

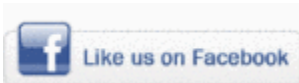
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February 10, 2016


eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



Valentine's Tour Contest Tomorrow!

SCCAR is celebrating Valentine's Day early at tour tomorrow! Dress in your favorite shade of red or pink (themed accoutrement always welcome) and be entered to win sweet prizes - cash and candy! See you at 8:30 at our office.

 	
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Green Home Expertise CEU Training

The green home market is growing, are you in? Attend this course to advance your credibility as a trusted expert, understand true green assets & their benefits, learn the latest updates on financial incentive and lending options and find out what's working in Realization of Maximum market VALUE. Course date is Wednesday, March 16 and is only \$5. Earn 7 hours of CEUs. [Register today](#)



Last Chance to Upgrade Your Listing!

Deadline is this Friday

The 7th annual REACH Guide is a full color publication that features all active SCCAR members and is delivered to local businesses, made available in our office and online year round. **Make sure your listing stands out from the rest by upgrading your listing for as low as \$25!**

[Read more](#) or view the [current issue](#).



zipForm® Tip of the Month: zipFormMLS-Connect®

The next time you write an offer, be sure to import the information that already exists in your MLS with zipFormMLS-Connect®. To begin taking advantage of this free member benefit . [Read more](#)



MLS Listing Management

New to the MLS? Then you need this course! Learn the structure of the MLSListings listing management input application, along with tools and techniques for enhancing your listing market exposure, keeping the data current and staying compliant with the MLSListings rules and regulations. Course date: Tuesday, February 16 at 10 am. [Read more](#)



Photo Opp This Friday!

Have your professional business photo taken by top real estate photographer Sean Kenney this Friday, February 12th. Special offer of \$20 off for SCCAR members. Appointments will fill up fast so call Taki or Sean today 818-288-8116 or 818-715-9829. [Read more](#)



Law AB 345 – Effective January 1, 2016

The new law requires a salesperson to be supervised by a responsible broker, and this bill requires a broker, as part of the broker's 45 hours of continuing education for a first time broker license renewal, to successfully complete a 3-hour course in the management of offices and supervision of licensed activities. For more information about this new law and the courses, please contact Laura Miraglio at 213-739-8214 or lauram@car.org

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