/or opposes candidates for elected office who understand, or don't understand, REALTOR® issues. RAF is able to support important advocacy campaigns because of our members generous donations. Learn more at www.car.org.

Steven Allen
Donna Amadeo
Nicholas Bailey
Paul Bailey
Robert Bailey
Bradd Barkan
Candace Bradfield
Judy M. Brose
Deborah Calloway
Betty Canfield
Susan Draper
Pamela Easton
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Randy Turnquist
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FEBRUARY EDUCATION CALENDAR

Tuesday, FEB 6, 2018

Tech Tuesday

11:30 am - 12:30 pm

Wednesday, FEB 7, 2018

Social Meida for REALTORS

11:30 am - 1 pm

Wednesday, FEB 14, 2018

First Class: A Required Training Course for New MLS Subscribers

9:30 am - 11:30 am

Cost: Contact the MLS at 800-546-5657 to register. SCCAR does not take registrations for this class.

First Class is a required training course from MLS Listings, Inc. for new subscribers that must be attended within the first 60 days of joining the MLS.

Wednesday, FEB 14, 2018

Listing Management (MLS)

1 - 2:30 pm

Cost: Free for SCCAR members with RSVP

Instructor(s): Jennifer Curci, MLS Listings, Inc.

Attend this class and you will learn the structure of the MLSListings listing management input wizard, along with tools and techniques.

Friday, FEB 23, 2018

SCCP: Land Use

12:30 pm - 3 pm

Cost: \$20 if taken outside of the series

The second in our SCCP series will cover: minimum steps to determine "build-ability" of a parcel, biggest hurdles working with county or city planning/building depts, methods for changing use designations of parcels in county and city, working with color-coded easements and much more.

Wednesday, FEB 28, 2018

The Art of an Open House (MLS)

1 - 2:30 pm

Cost: Free with RSVP

Instructor(s): Jennifer Curci, MLS Listings, INC.

In this course you will learn how to prepare for your next Open House with detailed neighborhood active listings and sold reports, market statistics and brand-able client tools. Be the neighborhood expert that consumers want to work with.

Wednesday, FEB 28, 2018

REALTOR Property Resource (RPR) Essentials (MLS)

10 - 11:30 am

Cost: Free to SCCAR members

Instructor(s): Jennifer Curci, MLS Listings, Inc.

Learn to search and report using national-level MLS and public data available through your National Association of REALTORS® membership. Become your client's nationwide real estate professional.

Register for classes online at www.mysccar.org or call SCCAR at 831-464-2000.

Unless specified otherwise, all classes are held at SCCAR, 2525 Main St., Soquel, CA.

GOVERNMENT AFFAIRS UPDATE



Ian Crueldad
Government Affairs Director
gad@mysccar.org

I was recently hired as the new government affairs director for SCCAR and am grateful for the opportunity. It has been a tremendous and wonderful experience so far. On a weekly basis, I have been attending various meetings in Santa Cruz County, the city of Santa Cruz, Capitola, Scotts Valley, and Watsonville. These meetings range from city commission meetings to city council meetings. I love listening to the input from the local community and its leaders on issues that affect us all. These issues include land use, water use, to potential new developments. Democracy works best when more people participate.

There are many things going on in the county and the cities within. Here are some of the major changes that have been occurring:

New short-term rental ordinances recently passed in the county

On December 5, 2017, the board of supervisors decided to pass short term rental ordinances. To ensure compromises were made, a petition was started to show the supervisors how hosts and the community felt about the proposed ordinances made by the county planning commission. SCCAR was able to gather over 600 signatures and work with local community organizations such as the Santa Cruz County Hosted Alliance to fight against the proposed ordinances.

Due to the amount of people that showed up and spoke to the board of supervisors on December 5th, compromises were made. The ordinances that ended up passing includes no limit on

the amount of nights a person can host, a host can rent up to only 2 bedrooms, a 3 person per rental limit excluding 8 years old, a \$250 to \$300 permit fee that would last about 5 years similar to vacation rental permits, a 250 permit cap, and 20 percent of the transient occupancy tax will go to the county affordable housing fund. Although we did not get everything we wanted, the ordinances that passed are much more lenient than originally proposed.

"...the ordinances that passed are much more lenient than originally proposed."

What's next?

Also on December 5th, the Santa Cruz city council held a meeting about the feedback received from the Mayor's listening tour. It seems that the community is very outspoken about potentially implementing rent control. No decisions have been made, but the city council hopes to make one by March 27. This gives us a couple months to persuade members of the city council to follow other solutions than rent control to fix the current housing crisis.

SCCAR WARRIORS Game Night



Wednesday, February 28, 2018 - 7 PM
Warriors v. Northern Arizona Suns

Get your game on with fellow SCCAR members & their family and friends!
Ticket price includes a HIGH FIVE HAND TUNNEL with the Players for the kids!



Kaiser Permanente Arena
140 Front Street, Santa Cruz, CA 95060

Tickets \$21
www.groupmatics.events/event/SCCAR



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SCCAR Honors Incoming Leadership & Awards Recipients



From left: Maggie Barr, WCR President, Candie Noel, Region 10 Chair, Sandy Kaplan, CRS State Chair and SCCAR President, Renee Mello



Keller Williams Realty - SC Broker, Mike Sibilia and SCCAR President, Renee Mello



REALTOR® of the Year, Morgan Lukina



Community Service Award winner, Dave Deteso



2017 Past President, Candace Bradfield and Randy Turnquist, recipient of the President's Award

Come Together!



Past SCCAR Presidents (l to r): Randy Turnquist, David Lyng, Barbara Palmer, Sandy Kaplan, Candie Noel and Candace Bradfield



Susie Stelle receives her NAR Honorary status with Candace Bradfield



Our dues contest winner, Jose Mendoza and Candace Bradfield



Outgoing President, Candace Bradfield and incoming President, Renee Mello



Suzanne Yost, SILVAR President, Bill Moody, President Renee Mello and past C.A.R. President, Jim Hamilton

IDENTIFY INCOME PROPERTIES LIKE A PRO!

Buying and Selling Income Properties (CRS 204)



March 13-14, 2018 | 8:30 AM to 5:00 PM

SCCAR, 2525 S. Main St., Soquel, CA 95073

Instructed by Chris Bird, **CRS**, Presented by California RRC Network

Contact: karicasscrs@gmail.com or 858-405-4465

Investing in real estate can be extremely profitable and can add a new revenue stream to your business. In this CRS Two Day Course, **Buying and Selling Income Properties**, learn the secrets to smart real estate investing and start identifying lucrative opportunities for yourself and your clients. You will learn how to identify the right opportunities in a down or an up market and compare real estate with other investments. This class is a must for any real estate professional looking to create wealth through residential real estate investment. *Individuals who take this course will earn 16 CRS Education course credits toward the CRS Designation.* CRS awards the Certified Residential Specialist® (CRS) Designation to top-producing REALTORS® who have met specific requirements related to experience, transactions and education.

Upon the successful completion of this course, you will be able to:

- Identify and create strategies for building wealth for the investor through real estate investments
- Determine the factors and use the tools to measure the performance of real estate investments
- Satisfy your client's needs through new sources for sales and listings
- Find and select successful real estate investments

Course Sponsors:



Registration fee: \$224 for CRS members, \$249 for nonmembers (reservations cannot be refunded)
Register online at California.CRS.com.

A MOBILE DEVICE IS REQUIRED TO DOWNLOAD THE CRS COURSE BOOK AND TO TAKE THE EXAM.

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FAIR HOUSING

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JANUARY 2018

Fair Housing: Promises of a Century

For REALTORS®, the Fair Housing Act is one of our nation's most significant laws guiding the real estate industry today. Usually we recognize it with Fair Housing Month, celebrated in April each year. 2018 is different, though, as we commemorate the fiftieth anniversary of this major milestone in our nation's efforts to bring greater equal opportunities in the rights to private property and housing.

As we commemorate this act, it is important to recognize that the way our country views property rights, and who has those rights, has been a struggle dating back at least since Europeans first came to North America.

When he signed the Fair Housing Act into law on April 11, 1968, President Lyndon B. Johnson noted that the bill would help fulfill "the promises of a century." He referred to another law enacted just over one hundred years earlier, the Civil Rights Act of 1866, which declared "That all persons born in the United States [...] are hereby declared to be citizens of the United States; and such citizens, of every race and color, without regard to any previous condition of slavery or involuntary servitude [...] shall have the same right, in every State and Territory in the United States, to make and enforce contracts, to sue, be parties, and give evidence, to inherit, purchase, lease, sell, hold, and convey real and personal property...."

Despite the language and spirit of the law, the intervening century provided countless examples of laws and events that contradicted this early declaration of equality, including the right to buy, sell and own homes and other real property. The Civil Rights Act of 1866 itself specifically excluded Native Americans and immigrants from its definition of "all persons." California, Oregon, Minnesota and other states enacted laws restricting or prohibiting immigrants from China

and other Asian countries from owning land. Cities and towns across the country often used covenants as part of property deeds to restrict who could purchase and live in a particular place, effectively creating neighborhoods from which African Americans and other groups were banned.

A parade of court decisions and legislation sought to overturn many of these restrictions. In the early 1800's, individual states began enacting laws granting women the right to own property. In 1948, the U.S. Supreme Court decided in the landmark case *Shelley v. Kraemer* that racially restrictive covenants on real estate could not be legally enforced. Less than a decade later, New York City became the first locality in the United States to ban discrimination in privately owned housing. In 1962 discrimination in federally funded housing was banned.

But it was the Fair Housing Act of 1968 that became the nation's definitive law granting everyone equal access to housing, no matter their ethnicity, nationality, religion, handicap, or familial status. As President Johnson plainly explained: "It proclaims that fair housing for all—all human beings who live in this country—is now a part of the American way of life."

For more information, resources and to get involved, visit www.FairHousing.realtor



A TASTE OF SANTA CRUZ RAISES OVER \$25,000 FOR SCCAR HOUSING FOUNDATION



Over 500 attendees enjoyed the 2017 "A Taste of Santa Cruz" fundraiser on November 9th at the Santa Cruz Museum of Art and History and raised a near record amount of funds for the Santa Cruz Association of REALTORS® Housing Foundation.

"We were unsure how changing the venue was going to affect the overall experience of the A Taste of Santa Cruz this year and we were thrilled that not only did our tickets sell out two days before the event, the first time we have ever sold out of tickets ahead of time, but all the attendees loved the MAH," stated David DeTeso, Chairman of the SCCAR Housing Foundation and chair of the fundraiser. "Raising an almost record amount of funds to help local residents stay in our community by providing down payment assistance was the icing on the cake. We cannot thank our sponsors, vendors, volunteers and the community enough. This was truly a group effort and we are extremely grateful."

The funds raised from the event will help fund closing cost assistance grants, which have helped dozens of first time home buyers become homeowners in Santa Cruz County in the past 13 years.

The A Taste of Santa Cruz featured 2 local breweries and 15 local wineries, mostly members of the Santa Cruz Mountains Winery Association, for the first time this year, which drew wine lovers from around the county. 17 local restaurants brought their culinary talents to offer tastes to the attendees while sharing their hospitality and good will. Local real estate brokerages and mortgage companies were the main sponsors who provided the table space for both the wineries and restaurants.



The SCCAR Housing Foundation would like to thank these sponsors for coming on board to support this year's "A Taste of Santa Cruz"

Atrium Sponsors: Opes Advisors, Sereno Group, Wells Fargo Home Mortgage, Bailey Properties, Bay Federal, David Lyng Real Estate, Santa Cruz Lending Group, Chase, US Bank

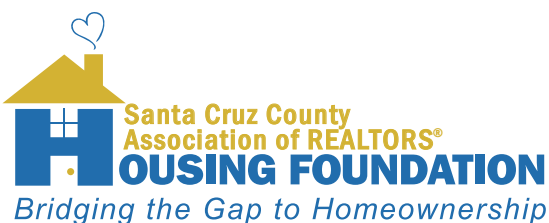
Garden Room Sponsors: Century 21 Showcase, Everbank, Habitat for Humanity, Intero Santa Cruz, Century 21 M&M and Associates, Stearns Home Loans XChange Solutions

In-Kind Sponsors: Blue Adobe Mortgage Century 21 LAD, Coastal Homes Magazine, Santa Cruz Sentinel, Coldwell Banker Residential Brokerage, Monterey Bay Properties, Wells Fargo - Dan Fish

Thank you also goes to the volunteer steering committee for endless hours of hard work, brainstorming and commitment:

David DeTeso-US Bank, Chair
Connie Landes-Sereno Group. Co-chair
Chris Clayton-Sereno Group
Suzanne Schmidt-Old Republic Title
Inez Pandolfi-Century 21 Lad Realty
Will Allanson-Allanson Insurance
Jerry Starr - Santa Cruz Mountain Wine Growers Assoc.
Lela Willet -Anderson Christie, Broker Associate

We hope we see you at the 2018 "A Taste of Santa Cruz"!



Santa Cruz County Market Statistics

November 2017: 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	23	71	37	62	\$1,018,847	\$965,000	\$545	99%	\$37,697,363	1,870	30,464	2.4
Ben Lomond	3	15	12	40	\$760,089	\$670,000	\$424	100%	\$9,121,069	1,872	56,810	1.8
Boulder Creek	15	42	10	53	\$603,700	\$582,500	\$475	99%	\$6,037,000	1,439	34,690	1.9
Capitola	4	10	6	38	\$1,119,666	\$1,030,500	\$845	95%	\$6,718,000	1,523	4,661	1.8
Corralitos	1	7	1	192	\$640,000	\$640,000	\$678	92%	\$640,000	944	78,669	5.3
Davenport	1	1	0									
Felton	6	24	11	49	\$502,876	\$510,000	\$426	106%	\$5,531,638	1,187	17,301	2.4
Freedom	2	3	1	8	\$589,000	\$589,000	\$351	107%	\$589,000	1,680	9,757	1.5
La Selva Beach	2	13	1	112	\$2,325,000	\$2,325,000	\$631	86%	\$2,325,000	3,685	135,036	13
LOS GATOS	1	18	3	76	\$1,105,000	\$875,000	\$634	99%	\$3,315,000	1,913	668,733	6.8
Santa Cruz	34	108	66	35	\$1,247,811	\$992,500	\$636	100%	\$82,355,527	1,798	16,961	1.9
Scotts Valley	9	22	11	40	\$1,114,545	\$1,035,000	\$455	98%	\$12,260,000	2,500	18,159	1.4
Soquel	1	16	4	72	\$585,750	\$612,000	\$493	90%	\$2,343,000	1,272	7,046	3
Watsonville	21	51	15	31	\$527,556	\$526,000	\$362	100%	\$7,913,350	1,454	7,896	3
Royal Oaks	7	12	8	71	\$542,750	\$557,000	\$307	99%	\$4,342,000	1,692	110,207	2.1

November 2017: 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	14	6	47	\$752,833	\$796,000	\$474	96%	\$4,517,000	1,515	1,147	2.8
Boulder Creek	1	3	1	14	\$395,000	\$395,000	\$239	103%	\$395,000	1,656	1,350	2.3
Capitola	3	7	5	19	\$699,200	\$665,000	\$606	100%	\$3,496,000	1,236	1,124	1.2
La Selva Beach	1	5	2	21	\$937,500	\$937,500	\$513	96%	\$1,875,000	1,819	1,264	2.5
Santa Cruz	15	26	13	47	\$526,795	\$565,000	\$498	100%	\$6,848,346	1,014	2,062	1.7
Scotts Valley	4	5	3	9	\$667,500	\$682,500	\$441	103%	\$2,002,500	1,616	2,178	1.3
Soquel	0	1	0									
Watsonville	3	15	4	55	\$453,500	\$465,000	\$311	99%	\$1,814,000	1,483	1,394	3

December 2017: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Pescadero	2	10	0	0	\$0	\$0	\$0	0%	\$0	0	0	0
Portola Valley	7	11	15	21	\$4,471,933	\$3,150,000	\$1,289	101%	\$67,079,000	3,264	125,889	1.2
Redwood City	39	38	61	13	\$1,663,213	\$1,550,000	\$978	109%	\$101,456,001	1,758	8,021	0.8
San Bruno	13	12	9	17	\$1,155,333	\$1,220,000	\$770	108%	\$10,398,000	1,434	5,607	0.8
San Carlos	18	12	22	24	\$1,995,136	\$1,929,000	\$993	106%	\$43,893,000	2,153	9,665	0.4
San Gregorio	0	1	0	0	\$0	\$0	\$0	0%	\$0	0	0	0
San Mateo	41	20	50	14	\$1,752,262	\$1,571,961	\$956	110%	\$87,613,121	1,870	6,383	0.4
South San Francisco	12	9	26	29	\$1,062,863	\$992,500	\$628	113%	\$27,634,458	1,680	5,100	0.4
Woodside	7	32	7	95	\$3,417,000	\$2,600,000	\$690	96%	\$23,919,000	3,992	162,098	4.2
Redwood Shores	4	2	1	7	\$1,800,000	\$1,800,000	\$968	106%	\$1,800,000	1,860	3,024	2
Santa Clara	676	624	825	36.22222	\$795,665	\$730,000	\$346	97%	\$74,268,086	1,577	4,823	0
Santa Cruz	130	412	192	62	\$528,469	\$520,000	\$307	86%	\$13,281,824	944	4,661	1.4
Monterey	199	767	214	58.68421	\$302,750	\$260,450	\$158	90%	\$10,352,728	1,137	2,438	0
San Benito	49	150	41	44	\$634,523	\$611,500	\$281	100%	\$8,833,284	2,248	36,018	2
December	0	0	0	0	\$0	\$0	\$0	0%	\$0	0	0	0
San Mateo	0	0	0	0	\$0	\$0	\$0	0%	\$0	0	0	0
Atherton	2	13	2	156	\$4,180,000	\$4,180,000	\$1,207	102%	\$8,360,000	3,497	25,950	2.3

December 2017: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	4	11	5	109	\$623,800	\$650,000	\$477	97%	\$3,119,000	1,376	1,737	2.1
Boulder Creek	0	2	1	11	\$425,000	\$425,000	\$290	100%	\$425,000	1,468	1,525	2
Capitola	4	7	3	28	\$598,500	\$650,000	\$644	99%	\$1,795,500	869	740	1.4
La Selva Beach	0	4	0	0	\$0	\$0	\$0	0%	\$0	0	0	0
Santa Cruz	6	18	12	21	\$545,916	\$550,000	\$582	99%	\$6,551,000	937	5,675	1.3
Scotts Valley	0	0	6	20	\$619,833	\$592,500	\$453	101%	\$3,719,000	1,370	1,329	0
Soquel	0	0	3	15	\$591,166	\$605,000	\$488	104%	\$1,773,500	1,209	1,191	0
Watsonville	3	11	2	114	\$557,500	\$557,500	\$441	98%	\$1,115,000	1,343	1,307	3

Quarterly Single Family Residential - County of Santa Cruz

	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
Q1	459	362	334	57	\$887,361	\$800,000	\$482	99%	\$296,378,648	1,799	49,010	3.3
Q2	734	525	481	37	\$950,940	\$848,000	\$508	100%	\$457,402,514	1,780	52,205	3.3
Q3	683	547	505	41	\$931,175	\$829,000	\$486	100%	\$470,243,557	1,827	40,368	3.2
Q4	407	270	547	25	\$945,672	\$850,000	\$496	99%	\$517,283,014	1,817	52,324	1.5

Quarterly Common Interest Development - County of Santa Cruz

	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
Q1	129	82	104	42	\$539,174	\$522,500	\$464	99%	\$56,074,103	1,173	1,099	2.4
Q2	179	127	126	37	\$581,174	\$580,000	\$494	101%	\$73,228,015	1,175	1,379	3
Q3	135	88	143	39	\$566,233	\$545,000	\$481	100%	\$80,971,370	1,195	1,372	1.8
Q4	90	53	108	39	\$591,966	\$561,250	\$490	99%	\$63,932,380	1,195	1,819	1.5

JANUARY 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 SCCAR CLOSED <i>Happy New Year!</i>	2	3	4 Tour Marketing Meeting 8:30 - 9 am	5 Local Government Relations Committee Mtg. 8:30 am	6
7	8 Education Committee Mtg. 9:30 am	9 Affiliates Committee Mtg. 11 am	10	11 Tour Marketing Mtg. 8:30 - 9 am	12 Board of Directors 8:30 am	13
14	15 SCCAR CLOSED <i>Martin Luther King Jr. Day</i>	16 <i>C.A.R. Meetings in Monterey</i> →	17 MLS First Class 9:30 am Paragon 101 1 pm	18 Tour Marketing Mtg. 8:30 - 9 am	19 Real Estate Legal Update at Seascape 11:30 am	20
21	22 REALTOR Care Mtg. 11 am	23	24 Installation & Awards Luncheon 11 am Seascape	25 Tour Marketing Mtg. 8:30 - 9 am	26 SCCP: History & Culture of Santa Cruz 12:30 pm	27
28	29 Budget & Finance 10 am	30 Event Committee Mtg. 11 am	31 Matrix 201 - 10 am Public Records Search - 1 pm			

FEBRUARY 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 Local Government Relations Committee Mtg. 8:30 am	3
4	5 MREP Meeting 1 pm	6 Tech Tuesday 11:30 am - 12:30 pm	7 Social Media for REALTORS 11:30 am - 1 pm	8 Tour Marketing Mtg. 8:30 - 9 am	9 Board of Directors 8:30 am	10
11	12 Education Committee Mtg. 9:30 am	13 Affiliates Committee Mtg. 11 am	14 MLS First Class 9:30 am Listing Mgmt. 1 pm Housing Foundation Mtg. 2 pm	15 Tour Marketing Mtg. 8:30 - 9 am	16 New Member Orientation 8:30 am - 4 pm	17
18	19 SCCAR CLOSED <i>Presidents Day</i>	20	21	22 Tour Marketing Mtg. 8:30 - 9 am	23 SCCP: Land Use 12:30 pm	24
25	26 Budget & Finance 10 am REALTORS Care Mtg. 11:30 am	27 Event Committee Mtg. 11 am Building Your Biz Through Community 11:30 am - 1 pm	28 RPR Essentials - 10 am The Art of an Open House - 1 pm <i>Warriors Game Night 7 PM!</i>			