

REALTOR®

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Celebrating Your 2020 Team!

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"Inspirational" best describes SCCAR's 2020 President Morgan Lyng Lukina's message for 2020. Teamwork, community and involvement in our industry were the key takeaways that will provide a solid foundation for the year ahead.

We were honored to usher in her presidency and our 2020 Board of Directors at our Installation and Awards luncheon in January. Congratulations to our awards winners, Rose Marie McNair for Lifetime Achievement, Connie Landes for Community Service, Candace Bradfield the



President's Award, Jennifer Lyng Watson for REALTOR of the Year and Tai Boutell for Affiliate of the Year – all well-deserved recognitions of their contributions to SCCAR and our community. Thank you to our sponsors David Lyng Real Estate, All Cal Financial, Trade-In Real Estate, and HomeGuard Incorporated, for their generous support. And thank you all for

showing up and supporting your association! It's all about teamwork and we think we have pretty great one at SCCAR!



President's Message for 2020

We were so inspired by President Morgan Lukina's speech, we wanted to share it with everyone. Please read on and be ready to be inspired!

Good afternoon! Thank you all for being here, both to celebrate our newly installed directors as well as honor those that have served before us. I'd like to start off by telling you all a little bit more about myself and my background and I then I will expand on some of my goals for this year. Before my closing, I also have several people I'd like to acknowledge, because I wouldn't be here today without their support.

So firstly, who am I and where do I come from? I grew up in Santa Cruz and I know there are many of you in the room that know what it is like to grow up in a "real estate family." I was surrounded by real estate from a very early age. In fact, I've been told that my mother was talking real estate with the anesthesiologist during her C-Section the day I was born. My dad is celebrating over 50 years in real estate and this year – 2020 - marks his 50th year as a REALTOR and a CAR State Director. I was always inspired by both of my parents' commitment to the business. While I was tempted to immediately follow their footsteps into real estate, I wanted to explore the world a bit more.

I left for college at UC Berkeley and then spent several years working in commercial real estate in San Francisco. I enjoyed what I did but something was missing. At the time I didn't know what it was. The economy slid into a recession, which caused me to really think about what I was doing, who I was, and what I wanted in life. I made the decision to move back to Santa Cruz in 2010.

I realized that being a part of a team was what was missing in my life before. My experience in commercial real estate in San Francisco did not give me the feeling of being part of a team. The family real estate business did – I was on a real estate team and a family team.

In 2011, this team feeling grew when I got involved with the Santa Cruz County Association of REALTORS and began serving on the Events & Planning Committee. Once I had a "toe in the water" I realized there was so much more to the real estate business than I ever imagined. In 2012 I joined the Board of Directors and I began serving as a CAR director in 2016.

Throughout this experience, I've learned a lot about what it means to be a REALTOR.

As REALTORS our common goal is to always go above and beyond to improve the lives of our clients, consumers, and our communities. Our goal is to educate consumers on the REALTOR difference and provide them with an inherent call to action to work with a REALTOR, who abides by the Code of Ethics, practices advocacy, and is backed by the nation's largest professional trade association. Do you feel proud? You should, because That's Who We R. This is the 2020 theme of The National Association of Realtors and I'd like it to be the slogan for our team this year.



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We are all a part of the team, and from an advocacy standpoint, this means we are all a part of the REALTOR Party and more deeply, the REALTOR family. I have a deep respect for our Realtors that spend time attending city council meetings, writing letters, and both supporting and partnering with our local officials so they understand how the decisions they make affect homeowners and private property rights. If we don't fight for these things, who will? Homeowners often just experience their own transaction. The contract, marketing, and the raw emotion of the moment in time, but we as REALTORS support homeownership on a daily basis and we are involved in our community and our neighborhoods.

My goal this year is that we can all come together and remember this common purpose. I'm going to twist the "That's Who We R" campaign slightly and ask, "Who R you?" What do you stand for? Do you feel like you are a part of this team? I encourage you to be visible in the community and show up when it counts. As both your President and team coach, I also encourage you all to challenge me. I want to hear your ideas and help support you. In order to continually adapt, evolve, and get better we need your ideas. We're all in this together. A team! My promise to you is that you will always get honesty and transparency from me. I will practice what I preach and always represent our association as a professional.

In closing I have several people I'd like to thank. People that have been an instrumental part of my leadership growth. This of course includes my parents and immediate family. There are pluses and minuses of working with family. The main downside is the lack of separation between your personal and professional life...it really all just blurs together...at all hours of the day and night. Did I mention that my parents are also my neighbors? To my loving family, I appreciate you, I love our family and the feeling we have for each other and our company.

My biggest thank you on this journey goes to my husband Greg, who holds down the fort with our

kids while I'm away and more or less toned down his own commitments this year so he can support me while I support all of you. I'm also grateful he showed up today because he had to pay to hear me talk. He gets enough of that for free at home. I'd like to thank the staff at the Association for always being supportive and so welcoming. Our Association provides a steady, stable symbol amidst any changes we go through and they really are the backbone of our team.

I'd like to thank Kathy Hartman for always encouraging me and being such a tremendous source of knowledge. We've spent a lot of quality time together. The most memorable thus far was the recent NAR conference in San Francisco when I came down with the stomach flu and we were sharing a room. There are some things you just can't forget. Sorry Kathy.

Thank you to all of our REALTORS and Affiliates who serve on committees or are involved with the Women's Council of Realtors. They all work hard to contribute to our team by providing us with education, special events, or enforce our Code of Ethics so we can all continue to be the best we can be. I also have a shout out to my Region 10 CAR family. Please know how much I appreciate you; your time, dedication, humor, and intellect. I am so excited and honored to serve as your President this year. This means a lot to me, and I really feel like my life has come full circle. Every month when I sit in our Board of Directors meetings, I look at the photos on the wall of all of our past presidents and I have so much respect for all of those that have served before me and I just want you all to know how seriously I take this position.

And finally... My 2020 vision is for all of us to feel united together for a bigger purpose and be a part of a team. We are counting on you to show up and stand up for what we believe in, because...wait for it... "That's who we R!" Thank you again, and I wish all of you a prosperous and healthy 2020.

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SECRETS TO A QUARTER-MILLION-DOLLAR BUSINESS

Published by CAR. Author: Karen Coffey

- STOP SELLING REAL ESTATE AND START SELLING A RESULT
- STOP CUTTING YOUR COMMISSIONS AND START CHARGING WHAT YOU ARE WORTH
- STOP ACTING LIKE A SALESPERSON AND START ACTING LIKE A DOCTOR

Read the complete article “Where are we Headed” linked on the car.org home page



Local Government & Our Participation

Vote, show up to City Council meetings, speak your mind; Let's get involved!

Local government has always been held high on the basis that it is a crucial aspect of the process of engaging the community and its people in the decision-making process. No political system is considered complete and democratic if it does not have a system of local government in place, and some, like me, believe that local government is the most critical, personal and intense form of government.

Local governments typically provide law enforcement, fire protection, public schools at the elementary and secondary levels, construction and maintenance of roads, assure public utilities such as electricity, water, and sewage service are available, regulating business and commerce through licensing and enforcement of standards, collecting taxes to finance the other functions of government and providing courts for the settling of disputes and adjudicating criminal cases. Some of these functions overlap those of state governments. For example, local government may be responsible for streets within a city, while the state government may be responsible for roads in between cities (Highways).

The purpose of local government serves many different roles as outlined above, but one that stands out to many of us in the “Real Estate World” is its impacts on land-use issues through the General Plan and land-planning process. And for us, this should mean that we keep an eye on out local elected officials, educate them when needed, and support and applaud them when deserved.

As we enter 2020, it is more important than ever; with the state split-roll initiative, to local bonds that impact property owners and many other real estate-impacting policies, that REALTORS® get involved and make a difference in their communities. If we do not speak up for the issues that matter to us, then the opposition will speak and get their way.

Join us for our monthly SCCAR Local Government Relations Committee meetings. Make your 2020 resolution one of change and business prosperity!

Vote, show up to City Council meetings, speak your mind; Let's get involved!



Victor Gomez
SCCAR GAD
gad@mysccar.org

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UPDATE

Wed., February 26, 2020
11:30 am - 1:30 pm
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C.A.R. Asst. General Counsel

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AGE REQUIREMENTS

○ It has been brought to our attention by the Bay Village Homeowners Association in Adult Village that some listings are not reflecting the correct age requirements to buy in this area. From BVHA they are requesting the following verbiage (or similar) be used “Age restrictions apply: 1 resident must be 55+, second resident 45+, no age restriction for buyers.” in accordance with their CC&R’s. For questions contact: contact@bayvillagewatsonville.com



Signature Affiliate Spotlight

Pelican House Watch, Santa Cruz



Pelican House Watch Company Intro
A new home watching business has begun operations serving neighborhoods throughout Santa Cruz County. The new company, Pelican House Watch was started after its owner’s, David and Teri Parks, of Santa Cruz, began receiving requests from past and current clients of their 30 year old construction company, Parks Construction, to add to their services by “keeping an eye” on their local residences, and in one instance, a commercial doctors office condominium complex.

Pelican House Watch offers services that include regular home visits to view the exterior and in some cases the interior of unoccupied and part-time vacation homes and properties looking for obvious issues that may affect the property. The company then provides a real time report using nationally recognized home watch reporting software developed by iAuditor. The software includes an interface for the end user to view the reports as well as schedule and cancel house watch visits as needed. Pelican House Watch also serves Condominium and Townhome HOA communities by providing similar services including inspection and reporting on observation affecting the grounds, walkways, parking lots and common areas of the communities, keeping the property managers and boards of directors current on issues affecting these properties. In every instance inspections and reporting are

customized to fit the individual needs of the clients.

The founder and president of the company, David Parks, is a lifetime resident of Santa Cruz, having attended local schools, Cabrillo College and UC Berkeley. David, after receiving a BA in Architecture from Berkeley, began Parks Construction Company which began serving local homeowners and HOA communities throughout Santa Cruz for many years. David also served for a period of time as construction superintendent for a large local builder in the construction of townhomes and condominiums, shopping center and doctors offices. David recently retired, after ten years, as Manager of Construction Operations for the County of Santa Clara Roads and Airports Dept., managing a large inspection and reporting staff and materials testing laboratory, performing roadway widening, bridge replacement, pavement management projects, etc.; during the final year of work for the county, David managed the repair work on more than two dozens roadways that were effectively closed due to storm damages of the 2017 winter storms – at the time of his retirement, all roadways in Santa Clara county were restored to their full operating condition, or better. Since retirement David resumed operations of his construction company, now in full operation, as well as its new sister company, Pelican House Watch.

2020 Census

The census is important for all REALTORS® because completing the Census survey means more resources for businesses and communities across the country. Find out how to participate: <https://www.nar.realtor/census/guide>



Teri Parks, a Santa Cruz native, is currently CFO and Secretary of Pelican House Watch, has extensive work experience as an administrative assistant for law firms as well as at a private school, and most recently as a photographer's assistant in the shooting and production of yearbook photos, senior and business portraits, graduation photos and other school activities. Teri also markets her own line of photography through TeresaMae Photography. Over the years Teri has provided her expertise to Pelican House Watch's sister company, Parks Construction, in providing design and interior finish selections and specifications used in the construction of new homes and major residential renovation projects.

Pelican House Watch refers to themselves as a "Concierge Service for Absentee Home Owner and Part-Time Dwellers, as well as for HOA Communities and Commercial Office Complexes". Let them customize a care package that will help you protect and watch over your home and properties.



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Santa Cruz County Housing Statistics

December 2019: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	3	41	27	81	\$1,162,741	\$1,000,000	\$524	97%	\$31,394,010	2,239	23,553	2.1
Ben Lomond	0	3	8	52	\$887,250	\$837,500	\$424	97%	\$7,098,000	1,950	105,470	0.5
Boulder Creek	6	35	9	50	\$612,388	\$680,000	\$547	98%	\$5,511,500	1,317	12,855	2.6
Brookdale	1	5	1	65	\$680,000	\$680,000	\$493	95%	\$680,000	1,378	6,142	15
Capitola	2	10	5	70	\$1,299,000	\$1,210,000	\$774	99%	\$6,495,000	1,610	4,391	2
Corralitos	1	2	4	51	\$852,750	\$873,000	\$506	99%	\$3,411,000	1,733	23,534	1
Davenport	0	3	0									
Felton	4	14	6	63	\$714,354	\$603,563	\$417	97%	\$4,286,125	1,762	31,944	1.8
Freedom	1	1	2	54	\$667,500	\$667,500	\$365	99%	\$1,335,000	1,865	11,130	0.8
La Selva Beach	0	12	0									
Los Gatos	2	12	6	113	\$1,247,500	\$1,177,500	\$553	99%	\$7,485,000	2,200	97,451	3.3
Mount Hermon	0	0	0									
Santa Cruz	13	55	43	82	\$1,269,229	\$1,024,790	\$635	98%	\$54,576,865	1,904	25,668	1.3
Scotts Valley	0	7	10	69	\$989,450	\$911,250	\$505	97%	\$9,894,500	2,215	13,700	0.7
Soquel	1	11	11	68	\$945,774	\$910,000	\$539	99%	\$10,403,515	1,787	219,642	1.3
Watsonville	7	27	19	75	\$792,618	\$655,000	\$463	97%	\$15,059,750	1,773	123,440	1.7
Summary	41	238	151	69	\$ 932,350	\$873,000	\$506	98%	\$157,630,265	1,826	53,763	2.6

December 2019: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	5	24	10	27	\$611,255	\$657,500	\$464	98%	\$6,112,554	1,230	1,094	2.6
Boulder Creek	0	2	2	46	\$460,000	\$460,000	\$340	100%	\$920,000	1,353	1,198	1.5
Capitola	3	7	3	23	\$652,166	\$679,000	\$562	100%	\$1,956,500	1,054	682	1.3
La Selva Beach	1	3	0									
Santa Cruz	7	26	10	64	\$599,700	\$600,000	\$501	98%	\$5,997,000	1,195	937	2
Scotts Valley	2	10	3	27	\$742,666	\$695,000	\$462	99%	\$2,228,000	1,665	1,568	2.7
Soquel	0	0	1	12	\$530,000	\$530,000	\$488	101%	\$530,000	1,086	479	0
Watsonville	2	3	6	22	\$415,839	\$348,268	\$373	100%	\$2,495,035	1,021	1,147	0.8
Summary	20	75	35	32	\$573,089	\$600,000	\$464	99%	\$ 20,239,089	1,229	1,015	1.6

Data provided by MLS Listings, Inc. and compiled by the Santa Cruz County Association of REALTORS®

December home sales and price report

CAR: January 17, 2020

Low interest rates boost housing market in second half of year as home prices post strong gains in December, C.A.R. reports

- Existing, single-family home sales totaled 398,880 in December on a seasonally adjusted annualized rate, down 1.0 percent from November and up 7.4 percent from December 2018.

- December's statewide median home price was \$615,090, up 4.3 percent from November and up 10.3 percent from December 2018.

- For 2019 as a whole, sales of existing statewide homes were down 1.2 percent from 2018.

Read the full article at CAR.org



EDUCATION & EVENT HIGHLIGHTS

Find a complete line up of events and classes on our website at www.mysccar.org

February 10 & 12: CRMLS Presentations

SCCAR invites you to a special presentation by the California Regional MLS (CRMLS). CRMLS will inform you about the services and technology products they offer. Your feedback is immensely helpful to us as we work to address the concerns about our current MLS. There is no cost to attend. This event is for REALTOR® members only.

February 13: Valentine's at Tour

Win sweet prizes at our Valentine tour meeting on Thursday, February 13, 2020! Dress in your favorite shade of red or pink (themed accouterments always welcome) and be entered to win! Added bonus - you will be featured in our special tour valentine's photo – so everyone wins!

February 14: Broker License Review

Our *one class at a time* review sessions are designed to prepare you to take the exams needed to successfully earn your Broker's License. Take or skip a class as your time and needs permit. Educator and Broker, Randy Turnquist, will guide you through each topic to help ensure your success. The classes are not mandatory.

February 26: Legal Update with Gov Hutchinson

Gov Hutchinson will update attendees on the latest laws, forms changes and real estate cases from the January 2020 C.A.R. meetings being held in Indian Wells. An excellent and knowledgeable presenter, this is an event not to be missed!

10 THINGS I WISH I'D KNOWN WHEN I STARTED IN REAL ESTATE

Playing around in real estate is fun! But it can be a lot more profitable if you know what you're doing. Learn about overcoming obstacles, the pitfalls, joys and confusion you'll face as a new REALTOR® in this new 3-hour course "10 Things I Wish I'd Known When I Started in Real Estate." Learn the biggest industry secrets, most avoidable mistakes, and find success in an ever-changing business.

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