

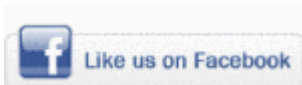
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September 28, 2016



Santa Cruz County Association of REALTORS® weekly industry news update



Where is the housing market going?

Find out from C.A.R.'s Chief Economist, Leslie Appleton-Young at our [Housing Market Update](#) Friday, October 7. Leslie will be presenting on today's California housing market and economic outlook for 2016. Attend this event and see where the market is going and where it has been. Ticket price includes lunch. **Deadline to register is this Friday, September 30, 2016.** Event date is **Friday, October 7, 2016**, 11:30 am - 1:30 pm at the Seascope Golf Club.

[Register today!](#)

C.A.R.'s Chief Economist, Leslie Appleton-Young will be presenting on today's California housing market and economic outlook for 2016. Attend this event and see where the market is going and where it has been.

Friday October 7, 2016
11:30 AM - 1:30 PM
 Seascope Golf Club
 610 Clubhouse Drive, Aptos
 Ticket price: \$25, includes lunch

This is not to be missed event and will sell out FAST!

Presented by: Leslie Appleton-Young, C.A.R. Chief Economist

Register online (mysccar.org), complete the form below and fax to 837-466-2557 or call 837-464-2556

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Can you really get good leads from social media?

Join President Candie Noel to discuss this trending topic that contains a wide range of variables including which platforms are best, how to measure ROI, where to best invest your time and energy and much more! The next Monday Morning with Candie is **Monday, October 3 from 9:30 – 10:30 am**. Come by for the hour or just pop in for a few. No rsvp required and the coffee is free!

What do you need to know to be a key negotiator?

Find out from a panel of experts on Wednesday, October 5 at 10 am! Our panel will explore and discuss: how to prepare for a negotiation, key skills, systems used, what you should "never do" and much more! Class price is \$15 and will fill up fast! [Register here.](#)

New laws affecting solicitation materials and disclosure

SB 710 – effective August 29, 2016 – Team names, salesperson owned DBAs and responsible broker identity: when does the brokers identity need to be included on solicitation and marketing materials and

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asked about that smel . [Read more by logging into CAR](#)

Risk Management for Teams: Does your team have employees?

Learn about the best risk management practices for teams with topics that include: Compensation - Does your team have employees?, Legal risks and benefits to brokers and the team, Team names and advertising (signage, brochures, business cards, etc.) Class date is Tuesday, October 18 at 1 pm. [Read more](#)



What you don't know can hurt you - learn the listing contract!

Did you know you can get paid even if the escrow doesn't close? That you can get paid even if an offer is received and accepted after your listing has expired? That offers you receive are not confidential? Learn about these topics and much more on Friday, October 21, 9 am - 12 pm. [Read more](#)

zipForm® Transaction Management Webinars

The California Association of REALTORS® offers FREE training online for the Transaction Management software you use every day to close your deals. Check out the October schedule [here](#)

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