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October 25, 2017



**Wine Down Wednesday Tonight 10/25!**

Taste your way through five fabulous local wineries with friends, business partners, coworkers or clients...all are welcome! Park and walk with attendees, or join along the way. First stop is Equinox at 4 pm, 334-C Ingalls St. Use your passport for free tastings or purchase individual tastings. The theme is Hawaiian so bring your aloha spirit! [Check out the full schedule!](#)

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**Costume Contest at Tour Tomorrow!**

Halloween is coming early to our tour marketing meeting tomorrow Thursday, October 26! Wear your favorite Halloween costume to be entered to win fun prizes It's going to be spooktacular! Meetings are held at our office from 8:30 - 9 am.

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projects within the coastal zone, guidelines regarding tree removal, steps to take for a landowner to get variances in coastal zone building guidelines most common building request rejected by the commission. Individual class price is \$20 for members. Class date is Friday, October 27, 9:30 am – 12:30 pm. [Register here](#)



## Existing-Home Sales Inch 0.7 Percent Higher in September

After three straight monthly declines, existing-home sales slightly reversed course in September, but ongoing supply shortages and recent hurricanes muted overall activity and caused sales to fall back on an annual basis, according to the National Association of Realtors®. [Read more](#)

## Lunch & Learn: Revenue Enrichment

Gain a competitive advantage by integrating reverse purchase into your real estate business. Learn about how your clients age 62+ can finance the purchase of a home without having monthly mortgage payments\*. Stay ahead of the curve around upcoming trends in real estate and real estate finance. Class date is Wednesday, November 1, 11:30 am – 1 pm. Instruction and lunch provided by AAG. [Register here](#)



## 5 Tips for Marketing Your Open House Digitally

Are you still relying on the same 3P plan for marketing your open houses? You know the drill: put an ad in the paper, put up your signs and pray that someone shows up? Today, marketing and converting open house leads is easier than ever, and it costs next to nothing. [Read more](#)

## Advertising: No Team is an Island

Shout the name of your team from the rooftops, but don't ignore the brokerage you're affiliated with. Your team can be the marketing focus, but you must also make the name of the brokerage you're affiliated with readily apparent to anyone seeing your advertising or marketing. The NAR Code of Ethics is clear on that. [Read more](#)

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