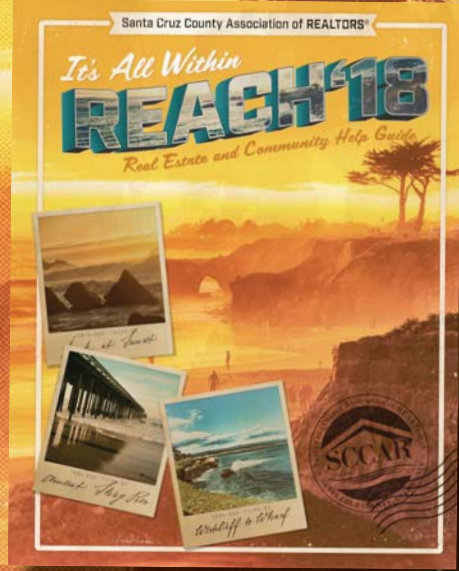
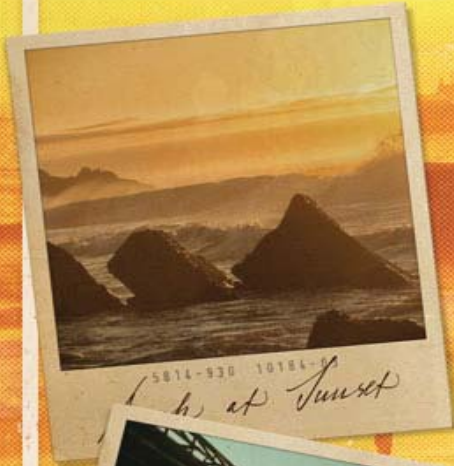


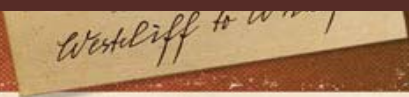
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President's Message

SCCAR Awarded Funds to Help Defeat Rent Control



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

Your SCCAR Directors just got back on Saturday, May 4 from an action-packed week attending C.A.R.'s Business & Legislative Meetings in Sacramento.

For some of us the week started as early as Tuesday. Robert Bailey, Barbara Palmer, Kathy Hartman and I were there on Tuesday to present to the IMPAC Trustees our request for \$175,000 to fight the Rent Control Initiative in Santa Cruz. IMPAC funds are those monies collected from contributions that you make each year into the REALTOR® Action Fund. These monies are then distributed to either support or fight issues (IMPAC) or support candidates (REPAC). That's why it is imperative that you contribute all you can to the REALTOR® Action Fund. By the way, contributions can be made at anytime throughout the year.

I am happy to report that we did get the money from IMPAC to contribute to the fund to fight against Rent Control. Next week we will be in Washington D.C. to request the same amount from NAR. Those presenting will be Robert Bailey, Barbara Palmer and myself. Thank you to Kathy Hartman for all her hard work in putting together the proposal and

Robert Bailey and Barbara Palmer for presenting our case. Great job.

Wednesday was Legislative Day and we had the opportunity to meet with our local representatives. The day starts at 9:00 with a briefing of the "Talking Points" we are to impress upon our representatives during our meetings. The issues this year centered around C.A.R.'s Proactive Solutions to our Housing Shortage. We were to ask our representatives for their support in:

1. AB 1979 (Bonta/Steinorth)-Homeownership Savings Accounts – this would allow future homebuyers to contribute to a savings account towards their down payment without having to pay taxes on the interest earned. It would also allow other family members to contribute.

2. SB 1469 (Skinner) – Accessory Dwelling Units – the purpose of this bill would be to prohibit the imposition of impact fees, connection fees, capacity charges or any other fees levied by local entities. It would also prohibit local governments from denying the construction of an ADU unless there was a preponderance of evidence that its constructions would adversely impact fire and life safety.

Construction of an ADU would no longer trigger a property tax reassessment.

We were also asked to emphasize that the only answer to the Affordable Housing Crisis is Supply. We suggested that lawmakers consider the following to help increase the housing supply:

1. Streamline Permitting Process
2. Fix CEQA to Fast Track Affordable Housing
3. Require Local Governments to Implement Housing Needs Numbers
4. Fund Affordable Housing
5. Defeat Proposed Laws that Discourage Rental Housing Construction

An advertisement for Allen Property Group, Inc. The top left features the company logo, which consists of a blue square with a white triangle and the text "ALLEN PROPERTY GROUP, INC." to its right. To the right of the logo, the text "COMMERCIAL REAL ESTATE SALES | LEASING | MANAGEMENT" is displayed. Below the logo, the text "CAL BRE# 01843086" is visible. The main image is a photograph of a coastal town with colorful houses built on a hillside overlooking the ocean. At the bottom of the image, the slogan "Experience. Integrity. Results." is written in a serif font. At the very bottom, the contact information "347 Spreckels Drive | Aptos, CA 95003 | 831.688.5100 tel | 831.688.5102 fax | allenpginc.com" is provided.

President's Message Cont'd

We presented these ideas to Senator Bill Monning, Representative Anna Cabellero and Representative Mark Stone. While they were willing to listen to our points, only time will tell the impact we truly had.

The rest of the week was spent in C.A.R. Meetings. I will tell you that the rent control issue is being felt up and down the state. Everyone understands that this needs to be defeated at every turn if we are to protect private property rights.

One last word about the trip - if you get a chance, please plan on attending the Sacramento Legislative Day next year. The tentative date is Wednesday, May 1, 2019. If you contribute the additional \$149, you will be treated to a lunch and will be able to attend the reception that many of our representatives attend. It is a day you'll never forget!



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The CE Shop

Our Annual Full Color Real Estate and Community Help-Guide (REACH) is available at SCCAR!
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C.A.R. President Sets the Facts Straight on Rumored Dues Increases



You may have recently received an anonymous email regarding membership dues. This email contains information that is grossly inaccurate and misleading. Here are the facts:

- In the 2018 dues bills, C.A.R. members were assessed an additional \$100, which was used toward the Issues Fund and not solely to pass the Property Tax Fairness Initiative. C.A.R.'s Board

of Directors specified that the money would be used for initiative campaigns, including qualification of the Property Tax Fairness Initiative, as well as other legislative priorities, such as fighting the repeal of Costa-Hawkins.

- There are no proposals to increase the dues by \$250 per year, nor are there proposals to increase dues by \$100 for the next ten years.

- What the email did get right was that C.A.R. does indeed support the collective interests of all its members. Moreover, all C.A.R. policy is reached at the direction and consensus of its 900-member Board of Directors after research, discussion, and considerable debate. Finally, C.A.R. funds our legislative interests in Sacramento and Washington, as well as supports local issues via IMPAC contributions.

C.A.R. takes its obligations to its members extremely seriously and has always proceeded in a strategic, thoughtful and measured manner. We are concerned that such misinformation is circulating within our membership, and hope that this email rectifies many of the erroneous statements in that email.

Steve White
2018 President

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The Housing Matters Podcast is your housing hub for market analysis, economic trends, and housing news from the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.).





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Coldwell Banker
Idamarie McMahon

Century 21 M&M
Marin Brandt
Cameron Sauter-Luther

Century 21 Showcase
Jan Rekoutis

Cypress Realty
John Kaemmerling

Exp Realty
Laura Correa

Hirsch and Associates
Kaicie McMurray

Keller Williams Realty
Arturo Fraide
Cindy Hernandez
Farrah Kemp
Stephanie Lutz
Colleen Marchbank
Sumra Sohail

Lighthouse Realty
Sabine Prather

Marker Real Estate
Aurora Betancourt

Monterey Bay Properties
Patty Dobko
Lori Hill
Yuriko Yamaguchi Kerby
Kimberley Presley

Monterey Peninsula Properties
William Charles Coleman
Lori Clark

Sereno Group
Savannah Banke

Warter & Associates
Marilyn Warter

AFFILIATES

CMG Financial
Debra Schottgen

Oceanside Escrow Services
Melissa Gerardi

The Benefits Store
Roger Smith

Old Republic Title
Karen Schenk

NAR Mandatory Code of Ethics Training

As of January 1, 2017, the National Association of REALTORS® (NAR) has required that every REALTOR®, in order to maintain membership in the Association of REALTORS®, must complete a 2 ½ hour Code of Ethics course every two years. This means all SCCAR REALTOR® members must complete the training at some point between January 1, 2017 and December 31, 2018. Failure to comply with this required ethics training is a violation of a membership duty and will result in suspension and possible termination from the member's primary Association.

Training may be completed through local associations or through another method, such as home study, correspondence, classroom courses, or online courses. Code of Ethics training is also included in CalBRE license renewal requirements, so if you have renewed your license between January 1, 2017 and December 31, 2018, your Code of Ethics requirement has been met.

If you have already taken Code of Ethics training for this period outside of California license renewal, via NAR or the California Association of REALTORS® (C.A.R.), or elsewhere, please email a copy of the certificate to SCCAR at kkirwan@mysccar.org before the deadline of December 31, 2018. If you have not taken a Code of Ethics course since January 1, 2017, you can take the free online training offered by NAR. For more information on this mandatory NAR requirement and online classes, visit <http://learninglibrary.com/COE/A/HOME?affiliateId=10868>.

If you are uncertain as to when your license expires, please visit bre.ca.gov or call SCCAR at 831-464-2000. The next compliance cycle will start January 1, 2019 and end on December 31, 2020.



SAVE THE DATE!

**Santa Cruz County
Association of REALTORS®**

**DESTINATION VACATION
CHARITY GOLF TOURNAMENT**

**Friday, July 27, 2018
DeLaveaga Golf Course
401 Upper Park Dr., Santa Cruz**



**Santa Cruz County
Association of REALTORS®**

MAY & JUNE EDUCATION CALENDAR

Wednesday, May 16, 2018

First Class: A Required Training Course for New MLS Subscribers

9:30 am - 11:30 am

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

Wednesday, May 16, 2018

Matrix 201

1 - 2:30 pm

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.

Wednesday, May 23, 2018

Paragon 201

10 - 11:30 am

Free with RSVP

Build upon the skills learned in the Paragon 101 class with a focus on searching with maps, customizing data results to meet your specific needs, and communicating your findings to your client.

Wednesday, May 23, 2018

The Science of an Open House

1 - 2:30 pm

Free with RSVP

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.

Friday, June 1, 2018

SCCP: Water Resources

9:30 am - 12:30 pm

Free for series attendees, \$20 for individual class

The fifth in a series will discuss long range water availability issues; minimum requirements for water availability; requirements and options for well; leach fields; septic options; sewage disposal/treatment issues that we will be facing in the future; current setbacks for septic or building from waterways and desalination plant update.

Friday, June 8, 2018

Duane Gomer License Renewal

9 am - 12 pm

SCCAR members: \$99 for textbook or \$89 for PDF

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.

What the program will cover:

- All students will receive the three hour mandatory courses of agency, ethics, trust funds, fair housing, risk management, management & supervision and two consumer protection course by textbook or pdf.
- Classroom testing on 15-hour Property Management course immediately following the course.
- Instructions for online exams covering the remaining 30-hours will be given at the seminar.
- All testing in accordance with current CalBRE rules.

Wednesday, June 13, 2018

First Class: A Required Training Course for New MLS Subscribers

9:30 am - 11:30 am

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

Friday, June 15, 2018

Listing Management

10 - 11:30 am

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

Tuesday, June 19, 2018

RPA-CA Contract Training

1 - 4 pm

\$10 or \$25 for the contract series

Whether you are new to the business or find yourself on automatic pilot when filling out the Residential Purchase Agreement (RPA-CA) contract, now may be the time to really understand what you are having your client sign. Join us as we explore the contract together.

Take the 3 class contract series for only \$25! Series includes RPA-CA, Listing Agreement (July 17) and Disclosures (August 14). All classes are held at SCCAR from 1 - 4 pm.

Wednesday, June 20, 2018

MLS Touch

10 - 11:30 am

Wednesday, June 20, 2018

REALTOR Property Resource (RPR) Essentials

1 - 2:30 pm

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.

Friday, June 22, 2018

SCCP: Affordable Housing

9:30 am - 12:30 pm

Free for series attendees, \$20 for individual class

The sixth in a series will cover: programs currently available, how to get qualified, mobile home parks facing legal issues which are prohibitive to lending, different lending guidelines for rent, co-op and parcel-owned mobile parks, county and city update on rent control.

WOMEN IN REAL ESTATE LEADERSHIP

Breaking down barriers in the real estate industry.

By Tracey C. Velt, publisher

When you look at the real estate industry, at its surface, you can see why the rumblings about it being a boy's club are so pervasive. After all, the leaders of the ten largest brokerage firms in the nation are men. But, I've interviewed a plethora of top female leaders and, at REAL Trends, four of the top six company leaders are women. So, I wondered, what are the numbers? Is real estate leadership a boy's club?

Here's a breakdown of the numbers:

- 156 women from the largest 500 companies either lead their firms solely, are partners in their firms or are senior officers one rung below the CEO level.
- 31 percent of the 500-ranked brokerage firms are either solely run by women or jointly run by women. That's up from approximately 26 percent just two years ago!
- 3 of the 6 highest-ranking regional executives of HomeServices of America are women and all report to the CEO.
- 2 of the 5 highest-ranking executives of RE/MAX LLC are women.
- 3 of the 7 highest-ranking executives at Keller Williams are women.
- 2 of 5 brand leaders at Realogy are women.

So, slowly (too slowly in my opinion) women are increasing their share of the leadership positions in the brokerage industry. And this is a trend that is likely to continue. Why? Sheer talent and numbers. There are more women in sales management positions and more women in successful sales than there ever have been.

When REAL Trends' completes its rankings of agents and teams in the next few months, we will likely find that a majority of the top producing individual agents and teams will be led by women.

WOMEN ARE INCREASING THEIR SHARE OF THE LEADERSHIP POSITIONS in the brokerage industry. And this is a trend that is likely to continue. Why? Sheer talent and numbers.





How Silicon Valley is Affecting our Market

The Silicon Valley market typically affects our County within six months - what can we expect from market value, competition, creative offers, multiple offers, foreign investing/cash offers? It all affects us eventually, make sure you get the scoop ahead of time! Speakers: Rick Smith, owner of RCS Property Management and 2017 Santa Clara County AOR President & Laura Gleason, REALTOR, Team Leader/Manager with Keller Williams Realty San Jose Gateway.

Wednesday, May 23
4 - 6 PM

Arrive: 4 - 4:30 pm
Speakers present: 4:30 - 5 pm
Networking: 5 - 6 pm

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or call 831-464-2000



C.A.R. Board of Directors vote on Property Tax Fairness Initiative



C.A.R.'s Board of Directors last week approved a motion to proceed on a parallel route for achieving its goals and ask the legislature to put the Property Tax Fairness Initiative on the ballot for March 2020. If that effort is successful, C.A.R. will not need to pursue the initiative for the November 2018 ballot.

A parallel route provides the best possible means by which REALTORS® can help achieve this important reform, which would allow California homeowners 55 years of age or older, the disabled, and victims of natural disasters to transfer their property tax basis to any home in the state and to transfer that tax basis any time they relocate.

Earlier this year, C.A.R. began the historic effort to address California's unprecedented housing supply crisis as well as to increase homeownership opportunities for Californians by gathering nearly 1 million signatures—enough to qualify the Property Tax Fairness Initiative for the November 2018 General Election Ballot.

The initiative would eliminate the "moving penalty" for seniors 55 and older, the disabled, and victims of natural disasters, allowing them to carry their current Proposition 13-protected property tax assessment level to another home of any price, anywhere in the state, any number of times.

REALTORS® trust C.A.R. to make decisions to protect homeownership opportunities for all Californians, and that is the basis for this action. C.A.R. is confident it will ultimately be successful gaining voter approval of the Property Tax Fairness Initiative. C.A.R. Directors feel that pursuing a legislative solution to place a substitute measure on the 2020 ballot allows the Association to pursue other critical priorities this November including protection of the Costa-Hawkins law.

AFFILIATE SPOTLIGHT

Rick Bar, MBA
Area Director of Kaiser
Account Management



***SCCAR is excited to welcome our newest
Affiliate member Rick Bar. Here's a little about Rick:***

Rick Bar is Kaiser Permanente's Area Director of Account Management here in Santa Cruz County. He holds undergraduate degrees in Medical Technology and Economics with a minor in Mathematics as well as a Masters degree in Global Business Administration. Rick also serves on the Board of Directors for the Aptos Chamber of Commerce. Rick's career has relocated him throughout the US and in Europe.

As a transformative sales and operations executive with demonstrated success in the diagnostic, pharmaceutical and healthcare industries, he holds a keen understanding of the consultative sales approach proven by significant increases in revenue in territories he's managed. He excels in synthesizing and communicating complex information to board members for strategic planning and is a proven team leader who builds effective cross-functional relationships between sales and operations to optimize the competitive edge in the marketplace.

Rick, his wife and two boys live in Aptos. His wife Robin is an award-winning REALTOR® for Bailey Properties and their two boys are active in Soccer, Water Polo, Tennis and Junior Guards both in Rio Del Mar and Capitola. They also participate in various Community events.

Kaiser Permanente entered the Santa Cruz Market in January of 2017 and has three Integrated Healthcare facilities conveniently located throughout Santa Cruz County:

- Santa Cruz Medical Offices, 115 Locust Street, Santa Cruz, CA 95060
- Scotts Valley Medical Offices, 5615 Scotts Valley Drive, Scotts Valley, CA 95066
- Watsonville Medical Offices, 1931 Main Street, Watsonville, CA 95076
- For more information please go to www.kp.org/santacruz

C: 831.201.2555
richard.j.bar@kp.org
CA Insurance License #0L9050

NEW BUSINESS MODELS

It's the variety of new business models that may change real estate.

By Steve Murray, REAL Trends president

Open Door is buying homes directly from consumers. Redfin is offering discounts to consumers connected to an online experience. Purple Bricks takes up where HelpUSell and Assist2Sell used to operate, offering deep discount brokerage services. HomeSmart, Realty One Group and others are offering deeply discounted flat-fee brokerage services to agents. Compass is offering to purchase agents' businesses and a high share of commissions. Quicken Mortgage In-House Realty is connecting its mortgage customers to buyers and sellers who don't already have an agent. USAA is offering its over 12 million customers rebates if they use the Realogy network. The list goes on and on.

Why Does This Matter?

There are two things to think about here. Do any of these entities, by themselves, pose an imminent threat to the incumbent brokerage business? No. Do they pose a longer-term threat? Of course, they do. But, first, a bit of history. RE/MAX launched in 1973, but it was 10 years before they began to impact the brokerage business and another 10 years for the industry to feel its full impact. Keller Williams began franchising around 1987, and it was 10 years before they began to have an impact and another 10 years before the industry felt their presence. These two had completely different business models that defied industry convention, and neither was backed by large amounts of capital.

What happens when companies like Open Door, Redfin, Compass, which already have access to more capital than RE/MAX or Keller Williams ever had, and the others listed above, who likely can get access to such capital, can advance their businesses faster than without it? That should concern incumbents.

Keep in mind from Lesson 1 that it wasn't just that incumbents like IBM, Sears and GM ignored new entrants; it was that they dismissed them. Both were to prove fatal to their futures.





Intentionally Choose Your Niche

One large truth is that you can't be everything to everybody. You can't be a Nordstrom and a Walmart. You can't be a Realty One Group and a Coldwell Banker. But, you can intentionally choose where and how to compete so that you have a successful business. You can choose to compete with Redfin by offering services that mimic their services. You can choose to offer a guaranteed home-buying program in your market like Open Door. Or, you could become a low-fee brokerage like Purple Bricks. But, you can't do these within the same organization and remain viable. We pick Amazon for low cost, commoditized, homogenized products; not for specialty items.

Will any of these new industry entrants achieve the success of Coldwell Banker, Keller Williams or RE/MAX regarding their national market share? Yes, it is likely. The largest of these have around 10 percent market share in the United States. In total, these three giants have around 26 to 28 percent share. Two were as non-traditional in their time as Redfin, Open Door and Compass. Due to the capital behind these new entrants, it may take them less time to get there, although Redfin is already roughly through their first 10 years, and they have less than 1 percent national share. Then again, that is about what RE/MAX and Keller Williams had after their first 10 years. The analyst who projected revenues of around \$700 million for Redfin in 2019 didn't comment on the fact that this is less than one-fourth of the revenues of HomeServices of America or Realogy's NRT unit.

A time is coming where brokerage firms will have to pick which spot to excel in, what services to offer and who and how to employ those who will deliver service. There is no right or wrong in the choice. A brokerage services firm cannot be a specialty firm and a mass market retailer all at the same time. It's not the merchants at either end of the spectrum who are getting punished today; it is those in the middle.

Lesson: Many believe that a game-changing, epochal, event is about to happen in residential brokerage. Instead, it's the variety of new entrants seeking a piece of the market for housing sales that cause concern.

Santa Cruz County Market Statistics

February 2018: 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	35	52	16	82	\$871,875.00	\$797,500	\$537	100.0%	\$13,950,000	1,823	19,964	2.3	
Ben Lomond	10	12	8	33	\$716,437.00	\$788,750	\$433	101.0%	\$5,731,500	1,873	18,508	1.9	
Boulder Creek	11	28	7	88	\$689,285.00	\$705,000	\$423	97.0%	\$4,825,000	1,561	82,895	2.2	
Brookdale	3	3	0										
Capitola	6	8	3	25	\$1,148,666.00	\$1,000,000	\$624	97.0%	\$3,446,000	1,947	3,851	2.7	
Corralitos	1	1	3	45	\$799,408.00	\$693,225	\$360	105.0%	\$2,398,225	2,188	71,918	0.5	
Davenport	2	2	0										
Felton	10	13	5	88	\$754,000.00	\$620,000	\$479	101.0%	\$3,770,000	1,615	108,333	1.5	
Freedom	1	1	0										
La Selva Beach	1	9	0										
Los Gatos	8	13	0										
Mount Hermon	0	2	1	127	\$485,000.00	\$485,000	\$523	100.0%	\$485,000	928	5,619	3	
Santa Cruz	58	90	22	25	\$1,225,750.00	\$899,000	\$700	102.0%	\$26,966,500	1,654	14,191	3	
Scotts Valley	14	18	5	39	\$1,105,200.00	\$875,000	\$508	102.0%	\$5,526,000	2,296	37,069	2.3	
Seacliff	1	1	0										
Soquel	5	14	5	29	\$888,133.00	\$965,000	\$573	101.0%	\$4,440,667	1,719	7,196	3.8	
Watsonville	18	37	11	35	\$514,772.00	\$660,000	\$385	98.0%	\$5,662,500	1,314	8,039	1.9	
Royal Oaks	5	11	4	32	\$528,500.00	\$519,500	\$299	98.0%	\$2,114,000	1,646	111,846	2.5	
February 2018: 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	12	21	5	57	\$589,800.00	\$625,000	\$491	100%	\$2,949,000	1,206	1,802	4.5	
Boulder Creek	1	2	0										
Capitola	9	12	3	4	\$459,000.00	\$462,000	\$503	103%	\$1,377,000	883	886	4.5	
Freedom	0	1	0										
La Selva Beach	2	6	0										
Santa Cruz	6	12	9	17	\$662,288.00	\$600,000	\$554	103%	\$5,960,600	1,215	1,387	0.9	
Scotts Valley	3	2	2	11	\$717,500.00	\$717,500	\$459	102%	\$1,435,000	1,585	1,042	0.8	
Soquel	1	0	1	0	\$630,000.00	\$630,000	\$563	100%	\$630,000	1,120	1,830	0	
Watsonville	14	22	3	30	\$438,000.00	\$399,000	\$375	98%	\$1,314,000	1,132	1,190	8.3	
March 2018: Santa Cruz County - Single Family Residential													
City	New	Inventory	Sold	Avg.	Avg. Sale	Median Sale	Median	% LP	Sale	Avg. Home	Avg. Lot	Months of	
Aptos	32	52	21	26	\$1,438,578	\$1,199,900	\$586.00	101%	\$30,210,150	2,077	32,309	2.8	
Ben Lomond	8	13	5	35	\$738,800	\$790,000	\$532.00	99%	\$3,694,000	1,682	82,764	2.4	
Boulder Creek	17	32	5	118	\$803,625	\$745,000	\$383.00	101%	\$4,018,125	2,458	25,280	3.8	
Brookdale	0	1	0										
Capitola	7	8	8	57	\$1,215,087	\$1,020,350	\$903.00	102%	\$9,720,700	1,409	3,953	1.8	
Corralitos	1	1	0										
Davenport	1	2	0										
Felton	10	11	11	47	\$601,654	\$565,000	\$542.00	105%	\$6,618,200	1,072	94,775	1.2	
Freedom	5	4	1	0	\$525,000	\$525,000	\$511.00	110%	\$525,000	1,028	6,795	6	
La Selva Beach	4	8	2	98	\$700,000	\$700,000	\$469.00	68%	\$1,400,000	1,571	1,107,862	4.8	
Los Gatos	8	17	6	67	\$1,118,679	\$1,084,163	\$418.00	100%	\$6,712,075	2,698	235,101	4.6	
Mount Hermon	1	2	1	38	\$634,840	\$634,840	\$571.00	98%	\$634,840	1,112	3,485	3	
Santa Cruz	68	95	44	36	\$1,205,270	\$1,075,000	\$671.00	101%	\$53,031,920	1,781	48,382	2.9	
Scotts Valley	21	30	7	20	\$957,221	\$1,000,000	\$467.00	100%	\$6,700,550	2,064	8,955	5	
Seacliff	0	1	0										
Soquel	8	13	7	23	\$1,093,428	\$985,000	\$674.00	104%	\$7,654,000	1,734	48,890	2.8	
Watsonville	22	41	11	34	\$619,418	\$565,000	\$392.00	100%	\$6,813,600	1,550	27,617	2.8	
Royal Oaks	9	13	2	115	\$537,000	\$537,000	\$399.00	101%	\$1,074,000	1,338	38,468	3.3	
March 2018: Santa Cruz County - Common Interest Development													
City	New	Inventory	Sold	Avg.	Avg. Sale	Median Sale	Median	% LP	Sale	Avg. Home	Avg. Lot	Months of	
Aptos	9	20	8	12	\$823,508.00	\$727,813	\$536.00	101%	\$6,588,070	1,428	1,617	3.5	
Boulder Creek	1	0	1	24	\$375,000.00	\$375,000	\$394.00	104%	\$375,000	951	915	0	
Capitola	4	7	4	33	\$625,975.00	\$562,450	\$557.00	100%	\$2,503,900	1,080	773	2.3	
Freedom	0	1	0										
La Selva Beach	0	4	2	146	\$682,250.00	\$682,250	\$649.00	97%	\$1,364,500	1,052	958	4	
Santa Cruz	32	36	11	15	\$611,755.00	\$620,000	\$552.00	101%	\$6,729,315	1,084	1,134	2.8	
Scotts Valley	2	3	2	3	\$697,500.00	\$697,500	\$468.00	106%	\$1,395,000	1,504	1,960	2.3	
Watsonville	6	18	10	47	\$416,389.00	\$377,950	\$380.00	97%	\$4,163,899	1,039	1,320	3.4	

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

MAY 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Tech Tuesday 11:30 am - 12:30 pm	2 C.A.R. in Sacramento	3 Tour Marketing Meeting 8:30 - 9 am	4 Local Government Relations Committee Mtg. 8:30 am	5
6	7	8	9 RSVP 9 AM at SCCAR <i>Housing Foundation</i> 2 pm	10 Tour Marketing Meeting 8:30 - 9 am	11 Board of Directors 8:30 am	12
13	14 Education Committee Mtg. 9:30 am	15 Affiliates Committee Mtg. 11 am	16 ATOSC Kickoff 3 - 4:30 pm Matrix 201 - MLS 1 pm	17 Tour Marketing Meeting 8:30 - 9 am	18 New Member Orientation 8:30 am - 4 pm	19
20	21	22	23 Paragon 201 10 am Science of Open House 1 pm MREP @ Nobu 4 pm	24 Tour Marketing Meeting 8:30 - 9 am	25	26
27	28 SCCAR Closed in Honor of Memorial Day	29 Events Committee Mtg. 11 am	30	31		

JUNE 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Local Government Relations Committee Mtg. 8:30 am SCCP: Water Resources 9:30 am	2
3	4	5 Tech Tuesday 11:30 am - 12:30 pm	6 Housing Foundation 2 pm	7 Tour Marketing Meeting 8:30 - 9 am	8 Board of Directors 8:30 am <i>License Renewal Training 9am</i>	9
10	11 Education Committee Mtg. 9:30 am	12 Affiliates Committee Mtg. 11 am	13 Housing Foundation Mtg. 2 pm MLS Required Training 9:30 am	14 Tour Marketing Meeting 8:30 - 9 am	15 Listing Management 10 am	16
17	18 Budget & Finance 10 am	19 RPA Contract Training 1 - 4 pm	20 MLS Touch 10 am RPR Essentials 1 pm	21 Tour Marketing Meeting 8:30 - 9 am	22 SCCP Affordable Housing 9:30 am	23
24	25	26 Events Committee Mtg. 11 am	27	28	29	30