

JUNE 2012

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®



WWW.MYSCCAR.ORG

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

Cast Your...



**For the 2013 SCCAR
Officers & Directors**

**General Membership
Meeting & Election
June 15, 2012**



Celebrating over 100 Years of Service
Santa Cruz County Association
of REALTORS®, Inc.

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)

2012 BOARD OF DIRECTORS

President
Barbara Palmer

President-Elect
John Hickey

Secretary/Treasurer
Betty Danner

Immediate Past President
Candace Bradfield

Directors
Sandy Kaplan
Morgan Lyng
Frank O. May
John T. Peterson
Anne Marie Sorcenelli
Lauren Spencer
Betsy Tyler
Carol VanAusdal

Chief Executive Officer, SCCAR & Executive Director, SCAORHF
Kathy Hartman, RCE

Member Services Director, Director of Education & Professional Services
Norma I. Milete

Advertising, Communication & Marketing Director
Andrea Harbert

Government Affairs Director
Dale Gray

Administrative Assistant
Leslie Flint

Bookkeeper
Linda Zoccoli

Education Coordinator
Christine Lopes

ADVERTISING INFORMATION

For advertising and deadline information, please contact SCCAR.

OFFICIAL PUBLICATION OF THE SANTA CRUZ COUNTY ASSOCIATION OF REALTORS®

REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY

Inside This Month's Newsletter

- President's Message - page 3
- Election & Candidates - pages 4 & 5
- Education Offerings - page 6
- Legislative Watch - page 7
- Legal Notes - page 8
- In Memoriam, Donald Hastings - page 9
- RSVP photographs - pages 10 & 11
- Spring Fling pictures - pages 12 & 13
- Government Affairs report - page 13
- Affiliate News - page 15
- Affiliate Spotlight - page 15
- Santa Cruz County Housing Statistics - page 16
- Calendar - page 17





Message From The President

Who is Delivering & Protecting the Data?

Barbara Palmer
2012 SCCAR President
Bailey Properties, Inc.
831-688-7434 bpalmer@baileyproperties.com

One of the most important tools for REALTORS® is the market data. We need it accurate, creditable, and up-to-date. A whole team of technology and REALTOR® professionals work on your behalf to ensure the best information possible is at your fingertips.

MLSListings.com is our source. The headquarters is located in Sunnyvale, and serves more than 15,000 members from approximately 6,000 firms in seven Associations from the counties of Monterey, San Benito, San Joaquin, San Mateo, Santa Clara, and Santa Cruz, as well as parts of San Joaquin and Stanislaus counties. The staff is led by President and Chief Executive Officer, Jim Harrison, a person highly regarded across the country in MLS data service. His staff of experienced engineers, product managers, communicators, trainers and customer service representatives is superb.

MLSListings Inc. is a not-for-profit corporation and owned in various percentages by REALTOR® Associations in Central Valley, Monterey, Pajaro Valley, San Benito, San Mateo, Santa Clara, Santa Cruz and Silicon Valley. There are 15 people on the Board of Directors consisting of REALTORS® and one Association Executive Officer. Currently, Robert J. Bailey of the Santa Cruz County Association REALTORS® serves as Chair of the Board of Directors; he is in the second year of a two year term.

The Santa Cruz County Association of REALTORS® is well represented by:

- Robert J. Bailey, Chair of the Board of Directors
- Barbara J Palmer & Kathy Hartman, attend Shareholder & board meetings
- Steve Allen, member Finance Committee
- Bobbie Nelson, member MLS Rules Committee
- Frank May and Susie Stelle, members of MLSAG (new product discussions)

MLSListings seminars are held frequently at the Santa Cruz County Association of REALTORS® office. Check the [calendar](#) for the latest offerings. Technology is always improving; you will find that attending classes periodically will keep you up-to-date with the latest innovations. These are also opportunities to provide your feedback directly to MLSListings staff for the continuing improvement of the MLS system and services.

Some of the challenges that are consistently addressed:

- How to keep the data accurate
- How to keep the rules clear, and followed, to enable a trustworthy source of information
- How to keep MLSListings information pushed out to the media so that the information in local news reflects that of our local market

➤How to attract the public to the website for the benefit of the members

In addition, technology based challenges are addressed:

➤The question of information being sent to non-REALTOR® sites, and then being sold back to REALTOR® members as “referrals” - MLSListings.com has been a leader in stopping this type of behavior that is an ongoing problem across the country.

➤How should social media sites be used? The CEO, Jim Harrison, has just been appointed to a panel established by NAR to explore this question of protecting the data.

Model rules for MLS systems are used across the country and developed with the oversight of the National Association. Fortunately, MLSListings is well represented and, indeed, often offers solutions to challenges that occur. NAR is diligent on behalf of members to protect data.

Continued on Page 6



Allen Property Group, Inc. is your commercial property sales and leasing specialist. For results and uncommon professional service, put your trust in us.

Steve Allen, CCIM
Principal Broker/President
831-688-5100 | www.allenpginc.com



Reverse Mortgages

IT'S ALL ABOUT *peace of mind.*®

Call Your Reverse Mortgage Consultants



Richard Cornelsen
831-320-8143
dcornelsen@1strmusa.com

Maggie Castillo
831-840-3384
mcastillo@1strmusa.com

Reverse Mortgage for PURCHASE
Sell their current home and purchase a new one.

Now your home can work for you!

EQUAL HOUSING LENDER
 Borrower/person on title must be at least 62 years old.



2013 SCCAR Election & Annual Membership Meeting

Members are invited to come to the SCCAR office on Friday, June 15th at 8:30 am to receive a legal update from Association Attorney, Lloyd Williams, of Bosso Williams Law Firm, a C.A.R. Director report and a SCCAR update. During this time, we will also be holding our annual election of the 2013 Officers and Directors. Come cast your ballot and show your support for the next group of SCCAR leaders!

Slate of Nominees:

President (1 year)

John Hickey, Monterey Bay Properties

President Elect (1 year)

Frank May, Frank O. May & Associates

Secretary Treasurer (1 Year)

Betty Danner, Coldwell Banker Residential Brokerage

Directors (3 Years)

Sandy Kaplan, Santa Cruz Properties

Morgan Lyng, David Lyng Real Estate

Lauren Spencer, Coldwell Banker Residential Brokerage

Randy Turnquist, American Dream Realty

Frank McCue, American Dream Realty

Returning Directors

John Peterson, Bailey Properties, Inc.

Carl VanAusdal, Keller Williams Realty - SC

Betsy Tyler, Monterey Bay Properties

A continental breakfast will be provided. Reservations must be received by June 11th. To register complete and return an [event flier](#) or call 831-464-2000. A credit is required to hold your seat.

See Bios and Pictures of the Candidates on the Following Page

How Does Blogging Help You?

by [Alice Allan](#), writer/editor, [PropertyAdGuru.com](#)

More tech-focused readers of the [PropertyAdGuru](#) Website could be forgiven for thinking that every real estate agent is running their own blog by now. But by talking and listening to agents we know that, unfortunately, this isn't the case.

We say "unfortunately" because a regularly-updated blog really is a crucial asset to any agent who wants to stay visible online. And because online is where the next generation of home buyers and sellers will look for their information, we could go so far as to say that a good blog is crucial for any agent who wants to stay in business long-term.

So if you've been considering starting your own real estate blog, but aren't sure exactly how blogging is going to help you, consider these points:

Blogging keeps you in front of search engine results

By regularly adding to the content on your blog, you give search engines more pages to index. With more pages indexed, you're more likely to appear high up in search engine results, and therefore be found by people looking to buy and sell real estate.

Blogging gives people more reasons to link to you

They'll need a very specific reason to link to a static real estate Website, but give your audience a blog post about local market

fluctuations, reasons to live in a certain neighborhood, or even a new listing you have, and you've instantly increased your chances of attracting more links. These links, in turn, make your blog look more authoritative to search engines, which is another boost to your search engine optimization (SEO).

Blogging helps you dominate your niche

The most effective way to use blogging to improve your online visibility is by focusing on a particular niche, be it your local neighborhood or some aspect of home buying or selling that you want to be the expert in. As you add more blog posts about this niche, you'll gradually come to be seen as the go-to agent for that topic and appear in corresponding search results.

Blogging positions you as the expert

Above all, regular blog posts show visitors to your Website that you have a wealth of knowledge to share with them, should they decide to work with you. A static Website can go some way toward achieving this, but a blog allows you to reinforce the message that you know your market every time you publish a new post.

Reprinted with permission from [PropertyAdGuru.com](#).

Officer & Director Candidates

John Hickey
President 2013

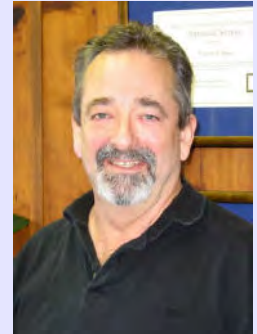
Monterey Bay Properties
johnhickey@montereybayprop.com



John Hickey was born and raised in Santa Cruz County, growing up in the wonderful communities of Corralitos and La Selva Beach. After graduating Aptos High he obtained a Bachelor of Science degree in Agricultural Business with a concentration in Marketing from the California Polytechnic State University in San Luis Obispo. Afterwards John worked in the financial industry in San Francisco, for both Franklin-Templeton Mutual Funds and Charles Schwab & Co, while attending night school to obtain a Master of Business Administration degree from San Francisco State University. John now resides in Rio Del Mar with his wife and three young sons. John is the broker/owner of Monterey Bay Properties which was founded by his father Walter Hickey in 1980.

Frank May
President-Elect

Frank O. May & Associates
frank@frankmay.com



Frank O. May has been doing Real Estate Appraising for over 30 years. He has had his own company, Frank O. May & Associates, for over 25 years serving Santa Cruz, Monterey, San Benito and Santa Clara counties.

Mr. May prides himself on the quality of his work, as well as the work of his employees. He has personally trained every appraiser in the office and stays in close contact with them to ensure the quality of the appraisals. In 2003, Frank was awarded his MAI, a designation that is very difficult to obtain and very well respected. Frank has qualified as an expert witness in the Superior Courts of Santa Cruz, Monterey and Santa Clara, as well as Orange County, and has qualified in Federal Bankruptcy Court as an expert witness.

Betty Danner
Secretary/Treasurer

Coldwell Banker Residential Brokerage
betty.danner@cbnorcal.com



A native of Santa Cruz, Betty has been fortunate to be a part of the Santa Cruz Community her entire life. Before her career in real estate, Betty held leadership roles in business, government and community organizations earning the trust and respect of community leaders, business owners and neighborhood organizations throughout Santa Cruz County. She has always had a passion for real estate and has known the local market for the past 30 years and has been personally investing in real estate. She can offer buyers an appreciation of what the many diverse neighborhoods of Santa Cruz have to offer. Her philosophy has always been to provide the best possible service with style and professionalism. Betty's experience and expertise has been in successfully negotiating, problem solving and managing diverse interest in a wide range of community issues.



Sandy Kaplan
Santa Cruz
Properties



Morgan Lyng
David Lyng Real Estate



Lauren Spencer
Coldwell Banker
Residential Brokerage



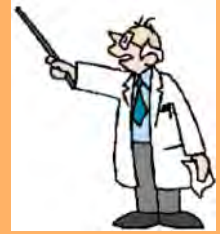
Randy Turnquist
American Dream
Realty



Frank McCue
American Dream
Realty



Education & Professional Development



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

[Twitter, Google+ and Pinterest](#)

Wednesday, June 6, 9 - 10:30 am



Learn how these 3 social media networks can help REALTORS® gain a marketing advantage. This course will give you an overview of these networks and their key features, time saving tips and examples of how REALTORS® are using these networks successfully.

[Matrix Essentials](#)

Friday, June 8, 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.

[Matrix Advanced](#)

Friday, June 8, 1 - 2:30 pm

Cost: Free to SCCAR Members with RSVP

Instructor(s): MLS Listings, Inc.

This course will provide you with advanced skill levels for the Matrix search application. Upon completion you will have learned:

Sorting Results, Statistics from Results, CMA's from Results, Area Statistics, Customizing Results, Building Hotsheets, Emailing Results, Auto Emailing.

[MLS CMA Training](#)

Wednesday, June 27, 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!

[What Does the Contract Really Say?](#)

Friday, June 29, 9 am – 12 pm

Instructor: Guy Berry

The Residential Purchase Agreement (RPA) contract is the most often used, yet little understood tool in the real estate business. Whether you are a new agent or a seasoned expert, by attending this seminar you will gain a deeper understanding of the RPA to be able to explain the contract to your client before they sign it, and do it correctly.

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

Who is Delivering & Protecting the Data?

Continued From Page 3

They do not hesitate to go to court if necessary. There is power in our numbers.

Our MLSlistings organization serves us well and is always finding ways to enhance the services.

If you have any questions about MLSListings, or believe you would like to participate, please contact me at bpalmer@baileyproperties.com (688-7434) or our CEO Kathy Hartman at 464-2000.

On Sale for June **Shoe Covers**



Help protect your clients' floors

50 Pair per box

\$15.00

(Regularly \$18.00)

Legislative Watch

Dale Fendorf
 LGR Committee Chair
dalefendorf@yahoo.com
 831-464-7801



The National Association of REALTORS® Midyear Legislative Meetings were held the week of May 14 - 18 in Washington DC. Since the District of Columbia is the heart of our national political machine, this was a great opportunity to lobby for the real estate industry. It has been 20 years since I first visited Washington DC. I was very proud then, and was very proud this time. Being involved in the legislative process, especially at our nation's Capitol, is extremely rewarding. I definitely learned a lot!

The week was packed with briefings, panel discussions, and receptions. These were all intended to convey our industry's continued interest in the fact that Home Ownership Matters! And it matters not just to REALTORS® but to our nation's economy.

I would like to thank SCCAR President Barbara Palmer for setting up a meeting with our Congressional Representative Sam Farr. The Congressman grew up in the Carmel area and has been in Congress since 1993. This meeting was attended by about a dozen of us from Santa Cruz County, Pajaro Valley, and Monterey County associations. During our meeting we discussed four talking points with Congressman Farr.

1. Secure the Future of Homeownership

Reform of the secondary mortgage market should be comprehensive, and the federal government must have a continued role in the secondary mortgage market to ensure that there is capital for the real estate marketplace. NAR advised members to support H.R. 1498 or S. 2120, which requires loan servicers to decide whether to approve a short sale within a specified time frame.

2. Preserve the Mission and Purpose of FHA

The House Financial Services Committee has passed H.R. 4264 "FHA Emergency Fiscal Solvency Act of 2012". This legislation seeks to provide FHA with protection against lenders who make errors of material fact and creates a structure of oversight.

3. Protect Tax Benefits

The housing market is still in recovery mode, and this is no time to eliminate the mortgage interest tax deduction. As a result, NAR advises support of H.R. 4202, which would extend mortgage tax deductions through December 31, 2014, and H.R. 4336, a similar bill, which would extend the deduction for one year.

4. Bolster Commercial Real Estate Lending

Pass H.R. 1418 and S. 2331, which would allow credit unions to loan on commercial real estate. Additionally, NAR recommends the passing of H.R. 940 and S. 1835 to create a U.S. covered bond market, which would create a new source of capital for commercial real estate and would complement the fragile commercial mortgage backs securities (CMBS) market.

he and his staff were on each of our real estate issues. For me, I discussed problems with FHA's condominium rules, which have resulted in a decrease of 41% for eligibility condominium projects (nationally). For example, if a condominium project has delinquencies above 15%, they are ineligible for FHA financing even if the condominium project has adequate reserves. Congressman Farr asked some questions and we talked about the need of mortgage capital to ensure the real estate market continues its path to recovery.

In conclusion, it was an honor to speak with Congressman Sam Farr, and you should rest assured that your real estate interests are being heard in Washington D.C. If you have not contributed to the REALTOR® Action Fund this year, now is a great time. A minimum \$49 is all it takes. It is through your contributions to RAF that makes the legislative process of C.A.R. and NAR possible. For more information about current bills and regulations visit: <http://www.realtor.org/political-advocacy/nar-activity-in-dc>

More Pictures on Page 9



DEPENDABLE and KNOWLEDGEABLE
 agent seeks customers looking for real **PROTECTION** and long term **RELATIONSHIP**

Look no further.
 Having one special person for your car, home and life insurance lets you get down to business with the rest of your life. It's what I do.
GET TO A BETTER STATE! CALL ME TODAY.

Laureen Yungmeyer ChFC, Agent
 Insurance Lic#: 0810216
 718 Water Street
 Bus: 831-423-4700
www.laureenyungmeyer.com

State Farm Mutual Automobile Insurance Company,
 State Farm Indemnity Company, State Farm Fire and Casualty Company,
 State Farm General Insurance Company, Bloomington, IL

1101201

It was clear to me that our visit to Capitol Hill really was important to Congressman Farr and I was impressed with how well informed



Co-Tenants Must Consent to the Exercise of Lease Options

Terry Rein
Bosso Williams, APC

**Real Estate
Legal
Matters**

In the recent case of *Kavin v. Frye* (204 Cal.App.4th 35 (2012)) the California Court of Appeal, 2nd Appellate District, held that one co-tenant does not have the power to exercise an option to extend the term of a commercial lease without the consent of the other co-tenants.

A landlord entered into a written sublease agreement (the Lease) with four co-tenants. Two of the co-tenants were partners in a small boutique, and the other co-tenants were relatives of the business partners. The initial term of the Lease was for three (3) years, with an option to extend the Lease term for an additional three (3) years. The Lease provided that the option had to be exercised six months before the Lease termination date. The Lease had a “holdover rent” provision, which stated that rent would be increased to 200% of the base rent in the event of a holdover beyond the Lease termination date. The Lease also provided that all co-tenants were jointly and severally liable under the terms of the Lease.

Shortly after the boutique business opened, one of the partners informally turned the business over to the other partner. Time passed, the deadline for exercising the option expired, and the initial Lease term expired. Approximately nine (9) months after the expiration of the initial lease term, the Landlord approached the co-tenant in possession and asked her to exercise the option to extend the lease term. He instructed her to write, “We hereby exercise our option to extend our lease for another 36 month lease.” He also told her not to date it because the time for exercising the option had expired. The other co-tenants did not sign the document

and did not authorize it. Shortly thereafter, the business failed and the co-tenant who signed the document filed for bankruptcy relief. The Landlord filed an action against the remaining three co-tenants.

The trial court held that the one co-tenant cannot exercise an option on behalf of the others without their prior approval, and the Landlord filed an appeal.

The Court of Appeal affirmed the decision of the trial court, and held that under the terms of the Lease, the option automatically expired because it was not exercised before the option deadline. The Court refused to recognize the belated acceptance of the option. Further, the Court stated that an option in a lease with co-tenants must be exercised by all of the co-tenants, and absent a partnership or other written agreement, no one co-tenant may bind another or be bound by another. Finally, the court held that the co-tenants would not be liable for the 200% holdover rent because the Landlord had been accepting the lower rent from the co-tenant in possession.

In this factually intensive case, Kavin is a reminder that an option to extend the term of a lease must be exercised in a timely manner and if an option to extend the lease term is exercised, a Landlord should follow up to confirm that all co-tenants consent to the exercise of the option.

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.

Biggest Marketing Boo-Boos

by Kevin Nunley



There are two things that will sink your marketing and advertising almost every time. More often than not, when someone says “my ads didn’t work,” one of these two boo-boos are to blame.

Marketing that isn’t targeted to a specific kind of customer doesn’t work (unless you have LOTS of budget). Big companies can blanket radio, TV, and magazines with million-dollar ad budgets. They know they will catch their best customers somewhere in the crowd.

The rest of us have to first find our best customers, figure out what media they use, and tightly target our advertising to reach those best customers.

The second major marketing boo-boo is so simple you may not believe it. Most marketing fails because people didn’t understand it. The message was too clever, too technical, intended for a different audience, too long, or in an e-zine they couldn’t figure out how to read.

Once when I was working in radio, I jumped on the air and announced the first caller would get tickets to see the Rolling Stones. My tongue got tied and I mumbled my way through the announcement. No one called, not a single person.

A few minutes later I read the announcement again, this time speaking clearly. The phone rang off the wall.

©2010, Kevin Nunley. All rights reserved. FrogPond offers you FREE [1 Minute Housing Market Report](#). Agents Sign Up [HERE](#) for your personalized e-Newsletter.



In Memoriam Donald Hastings January 3, 1947 – April 23, 2012

SCCAR is sad to announce that former member Don Hastings died after a lengthy illness.

Don first worked for County Bank in Santa Cruz, followed by positions with other banks and lending institutions. Prior to retirement, he was a partner at Shoreline Lending in Capitola. He was an Affiliate Member of the Santa Cruz County Association of REALTORS® and volunteered many hours of service to the Association.

Don was an avid sports fan, closely following the Los Angeles Dodgers, Los Angeles Lakers, and UCLA football and basketball. He coached and was involved in player placement and tryouts for many years for Santa Cruz Little League. Don also enjoyed playing recreational slow pitch and softball.

He was a loving father and grandfather and will be missed by his wife of 39 years, Darlene. Contributions may be made to the Leukemia and Lymphoma Society or a favorite charity.

We will miss this wonderful and caring man.

Our Representatives at NAR in Washington



above
Bobbie Nelson,
C.A.R. Director
and Kevin
Brown C.A.R &
NAR Director



above
SCCAR President,
Barbara Palmer
and Sandy Kaplan,
C.A.R. Director



*REALTOR® Rally attended by
over 13,000 REALTORS®*



at left
Sandy Kaplan, C.A.R. Director with
Dale Fendorf, LGR Committee Chair



Lori Strusis, Century 21 Showcase, whose team did a record 8 homes!



Marjorie Vickner, Century 21 Showcase



Susie Stelle and Carla Richmond, Century 21 Showcase



Homeowner Pat S. with Cathy Ware, Monterey Bay Properties



Ed Gagne, Bailey Properties and Cathy Ware, MBP



SCCAR President, Barbara Palmer getting things done!

Homeowner Gary H. With volunteers Maria Rimbe, American Dream Realty, Huve Rivas, Monterey Bay Properties And Gaye Hufft, Bailey Properties, Inc.



More Pictures on Next Page



Aimee Thayer-Garcia, Susan Davis, Lorraine Donner, Bailey Properties, go team!



Dick Cornelsen, 1st Reverse Mortgage, happy homeowner Charlene B., and Inez Pandolfi, Century 21 Lad



Samantha Olden, David Lyng, John Hickey, SCCAR President-Elect and Mary Lou Tzimbal, Bailey Properties



Samantha Olden, David Lyng, Mary Lou Tzimbal, Bailey Properties, homeowner Mary C. with John Hickey, SCCAR President-Elect

Thank You To This Years RSVP Volunteers And Donors, We Couldn't Do It Without You!

Betsy Tyler, Monterey Bay Properties
Linda Darrigo, Monterey Bay Properties
Dimitri Timm, Princeton Capital
Teresa Marlow, Monterey Bay Properties
Lori Strusis, C21 Showcase
Carla Richmond, C21 Showcase
Susie Stelle, C21 Showcase
Marjorie Vickner, C21 Showcase
Jan LaFever, C21 Showcase
Valerie Reed, Monteville Resident
Leilani Williams, American Dream Realty
Bernie Alioto, Monterey Bay Properties
Iris Rooney, Monterey Bay Properties
Dennis Spencer, WIN home Inspection
Samantha Olden, David Lyng
John Hickey, Monterey Bay Properties
Mary Lou Tzimbal, Bailey Properties
Maria Rimbe, American Dream Realty
Huve Rivas, Monterey Bay Properties
Gaye Hufft, Bailey Properties
Laurie Petruzzi, Bailey Properties
Inez Pandolfi, C-21 Lad

Sybille Miller, C21 Award
Dick Cornelsen, 1st Reverse Mortgage
Barbara Palmer, Bailey Properties
Cathy Ware, Monterey Bay Properties
Ann Filbin, Monterey Bay Properties
Ed Gagne, Bailey Properties
Gloria Behman, Bailey Properties
Susan Davis, Bailey Properties
Lorraine Donner, Bailey Properties
Aimee Thayer-Garcia, Bailey Properties

RSVP Donations

Norma I Milete, SCCAR
Linda Darrigo, Monterey Bay Properties
Jan LaFever, Century 21 Showcase
Betty Danner, Coldwell Banker
Teresa Marlow, Monterey Bay Properties
Betsy Tyler, Monterey Bay Properties
Sheila Koski, Monterey Bay Properties
Kathy Runyon, Monterey Bay Properties
Winnie Johnsen, Monterey Bay Properties



Event volunteers Dimitri Timm, Princeton Capital and Lori West, First American Title Co.



Cooking up some tasty grub is Dennis Spencer, WIN Home Inspection and Randy Young – who made some killer beans!



Tasty home made treats for our Baking Contest!



Tom Stelling and Elaine Della-Santina, Keller Williams and Lee Asher with Tony Robbins



Sandy Kaplan, SCCAR Director, SCCAR President Barbara Palmer, Betsy Tyler and Anne Marie Sorcenelli SCCAR Directors serving up the grub!



West Coast Soul rocking the house!



Jeanne Mulhern, Keller Williams, Noel McCord, Open Advisors and Margarita sponsor with Mike Mulhern, Keller Williams



One happy server, SCCAR Director, John Peterson



Marilyn MacKimmie and SCCAR Director, Morgan Lyng with Robin Magana, Old Republic Title.

More Pictures on Page 13



From the desk of Dale Gray

Government Affairs Director

Looking For a Few Good Men and Women

Welcome Dale Fendorf our new Local Government Relations Committee Chair! Dale was Vice Chair of the SCCAR Local Government Relations Committee (LGR). As of March he has taken the Chair position. I am now known as Dale1 and he is known as Dale 2.

We are looking for a few more committee members to strengthen LGR. We are currently monitoring eleven issues that affect REALTORS® and Affiliate Members in Santa Cruz County. It is likely that there are more to come since our industry seems to be a target for legislators. If you have an interest, please contact Dale1 at dale@mysccar.org or Dale2 at dalefendorf@yahoo.com and we can tell you what is involved in being a committee member.

3.8% Tax to go into Effect in 2013

February 27, 2012 by Linda Goold

The SCCAR legislative contingent just returned from the NAR business meetings in Washington DC. Linda Goold is NAR's amazing authority on tax issues. Since there is so much hype and concern right now in the real estate industry about this tax, I am providing her synopsis:

The health care legislation enacted in 2013 included a new tax that was designed to affect upper income taxpayers. The 3.8% tax is imposed ONLY on those with more than \$200,000 of Adjusted Gross Income (AGI) (\$250,000 on a joint return). The tax applies to investment income, defined as interest, dividends, capital gains

and net rents. These items are all included in an individual's AGI. A formula will determine what portion, if any, of these types of investment income would be subject to the tax.

The tax is NOT a transfer tax on real estate sales and similar transactions. Not long after the tax was enacted, erroneous and misleading documents went viral on the Internet and created a great deal of misunderstanding and made the tax into something far more draconian than the actual provisions.

The new tax does NOT eliminate the benefits of the \$250,000/\$500,000 exclusion on the sale of a principal residence. Thus, ONLY that portion of a gain above those thresholds is included in AGI and could be subject to the tax.

REALTORS® should familiarize themselves with the tax, but should not advise their clients about the application of the tax. The amount of tax will vary from individual to individual because the elements that comprise AGI differ from taxpayer to taxpayer.

Visit the links below for additional in-depth information.

[NAR video](#)

[FAQs](#)

[Download a comprehensive brochure](#)



Marilyn Johnson, Bailey Properties, Lisa Cardoza, American Financial Network and Robert Bailey, Bailey Properties



Loree Doan, Stewart Title with SCCAR Treasurer, Betty Danner



Dee Buckelew, Property I.D. With SCCAR President-Elect, John Hickey



**SCCAR's 2nd Annual
Countywide Open House
Weekend
Saturday & Sunday,
July 28 and 29**

This event is designed to encourage consumers to visit open houses, learn the benefits of homeownership and further the dialogue with local SCCAR REALTORS®

What you can expect from SCCAR:

- Local coverage
- Online and Social Media Promotion
- REALTOR® Balloons
- Event Signage for use the weekend of the event

What SCCAR members provide:

- Participation! Hold an Open House either or both Weekend Days
- Include event information in your marketing materials
- Display balloons and signage on event weekend

**Let Us Know You're Participating!
andrea@mysccar.org or 831-464-2000**

Santa Cruz

One of the greatest places to live on this planet!

Did you know that we are living on the edge?.....

.....Yes, the edge of the Pacific Tectonic Plate!

*Geo**Disclosure*®

Your local expert with over 12 years of experience,
specializing in Santa Cruz County Natural Hazard Disclosure

Committed to serving our Santa Cruz County Real Estate Community

Check out our new website!

www.geodisclosure.com



Affiliate News

Dennis Spencer
 2012 Affiliate Chair
 WIN Home Inspection
dspencer@wini.com



A Great Time and A Great Cause!

May was a banner month for well-organized and fun events at the Santa Cruz County Association of REALTORS®. On May 9th the Association held their annual Spring Fling BBQ. The weather was absolutely perfect for an outdoor BBQ lunch and approximately 130 attendees enjoyed chicken, skirt steak, beans, salad, garlic bread and beverages on the outdoor patio of the Association while grooving to the blues/jazz/rock sounds of the awesome and local band West Coast Soul.

The Spring Fling is a collaboration of the Affiliate Committee, the staff of the Association, and the Association Board of Directors. It could not occur without the commitment of many volunteers, and as such I would like to acknowledge and thank everyone who pitched in to make this event the success it was. First on my list is the Affiliate Committee for months of planning and flawless execution, thank you Dimitri Timm, Dick Cornelsen, Barbara Dimitruk, Loree Doan, Robin Magana, Mary Lee Wilkes. Secondly, a great big thank you to the staff of the Association whose years of experience assure that the event runs like a Swiss watch. Special thanks goes out to the Association Board of Directors who manned the serving line, it was a true testament of their commitment to the members (Although watching them dance while serving made it look all too easy!). And finally special thanks go out to my friend Randy Young for cooking to perfection, and to Rodney Fitzpatrick for staying after to help with cleanup. It always amazes me how people step in to help when help is needed, so a great big thank you to all involved, mentioned or not, your contribution is genuinely appreciated.

The Affiliate Committee realizes the event would not be possible without the generous contributions of local businesses. We would like to thank our sponsors, Bosso Williams, Coastal Homes, Opes Advisors and MLSListings, Inc. We ask that you thank these businesses for their sponsorship and please support them as they have us.

On May 21st REALTORS® and Affiliates gathered at the Association to support the REALTOR® Service Volunteer Program (RSVP). RSVP is organized by Linda Darrigo of Monterey Bay Properties and Association Staff. RSVP is a program where REALTORS® and Affiliates perform chores such as installing smoke detectors, yard clean-up, window washing, changing furnace filters, for elderly or disabled renters and homeowners in our community. The recipients of the assistance are pre-screened to determine what is needed and are always very grateful for the help received. The volunteers are placed on teams of 4 or 5 people and are dispatched to two or three recipients. There is a great deal of camaraderie and fellowship among the team members and

Continued on Page 17



Affiliate Spotlight

Chick Donaldson
 Mason-McDuffie Mortgage
cdonaldson@mmcdcorp.com
 (831) 464-3000



Chick Donaldson has been providing mortgages to Santa Cruz area homeowners for more than 25 years.

In 2011, he joined Mason-McDuffie Mortgage, a mortgage banking firm based in San Ramon in the East Bay. The Mason-McDuffie brand dates to 1887 in the Northern California real estate business and this is the third iteration of the Mason-McDuffie name in the mortgage business.

Donaldson's office is located at 4170 Gross Road, Suite 1, in Capitola. He heads a team of five that includes his son, Bobby Donaldson as well as his daughter, Jennifer Farley, who is a loan processor. Both of his adult children graduated from local high schools.

During his career, Donaldson has been affiliated with both large national firms as well as operating independent mortgage brokerage companies. He was attracted to Mason-McDuffie because the firm handles all of its underwriting and loan processing in-house. Mason-McDuffie offers a full range of mortgage products so its loan officers can tailor the best program for their clients.



KENDALL & POTTER
 Property Management, Inc.



Serving
Santa Cruz County
 for over 30 Years
 Specializing in:

- RESIDENTIAL RENTALS
- VACATION RENTALS
- CORPORATE HOUSING

Attention Realtors: We pay you a referral fee.

The Phone Call is Free...The Management is Priceless!
888-692-8992
 783 Rio Del Mar Blvd., Aptos, CA 95003
WWW.MONTEREYCOAST.COM

Santa Cruz County Housing Statistics

April 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	11	3	12	\$ 182,333	\$ 167,000	94.97	\$ 547,000
Valley Road (54)	14	37	7	29	\$ 373,658	\$ 226,500	100.40	\$ 2,615,611
Aptos (49)	9	38	9	41	\$ 520,191	\$ 495,000	97.67	\$ 4,681,724
Ben Lomond (36)	8	26	5	34	\$ 394,790	\$ 350,000	101.03	\$ 1,973,950
Bonny Doon (32)	1	12	0	0	\$ -	\$ -	.0	\$ -
Boulder Creek (34)	16	54	7	150	\$ 278,285	\$ 220,000	97.12	\$ 1,948,000
Brookdale (35)	1	7	1	7	\$ 377,000	\$ 377,000	99.47	\$ 377,000
Capitola (44)	7	24	8	91	\$ 572,562	\$ 483,250	96.11	\$ 4,580,500
Corralitos (53)	7	15	4	97	\$ 369,053	\$ 337,000	92.67	\$ 1,476,215
Davenport (31)	2	2	0	0	\$ -	\$ -	.0	\$ -
East of Highway 17 (50)	0	4	3	17	\$ 643,333	\$ 710,000	104.95	\$ 1,930,000
East Santa Cruz (42)	10	43	8	12	\$ 492,500	\$ 500,000	102.04	\$ 3,940,000
Felton (37)	8	19	5	63	\$ 300,859	\$ 339,000	97.99	\$ 1,504,299
La Selva Beach (51)	8	31	3	210	\$ 1,226,000	\$ 1,220,000	92.07	\$ 3,678,000
Larkin Valley (52)	2	8	3	50	\$ 405,000	\$ 355,000	100.20	\$ 1,215,000
Live Oak (45)	18	63	13	157	\$ 652,107	\$ 565,000	96.27	\$ 8,477,400
Lompico-Zayante (38)	5	12	1	90	\$ 108,000	\$ 108,000	93.99	\$ 108,000
Los Gatos Mountains (23)	19	63	6	187	\$ 764,766	\$ 759,800	97.61	\$ 4,588,600
Rio Del Mar/ Seascape (48)	15	63	8	137	\$ 772,481	\$ 550,875	97.55	\$ 6,179,850
Scotts Valley (39)	15	33	14	44	\$ 615,640	\$ 595,000	99.56	\$ 8,618,962
Seacliff (47)	6	17	1	23	\$ 773,250	\$ 773,250	96.78	\$ 773,250
Soquel (46)	12	48	10	85	\$ 581,600	\$ 590,000	99.15	\$ 5,816,000
Cruz/ Scotts Valley North (41)	8	25	1	168	\$ 475,000	\$ 475,000	95.19	\$ 475,000
Unincorporated Santa Cruz/Scotts Valley South (40)	15	27	5	41	\$ 917,100	\$ 929,000	101.40	\$ 4,585,500
Watsonville (56)	24	71	19	58	\$ 302,957	\$ 306,500	99.89	\$ 5,756,188
West Santa Cruz (43)	25	63	11	53	\$ 558,992	\$ 526,317	99.75	\$ 6,148,916
Summary	258	816	155	78	\$ 528,999		98.31	\$ 81,994,965

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
Amesti / Green Valley Road (54)	0	0	1	163	\$ 219,000	\$ 219,000	100.0	\$ 219,000
Aptos (49)	0	2	2	29	\$ 369,500	\$ 369,500	96.11	\$ 739,000
Boulder Creek (34)	2	4	3	159	\$ 160,058	\$ 174,174	97.28	\$ 480,174
Capitola (44)	6	24	4	206	\$ 327,000	\$ 325,000	95.55	\$ 1,308,000
East Santa Cruz (42)	2	6	2	13	\$ 444,500	\$ 444,500	100.11	\$ 889,000
La Selva Beach (51)	5	32	3	339	\$ 376,500	\$ 499,000	94.60	\$ 1,129,500
Live Oak (45)	11	46	8	44	\$ 250,500	\$ 245,000	98.13	\$ 2,004,000
Rio Del Mar/ Seascape (48)	9	35	3	193	\$ 612,000	\$ 623,000	92.40	\$ 1,836,000
Scotts Valley (39)	3	8	4	143	\$ 283,750	\$ 282,500	104.27	\$ 1,135,000
Soquel (46)	2	11	3	48	\$ 360,000	\$ 340,000	96.51	\$ 1,080,000
Watsonville (56)	10	27	5	32	\$ 189,400	\$ 205,000	100.19	\$ 947,000
West Santa Cruz (43)	10	25	7	53	\$ 336,414	\$ 319,900	97.85	\$ 2,354,900
Summary	60	220	45	105	\$ 313,812		97.24	\$ 14,121,574

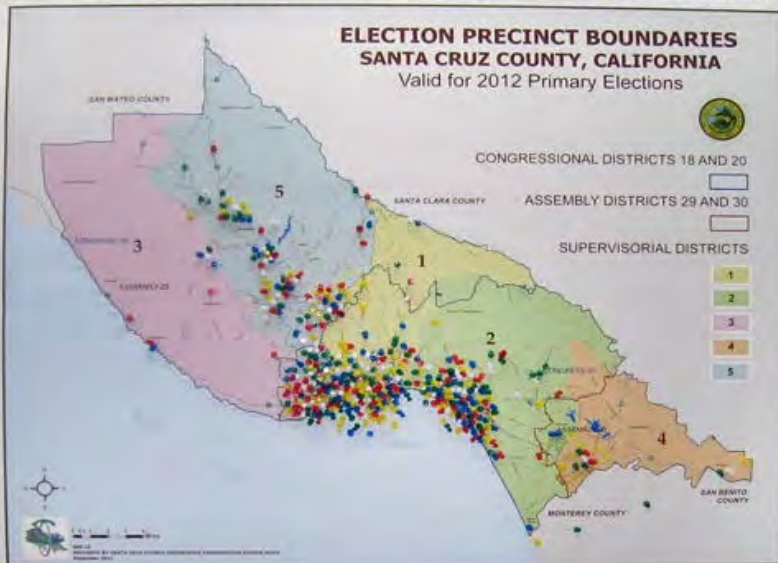
Data provided by MLS Listings, Inc.

SCCAR - June 2012

SUN	MON	TUE	WED	THU	FRI	SAT
					1 LGR Committee 8:30 AM Fundraising 9:30 AM	2
3	4 Events & Community Relations 11 AM	5	6 Twitter , Google+ , Pinterest 9:30 - 10:30 AM	7	8 Affiliates Committee 9 AM Matrix Training 10:30 AM & 1PM	9
10	11 HF Fundraising 9:30 AM	12 Housing Foundation 2:30 PM	13 SCCP 9:30 AM Executive Committee 12 PM	14  FLAG DAY	15 SCCAR Membership Meeting & Election 8:30 AM 	16
17  HAPPY FATHER'S DAY	18	19	20	21 Thirsty Thursday 4-6 PM	22	23
24	25	26	27 MLS CMA 10:30 AM	28	29 What does the Contract Really say? 9 AM—12 PM	30

Are you registered to vote?

I AM A REGISTERED VOTER, AND I LIVE HERE...



Come to the Association and mark your place on the map. If you need a voter registration form, they are available at the Association office. Elected officials and candidates that have visited our office have shown a great deal of interest in our members...help us gain clout to protect private property rights by marking your spot!

Affiliate News

Continued From Page 15

I'm certain many friendships were formed! This is a tremendously rewarding experience for those who volunteer as they get to see first-hand the positive effects of their efforts. This year RSVP was able to assist 34 local residents and did so with the help of 36 enthusiastic volunteers who realize the importance of improving the quality of life for the elderly in our community.