



REALTOR®

Santa Cruz County
Association of
REALTORS®, Inc

WELCOME 2011!

MEET YOUR 2011 SCCAR LEADERSHIP
TEAM & 'WAKE UP WITH SCCAR'



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ADVERTISING INFORMATION

For advertising and deadline information, please contact SCCAR.

INSIDE REAL ESTATE Newsletter

Inside Real Estate is the official monthly newsletter of the Santa Cruz County 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 Ass-ociation's calendar of events.

Santa Cruz County Association of REALTORS®

2255 Main Street, Soquel, CA 95073
(831) 464-2000
(831) 464- 2881 (fax)

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Wishing All A Happy & Prosperous 2011



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Message From The President

Dream Big

Meet Your SCCAR 2011 President

Candace Bradfield
SCCAR President 2011
bradfield@cruzio.com

My story begins in Los Angeles, where I was born to wonderful parents, my mother a high school teacher in the inner city schools, and my father, an attorney and real estate broker. I have one brother that is ten years older than me. Between working parents, a feisty son and me, the prima donna daughter... there was never a dull moment.



My Real Estate career started at age of five when my father would pick me up from school every day and take me to look at houses with him, where I would watch and learn. By the time I was ten years old my negotiation skills were honed in, especially when I wanted a new bike!



Attending Los Angeles High School I always wanted to be involved in sports, but when you can't put the ball in the basket, hit the ball over the net, or run faster than everyone else, you choose cheerleading! A star was born... *give me an F, give me an... A, give me a B... Fabulous!!!* Yes, that was me.

If my life was a song it would be, "What a Wonderful World" by Louis Armstrong. Singing makes my heart happy. I still sing in the shower, in line when I'm shopping, or anytime the spirit hits me.



After attending Cal State Los Angeles, I encountered a plethora of jobs and great opportunities. I've always had a "Dream Big" mentality. Learning, loving and living is what puts the butter on my bread, the icing on my cake, and the pep in my step! And my life has been one great stair step to the next.

My belief is to follow your heart. It is how I run my life and my business. I followed my heart to Santa Cruz in 1988 where I worked as the Regional Training Manager for Gottschalk's.



In 1998 I became a REALTOR®, joined the Santa Cruz County Association of REALTORS®, and have been a proud member ever since. My involvement in SCCAR has helped me to rise to a higher level of excellence and, more importantly, fuels my "dream big" philosophy. As the 2011 President, I intend to reach out and invite every REALTOR® to dream bigger!

I once read... *When a dream comes true, 9 out of 10 dreamers say that it was easier than they thought, happened faster than they expected, and was better than they first imagined it would be.* It makes me wonder... why don't we dream bigger?

As I am always looking for open doors and opportunities, I can gratefully say that I have enjoyed success in every personal and professional endeavor. And with big dreams... the sky's the limit!

Living with my "Dream Big" mentality keeps my spirit high and I can't wait to share it with you in the coming year.



What's your membership worth?

As a REALTOR® you understand how valuable you are to your clients, but have you taken a moment to understand how valuable your REALTOR® Association is to you?

You've been working harder than ever in this market to keep deals together, service your clients, and keep your business running successfully, so there's a good chance that you have been too busy to realize what an asset your REALTOR® membership is. To help you to better understand and capitalize on those benefits that your Association offers, here is a short summary:

- Open 5 days a week from 8:00 a.m. to 5:00 p.m.
- Friendly, knowledgeable staff
- Clarus MarketMetrics – paid for all members of SCCAR by your association
- Online monthly newspaper
- Educational opportunities
- Informational Summit's annually
- Networking opportunities
- Annual updates on industry issues
- Member Mixers
- Room Rental: conference with your clients, office meetings, classes
- Professional Standards
- REALTOR® Store with products to help you conduct business
- Legal Updates from association legal counsel
- Political Advocacy
- zipForms
- Weekly updates via email
- Display Key and ibox problem solving by knowledgeable staff
- Committee involvement and leadership opportunities
- Membership includes membership in your state and national association of REALTORS®

And so much more.....

SCCAR Staff is on hand and ready to answer any questions you may have about your membership and your benefits, call us anytime, 831-464-2000!

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EQUAL HOUSING LENDER

Turning to Technology

Here are some online finds for your business efficiency or just plain fun:

General Web Sites:

- AroundMe (GPS locator for restaurants, hotels, ATMs, etc.)
- Bump ("bump" your neighbor's device and transfer info)
- CarFinder (need a 3Gs or 4G)
- FlightTracker (if you travel by air, you want this app)
- Kayak (book flights, hotels, etc.)
- Pandora (build your own radio stations)
- Shazam (song recognition)

Business:

- AP Mobile (news app by Associated Press)
- Keynote (Mac's version of PowerPoint)
- ProPrompter (best on the iPad, a teleprompter for speeches)
- ScannerPro (transforms as iPhone into a portable scanner)



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Meet Your 2011 Leadership

You may know their names. You may know their companies. But do you know their vision for SCCAR or their favorite Santa Cruz County destination? Meet your Association's 2011 Board of Directors.

Candace Bradfield, President Premier Real Estate



In business: I have had my license for 13 years. I grew up learning the business!

Top priority for SCCAR: More community involvement, more interaction between our local real estate offices, and education!

Favorite Santa Cruz destination: 6 AM on the Beach

Advice to new REALTORS®: Listen, respect one another and get involved on a local, state, and national level.

Favorite app: Human interaction

Steven D. Allen, Immediate Past President Allen Property Group, Inc.



In business: A licensed CA Broker since 1997.

Top Priority for SCCAR: The goal is relevance and benefit to the member; to do that, it is necessary for the underlying business to be strong.

Favorite Santa Cruz destination: I appreciate all parts of the County. We truly live in one of the most beautiful settings in the world.

Advice to new REALTORS®: A commission based income often leads to feast or famine. I personally recommend sales agents set up corporations and pay themselves a salary. It greatly improves your ability to budget and cuts down on the "famine" part of the equation.

Favorite app: I'm addicted to my Blackberry.

Best part of the job: The flexible hours, ability to meet new people and constantly facing new challenges.

Barbara J. Palmer, President Elect Bailey Properties, Inc.



In business: 30 years

Favorite Santa Cruz destination: My home

Advice to new REALTORS®: Don't procrastinate anything

Favorite app: Starwalker

Best part of the job: The people I work with

John Hickey, Treasurer Monterey Bay Properties



In business: Eight years.

Top priority for SCCAR: To provide value to our members through services, education and local political awareness.

Favorite Santa Cruz destination: take an afternoon sail out on the bay or enjoy a cool stroll under the redwoods at Henry Cowell State Park.

Advice to new REALTORS®: It is a job. Those who treat it as such and put in the hours and are always learning a better way to do things will be rewarded over time.

Favorite app: My Todo list app.

Best part of the job: The growth potential. In this career you are always learning and always meeting new people. I feel both of those are the fuel for personal growth.

Meet Your 2011 Leadership

You may know their names. You may know their companies. But do you know their vision for SCCAR or their favorite Santa Cruz County destination? Meet your Association's 2011 Board of Directors.

Betty Danner, Director **Coldwell Banker Residential Brokerage**



In business: In real estate since June 2009.

Top priority for SCCAR: Remain active in Federal, State and Local Government Initiatives that would have an impact on personal property rights and an impact on our communities economics.

Favorite Santa Cruz destination: Santa Cruz Beach Boardwalk. I enjoy walking along the bluffs at Wilder Ranch. There is one particular spot where the cliffs meet the ocean that is spectacular.

Advice for new REALTORS®: Four "P" words; Passion, Persistence, Patience and Prayer!

Favorite app: Maps and YouTube.

Best part of the job: I enjoy meeting and talking with the wide variety of people, the challenge of the deal. Helping people attain their goals is something worth working toward

Sandy Kaplan, Director **Santa Cruz Properties**



In business: 25 years

Top priority for SCCAR: Serving our members and giving them the tools to help them succeed.

Favorite Santa Cruz destination: The Beach

Advice to new REALTORS®: Be patient

Favorite app: Facebook

Best part of the job: Meeting new people and getting to know them.

Frank O. May, Director **Frank O May & Associates**



In business: I have had my own business for 25 years.

Top priority for SCCAR MY top priority is the protection of private property rights, as well as ethical behavior of REALTORS®.

Favorite Santa Cruz destination Home. But there are so many neat places in Santa Cruz, the Boardwalk, Capitola, watching the surfers at Steamers and Henry Cowell.

Advice to new REALTORS®: Just solve the client's problem - help them! Learn all you can about real estate; not sales, real estate!

Favorite app.: I use the heck out of the MLS.

Best part of the job: I love that we can actually own real estate! I love land! I love solving people's problems and helping them achieve a dream.

Renee Mello, Director **Keller Williams realty - SC**



In business: Licensed since 1988. Full time (this time) since 1999.

Top priority for SCCAR: Provide the education and support for the REALTOR® members to succeed in this trying economy.

Favorite Santa Cruz destination: Shadowbrook

Advice to new REALTORS®: Join a company that provides extensive training for the new agents.

Favorite app.: I wouldn't say an application as my iPad is my favorite computer aid.

Best part of the job: Facilitating a win-win for my clients, friends and family.

Meet Your 2011 Leadership

You may know their names. You may know their companies. But do you know their vision for SCCAR or their favorite Santa Cruz County destination? Meet your Association's 2011 Board of Directors.

Bobbie Nelson, Director Longacre Real Estate



In business: 16 years

Top priority for SCCAR: Making sure our members all know the benefits and importance of involvement in our Association and REALTOR® Action issues.

Favorite Santa Cruz designation: Crows Nest for a window ocean or outside deck seat, a fabulous sunset and dinner.

Advice to new REALTORS®: Make yourself part of the community, participate in the Association activities and spend time with other agents. Strive every day to follow the code of ethics and the golden rule with your clients and other agents.

Favorite app: Hallmark Cards on Facebook

Best part of the job: Helping people achieve their goals of homeownership.

Anne Marie Sorcenelli, Director Bailey Properties, Inc.



In business: I'm starting my 7th year in this wonderful crazy business.

Top priority for SCCAR: Provide the framework for our profession. Education, Ethics and Community Leadership are what we stand for.

Favorite Santa Cruz destination: Hidden Beach. Another gem is Kuumbwaa Jazz Society.

Advice to new REALTORS®: The golden rule... Do unto others as you would have them do unto you. Become educated in your trade and practice ethically.

Favorite app: My iPhone. Next tool to acquire: next generation iPad.

Best part of the job: Knowing I've helped someone. I have supreme satisfaction in finding solutions for the puzzle... and life is a puzzle with not just one solution... I live it and love it!

Lauren Spencer, Director Coldwell Banker Residential Brokerage



In business: 24 years

Top priority for SCCAR: Getting the pay on line option for dues in place. Repairing the building. Keeping a balanced budget.

Favorite Santa Cruz County destination: New Brighton Beach. Nisene Marks Park

Advice to new REALTORS®: Serving your client and your relationship with them are critical for success.

Favorite app.: iPhone App for ekey

Best part of the job: The clients I work with, SCCAR Staff and industry people such as, title companies, lenders, and inspectors.

Betsy Tyler, Director Monterey Bay Properties



In business: 8 years

Top priority for SCCAR: Strong educational offerings, promote the REALTOR® community as an honest, experienced, knowledgeable and professional group worthy of respect.

Favorite Santa Cruz destination: The beach walk from Seascapes to Manresa in winter, the walk along Seacliff by the cement ship, Pogonip, Bike ride through the harbor,

Advice for new REALTORS®: Do it for the love of the business - not the money.

Favorite app: Google maps

Best part of the job: When someone buys a house and wholeheartedly thanks you for helping them, that's the best.



From the desk of Dale Gray

Government Affairs Director

Government Affairs In Review

First, let me "Thank" Candie Noel, Chair of LGR for the year and a half that I have been with SCCAR. Her tireless attention to the issues and strong organizational skills were the key to several of our successes on your behalf. I would also like to "Thank" Barbara Palmer for chairing the newly restructured Local Candidate Recommendation Committee (LCRC) this year. Our involvement in the election process will serve us well as we address issues with legislators in the future. Our new candidate interview process definitely did not go unnoticed by those that attended.

While numerous challenges to our industry arose, the efforts of our volunteers to address those challenges stayed strong and consistent. When the call was made to SCCAR membership to voice their concerns on the City of Santa Cruz Rental Inspection Ordinance and the proposed County of Santa Cruz Vacation Rental Ordinance (which is ongoing) the members responded, providing letters, public testimony and personal comments. Many issues made their way to the LGR committee for action throughout the year...some large and convoluted, others fairly simple and easily addressed. Members of the LGR and LCRC Committees committed and volunteered countless hours to the benefit of our local real estate community. Without their service, I can assure you, the time and money you allocate to put individuals and families into homes would be far higher than it is today. Thank you volunteers! You are truly our unsung heroes and I am ever grateful for your dedication.

As we head into 2011, I believe we are going to be faced with even more challenges. The real estate industry seems to be an easy target for legislators looking to shore up cash-strapped local, county and national budgets. We are the protectors of private property rights and common sense land use. We must be ever vigilant.

In 2011, Government Affairs will continue to bring you informative speakers, the Annual Mayors Breakfast, and updates on issues

we are involved with. Please share what we send out with your office colleagues. We are also looking for more REALTOR® members who have personal ties to local elected officials so, when necessary, we can call on you for your assistance in "opening a door" for a committee member to address an issue. Please email me who you know and how you know them by emailing me at dale@scaor.org.

Your financial support through our REALTOR® Action Fund contributions funds our ongoing efforts to protect our industry and your ability to do business. There are still contribution levels higher than the \$49 now included in your state dues. Please consider increasing your contribution!

Stay involved in 2011. It is in YOUR best interest and that of your clients!

Happy New Year!!



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PO45151 4/04

Legislative Watch



Local Government Issues Update

Renee Mello
LGR Committee Chair
Keller Williams Realty – SC
831-457-5500

Let me begin by stating how excited I am to be chairing this committee. I admit, I have hard shoes to fill following Candie Noel. Candie has worked tirelessly to keep the membership updated on legislation and ordinances that would affect our ability to do business and ours' and our client's property rights. She was also instrumental in leading the Association in presenting a unified front in supporting or opposing said legislation. I will do my best to fill those shoes.

The Mission Statement of The Santa Cruz County Association of REALTORS® is, *'to enhance the professionalism and integrity of our members and to protect and promote private property rights'*. It is the responsibility of the LGR committee to stay on top of local, state and national legislation that may adversely affect private property rights. Our goal is to identify those issues before they become law so we can either fight to defeat them or provide input into how they will be implemented.

In order for us to achieve this goal, we need you to help us protect ours' and our client's property rights. We all live and work in this area

and are impacted every day by the legislation that is passed around us. This legislation dictates the environment in which we are going to do business.

What can you do? We need people to be our eyes and ears out in the community. In the past, we have assigned point people to a variety of positions, including, but not limited to each of the cities in the county, the county supervisors, each of the water boards, the mobile home community, etc. Do you have an interest in one of these areas? Just let us know and we will put you down as a representative. As Real Estate Professionals, our client's expect us to know what is going on in the communities we serve. What better way to do this than by getting to know those who make the decisions in those areas.

Sign up and get involved! We meet the first Friday of every month at 8:30 at the SCCAR office. We invite you to come to our next meeting. If you can't make the meeting, please give me a call at (831) 840-2479. Let's see what we can figure out. Thanks for your attention.

Tech Talk

You've Heard of Skype *But What Is It?*

Skype is a software application for making voice calls over the Internet. It's become popular for its other capabilities, including instant messaging, file transfer and video conferencing. You should know about Skype because, among other reasons, its video images are of exceptionally high quality and its services are free among Skype users. Skype can also be used to contact a non-Skype user on a landline or mobile phone, for a moderate fee.

Skype could be a smart choice for REALTORS® who want to: Hold remote team meetings; Conduct remote team trainings; Offer public seminars to build business; Meet with international clients or Meet with any client you can't see personally.

Skype uses a proprietary technology to compress the sights and sounds it sends over the Internet to require only a very small bandwidth. Because of this, it doesn't tax the network. It recovers the images received in real time and with minimal distortion. Consider these possible Skype applications to your business: Host a

free "Home Owning 101" video seminar for potential clients who can ask questions and interact with you online. This saves the leg-work and cost of obtaining a speaking facility and hand-out materials. But just as importantly, it allows you to expand your reach and promote the seminar to people who live far from Santa Cruz but may plan to move here or otherwise become invested in local real estate. Meet with your clients who live in other U.S. cities or overseas. Skype allows you show them, while you speak, pictures and floor plans of recommended properties. This can save travel time and bring you more quickly to a close.

Hold a mandatory training program for your office that's accessible by agents who work in different places and on different schedules. Participants can view charts, maps and other visual elements of your presentation, ask questions and talk as a team.

To learn more and explore whether Skype is a good fit for your business, visit www.skype.com.

You Are Cordially Invited to the Santa Cruz County Association of REALTORS®

90th Installation of the 2011 Officers and Directors



Honoring 2011 President Candace Bradfield and
the incoming Officers and Directors

Wednesday, January 12, 2011 from 11 am ~ 2 pm
at the Chaminade, 1 Paul Sweet Road.
A buffet luncheon will be served.

Please RSVP by Friday, January 7, 2011

SCCAR 2011 INSTALLATION & AWARDS LUNCHEON RSVP FORM

RSVP to SCCAR 2525 Main St. Soquel, CA 95073 Phone 831-464-2000 Fax 831-464-2881 or online at www.mysccar.org

Name _____ Office _____

Billing Address _____ City _____ Zip _____

Number of Tickets at \$50 per person: _____ Total Amount Due: \$ _____ Phone: _____

___ Check ___ Visa ___ Mastercard ___ Amex ___ Discover Acct#: _____ Exp. date: _____

*No refunds will be given if you cancel on or after January 7th.



Education & Professional Development

Register Online by visiting our [Education Calendar](#) or our [Online Registration Center](#)

[Planning Department - All About Accessory and Secondary/Granny Units](#)

Friday, Jan. 14, 2011, 10 am - 12 pm

Cost: \$5 SCCAR Members, \$25 Non-members, \$10 at the door

Instructor: Susan Kauffman, Santa Cruz County Planning Department

Attend this session to learn everything you need to know about applicable regulations and requirements of: Accessory Structures, Habitable and Nonhabitable Units, Secondary/Granny Units

[How to Close HAMP & HAFA Short Sales in 45 Days](#)

Tuesday, Jan. 18, 2011, 1 - 4 PM

Cost: \$10 SCCAR Members, \$20 Non-members

Instructor: Bob McManus

In this class, you will learn HOW TO... Get Your Short Sale to Close On Time...Every Time! Get 97% of Your Short Sales Approved with this Proven System Approach Your Homeowners with the Right Information that will have them Saying "YES" to You! Know Exactly What the Banks are Looking For from You Have the Bank Send You Referrals BONUS: Complete REO Update PLUS: Receive a FREE Listing of Leads in your area!

[Duane Gomer's License Renewal](#)

Friday, Jan. 21, 2011, 8:45 - 11 am

Cost: \$70 SCCAR Members, \$85 Non-members

Instructor: Randy Turnquist

What the program will cover: All Brokers & Sales persons renewing AFTER the first time will receive 3 hour home study mandatory courses of Agency, Ethics, Trust Funds, Fair Housing, Risk Management and a 30 hour course on Foreclosures, Taxes & Evictions. Salespersons on their FIRST four-year renewal who got their license before 10/1/2007 will receive 3 hour home-study mandatory courses of Agency, Ethics, Trust Funds, Fair Housing, Risk Management. You only have to take these five courses. There will be an optional review to prepare you to pass the easy exams. Money-back guarantee. Exams will be offered on the five mandatory courses. You may test on only 15 hours a day—DRE Rule (we don't like this either). Students who need 45 hours will be provided with instructions for testing on the additional 30 hour course

online. If you received your materials at least six days before the class, you will be given passwords and user names to test later online. Later signups will receive their passwords by email.

MLS Training Courses: To register call SCCAR at 831-464-2000 or email lflint@scaor.org

Matrix Essentials

Friday, Jan. 7, 2011, 10 am – 12 pm

This course will provide you with the basic skill requirements for the Matrix search application. Upon completion you will have learned: Application Navigation, Inputting Search Queries, Map Search, Reporting & Results Options, Driving Directions, Adding Search Fields, Saving Searches, Emailing & Printing.

Mastering Matrix

Friday, Jan. 7, 2011, 1 - 3 pm

This course will provide you with advanced skill levels for the Matrix search application. Upon completion you will have learned: Sorting Results, Statistics from Results, CMA's from Results, Area Statistics, Customizing Results, Building Hotsheets, Emailing Results, Auto Emailing.

Clarus Market Metrics

Monday, Jan. 10, 2011, 1 – 3 pm

Clarus™ MarketMetrics™ is a simple to use, market orientated tool designed specifically for the real estate professional to better understand the local market and communicate those insights to clients easily and effectively. Market Metrics provides real estate professionals with a powerful set of localized reports that contain market trend and pricing information in a highly visual format.

Listing Management

Friday, Jan. 28, 2011, 10 am – 12 pm

Matrix Statistics

Monday, Feb. 14, 2011, 10 am – 12 pm

Matrix CMA

Monday, Feb. 14, 2011, 1 – 3 pm

Unless otherwise stated, all Education & Professional Development offerings are held at the SCCAR offices at 2525 Main Street, Soquel, CA 95073



Where Is The City Of Ap"TOES"?

Candie Noel

Bailey Properties

cnoel@baileyproperties.com



If I had a penny for the number of times I've been asked that question, I could quit my REALTOR® day job. Actually Aptos is not a city, or a town. It is an unincorporated area in Santa Cruz County consisting of several small communities; Aptos Village, Rio Del Mar, Seacliff, Seascape, and, of course, Aptos. Very confusing to the visitor and newcomer, but the charm of the area, sense of community, schools, outdoor life, beautiful beaches, Nisene Marks Park, and the non-conforming, not a cookie-cutter architectural style of homes keeps them coming back, and often, staying.

Native American people, the Ohlones, inhabited this area for about 6000 years prior to the Spanish landing. The name Aptos according to local folk lore, is from the Ohlones and means the "meeting of two creeks" for the confluence of Aptos Creek and Valencia Creek which then flows to Monterey Bay. From the naming by the Ohlones through today 2011, the charm and invitation of Aptos has developed over time and is integral to its history.

This quiet, charming coastal bedroom community of Aptos supports about 25,000 residents. There are 10,000 plus single family homes or townhomes, and very few multi-family homes or apartments. The approximate median income is \$70,000; the highest in the county.

The two main industries today are tourism and education. Tourism is first with about 25% of the county vacation rental accommodations in Aptos. Cabrillo College is the largest employer with approximately 1,000 employees. The other approximately 600 businesses in Aptos are business and professional services, retail, home based businesses, eating establishments, and small farms. There are several retail shopping areas in Aptos; Aptos Center, Seacliff, Rancho del Mar, Soquel Drive, Aptos Village Square, Historic Aptos Village, Redwood Village, Deer Park Marketplace, Rio Del Mar Esplanade and Seascape Village. People meet to chat with a friend over a coffee, enjoy an outdoor meal, shop, or just plain browse. It doesn't matter where you go, you will find someone to say hello to.

But it hasn't always been that way. Timber harvesting, tanneries, sugar beet production, and apple farming were the main industries in the 1800's. The growth of these industries opened the door for Aptos as a shipping and the railway mecca. There was even some unsuccessful dabbling in tourism. Later in the 1900's gambling and drinking were added to the list, sort of. At one time 13 saloons flourished in Aptos, quenching the thirst of the shipping, railroad and lumber workers. The Cement Ship, and the resort hotels with game rooms, bowling alleys, bar rooms, and dance-halls contributed to the aura of the era.

It started with real estate; 6,656 acres of real estate. Rancho Aptos

was granted to Rafael Castro by the Mexican government. Castro initially used the land to raise cattle for their hides, and shipped them out off the beach at the mouth of Aptos Creek. Through Castro's cattle business and then leasing of his land to Americans for industrial development, a wharf, general store, and lumber mill were built in what is now Aptos Village. A leather tannery was built with the main building being what we know as the Apple Lane Inn which is near Porter Gulch. It was a lot of real estate.

Castro built a small wharf at the mouth of Aptos Creek to ship the cattle hides, and grain and flour from his mill which stood on today's Creek Drive. This area is now called Rio Del Mar Flats, and was connected to the Village, railroad, and lumber mills by Aptos Beach Drive and Spreckels Drive. Today it is a small beachy community where family and friends meet for a day or week at the beach to relax and enjoy. The beachy homes are mostly small beachcomber type, two-story, with balconies and carports. Many being vacation rental or second homes.

In 1872 Claus Spreckels, the sugar millionaire, began buying land from Castro. He built a hotel near the beach, a summer mansion and ranch, and a racetrack for his horses. He built a 12 foot high wooden fence around 170 acres. He stocked it with deer and elk and became a private hunting reserve for himself and his buddies. The fence ran from Bonita Drive and Valencia Lagoon on the north side of the ridge to Monterey Drive on the south side. What was the fenced off reserve is now an open, rural, countrylike area dotted with homes. It has a laid back feel where children and their pets play with a sense of safety in the narrow, winding streets. Also home to this area is the near extinct long-toed salamander whose breeding ground is Valencia Lagoon.

It is from this game reserve the Deer Park Tavern and Deer Park Shopping Center, favorites for locals and visitors, were named. The Deer Park Tavern is now the award winning, upscale Bittersweet Bistro. Old timers of the area can tell you about the bounty of preserved deer, elk, pigs, and other game that used to be housed at the Tavern, and the associated smell.

Rio Del Mar Beach, a favorite place for both locals and visitors to sun during the day, or sit by the campfire at night, was once a thriving seaport. The 500 ft. wharf Castro built was extended by Spreckels in 1880 to 1000 ft. Docks were needed to accommodate the large ships from Spreckels company that shipped cord wood, sugar cane, and redwood lumber from Aptos to Hawaii. Those of you, and there are lots of us, who walk or run on the beach in the winter can see the remains of broken pilings and pieces of steel rail sticking out of the sand at low tide.

Continued on Page 13

Aptos

Continued From Page 12



From 1880 to 1920 redwood timber harvesting became the major industry, and Aptos became a boom town. This was made possible with Hihn's extension of the Santa Cruz Railroad (later purchased by Southern Pacific) to Aptos Village. The Loma Prieta Lumber Company logged all of what is now part of Nisene Marks State Park. In 40 years the hills were bare, and apples became the next industry. Village Fair Antiques on Trout Gulch Road is old apple packing plant built by Hihn.

The Bayview Hotel, now standing at the center of Aptos Village was built in 1878 by Jose Arano. At one time it was the only hotel amid 15 saloons. If you spend the night at this charming, Victorian bed and breakfast, beware. It is believed to be haunted. Jose Arano who died at the hotel in 1928 at the age of 91, is believed to be one of the ghosts. Jose and the other ghosts are friendly and do no harm. They just move things around a lot.

In 2010 the County Board of Supervisors adopted a plan for the development of Aptos Village. The masterplanned community development preserves the historical content of the Village with the Forest of Nisene Marks State Park, Aptos Village County Park,

and Aptos and Valencia Creeks providing the natural boundary of the Village. A Village common will be created as the heart of the community and a central gathering place for social and civic events. The Bayview Hotel, Hihn Apple Barn, and other historical buildings are preserved in the Village Plan, and enhanced by pedestrian friendly walking areas, mixed use housing, commercial, retail developments.

The name Rio Del Mar came from a marketing campaign to sell real estate in the 1920's. Lending a hand in promoting the area as a "destination" spot was the Rio Del Mar Country Club which included a clubhouse, hotel on the bluffs, a beach club, polo field and a golf course. The SS Palo Alto cement ship was moored and converted into an amusement pier with restaurants, swimming pools, and a dance pavilion. Coincidentally, at this time Rio Del Mar Beach became notorious as an unloading point for bootleg liquor. Did anyone say drinking and gambling?

In addition to the award winning Rio Del Mar Elementary School, and Seascape Golf Course, Rio Del Mar today is a combination of tourist destination, summer rentals, second homes, and those lucky enough to live there year-round. Visitors and residents are drawn to its charming tree-lined streets, and diverse architecture, from the old red-tiled Spreckels homes to the upscale homes on the bluff.

In 1872 Claus Spreckels purchased what is now most of Rio Del Mar, about 1150 acres, for \$81,000. Today a 5200 s.f. lot on Rio Del Mar Drive in the Aptos Beach Country Club Community is for sale for \$695,000. A 5600 s.f. lot on Beach Drive sold a few months ago for \$875,000.



WAKE UP
WITH SCCAR



Join fellow members of SCCAR every Thursday morning by participating in "WAKE UP WITH SCCAR" Tour & Marketing Meeting from 8:30 a.m. to 9:00 a.m. here at the Association.

Program includes coffee, bagels, pastries and who knows, maybe a breakfast item or two! Participate in networking with fellow members, hear the latest tidbits related to your industry, hear a one minute mortgage update and so much more, all within 30 minutes!

New Member Benefits for C.A.R. Members Beginning January 2011!

Two exciting member benefits will be offered to you in 2011: zipLogix Digital Ink™ electronic signatures and document storage for zipForm® 6.

zipLogix Digital Ink™

A digital signature solution for signing C.A.R. forms and non-C.A.R. documents within zipForm® 6. zipLogix Digital Ink™ works seamlessly with your zipForm® 6 account, enabling you to send your clients real estate forms that require signatures, and eliminate the cost and time of printing, faxing, and traveling to get paper copies signed.

Features of the zipLogix Digital Ink™ program include:

- An address book which stores client information and reduces the need to repetitively enter client information on forms.
- Pre-defined signature, initial, and date fields on zipForm® 6 documents to facilitate faster document preparation.
- The ability to sign non-zipForm® 6 documents related to the transaction allowing a REALTOR® to e-mail clients broker forms or local disclosure forms that may not be in the zipForm® 6 form library.
- Text boxes that allow clients to insert additional information on forms like C.A.R. Standard Forms TDS (Real Estate Transfer Disclosure Statement) and C.A.R. Standard Form SPQ (Seller Property Questionnaire).

Transaction tokens for the current version of zipLogix Digital Ink™ may be purchased for use through the end of 2010. Purchase one digital signature transaction token for \$8.95. Tokens are consumed per transaction and offer unlimited digital signatures over the course of that specific transaction. To purchase tokens directly from your zipForm® 6 account, click on the "eSign" icon or go to the "Tools" tab, select "Options" menu, and choose the "E-Signature" tab. A credit card is required to complete the order.

To learn more about zipLogix Digital Ink™, [click here](#).

Document Storage for zipForm® 6

An online filing cabinet for you to store unlimited transactional documents online for up to five years within your zipForm® 6 Professional account. Some of the capabilities include document upload and delivery via web, e-mail, fax, or scanning directly to a specific transaction.

Other benefits include:

- Documents can be stored with transactions
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To learn more about document storage for zipForm® 6, [click here](#).

Don't forget your other FREE Member Benefits for zipForm® 6 Available Today

ePUBS™ for zipForm® 6

An add-on library to your zipForm® 6 account, ePUBS™ for zipForm® 6 enables you to e-mail a digitized version of the Combined Hazard Book in one file, as well as send the corresponding separate signature page. This add-on library helps you save paper annually and you'll comply with California's mandated disclosure law. Complimentary for all zipForm® 6 accounts.

Forms Tutor®

A self-guided software program that provides audio and/or text instructions to help you complete California real estate forms, clause-by-clause. Forms Tutor® guides you step-by-step through new or specialized forms using an easy-to-learn format specific to each form. Complimentary for all zipForm® 6 accounts.

Forms Advisor™

A self-guided software program that advises you about which forms to use for your transactions. Based on the information you enter, you'll be directed to the relevant form for your specific transaction. Complimentary for all zipForm® 6 accounts.

Foreclosure Prevention Library for zipForm® 6

This add-on library through your zipForm® 6 account consists of 10 short documents explaining how your client can avoid foreclosure and foreclosure scams. Each beneficial document can be customized with your contact information and given to potential clients as an educational tool. Complimentary for all zipForm® 6 accounts.

C.A.R. Foreign Language Forms

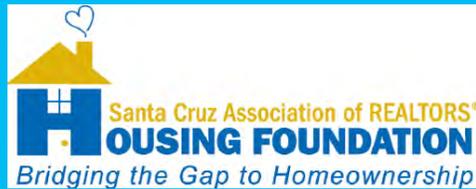
The foreign language add-on library in your zipForm® 6 account is available in Spanish, Chinese, Korean, Tagalog, and Vietnamese and includes the foreign language copy of the lease/rental agreement. Complimentary for all zipForm® 6 accounts.



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We Have Lift-off On a New Grant Program!

Sandy Kaplan, SCAOR Housing Foundation Chair
Santa Cruz Properties, 831- 471-8000

The Santa Cruz Association of REALTORS® Housing Foundation new Homeowners Association (HOA) Dues Assistance Grant Program officially launched in December! This program will allow the Foundation to further assist low income first time homebuyers in our County by providing 50% of HOA dues payments with a maximum payout of \$2,500 during the first year of homeownership. We are very excited to have the ability to offer another program that assists those in our community achieve the dream of homeownership. Additionally, HOA Dues Assistance Grant applicants may also qualify for our Closing Cost Assistance Grant, qualifications and application information about both programs can be found at www.scaorhf.org.

If you have any questions about either of these programs, please contact Andrea Harbert at 464-2000 or andrea@scaor.org.

Keep up on the latest and greatest happenings with the Foundation, become a fan on our Facebook page! Click the logo!



Donating as Easy as 123...

A portion of the funds needed to finance these programs comes from personal donations. A very easy way for SCCAR members to do this is through escrow contributions.

Here's how it works:

- 1) Download a form [here](#)
- 2) Submit the form to the escrow officer sometime during the escrow period.
- 3) The escrow officer then simply removes the requested amount of the donation from the commission check and sends it to the Santa Cruz Association of REALTORS® Housing Foundation.

Donations vary from \$25-\$100..and every amount helps and is appreciated!

2010 Results From the Education Committee

Betsy Tyler, 2010 Education Committee Chair
Monterey Bay Properties
831-475-3525, betsy@betsytyler.com

Our mission statement:

“Provide continuing education programs at SCAOR that serve members in the license renewal process and their real estate practice; and help expand attendance to increase members’ knowledge and professionalism.”

The committee’s first meeting in January 2010 was full of lofty goals and wonderful inspiration. Some were implemented, some outlined, and some just making the idea chart and waiting for next year. Now that the year is coming to a close I look back and see that we accomplished much, yet still have more to go.

Our first mission was a survey of the SCCAR brokers. Each member called 3-4 brokers and received feedback on what the brokers were looking for from the educational offerings at SCCAR. Much later in the year we surveyed the members of SCCAR. This valuable input will help to shape next year’s educational calendar. Feedback from the SCCAR community is vital in order to meet the needs and desires of our members. Additionally, the evaluation sheets provided at each class gives us the information we need to help expand members’ knowledge and professionalism.

Issues throughout the year dictated changes in the educational calendar. Market trends required modifications to the program and decreased financial budgets kept many class sizes low. There were exceptions to that rule, like the continuing education classes, panel discussions and seminars explaining the Coastal Commission, and Planning and Building.

2010 was the start of a brand new course design that will, in effect, assist REALTORS® by providing knowledge and information to better assist their clients in buying and selling real estate in Santa Cruz County. Upon completion of these classes attendees will obtain better knowledge, new training, advanced skills and additional experience in the workings and nature of the communities of the Santa Cruz County area. Keep an eye out in Spring 2011 as we are looking to launch a new advanced Graduate series where REALTORS® will be eligible to receive a Santa Cruz County REALTOR® Association designation.

Other plans for next year include a presentation of local projects such as the Aptos Village and Pleasure Point. Other presentations we hope to have include the following: a “brokers only” panel to discuss trends and issues; a presentation of mold and asbestos issues and concerns; a “Don’t Take it Personal,” class on working with different personalities and how to diffuse volatile situations; and a regular monthly write up on REALTOR® etiquette in the escrow.

Review the education [calendar](#) regularly and be informed of what classes are being offered. Tech Tuesday provides many great classes put on by our affiliate members and the education committee is always looking to bring in new ideas and topics for classes that help you, the members, to be the best you can be. We are all in this together and the better educated we are the better our transactions flow. You can never learn too much. And the more you know, the more other people learn from you. It’s a wonderful cycle, and a fulfilling one.

Holiday Open House Provides Delightful Holiday Cheer



A fun time was had by all at the annual SCCAR Holiday Open House held on December, 4th. SCCAR Members shared in tasty treats, beverages, networking and holiday cheer. A special thank you to all who provided delicious eats and beverages to share. With your generosity the Second Harvest Food barrel filled up fast! It was a pleasure for us to ring in the season with our very valued SCCAR Members. We hope you had a terrific time and enjoy a blissful season.





Affiliate News

Dennis Spencer, Affiliate Committee Chair
WIN Home Inspection
 831-621-6303
dspencer@wini.com

Your Donations Delivered the Holidays!



l to r - Dennis Spencer, Dimitri Timm, Norma I. Milete, Karen Schenk and Dick Cornelsen



Lillian and her Grandma couldn't believe all the wonderful items they got to open on Christmas day!

For the fourth year the SCCAR Affiliates Committee has sponsored three local families during the holidays through Families In Transition whose goal is to help prevent families from becoming homeless and assisting those who are.

With the generous donations from our SCCAR Members we were able to provide a Christmas to all families. Items that were graciously donated included but were not limited to: gift cards, toys, clothes, toaster oven, cooking supplies, blankets, and cash donations to go towards rents and or supplies for all the families.

A special thank you goes out to our Christmas elves: Dennis Spencer, WIN Home Inspection, Loree Doan, Stewart Title, Dick Cornelsen, Wells Fargo Home Mortgage, Karen Schenk, Old Republic Title, Barbara Dimitruk, First American Title Co. and Norma Milete, SCCAR who donated, wrapped and delivered presents to these families.

All of the families were very touched by the generous donations from our Association. Thank you to all who helped our adopted families this holiday season, the donations given truly gave these families a Christmas.

Wishing you prosperity and joy in 2011!

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SCCAR January 2011

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 Events Meeting 11:00 am	4	5 Fundraising 12-1 pm	6 Tour & Marketing Meeting 8:30 am	7 LGR Committee 8:30 am Matrix Training 10-12 pm & 1-3 pm	8
9	10 Affiliate Meeting 8:30 am Education Meeting 11 am Clarus 1-3pm	11 Housing Foundation 2:30 pm	12 90th Annual Installation , 11 -2 pm. The Cham- nade., SC	13 Tour & Marketing Meeting 8:30 am	14 Board of Directors 8:30 AM Planning Dept. Semi- nar , 10 am— 12pm	15
16	17 SCCAR Office Closed Martin Luther King, Jr. Day	18 Short Sale Class 1— 4 pm	19	20 Tour & Marketing Meeting 8:30 am	21 Duane Gomer's License Renewal 9 am	22
23	24 Budget & Finance Mtg. 8:30 am ATOSC 3 pm	25	26 C.A.R. Meetings San Diego	27 Tour & Marketing Meeting 8:30 am C.A.R. Meetings San Diego	28 Listing Mgmt. 10 am—12 pm C.A.R. Meetings San Diego	29 C.A.R. Meetings San Diego
30	31					

*Please Welcome
These New Members of Your
Association*

*New REALTOR® Members
December 2010*

Century 21 Lad
Kathleen Hall

David Lyng Real Estate
Gloria Garcia

Pertria
Monika Davidson

HAPPY NEW YEAR!
January Store Sale
Shoe Covers



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(Regularly \$18)