

MAY 2012

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®



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# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

# SPRING FLING

**Hot BBQ & Cool Drinks**

**Live Music from  
West Coast Soul**

**50/50 Cash Raffle**

**Baking Contest**

**Wednesday, May 9  
11:30 - 2 pm, SCCAR Patio**

See insert  
for details

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

REALTOR® is the official monthly newsletter of the Santa Cruz County Association of REALTORS® provided as a member service to inform, educate and update REALTOR® and Affiliate members on local, state and national news, as well as the Association's calendar of events.

Santa Cruz County Association of REALTORS®  
2525 Main Street, Soquel, CA 95073  
(831) 464-2000 (831) 464- 2881 (fax)

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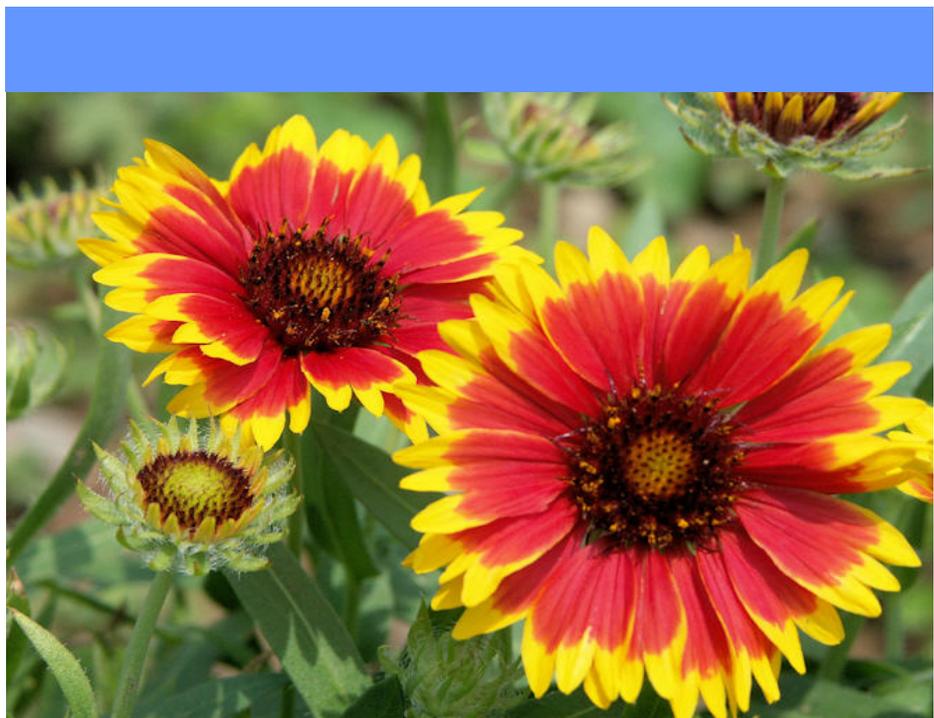
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OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

# REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY



# Message From The President Stand Up and Be Counted!

Barbara Palmer  
2012 SCCAR President  
Bailey Properties, Inc.  
831-688-7434 [bpalmer@baileyproperties.com](mailto:bpalmer@baileyproperties.com)



Every vote counts. More to the point, your vote counts. We've seen national elections be decided by less than 250 votes and local elections across the country by fewer than 10 votes.

There's still time to register to vote in the June 5<sup>th</sup> Primary Election – but not much time. If you are new to the county or need to update voting information because you've changed your residence you can do that until May 21<sup>st</sup>. Absentee ballots are mailed on May 7<sup>th</sup> so if you want to vote by mail you need to register now.

California's Primary Election Day is June 5<sup>th</sup>. Beginning this year we will have an open primary, which means that you can vote for a candidate from any party, regardless of your party affiliation. Even more important, for Congressional, State Senate and Assembly races the top two finishers in the Primary will face off in the General Election this November regardless of their party affiliation. In November we could see two Republicans or two Democrats and no one from the opposing party unless they make it to the top two candidates in the Primary. Your vote could make sure there's a real choice in November.

Locally, your vote can be the game changer too. In our county we have had very close elections. In the last election one supervisor won by less than 1% of the vote. With more than 9,400 cast in that district, they won by just 63 votes.

In Santa Cruz county, the Primary Election will have school bonds on the ballot as well as 3 county board of supervisor races, and city council races. The primary elections are likely the deciding races for these seats. While Presidential elections in November may receive more media coverage, it is the primary election this year that will affect us locally.

Why should you vote? Our elected officials address issues that have a profound affect on our business and our personal lives. They vote on issues that make a difference in our ability to conduct business in a reasonable manner as well as issues involving private property rights and what our clients can and can't do with their real estate.

You can find voter registration forms at the Association office, or at any post office. It would also be thoughtful to pass on a voter

registration form to the purchaser of the next property you sell.

A new redistricting map of Santa Cruz County is located at the Association office. We are asking all of you to mark your voting residence on the map. We want to display the maps to visitors and elected officials when they visit our Association. It's important for us to show that REALTORS® care about voting.

In order to keep up-to-date on local real estate issues I encourage you to attend Local Government Relations (LGR) Committee meetings. These meetings are usually held the first Friday of each month, beginning at 8:30 A.M at our Association. City and county officials often come to explain new or proposed ordinances and to get feedback from the REALTORS® present. Last month Santa Cruz City Council Vice Mayor Hilary Brandt attended our meeting to discuss the rental housing inspection ordinance that became

*Continued on Page 5*



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**Kathy Hartman**  
**SCCAR**  
 Chief Executive Officer  
[kathy@mysccar.org](mailto:kathy@mysccar.org)

# SCCAR 8 Most-Mentioned Benefits

## SCCAR MISSION STATEMENT

**The Mission of the Santa Cruz County Association of REALTORS® is to enhance the professionalism and integrity of our members and to protect and promote private property rights.**

These days few physicians make house calls, but at SCCAR we make office calls. We have visited several offices and spoken to the sales associates of these firms delivering a simple message, "It's your association. Let us know what you want and how we can help." Many of the sales associates and our brokers have commented that they are aware of the valuable services and products SCCAR offers its members. Below is a compilation of the top 8 most mentioned benefits that we hear about at these meetings.

**1. Personal and Personalized Customer Service.** In a world where telephones are answered by computers and speaking directly to a human requires push-buttoning one's way through an elaborate menu and being put on hold several times, many of SCCAR members have found the person-to-person approach to be a welcome change.

**2. Multiple Listing Service.** Many of our members take advantage of the MLS Listing classes scheduled here at the Association finding it easier to come here than drive someplace else.

**3. Legislative Updates and Advocacy.** Members are kept abreast of local, state and federal legislative activities, lobbied effectively on their behalf. Our Local Government Relations Committee continues to work hard in watching issues that could be bad for your business.

**4. Professional Standards.** Most of the membership is aware of the value in the REALTOR® Code of Ethics and realize that there is a process when someone violates the Code of Ethics and are grateful that there is some place to report such violations.

**5. Marketing Meetings.** SCCAR brought back Marketing Meetings 2 years ago and while some of the membership doesn't show up many others do. I have heard from many of those who attend the weekly Marketing Meeting that it helped them make a connection in selling a property. **Networking is a valuable tool!**

**6. Education and Training.** While many of the brokers and agents understand and welcome the variety of courses SCCAR offers, many still don't take advantage of the courses offered. One of our newest offerings "The Santa Cruz Pro Class", which is a series of 9 classes, sold out quickly. So I can't stress enough the value of attending educational and training sessions. They only make you better at what you do.

**7. Communication.** SCCAR communicates with members in a number of ways; by phone, in print, and online; via email with *eScoop*, facebook, our website ([www.mysccar.org](http://www.mysccar.org)), and our monthly online magazine. The messages communicated in these ways include alerts, analyses, announcements, market trends and updates.

**8. Social Activities.** SCCAR sponsors fund-raisers to benefit its selected charities, seasonal get-togethers (Spring Fling BBQ, Holiday Open House, SCCAR Open House Weekend, and Thirsty Thursday) for REALTOR® and Affiliate members. If you have never participated in one or more of these, then you are losing another opportunity to network with your fellow members.

SCCAR's challenge is to deliver the education; services and resources that members need to understand the market, be more productive and stay a step ahead. Our goal is to adapt and customize in ways that members find convenient, accessible and effective.

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# Legislative Watch

Dale Fendorf  
LGR Committee Chair  
[dalefendorf@yahoo.com](mailto:dalefendorf@yahoo.com)  
831-464-7801



On March 20, 2012, the County of Board of Supervisors approved revisions to the county code regarding non-conforming structures and uses. These changes took effect on April 20, 2012 on properties outside of the coastal zone, while approval from the Coast Commission will take approximately 6 months. This revision to the county code has taken many years with numerous meetings and revisions. Non-conforming structures are fully legal structures that do not conform to current site standards, set backs, height, distance between structures, lot coverage, floor area ratio, or minimum site size. However, a non-conforming use is an existing use that is not currently permitted under the general plan or zoning district in which it's operating.

The intent of these changes to the county codes is to simplify an often complicated and costly process of navigating the county code. This is to be accomplished by providing a uniform approach to residential, commercial, and agricultural uses. In the past the non-conforming status of a property was more restrictive than the general plan. So, the new ordinance seeks to recognize the benefit that non-conforming structures/uses provide to the community.

The revisions include that if reconstruction of less than 65% of the major structural components occur within a five year period then it will be handled with "administrative approval" (no costly public hearing). The adopted formula concerns the major four structural components in a typical residential or commercial structure, which

will be weighted as follows: roof framing 15%, exterior wall framing 65%, floor framing 10%, and foundations 10%. The calculation for these items is based on the percentage of change of said component, multiplied by the formula for that component. Example: say the area roof framing is change by 10%, then the result would be a 1% factor based on the county's formula (10% change in roof framing area x 10% = 1%).

In the event of a calamity, a catastrophic event where the structure is completely destroyed, reconstruction is allowed with a building permit (no public hearing or use permit required) as long as reconstruction does not increase the non-conforming dimensions and is located in substantially the same location as the current/prior structure. However, a building permit must be obtained within three years of a catastrophic event to retain non-conforming property rights.

For non-conforming commercial properties the new code has a chart outlining what is required when a property has a change in use. Basically, the chart states that as long as the property is in compliance with the general plan in the town areas, the new use will be subject to administrative approval (not a use permit).

Although, the new code is quite lengthy, it is definitely less punitive than the previous county code. In conclusion, the new county code recently adopted by the Board of Supervisors is not perfect, but it is a positive change.

***Stand Up and Be Counted!***  
*Continued From Page 3*



effective at the beginning of this year. Ms. Brandt is a REALTOR® and understands our concerns with the Ordinance. She has been monitoring the Ordinance, and will continue to let us know the outcome of the inspections. So far just 3 rental units were declared illegal of the over one thousand that have been inspected.

The May LGR committee meeting will have Derek Timm report on the Bond proposal that will be on the Scotts Valley Ballot and other land use issues concerning Scotts Valley. Mr. Timm is a REALTOR®, attorney, and a member of the city of Scotts Valley Planning Commission. He is also on the Board of Directors for the Granite Creek Homeowner's Association.

In June a representative from the Santa Cruz County Planning

Department will be invited to answer questions concerning the General Plan Non-conforming structures update.

In addition to guest speakers, members of the LGR Committee report on issues concerning private property rights and land use from all entities that concern real estate in Santa Cruz County. These meetings are open to members of SCCAR. If you have any questions or hear of issues that this committee should investigate, please call the Association, or Dale Fendorf, Chair of the LGR Committee at 464-7801. Of course, never hesitate to contact me at 818-0422 or [bpalmer@baileyproperties.com](mailto:bpalmer@baileyproperties.com).

I look forward to seeing your mark on the SCCAR map of registered REALTORS® and at our next meeting!

# X' Games Provided EXTREME Fun!



2012 SCCAR President, Barbara Palmer with Bobbie Nelson, Longacre Real Estate, playing a great game of mini golf!

SCCAR members converged on Neptune's Kingdom at the SC Boardwalk on March 28<sup>th</sup> for the first annual SCCAR Extreme Games. Attendees brought their game and competed at the miniature golf tournament, foosball, air hockey, pool and ping pong. A delicious array of food, beer, wine and soft drinks helped fuel our competitors throughout the afternoon. Proceeds from this event go to local charities such as, American Heart Association, Second Harvest Food Bank, Women's Crisis Support and many others. We look forward to next year's competition!



Foos-ball action with John Hickey, President-Elect and Jeff Wickum, David Lyng Real Estate



Some of the gang! (l to r) Ed Gerety, Andy Kay, Connie Landes, Tony Crane, Norma I. Milete, David Dymek and Shannon Renfrew



Randy Turnquist, American Dream Realty playing a killer game with Connie Landes, Sereno Group



SCCAR BOD, Anne Marie Sorcenelli and Vicki Basham, Sereno Group are thumbs up after their golf game.



Andy Kay, Sereno group and Allison White, Opes Advisors



One of many generous event sponsors, NuStart Home Inspection

## And The Winners Are...

### Miniature Golf

- 1<sup>st</sup> Place: Randy Maldonado, Cheshire-Rio Realty
- 2<sup>nd</sup>: Chris Gomez
- 3<sup>rd</sup>: Bill Frediani, Cheshire-Rio Realty

### Pool: Bill Frediani, Cheshire-Rio Realty

- Foos-ball: John Hickey, Monterey Bay Properties
- Ping Pong: Andy Kay, Sereno Group
- Air Hockey: Barbara Dimitruk, First American Title Co.
- 50/50 Raffle Winner: Craig Springbett, Sereno Group

More Pictures & Information on the Next Page

# More X' Games EXTREME Fun!

A special thank you to the event sponsors and volunteers who's generosity helped make the event a success!



*Andy Kay, Ping Pong winner with Ryan Buckholdt, Opes Advisors*



*Barbara Dimitruk and Lori West, First American Title, face off at air hockey!*



*Mini Golf Winner, Barbara Dimitruk, Frank McCue, American Dream Realty and Dennis Silva, Mason-McDuffie*

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- Frank May & Associates
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- KB Home
- Monterey Bay Properties
- New Life Painting
- Nu Start Home Inspection
- Opes Advisors
- Ortalon Aerials
- Positive Vista Photography & Art
- R & R Signs
- Rossi, Hamerslough, Reischli and Chuck
- Santa Cruz Home Finance
- Santa Cruz Sentinel
- Santa Cruz Stoves & Fireplaces
- Seabright Mortgage
- Sereno Group
- Shelton Roofing
- Super QR
- Susan Dee Cummins
- Tour Factory
- Warehouse Direct Interiors
- WIN Home Inspection

### Event Volunteers

- Frank McCue, American Dream Realty
- Pamela Papas, The Papas Group
- Loree Doan, Stewart Title
- Lori West, First American Title Co.
- Andy Kay, Sereno Group
- Ryan Buckholdt, Opes Advisors
- Randy Turnquist, American Dream Realty
- Kevin Mee, Wells Fargo Home Mortgage
- Dee Buckelew, Property I.D.
- Flavia Cesa, KB Home



*Foos-ball champion, President-Elect, John Hickey with Ryan Buckholdt, Opes Advisors*



*Frank McCue, American Dream Realty perfecting his pool shot!*

**Proceeds from this event go to many local charities including:**

- American Heart Association,**
- Second Harvest Food Bank,**
- Women's Crisis Support**

*Thank You!*

The Santa Cruz County Association of REALTORS® invites you to attend our Annual



# SPRING FLING

Wednesday

May 9

11:30 am - 2:00 pm

2525 Main Street, Soquel



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### BAKING CONTEST!

Entry forms for the Bake-Off must be submitted by May 4th. No cost to enter. Entry forms are available at [www.mysccar.org](http://www.mysccar.org)

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## Federal and State Laws Prohibiting Discrimination in Housing Do Not Apply to the Selection of Roommates

Terry Rein  
Bosso Williams, APC

# Real Estate Legal Matters

Does the ad below posted on Craigslist under "shared" housing violate state and federal laws prohibiting discrimination in housing?

*2BR/2BA apt next to UCSC. We're looking for two female roommates for the next quarter to share the master bedroom. Rent is \$500 per month + utilities. No children or pets.*

Until recently many would have concluded that the advertisement does violate state and federal fair housing laws because it openly discriminates based on sex and familial status. However, in a recent case, Fair Housing Counsel v. Roommate.com (February 2, 2012), the 9th Circuit Court of Appeals held that fair housing laws do not apply to the selection of roommates.

### Federal and State Laws Ban Housing Discrimination

The federal Fair Housing Act (FHA) (42 U.S.C Section 3601) and California's Fair Employment and Housing Act (FEHA) (Gov. Code § 12955) ban housing discrimination. The FHA prohibits discrimination on the basis of race, color, religion, family status or national origin in the sale or rental of a dwelling. The FHA also makes it illegal to advertise the sale or rental of a dwelling indicating any preference, limitation or discrimination based on race, color, religion, sex, and handicap. Similarly, the FEHA bans housing discrimination on the bases of ancestry, color, disability (mental and physical) including HIV and AIDS, familial status, marital status, national origin, race, religion, sex (including gender identity and gender expression), sexual orientation, and source of income.

### Fair Housing's Allegations against Roommate.com

In the Roommate.com case, the Fair Housing Councils of San Fernando Valley and San Diego sued Roommate.com, an internet based business that helps roommates find each other. Users of the Roommate.com website create a profile answering questions about their sex, sexual orientation and whether children will be living with them. Based on the profiles and preferences, Roommate.com matches users and provides them with a list of housing seekers meeting their criteria. The Fair Housing Counsel alleged that the use of such profiles constitutes discrimination in housing and violates FHA and FEHA.

### The Court's Analysis

The 9th Circuit first analyzed FHA's applicability to personal relationships *inside* a home. The Court stated that a business transaction between a landlord and a tenant is "quite different" from an arrangement between two people sharing the same living space. The Court said that it "seriously doubted" that Congress

really meant to require that women must accept men as roommates in the 1960's when the FHA was first adopted.

The Court then turned to Constitutional considerations, noting that "the freedom to enter into and carry on certain intimate or private relationships is a fundamental element of liberty protected by the Bill of Rights." While the right to association protects only highly personal relationships, the right is not restricted exclusively to families. The Court noted that the Constitutional right to association also implies the right *not* to associate.

Focusing on the practical side of living relationships, the Court stated: "Aside from immediate family or a romantic partner, it's hard to imagine a relationship more intimate than between roommates, who share living rooms, dining rooms, kitchens, bathrooms and even bedrooms." If housing discrimination laws are found to apply inside a home or apartment, the government would have the power to restrict our ability to choose roommates compatible with our lifestyles, resulting in a serious invasion of privacy, autonomy and security. The Court concluded that when considering roommates, it makes practical sense to "*stop the FHA at the front door.*" The Court also found the same constitutional concerns over the right to intimate association would arise under California's FEHA.

Everyone has their own preferences and should be allowed to choose their living situation and roommates accordingly. As a result of this important decision, individuals are now free to choose roommates compatible with their lifestyles without concerns about violating laws prohibiting discrimination in housing.

*Terry Rein is a transactional real estate attorney at Bosso Williams in Santa Cruz. This article is distributed for educational purposes and with the understanding that the information contained herein does not constitute legal advice.*

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# Education & Professional Development



Register Online by visiting our [Education Calendar](#) or our [Online Registration Center](#)

## [Matrix Essentials](#)

Monday, April 30, 10:30 am - 12 pm  
Cost: Free to SCCAR Members with RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Matrix search application. Upon completion you will have learned: Application Navigation, Inputting Search Queries, Map Search, Reporting & Results Options, Driving Directions, Adding Search Fields, Saving Searches, Emailing & Printing.

## [MLS CMA Training](#)

Monday, May 7, 10:30 am - 12 pm  
Cost: FREE to SCCAR members with RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Matrix CMA application. Upon completion you will have learned: Navigating the NEW CMA Wizard, Inputting Search Queries, Pre-Foreclosure Searches, CMA Report Options and much more!

## [LinkedIn - Tips & Tricks](#)

Wednesday, May 16, 9:00-10:30 a.m.  
Cost: \$12 SCCAR Member, \$20 Non-member, \$25 SCCAR Member at the door  
Instructor(s): Karen Kefauver

Five fabulous features you may not know about LinkedIn plus three insider tips! Learn tips and tricks to optimize your profile for the best search results. Find topics and conversations that will boost your business. Boost your profile so it is more than just a bookmark and much more!

## [Matrix Easy 1 - Hands on Training](#)

Friday, May 18, 10:30 am - 12 pm  
Cost: Free to SCCAR members with RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute workshop course will provide you with the basic skill requirements for Matrix Search & Report. You will learn a select group of fundamental Matrix functions in this hands-on workshop. Please bring your laptop. Limited seating!

## [Matrix Easy 2 - Hands on Training](#)

Friday, May 18, 1 - 2:30 pm  
Cost: Free to SCCAR Members with RSVP  
Instructor(s): MLS Listings, Inc.

This 90 minute workshop course will provide you with advanced skill requirements for Matrix Search & Report. Please bring your laptop.

## [How to Keep Your Clients out of Jail!](#)

Friday, May 25, 9 am – 12 pm  
SCCAR Office, 2525 Main St., Soquel  
Cost: \$25 SCCAR Members, \$35 SCCAR Members at the door, \$45 Non-members  
Instructor(s): Guy Berry

Who should attend: Any agent who wants to protect their buyers, sellers and themselves against being sued for a bad transaction? Learn why poor disclosure is the #1 cause of litigation, learn what "full" disclosure is and what it is not, learn why the TDS form is very dangerous, learn how using Inspections, protects your seller and much more!

*Unless otherwise stated, all Education & Professional Development offerings are held at the SCCAR offices at 2525 Main Street, Soquel, CA 95073*



# Pathways to Professionalism

## Part Three of a Three Part Series

While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette.

Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS® on a voluntary basis. This list is not all-inclusive, and may be supplemented by local custom and practice.

### III. Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other REALTORS®.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets; security systems; and whether sellers will be present during the showing.
6. Show courtesy, trust and respect to other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other REALTORS®' open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation – and business – for years to come.

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# SCCAR Welcomes the Following New Members!

## REALTOR® Members

**American Dream Realty**  
Connie Godinez Eells

**Appenrodt Commercial Prop**  
Ryan Fontana

**Bailey Properties – Scotts Valley**  
Nathan Boyd

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Dominic Nicoli - secondary

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Jeannie Collins

**Sereno Group**  
Brittany Fohl

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**Zip Realty**  
Patricia Garner – secondary

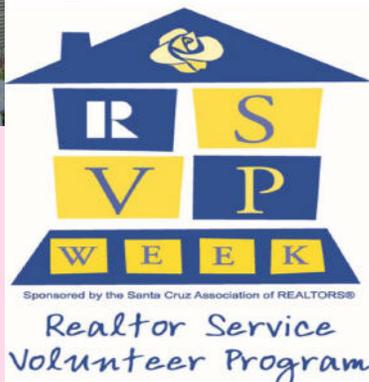
## Affiliate Member

**KB Home**  
Bunny Wagner



## SCCAR Members in the Community

SCCAR REALTOR and Affiliate members are once again embarking on the annual REALTOR® Service Volunteer Program (RSVP), which provides seniors and homebound residents who live in Santa Cruz County free assistance with household tasks. RSVP is a hands-on community outreach program offered each year to qualified seniors who cannot otherwise perform certain household tasks due to physical or financial constraints. To find out more about this worthwhile cause please visit [www.mysccar.org/rsvp](http://www.mysccar.org/rsvp).





## Affiliate News

*Dennis Spencer*  
 2012 Affiliate Chair  
 WIN Home Inspection  
[dspencer@wini.com](mailto:dspencer@wini.com)



## Affiliate Spotlight

*Ryan Sloane*  
 Stewart Title  
 Business Development Officer  
 831.212.1029  
[Ryan.sloane@stewart.com](mailto:Ryan.sloane@stewart.com)

## Community Spring Cleaning



Spring is in the air, and that means it's time for some good old fashioned spring cleaning. It's time to wash the "winter" off of those windows, pull those weeds before they take over the yard, maybe change the furnace filter, install fresh batteries in the smoke and Co2 detectors, and just generally freshen up in order to enjoy the coming months of excellent weather. When you're done with your home maybe you would like to help a neighbor in need with their spring cleaning. If so, I know of the perfect opportunity to help out a neighbor while supporting the local real estate community. It's called RSVP, which stands for REALTOR® Service Volunteer Program.

RSVP is a program where volunteer REALTORS® and Affiliates venture out into the local community to help those in need with household chores and maintenance. The program is organized by Linda Darrigo, Monterey Bay Properties and Andrea Harbert at the Santa Cruz County Association of REALTORS®.

The way it works is people in need contact the Association, volunteer representatives then meet with the applicants to review their needs and determine how the program can assist them. Following that preview process a group of volunteer REALTORS® and Affiliates spend either a single morning or afternoon performing chores, spreading goodwill, connecting with the community, and amassing huge amounts of positive karma. In addition, this event is a great opportunity to get to know your fellow REALTORS® and Associates in setting of cooperation and community service.

Having participated in the past I can assure you it is time well-spent. The recipients are always grateful and it's not unusual to be fed home-made cookies or treats! This year's RSVP will be on May 21<sup>st</sup> and I want to personally invite all REALTORS® and Affiliates to participate. It's a very rewarding time spent with like-minded individuals helping the local community.

Please contact the Association to register today or visit [www.mysccar.org/rsvp](http://www.mysccar.org/rsvp) for more information.

## stewart title®



Ryan Sloane + Stewart Title = Highest quality of customer service possible! Ryan is our newest member to the Stewart Title team and has 5+ years experience in the financial and real estate industry. Ryan has a Bachelor of Science degree in Marketing from Santa Clara University, California. Being born and raised in the Silicon Valley Area, Ryan is very familiar with residential properties and the constant changing demands of California's market. Above all else, Ryan is a relationship builder and will not sleep until his clients are truly happy and satisfied!

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## Santa Cruz County Housing Statistics

### March 2012: Santa Cruz County - Single Family Residential

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Adult Village (199)	3	12	3	59	\$ 190,000	\$ 162,000	98.38	\$ 570,000
Amesti/Green Valley Road (54)	5	29	6	92	\$ 290,387	\$ 288,000	98.62	\$ 1,742,327
Aptos (49)	14	42	8	72	\$ 520,046	\$ 575,500	98.64	\$ 4,160,375
Ben Lomond (36)	8	20	7	69	\$ 324,347	\$ 380,000	97.37	\$ 2,270,430
Boulder Creek (34)	11	48	5	65	\$ 293,300	\$ 306,000	97.19	\$ 1,466,500
Brookdale (35)	2	8	1	17	\$ 178,000	\$ 178,000	106.02	\$ 178,000
Capitola (44)	3	26	10	59	\$ 695,000	\$ 677,500	97.37	\$ 6,950,000
Corralitos (53)	4	13	1	15	\$ 617,500	\$ 617,500	105.57	\$ 617,500
Davenport (31)	0	1	1	20	\$ 370,000	\$ 370,000	98.67	\$ 370,000
East of Highway 17 (50)	1	6	1	49	\$ 440,000	\$ 440,000	98.0	\$ 440,000
East Santa Cruz (42)	22	47	10	98	\$ 519,030	\$ 422,500	98.29	\$ 5,190,300
Felton (37)	5	19	8	114	\$ 344,275	\$ 375,000	100.26	\$ 2,754,200
La Selva Beach (51)	5	28	2	259	\$ 665,000	\$ 665,000	98.66	\$ 1,330,000
Larkin Valley (52)	2	9	1	177	\$ 630,000	\$ 630,000	105.18	\$ 630,000
Live Oak (45)	26	60	17	91	\$ 666,905	\$ 528,900	92.22	\$ 11,337,400
Lompico-Zayante (38)	5	12	1	28	\$ 45,000	\$ 45,000	81.97	\$ 45,000
Los Gatos Mountains (23)	24	63	10	265	\$ 665,986	\$ 678,000	95.12	\$ 6,659,869
Rio Del Mar/Seascape (48)	19	62	13	101	\$ 827,396	\$ 734,150	92.97	\$ 10,756,150
Scotts Valley (39)	12	31	11	87	\$ 562,181	\$ 540,000	97.79	\$ 6,184,000
Seacliff (47)	6	15	3	65	\$ 692,537	\$ 423,611	96.10	\$ 2,077,611
Soquel (46)	15	46	6	79	\$ 629,816	\$ 516,000	98.34	\$ 3,778,900
Unincorporated Santa Cruz/Scotts Valley North (41)	0	20	2	170	\$ 567,750	\$ 567,750	99.27	\$ 1,135,500
Unincorporated Santa Cruz/Scotts Valley South (40)	5	20	5	39	\$ 581,500	\$ 602,000	93.21	\$ 2,907,500
Watsonville (56)	20	78	22	80	\$ 277,077	\$ 277,000	97.06	\$ 6,095,699
West Santa Cruz (43)	20	57	18	83	\$ 754,613	\$ 697,500	98.20	\$ 13,583,050
<b>Summary</b>	<b>239</b>	<b>788</b>	<b>172</b>	<b>95</b>	<b>\$ 542,036</b>	<b>-</b>	<b>96.44</b>	<b>\$ 93,230,311</b>

### April 2012: Santa Cruz County - Common Interest Development

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Aptos (49)	3	5	2	54	\$ 268,250	\$ 268,250	98.62	\$ 536,500
Boulder Creek (34)	0	4	2	253	\$ 89,250	\$ 89,250	82.68	\$ 178,500
Capitola (44)	8	25	2	24	\$ 281,000	\$ 281,000	98.77	\$ 562,000
East Santa Cruz (42)	2	6	2	19	\$ 354,250	\$ 354,250	97.86	\$ 708,500
La Selva Beach (51)	2	28	3	112	\$ 546,666	\$ 565,000	93.77	\$ 1,640,000
Live Oak (45)	8	43	3	144	\$ 221,666	\$ 220,000	100.74	\$ 665,000
Rio Del Mar/Seascape (48)	4	30	1	154	\$ 495,000	\$ 495,000	94.83	\$ 495,000
Scotts Valley (39)	4	8	2	98	\$ 298,750	\$ 298,750	95.60	\$ 597,500
Seacliff (47)	0	24	2	24	\$ 354,500	\$ 354,500	93.41	\$ 709,000
Soquel (46)	3	12	2	45	\$ 274,875	\$ 274,875	96.53	\$ 549,750
Watsonville (56)	6	27	4	18	\$ 161,750	\$ 161,000	101.32	\$ 647,000
West Santa Cruz (43)	13	29	10	46	\$ 371,660	\$ 332,500	99.04	\$ 3,716,600
<b>Summary</b>	<b>53</b>	<b>241</b>	<b>35</b>	<b>71</b>	<b>\$ 314,438</b>	<b>-</b>	<b>97.16</b>	<b>\$ 11,005,350</b>

Data provided by MLS Listings, Inc.

# SCCAR - May 2012

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 <a href="#">Legislative Day</a> Sacramento 	3	4	5
				← C.A.R.- Sacramento, May 2 - 5 →		
6	7 Fundraising 9:30 am Events Committee 11 am MLS CMA Training 10:30 am - 12 pm	8 Housing Foundation 2:30 pm	9  11:30 am - 2 pm	10	11 SCCAR BOD 8:30 am	12
13 	14	15	16 <a href="#">LinkIn - Tips &amp; Tricks</a> 9 - 10:30 am 	17	18 Matrix Easy 1 10:30 am - 12 pm Matrix Easy 2 1 - 2:30 pm	19
				← NAR - Washington D.C., May 14-19 →		
20	21 RSVP Work Day 	22	23 SCCP Coastal Commission 9:30 am - 12 pm	24	25 <a href="#">Keep Your Clients out of Jail with Guy Berry</a> 9 am - 12 pm	26
27	28 SCCAR Closed Memorial Day	29	30 Budget & Finance 8:30 am	31		

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