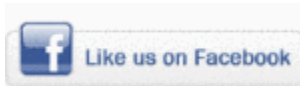


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August 9, 2017

Learn About a Potential New Point of Sale Regulation!



Potential New Point of Sale Regulation

SCCAR is hosting the City of Santa Cruz and the Coastal Watershed Council to discuss the impact of sewer systems on the local water table and possible regulations for point of sale inspections within the City. The City is also seeking feedback from the real estate community. You don't want to miss this! Event date: Monday, August 28 at SCCAR, 9 - 11 am.

[Reserve your seat.](#)

Vacation Rental Survey

The County of Santa Cruz is asking members of the public and interested parties to help write regulations for "hosted rentals," or short-term room rentals located within a domicile by filling a survey. Please take a moment to provide your feedback by Aug. 30. [Take survey](#)

zipForm Plus Gets a New Platform

On July 31, 2017, zipLogix™ released an all new zipForm® Plus platform. The latest enhancements provide an all-new, smoother user experience. To access the new platform, visit www.car.org and log in to zipForm® Plus. Then, click on the **Try New Plus** button at the top of the screen. [Support materials](#) can be found on the C.A.R. website.

Learn the Tools of Listing Management

Learn the structure of the MLSListings listing management input wizard, along with tools and techniques. Date: Friday, August 11 at 1 pm. [Free with RSVP](#)



Shareable Consumer Content

Looking for great consumer centric content to share on your digital outlets? Check out Houselogic.com. The site is loaded with information for homeowners who want smart solutions to enjoy, improve, and maintain their home; for buyers ready to find their happy place; and for sellers ready for their next chapter for your (noncommercial) use.



Market Intelligence = Market Expert

Market intelligence is defined as the information relevant to a company's business environment, gathered and analyzed specifically for the purpose of accurate and confident decision-making. Clients look to you to be the market expert. Date: Friday, August 11 at SCCAR [Free with RSVP](#)

Safety Tip: Stranger Danger

Tell your clients not to show their home by themselves. Alert them that not all agents, buyers and sellers are who they say they are. Predators come in all shapes and sizes. We tell our children not to talk to strangers. Tell your sellers not to talk to other agents or buyers, and to refer all inquiries to you. Find more tips at www.nar.realtor/Safety



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