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MEMBERSHIP FEE'S ARE DUE ON JANUARY 1ST!

Please contact the SCAOR office if you have any questions on concerns at (831) 464-2000.

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Leadership Attends Retreat To Further SCAOR Goals

Incoming Santa Cruz Association of REALTORS® President, Sandy Kaplan, and SCAOR staff worked many hours to develop a leadership retreat that gave essential training to the incoming

SCAOR volunteer leaders on December 11th at the Coast Santa Cruz Hotel.

Sandy and association CEO Philip Tedesco reviewed the SCAOR Strategic Plan with the incoming leadership,

Barbara Palmer, Chair of the Local Government Relations committee, discussed the goals and plans her

See *Leadership*, Page 10



Dues Are Due on January 1st!

The dues statements were mailed out on December 10th, 2006, so you should have received yours by the latter part of December. If you have not, please check with your office, as it might have been mailed there instead of your home address. If you can not locate your bill, it

is your responsibility to contact SCAOR to pay your dues. Late charges will be applied after January 30, 2007. Please call us at 831-464-2000.

We thank you and value your continued membership at the Santa Cruz Association of REALTORS® and

look forward to another great year of bringing you exemplary customer service, a welcome atmosphere, benefits and services that help you succeed in your business, volunteer and network opportunities that connect you with the Santa Cruz community!

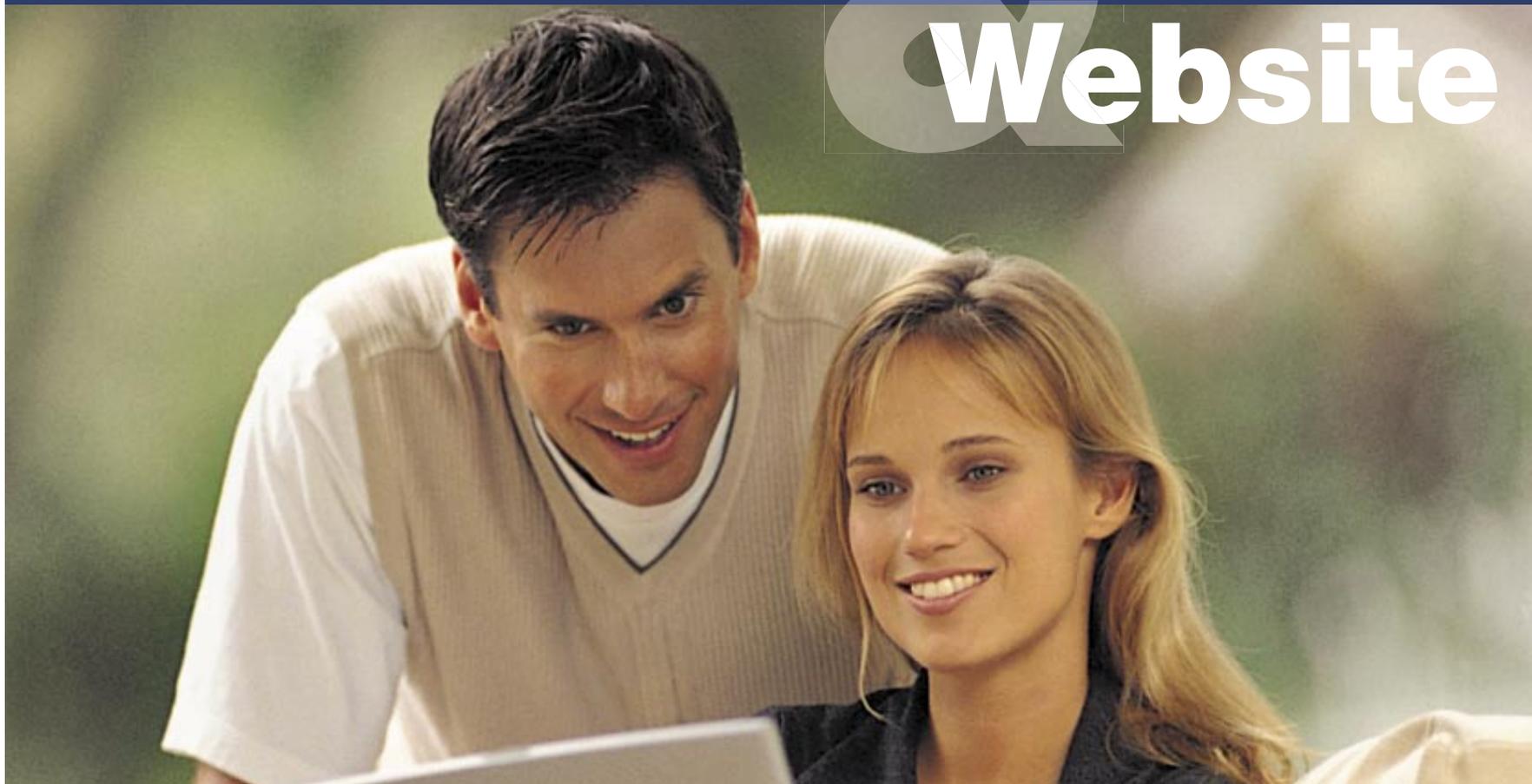


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REAL ESTATE is the official monthly newspaper of the Santa Cruz Association of REALTORS® provided as a member service to inform, educate and update REALTOR® and Affiliate members on local, state and national real estate news and the Association's calendar of events.

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Mark Gordon

President's Message

As I begin my first President's Message I must tell you I am so honored to be given the opportunity to represent you as your Association president this year. I take this responsibility very seriously and view my job as serving you, the membership, to the best of my ability.

First, I would like to thank Bobbie Nelson, for doing such a spectacular job as our president for 2006. She truly has our membership's best interest at heart. I would also like to acknowledge our fabulous staff at the Association for providing such incredible support. Philip, Norma, Karen, Julie, Leslie, Amy and Jennifer all work so hard to have our Association run so smoothly. They are professional, bright, energetic, creative and thoughtful. We are so lucky to have such a qualified staff and I would like to thank Philip for doing such a great job as our CEO. His leadership skills are excellent and we are so fortunate to have him as our Director.

As we begin 2007, I would like to encourage you – yes, you! – to get

involved at the Association. Whether it be on a committee, taskforce, event volunteer or whatever, the more you get involved, the more you will get back.

My vision for this year is for us to continue to function as team members, supporting each other and having fun at the same time. Some of my goals for this year are to continue increasing our professionalism, strengthening and growing our Local Government Relations committee, improving our leadership development, successfully addressing the changing housing market, and particularly supporting the growth of our Housing Foundation and continuing to work on more affordable housing for our local community. As REALTORS®, we are in the business of housing. As members of our local community, we have a vested interest in the quality and fabric of our community. So it is our responsibility to do our part to improve the state of housing in our own backyard.

As some of you already know, we have instituted a close of escrow

donation program which supports our Housing Foundation. It's easy, painless, and is a "win/win" for everyone. The Housing Foundation benefits from the donation, the client is impressed with a donation made in their honor, and we get to feel good about our contribution to our local affordable housing program. For more information, please contact Julie at SCAOR at julie@scaor.org or go to www.scaorhf.org.

So my wish for all of you as we begin a new year is much success, personal growth, good health, happiness and lots of fun. I'll end with one of my favorite quotes, "Be the change you wish to see in the world."



Sandy Kaplan

Santa Cruz Properties,
 2007 Association President
 831-588-8855

Affiliate Update

Happy New Year! Welcome to 2007 and another great year! 2006 was a great year for the Affiliate Committee -- our annual Affiliate Ski Trip was sold out, the Spring Fling was packed, our annual Charity Golf Tournament had a full field and 250 people attended the Holiday Open House -- I can't wait to top these numbers in 2007!

It's time to pull out that 2007 calendar and mark some important dates. Let's start with the 85th Annual Installation & Awards Dinner and Dance which will be held on January 12th, 2007 at the Coconut Grove honoring Sandy Kaplan as the new 2007 SCAOR President. Get your tickets by calling (831) 464-2000. The Affiliate Ski Trip is planned for March, the Spring Fling will be held May 2nd, July 20th is the Annual Charity Golf Tournament at Delaveaga and the Holiday Open House is November 28th.

I also want to introduce myself: my name is Dimitri Timm and I will be your Affiliate Committee Chairperson for 2007. I have been a part of the Affiliate Committee for several years and I am honored to a part of this organization and look forward to having another successful year. My 2007 two main goals for the Affiliate Committee are actually pretty basic. For one, I would like to see all of our events be just as successful as last year and my other goal for 2007 is to grow the overall affiliate membership and participation.

Being an Affiliate gives individuals great networking opportunities, it promotes better relations among affiliate companies who support the real estate industry and in addition it provides a channel of communication to enhance and maintain good working relationships

that promote the professionalism and common goals of the Association membership and shows individual support to the Santa Cruz Association of REALTORS®. As an Affiliate, your contact information will be placed into the *Affiliate Resource Guide* and on the SCAOR website which is utilized by our local Association of REALTORS®.

If you are interested in becoming one of our members, please feel free to attend one of our monthly meetings which is 8:30am on the second Wednesday of every month at the Santa Cruz Association of REALTORS®, located at 2525 Main St. in Soquel. Or, if you would like additional information about becoming an Affiliate member, please feel free to contact me at (831) 239-4163 or the association office at (831) 464-2000. January 10th, 2007, at 8:30 am will be our next meeting.

As we move into a new year, I can't help but be thankful for all the support and dedication we have had in 2006. Individually and collectively, I would like to thank all those who participated in the 2006 Affiliate Committee. The SCAOR Affiliates are made up some of the most giving, dedicated and energetic people who always go above and beyond. As many of you already know the Association staff is awesome, and I can't personally thank you enough for all your hard work for the Affiliates -- our committee would not be as successful as it is without all your help. Lastly, I would like to thank Shelly Paine of MortgageIT, our 2006 Affiliate Chair who did a great job last year and I would like to congratulate Alan Behrens of Network Mortgage who will be the 2007 Vice Chair.

I wish everyone a successful 2007 and I would like end with a quotation: "No act of kindness, no matter how small, is ever wasted." --Aesop



Dimitri Timm

First Net Mortgage,
 2007 SCAOR Affiliate
 Committee Chair
 831-239-4163

New Members

REALTOR® Members

Buxman & Associates

Carl Buxman

Keller Williams

Gena Ferrabee

Mary Martin

Real Options Realty

David Shaof

Affiliate Members

Ferrari Florist & Gifts

Sharon Richardson

Comments about an applicant's admittance should be submitted in writing to the Santa Cruz Association of REALTORS®, 2525 Main St., Soquel, CA 95073.

A 2007 Goal: Remember Why You're a REALTOR® and Not an Agent

As you renew your dues this year to continue your membership with the Santa Cruz Association of REALTORS®, we encourage you to review the Code of Ethics Preamble to remind yourself of the lofty ideals that you have pledged to follow by becoming a member of the Santa Cruz Association of REALTORS®, the California Association of REALTORS® and the National Association of REALTORS®.

REALTOR® Code of Ethics Preamble

Under all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS® should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership. They require the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.

Such interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which REALTORS® should dedicate themselves, and

for which they should be diligent in preparing themselves. REALTORS®, therefore, are zealous to maintain and improve the standards of their calling and share with their fellow REALTORS® a common responsibility for its integrity and honor.

In recognition and appreciation of their obligations to clients, customers, the public, and each other, REALTORS® continuously strive to become and remain informed on issues affecting real estate and, as knowledgeable professionals, they willingly share the fruit of their experience and study with others. They identify and take steps, through enforcement of this Code of Ethics and by assisting appropriate regulatory bodies, to eliminate practices which may damage the public or which might discredit or bring dishonor to the real estate profession. REALTORS® having direct personal knowledge of conduct that may violate the Code of Ethics involving misappropriation of client or customer funds or property, willful discrimination, or fraud resulting in substantial economic harm, bring such matters to the attention of the appropriate Board or Association of REALTORS®.

Duties to the Client and Customer:

Article 1: Protect and promote your client's interest, but be honest with all parties

Article 2: Avoid exaggeration, misrepresentation, and concealment of pertinent facts. Do not reveal facts that are confidential under the scope of your agency relationship

Article 3: Cooperate with other Real Estate Professionals to advance client's best interests

Article 4: When buying or selling, make your position in the transaction or interest known

Article 5: Disclose present or contemplated interest in any property to all parties

Article 6: Avoid side deals without client's informed consent

Article 7: Accept compensation from only one party, except with full disclosure and informed consent

Article 8: Keep the funds of clients and customers in escrow

Article 9: Assure, whenever possible, that transactional details are in writing

Duties to the Public:

Article 10: Provide equal service to all clients and customers

Article 11: Be knowledgeable and

competent in the fields of practice in which you ordinarily engage. Obtain assistance or disclose lack of experience if necessary

Article 12: Present a true picture in your advertising and other public representations

Article 13: Do not engage in the unauthorized practice of law

Article 14: Be a willing participant in code enforcement procedures

Duties to your fellow REALTORS®:

Article 15: Ensure that your comments about other Real Estate Professionals are truthful, and not misleading.

Article 16: Respect the agency relationships, and other exclusive relationships recognized by law, that other REALTOR® have with their clients

Article 17: Arbitrate contractual and specific non-contractual disputes with other REALTORS® and with your clients. When a person becomes a REALTOR®, he or she agrees to arbitrate disputes with other REALTORS® at their local Board or Association, pursuant to the Board or Association rules for arbitration.

- We print 27,100 Magazines every 4 weeks.
- We distribute 7000 magazines to prime locations outside of Santa Cruz county: Los Gatos, Saratoga, Santa Clara, Hollister, Gilroy, Salinas and Moss Landing.
- We stock over 350 inside and outside racks in quality high-traffic areas of Santa Cruz County.
- www.HomesMagazine.com is the the most popular real estate property search website in Northern California with 10,000 or more unique visitors a day viewing an average of 67 listings per visit! Our featured agent advertising program gets these

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Santa Cruz Association of REALTORS®
HOUSING FOUNDATION

Bridging the Gap to Homeownership

Message from the Chair

Happy New Year! I am so happy and honored to Chair the Santa Cruz Association of REALTORS® Housing Foundation this year. We had such great progress in 2006 including working in conjunction with the Housing Authority to develop and host a Housing Forum for real estate professionals to become more aware of the programs in place that assist the low to moderate wage earners throughout our County. We also increased our Closing Cost Grant allocation to up to \$5000 per recipient. In addition, we developed the application process and posted all the documents on our website making the information more easily accessible for our Grant recipients as well as the professionals assisting our County's eligible home buyers. We developed our Escrow Contribution program. To top off the year we raised approximately \$62,000 at our 2nd Annual *A Taste of Santa Cruz* event! Wow! I am grateful to our past Chair, Greg Turnquist, as well as our Board of Trustees and dynamic committee volunteers for our great success!

It is our vision for 2007 to continue to develop and grow our relationships with the entities throughout the County that support our mission statement and embrace our goals.

Also, along with the S.C. Association of REALTORS® we are in the planning

on hosting a Housing Fair in the Spring which will be open to the entire community to gain knowledge of all aspects of real estate including first time home buyers, low-income home buyers, seniors and investors. In addition we would like to continue to bring more awareness about our Escrow Contribution Program as another source of revenue. Most importantly, continue to out reach to those who will benefit from the Santa Cruz Association of REALTORS® Housing Foundation by "Bridging the Gap to Homeownership".

I look forward to working with our incredible Board of Trustees including our new Trustees (Woutje Swets, Elaine Della-Santina and Kulvinder Hummel) and committee volunteers. I know in my heart that 2007 will be another successful and productive year for the Santa Cruz Association of REALTORS® Housing Foundation because those of us who are part of this great organization are putting our hearts into it to achieve great success.



Janée DelColletti
Santa Cruz Mortgage,
2007 SCAORHF Chair
831-462-5575
jdelcolletti@
santacruzmortgage.com

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barbara@santacruzbroker.com



The SCAOR Housing Foundation received a check from the Women's Council of REALTORS® at their annual Installation in December

Interested in Supporting the SCAOR Housing Foundation?

Join a committee or arrange a presentation in your office.

Contact Julie Ziemelis at
julie@scaor.org or (831) 464-2000.

Save the Date!

Annual Installation and Awards Dinner Dance



Friday, January 12, 2007
6:30-11:30pm

Register Today!

Cocoanut Grove Ballroom
400 Beach Street,
Santa Cruz, California

Call (831) 464-2000
to register!

Santa Cruz County Statistics

Single Family Residences

2006	Current Inventory	New	Sold	Average	Median
Sept.	1,300	294	134	\$825,998	\$750,000
Oct.	1,188	262	145	\$798,333	\$754,000
Nov.	996	172	171	\$787,468	\$719,000

Condos/Townhouses

2006	Current Inventory	New	Sold	Average	Median
Sept.	298	69	36	\$508,866	\$499,950
Oct.	266	54	38	\$516,957	\$497,000
Nov.	241	45	24	\$490,358	\$472,000

For more information, go to www.scaor.org
and click on "News & Events."

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Get Your e-Pro Certification on January 16th!

The following article was authored by Saul Klein, President of InternetCrusade, the organization responsible for creating the REALTOR e-PRO® Certification course. e-PRO is the only NAR-approved Internet Certification Program. The vision for the future of e-PRO Certification is to create a well-trained, core group of real estate professionals who are thriving in the online-based real estate industry. The program will teach the REALTOR® about Internet business principles required to remain in the center of the real estate transaction.

To learn more about e-PRO attend an upcoming FREE e-Pro Workshop on Tuesday, January 16, 2007 from 1:00pm-2:30pm at SCAOR. Learn invaluable tech tips and how e-Pro will benefit you, plus receive a \$25 discount for your e-Pro enrollment. To register, simply visit ePROworkshop.InternetCrusade.com or call toll free (866) 377-6627. Seating is limited. Register today.

Are You Ready for the New Real Estate Industry?

At the push of a button, at the speed of light (well, almost. Actually, estimated to be 30,000 miles per hour), all the information in the world is now available to anyone who has a personal computer and access to the internet...and that

number continues to increase. Industry Standard magazine estimates:

Online Population

2000 – 128 Million (47%)

2005 – 210 Million (74%)

E-mail Sent Daily:

2000 – 9.7 Billion Messages

2005 – 34.6 Billion Messages

Are you ready for your 165 pieces of email a day (on average)...and yes, you want that many and more because every received e-mail from a prospect or client is an opportunity to send them an e-mail in reply, and every piece of e-mail is a marketing piece... free marketing will change the paradigm for those real estate professionals willing to accept the challenge and become truly e-mail proficient.

Everyone that has access to the internet also has access to everyone else that has access to the internet. This creates a whole new opportunity and channel of communication for the Real Estate Professional (any professional) seeking to develop stronger relationships with clients...past, present and future. The internet is, first and foremost, a vehicle for communication. It is the "network of networks." Real Estate is a business of people, a business of networks. Contact with people creates opportunity and the internet allows us to reach more people more cost effectively than ever before. Are you reaching

your share of the home buying and selling public? Is it possible that with all this information being accessible to everyone, more buyers and sellers will attempt to "do this on their own" with the help of technology and the internet?

One of the themes depended upon by real estate professionals across the country is the fact that buying and selling a home is an infrequent, emotional event in a person's life. As a result, so the theme goes, a real estate professional will always be needed, to help fulfill the emotional need and provide support for buyers and sellers. A real estate professional will always be needed, but will the job description and compensation structure of real estate professionals change, requiring additional skill sets. The answer is undoubtedly yes.

Many real estate professionals believe that they can never be replaced in a real estate sales transaction. This complacency could prove to be their downfall as a real estate professional. To survive in the real estate industry of the future, The New Real Estate Industry, real estate professionals must begin to examine the possible answers to the following questions, and work to stay ahead of the curve, or they could, over the next 5 years, find themselves out of a job:

It is true that the purchase and transfer of a home is an emotional event that has many tasks and needs that must be fulfilled by "someone;" but must that "someone" be a real estate professional as we now know them today, working as an independent contractor for a brokerage firm? If no, are there any examples of successful brokers using another model, such as salaried employees? The answer of course, is yes. We are seeing some brokers moving to a salaried employee model. All the facts are not in yet, but it is important to note that the current industry employee model is being challenged. Is there a broker in your area experimenting with this new employment model?

Is the current sales transaction model cost effective for consumers, the buyers and sellers of real property? If not, what will the future real estate sales transaction model look like? How will costs be cut? How will it become more cost effective?

Currently, e-transaction models look like they will increase costs and not the other way around. While the e-transaction platform may be 5 or more years away, it is a good idea to begin to move your practice into the digital arena as soon as you can.

Is it possible that the emotional needs of buyers and sellers may be satisfied by "someone" that works for a title company, escrow company, or lender; someone referred to perhaps as the "transaction coordinator"?

We are already seeing the banks moving to get into the game, and they might have the financial might to change

the employment model as well.

Can marketing be done cost effectively on the Internet?

Website marketing may be costly and unproven for many real estate professions, but email marketing is inexpensive and a growing. Have you created your e-mail marketing plan?

Can showings be arranged by "showing companies", companies with bonded employees who are present when a potential buyer wants to view a property (and hold open houses)?

The point here is many of the functions a real estate professional currently perform are not necessarily licensed activities. Can they be turned over to unlicensed personnel, saving the licensed activity work for the employed licensees?

Because loans are an essential part of most transactions, what if lenders formed an "association" and built a data sharing arrangement with each other that had the effect of providing what an MLS provides -- exposure of properties offered for sale? Is this a possibility?

Not only is it a possibility, it will probably happen unless you take the steps now to make sure your MLS and Real Estate Association continue to carry the "voice" for all of us.

In the age of information and technology, is it possible or even probable that the future needs of buyers and sellers involved in the purchase and sale of a home may be fulfilled by a new type of "professional" under a new real estate sales and transaction model? A real estate sale transaction model that is more cost effective than the current model, a model where the average costs of sale are between 5% and 7 1/2 %.

This too, is already happening. Will it get to the point where brokers must pay sellers to take their listing, making their money on the buying side when the seller buys again and maybe some revenue from the listing itself, which is "content" for the broker's and others websites.

Is there more than one successful model? What are some of the potential models or job descriptions of real estate professionals and what is the potential amount of compensation and method of compensation that will become commonplace? What method will consumers prefer and demand?

What is the role of the New Real Estate Professional? Who are they? How will they be paid? How much will they be paid?

Examining these questions in your local market is essential to your survival as a real estate professional. What are you doing and what is your plan to survive in this changing environment? One thing is for certain...technology and the internet will play a big role in the New Real Estate Industry and e-PROs will be there to compete.

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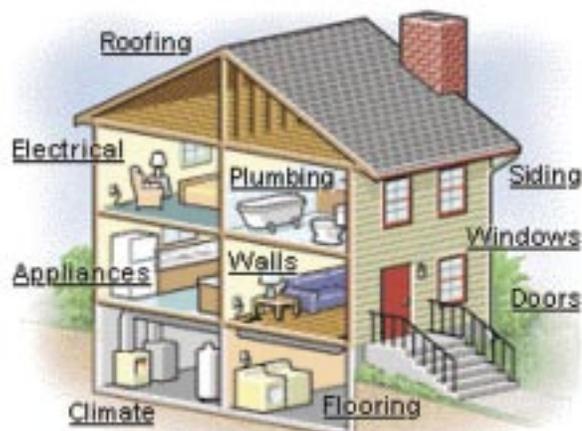
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Education

For questions concerning SCAOR education, please contact Karen Kirwan, Director of Education at karen@scaor.org or (831) 464-2000.

Avoiding the Pitfalls of Litigation in Today's Market

Monday Jan. 22, 2007, 9A.M.-10A.M.
Seminar Speaker: Timothy F. O'Leary, Attorney & Member of C.A.R.'s Strategic Defense Attorney Panel

Topics of discussion include current issues dealing with loan fraud, agent duties; & more! Free to SCAOR members. Pre-registration is a must as seating is limited. Contact SCAOR at 831-464-2000 or leslie@scaor.org.

Tax Deductions For Real Estate Agents: An Economic View

Presented by Dennis McKenzie
Thursday, Feb. 1, 2007 9AM-Noon

To register contact the SCAOR office 831-464-2000, \$35 Early-Bird Price SCAOR REALTOR® Members until January 12, 2007.

Seminar Topics: Auto Expenses, including new depreciation rules, leasing vs. buying, auto log issues Business & travel expense deductions Health and long-term care insurance deductions, retirement contribution allowances Home Office deduction rules What is required as "adequate" proof for deductions & audit purposes. This course is approved for 3 hrs. DRE Consumer Service Continuing Education credit.

Utilizing Auto-Responders to Cut Costs And Improve Efficiency

The following article was authored by Saul Klein, President of Internet Crusade, the organization responsible for creating the REALTOR e-PRO® Certification course.

InternetCrusade® is a leader in developing effective Internet Marketing Strategies. We believe the Auto-Responder is one of the most cost-effective, yet under-utilized, marketing tools available today. It will revolutionize the way we do business in the 21st Century.

The Power of the Auto-Responder

What is an Auto-Responder?

Think of it as the internet's answer to fax-on-demand. When someone sends an email to the special address we assign you, an automatic pre-written email reply message is sent to that person's computer instantly. Unlike fax-on-demand, your Auto-Responder can transmit a 75-page report in a few seconds and can respond to thousands of requests from anywhere in the world daily... you pay no long distance, printing nor postage charges.

For a demonstration, send a blank message to MailListInfo@InternetCrusade.com or to 5Steps@InternetCrusade.com

com and look for an immediate description of our Mail List and Web Marketing products in your return email.

What can an Auto-Responder do for you?

Anything served by fax-on-demand can be handled by email Auto-Responders for online users – sales letters, property listings, brochures, catalogs, product price lists, and course outlines, once they are converted to text-based computer files.

- Acts as your full-time personal assistant working for you 24 hours a day, seven days a week -- never takes a break or calls in sick...always there to make sure your message is available to anyone, anytime, anywhere in the world - even when your computer is not connected.

- Answers frequently asked questions (FAQs) -- a quick way to provide tech support on your products and services.

- Sends out confirmation letters when order forms are received.

What are some of the benefits?

Update your material instantly without having to engage your web designer to change the html codes on your Web site. FTP usage is not required. There are no charges and no restrictions on the

frequency of changes.

Your Auto-Responder message can be reached by anyone who has email access – recognize that many more people use email than use the world wide web.

You point people to your special Auto-Responder address by including it in your advertising, your email correspondence, and your electronic signature – use it to enhance your classified ads.

- Makes it easy for your target audience to respond. They do not have to insert certain words or address their response -- a blank message will do fine. All they do is hit the Send button!

- Captures the email address of the sender. A copy of the request is sent to your account promptly and automatically – an instant activity report. By asking them to indicate the source where they found the ad, you can track the effectiveness of your ads.

- For those without a Web site, here's an effective way to provide information about your products and services instantly and effortlessly – the perfect tool to enhance any business.

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Calendar

January 2007

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1 OFFICE CLOSED NEW YEAR'S HOLIDAY	2 OFFICE CLOSED NEW YEAR'S HOLIDAY	3	4	5 BOARD OF DIRECTORS 8:30A.M.	6
7	8	9	10 AGENT QUICK START CLASS 8:00A.M. AFFILIATE COMMITTEE 8:30A.M.	11	12 INSTALLATION 2006 PRESIDENT 6:30P.M. COCOANUT GROVE	13
14	15 OFFICE CLOSED MARTIN LUTHER KING, JR. DAY	16 E-PRO WORKSHOP 1:00P.M.	17 AGENT QUICK START 8:00A.M. BUDGET & FINANCE COMMITTEE 8:30A.M. GRIEVANCE COMMITTEE 2:30P.M.	18	19 LGR COMMITTEE MEETING 8:30A.M.	20
				Jan. 17-20 – CAR Meetings in Monterey, CA		
21	22 AVOIDING LITIGATION WORKSHOP 9:00A.M. HF TRUSTEES 3:00P.M.	23	24 AGENT QUICK START CLASS 8:00A.M.	25	26 GRI 100-101 8:00A.M.	27
28	29 OFFICE LIAISON COMMITTEE MEETING 2:00P.M.	30	31 ASSOCIATION'S ORIENTATION WELCOME 8:00A.M. STRATEGIC PLANNING COMMITTEE 8:30A.M.	HF = HOUSING FOUNDATION		

Save The Date!

February 1 – Dennis McKenzie
– Tax Deduction Class

February 2 – Board of Directors Meeting

February 2 – Assoc. Orientation

February 9 – GRI 102-104

February 14 – Affiliate Committee Meeting

February 16 – LGR Committee Meeting

February 17-21 – NAR Association Executives Insitute, San Diego

February 19 – Office Closed
Presidents' Day

February 21 – Grievance Committee Meeting

February 26 – HF Trustees

MONTHLY EVENTS:

- Board of Directors – 1st Friday @ 8:30A.M.
- LGR – 3rd Friday @ 8:30A.M.
- Affiliates – 2nd Wednesday @ 8:30A.M.
- Grievance – 3rd Wednesday @ 2:30P.M.
- Professional Stnds. – As needed
- Housing Foundation – 3rd Wednesday @ 2:30P.M.

EVERY OTHER MONTH EVENTS:

- Strategic Planning – Last Wednesday @ 8:30A.M.
- Budget & Finance – 3rd Wednesday @ 9:00A.M.
- Education – 1st Wednesday @ 9:00A.M.

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Leadership...

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committee had for 2007, and Suzanne Yost gave an MLS/REInfoLink update. Sandy also shared her overall goals for the association with the attendees, which she is sharing in her "President's Message" in this issue of the newsletter. A leadership training segment was presented by Gary Smith utilizing the world-famous Pike Place Fish Market principles of business success. Some of the points covered in the training included:

- A vision of power and possibility;
- People in your organization taking responsibility for the fulfillment of the vision;
- A work environment where fun, joy and play occur naturally;
- Associates that are inspired by each other's greatness;
- Teams that inspire creativity, empowerment and outstanding performance;
- An organization renowned for customer service;
- Unprecedented results.

The day was a great kickoff for all the wonderful goals planned for 2007 and we hope that you all will be part of the enthusiasm of creating opportunities for home ownership and buyer education for the residents of Santa Cruz County and for getting involved in your association!

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New Developments at RE InfoLink That Could Impact You

There are many new developments at RE InfoLink that could impact you. Please read the December edition of DirectConnect (sent to subscribers on December 15) carefully for this news.

Among the changes occurring in the next several weeks are:

- Web P&R Retires January 8 (REIL.com V3 training classes and tutorials available)
- Old REIL.com Retires December 19
- HomeWorks Upgrade Coming; New Subscription Pricing
- New Advanced CMA on REIL.com in early 2007
- ENeighborhoods Cancels MLS Alliance Contract

- REIL Shareholders Accept NCREX Bylaws
- REIL Can Change Listing Status to Closed
- Front Photo Service Available from Obeo for a Fee
- New Online Bill Pay Available

Much of this news has been in previous editions of DirectConnect and has been announced in a variety of venues (emails, tour meetings, office meetings, front page of REIL.com, phone calls to broker office, etc).

Please call REInfoLink's Customer Call Center if you have questions at 408-874-0200.



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BARBARA WILLARD-RODGERS

Barbara hails from Vancouver, Canada. Her passion for the West Coast has brought her to the Monterey Bay where she has made her home for the past eight years. She brings to Team Bailey almost twenty five years of professionalism in sales and marketing from the field of travel and tourism. She is a member of both the California and National Association of REALTORS® and is a Certified Relocation Counselor as well. With a degree in Spanish and Latin American

Studies, Barbara embraces the varied cultures this area has to offer.

"I fully understand how daunting buying or selling a home, or relocating can seem. With my integrity and dedication to your hopes and needs, coupled with the strength and high ethical standing of Bailey Properties, I am confident that together we will succeed in attaining your real estate goals."



LEANN DUPRÉ

Leann Dupré is a licensed Real Estate Consultant with over 10 years experience in customer service, project management, advertising & marketing. Leann joined Bailey Properties to utilize her expertise in land and other residential transactions and is anxious to be a part of a team that is results driven.

Leann was raised in Santa Cruz and has also lived in Maui and San Jose. Over a year ago she and her newly married husband and real estate partner, Bill, decided to settle in the

Santa Cruz Mountains. She enjoys house hunting, gardening, hiking, celebrating and spending time with family.

When you need up-to-date information on the real estate market and are considering buying, selling or investing, please contact Leann at 831-438-2300 x215.

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- ◆ In House Coaching
- ◆ R.E.A.L.™ Training



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For further information please contact Robert Bailey at 831.688.7434

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