

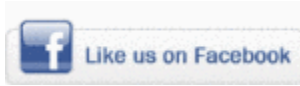
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January 4, 2017

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



Sam Farr to Accept Award at Installation Event

Join us in honoring our incoming President, Candace Bradfield, the 2017 officers and directors and our local award recipients - including former Congressman Sam Farr! - at our annual Installation Luncheon. Event date is Wednesday, January 18, 11 am - 2 pm at Hotel Paradox. Registration deadline is January 11, 2017.



[Buy tickets](#)

Sponsored by: MLS Listings, Inc., Bailey Properties, Inc., Allen Property Group, Inc., and Coastal Homes

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Celebration of Life for Rex Kuns

A celebration of life for Rex Kuns will be held this Sunday, January 8 from 1 - 5 pm in the Sun Room at the Coconut Grove.

Take Your Marketing Plan to the Next Level in 2017

Video marketing and messaging is the closest thing to face to face conversation! This course will teach you how to use video for marketing to get more listings. Registration fee includes lunch. Class date is Wednesday, January 11 at 11:30 am. [Read more](#)



SCCP Early Bird Ends Jan. 13

Earn your SSCP certification and become a local expert! The Santa Cruz County Pro (SCCP) series offers nine highly specialized courses held throughout the year. Past attendees rave - "*I have lived in Santa Cruz County for 46 years and I thought that alone gave me extensive knowledge of the area. After completing the series of classes I can honestly say I was totally impressed.*" Early bird price is \$99 through January 13 and increases to \$159 after that date! [Sign up today](#)

When the Basics are Needed - We've Got You Covered

Tackling Technology is a new class offered by the MLS where you will learn the basic computer skills to navigate through the MLS software and mobile apps. Free for members. Course date is Friday, January 20 at 10 am. [Read more](#)

Anthem Open Enrollment Extended

Anthem Blue Cross HMO & PPO plan are available now. Open enrollment has been extended to January 25, 2017. Please call 800-446-2663, visit www.benefitsstore.com or send an email to info@benefitsstore.com CA Insurance License No. 0680704

zipForm Live Webinars in January

Take advantage of another great member benefit! C.A.R. offers free training online for the transaction management software you use every day to close deals. Check out the January schedule [here](#).

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