

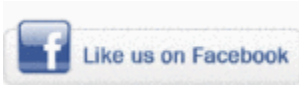
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June 15, 2016

eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update






REALTOR® Hunger Hoedown Challenge!

1 - 4 children are hungry or malnourished in Santa Cruz County. Please help them by taking part in the Hunger Hoedown REALTOR® Challenge - \$100 feeds one of those children a healthy meal for an entire year. Donate yourself or collaborate with your office! Donations benefit the Second Harvest Food Bank. [Donate now](#)



NAR Call for Action: Tell the Senate to Get to Work for Future Homebuyers

The United States Senate is missing an opportunity to improve housing markets across the country, and NAR needs your help to tell them to get to work and make homeownership a priority! Take action now to urge your Senators to pass H.R. 3700, the "Housing Opportunity Through Modernization Act of 2016." [Read more and Take Action!](#)



HomeSnap Training This Friday

Learn about [HomeSnap](#) this Friday, June 17th from 10 - 11:30 am. HomeSnap Pro provides an unprecedented amount of real-time information to agents on the go, giving them the flexibility to research homes, interact with each other, and collaborate with clients from their mobile devices. [Free with RSVP](#)



Beef Up Your Matrix Skills!

This Friday, June 17 at 1pm we are offering an Advanced Matrix course. Not all search tools return the same results. That's because zip code borders don't match to city lines and so on. Learn the features, benefits and limitations of each search tool, and how map search allows you to create accurate search areas on your own. [Free with RSVP](#)



Free zipForm® Training in June

SCCAR and C.A.R. are offering two valuable training sessions enabling you to get the most out of your member benefit on Wednesday, June 22nd. zipForm Plus and zipTMS (new) will be from 10 am - 12 pm. zipLogix Digital Ink Electronic Signatures an Mobile will be held in the afternoon from 1 - 3 pm. Both are free with pre-registration. Read more: [AM session](#), [PM session](#).



C.A.R. Finance Helpline Library

Members can use the C.A.R. Finance Helpline library in zipForm®. It provides the tools to assist clients by putting information about financing the transaction at your fingertips so you can easily share it with your clients. [Read more](#)



Free and Low-Cost Tech Tools to Try

At the REALTORS® Legislative Meetings & Trade Expo in Washington, D.C., REALTOR® Magazine took a moment to check in with a couple of tech experts in the real estate world to learn more about the free and low-cost tools that real estate pros can quickly and easily integrate into their businesses. [Check out what they found](#)

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