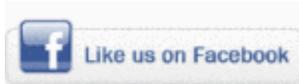


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July 6, 2016

# eSCOOP

Santa Cruz County Association of REALTORS® weekly industry news update



## Learn How to Generate Leads!

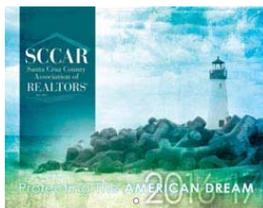
Join us for the next YREP Mixer on July 14 to learn "How to Generate Leads" at Michael's on Main – learning for the first hour and cocktails and networking for the second hour! The event will be facilitated by Paul Bailey, Bailey Properties who will discuss how to find clients and create loyalty. New and seasoned agents welcome! [RSVP today](#)



## Monday with the President Next Monday

Come by SCCAR next Monday, July 11 between 9:30 - 10:30 am to chat with the Candie Noel, SCCAR President. Discuss what's happening in the market, with the association or bring your suggestions and ideas to share! Candie looks forward to seeing you!

		
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## Dream Home Calendars on Sale

Featuring local student artists and their renditions of "My Dream Home", SCCAR's first annual wall calendar is now for sale. For only \$10, they make the perfect gift for your clients or for yourself. The calendar has a significant shelf life featuring 18 months and will carry you through next year!

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

The Senate has returned to DC after their holiday break and we have less than two weeks to get them to act. 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!](#)



### Lunch and Learn Wednesdays - NEW!

Join us for lunch and learn the power of 1031 Exchange and how to use them to build your business. Topics include 1031 Requirements: How to use the "Super Tax Break" and Strategic Farming Ideas to increase your listings. Free for SCCAR members. Class date is July 13, 1-2:30 PM.

[Register today](#)



### CAR June 2016 Forms Release

The C.A.R. Standard Forms Committee released two new forms and revised six others on June 27, 2016. The new forms are the Wire Fraud Advisory form (WFA) and the Seller Agricultural Land Supplementary Questionnaire (SALSQ). Find a quick summary that includes details on all the form revisions [here](#).



### Annual Leadership Election Goes Digital

As a reminder for REALTOR® members in good standing, you will be receiving an email on Monday, July 11 with information on how to vote electronically. Voting will remain open until 4 pm on July 21. Thank you in advance for your participation!



### Video: Year-round Tax Tips

REALTORS® benefit the most when they manage their finances during the year with an eye on their tax liability. That's the message of two tax experts who hosted a live webcast on how to manage your income like a business. The Voice for Real Estate for the week of June 20 also looks at NAR's condo financing Call for Action, the Move-Zillow legal settlement.

[Watch now](#)

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