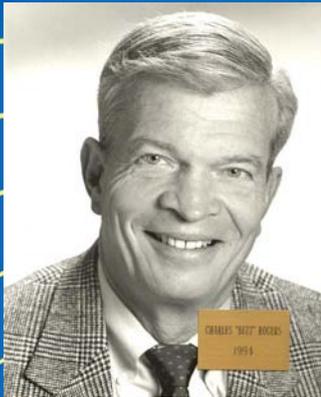
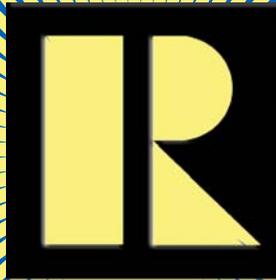


inside REAL ESTATE

Santa Cruz County's Real Estate News Source

A publication of the Santa Cruz Association of REALTORS®

February 2010



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In This Issue

President's Message - page 3

2010 Committees - page 5

*Government Affairs Report -
page 6*

Legal Notes - page 7

*Installation Report & Pictures -
pages 8 - 10*

Foundation & REACH - page 11

Affiliate News - page 12

*Education Opportunities -
page 13*

Housing Expo & RSVP - page 14

Clarus Tip - page 15

Calendar - page 16

Santa Cruz Association of REALTORS®



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andrea@scaor.org

INSIDE REAL ESTATE Newsletter

Inside Real Estate is the official monthly newsletter 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.

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www.scaor.org

President's Message

Broker Thoughts for the New Year and Summary of the 2010 Installation



Steve Allen
2010 Association President
Allen Property Group, Inc.
831- 688-5100
steven@allenpginc.com

As I write to the membership in 2010 my primary goal is to relay useful information as it specifically applies to real estate professionals here in Santa Cruz County. While we always strive to inform members of all matters real estate, the objective is not to simply duplicate the same information sent out in the monthly C.A.R. and N.A.R. magazines.

This month we have asked three of the largest Santa Cruz County Broker/Managers to provide our members insight on the coming year and offer advice on succeeding in 2010. It goes without saying how busy these three must be; their ongoing support to SCAOR is invaluable. David Lyng, Managing Designated Officer of David Lyng & Associates Inc., Robert Bailey, Designated Officer of Bailey Properties Inc. and Don Gerig Jr., Manager of American Dream Realty were each asked three specific questions; each of their respective responses follow:

- 1.) How do you perceive the 2010, Santa Cruz County real estate market?
- 2.) Do you have any advice for REALTORS® in this coming year?
- 3.) On a personal note, do you have any resolutions for 2010?

Let us know your thoughts on this format and let us know what other type of information you would like to read about. If we contact you for input, please do what you can to contribute. Our common vision is, "Creating Better REALTORS®".

We Laughed, We Cried, We Could Not Have Asked For More

Thank all of you who contributed to the 2010 Installation held January 8th at the Seascape Resort in Aptos. With special acknowledgement to:

- **Dave Mann** – a “broker’s broker” and truly one of the most entertaining emcees to have ever hosted an installation.
- **Jeff Davi** – A wonderful representative of California, who continues to make his home on the Central Coast. Jeff is a true leader of the new generation.

- **Robert and Paul Bailey** – The Bailey Family continues their contribution toward the

strong tradition of organized real estate here in Santa Cruz County.

- **Bill Potter** – A local icon and good friend.
- **Lela Willet, Candace Bradfield and Barbara Palmer** – Successes in their respective businesses and families; thank you for sharing so much of yourself with our Association.
- **Kathy Hartman, Staff and my wife Amanda** – Thank you for organizing such a wonderful event. We could not have asked for a better venue.

We appreciate all of the presenters, award winners, directors, past presidents, committee chairs,

Continued on next page



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Steve Allen, CCIM Principal Broker/President
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EQUAL HOUSING LENDER

President's Message

Continued

sponsors and all others in attendance. As a member of SCAOR, it was inspiring to see such a fitting tribute to past presidents come together with the next generation of leadership. For those of you who could not be there, I have been told that we will soon have video of the event available on the SCAOR website.



Robert Bailey

Thank you for the opportunity to comment on 2010.

We believe that the local real estate market showed momentum in the final quarter of 2009 and will continue to do so as we enter 2010. One year ago we had twice the amount of unsold inventory and were concerned about the negative impact of the banks releasing too many foreclosures to the market place. We as an industry were struggling to understand short sales and our role in them. Never was the role of a REALTOR® more important to both the home buyer and seller. I am proud to say that the REALTORS® in our community stepped up.

We believe that the Santa Cruz housing market will continue to build on the momentum of the final quarter with both the number of closed escrows and housing prices showing improvement over last year. A silver lining of the problems of the past three years is a whole new generation of home buyers. Housing affordability numbers are climbing and the percentage of first time home

buyers in the market place is the highest in years. This should lead to improvement in the mid and upper end markets in 2010.

My advice to REALTORS® in 2010 is to focus on the basics. Reinforce your current client relationships and work to build new ones. We believe that what the home buyers and sellers are searching for is a relationship built on trust and communication. Become my trusted advisor and I will entrust you with my real estate needs.

We all need to realize that the market of the first half of the decade is gone. Our housing market has changed and so have the challenges we face as REALTORS®.

Having helped our associates through the toughest real estate market any one can remember we hope to balance our passion for real estate with more balance in our personal lives. Time with family and a focus on health should be on all our agendas in 2010.



David Lyng

It's interesting to note that in the year 2008, most analysts were starting to see some positive signs in the economy and they said they saw "a few green sprouts" in a brown garden. By the end of 2009, most economic analysts were seeing "a few brown plants in a greener garden."

I think that's a pretty good analogy for 2010. Our economic

garden is getting greener from all the government water but we still have to deal with dead plants, brown patches and possible water rationing during the year.

Sellers are depressed with prices and confused as how to react and buyers are excited but scared to act. Personally, I have never seen a time when real estate professionals have had a better opportunity to showcase their skills and demonstrate what "professional" means. Clients need information. They need all the information they can get in order to make their best informed decisions and we have the information. We shouldn't tell them what to do as much as explain their options. Usually the best path becomes clear to them.

I think the Santa Cruz market will be much more active in all categories in 2010. We will continue to see strong activity from investors and first time buyers in REO properties as they reach the market and short sale activity will increase as the threat of foreclosure creeps into the upper brackets. Hard working agents that are creative, informed and that can adapt to the changing markets will have the best year they ever had.

Many of you may have heard the story that President Reagan told of two brothers: one an optimist and the other a pessimist. They lived on a farm and their father gave them each a shovel and told them to clear away a large pile of manure. The pessimist said, "No way! That's a mess." The optimist brother enthusiastically began to shovel and said, "Wow, this is great. With all that manure there's got to be a pony around here somewhere!"

My personal resolution for 2010 is to help our salespeople find that "pony in the pile."



Don Gerig Jr.

I believe for 2010 we will see a little more stability in the market. Number of sales may increase slightly, and prices will probably remain relatively flat. More than likely we will continue to see a large number of short sales and foreclosures, much the same as 2009. Overall, I'm excited and looking forward to a New Year.

Although real estate has been challenging for the past few years, I believe right now is a great opportunity for agents to excel in today's market. This can be done through education, persistence, and dedication. Good time management skills and a high level of ethics are a must. Due to the current market conditions, sellers and buyers need professional Realtors more than ever before. At the end of the day real estate can be a very easy low paying job or a challenging but rewarding high paying job. One of the great advantages of this business is that we all individually control our own destiny towards success.

I have personally committed for the New Year to help as many people to achieve success for 2010. This includes friends, family and business associates. I believe the more people you help to attain their goals in turn the more successful you will become. I am thankful everyday that I have a career that allows me the opportunity to make a positive influence on people's lives.

Meet Your New SCAOR Director - Betty Danner

A native of Santa Cruz, Betty has been fortunate to be a part of the Santa Cruz Community her entire life. Before her career in real estate, Betty held leadership roles in business, government and community organizations earning the trust and respect of community leaders, business owners and neighborhood organizations throughout Santa Cruz County. She has always had a passion for real estate and has known the local market for the past 30 years while also personally investing in real estate. She can offer buyers an appreciation of what the many diverse neighborhoods of Santa Cruz have to offer.

Betty's experience and expertise has been in successfully negotiating, problem solving and managing diverse interests in a wide

range of community issues. Her education and background in budget and business analysis further serves her clients.

Betty is thrilled to serve as a Director of the Santa Cruz Association of REALTORS® and is looking forward to 2010.

Her philosophy has always been to provide the best possible service with style and professionalism

Betty can be contacted at Coldwell Banker Residential Brokerage

Ph. 831.688.6461

betty.danner@cbnorcal.com



Welcome Your SCAOR 2010 Committee Chairs

Continued From January Inside Real Estate



Commercial/Investment Committee

Tom Stelling,
Keller Williams Realty

To support members involved in the commercial real estate field by developing educational and marketing opportunities.



Housing Opportunities

Joe Ganef,
Xchange Solutions

Identify and encourage home ownership opportunities; develop strategic relationships and partnerships with community-based organizations and housing assistance programs; and promote fair housing, fair lending practices, and cultural awareness of the local demographic environment. Helps plan the annual Housing Expo.



Communications and PR Committee

David Morrell,
Coldwell Banker Residential Brokerage

Promotes communication among the association, the membership, and the community; formulate public relations and advertising policies; gives input to the SCAOR newspaper and the website.

An Invitation To Volunteer

If any member of the Santa Cruz Association of REALTORS® is thinking of joining one of our committees and making a positive contribution to your association and profession, please e-mail Chief Executive Officer, [Kathy Hartman](mailto:Kathy.Hartman@scaor.org) or the chairperson of the committee in which you are interested.



From the desk of Dale Gray

Government Affairs Director

FEMA's New Flood Maps Issued Late Last Year Causing Concern For Property Owners

Thousands of property owners in California are being forced to buy costly flood insurance because new maps issued by a federal agency say they live in a high-risk flood area. Most live near rivers and creeks, below dams or in low-lying areas that are at greater risk of flooding than previously believed, according to [maps developed by the Federal Emergency Management Agency](#).

Premiums range from \$500 to more than \$1,700 a year. Insurance is mandatory for anyone with a federally backed mortgage, and lenders will typically buy policies, sometimes at a higher cost, for property owners who fail to do so on their own. Fannie Mae and Freddie Mac own or guarantee more than half of all U.S. mortgages.

The new maps are part of a nationwide effort that FEMA began in 2003 to better identify properties that could flood in a so-called 100-year storm -- the type of deluge that FEMA cal-

culates has a 1% likelihood of occurring in any given year. In much of the country, the re-drawn maps greatly increase the number of properties included in flood zones.

When FEMA began reevaluating its flood zones, maps in some areas were as much as 40 years old. The agency contracts with local surveyors and hydrologists who use digital mapping technology to combine the topographical environment of a locale with historical climate data.

FEMA now has a site where you can put in a property address and find out if a property is in a flood zone prior to the issuance of the seller-provided Natural Hazard Disclosure (NHD). [Click here](#).

You can also find the flood "zone" definitions by going [here](#):

Keep these in your "Favorites" in order to better serve clients.

Anti-Flipping Rule Waived on FHA Loans

The Federal Housing Administration will place a one-year moratorium on its anti-flipping rule, which will allow buyers with FHA-backed loans to purchase homes that have been held for less than 90 days. This could be temporary according to HUD, but hopefully when inventory appears we can help our clients have a better opportunity to purchase. The [waiver](#) will go into effect on February 1, 2010.

The move will open a new pool of homes to first-time home buyers who have been losing bids to cash buyers, but shouldn't have much effect on home prices, analysts said.

The new rules limit seller's profits to 20 percent above the purchase cost, unless an independent appraiser confirms that renovations and repairs justify the higher price. It is believed that this move will grow the number of transactions in coming months: More buyers

for investors will motivate investors to buy and renovate more houses.

California Tax Withholding Requirements For Rent Payments Cumbersome And Costly For Property Managers

Beginning January 1, 2010, property managers have withholding requirements on payments made to non residents of California. Non residents may be non resident individuals, or corporations, LLC's, or partnerships that are not qualified to do business in California or Estates and Trusts that are non residents of California. The withholding amount is seven percent (7%) of all income that exceeds \$1,500 on properties owned by non residents to be sent to the non resident property owner, unless the owner qualifies for reduced or waived withholding.

Withholdings must be submitted quarterly to the California Franchise Tax Board with a ...

Continued on page 15

NOW IS THE TIME TO INVEST IN REAL ESTATE!

Subscribe to the **INVESTORS EDGE** for information about current Foreclosures, Notices of Default, and Trustee Deeds (REOs) in your area of interest.

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Real Estate Legal Matters

Property Tax Update Reporting Changes in Ownership and Control



Terry Rein
Bosso Williams, APC

Under California's Proposition 13, real property is re-assessed at fair market value for property tax purposes when there is a "Change in Ownership" or when significant improvements are made to real property.

Whenever there is a Change in Ownership of real property, the buyer/transferee must file a Preliminary Change in Ownership Report (PCOR) with the County Recorder. The PCOR is filed at the time of recording the grant deed or other conveyance property and is used by County Assessors to assist in the determination as to whether:

- A transfer results in a "Change in Ownership";
- Any "Change in Ownership" exclusions apply;
- The purchase price reflects fair market value.

Sometimes a Change in Ownership can occur without a transfer of real property when stock in a corporation, a partnership

interest or a membership interest in a limited liability is transferred. If a legal entity (i.e. corporation, partnership or limited liability company) owns real property, a "Change in Ownership" of real property can take place when there is a change in control of the entity. A change in control occurs when the legal entity or person obtains control through direct or indirect ownership or control of more than 50 percent of the voting stock of any corporation, or obtains a majority ownership interest in the entity. (Revenue and Taxation Code Section 64(c)).

If an entity undergoes a change in control, a Statement of Change in Control and Ownership of Legal Entities ("Statement") must be filed with the State Board of Equalization on Form BOE-100(B) by the person or legal entity that acquired ownership control. The Statement must be signed under penalty of perjury and

must be filed within 45 days from the date of the change in control. The Statement must list all of the counties in which the legal entity owns real property and must include a description of the property owned by the entity, the parties to the transaction, and the dates of the transfer of control.

Pursuant to recent amendments to the Revenue and Taxation Code approved under Senate Bill 816, effective January 1, 2010, a penalty will be imposed upon the failure to file a Statement within 45 days from the date of the entity's transfer of control. The penalty is gener-

ally equal to 10% of the taxes applicable to the new base year value reflecting the change in control, or 10% of the current year taxes on the property if no change in control of the entity occurs.

Prior to the effective date of Senate Bill 816, penalties were not imposed unless the taxpayer entity failed to file a Statement after the State Board of Equalization had given written notice to the entity that a Statement was required to be filed. Now, to avoid the possibility of a penalty, taxpayers should file a Statement within 45 days of a change in control.

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**February Store
Sale**

Annual Installation and Awards Luncheon Honors SCAOR's Finest

This year's installation and awards luncheon was celebrated at the Seascape Resort in Aptos on January 8th. The event honored incoming 89th President, Steve Allen and the 2010 Officers and Directors: President-Elect, Candace Bradfield, Premier Real Estate, Secretary/Treasurer, Barbara Palmer, Bailey Properties, Inc., Immediate Past President, Lela Willet, Unique Homes & Land, Betty Danner, Coldwell Banker Residential Brokerage, Debra Frey, Intero Real Estate Services, John Hickey, Monterey Bay Properties, Frank May, Frank O. May & Associates, Bobbie Nelson, Long Acre Real Estate, Ann Marie Sorcenelli, Bailey Properties, Inc., Lauren Spencer, Coldwell Banker Residential Brokerage, Marjorie Vickner, Century 21 Showcase Realtors.

Dave Mann was a clever and most entertaining Master of Ceremonies (even with the zipper joke). Jeff Davi, DRE Commissioner was on hand to officially swear in Steve Allen. Those who attended enjoyed a delightful and seamless event that reminded us all of the outstanding professionalism SCAOR members offer and their commitment to the community and the real estate industry.

Continued on next page



Introducing the 2010 SCAOR Board of Directors!



Past Presidents line up



Ryan Buckholdt - MetLife Home Loans, Debra Frey - Intero Real Estate Services, Dick Cornelsen - Wells Fargo Reverse Mortgage and Jeff McCormac - Wells Fargo Home Mortgage



Kathy Oliver-Schultz - Bailey Properties, San Benito Association President Elect - Deborah Harter, Maricela Ramirez - San Benito Executive Officer and Barbara Palmer - Bailey Properties, Inc.

Installation

Continued

The event also celebrated the 2009 SCAOR award winners.

Affiliate of the Year
Dick Cornelsen,
Wells Fargo Reverse Mortgage

REALTOR® of the Year
Steve Allen,
Allen Property Group, Inc.

Lifetime Achievement
Sybille Miller,
Century 21 Award Real Estate

Community Service
Paul Bailey, & Charles 'Buzz' Rogers,
Bailey Properties, Inc.

Past President
Lela Willet,
Unique Homes & Land

Dues Contest Winner
Caren Spencer,
Monterey Bay Properties

More Pictures on Next Page

LIFETIME ACHIEVEMENT AWARD



*Lifetime Achievement Award Winner, Sybille Miller
Century 21 Award Real Estate*

REALTOR® OF THE YEAR



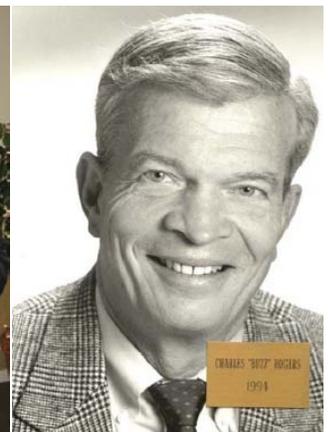
*REALTOR® of the Year and 2010 SCAOR President, Steve Allen,
Betty Allen and Lou Bartfield*

AFFILIATE OF THE YEAR



*Affiliate of the Year Dick Cornelsen,
Wells Fargo Reverse Mortgage*

COMMUNITY SERVICE AWARDS



*Community Service Award Winners, Paul Bailey, Bailey
Properties, Inc. And Charles "Buzz" Rogers,
Bailey Properties, Inc.*

DUES CONTEST WINNER



*Candace Bradfield, Premier Real Estate presents a check to our
Dues Contest Winner,
Caren Spencer - Monterey Bay Properties*

PAST PRESIDENT



*Incoming President Steve Allen honors
outgoing President Lela Willet*



Bill Potter, SCAOR President, Steve Allen and James Strachan, President of Growers Express



The Installation packs a full house!



Master of Ceremonies, Dave Mann entertains the crowd!



Old Republic Title was on hand to enjoy the luncheon! Jennifer Cornell, Capitola Branch Manager, Karen Schenk and Kathy Handley, Santa Cruz County Manager



Jeff Davi swears in Steve Allen



DRE Commissioner Jeff Davi, Dennis Badagliacco and Robert Bailey, Bailey Properties, Inc.



Betty Allen, Trevor Thorpe and Lou Bartfield



President Steve Allen and new PR & Communication Chair, David Morrell



John Gallagher and SCAOR Legal Council Lloyd Williams, Bosso Williams



DRE Commissioner Jeff Davi congratulates President Steve Allen



Trevor Thorpe, President Steve Allen and Chuck Allen



Winning smiles! Bobbie Nelson, Longacre Real Estate and Amanda Allen



Dennis Stewart - Unique Homes & Land, 2009 Outgoing President, Lela Willet - Unique Homes & Land and Sandy Mason, Santa Cruz Properties



Reminder!

First Time Homebuyer Grant Program Has Funds



Mark Junod,
SCAORHF
Chair,
MetLife Home
Loans,
831-476-7880

I thought I would take the time this month to remind all our REALTOR® and Affiliate members that we have a fabulous program available that isn't getting taken advantage of. The program is the Closing Cost Assistance Grant from the Santa Cruz Association of REALTORS® Housing Foundation for First Time Homebuyers. This is the flagship program from the Foundation that everyone should know about and take advantage of. I'm

sure there are transactions closing in the County that could have benefited from this valuable program.

What is it? It is a grant towards closing costs for the purchase of a home or mobile home (if the owner will own a share of the park in which they will be residing) in Santa Cruz County.

How much is the grant? \$2,000 for Single Family Homes and \$1,000 for Mobile Home transactions.

What are the qualification criteria?:

1) Buyer may not have owned a

home in the past 3 years

2) Maximum allowable Household Income:

- Family of 1 <= \$51,900
- Family of 2 <= \$59,300
- Family of 3 <= \$66,750
- Family of 4 <= \$74,150
- Family of 5+ <= \$80,100

3) Applicant must live or work in Santa Cruz County

4) Complete the paperwork that can be found on our website at www.scaorfh.org, and submit the required paperwork. This is best done through the lender on the transaction.

The paperwork should be submitted a minimum of 2 weeks

prior to close of escrow. Actually, it is even better if this process is started immediately upon opening escrow. Due to many changes in underwriting requirements, it is best if the lender knows about this grant at the time of application so they have time to make sure that it is accounted for in the required cash to close and meets the lender's underwriting criteria. The check request should be made at least 1 week prior to close of escrow.

Let's increase the number of closing costs Grants that we provide to First Time Homebuyers in 2010. This is a great program, and everyone should be offering this opportunity to all who qualify.



REACH is coming in March –

Don't Miss This Opportunity!

The REACH (Real Estate and Community Help-guide) has been developed as the business resource for real estate industry professionals and local businesses. Helping our members succeed in business is one of SCAOR's top priorities. To assist in that endeavor SCAOR develops the annual REACH to keep your business in front of the real estate industry and the public year round!

In addition to being directly mailed to our 1,200+ members, the REACH will continue to be

featured on our web site, delivered to local businesses and Chambers of Commerce. This means that in addition to reaching industry professionals, you will also be connecting with the public.

This popular annual publication is an attractive, full color, glossy directory featuring an updated listing of all of our Members. As part of SCAOR, you have the opportunity to enhance your listing, making it stand out from the rest by purchasing a display ad or bolding or highlighting

your listing. The next issue is coming out in March 2010. The deadline to reserve a space for an enhanced display, bold or highlighted listing is February 26, 2010. Don't miss this opportunity to up-grade your listing and gain increased visibility for your business for a full year. A full color display ad is only \$200 or only \$150 if you run two ads of any size in the SCAOR Newsletter.

You can't beat the price for this amount of exposure! This is a great opportunity to make your

name stand out among the rest for the 12 month shelf life of this publication. Go to the home page of www.scaor.org and click on the REACH icon for a rate sheet to see which of the Listing Enhancement options is right for you and fax the completed credit card form to 831-464-2881. Our premium spots (inside cover, inside back cover and outside back cover) are still available at a great rate. Contact Andrea at 831-464-2000 or send an email to andrea@scaor.org today to make a space reservation for the March issue.



Affiliate News

Dimitri Timm
 Affiliate Committee Chair
 Princeton Capital
 831- 662-6591
 dimitri@princetoncap.com

Affiliates Role in the Santa Cruz Association of REALTORS®

Several times a year, I get asked, "What do the Affiliates do for the Santa Cruz Association of REALTORS®?" I think the Affiliate Committee's mission statement explains this best which is:

'Provide Affiliate members an opportunity to serve the Association and its membership and be recognized for their efforts. The objective is to gather the collective talents of the Affiliates to assist other Committees, to organize and promote social and education activities and to allow the Affiliate member to interact with REALTOR® members in the spirit of better business relations.'

To uphold our mission statement the Affiliate committee continues to support events such as the Spring Fling, Charity Golf Tournament, Oktoberfest, A Taste of Santa Cruz, the Holiday Open House, Adopt a Family, and is actively involved in the Lender's Panel for New Member Orientation. In addition, this year we plan to add additional education classes for members presented by Affiliates. The proposed classes in-



Dimitri Timm

clude: a title and escrow panel, a lenders forum, appraisal panel, 1031 exchange class, reverse mortgages and home staging. If you would like to suggest or provide an educational class, please feel free to contact Karen Kirwan at the Association, 831-464-2000 or

kkirwan@scaor.org

We are always looking for additional Affiliate members, so make sure you ask the people who provide you or your client's services if they would like to become an Affiliate member. For more information about becoming a new Affiliate member please contact me or Norma at the Association.



Affiliate Spotlight

Kevin Moon
 Moon Insurance Services
 831- 475-0695
 kmoon@farmersagent.com

Moon Insurance Services

Kevin Moon is a small business owner, family man and surfer. After years of working as a pilot for commercial airlines, he decided to open his own insurance firm. Born and raised in Santa Cruz, Kevin makes his home with his wife and two daughters on the coast.

Moon Insurance Services brings a fresh perspective to insurance while specializing in a full spectrum of innovative products to meet every insurance need. Clients are assured 100% protection as Kevin's high-powered office staff is always ready to assist with optimum performance, comprehensive coverage and risk management. Additionally, Moon Insurance Services is bi-lingual.



Kevin Moon

Consider obtaining your insurance from a local agent who will understand your family's needs as you grow in life's walk together.

Recycle Your Old Gear

Electronics are popular Christmas gifts. After all, who wouldn't want a new computer or television?

But there's a problem with getting new gear. You need to dispose of the old stuff.

You can't just put electronics in the trash. They contain compounds that are bad for the environment. Besides, tossing them may be illegal in some areas.

So, make sure the old gear is handled correctly. Your best bet is to donate it to a charity. Or, you can take it to be recycled.

Used to be, you had to pay to recycle computer gear. Fortunately, things are changing.

If you want to get rid of old gear, head over to Reconnect's site. It's a partnership between Dell and Goodwill.

Goodwill will accept virtually any type of computer gear. Even CRTs with broken glass are welcome! If the equipment can be reused, it will be. If not, it will be recycled responsibly.

The site will help you find a drop-off location. It also covers acceptable items. Check the list before hauling in your stuff.

Of course, you'll get a receipt for tax purposes. So, you may want to look into recycling your equipment before year's end.

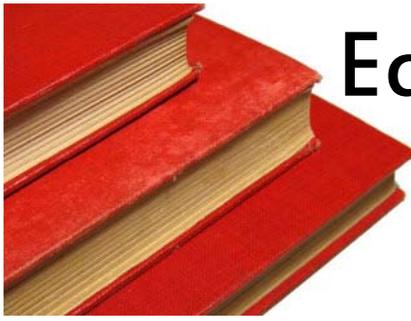
[Click Here](#)



*Have A
 Happy*



St. Valentines Day



Education and Professional Development



[MLSListings PERKS Liftoff](#)

Mon. Feb. 8, 9:30am-11:30am

Learn about MLSListings' new suite of PERKS products available at low or not cost to help you improve business practices and enhance service to your clients. Optimize customer management; mobilize your Smartphone; create property web pages; store and share your documents, and more!

[Successful Strategies for Closing Short Sales](#)

Wed. Feb. 10, 10:00am-12:00pm

Instructor(s): Brandi Jones, REALTOR®, CDPE (Certified Distressed Property Expert); Diana Stauffer, Region Short Sale Manager Wachovia; Katherine Handley, Sr. Vice President, County Manager Old Republic; Title Company; and Attorney Terry Rein, Bosso Williams Law Firm

Succeed in today's marketplace by learning how to increase the odds of closing short sale transactions! This panel of local experts will be discussing the basics of short sales, the benefits of using a negotiator, how to market short sale listings, the legal and ethical aspects, and more!

[Charlie Krackeler's 45 Hour Panic Program for License Renewal](#)

Fri. Feb. 12, 9:00am-12:00pm
Instructor: Charlie Krackeler

Available to first time & subsequent license renewal for salesperson & broker.

At this seminar you will complete exams for the five mandated courses* and receive a certificate for 15 credits. You will receive an access code to Charlie's website to complete the remaining 30 hours of testing over the course of two days. *Ethics, Agency, Fair Housing, Trust Fund, and Risk Management **Study material will be emailed to you upon registration. Please note: In order to start testing on 2/12 you will need to receive the study material** at least 7 days prior to start of class. All students who register after 2/5/10 will need to make special arrangements to test on the mandated courses. The Santa Cruz Association of REALTORS® will email study material to registered students.

[e-Pro Workshop](#)

NEW Material covered! FREE!

Fri. Feb. 12, 1:00pm-2:30pm
Instructor: Floyd Arnold, e-PRO, GRI, SRES, EcoBroker

In the virtual real estate world, power-up success by gaining the internet knowledge! The All New e-PRO - get certified - get competitive. When the market throws you a curve ball, will you be prepared to come back swinging? NAR's updated and enhanced online e-PRO Certification Program can help you overcome your technology uncertainties by providing the

tools you need to thrive in today's every-changing online real estate market. Learn: Best practices for e-mail communication and online marketing; How to create and maintain your Internet Marketing and Practices Plan; Legal and ethical standards for conducting real estate on the Internet. ALL-NEW: Take an in-depth look at Web 2.0 concepts and how they apply to your online real estate presence. Topics include: social networking, blogging, RSS, widgets, and much more. PLUS: Learn more about e-PRO, the only technology certification course recognized and offered by NAR; Participate in an Online Community and Nationwide Network; Earn CE credit (available in several states).

[The Ever Changing Mortgage Industry Lender's Panel](#)

Wed. Feb. 24, 10:00am-12:00pm

Join us for a discussion on the ever changing mortgage industry. Have all your questions answered and concerns addressed by a panel of top local mortgage professionals. The changes in the mortgage industry affect all aspects of your business. Staying on top of these changes will help position you as a trusted advisor in real estate. By attending you will gain insight and knowledge into the current market that will put you ahead of the rest! Topics of discussion will include the state of lending; hot points of FHA; new legislation and DRE requirements, and more.

[Escrow Coordination Secrets](#)

Fri. Feb. 26, 8:30am-12:30pm

Instructor: Diana Turnbloom

Are you ready to improve your closing rate, save time and start creating hassle-free transactions? Then attend this seminar by Leading Authority and Instructor on Transaction Management, Diana Turnbloom. Also includes REO and Short Sale information! These techniques and insights are more than theoretical ideas. They have evolved and been perfected through instructor experience. You WILL be able to immediately apply what you have learned SPECIAL POINTS OF INTEREST: 4 hours of intense training for all ranges of experience 3 top things you must know at all times when managing pending sales! Who YOUR team is and what "tools" are needed to do a good job, easy to use systems (sample custom forms, letters, emails to help you stay organized!, how to read termite and title reports. Locate "deal killer" sentences! The "meat and potatoes" of a purchase agreement contract Lender language. What does loan approval REALLY mean?



Click on Class Heading to See Entire Flyer

Calling all Members! Local Seniors Need Your Help



Sponsored by the Santa Cruz Association of REALTORS®

Realtor Service
Volunteer Program

The Annual REALTOR® Service Volunteer Program (RSVP) is back for its third year! RSVP is a one day community outreach program that takes place on May 3, 2010, during “Adopt-A-Senior” Week. The program provides free assistance to qualified seniors who cannot otherwise perform certain household tasks due to physical or financial constraints.

REALTORS® and affiliates of the Santa Cruz Association of REALTORS® take time each year to perform household tasks

that seniors and the homebound cannot do on their own.

Seniors can request to have light bulbs replaced, house numbers installed, furnace filters changed, windows cleaned, mattresses turned or new smoke detector batteries installed. The volunteers can also plant spring flowers or help with recycling. We are currently seeking volunteers and need your help! For a volunteer application click [here](#) or contact Andrea Harbert at 831-464-2000. If you are unable to volunteer your time, please considering making a donation

to this very worthy cause with a check payable to:

SCAOR (Note:RSVP).

If you know of a homeowner or renter who is advanced in years, disabled or otherwise challenged and lives in the communities of Scotts Valley, Davenport, Felton, Ben Lomond, Santa Cruz, Live Oak, Capitola, Soquel, Aptos, Rio Del Mar, Seacliff, La Selva Beach, and Watsonville click here for a [Homeowner Application](#) or contact Andrea at 831-464-2000.



MLSListings PERKS Ltoff

Are you getting the most out of your MLS?

Monday, February 8, 2010
9:30am-11:30am

Being held at the
Santa Cruz Association of REALTORS®
2525 Main Street
Soquel, CA

Learn more about MLSListings' new suite of PERKS products available at low or no cost to help you improve business practices and enhance service to your clients.

Optimize customer management

Create property web pages

Mobilize your Smartphone

Store and share documents

and much, much more!

Representatives from MLSListings and our PERKS partners will be on-site to introduce you to our newest products.

R.S.V.P. to Karen Kirwan at 831-464-2000 or karen@scaor.org



SCAOR's 2010 Housing Expo is Coming Soon!

SCAOR is currently seeking sponsors and exhibitors for this fantastic annual event that will be held 5/8/2010 at Twin Lakes Church in Aptos. This fourth annual event is free to the public and will educate local consumers about the ins and outs of home buying, investing and foreclosure avoidance. Don't miss this opportunity to expose your business to this great audience. Click [here](#) for more information or contact Andrea at 831-464-2000.

SOCIAL NETWORKING WITH FACEBOOK

A Well Received Seminar



It was a full house on Friday, January 22, 2010 when local REALTOR® and social networking aficionado, Bobbie Nelson with Longacre Real Estate presented an information packed presentation on social networking with Facebook. The crowd hung on her every word and soaked up as much data as possible. By the time the class ended an hour and a half later the students were shouting for more, more, more!

Why use Facebook? Less than 10% of the REALTORS® in

this country are using social networks while 80% plus consumers are using them. SCAOR is dedicated to bringing its members the education they need to not just survive but to thrive! We will continue to bring you the best in education and quality instructors and presenters like Bobbie Nelson.

Keep an eye on the SCAOR Education calendar at

www.scaor.org

for more classes dealing with social networking classes and other topics.

From The Desk of Dale Gray

Continued from page 6

FTB Form 592, Quarterly Non-resident Withholding Statement. Before January 31st of the following calendar year, the withholding tenant or property manager must provide the landlord with a statement showing the total amount of income subject to withholding and the total amount withheld, using a FTB Form 592-B, Non Resident Withholding Tax

The FTB initially focused on withholdings for commercial properties. When it then attempted to expand implementation to impose withholding requirements on residential property managers, this caused major concerns. These concerns

included conflicts between the withholding obligations and the California Department of Real Estate trust account requirements. The FTB delayed implementation of the withholding obligations on residential property managers until January 2010. The FTB and DRE are working to resolve the conflicts between FTB withholding obligations and DRE trust account requirements.

The California Association of REALTORS® has a Legal Q&A on this subject in the password protected section of the C.A.R Web site.

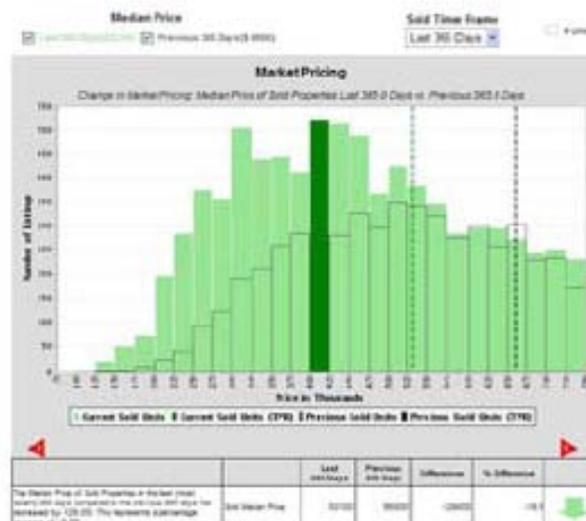
Tip of the Month

Is your Market Moving? Tracking a Property Profile with the Market Pricing Chart

In analyzing your local market conditions, is it easy for you to see which direction market forces have been pushing prices over a set period of time? Well it is now.

The **Market Pricing** chart in Clarus *MarketMetrics*® over-

lays (vertical) median price lines against the Market Size backdrop. Each median line is color coordinated to “match” the histogram that it is associated with.



The default time frame for this measurement is the Last 365 days vs. the Previous 365 days. Thus, there is no seasonality involved in the measurement. Shorter time frames are available for “moving” markets. When using these shorter time frames make sure you appreciate which months are included

in each and if any “seasonality” might be involved, etc. To sign-up for your FREE member benefit, please visit www.scaor.org

Attend a FREE webinar to learn more about the new and improved features of Clarus MarketMetrics®. [Click here](#) to view the webinar schedule

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Home Office, Bloomington, Illinois 61710



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www.laureenyungmeyer.com



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Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3 C.A.R. Meetings Indian Wells, CA 2/3-2/6	4 C.A.R. Meetings Indian Wells, CA 2/3-2/6	5 C.A.R. Meetings Indian Wells, CA 2/3-2/6	6 C.A.R. Meetings Indian Wells, CA 2/3-2/6
7	8 8:30am Affiliate Committee 9:30am-11:30am MLS Town hall Meeting "Listing Book"	9 2:30pm-3:30pm SCAORHF Meeting	10 10:00am-12:00pm Short Sale Panel	11	12 BOD 8:30 am 9:00am-12:00pm CKP License Renewal 1:00pm-2:30pm E-FRO Workshop	13
14 	15 	16 Director/Committee Chair Orientation 9:00 am-12 pm	17 10:00am Education Committee	18	19 LGR Committee 8:30 am	20
21	22	23	24 8:30am Budget & Finance Comm 10:00am-12:00pm Lender's Panel	25	26 8:30am-12:30pm Escrow Coordination Secrets	27
28						

NEW MEMBERS JANUARY 2010

REALTOR® Members

American Dream Realty
Ted Mendoza
Sally O'Halloran

Bailey Properties, Inc.
David Trustman

David Lyng Real Estate
Morgan Lyng

**Intero RE Services – Harbor
Beach**
Jacqueline Hurst

Keller Williams Realty
Tom Stelling
Linda Braun

Lifestyles Real Estate
Rashel Adragna

Monterey Bay Realty
Chuck Race

Sereno Group
Christopher Trapani

Affiliate Members

Bosso Williams, APC
Teresa Rein

Moon Insurance Services
Kevin Moon

Santa Cruz Home Finance
Mary Anne Kirch

Tunink Law Firm
Michael Tunink

Audit Your Energy Usage

This is a great time to assess your energy usage. You'll also want to find ways to improve it and save money.

The Department of Energy has tools to help you out. Start by doing an energy audit. See how much energy you're using—and wasting. Then, check the tips to learn how to improve your home's efficiency.

This is also a great site to visit if you plan landscaping or remodeling. It will help you find designs to lower your energy usage.

energysaver.gov