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JANUARY 2008 • SCAOR.ORG

# inside REAL ESTATE

Santa Cruz County's Real Estate News Source

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*Late fees may apply after Jan. 31st!*

To ensure you continue to receive the wonderful services and benefits you currently enjoy as a member of SCAOR, please pay your dues invoice by the end of January.

If you have not received your dues notice, please call SCAOR as soon as possible to have a copy of your invoice sent to you or pay by phone. If you have any questions or concerns about your bill, please contact either Norma or Amy at (831) 464-2000.

## Inside this issue

### President's Message ..... 3

*Shanaman discusses what's in store for '08; Progress report on new EO selection.*

### Education ..... 5

*Skills workshop focuses on behavioral skills, marketing your services and professional presentation.*

### Affiliate News ..... 7

*– Bebhrens: Membership at an all-time high, still looking to increase that number!  
– New events considered include bowling and a day in the park.*

### SCAOR Holiday Party ..... 8 & 11

*Another year ends with photos and fun!*

### Staff & Board Treats CEO ..... 9

*Tedesco sets sail at staff farewell luncheon.*

### Foundation News ..... 10

*McCormac: "Chopper for Charity" kick-off  
– \$5,000 donation from Wells Fargo!  
– HF \$3,500 grant helps buyer close escrow!*

### Christmas Angels & Gift Wrap . 11

*SCAOR contributes to holiday spirit; over \$1,000 raised toward "Adopt-a-Family"*

### Legislative Watch ..... 13

*– Senate passes loan limit increase!  
– Bush signs Mortgage Tax Relief into law.*

### Benefits of Renting ..... 14

*Why own when you can rent? And who rents?*

# SCAOR Holiday Open House was jammin'!



*Amy Ferrasci-Harp is invited to sit in with the band!*



*The line-up: Christa Shanaman, Sandy Kaplan, Philip Tedesco, Barbara Palmer and Supervisor Mark Stone.*

Over 200 SCAOR members enjoyed a very festive annual holiday open house at SCAOR on November 29th. The event also was a farewell to outgoing CEO, Philip Tedesco who had a chance to say goodbye to the membership. As a surprise to Philip, LGR Chair, Barbara Palmer asked Congressman Sam Farr to create a Congressional Proclamation for Phil. She also invited Supervisor Mark Stone to attend the event and present Philip with a Board of Supervisors Proclama-

tion of Service, as well. Philip accepted both with much gratitude and plenty of applause for his six-year tenure with SCAOR.

The party started rocking when the band invited Amy Ferrasci-Harp, SCAOR Advertising Manager, to play drums with them. She took the drumsticks with authority and jammed with the band for a few songs. The event was also a fundraiser for Second Harvest Food Bank and Families in Transition. Thank you to everyone who made a generous

contribution to both organizations.

Affiliate Chair, Dimitri Timm, was thrilled with the turnout. "Thank you to all my fellow affiliates and colleagues who brought appetizers and desserts to the party. We appreciate your support and your tasty donations towards a great time! Thanks also to the SCAOR staff for their help in making the event fun and memorable. This party is a great wrap up to a wonderful year!"

*More photos, pages 8 & 11*

## CHECK OUT TECH CORNER, PAGE 12!

### • "Cool Tools" in '08:

- **ActiveRain.com** (Resources, information, groups... like MySpace for the Real Estate industry!)
- **WorldPress.com** (Create your own blog!)
- **Dell.com** (powerful new, streamlined laptop)

• Plus, our Education Dept. is working with Exceedio to bring more tech classes in '08; see page 5 and check online at [scaor.org](http://scaor.org) for the latest classes and registration dates.



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ADVERTISING INFORMATION

For advertising and deadline information, please contact Amy Ferrasci-Harp (831) 464-2000 • amy@scaor.org

INSIDE REAL ESTATE Newsletter

Inside 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 news, as well as the Association's calendar of events.

**Santa Cruz Association of REALTORS®**  
2525 Main St., Soquel, CA 95073  
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www.scaor.org

Design & production of Inside Real Estate:  
Sandra Dixon  
DixonGraphics.com  
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President's Message

Exciting New Year ahead for SCAOR

New Year welcomes new president, Christa Shanaman



**Christa Shanaman**  
2008 Association President  
Coast Country Real Estate  
(831) 475-3525  
christa@coastcountryhomes.com

Happy New Year!

I hope that all of you had a wonderful holiday season, and are ready for an exciting year at SCAOR!

Traditionally, the new year is a time of new beginnings, and 2008 will be no exception. At the time of this writing, we are in the final stages of the selection process for our new Executive Officer. We have had a terrific pool of applicants from which to choose, and have been working diligently to select the right candidate for the position. I expect to be making the selection announcement around the time of this printing, and am looking forward to introducing the new Executive Officer at the installation of the 2008 Board of Directors on February 2nd at the Portuguese Hall in Santa Cruz.

Your 2008 Board of Directors includes, Lela Willet president-elect, Steve Allen secretary/treasurer Sandy Kaplan ex-officio, Candace Bradfield, Debra Fry, Frank May, Inez Pandolfi, Katie Smith, Lauren Spencer, Sharolynn Ullestad, and Marjie Vickner.

In keeping with the idea of new beginnings, and embracing change, this year's installation will be different from years past, and could certainly be termed "unique." This year's installation will be a western style crab feed held at the Portuguese hall in Santa Cruz. The crab feeds at the Portuguese hall are legendary, and we are very lucky that they have graciously agreed to put together a private event for our association. In addition to the wonderful food and drink, and great music provided by Sam Nigh and his band, this event is also being held as a benefit for the SCAOR Housing Foundation. The net proceeds from the event will be donated to the Housing Foundation. Space will be limited to the upstairs of the hall only, so I en-

courage you to get your tickets early! This is a no-tie-allowed event, so wear your best jeans and boots... bibs will be provided!

I would like to thank our 2007 leadership team for a tremendous year, one in which we saw many changes. Between the fluctuating market conditions and the departure of our CEO, it was an interesting year for all. From the Board of Directors and the staff, to the committees and the Affiliates, everyone stepped up and pitched in. The ride is just beginning though, and, already, 2008 is shaping up to be an exciting year.

May all of you enjoy a year filled with good health, prosperity and the company of good friends!

Right: Christa and Phil enjoy a drink together at the Holiday Party. More photos, pages 8 & 11!

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**Top 3 things to bring to the Installation**  
of the 2008 Officers & Directors  
on Feb. 2nd at the Portuguese Hall ...

- 1) A hunger for fresh cracked crab, sourdough bread and wine
- 2) Your best "Western style" shirt and jeans, and boots if you got 'em!
- 3) A willingness to wear a bib, eat as much as you want and enjoy a tasty crab feed that will be heavy on good humor and light on formalities!

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## Santa Cruz County Market Statistics

Single Family Residences					
	CURRENT INVENTORY	NEW	SOLD	AVERAGE	MEDIAN
SEPT. 2007	1,263	266	78	\$789,830	\$750,000
OCT. 2007	1,198	255	108	\$872,083	\$755,000
NOV. 2007	86	160	84	\$804,958	\$740,000
Condos/Townhouses					
	CURRENT INVENTORY	NEW	SOLD	AVERAGE	MEDIAN
SEPT. 2007	257	60	23	\$515,891	\$470,000
OCT. 2007	252	70	25	\$587,922	\$517,500
NOV. 2007	996	172	171	\$787,468	\$719,000

*For historical statistical information dating back more than 10 years, go to scaor.org and click on "News / Events."*

## Make 2008 your year to join the green movement

**G**reen Building requirements for new construction is now mandatory in Santa Cruz with new ordinances passed in Scotts Valley, Watsonville and Capitola for 2008 implementation.

Yet how do REALTORS® distinguish their listings of existing homes to make them more appealing with the better health and safety features of green building combined with the lower operating costs of an energy efficient home?

How do you compare homes on the MLS with "Eco" or "Green" features?

What rating and verification system would work consistently across municipal jurisdictions in California?

How would a seller renovate the property to make it greener without extensive permitting at a minimum cost?

Those are the considerations of an ad-hoc MCAR committee and the Real Estate Council of Build It Green in meetings in early December. San Francisco is ready to add the Green Point Rating system to its MLS and CAR is considering a green rating in the statewide MLS implementation.

Build It Green is preparing its roll-out of the Green Point Rating system for Remodeling and Existing Homes. Monterey, MCAR, is formulating a program and a meeting for SCAOR's program is scheduled for early January.

If you are an EcoBroker, Certified Green Building Consultant or a Real Estate professional seeking the new green building market advantage, please contact Rick Williams, Green Mortgage Specialist, in the formation of SCAOR's program at (831) 247-5573 or rew123@comcast.net.

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## The eye of the storm



**Tai Boutell**  
Certified Mortgage Planning Specialist  
Santa Cruz Home Finance

**T**o thrive tomorrow might mean we must first survive today. Our industry has experienced some serious pruning, in many ways. But the silver lining is in the eye of the storm, today.

The Fed has stepped into the fray, and the Bush administration, and most of the presidential candidates.

However, there is no quick solution and even President Bush (with his mortgage relief plan) and Chairman Bernanke (with his full 1% rate cut so far) can't

wave a magic wand, or pen, to fix it.

The fact is that we are in the middle of a normal economic cycle, and we are experiencing a reversion to the mean.

As with any storm, there is a beginning, middle and end. What is known for sure is that we are not at the beginning and we are not at the end. We also know that mortgage lending has changed substantially, and it takes a full time, certified professional to stay on top of this volatile market.

While some loan programs have been shelved, there are still great opportunities and a lot of money to be lent.

Rates are low, there are interest only options, stated income is available, 100% financing is still a powerful tool for buyers while seller concessions can pay for mortgage insurance, buy-downs and closing costs.

Buyers still have more loan options today than they did 5 years ago. And as professionals, we need to be in a position to guide them through this storm.

## Education

### January, 2008

#### INTRODUCTION TO COMMERCIAL REAL ESTATE

In this workshop you will learn how to analyze and value income properties; Determine whether the expenses are realistic. Cap rates and other financial measures used to value properties. Learn how to analyze development sites, determine land values, profit potential, leases and leasing and more. Long term real estate investment and lease versus buy analysis. Pitfalls for the unwary. Learn how to evaluate your investment opportunities, and more!

**Wed., Jan. 16 • 9:00am–12:30pm**  
(registration begins at 8:30am)  
**\$35 Early Bird for SCAOR members** (good until 1/9/08)  
\$50 non-members &  
SCAOR members after 1/4/08

#### RISK MANAGEMENT

Learn how to protect yourself from liability; What agents must do to fulfill their duties; Who you represent, and Who you don't; Why lawsuits are brought against agents; Recent changes in the law; Disclosures and what you must do and so much more!

**Fri., Jan 25 • 1:00–4:15pm**  
**\$35 Early Bird for SCAOR members** (until 1/14/08)  
\$50 non-members &  
SCAOR members after 1/14/08

Course is approved for 3 hours of  
DRE Mandated CE credits

#### E-PRO WORKSHOP

Instructor: Saul Klein

Attend the upcoming FREE e-PRO Workshop to learn invaluable tech tips and how the e-PRO designation will benefit you, plus receive a \$25 discount for your e-PRO course enrollment!

**Wed., Jan 30 • 1:00–2:30pm**  
**FREE!**  
To register, call toll-free  
866-ePRONAR (866-377-6627)

**Go to scaor.org for more details, continual updates and added classes**

## February, 2008

#### GETTING TOUGH IN A TOUGH MARKET

Instructor: David Compton

Learn how to build and maintain a network of loyal clients and prospects. Design a plan to generate a steady flow of Buyers and Sellers. Take a self-evaluation to determine your level of efficiency in Business Planning, Marketing, and Presentation skills. Learn how to confidently communicate to family, friends, and clients how important referrals are to the growth of your business; and understand the **Four Key Communication Skills** that will dramatically increase your closing ratio of presentations to listings.

**Fri., Feb 1 • 9:00am–12:30pm**  
**\$10 SCAOR members**  
\$25 non-members

Course is approved for 3 hours of DRE  
continuing education credit in consumer service

#### SELLING PROPERTIES IN FORECLOSURE

Instructors: Attorneys  
Suzanne Yost & Hank Niles

Selling short sale and foreclosure properties involve challenges that other properties do not. Real estate licensees must be knowledgeable regarding those challenges to avoid risk to their clients and themselves. This program will provide information to help licensees understand these specialized transactions

**Wed., Feb. 13 • 7:15–8:30am**  
**at the Seascapes Golf Club in Aptos**  
**\$20 Early Bird SCAOR members**  
(good until 2/1/08)  
\$35 non-members anytime and  
SCAOR members after 2/1/08

*Includes full breakfast buffet!*

*This class is a partnership of SCAOR and the Santa Cruz County Bar Association Real Estate Division.*

#### ESCROW COORDINATION SECRETS

Instructor: Diane Turnbloom

Outstanding brokers, agents, and assistants do more than push paperwork—They lead, encourage teamwork, use

efficient systems, and understand all areas of a sales transaction. This 4-hour power-packed class will address specific issues that will help you with your day to day management of escrows.

**Fri., Feb. 29 • 8:00am–12:30pm**  
**\$89 Early Bird SCAOR members & assistants**  
good until 2/18/08  
\$125 non-members anytime, and  
SCAOR members & assistants  
after 2/18/08

#### TAX STRATEGIES FOR THE REAL ESTATE PROFESSIONAL

Instructor:  
Maine Shafer, Bradford & Co.

According to the Government Accountability Office, small businesses overpaid the IRS by an average of \$9 billion a year! This seminar is guaranteed to identify between \$2500 and \$27,500 in NEW deductions that can be used right away. You will learn thousands in new, legal, and easy to use tax deductions, backed by tax code and court precedent; Simple recordkeeping and documentation tips to “bulletproof” each deduction and save you time while doing it! Marketing/tax strategy combinations that will increase your referrals and sales, *putting more in your pocket two ways!*

How to get Uncle Sam to send back the money you overpaid in previous years.

**Wed., Feb. 13 • 1:00–3:00pm**  
**\$15 Early Bird**  
SCAOR members good until 2/1/08  
\$25 non-members anytime and  
SCAOR members after 2/1/08

#### AVOIDING THE PITFALLS OF SELLING RURAL PROPERTY

Instructor: Guy Berry

Key Learning Points: Identify common problems in rural sales; Solve the problems before they happen; Learn how rural disclosures are different; Learn about septic tanks, propane issues, easements, streams, private roads, and more!

**Wed., Feb. 20 • 1:00–4:30pm**  
**\$35 Early Bird SCAOR members**  
good until 2/1/08  
\$50 non-members and  
SCAOR members after 2/1/08

#### Achieve success with “key results” workshop: Feb 1



**Karen Kirwan**  
Director of  
Education and  
Professional Services  
(831) 464-2000  
karen@scaor.org

The state of the current real estate market has everyone scratching their heads about how to deal with the uncertainties and unpredictability of the down market. In order for an agent to survive and succeed today, they will have to be adaptable, nimble, and flexible in a market that is anticipated to continue to change even more significantly.

The truth about dealing with the current conditions is that an agent must know where they currently stand in their skill set to achieve success and what they “specifically” need to do to improve. That’s why I continually look for classes to improve our member’s professionalism, knowledge and skills sets. I recommend the following class:

**GETTING TOUGH IN A TOUGH MARKET** is a workshop which addresses the three “Key Results Areas” that are critical to your success as a REALTOR®. The first Key Results Area assesses the agent’s behavioral skills in the areas of goal-setting, time-management and accountability. Next, you will assess your ability and willingness to effectively market your services. The third will assess how professional and articulate your presentation skills are.

This class, which has been approved by the DRE and carries 3 hours of Consumer Service Continuing Education credits, and has received rave reviews throughout the state. SCAOR is pleased to host the workshop in our training room on Friday, February 1st from 9:30am to 12:30pm. Registration and a complimentary continental breakfast will begin at 9:00am.

Through the sponsorship of Old Republic Title and OREXCO 1031 Exchange, SCAOR members are invited to attend for a nominal fee of only \$10 (non-members will be charged \$25).

*Seating is limited so please RSVP early with Karen Kirwan (831) 464-2000.*

# JANUARY 2008

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
		<b>1</b> <i>Closed for New Year's Day!</i>	<b>2</b>	<b>3</b>	<b>4</b> 11:30 am BOD meeting	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b> 8:30 am Affiliate meeting	<b>10</b>	<b>11</b> 8:00am–5:00pm GRI class	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b> 8:30 am Budget & Finance 9:00am–12noon Intro to Commercial RE 10:30am HF Mtg. 3:00pm— Hous. Opps	<b>17</b>	<b>18</b> 8:30am LGR	<b>19</b>
<b>20</b>	<b>21</b> CLOSED Martin Luther King Birthday	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b> 1:00–4:30pm Risk Mgmt Class	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b> 8:30 am Strat. Planning Cmte. 1:00–2:30pm e-Pro Class	<b>31</b> <i>Last day to pay SCAOR dues w/o penalty!</i>		

regularly recurring events:

monthly

Board of Directors 1st Friday, 8:45am  
LGR 3rd Friday, 8:30am  
Affiliates 2nd Wed., 8:30am  
Grievance As needed  
Prof. Standards As needed  
Housing Foundation 3rd Mon., 3:00pm

every-other-month

Budget & Finance 3rd Wed., 8:30am

## New Members

SCAOR welcomes the following new members and wishes them the best of luck!

### REALTOR® MEMBERS

**Bailey Properties, Inc.**  
Joshua Toland

**Intero R.E. Services**  
Kimberly Warren-Davis

**Keller Williams—Elk Grove**  
Bruce Slaton

**Liberty Real Estate**  
Josh Silva

**Lifestyles Real Estate**  
James Rivoir

**Century 21 Showcase**  
Brent Campagnolo

Comments about an applicant's admittance as a new member or Affiliate member should be submitted in writing to  
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## Save the Date in '08! • Feb. 2nd



Christa Shanaman  
Incoming President

Join us for a different kind of event! A...

### Crab Feed!

at the Portuguese Hall to celebrate the Installation of SCAOR's 2008 Officers and Directors

Stay tuned for details!



## *Affiliate Update*

# New events considered for '08!



**Alan Behrens**  
2008 Affiliate Cmte. Chair  
First Net Mortgage  
(831) 325-9197

First of all, let's all give a heartfelt "Thank You" to our 2007 Chair, **Dimitri Timm**. Dimitri's hard work and unassailable devotion throughout the year fueled the Affiliate Committee's success in meeting and *surpassing* our new goals and fueled the ongoing success of our annual events.

Also, a big "Thank You" to all the Affiliate Committee members, volunteers, donors, and attendees, etc., whose selflessness and generosity contributed mightily to a successful and *fun* 2007.

I have much to aspire to. In addition to the continued success of Committee-sponsored events, plans are in place to expand our offerings: new events are being considered for the winter months. Some under review are: "**Bowling Day**" and "**A Day in the Park.**" Keep an eye out for updates in future columns. Also, we'll always look to increase our Affili-

ate membership. Currently we have 155 members, which is an all-time high. **THE MORE THE MERRIER!**

As the year moves forward, the Committee will firm up dates for the annual events. We have two dates you can already mark on your calendar!

• *The Spring Fling, May 7th*

• *The SCAOR Golf Tournament, July 18th*

Ending the year on a high note, "**Adopt-A-Family**" gifts were delivered by Affiliate members to our adopted families on the 18th and 19th of December. Thank you all for your generosity. Giving to families in need exemplifies the true meaning of the holiday season. Again, the Affiliates and the adopted families thank you from the bottom of our hearts.

If you would like to learn more about the Affiliate Committee or to get involved, please call Alan Behrens at (831) 325-9197, or Norma Milete at SCAOR at (831) 464-2000. We meet the second Wednesday of every month at 8:30 am. We'd love to have you join us!

HAPPY NEW YEAR!

### *Holiday Party: Delicious treats & holiday cheer help to close out another great year!!*



Above: Emily Gbio-Cato taste-tests the delicious holiday treats.

Left: Dimitri Timm, 2007 Affiliate Chair, enjoys a small sampling of the appetizers.

## *Affiliate Spotlight*

# Mortgage industry veteran since '76



**Debra Schottgen**  
Broker/owner  
Certified Mortgage  
Planning Specialist

A mortgage industry veteran since 1976, Debra Schottgen's career in the mortgage industry has seen many real estate cycles. After living in Monterey for 18 years, raising three children, who are now young adults with families, she has resided in Soquel since 2003. She is an active Affiliate of SCAOR, serving on the Affiliate Committee. Licensed by the DRE since 1986, Debra has worked in practically every operation that has to do with the mortgage industry from receptionist, underwriter, Wholesale Account Executive, Operations Manager, Sales Manager and since 2006, Owner/Broker of DSCapital Mortgage Services.

"I believe my experience is the difference," Debra stated. "My 31 years of working in the industry has enabled me to establish relationships with the nations top lending institutions, which gives my clients access to hundreds of loan options. My #1 goal is to find the best loan to suit the clients goals. I believe that the mortgage entity of any transaction is by far the buyers largest financial decision they will have to make in their life. Having a Certified Mortgage Planning Specialist designation enables me to assist clients in evaluating mortgage financing in a broader picture, while educating buyers and borrowers on various loan options tailored to their individual situations".

Debra has been a 15-year member of the California Association of Mortgage Brokers, has served as a Director on the local Greater Monterey Bay Chapter, is an Affiliate member of the Monterey County Association of REALTORS®, and is a graduate of the CMPS Institute.

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# More fun at the holiday party!



Candie Noel, Barbara Palmer, Supervisor Mark Stone, Anne Marie Sorcenelli and Fred Antaki.



The heart and soul keeping the Association running smoothly is SCAOR Staff: Norma Milete, Karen Kirwan, Linda Ziccoli, Amy Ferrasci-Harp, Julie Ziemelis and Leslie Flint.



Far Left: Philip Tedesco receives a Congressional Declaration from Supervisor Stone.



Center: Janeé Del Colletti, 2007 SCAORHF Chair, enjoys the festivities with another guest.



Left: Carmen Brown and guest enjoy the party.



New Housing Foundation Chair, Jeff McCormac with Sandy Kaplan.



Candie Noel, Sandy Hackman and Anne Marie Sorcenelli enjoy wine at the party.



Dee Buckelew and Margie Kiedrowski enjoy holiday cheer.

## The Strategic Equity Management Workshop

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 Thursday, January 17th  
 Best Western, 1435 41st Ave. Capitola, CA 95010  
 h'ordouvres served at 6:00, seminar 6:30-8:30 p.m.  
 Please R.S.V.P to: 831.464.6464

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# The ship sets sail with Tedesco leaving the helm



The annual Staff and Directors holiday luncheon, held in December at the Crow's Nest, was also a send off for departing CEO, Phil Tedesco. All participants received sailor hats, while Phil proudly donned the Captain's hat for the afternoon. SCAOR President, Sandy Kaplan thanked the staff for their work in helping to make 2007 a memorable and productive year for the Association. She also thanked her fellow volunteer leaders for their role in helping SCAOR be the premier organization it is.

Above: 2008 President-elect, Lela Willet, and BOD member, Debra Frey.



**Jeff McCormac**  
Housing Foundation Chair  
831-465-4007 Tel  
831-479-6901 Fax  
jeff.mccormac@wellsfargo.com

Let me start out by saying I'm both excited and honored to Chair the SCAOR Housing Foundation in 2008. We all realize that we are working in a much more challenging market than we have had in the past few years, yet, in 2007, we gave out more grants for more money while raising a record amount. The Housing Foundation also partnered with SCAOR to implement the Santa Cruz County Housing Expo, educating residents in the many aspects of the home buying processes.

Thanks to your support of the Housing Foundation through the Escrow Contribution Program, the "Buy A Brick" pro-

gram and the "A Taste of Santa Cruz" event, we have the ability to make the dream of homeownership come true for even more people in 2008!

As of mid-December, the SCAORHF has given out 14 grants for over \$50,000 to new homeowners throughout the county. Many of these families and individuals would not have been able to purchase their homes had it not been for this grant program. Recipients include county employees, non-profit employees, a teacher and a medical assistant. Also, the Programs Committee has been working on the development of a new pilot grant program to add to the current program that we are hoping to kick off in the first quarter of 2008, so stay tuned for details. The programs committee will be chaired by Dave Deteso, who joined new trustee, Mark Junod, on the committee this year. Also trustee, Kulvinder Hummel, will be moving from Fundraising to the

## "Chopper for Charity" program kicks off now!

Programs committee.

Speaking of the Fundraising committee, Elaine "Choppa" Della Santina did a fantastic job with last year's Fundraising committee moving the escrow contribution program front and center and starting the "Buy A Brick" program. Currently, she's getting the "Chopper for Charity" raffle going to start the year as well as targeting a subcommittee to focus on corporate donations. The Fundraising committee is currently looking for volunteers, so if you are interested, please contact Elaine, myself or anyone at SCAOR and get ready to win a chopper!

A huge debt of gratitude and special thanks to the efforts of Phil Tedesco and Sandy Kaplan, who helped the Foundation garner a grant for 40K from the CARHAF in the Fall. Also, thanks to the efforts of Barbra Dimitruk and Lorie Doan who preformed their magic

along with the "A Taste of Santa Cruz" committee and raised \$60,000.

I'd like to take this time to welcome the new incoming Trustees, Peter Verbica, David Lyng Real Estate, Santa Cruz, Sean Pate, David Lyng Real Estate, Watsonville, Mark Junod, First Horizon Home Loans and serving a one year term, Sandy Kaplan. Thank you to the departing trustees, Susie Stelle and Bobbie Nelson, whose terms have expired. Thanks to the efforts of those mentioned above we have additional funds to develop new programs and really make a difference in our community. We hope we can count on you, the members of SCAOR, to continue to support the efforts of your Housing Foundation!

Also last, but certainly not least, a special thanks to Janeé DelColletti, the outgoing Chair, Phil Tedesco, and the and the wonderful, dynamic staff at SCAOR, Norma, Julie, Amy, Karen and Leslie for their continuing efforts without which this Foundation wouldn't be possible. Stay tuned for details on the "Chopper for Charity" program.

## Congratulations to our newest homebuyer!

**Fran McBrien** recently closed escrow on a home thanks to the Housing Foundation's Closing Cost Assistance Grant. Fran was able to purchase a manufactured home in Santa Cruz. She's a retiree who recently lived in an apartment in Watsonville in a senior living complex but wanted to be in town so she could walk to downtown Santa Cruz.

She utilized the City of Santa Cruz's Silent Second program along with the SCAOR Housing Foundation grant in the amount of \$3,500.

We congratulate Fran on the purchase of her new home and welcome her as a homeowner to the city of Santa Cruz!

## SCAOR Housing Foundation receives industry support!

### Wells Fargo donates \$5,000

Thank you to Wells Fargo Home Mortgage for a recent \$5,000 grant to the Housing Foundation's Closing Cost Assistance Grant Program!

With corporate support of the Housing Foundation's program such as Wells Fargo's, it creates more energy and opportunities for more grants to be approved. The ball will continue to roll as the Foundation enters its fourth year and raises its goal for fundraising this year.

Thank you to the Women's Council of REALTORS®, too! During their December Installation luncheon, they granted the Housing Foundation \$2,000! We can not say thank you enough to both Wells Fargo and to the WCR for their whole hearted support of the Foundation and its innovative and successful programs.

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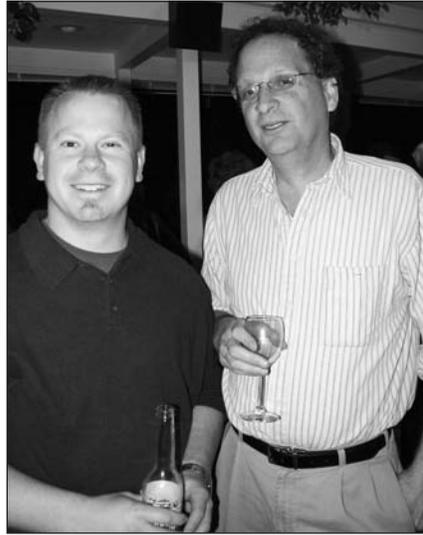
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SCAOR says “thank you” to all the Affiliates who worked hard to put on this year’s Holiday Party!



Jose Mendoza and Peter Boutell.



Dimitri Timm and Alan Behrens



Greg Turnquist and Joe Ganeff



Philip Tedesco and Loree Doan



Barbara Dimitruk, Kelley Trousdale and Barbara Townend.



Suzy Yost, SCAOR BOD member and Nick Lamoro, REIL

## SCAOR raises over \$1,000 towards the “Adopt-a-Family” program!

The SCAOR Affiliates Committee wishes to express their gratitude to all the SCAOR members who donated to the “Adopt-A-Family” program during the month of December! The donations succeeded in making two families Christmas’ become brighter and merrier by granting a few gift requests they made. The response was so generous that they were also able to help a single mother with five children! All the families came from *Families in Transition*, a local non-profit that

SCAOR also supported with funds from the golf tournament. The mom who wished for a Thomas the train bed was able to give it to her two year old who was sleeping on the floor. The mom who had asked for a digital camera to take pictures of her children received this and so much more. Volunteers from the Affiliates Committee wrapped all the gifts and delivered them to the families. The smiles, laughs and gratitude they were greeted with truly exemplified the spirit of the season!

### The “Christmas Angels” who donated funds, toys and gifts:

Alan Behrens  
Capitola Produce  
Karl Ledig  
Debbie Schottgen  
Linda Barsanti-Downing  
Dick Cornelsen  
Karen Kirwan  
Amy Ferrasci-Harp  
Norma Milete  
Leslie Flint

Philip & Nancy Tedesco  
Jenniher Spiros  
Dimitri Timm  
Derek Timm  
Julie & Caylin Ziemelis  
Judi Robert and  
Ron Ragsdale  
Kim Furman  
Stevie Harvie  
Shelley Donahue  
Loree Doan

Barbara Dimitruk  
Sharon Richardson  
Lori West  
Karen Schenk  
First American Title  
Debbie Howey  
Sharon Oster  
Sharon Wilson  
Jackie Rundell  
Evelyn & Carl Taylor

Clockwise from top:  
Dick Cornelsen, Loree Doan and Norma Milete tie one on with some colorful ribbons.

2007 Affiliate Chair, Dimitri Timm, wraps up holiday surprises.

The Affiliate Committee gets into the swing of preparing the gifts for the families.



## Tech Corner

# New Year's Goal: Embrace New Technology



Julie Ziemelis  
SCAOR Marketing Director  
julie@scaor.org

Another New Year is upon you and thus you are feeling compelled to make New Year's resolutions, get your goal setting game on, and try to figure out how to create more transactions in less time than last year.

*If what you are already doing is not working, change it, update it, shake it up!*

Do you have more time on your hands right now due to the slowdown of the market? What are you doing to fill that space? How about learning how to use a social networking website like Active Rain? Active Rain is a website for real estate professionals that has great blogs, input and advice from REALTORS® all over the country and it's a place for the public to ask real estate related questions.

Go to ActiveRain.com and you can create your own space, read success stories of how this website has driven referral business and tech savvy consumers to user agents, and get your head wrapped around real estate instead of wondering where your next paycheck is going to come from.

Another way to utilize your time to find potential clients, learn some marketing skills, and get referrals is to join a pro-

fessional business organization. When I was at the NAR conference in Las Vegas, it was suggested that we join the International Association of Business Communicators (IABC) to learn how to market from a different business perspective. If I had spent the past 10 years using the same marketing ideas, I could learn a few new angles from networking and listening to professional speakers from other industries. I think this could work for REALTORS®, as well. You never know where your next great idea is going to come from. Also, if you are the only REALTOR® in a room full of marketing people, guess who becomes the expert in real estate for everyone pretty quickly? This holds true for any business organization, such as the Santa Cruz County Business Council, Rotary, etc. If you have an interest in something like photography, find and join that group. You will be learning more about what you love and making new contacts with people who share your hobby and interests. It's all about relationship building, right? Besides if you join a hiking club, a knitting circle, an environmental group, etc, you are doing something to keep the spark of excitement alive instead of wondering when the market is going to turn around. Besides, you are actively feeding your pipeline when you meet new people and find out their real estate needs and interests.

By utilizing both the ActiveRain blogs and connecting with new people who are interested in real estate, you can write your thoughts on the local market, tips you have learned or picked up about selling and buying, news about rate reductions, etc. and send a link to your blog for people in your contact base to read. You sound like an expert, people email your blogs to other people and next thing you know you are getting on the viral marketing bandwagon and getting business. What better way to start your New Year than that? Good luck!

## Its 2008, are you up on some of the latest cool tools? Check these out!

Dell has developed one of the first laptops to feature a solid state hard drive. This means it has no moving parts – similar to a memory stick! Go to [www.dell.com](http://www.dell.com) to see the M1330. It is one of the slimmest laptops available today and it's pretty powerful as well. If you're in the market for a new laptop, you may want to research this model.

Many of us have heard of MySpace.com, but did you know that there is an online social network just for real estate professionals? Actually, there may be several different real estate networks out there, but the one we're highlighting this month

is called ActiveRain ([www.activrain.com](http://www.activrain.com)). This site contains a tremendous amount of information, including blog postings, online resources, referral exchange, groups and a great Q&A section. Check it out. It's free!

And, speaking of blogs, check out WordPress.com. If you have an email address and a name, you can establish your own blog in just a few minutes. Their basic features will allow you to set up a blog for free. Their add-on features will cost money. If you've been thinking about setting up a blog, take a look at this site and see if WordPress has what you're looking for.

*Our Education Department is working with Exceedio, a local technology support company, to bring you tech classes in 2008. Be sure to check the Education section in the newsletter each month, as well as [www.scaor.org](http://www.scaor.org) to find the latest classes and registration dates.*

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## Legislative Watch

### NAR UPDATE

#### NAR Supports Administration Efforts on Rate Freeze as Important Step in Protecting Homeowners

The National Association of REALTORS® expressed support of President George W. Bush's efforts to curb the increase in foreclosures due to irresponsible lending practices and complicated mortgage products by allowing modification of certain loans or freezing the interest rates for up to five years.

"The dream of homeownership should not turn into a family's worst nightmare," said NAR President Richard Gaylord, a broker with RE/MAX Real Estate Specialists in Long Beach, Calif. "As the leading advocate for housing issues, NAR has been working with Congress and the administration to protect homeowners who may be facing foreclosure as the result of predatory lending practices and as the interest rates on many subprime loans reset. The loan modification program introduced by President Bush and U.S. Treasury Secretary Henry Paulson is a good first step in helping deserving families keep their homes."

NAR has been working with Congress throughout 2007 to modernize Federal Housing Administration programs that will once again make the FHA a viable mortgage product and help protect many current and future homeowners by offering a secure alternative to subprime loans. NAR has also been pushing Congress to reform Fannie Mae and Freddie Mac and increase their conforming loan limits, which will not only help home buyers but also will help improve liquidity in the lending industry. "We are pleased that the administration has taken action today and are hopeful that Congress will now move quickly to approve FHA modernization and GSE reform," Gaylord said.

Senate Majority Leader Harry Reid, D-Nev., tried again to pass the FHA modernization bill supported by the administration, but the motion for unanimous consent was blocked. Sen. Reid and his staff have met with REALTORS® and agree that enhancing FHA would help improve the housing market and protect homeowners and many who wish to

own a home. "We hope that the Senate will see [today's] action by President Bush, Secretary Paulson and Senator Reid as a catalyst to change and implement important reforms promptly," said Gaylord.

NAR participated in meetings with Secretary Paulson and other industry influentials that he assembled to focus on the problem and finding a workable resolution. In addition, NAR has strongly communicated the need to change the IRS code that permits people who have been forced into foreclosure or short sale to pay income tax on the loan amount that is forgiven. Also known as the phantom income tax, NAR has called it an unfair burden and applauded the House of Representatives for passing legislation to change this. At the same time, NAR is pushing the Senate to act quickly to enact similar legislation.

The announcement by the president is not a bailout, but is designed for borrowers who have been making their payments on their existing loan. The administration estimates that 1.2 million families could be protected under his plan.

"The president has offered the American people an early holiday gift today. We hope Congress will also help make the holidays happy for millions of Americans by doing their part and move swiftly with FHA modernization, GSE reform and elimination of the mortgage cancellation tax," said Gaylord.

#### REALTORS® Push to Stop Abusive Lending Practices

NAR has made a strong push in the past several months to bolster rules and regulations for the lending industry that will protect consumers in the real estate transaction.

"Homeowners and communities expe-

rienced great pain from the subprime mess this year, and that led to a wave of foreclosures across this country," said former NAR President Pat V. Combs, of Grand Rapids, Mich., and vice president of Coldwell Banker-AJS-Schmidt. "As leading the advocates for homeownership, REALTORS® believe that even one foreclosure is one too many, especially when it is the result of irresponsible lending practices."

Combs spoke during a regulatory forum at the 2007 REALTORS® Conference & Expo regarding the current condition of the mortgage market and the ongoing impact of problems in the subprime market. She was joined by Daniel H. Mudd, CEO of Fannie Mae, and Brian Montgomery, assistant secretary at the U.S. Department of Housing and Urban Development and commissioner of the Federal Housing Administration.

"There is no question that FHA and Fannie Mae play a central role in maintaining a strong and healthy housing market. We are honored to have leaders from two of the most important housing organizations with us today to talk about these vital issues," said Combs.

NAR backs FHA program reforms that would make FHA-insured mortgages available for more low- and middle-income home buyers with lower down payment requirements and increased mortgage limits for buyers in high-cost areas. NAR also advocates increasing conforming loan limits of Fannie Mae and Freddie Mac and upping their supply of financing availability, which could help stimulate a stagnant marketplace.

Commissioner Montgomery emphasized the importance of modernizing FHA by offering risk-based pricing. "The more people we reach, the more

people we can help," said Montgomery. "FHA is an important component to helping people affected by the subprime crisis. A modernized FHA can offer safe alternatives to many American families looking to buy a home or refinance their current home out of an exotic loan."

REALTORS® at the forum learned how they could get involved to help create an environment that offers safe and affordable mortgage alternatives for all potential homeowners, as well as how to help current homeowners in need of refinancing alternatives keep their homes.

NAR also trumpeted its Responsible Lending Principles, which call for all mortgage originators to be held accountable for providing mortgages that are designed for lasting homeownership. Those include acting in good faith and treating all parties fairly and honestly — similar to the REALTOR® Code of Ethics to which all NAR members subscribe. The principles also call for banning prepayment penalties and for providing more consumer protections with stronger enforcement against predatory practices.

"It's important that lenders, agencies, regulators, policymakers and other industry participants are actively discussing lessons learned from the market turmoil and seeking sound policies and practices moving forward," said Mudd. "We need to focus on increasing liquidity, stability and affordability in the mortgage market as we move forward."

"By working together, we can all help many more families achieve and protect their dreams of homeownership," said Combs.

### SANTA CRUZ UPDATE: LOCAL POLITICAL NEWS

The County Board of Supervisors will continue to discuss and consider the 2008 Growth Goal.

As a point of interest, a public hearing will be held to consider an application from Powers for BK Properties LP, to create a 10-unit townhouse development at the intersection of Soquel Drive and Haas Drive in Aptos, CA.

Make an Investment in Your Business and Your Industry — Contribute to the REALTOR® Action Fund!!

You can make your contribution at the time you pay your dues or at any time during the year. Please contact SCAOR staff for assistance.

## Legislative Watch, cont'd.

### Senate Passes FHA Loan Limit Increase! Big Win for California REALTORS®!

On Friday, December 14, 2007, the U.S. Senate voted 93 to 1 to pass S. 2338, the FHA Modernization Act, which will reform the Federal Housing Administration (FHA). A conference committee will now meet to resolve differences between this bill and the one passed by the House of Representatives earlier this year.

This is a huge victory for REALTORS® who have lobbied Congress aggressively all year to pass FHA reform and provide troubled homeowners with safe and affordable refinancing options. Senator Diane Feinstein supported the measure and though Senator Barbara Boxer was not present to vote on the bill, she did issue a statement supporting it.

While the issue of FHA reform enjoys broad bipartisan support, including the administration, there are still a number of details to be worked out between the Senate FHA reform bill and the House passed version. Additionally, legislation to reform Government Sponsored Entities (GSEs) Fannie Mae and Freddie Mac has not yet been introduced in the Senate.

C.A.R. will keep you informed on any future developments concerning these two very important issues. Thank you to every REALTOR® who participated in C.A.R.'s and NAR's Calls-for-Action on this bill and the issue of GSE by contacting Senators Feinstein and Boxer.

### Bush Signs Mortgage Tax Relief into Law

President George W. Bush signed legislation into law on December 21st that will ease the tax burden for homeowners who have had debt forgiven on a mortgage due to a foreclosure, short sale, or deed in lieu of foreclosure. The bill — Mortgage Forgiveness Debt Relief Act — has been supported by NAR since the 1990s.

“The president offered a Christmas present to many people who have suffered the agony and humiliation of losing their home,” said NAR President Dick Gaylord in a statement. “Today’s bill will ensure that any debt forgiven on a mortgage secured for a principal residence will not be taxed. This is very significant legislation.”

The tax code used to require a lender who forgives debt to provide a Form 1099 to the IRS stating the amount the borrower had been forgiven. If the property was sold at foreclosure or was sold for less than what was borrowed, that difference was considered income and subject to the tax.

“We have always believed that it is clearly an issue of fairness and of not kicking people when they are down,” Gaylord said. “By making the forgiven debt taxable income, individuals in already unfortunate situations most likely faced IRS actions because they did not have the money to pay the additional taxes. This legislation will relieve that additional burden and may also encourage families to work with their lender to negotiate terms, knowing they will now not be subject to an IRS bill.”

## Why own when you can rent?

By Kathleen Richards,  
Property Manager, MBA  
Realtor/Owner  
Sherman & Boone Property Management

Okay, for the last five years first-time homebuyers have heard just the opposite. Interest rates have been low so it has been possible for renters to move up to home ownership. Which is a good thing if you are ready for the move.

However, there is something to be said for renting. I will outline who makes a good renter in today’s real estate market.

I have seen over the last two years a shift from the typical renter who is a college student, a young single professional, young couple starting out and a new family with small children to retirees, financially secure professionals and families.

### So, who are today’s renters?

**Retirees** — have sold their home at the top of the market and are investing their money in financial instruments. They are in a position to travel, visit the grandkids and don’t want to be bothered with the responsibility of being a home owner (paying taxes, maintenance on a home, security on the home while traveling etc). Retirees are more interested in renting an executive style home possibly on a golf course, on the beach or in a gated community and be free of all responsibility at a fraction of the cost of home ownership.

**Professionals** — have the finances to buy but don’t want to be tied to the high mortgage while they are still in the growing phase of their career and might relocate many times before settling down. Professionals don’t want the responsibility of home ownership with their busy careers. Professionals also are seeking high end homes with the latest and greatest amenities and can get the life style they want at a fraction of the price of a mortgage payment. I have professionals who rent on the beach because they like the life style and the savings they get by paying rent versus owning.

**Investors** — are similar to professionals. They look at the numbers and realize that they can purchase in more favorable markets out of the area and yet

live a wonderful beach life style here in Santa Cruz County.

**Families** — want to purchase but financially it may be better to rent, and save, and prepare to purchase. The reason to prepare to purchase makes you a stronger buyer versus being a “no money down” buyer. A “no money down” buyer means you can’t afford to buy a home. There is more to paying the mortgage, there is insurance, taxes, and maintenance which always happens when you least can afford it.

My advice to renters is to keep in mind there will be ups and downs in the market and there will always be opportunities to get into the market, but do it with a plan. Renting is a viable option for many and should be considered as part of your overall financial planning.

I have properties lately that have been listed for extended periods of time and have not sold. These properties are being turned into rentals which is great for renters, but in many cases owners are at a negative but don’t have an option if they can’t sell. Owners decide to hold, wait, and absorb the monthly negative while waiting to sell next summer. The good news is that rents are going up so that should help with some of the expenses.

In today’s real estate market *Renters Rule!* Renters will get more properties to choose from and better properties worth paying rent for and not have all the worries of ownership. Renters just pick up the phone and call the owner or me (property manager) if there are maintenance issues.

If you have a property you want to rent (or a client that hasn’t sold their home and wants to look at the option of renting it out) I can get it rented to a quality tenant such as those described in my article. I pay a referral fee for a signed management contract. Let’s work together to help you provide options to your clients and keep your relationship going over the next year until the property can be placed for sale.

Bottom line, give me a call and if I can help I will, and if not, I will refer you to someone who can.

*Enjoy renting!*

Great in 2008!

scaor WISHES

all of our members

a safe AND HAPPY new year!

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# WELCOME TO THE TEAM



## RICK DANNA

Rick Danna is pleased to have recently joined Bailey Properties in their Aptos Office. Rick brings with him a distinguished resume including being named a past Watsonville Association of REALTORS® "REALTOR® of the Year". He is a second generation REALTOR®, native of Santa Cruz County and a twenty year veteran of our real estate market. In 1987, Rick graduated from San Jose State University with a degree in Economics and has continued his graduate studies at the University. Locally, Rick currently serves on the Santa Cruz County Planning Commission, Watsonville Personnel Commission and has served on several non-profit committees including leadership positions at the Watsonville Association of REALTORS®. "I like to make a difference in my community if I can" says Danna "I am excited to be part of Santa Cruz County's leading Real Estate Company," he adds. Rick and his wife, who both enjoy sports, reading and traveling, have been married for 20 years and they have 2 daughters.



## BRETT HARTE

A resident of Santa Cruz County for the past 33 years with his wife and children, Brett Harte has an in depth knowledge of the local real estate market. As a licensed real estate broker for 27 years, his real estate focus has been the brokerage of income producing property. Brett has worked successfully with many long-term clients to establish multi-year investment plans for real estate growth. He has taught investment property seminars and educated many first time investors on the benefits of income property ownership. One specific area of concentration has been both simultaneous and delayed exchanges. His extensive exposure with this process has been extremely beneficial to clients desiring to maximize leverage and affect a significant return on equity. Whether your investment portfolio is just beginning or you are ready to exchange into additional property to achieve maximum returns, Brett looks forward to coaching you toward greater investment success.



## BRIDGETTE JONES

Selling your home will be effortless when Bridgette Jones is on your team. Her attention to detail and strategic coordination is a valuable resource to both buyers and sellers. Building on her background in public relations and advertising. Bridgette brings an exemplary standard of service to her clients. Over the past eight years in the real estate industry, her extensive experience in customer service has proven to be a significant factor in building a reputation for dependability. Uncompromising client service is just a starting point. Bridgette strives to exceed your expectations in getting the results you demand. She prides herself on her ability to communicate effectively throughout the buying and selling process. This means frequent updates and critical feedback on marketing and escrow status. Bridgette is also a California Notary Public because she knows your time is valuable and wants to make your experience as convenient as possible.



## STACY NELSON

Stacy Nelson comes to Bailey Properties with a background in transaction coordination, marketing and real estate sales with a local independent company. She has a Bachelor's Degree in Psychology from the College of Notre Dame in Belmont and a number of specialized real estate designations including Senior Residential Specialist. Stacy offers more to her clients than a commitment to customer service, she believes passionately in it and takes the extra steps to go above and beyond what's required in every real estate transaction. "A real estate transaction is a wonderful process and an exciting time that can also be overwhelming for some. I give my clients 110%! I give them the same level of attention that I do my own family. I'm there to provide knowledge and resources and to ensure that every detail is attended to with the highest degree of care."



## HALEY PIERSON

I have had the privilege of growing up, going to school and working in one of the most beautiful places on earth and am now proud to be joining Bailey Properties, the leading Real Estate company in Santa Cruz County! I understand the importance of listening to my client's needs and will keep you thoroughly informed throughout the entire process. I am eager to implement my dedication and enthusiasm in helping you achieve your dreams and I bring motivation, hard work, and a local's knowledge of our wonderful community to the table. I look forward to sharing this beautiful place with clients who are as excited to call Santa Cruz their home as I have been in making it mine! C'est la vie.



## JOSE SANTIAGO

Jose is an award winning REALTOR® who earned his real estate license in 1973 and has endeavored to become an invaluable contributor to the industry. As a former Director of both the Santa Cruz and California Associations of REALTORS®, Jose was instrumental in bringing new and innovative programs and technology to Santa Cruz County. 34 years in the industry has seasoned this top-notch agent for a multitude of titles. One of those titles, naturally includes trainer. Jose has shared his expertise with hundreds of students at Cabrillo College as an instructor focusing on Escrow Procedures, Real Estate Principles and the Legal Aspects of Real Estate. Jose's many volunteer affiliations are as diverse as his abilities ranging from past president, secretary and treasurer for the Kiwanis Club of the San Lorenzo Valley and scoutmaster and committee chairperson for the Boy Scouts of America to honorable member of the 1995 Santa Cruz County Civil Grand Jury and the Catholic Engaged Encounter Ministry where he currently serves as the Program Coordinator for the Monterey Dioceses, Northern California, Reno and Hawaii. Jose and his wife, Julie, celebrate 44 years of marriage and share four grown children and 6 grandchildren. In his free time, Jose enjoys auto restoration and racing vintage autos.



## JOANNA STEBBINS

Joanna Stebbins has been a licensed REALTOR® since 1985. She was first licensed in New Jersey before making the move to San Francisco. She has lived and worked in high end jewelry and real estate sales in Santa Cruz since 1996 and is a member of the Santa Cruz Association of REALTORS®. Joanna also belongs to the Hellenic Cultural Institute, the Philoptochos Society and has served on the Board of Directors of the Prophet Elias Greek Orthodox Church.

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