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SCCAR Blood Drive

Wednesday, August 15, 2012

Also inside:

Booths Now on Sale For 'A Taste of Santa Cruz' 2012!



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®
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For advertising and deadline information, please contact SCCAR.

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Technical Support Hotline



"Your operating system was installed on April 25th, which makes your computer a Taurus. As a Pisces, you're bound to have conflicts."

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REALTOR®

THE VOICE FOR REAL ESTATE IN SANTA CRUZ COUNTY



Message From The President

When the Offer Seems "Too Good to be True"

Tips for Avoiding Mortgage Loan Modification

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

Like all scams, this one promised results that seemed too good to be true.

In partnership with a Nevada-based foreclosure relief company called United First, Inc., attorney Mitchell Roth promised desperate homeowners that legal and other actions could halt foreclosure and even eliminate their debt. For \$1,800 in up-front fees and a minimum of \$1,250 a month, Roth sued banks on the homeowners' behalf, alleging that the mortgages had been sold to investors so many times that lenders could not prove who owned the property. Once filed, Roth let the lawsuits languish as long as possible, allowing him time to rack up more fees. In the end, not a single mortgage was modified or foreclosure prevented.

Ironically, scams like this operate right alongside legitimate foreclosure avoidance and mitigation programs that offer assistance at no charge. Fraud increases each time a new foreclosure program is introduced. Mortgage scams are up 60 percent nationally in 2012, according to the nonprofit Homeownership Preservation Foundation, as scammers gear up to help themselves to a share of California's \$18 billion settlement with five of the nation's largest mortgage lenders. Recently, the state Attorney General warned homeowners to be wary of solicitations from third parties promising to help them qualify.

So what can homeowners do to avoid becoming a victim?

- Never pay up-front fees. Foreclosure consultants are prohibited by law from collecting money before services are performed. Instead, call toll free (888) 995-HOPE or visit www.995hope.org/ for a referral to a free HUD-approved housing counselor who can educate you about loan modifications, short sales, and other alternatives to foreclosure.
- Only your lender or loan servicer is authorized to help you file a claim for assistance. You can visit www.nationalmortgagesettlement.com for more information.

Some major banks to contact:

- **Ally/GMAC** : 800-766-4622
- **Bank of America**: 877-488-7814
(Available M-F 7am - 9pm CT and Saturdays 8am CT - 5pm CT)
- **Citi** : 866-272-4749
- **JPMorgan Chase**: 866-372-6901
- **Wells Fargo**: 800-288-3212
(Available M-F 7 a.m. to 7 p.m. CST)

Loans owned by Fannie Mae or Freddie Mac are not impacted by this settlement. Visit the following websites to learn if your loan is owned by either Fannie Mae or Freddie Mac, there are programs in place to help you:

- <http://www.fanniemae.com/loanlookup>
- <http://www.freddie.mac.com/mymortgage>
- Don't transfer title or sell your home to anyone claiming to be able to rescue it from foreclosure by allowing you to stay on as a renter and purchasing it back in the future. Sometimes this scheme is part of a fraudulent Bankruptcy filing. Ultimately, the perpetrator may claim ownership and evict the homeowner.
- Don't make your mortgage payments to anyone other than your lender or loan servicer without the

Continued on Page 4



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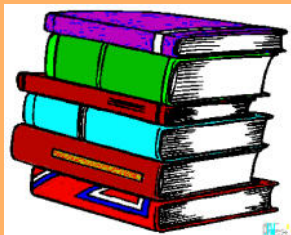
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Education & Professional Development



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

MLS Training: Essentials of Realist

Friday, August 3, 10:30 a.m.-12 p.m.
Cost: FREE. Pre-registration is a must
Instructor(s): MLSListings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Realist application. Upon completion you will have learned: Application navigation; Inputting search queries; Map search; Reporting & results options; Foreclosure reports; Map labeling; Saving searches; Data exporting.

REALTOR® Property Resource (RPR)

Friday, August 3, 1 - 2:30 pm
Cost: Free to SCCAR members with RSVP
Instructor(s): MLS Listings, Inc.

RPR offers REALTORS® the competitive edge via comprehensive property data and powerful presentation tools within a single website that includes: Tax Assessment MLS Content Foreclosure Data Liens / Permits Neighborhood Information Economics Mortgage & Deed Recordings REO / Short Sale Data Property Zoning Flood Plain Maps School District Data Demographics

SCCP Class 6. Schools

Wednesday, August 8, 9:30 am - Noon
Cost: \$20 SCCAR Members, \$35 Non-members
Michael Watkins, Superintendent, Santa Cruz County Office of Education will discuss:

- District Outlook for the next 10-15 years
- Inter-district transfers
- Charter Schools with Emphasis
- APT scoring explained and Charter Schools
- District Boundaries
- School Resources

We are offering this course to individuals who are not signed up for the entire series; therefore, seating is very limited.

Matrix Advanced

Wednesday, August 22, 10:30 a.m. to 12 p.m.
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.

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

Message From The President

Continued From Page 3

lender's or servicer's approval. Scammers generally keep the money for themselves, while your mortgage is likely to end up in default.

- Never sign any documents without first reading them. Many homeowners are falsely led to believe by scammers that they are signing documents for a loan modification or a new loan to pay off their old mortgage. Only later do they realize they have actually transferred ownership to someone who is now trying to evict them.

Finally, if you believe you have been the victim of a foreclosure scam, report it to the California Attorney General's Office, the Federal Trade Commission, or to the California Department of Real Estate or California Bar Association if your complaint involves a real estate broker or attorney. If the amount you've lost is less than \$10,000, you can file an action in Small Claims Court.

Mortgage foreclosure fraud can be prevented with awareness, education, and enforcement – and an occasional reminder that if the solution to your problem sounds too good to be true, it probably is.



Get that iPhone or iPad you've had your eye on, or accessories galore for your current Apple products in our Apple Gift Card Drawing, valued at \$400! Stop by SCCAR and get your ticket to enter for \$20 each or 3 for \$50. The drawing will be held once all 100 tickets are sold

Legislative Watch

Dale Fendorf
LGR Committee Chair
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The annual SCCAR “Mayors’ Breakfast”, sponsored by the Local Government Relations Committee (LGR), was held on July 11, 2012. Each of the Mayors gave a brief summary of major issues in their respective jurisdictions. REALTOR® Robert Bailey, Bailey Properties, Inc., was our moderator and did an outstanding job.

The elimination of Redevelopment Agencies (RDA) was a common issue, and will likely be an issue for quite some time. Mayor Donna Lind (Scotts Valley) said that the town center is moving forward, however at a slower pace without the assistance of RDA funds. Mayor Eduardo Montesino (Watsonville) mentioned how the State of CA has stopped the funding of enterprise zones which allowed businesses to receive special tax credits for locating in an economically depressed area. The enterprise zone program had allowed Watsonville to attract businesses such as Fox Shock, Del Mar Foods, and others. Mayor Don Lane (Santa Cruz) said that Santa Cruz was working on plans for the redevelopment of Ocean Street, however, things are now on hold without the help of RDA funds.

Mayor Don Lane stated that the downtown area is doing quite well with a low vacancy rate. Forever 21 will be open soon and is moving into the old Borders location. Also, Mayor Lane said that several hotel projects are underway with the largest being the redevelopment of the old UCSC Inn on Ocean Street, which will now be called Hotel Paradox. Mayor Lane was optimistic about new constructions projects including the soon to be open Monterey Bay Marine Sanctuary Center near the Santa Cruz Wharf. Additionally, Mayor Lane said that the City has a goal of being a more friendly business environment. As a result, they have created a Competitiveness Taskforce which looks at ways to encourage businesses to locate in Santa Cruz. One of the changes brought about by the Competitiveness Taskforce is, during the permitting process of a new business the application will go through a center point rather than having the permittee route their application through the different city departments. Santa Cruz set a goal of creating 200 new jobs over a three period, this goal has been met in one year! Mayor Lane said that the city has weathered this difficult fiscal environment by looking for cost savings which has led to the merger of USCS Fire Department with the City of Santa Cruz Fire Department. He indicated that Santa Cruz is seeking new revenue sources such as increasing the transient occupancy tax from 10% to 12%, which will be on the November ballot.

Water is a major issue throughout California. Mayor Lane said that most of the water for Santa Cruz comes from river and stream run-off. Due to environmental regulations for fish habitat restoration, in the future the city will be required to take less water. This has led the city to explore the potential for desalinization.

Mayor Donna Lind said that Scotts Valley has been fiscally conservative, and through furloughs and hiring freezes it has managed to

survive a difficult economic environment. Mayor Lind talked about how the new library was brought in under budget by remodeling the old roller rink rather than build a new building. The loss of Seagate was a big blow to Scotts Valley. Additionally, Mayor Lind said that Scotts Valley has an economic council that has helped businesses move to Scotts Valley. As a result, Bay Photo and Fox Shock have taken over the Seagate Campus. Mayor Lind was happy to see several new construction projects underway (two different townhouse developments) and a new Holiday Inn Express on Scotts Valley Drive will break ground soon. Mayor Lind said that the loss of Bethany University has been tough on the community of Scotts Valley, and she hopes some new entity will move in soon. Next, Mayor Lind said there has been some interest in the Borland Campus, but to her knowledge nothing has happened.

It was really interesting to hear Mayor Eduardo Montesino talk about the demographic challenges for the City of Watsonville. For example, one third of the population of Watsonville is under the age of 18. In the Fall, Watsonville often faces an unemployment rate of 25%. Due to the affordable cost of housing, Mayor Montesino said many people live in Watsonville, but work in other communities and Watsonville needs local jobs. With that in mind, there has been talk of annexing farm land on Riverside Drive for development, which is controversial. Main Street through Watsonville is also State Highway 152, and Mayor Montesino said the City would like to take over the maintenance and operation of the road from the State of CA. The Watsonville City Council recently approved for the November ballot, a \$5 legal defense fund for mobile home owner’s concerning rent control (i.e. Capitola dropped the defense of mobile home rent control after three decades due to high cost of litigation).

Michael Termini, the Mayor of Capitola, was unavailable. In his place, Vice Mayor, Stephanie Harlan attended the Mayors’ Breakfast. According to Vice Mayor Harlan, Capitola has managed the recession by not filling positions and controlling personnel costs. Capitola has some of the highest housing density in Santa Cruz County, including eight mobile home parks in a small city covering only two square miles. The mobile home parks had battled with the city for years over the issue of rent control, and finally the city was forced to settle with the park owners due to the high cost of litigation. Basically, the Vice Mayor said that the court costs of defending rent control were starting to eat up a large portion of their budget. Mayor Harlan said that Target® would be opening soon in the Capitola Mall and should bring approximately \$350,000 in new revenue. However, she is concerned that Target® may hurt some small businesses.

In conclusion, the 4th Annual Mayors’ Breakfast was a great event. With a packed room of SCCAR members, it reminded me of the geographic diversity of Santa Cruz County.

Mayors Breakfast Pictures



The Mayors Panel



l to r Vice Mayor City of Capitola, Stephanie Harlan, Mayor of Watsonville, Mayor Eduardo Montesino, Mayor Donna Lind, City of Scotts Valley, City of Santa Cruz Mayor, Don Lane with SCCAR President Barbara Palmer, Robert Bailey, C.A.R. Director and LGR Chair, Dale Fendorf.



SCCAR Members soaking up the great info!

SCCAR Government Affairs Director, Dale Gray with SCCAR Past President, Candace Bradfield



Thirsty Thursday Quench Your Thirst for Fun!

Join friends and peers at SCCAR's coolest networking event! Thirsty Thursdays are currently held once a month at one of Santa Cruz's best hot spots. Drink and appetizer specials are offered from 4-6 pm.

Get out and have some fun socializing and networking! It's a great way to get to know your fellow SCCAR members.

Upcoming Dates:

- August 16
- September 13
- October 18
- December 13





E-Mails and Binding Agreements

*Lloyd R. Williams
Bosso Williams, APC*

*Real Estate
Legal
Matters*

Most agents, especially those handling commercial real estate transactions, are familiar with the use of Letters of Intent as a means of reaching an understanding on basic deal points before preparation of a comprehensive purchase agreement or lease. Although there may be a few provisions that are expressly intended to bind the parties (e.g., confidentiality and no third-party negotiations), the Letter is typically not meant to be an enforceable agreement between the parties, and a properly prepared Letter will so specify. Most agents and many parties make extensive use of electronic communications in negotiations. Since emails are many times intended to be the equivalent of conversations between parties, there may be a tendency to forget that a collection of emails, taken together, may be interpreted to constitute a binding contract.

Pursuant to the California's Uniform Electronic Transactions Act, and the federal Electronic Signatures in Global and National Commerce Act, parties may sign and enter into certain types of contracts (including purchase agreements and leases) electronically. The parties must intend to conduct the transaction by electronic means; however, the intent may be determined from the context and surrounding circumstances, including the parties' conduct. Therefore, a court may interpret a collection of emails between parties, taken together, as creating a binding contract, so long as the required terms are included and the party to be charged has

"signed" the agreement. "Signing" can consist merely of the printed name of the party whom the other party ("Plaintiff") claims is bound by the terms agreed upon through the exchange of emails. Further, the Plaintiff need not have "signed" in order to claim the other party as bound. For a real estate transaction, the minimum terms are an identity of the property, the names of the parties, and the price and terms of payment. For a lease, besides the property description and names of the parties, the term (beginning and ending) and the rent, including time and manner of payment, are required. Customary terms, e.g., opening escrow, providing the deed, title insurance policy, prorations and escrow fees and costs may be determined by the court.

Almost all business emails include a confidentiality provision at the end, but if the main body of the email is part of negotiations for a sale, lease or commission agreement, there should be language added that is used in a Letter of Intent, to make sure the intent is clear that there is no intent to be bound unless and until a comprehensive and mutually acceptable agreement is signed by both parties. Disclaimer language can be comprehensive, as is usually included in Letter of Intent, or brief, so long as the intent is clearly stated that the message in the email is not intended, nor does it create a binding contract.

MLS UPDATE *MLSlistings, Inc.*

MLSlistings Updates Password Security: What You Need to Know

You may have noticed a slightly different login screen at Pro.MLSlistings.com. MLSlistings has updated its login security procedure, and all users will be asked to re-enroll in the new SafeMLS security process at some point over the next 60 days. The process takes less than two minutes; see the [video](#) on the homepage at Pro.MLSlistings.com for an overview of what to expect.

Some of the benefits of the new system include:

- No more password changes for those subscribers following the MLSlistings terms and conditions
- Use any device, anywhere - all devices are authenticated once the enrollment process happens

- Easier mobile access
- Passwords are no longer case-sensitive

MLSlistings has created an [FAQ](#) document with some helpful tips, available online in the What's New section at Portal.MLSlistings.com. For example, it is important to remember that each time you login you will have to type in your user ID/DRE number and your password; and using the browser save password options will not work with this new system.

If you have additional questions, please call MLSlistings customer service toll free at 1-866-734-5787 or email support@mlslistings.com.



Make Your Life Saving Appointment

The Santa Cruz County Association of REALTORS® is co-hosting a blood drive with the American Red Cross on Wednesday, August 15, 2012. Last year member support was outstanding with 52 people donating a total of 56 units of blood! We are hoping to help save even more lives this year.

“The Red Cross does not need blood – patients do. Every two seconds someone in America gets a blood transfusion. Five million patients will need blood this year.”

The blood drive will be held at The Church of Jesus Christ of Latter-day Saints, 220 Elk Street, Santa Cruz from 11 am – 4 pm. If you are a type O negative donor you can make a difference between adequate blood supply and a summer shortage. Make your life saving appointment by logging on to redcrossblood.org using the sponsor code: SANTA or by calling 1-800-RED CROSS (800-733-2767). If you have questions regarding your eligibility to donate blood, please call 1-866-236-3276. All presenting donors may enter into a drawing for \$25 gift card to Michael’s on Main.

We are also seeking volunteers for the day of the event. If you would like to be part of making this drive a success, please contact Norma I Milete at 831-464-2000 or norma@mysccar.org. Below is a list of shifts we need assistance with:

- Registration: 10:30 am – 1:30 pm
1:30 pm – 4:15 pm
- Canteen: 11:15 am – 1:15 pm
1:15 pm – 3:15 pm
3:15pm – 5:15 pm

Save the Dates!

Thursday., Oct. 11
Oktoberfest

Friday., Oct. 19
C.A.R. Update

Wednesday., Dec. 5
A Holiday Happening



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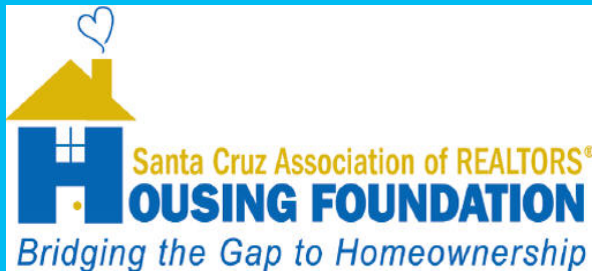
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Booths Now on Sale For 'A Taste of Santa Cruz' 2012!



A Taste of Santa Cruz

Local food, wine, artisans and an economic ticket price draws a huge crowd to 'A Taste of Santa Cruz' (ATOSC) every year. Eight years running, ATOSC, the Santa Cruz Association of REALTORS® Housing Foundation's largest annual fundraising event, has become a well-known popular Santa Cruz County affair. Now is your chance to be part of this fun and successful culinary extravaganza!

Our booth kick off was held in July and booths are selling fast! The deadline to get your space for your restaurant is Wednesday, August 15th. Please complete a [sponsorship packet](#) and submit it along with payment to secure your space. To view a map of the event, [click here](#).

This event draws nearly 800 attendees every year and exposes you and your company to the Santa Cruz community. All proceeds benefit the Santa Cruz Association of REALTORS® Housing Foundation's [Closing Cost Grant Program](#), which assists low income first time home buyers in our community.

The 8th Annual '[A Taste of Santa Cruz](#)' is slated for *Thursday, October 25th at the Cocoanut Grove, 5:30 - 9 pm.*

For more information about this event and a video please, visit www.atosc.com.

Thank You To This Year's Generous Sponsors!

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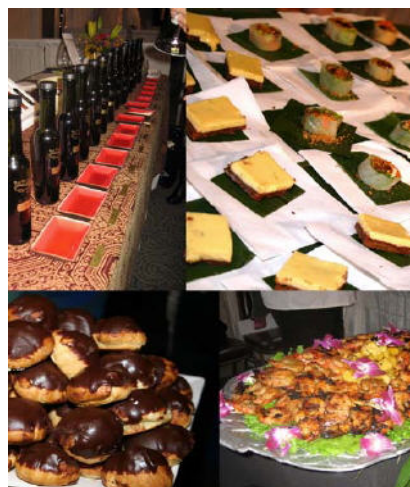


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- Real Estate 831*
- RPM Mortgage*
- Santa Cruz Home Finance*
- Wells Fargo Home Mortgage*
- WIN Home Inspection*



Your Facebook Business Page Checklist Top 10 Things to Make Sure your Timeline is Complete

By Karen Kefauver

Freelance Writer & Social Media Consultant

1. **Cover Photo** - Make sure you have a professional cover photo that is a clear image and cropped correctly for this space.

2. **About Profile Section** - Fill in as many as the empty blanks as possible in the ABOUT section. This helps search engines find you and your business.

3. **Tab Section** - Facebook allows you to move the tabs around. Be sure to add tabs, such as Twitter, You Tube and Events, to this section. (Example: <https://www.facebook.com/PeteCullenRealtor>).

4. **LIKE other Business Pages** - Using the Facebook "identity" as your Page (instead of your personal profile) go and LIKE other business pages on Facebook. You will need to go to the pull down arrow that says: "Use Facebook As.." then you have a choice which page to use.

6. **Photos** - Strive to include a photo with almost every post you make on Facebook. Some free photos can be found on Google Images. Posting photos (and videos and links) on your page helps it be found better on searches.

7. **Gain Fans on Facebook** - Occasionally post a message on your PERSONAL Facebook page a message that says: "Here's my Facebook Business Page for real estate. Please LIKE the page and help me spread the word by sharing this URL: (and post the actual link to your business page on Facebook).

8. **Facebook Page Promo** - Add your Facebook Business Page URL to your email signature and also list it on your other social media network profiles.

9. **More Facebook Page Promo** - Add a Like Us on Facebook button to your website and make it easy to find - preferable on the top corner of your homepage.

10. **Privacy** - Review all the privacy settings of your personal Facebook page to make sure that when clients search for you, you know what they see if/when they come across your personal Facebook profile.

Need help with social media marketing using Facebook, LinkedIn, Twitter, blogging and Google+? Contact Karen Kefauver at Karen@karenkefauver.com.

Karen also offers classes through the Central Coast Small Business Development Center: <http://centralcoastsbdc.org/node/3322>.



5. **Events** - Create a Facebook event, upload a photo to the event, share it to your Business Page and invite contacts to attend the event. Perfect for Open Houses.



Exercise Ambidextrous Decision-Making

Do you rely on data and analytics to make big decisions or do you follow your instincts?

While analytical decision-makers are usually more likely to make the right judgment call, intuition and gut feel can't be overlooked. In fact, many leaders have missed great opportunities because the data didn't support the risk, and the risk was actually worth taking.

Great leaders adeptly use both inputs. If you are really good at collecting and analyzing data to inform decisions, find ways to check your data against a gut feeling. If you generally rely on creativity and an intuitive understanding of the customer, see if you can develop more analytic muscle.

Consumers Now Aware of Social Causes

A [new Edelman study](#) shows consumers are demonstrating a greater attachment to good deeds and social causes. They are rewarding businesses who support good causes; at the same time, they can "smell out" businesses that are doing it merely for show.

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Affiliate News

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



The Value of Being Active

The single most daunting task that many of us SCCAR Affiliates face is how to spend our two marketing resources, time and money. So many methods of marketing compete for our limited resources. Think about it, you can make sales calls, run print ads, hit the social media trail, make radio or television ads, or take out a Yellow Pages ad, just to name a few. One thing they all have in common is that they are expensive in either cash, time, or both. Wouldn't it be great if there was a place where you could meet prospective clients for little cost, on a regular basis, to pitch your business, form relationships, and grow your business? There is! It's the Santa Cruz County Association of REALTORS®!

Speaking from personal experience I can attest to the value of being active in our Association. I've met great people, had fun, made new friends, became more active in the community and grown my sphere of referral clients. Becoming involved is not difficult. There are so many ways of participating and I'll list a few that I have found rewarding and beneficial. First and foremost, attend the weekly Broker Open Tour on Thursday mornings. The room will be filled with active REALTORS® and Affiliates that you will have the opportunity of meeting. Shake some hands, hand out your card, collect some cards, and let everyone there know you're in business and would love theirs! Contact [Norma I Milete](#) and for a small fee you can host the meeting and give a short talk about yourself and your business.

Join a committee. The Association has multiple committees that are always in need of members. Show up with an eagerness to become involved and you'll make a lasting impression that will surely help your services to become known.

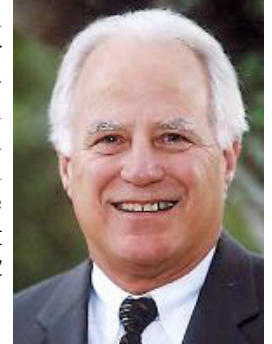
Volunteer to help at events and activities that are sponsored by the SCCAR. A few hours a month is all it takes and nothing creates new friendships like working side by side with fellow volunteers.

So, you've paid your money to be an Affiliate (and it wasn't much compared to some!) and now you're waiting for your phone to ring. I say make it ring. Come down to the Association and get involved, you'll be glad you did!



Affiliate Spotlight

Dick Cornelsen
Cal Con Mutual
Reverse Mortgage Loan Officer
RCornelsen@CalConMutual.com
www.CalConMutual.com



I have had the privilege of being involved in the reverse mortgage industry for over six years. Prior to my current involvement I have held positions in local youth ministry for 10 years, construction and real estate development for 4 years and the frozen fruit industry for 21 years. One focus for me has remained true: Doing what is best for the person or company with whom I have dealt or am dealing.

This focus is possibly most important in the reverse mortgage education and counseling process. There are many myths and misconceptions regarding the FHA insured reverse mortgage program. The part of my occupation that I enjoy the most is discussing (via listening and explaining) why a reverse mortgage "might" be a solution to a person's current or future financial situation when they are 62 or older.

Over the past few years there has not been a "typical situation" that a reverse mortgage can address, but ever expanding unique situations, from reinstating a life style to planning for the family future, this is a very safe financial product.

The Home Equity Conversion Mortgage (HECM) FHA insured reverse mortgage program using the process followed by [Cal Con Mutual](#) has brought solutions and answers to many of my new friends as we work together to find what is "best for them".

If you would like to discuss what is best for you in regards to a reverse mortgage for yourself, friend or family member please contact me.

4 Ways to Generate Blog Traffic From LinkedIn Answers

Would you like to get high-quality traffic to your blog as well as some really qualified leads?

According to **Diana Freedman**, [LinkedIn Answers](#) allows you to find people who state they have a problem or need that your product or service would solve. Here's what she suggests:

- Create a new blog post in response to a question
- Answer a question linking to relevant existing posts
- Create a standard signature for your answers
- Create a blog post asking a question that includes pictures

Santa Cruz County Housing Statistics

June 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)	4	10	2	15	\$ 192,500	\$ 192,500	96.78	\$ 385,000
Amesti / Green Valley Road (54)	7	32	8	34	\$ 269,175	\$ 255,000	98.71	\$ 2,153,400
Aptos (49)	17	47	5	147	\$ 470,000	\$ 380,000	99.44	\$ 2,350,000
Ben Lomond (36)	7	24	5	123	\$ 450,200	\$ 440,000	94.50	\$ 2,251,000
Bonny Doon (32)	1	14	0	0	\$ -	\$ -		\$ -
Boulder Creek (34)	22	63	7	171	\$ 281,857	\$ 259,000	96.72	\$ 1,973,000
Brookdale (35)	2	6	1	218	\$ 133,000	\$ 133,000	95.0	\$ 133,000
Capitola (44)	8	23	5	42	\$ 764,000	\$ 598,000	95.81	\$ 3,820,000
College Road (55)	1	2	0	0	\$ -	\$ -		\$ -
Corralitos (53)	6	20	1	252	\$ 585,000	\$ 585,000	98.48	\$ 585,000
Davenport (31)	1	4	0	0	\$ -	\$ -		\$ -
East of Highway 17 (50)	1	2	0	0	\$ -	\$ -		\$ -
East Santa Cruz (42)	18	48	11	100	\$ 499,840	\$ 500,000	98.02	\$ 5,498,250
Empire Grade Road (33)	1	2	0	0	\$ -	\$ -		\$ -
Felton (37)	13	29	5	52	\$ 464,457	\$ 518,888	96.61	\$ 2,322,288
La Selva Beach (51)	8	38	4	54	\$ 525,750	\$ 523,500	98.13	\$ 2,103,000
Larkin Valley (52)	4	15	1	76	\$ 725,000	\$ 725,000	98.11	\$ 725,000
Live Oak (45)	16	59	22	62	\$ 573,979	\$ 510,000	97.73	\$ 12,627,550
Lompico-Zayante (38)	5	17	1	324	\$ 180,000	\$ 180,000	94.74	\$ 180,000
Los Gatos Mountains (23)	18	66	10	53	\$ 736,112	\$ 765,000	94.69	\$ 7,361,125
Rio Del Mar/Seascape (48)	14	68	14	104	\$ 821,532	\$ 660,000	97.02	\$ 11,501,450
Scotts Valley (39)	9	38	6	50	\$ 633,833	\$ 629,000	99.48	\$ 3,803,000
Seacliff (47)	5	19	4	53	\$ 498,250	\$ 515,000	97.66	\$ 1,993,000
Soquel (46)	5	38	10	77	\$ 555,880	\$ 537,250	100.13	\$ 5,558,800
Unincorporated Santa Cruz/Scotts Valley North (41)	12	32	4	53	\$ 486,250	\$ 515,500	101.94	\$ 1,945,000
Unincorporated Santa Cruz/Scotts Valley South (40)	7	29	4	88	\$ 826,250	\$ 832,500	95.18	\$ 3,305,000
Watsonville (56)	10	55	18	51	\$ 282,172	\$ 292,500	100.04	\$ 5,079,100
West Santa Cruz (43)	24	64	14	57	\$ 615,298	\$ 556,000	98.36	\$ 8,614,172
Summary	246	864	162	77	\$ 532,513		97.74	\$ 86,267,135

June 2012: Santa Cruz County - Common Interest Development

City/Area	New Listings	Current Inventory	Closed Sales	Average DOM	Average Sales Price	Median Sales Price	% LP Rec'd	Total Sales Volume
Aptos (49)	3	4	1	24	\$ 340,000	\$ 340,000	97.42	\$ 340,000
Boulder Creek (34)	5	10	1	125	\$ 245,000	\$ 245,000	89.09	\$ 245,000
Capitola (44)	14	29	9	59	\$ 309,500	\$ 300,000	100.68	\$ 2,785,500
East Santa Cruz (42)	2	10	2	286	\$ 341,500	\$ 341,500	97.85	\$ 683,000
La Selva Beach (51)	2	26	2	408	\$ 530,000	\$ 530,000	94.64	\$ 1,060,000
Live Oak (45)	5	38	7	44	\$ 296,690	\$ 243,000	103.90	\$ 2,076,831
Rio Del Mar/Seascape (48)	9	45	0	0	\$ -	\$ -		\$ -
Scotts Valley (39)	6	11	5	38	\$ 351,219	\$ 297,000	97.53	\$ 1,756,099
Seacliff (47)	1	23	0	0	\$ -	\$ -		\$ -
Soquel (46)	4	8	2	14	\$ 336,500	\$ 336,500	98.68	\$ 673,000
Watsonville (56)	8	24	5	17	\$ 211,470	\$ 235,000	99.68	\$ 1,057,350
West Santa Cruz (43)	6	24	6	141	\$ 321,262	\$ 314,000	97.81	\$ 1,927,575
Summary	65	252	40	88	\$ 315,108		99.19	\$ 12,604,355

Data provided by MLS Listings, Inc.

SCCAR August 2012

SUN	MON	TUE	WED	THU	FRI	SAT
			1 Budget & Finance 8:30 am	2 Tour Meeting 8:30 am	3 MLS - Realist 10:30 am - 12 pm MLS - RPR 1 - 2:30 pm	4
5 	6 Events & Community Relations Committee 11 am	7	8 SCCP Schools 9:30 am - 12 pm	9 Tour Meeting 8:30 am	10	11
12	13	14 Housing Foundation 2:30 pm	15 ATOSC Restaurant Deadline	16 Tour Meeting 8:30 am Thirsty Thursday 4 - 6 pm 	17	18
19	20 Education Committee 9:30 am	21	22 Mastering Matrix 10:30 am - 12 pm	23 Tour Meeting 8:30 am	24	25
26	27	28	29	30 Tour Meeting 8:30 am	31	

SCCAR Welcomes the Following New Members!

REALTOR® Members

American Dream Realty
Ray Gilbert

Ash Properties
Robert Ash

Bailey Properties
Julie Francis
Carlos Gutierrez
Lucy Parks
Karla Stevens (transfer)
Dan Touissant

Coldwell Banker Residential Brokerage
Julie Matthews-Branecki
Shelley Crocker
John Ribera

Century 21 Award RE
Carla Cramblett

David Lyng RE
Steve Gonzales

Genevieve Jordan (transfer)
Steven McMurtrie (secondary)

House to Home Realty
Crystal Gianopoulos

Jim Leonards Mortgage Connection
Connie Neumann
Peter Scott

Keller Williams Realty
H. Joe Raassi
Sara Yeager

Russell Gross RE
Shar Wiley

Schwarzbach Associates
Jordan Beck

The Comstock Co.
John G. Moore

Tri-City Real Estate
Jorge Castaneda

Affiliate Members

Independent Mortgage Professional
Rachel Hill

Allterra Environmental, Inc.,
Nathaniel Allen

US Bank,
Caroline Liu

Cutco,
Mitch Felix

Monterey Santa Cruz Vacation Rentals,
Angel Dominguez

Junk King,
Mario Guzman