

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY



Hot BBQ, cool drinks, tasty homemade treats and live music from "Mabie, Mabie NOT" will greet you at our annual Spring Fling BBQ BASH! This annual networking event is always a fun filled, well attended event with great food and conversation.

Have a favorite homemade recipe? Show it off by entering our baking contest! Former owner and head chef of Michael's on Main, Michael Clark will be our contest Judge.

This event will also feature a 50/50 cash raffle! Be sure to join us for the fun!

Event date is Wednesday, June 7, 11 am - 2 pm on the SCCAR Patio. Visit mysccar.org to get your \$5 tickets, prices go up at the door!

Gov is Coming!
Don't miss our C.A.R. Legal Update on May 17, 2017!
More on pg. 5



**Charity Poker
Tournament**
Saturday, May 13, 2017
More on pg. 12

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Save the Date for our Annual Charity Golf Tournament!
Friday, July 28, 2017 at DeLaveaga Golf Course

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President's Message

We Can Always Do Better

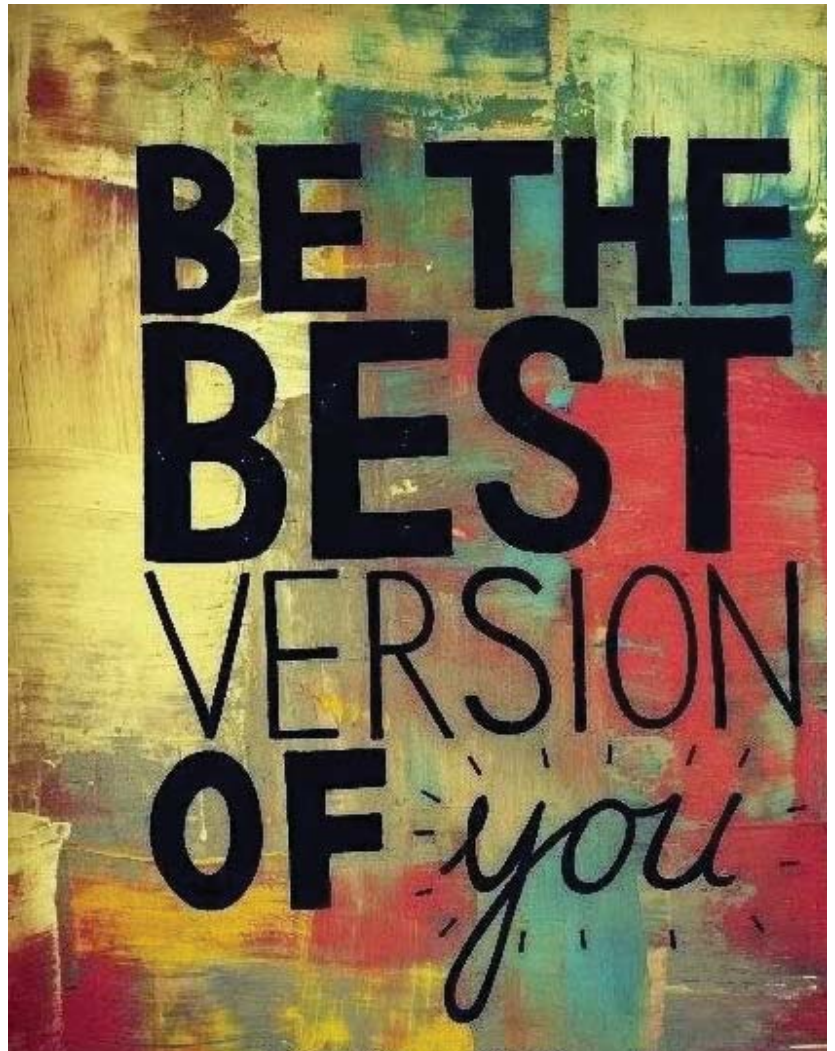
Candace Bradfield
SCCAR President



As I sat to write this article, I wanted to share a message that would inspire REALTORS® to be the best version of themselves. I believe better agents improve the reputation of all agents. Better agents build rapport with their fellow agents. And better agents make us proud to call ourselves REALTORS®.

As REALTORS® we have valuable resources available through the National Association of REALTORS®. I would like to shine a spotlight on N.A.R.'s Pathways to Professionalism. Following this simple guideline for professional conduct will most certainly contribute to REALTORS® doing better.

Continued on page 14





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NEW REGS FOR CITY OF SANTA CRUZ SHORT TERM RENTALS

Let your Clients Know What to Expect When Buying in Santa Cruz

WELCOME!

SCCAR welcomes the following new members!

REALTORS®

Coldwell Banker Res. Brokerage

Briana Chmel
Joseph Ponzio
Thomas Motter

Intero Real Estate Services
Deven Siggins (secondary)

Keller Williams Realty - SC
Angela Barros-Semler

Lionsgate RE Group
Victor Cravello (secondary)

Indigo Beach Properties
Ray Conti

Affiliates

American Financial Corp
Lisa Cardoza

Wells Fargo Home Mortgage
Miguel Flores

Dream Home Images
Greg Hansen

U.S. Bank
Kim Havbo

The City of Santa Cruz took its first major step toward regulating short term rentals when the appointed committee of residents met for the final time to issue a recommendation. The Committee had already requested 3 additional meetings because they could not reconcile the different perspectives of its various members, some who were ardently opposed to vacation rentals, and those largely supported homeowner's rights to do so.

Housing advocates contend that vacation rentals take away much needed rental housing and are thus contributing to Santa Cruz's housing crisis. Groups like Affordable Housing Now have even publicly stated they would like to see all new vacation rentals banned within the City limits.

Those in support of private property rights have consistently refuted these claims, stressing that not all vacation rentals will become de facto housing units if the right to rent them on a short-term basis is taken away. They have further pointed to the lack of any available data to back up the assertion that vacation rentals remove long term rental units from the market, and have demonstrated that fewer than 2% of all housing units within the City are being used as vacation rentals currently. Taken together, these less than 400 registered units have generated close to a \$1 Million annually in Transient Occupancy Tax (TOT).

A summary of the Citizens Committee recommendations is listed below. (Note: these are not the final regulations, but are recommendations that will have to go to the Planning Commission and then City Council before they become law.)

- Hosted and Non hosted rentals to be treated differently
 - > Non hosted (owner does not live on site) will be capped at an existing number of registered units, plus 75 additional units to be determined in a permit lottery system.
(Permit expires automatically at point of sale)
 - > Hosted rentals not capped, but may be regulated differently in Coastal Zone
(Requires proof of primary residence from owner)
- All units will comply with standard TOT payment and oversight
- You must use the right to be a vacation rental as determined by a series of criteria in the future (examples include minimum number of days, etc.)
- There will likely be distance and density constraints, but those are yet to be determined



Robert Singleton
SCCAR GAD
gad@mysccar.org

C.A.R. LEGAL UPDATE

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

What happens in Sacramento can have a tremendous impact on your ability to do business!
Make Sure You're Up to Date!

Wednesday, May 17 | 11 am - 1:30 pm



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“MOLD GOLD!” FINALLY SOME GOOD NEWS FOR CALIFORNIA LANDLORDS

BY BRIAN MATHIAS, ATTORNEY-AT-LAW

Tenant complaints about mold are among the most feared by landlords. The four letter word “MOLD” instinctively invokes fears of million dollar lawsuits, deadly illness, and expensive renovations. Mold in rental housing can be a real danger and should be taken seriously by landlords and tenants. However, some tenants will make false or exaggerated claims of mold for the sole purpose of delaying an otherwise lawful eviction.

In response, in a very rare move, the California legislature enacted a law favorable to landlords, SB 655 & Civil Code 1941.7. The new law describes what landlords and tenants are obligated to do when mold exists, and when the presence of mold renders housing uninhabitable.

First, the mold growth must be “visible”.

While this may seem like a common sense requirement, tenants in the past have solely relied upon questionable air tests to claim that dangerous levels of non-visible mold exist.

Second, a health and safety or building official must determine that (a) mold actually exists and (b) that the mold endangers the health of the occupants. This requires that a city or county official be notified of the perceived problem and that they independently determine that mold exists. Tenants need backup from the government before they can delay an eviction on this basis.

Third, landlords are not responsible for mold that is minor or found in areas that accumulate moisture as a part of their properly functioning and intended use. For example, mold that exists

in showers, bathrooms, or window sills would not render housing “uninhabitable” because water is supposed to accumulate in those areas.

Fourth, the landlord is not responsible if the existence of mold is caused by the tenant’s failure to clean or use household appliances, like using a bathroom vent, opening a bathroom window, or using a chemical like bleach to kill the mold.

Lastly, the tenant must allow access to the landlord to clean up any reported mold. Tenants cannot claim that mold exists in their rental property and then refuse the landlord entry to fix it.

The new law still prohibits slumlords from renting fundamentally disgusting, uninhabitable housing. A rental property with a genuine mold problem could still render it uninhabitable and expose landlords to a personal injury lawsuit. Tenants still have a plethora of rights that make any eviction very tricky and highly technical. However, the guidance provided by the new law should prevent tenants from making a last minute, bad faith complaint about mold simply to frustrate a otherwise lawful eviction. Finally some good news for California landlords!

Brian Mathias is a Santa Cruz-based attorney and exclusively represents landlords in all aspects of landlord-tenant law. He lives in rural Aptos. Read more of Brian’s articles at www.BrianMathiasLaw.com



MAY & JUNE EDUCATION CALENDAR

WED, MAY 17

The Art of the CMA (MLS), 10 - 11:30 am

Cost: Free with RSVP

This course teaches not only the fundamentals of creating searches within a variety of CMA tools, it also shows how advanced filtering and sorting of data produces well defined market valuations.

Matrix 201 - Matrix for Max. Momentum, 1 - 2:30 pm

Cost: Free with RSVP

You have your dashboard just how you like it. You know how to search and create reports. You are able to communicate with your clients through Matrix. Now it's time to learn how to bend Matrix to your will! Build upon the skills learned in the Basic Class.

FRI, MAY 19

MLSListings Essentials, 9:30 am - 12:30 pm

Cost: Free with RSVP

This is the first and only class you are required to attend as an MLSListings subscriber. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

MON, MAY 22

Tackling Technology - Desktop (MLS), 10 - 11:30 am

Cost: Free with RSVP

Learn basic computer skills to navigate through MLS software and mobile applications. This lab-focused class will start at the beginning with mouse techniques, navigation, screen captures, browsers, and general terminology.

FRI, MAY 26

SCCP: Water Resources, 9:30 am - 12:30 pm

Cost: \$20 for SCCAR Members, \$40 for Nonmembers

The fourth in our SCCP series will cover topics such as: long range water availability issues; minimum requirements for water availability; current setbacks for septic or build-up from waterways and desalination plant update.

FRI, JUN 9

Custom Displays & Exports (MLS), 1 - 2:30 pm

Cost: Free to SCCAR Members with RSVP

Matrix can be customized to meet your viewing and exporting requirements to assist you with listing organization and deep data analysis.

FRI, JUN 9

Matrix 301 - Searching & Reporting, 10 - 11:30 am

Cost: Free with RSVP

Flex your Matrix muscles by learning advanced search and report techniques. Take your Matrix proficiency to a whole new level by learning the features, benefits, and limitations of each search tool.

WED, JUN 14

MLSListings Essentials, 9:30 am - 12:30 pm.

This is the first and only class you are required to attend as an MLSListings subscriber. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

FRI, JUN 23

Listing Management (MLS), 10 - 11:30 am

Cost: Free with RSVP

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

FRI, JUN 23

SCCP: All About ADU's!, 9:30 am - 12:30 pm

Cost: \$20 for SCCAR members, \$40 for nonmembers

The fifth in our SCCP series will cover topics such as: what rules apply in the City?, what types of units are permitted in each area?, what are the required permits? > Are there special districts for vacation rentals? > What taxes apply and how are taxes collected? > Are there limits for Airbnb room or home rentals? > Update on County Legalization Assistance Permit Program Individual class sign ups welcome! View Flyer

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.

Important Local Laws & Disclosures

Happy Spring! We are excited to report that we are doing better than ever, thanks to your support of GeoDisclosure, the best Natural Hazard Disclosure Company on earth, based right here in your back yard – the California Central Coast – one of the most dynamic places on earth to live! I want you to know that we keep our radar constantly ON to provide you with the best information on important local news and disclosures.

Record rainfall and Jerry Brown makes a drought ending announcement – The drought emergency has been called off in California, for now. All rainfall records have been broken. So are many of our county roads, which will take years and lots of dollars to restore. Although the severely dry conditions that afflicted much of the state starting in the winter of 2011-12 are gone, damage from the drought will linger for years in many areas, such as the mid-county aquifers that have been diminished and are suffering from seawater intrusion. Future climate models strongly support greater extremes in dry and wet years, resulting in more intense flooding and drought. Even with this generous rainfall, we need to continue water conservation, especially in the areas served by the Soquel Water District. Here, we have done a great job on water conservation, but we need to make that the new normal for now.



Measure D taxes begin this April 1st – Over 2/3 of Santa Cruz County (83,000) approved Measure D, a 1/2 cent sales tax measure on the November 2016 ballot to fund a comprehensive and inclusive package of transportation improvements. This tax is

being implemented to offset the loss of gasoline taxes due to higher efficiency cars that still create nearly the same amount of road damage. For more information on what those taxes do, see: <https://scrtc.org/funding-planning/2016transportationballotmeasure/>

Just when you think it's over – Are you still recovering from this winter's storm damage? Well now is the time to prepare for Wildfire Season – especially for those properties in the Santa Cruz Mountains. This wet winter is bringing with it heavy vegetative growth. Start clearing overgrowth now to gain an upper hand. Create a 30 foot, lean and green, buffer around the home, and a 100 foot perimeter of limbed-up trees and trimmed-down shrubs. For more information see: <http://www.readyforwildfire.org/>

Finally! A new Monterey County NHD Report – The GeoDisclosure team has done it again! We have created a new, expanded NHD report for Monterey County. We hope more of you do sales down south because we have a great disclosure report to offer you! You can go to our website at geodisclosure.com to see a sample. Thank you and may you have a very successful year ahead.



Chris Gordon
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GeoDisclosure

POTENTIAL SURGE CFPB ENFORCEMENT ACTIVITY

State attorneys general and financial services regulators may be highly motivated to ramp up their enforcement activity in any perceived void created by Cordray's eventual departure.

by Suz Johnson, strategic alliance consultant

Both critics and supporters of the Consumer Financial Protection Bureau (CFPB) are awaiting developments that will determine the direction of the agency over the next several years.

So many questions: Will the full First Circuit Court of Appeals in the CFPB's legal dispute with PHH uphold a three-judge panel's October 2016 ruling that the CFPB's Director should be accountable to the President, opening the door for President Trump to fire Director Richard Cordray? Will Trump try to fire him with cause regardless of the ruling? Even if Cordray survives these challenges, he is certain to leave when his term expires in July 2018, allowing Trump to nominate a Director who likely would have a less aggressive approach to consumer financial protection law enforcement.

However, little attention has been paid to state attorneys general and financial services regulators, many of whom will be highly motivated to ramp up their enforcement activity in any perceived void created by Cordray's eventual departure. Thus, it is worth paying attention to where the potential danger spots are, and to prepare now for increased state enforcement activity.

The Danger Spots

Expect certain states to be more active in filling any enforcement gap they think will be created by a change at the helm of the CFPB.

Currently, 21 states have Democratic attorneys general, who traditionally have taken a more aggressive approach towards general consumer protection enforcement. One also could look to the 16 Democratic attorneys general who signed a motion to intervene on behalf of the CFPB in its appeal of the PHH ruling, saying that they have a "vital interest" in enforcing consumer financial protection laws. The motion, which was denied, was signed by attorneys general in Connecticut, Delaware, Hawaii, Illinois, Iowa, Maine, Maryland, Massachusetts, Mississippi, New Mexico, New York, North Carolina, Oregon, Rhode Island, Vermont, Washington, and the District of Columbia.

Financial services attorneys also point out that Democratic-controlled states such as California, Illinois, Massa-

chusetts and New York (through Department of Financial Services Superintendent Benjamin Lawsky) are particularly known for taking an activist approach toward consumer financial protection law enforcement.

Many state attorneys general or regulators—including Lawsky and attorneys general in Illinois, Maryland, Virginia, Florida and Connecticut—already filed lawsuits under Dodd-Frank (often in coordination with the CFPB), Federal consumer protection statutes, and state consumer protection laws. Attorneys general network with each other through the National Association of Attorneys General and the Democrat Attorneys General Association (DAGA), enhancing the possibility for successful consumer financial protection enforcement actions to spread to other states.

Laws That State Regulators Can Enforce

States that pursue enforcement actions have a variety of laws they can use to challenge consumer finance practices.

- State UDAP Laws: Most states have consumer protection statutes that prohibit "unfair and deceptive acts and practices" (UDAP) that generally are not subject to federal preemption.

- Dodd-Frank's UDAAP Provisions: Dodd-Frank authorizes state attorneys general and regulators to bring enforcement actions under its broader "unfair, deceptive and abusive acts and practices" UDAAP ban. According to a paper by the National Consumer Law Center, the ability to enforce Dodd-Frank's UDAAP provisions "may be especially helpful in states that have holes in their UDAP statutes; as a counter to any claim that a state UDAP statute is preempted; and if the conduct is 'abusive' but not as clearly unfair or deceptive".

- Federal Consumer Protection Statutes: Dodd-Frank authorizes a state attorney general or regulator to bring a civil action against any entity that is "state-chartered, incorporated, licensed, or otherwise authorized to do business under state law" under Title X of Dodd-Frank and its regulations, which include consumer mortgage regulations such as "ability to repay" and steering. In addition, some Federal Statutes (e.g., RESPA, the Fair Credit Reporting Act and the Truth in Lending Act) expressly confer on state attorneys general the authority to enforce all or part of these laws.

- State Consumer Protection Statutes: Many states have their own consumer financial protection laws, including laws that specifically restrict affiliated businesses or prevent salespersons from wearing "two hats" in real estate or mortgage transactions. This article originally appeared in the April 2017 issue of the REAL Trends Newsletter is reprinted with permission of REAL Trends, Inc. Copyright 2017



HOW DOES YOUR WEBSITE PERFORM COMPARED TO YOUR COMPETITORS?

by Paul Salley, manager of marketing strategy & business development

Understanding how visitors interact with your website is critical information to have. How can you improve your sites' functionality, if you don't know what needs to be fixed? Two primary metrics to watch are average time on site and average pages viewed per website session.



Average time on site is simply the amount of time a user spends on a website in a single session or visit. REAL Trends has analyzed hundreds of top brokerage websites across the country, including traffic behaviors through Google Analytics. Google Analytics is a free tool that every brokerage should use to monitor web traffic and activity. Through this research, we learned that the average time spent on a brokerage website is between five and six minutes. Average pages viewed per website session are the number of pages on your website a user looks at in a single visit. This average for brokerage sites is 7.15 pages.

With this knowledge, combined with the fact that more than half of web traffic comes from a mobile device, can help you analyze your websites to see where you need to improve. Looking at the user experience through the lens of a mobile consumer will provide insights as to why a consumer may or may not be spending enough time on your site. If your averages are significantly lower than the national average for time on site or pages per session consider the following:

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www.car.org

- Is my website enabled for a quality mobile experience?
- Is my website responsive for mobile?
- Do I have an intuitive navigation bar?
- Can I easily go to different landing pages on my site?

If the answer is no to any of the questions above, correct these basic elements immediately. Doing so will result in an instantly noticeable increase of time on site and page views.

For additional website and technology trends, check out the 2016/2017 REAL Trends Online Performance Study: <http://www.realtrends.com/technology/tech-publications-studies/online-performance-study>

Expanded MLS data share system provides single-point-of-entry, easier access to 3 times more property data

Four Multiple Listing Service (MLS) partners in the greater East and South Bay Areas have answered the call to streamline system capabilities so that participants and subscribers may access thousands more listings through one single point of entry. Beginning April 3, 2017, over 30,000 real estate brokers and agents who belong to the Contra Costa Association of REALTORS® (CCAR), Bay East Association of REALTORS®, MLSListings, and East Bay Regional MLS will no longer be required to connect to separate MLS platforms to access and input property data, but will have unconstrained access to all listings originating from each of the four parallel systems. Requiring just one log-in, this new streamlined platform will bridge the gaps that once separated data from each of the respective platforms. This agreement strengthens the existing data share between the MLSs by giving agents and brokers better access to property information and real estate transaction tools. When it goes live on April 3, it will translate into a better experience for Bay Area homebuyers and sellers alike.

“We are pleased to collaborate with our local MLS partners to launch this next stage of MLS data sharing. Although we have had access to these separate portals for quite some time, this system enhancement will cut out the administrative redundancies required to access all of that separate data,” said CCAR President Michele Man-

“The future of real estate is to build bridges and not borders.”

zone. “In essence, this advanced MLS system will bridge the virtual geographic divide that once separated more than 30,000 REALTORS® and their property data. Together, the combined data from each of the parallel systems represents an expanded farm area covering Contra Costa and Alameda Counties, Silicon Valley, Monterey, Santa Cruz, San Benito and San Mateo Counties.”

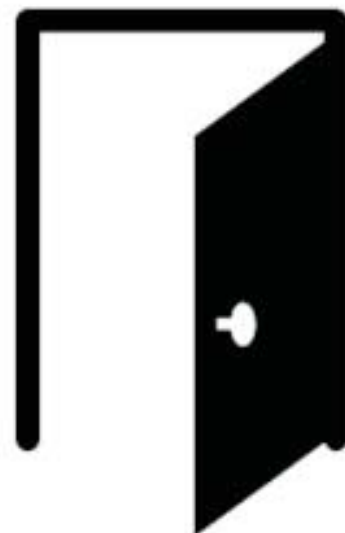
“Bay East’s focus is providing tools and a business environment to help our members succeed as real estate professionals – to the benefit of their clients and the communities they serve. Collaboration with neighboring Bay Area Associations and MLSs is a key element of our core values, as is a sense of inclusion and empowerment. When we follow our values and our mission, everyone benefits – our members, our neighboring associations, the clients they serve and the communities they help to build. Data Share and the expanded functionality it creates is a win for everyone,” said Will Doerlich, President of Bay East Association of REALTORS®.

“The future of real estate is to build bridges and not borders. MLS borders have no meaning to buyers and sellers, and should not exist

in our industry. I am proud to work with colleagues who understand this,” said Quincy Virgilio, 2016 Chairman, MLSListings, Inc.

“This is a great move for Northern California and it brings us one step closer to what REALTORS® and our clients have been striving for; easier access to accurate data. Power is in numbers and the more we collaborate, a stronger industry we will become and a better service we will provide,” said Tia Hunnicutt, Chair of EBRDI.

These new technical enhancements are provided at no additional cost to participants and subscribers. Users will maintain complete control over the management and exposure of each of their listings and will be able to list their properties in a familiar data entry platform. Each of the four partnering MLS organizations will remain independent and governed by separate rules and regulations.





Helping With the Journey of Homeownership

The following letter came to us in 2008 from a family desperately in need of a home. Happily, they qualified for our Closing Cost Grant Program that helped them purchase a home near family and friends. We recently received an update from this family that not only let us know the daughter is doing well, but they were able to use that first home to purchase a second

larger home for their growing family. We are grateful to have been a small part of that journey. This is who we help with our grant programs and why we do it. Learn more at www.sccarhf.org.

Santa Cruz Association of Realtors [HF],

It's now been nearly a year since our 3-year old daughter's diagnosis of Leukemia (Blood Cancer). The announcement came around the time we began to come to grips with raising a child with Down Syndrome. After, months of living out of a suitcase at Stanford Children's Hospital, our need to own a home of our own had never felt so strong.

With the birth of our youngest daughter, our life has begun expanding to the point where we need our own space more than ever. We believe we've found that very place, and with your help, our dream of homeownership is closer to becoming reality than ever before. A safe place where we can grow a family, next to our friends and relatives seems too good to be true! We still have a long road ahead of us in beating this disease. Our story is not over but, we humbly thank you for consideration in becoming a part of our journey.

Very truly yours,

Dominick & Dana Orlando

Charity Poker Tournament

Join us for an evening of fun and fundraising at the SCCARHF Charity Poker Tournament on **Saturday, May 13, 2017**. No limit Texas Hold'Em is the game! Buy-in is \$75, re-buys \$40, add on \$35. Beginners learn to play from 5:30-6:30 pm. Spectators welcome for \$15.

Doors open at 5:30 pm at the Santa Cruz Elks Lodge...cards fly at 7 pm! Sponsorship opportunities are available.

All proceeds benefit low income first time home buyers through the Santa Cruz County Association of REALTORS® Housing Foundation.



More info at 831-464-2000



**Santa Cruz County Association of REALTORS®
HOUSING FOUNDATION**

Santa Cruz County Market Statistics

February 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	25	45	15	55	\$1,503,993	\$1,050,000	\$517.00	99%	\$22,559,900	2,300	99,842	2.3
Ben Lomond	8	10	5	24	\$730,200	\$575,000	\$504.00	101%	\$3,651,000	1,436	188,338	2.3
Boulder Creek	8	20	4	81	\$669,050	\$557,500	\$408.00	98%	\$2,676,200	1,953	22,880	1.9
Brookdale	0	0	2	104	\$384,657	\$384,657	\$345.00	98%	\$769,314	1,281	3,616	0
Capitola	5	4	6	25	\$998,966	\$1,019,500	\$646.00	99%	\$5,993,800	1,448	3,717	0.9
Corralitos	1	5	0									
Felton	6	15	4	13	\$666,250	\$567,500	\$505.00	104%	\$2,665,000	1,452	27,421	3.2
Freedom	1	2	2	23	\$304,000	\$304,000	\$316.00	99%	\$608,000	1,099	1,503	1.2
La Selva Beach	4	7	2	139	\$1,055,000	\$1,055,000	\$826.00	95%	\$2,110,000	1,258	7,492	3.5
Los Gatos	2	11	2	43	\$1,021,000	\$1,021,000	\$491.00	101%	\$2,042,000	2,164	91,084	2.8
Mount Hermon	0	0	1	3	\$485,000	\$485,000	\$425.00	100%	\$485,000	1,140	3,572	0
Santa Cruz	39	92	29	60	\$1,070,048	\$875,000	\$563.00	98%	\$31,031,420	1,778	32,532	3.1
Scotts Valley	6	11	5	138	\$919,000	\$935,000	\$450.00	99%	\$4,595,000	2,345	28,572	1.4
Soquel	4	11	3	49	\$695,833	\$835,500	\$435.00	94%	\$2,087,500	1,723	11,195	2.8
Watsonville	13	38	17	73	\$542,352	\$455,000	\$398.00	98%	\$9,220,000	1,395	60,323	2.2
Royal Oaks	2	11	3	111	\$425,000	\$425,000	\$307.00	100%	\$1,275,000	1,301	43,625	2.8

February 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	11	23	6	69	\$635,666	\$670,000	\$516	97%	\$3,814,000	1,255	1,270	3.6
Boulder Creek	0	1	1	14	\$360,000	\$360,000	\$217	103%	\$360,000	1,656	1,394	1
Capitola	2	6	3	45	\$569,666	\$525,000	\$458	99%	\$1,709,000	1,200	871	1.8
Santa Cruz	15	13	15	57	\$570,660	\$570,000	\$548	102%	\$8,559,900	1,100	972	0.8
Scotts Valley	2	5	3	24	\$581,333	\$530,000	\$477	100%	\$1,744,000	1,346	1,436	1.7
Soquel	0	1	1	3	\$440,000	\$440,000	\$476	100%	\$440,000	924	697	1
Watsonville	7	20	6	12	\$314,433	\$306,000	\$284	97%	\$1,886,600	1,165	1,324	3.8

March 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	33	53	22	52	\$1,107,682	\$915,500	\$508	101%	\$24,369,022	2,185	79,580	2.7
Ben Lomond	8	12	6	7	\$607,513	\$630,000	\$480	102%	\$3,645,079	1,298	10,738	2.4
Boulder Creek	12	19	7	27	\$571,285	\$570,000	\$343	102%	\$3,999,000	1,610	53,043	2.6
Brookdale	5	4	0									
Capitola	8	9	5	9	\$952,210	\$1,001,050	\$631	100%	\$4,761,050	1,496	7,606	1.9
Corralitos	0	3	1	10	\$625,000	\$625,000	\$558	104%	\$625,000	1,120	60,113	4.5
Davenport	1	1	0									
Felton	13	23	2	3	\$557,500	\$557,500	\$484	104%	\$1,115,000	1,152	6,948	8.6
Freedom	3	3	1	0	\$525,000	\$525,000	\$405	100%	\$525,000	1,296	6,708	1.5
La Selva Beach	7	14	1	0	\$1,500,000	\$1,500,000	\$506	100%	\$1,500,000	2,966	10,149	7
LOS GATOS	5	10	2	150	\$1,687,500	\$1,687,500	\$544	94%	\$3,375,000	3,073	86,685	3.8
Mount Hermon	0	0	1	11	\$873,000	\$873,000	\$353	97%	\$873,000	2,471	5,532	0
Santa Cruz	65	113	33	47	\$1,050,739	\$889,000	\$588	101%	\$34,674,388	1,903	22,880	3.8
Scotts Valley	17	20	4	92	\$866,875	\$902,500	\$448	99%	\$3,467,500	1,939	73,482	2.9
Soquel	9	14	4	57	\$926,000	\$779,500	\$470	101%	\$3,704,000	1,937	60,712	4.2
Watsonville	26	46	24	86	\$665,804	\$559,500	\$352	99%	\$15,979,311	1,769	26,394	2.3
Royal Oaks	5	14	1	37	\$170,000.00	\$170,000	\$236.00	97.0%	\$170,000	720	44,431	6

March 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	13	24	10	41	\$676,550	\$642,000	\$478	100%	\$6,765,500	1,412	1,085	3.1
Boulder Creek	1	1	1	88	\$430,000	\$430,000	\$305	111%	\$430,000	1,410	1,481	1.5
Capitola	5	8	2	38	\$419,500	\$419,500	\$571	101%	\$839,000	742	1,525	2.4
La Selva Beach	2	1	1	3	\$870,000	\$870,000	\$837	99%	\$870,000	1,040	958	3
Santa Cruz	22	24	10	27	\$541,260	\$537,500	\$467	100%	\$5,412,600	1,107	865	1.6
Scotts Valley	0	2	4	13	\$562,000	\$584,000	\$466	102%	\$2,248,000	1,203	1,285	0.8
Watsonville	8	21	4	27	\$394,750	\$390,000	\$325	100%	\$1,579,000	1,224	1,437	4.5

ta provided by MLS Listings, Inc.

We Can Always Do Better

Cont'd from page 3

PATHWAYS TO PROFESSIONALISM

The following information is reprinted from the current NAR Code of Ethics and Arbitration Manual. These professional courtesies are intended to be used by REALTORS® on a voluntary basis, and cannot form the basis for a professional standards complaint.

Respect for the Public

1. Follow the "Golden Rule": Do unto other as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. Communicate with all parties in a timely fashion.
7. When entering a property ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock—and announce yourself loudly before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don't use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of—and meet—all deadlines.
19. Promise only what you can deliver—and keep your promises.
20. Identify your REALTOR® and your professional status in contacts with the public.
21. Do not tell people what you think—tell them what you know.

Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc.) If you think something is amiss (e.g. vandalism), contact the listing broker immediately.
7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.
9. Respect sellers' instructions about photographing or video-graphing their properties' interiors or exteriors.

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.

May 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 Legislative Day <i>Sacramento</i> C.A.R. Meetings - Sacramento	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 Affiliate Committee Mtg. 11 am	10 Housing Foundation 2 pm RSVP 9 am - 2 pm	11 Tour Marketing Meeting 8:30 - 9 am	12 Board of Directors 8:30 am	13 SCCARHF Poker Tournament <i>SC Elks Club</i> 7 pm
14	15	16 NAR DC Meetings	17 C.A.R. Legal Update Seascape Golf Club 11 am Art of the CMA 10 am Matrix 201 1 pm	18 Tour Marketing Meeting 8:30 - 9 am	19 New Member Orientation 8:30 am MLS Listings Essentials 9:30 am	20
21	22 Budget & Finance 10 am Tackling Technology 10 am	23	24	25 Tour Marketing Meeting 8:30 - 9 am	26 Water Resources (SCCP) 9:30 am	27
28	29 SCCAR Closed For Memorial Day	30 Events & Community Relations 11 am	31			

June 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Tour Marketing Meeting 8:30 - 9 am	2 Local Government Relations Committee Mtg. 8:30 am	3
4	5	6	7 Spring Fling <i>SCCAR Patio</i> 11 am - 2 pm	8 Tour Marketing Meeting 8:30 - 9 am	9 Board of Directors 8:30 am Matrix 301 10 am Displays & Exports 1 pm	10
11	12 Education Committee Mtg. 9:30 am <i>Online Election Opens</i>	13 Affiliate Committee Mtg. 11 am	14 Housing Foundation 2 pm MLS Listings Essentials 9:30 am	15 Tour Marketing Meeting 8:30 - 9 am	16	17
18	19	20	21 <i>Online Election Closes</i>	22 Tour Marketing Meeting 8:30 - 9 am	23 All About ADU's (SCCP) 9:30 am Listing Mgmt. 10 am	24
25	26 Budget & Finance 10 am	27 Events & Community Relations 11 am	28	29 Tour Marketing Meeting 8:30 - 9 am	30	