

inside REAL ESTATE

Santa Cruz County's Real Estate News Source

A publication of the Santa Cruz County Association of REALTORS®

February 2011



Santa Cruz County Association
of REALTORS, Inc.



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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®

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(831) 464- 2881 (fax)

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Message From The President

Greetings

Candace Bradfield
SCCAR President 2011
bradfield@cruzio.com

I am excited and encouraged about the year ahead. On January 12th I was installed as your SCCAR President for 2011. The 90th Installation was a great success! As I entered the Chaminade, my excitement was almost uncontrollable. The room was filled with beautiful colors and beautiful people! Walking through the room I was greeted with awesome enthusiasm by my friends, colleagues and peers. What a special day! Our membership shined...

I would like to give a heartfelt thank you to our Master of Ceremony, Bobbie Nelson. She welcomed, introduced and presented the program with a warm heart, with smiles and with grace. I appreciate you Bobbie.

Our past SCCAR President, Steve Allen spoke about our successes and handed the very important job of new president over to me. Thank God he is not going far. His patience, strength and dedication to our industry are commendable. Thank you Steve.

This day would not have been possible without the hard work and dedication of our wonderful staff Kathy Hartman, Norma Milete, Andrea Harbert, Leslie Flint and Linda Zoccoli. You are all awesome!

And to our sponsors; Allen Property Group, Inc., Bailey Properties, Bosso Williams, Coastal Homes and MLS Listings, Inc., thank you for your generous support.

Our 90th Installation included an awards presentation to the following exceptional REALTORS®...

- **REALTOR® OF THE YEAR** was awarded to Candie Noel of Bailey Properties, Inc... you go girl!
- **AFFILIATE OF THE YEAR** was awarded to Ryan Buckholdt of Opes Advisors... you are truly appreciated!
- **COMMUNITY SERVICE AWARD** was given to Inez Pandolfi of Century 21 LAD Realty... thank you for your caring spirit!
- **LIFETIME ACHIEVEMENT AWARD** was given to Zel Longacre of Longacre Real Estate after 43 years of service in Santa Cruz County... you are an inspiration!

Thank you to all the Directors for your generous service to our membership. Your time and your commitment are greatly appreciated. I am honored to have served with you and I welcome and congratulate the newly installed SCCAR Officers and Directors.

2011 OFFICERS Barbara Palmer, President Elect and John Hickey, Treasurer

2011 DIRECTORS Betty Danner, Sandy Kaplan, Frank O. May, Renee Mello, Bobbie Nelson, Anne Marie Sorcenelli, Lauren Spencer and Bettsy Tyler.

For those REALTORS® who were unable to attend the 2011 Installation, you were missed. The year has just begun and there are many opportunities for REALTOR® participation on the horizon. I hope to see, and get to know all of our membership.

I am pleased to announce that on Friday, February 11, our Association will be hosting C.A.R.'s Chief Economist, Leslie Appleton-Young. She will discuss what is happening in the housing market and where it's going in 2011. Don't miss this opportunity, as she is a wealth of knowledge!

I believe that 2011 is going to be a phenomenal year for us all! Dream Big, and then DREAM BIGGER!!



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EQUAL HOUSING LENDER

REALTOR® OF THE YEAR 2010

The REALTOR® of the Year award is given to a REALTOR® member in good standing who has made significant contributions to the Association and its communities; has a high ethical conduct towards the public and members and is active in both the Santa Cruz County Association of REALTORS® and the California Association of REALTORS®.

Candie Noel, Bailey Properties, Inc. is the proud recipient of this award. Candie is originally from New England, graduated from Cupertino High School, went on to attend the University of Oregon graduating with a BA in English, attended San Jose State and entered the High Tech Industry in 1979. From 1979 to 2002 she earned several awards and recognition in this industry.



Candie's father is a former Mayor of a small town in California and was also a Newspaper journalist, so we can see where Candie gets her interest in politics.

In 2002 she received her real estate license and joined the Santa Cruz Association of REALTORS® working for Bailey Properties. When asked why the change of careers, Candie replied, 'personal growth, challenges and change'.

Candie has been involved for several years with the Association's LGR Committee and was chair in 2009 and 2010 working with the committee this past year on several major issues. Besides the local committee work, she has traveled to C.A.R. meetings on her own dime, attending our C.A.R. State Legislative meetings and to NAR's Mid-year meeting where the Association meets with its representative.

AFFILIATE OF THE YEAR 2010

The Affiliate of the Year award is given to an SCCAR Affiliate member who has a high degree of cooperation with Association members, high ethical and business standards and makes a significant contribution to the Association.

It was our pleasure to announce Ryan Buckholdt as the 2010 recipient.

Ryan was born and raised in Santa Cruz and at the age of 19 got his real estate license. Soon after he moved to Huntington Beach to pursue warmer weather and skim boarding. In 1992 he decided to travel the country with motivational speaker Walter Sanford and was often seen wearing suspenders during that time, much like his mentor.



In 1999 Ryan came back to Santa Cruz, married and now has two children. His hobbies are dirt biking, wake boarding and refurbishing classic autos.

A successful mortgage broker, he recently opened up his own branch of Opes Advisors.

Ryan has volunteered numerous hours to the Association as Chair of the Events and Community Relations Committee and is a regular sponsor of the Tour Marketing Meetings.

COMMUNITY SERVICE AWARD 2010

The Community Service Award is given to an individual in the community, not necessarily a REALTOR®, for accomplishments for the general welfare of the community. The 2010 recipient was Inez Pandolfi, a REALTOR® member with Century 21 Lad.

Inez is a native Californian born in San Francisco who entered into the real estate industry in 1977 and previously was an Interior Decorator in Los Gatos.



Her involvement includes numerous Organizations & Community participation beginning in 1971 with the Daisy Family Service followed by McPherson Art Museum, Santa Cruz actors Theatre, Santa Cruz Chamber of Commerce, Sister Cities in the 1980's, Commission for the Prevention of Violence Against Women, Dominican Hospital Foundation, Capitola Host Lion, Thursday's Child, Soroptimist, Bay Shore

Opera Guild, Shakespeare Santa Cruz, Sister Cities 2004, MAH History Forum from 2004-to present, Santa Cruz Woman's Club Treasurer 2006/07, Social Co-Chair Oakland Yacht Club 2008/09 and Daisy Auxiliary.

From this extensive list of volunteer service, it is clear why Inez was chosen to receive this award.

LIFETIME ACHIEVEMENT AWARD 2010

The Lifetime Achievement Award is given to a REALTOR® member in good standing (broker or salesperson) who shows exemplary behavior in all aspects of life; high ethical conduct; continuous support/service to the Association over a number of years and who enhances the reputation of the Association.

We are pleased to announce, Zel Longacre as the 2010 recipient.



She has been a member for 43 years and her hobbies include golf and bowling. Zel was born in Oregon, has 2 grown children, entered real estate in 1967 started their career at the Real Estate Center and later become the designated broker for Seaclyff Center Associates in 1980. She opened her own office in 1981 and in 1991 she built her current office in Aptos.

Zel has a keen knowledge of moving as she has moved over 28 times in her life time, sometimes a couple of times a year! She has been involved with the Santa Cruz County Association of REALTORS® serving on numerous Committees...in fact too many to name them all. In 2007 she received the NAR Emeritus Award which is given to a member with 40 years in continuous membership with the local, state and na-

Legislative Watch



Planning Department Speaks at SCCAR

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

Susan Kauffman, a Planner IV with Santa Cruz County, spoke to our association Friday. Her presentation focused on Second Units or ADUs within the county and was very informative.

She reminded us that there are only four types of structures recognized within Santa Cruz County. The first is the Single Family Dwelling. None of the other structures can exist without the Single Family Dwelling.

The second type of dwelling is called a variety of things, Second Unit, Granny Unit or ADU. The second unit can have anywhere from 640 to 1,200 square feet depending on parcel size, zoning, septic/sewer and if urban or rural. The owner must live on the property. These units can be attached or detached to main house.

The third type of structure is called Heated/Habitable Accessory Structure. This has a maximum square footage limitation of 649 square feet. A washer/dryer, utility sink, and water heater are

allowed. Not allowed are kitchens and food preparation facilities, in addition to toilets, showers and tubs. This type of unit cannot be rented. If approved after May 16, 2008 it can be used as a bedroom.

The fourth type of structure is the Unheated/Nonhabitable Accessory Structure. If within the Urban Service Line, 640 is the maximum square footage. If outside the Urban Service Line, 1000 is the maximum square footage. Sheetrock, insulation, washer/dryer, utility sink and water heater are allowed. Not allowed is heating, kitchens, food preparation facilities, toilets, showers and tubs. The one exception is that toilets/showers/tubs are allowed in swimming pool cabanas.

The presentation was very thorough and educational. We hope to have her come and speak to us at least once a quarter. Please let me know if there are any specific subjects you would like her to cover. I can be reached at renmello@aol.com.

Three Magical Ways to Get People Listening

“Let me share with you the history of our company” was how Mark started his presentation. From there, he continued with a barrage of facts and figures that would have bored any audience to tears. If this was delivered in a high school classroom, surely someone would have interrupted Mark by asking, “Will this be on the exam?”

Whether you are speaking in a high school classroom where the students are often more honest about their feelings or in a business environment, where many people pretend to listen, the reality is that most listeners are thinking, “Why do I need to know this?” “Who cares?” and “What’s in it for me?”

Here are three simple magical phrases to use in your presentations and conversations to keep your listeners interested and understanding exactly why they should care:

Magic Phrase #1: “So that you...”

Example: “Let me share with you the history of our company so that you feel comfortable doing business with a proven leader.”

Magic Phrase #2: “What this means to you is...”

Example: “Our company provides round-the-clock technical support. What this means to you is that your potential down-time is significantly decreased compared to your current situation.”

Magic Phrase #3: “The reason this is so important is...”

Example: “I’ve been conducting these programs for 20 years. The reason this is so important is that you are receiving time-tested materials, proven in the real world over and over again.”

As you prepare and deliver your presentations, put yourself in your listeners’ shoes. Any time there is room for doubt as to how the information impacts the listeners, use magical phrases like those above and your listeners will indeed be listening and not wondering “Will this be on the exam?”

Communication Strategies from David Greenberg’s Simply Speaking Inc.® “Forget Your Title, We’re All in Sales!”® For information about the Simply Speaking workshops and coaching programs, click here: <http://www.davidgreenberg.com>.



Private Property Owners' Potential Liability For Recreational Use Of Their Property

Lloyd Williams
Bosso Williams, APC - Association Attorney

**Real Estate
Legal
Matters**

Santa Cruz County, with its ocean front location and its forest land, is a place where many enjoy the outdoors and where there is constant pressure, whether by hikers, bikers horseback riders or others to enter private property to pursue their activities. The reaction of the property owners is varied, usually depending upon how diligent the property owners are in monitoring their lands and in keeping trespassers off their property. Two years ago I wrote an article about prescriptive easements and mentioned a case that held that creation of a network of trails by members of the public, thus preventing development of the property by the owner, is tantamount to exclusive use and no prescriptive easement will be obtained, as prescriptive easements are non-exclusive by law. But, what about the liability of the owner of the property being used by members of the public for recreational purposes?

California Civil Code Section 846, states in part:

An owner of any . . . interest in real property . . . owes no duty of care to keep the premises safe for entry or use by others for any recreational purpose or to give any warning of hazardous conditions, uses of, structures, or activities on such premises to persons entering for such purpose[.]

The effect of Civil Code Section 846 is to grant property owners immunity from most lawsuits initiated by members of the public who are allowed to enter or use the land for recreational purposes (see footnote). The immunity granted to landowners is broad and extends to all hazards, including those posed by other individuals driving on or using the land. See, for example, *Shipman v. Boething Treeland Farms, Inc.* (2002) 77 Cal. App. 4th 1424, 1428-30 (landowner immune from liability arising out of an all-terrain vehicle collision on his property). Additionally, Section 846 does not limit its immunity to particular types of land. Whether the property is urban, rural, improved, or unimproved, the immunity provided by Section 846 applies, so long as the land is entered upon for a recreational purpose. See *Ornelas v. Randolph* (1993) 4 Cal. 4th 1095, 1108-09 (holding that Section 846 applies to a vacant lot in a residential area); and *Mattice v. United States* (9th Cir. 1992) 969 F. 2d 818, 821 (Section 846 immunity applies to both paved and unpaved roads).

Property owners who allow the public to recreationally use their property are potentially liable in only three very limited circumstances. First, liability may exist for "for willful or malicious failure to guard or warn against a dangerous condition, use, structure or activity." Cal. Civ. Code § 846. Second, if the property owner charges members of the public a fee to enter upon the land, then he or she will not be immune from liability. *Id.* Lastly, a property owner could potentially be liable to individuals "who are expressly invited rather than merely permitted to come upon the premises by the landowner." *Id.*

Courts have narrowly interpreted the "express invitation" exception to the broad immunity provided by Section 846. For example

in *Casas v. United States*, a federal district court held that the United States government did not "expressly invite" a runner to participate on a five kilometer race, even though the runner received promotional materials as part of a mass mailing to advertise the event. Indeed, the courts have consistently held that "[a]dvertisements, brochures, promotional materials or other invitations to the general public are not express invitations to anyone in particular." *Id.* at 1107-08; See also *Ravell v. U.S.*, 22 F.3d at 962-63; *Phillips*, 590 F.2d at 299-300; *Johnson v. Unocal Corp.*, 21 Cal.App.4th 310, 316.

The purpose of Section 846 is to "encourage landowners to allow members of the general public to use their land for recreational purposes . . . without incurring liability for permitting that use." *Thompson v. U.S.* (9th Cir. 1979) 592 F. 2d 1104, 1108; see also *Phillips v. United States* (9th Cir. 1979) 590 F.2d 297, 298. Because Section 846 was designed to "assure owners that they will not be sued for their generosity," state and federal courts broadly apply the law's immunity and narrowly apply the law's exceptions to immunity. *Ravell v. U.S.* (9th Cir.1994) 22 F. 3d 960; see also *Johnson v. Unocal Corp.* (1993) 21 Cal.App.4th 310, 315.

It is worth noting that the statutory term "recreational purpose" includes almost every type of recreational use one can imagine, including "fishing, hunting, camping, water sports, hiking, spelunking, sport parachuting, riding, including animal riding, snowmobiling, and all other types of vehicular riding, rock collecting, sightseeing, picnicking, nature study, nature contacting, recreational gardening, gleanng, hang gliding, winter sports, and viewing or enjoying historical, archaeological, scenic, natural, or scientific sites." *Id.* This statutory list is not exclusive; it simply illustrates some of the activities within the scope of Section 846's immunity. Kite-flying and tree climbing have also been deemed to be "recreational activities" within the scope of Section 846. *Jackson v. Pacific Gas & Elec. Co.* (2001) 94 Cal. App. 4th 1110, 1115; and *Valladares v. Stone* (1990) 218 Cal. App. 3d 362, 369.

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90th Installation of the 2011 Officers and Directors



A packed house greeted our incoming leadership



2011 Leadership Line Up!



Candace Bradfield with her Mom and her peeps!



2011 Director, Betty Danner, Loree Doan, Stewart Title and Anne Marie Sorcenelli, 2011 Director



Lloyd Williams, Bosso Williams (Event Sponsor), Sybille Miller, Century 21 Award Real Estate and Robert Bailey, Event Sponsor Bailey Properties, Inc.



Dimitri Timm, 2010 Affiliate Chair paling around with Dennis Spencer the 2011 Affiliate Chair



Dale Gray, SCCAR GAD, Barbara Palmer, President-Elect with C.A.R. Treasurer, Don Faught



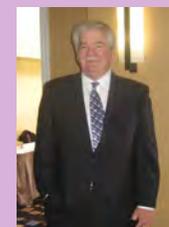
Affiliate of the Year, Ryan Buckholdt with Mom, Bernice Bruebeck-Wong



Event Sponsor team Bailey is in the house: Grace Mundy, Candie Noel, REALTOR® of the Year, Paul Bailey, Tim Bowers and Joe Bailey



Steve Allen, Immediate Past President with Bobbie Nelson, Master of Ceremonies and 2011 Director



John Peterson was spotted wearing a suit!!



Paul Bailey, Bailey Properties, Inc. Presented Inez Pandolfi, Century 21 Lad with the well earned 2010 Community Service Award



2011 President Candace Bradfield with her very proud mom

Welcome to the Neighborhood

Ben Lomond

Candie Noel

Bailey Properties

cnoel@baileyproperties.com

There is 1 located in Scotland, 3 in Australia, 1 in New Zealand, and 7 in the United States. And yes, there is even a steamship from the 1900's with the name of Ben Lomond. The original Ben Lomond is in Scotland. From this popular and famous craggy peak has grown many namesakes. The Ben Lomond we know and love is located in the middle of the 25 mile long San Lorenzo Valley.

It was a Scot named Thomas Burns who named the area. He purchased land on a mountain in the 1850's to grow grapes and make wine. Thomas named his mountain Ben Lomond after the famous Scotland "Ben". In Gaelic the word Ben means peak and Lomond is beacon. Both the Scottish Ben Lomond and our Ben Lomond are located east of Loch (lake) Lomond.

Ben Lomond, as we know it today, is a census-designated place. The population varies according to the source. The 2000 census says 2,364 people. The zip code 95005 has Ben Lomond at 6,394 residents. Households total around 900. The demographic make up is 88% White. Of that 88%, Germans are the majority with 23%, then Irish at 17%, English 15%, with French, Italian and Portuguese trailing. Where did the Scottish go?

The town started developing around 1880's at the "Y" where Love Creek and the San Lorenzo River meet, a perfect place for the Pacific Mills lumber company. The town is still at this "Y". THE traffic light is at the center of this small community surrounded by coastal mountains redwoods and swimming holes. Small and compact, but lots to do and see in Ben Lomond. Stroll the streets looking at the quaint buildings and historical sites such as the historic St. Andrews Church which was completed in 1899. Take

the kids to the new skateboard park in Ben Lomond County Park, a one acre park in the center of town. Window shop, or really shop at the antiquaries.

Pick up a new hobby at the Santa Cruz Mountains Art Center. Sign up for a class and develop, or find your creative side. Spend an hour in the gallery and enjoy the works of art on exhibit. This is a center where the many, talented, local artists exhibit their works of various media: jewelry, glass, ceramics, basketry, wood, textiles.

Ben Lomond is home to a few unique and fun eating (and drinking) spots. Hobnob with the locals and have a hometown breakfast at Spanky's. Enjoy the entertaining wait staff at Ciao Bella. During regular hours or event night The Tyrolean Inn satisfies your German food cravings with pig knuckles, apple strudel and schnapps. No one can forget the infamous road house, Henflings Tavern where you can rub elbows with the biker crowd and Silicon Valley execs alike. Enjoy a burger, drinks, dancing, and the local entertainment. To quote their website, "Bring in people who drink."

Ben Lomond Area Statistics

**33 Sales in 2010,
Average list price \$425,682 with
Average Sales price of \$417,445.**

These figures are for all residential properties in the Ben Lomond area.





Education & Professional Development



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

Lunch Legal Forum

Friday, Feb 4

12 - 2 pm

Cost: Free

DRE Credit: 2

Instructor: Mailana Mavromatis, Esq.

This lunch legal forum is for real estate professionals in Santa Cruz and will feature guest speaker Mailana Mavromatis, Esq., Property I.D. legal counsel. Earn 2 DRE Credits! RSVP to ouribe@propertyid.com or by calling 916-444-7504 by January 31st. For questions only, please contact Jen Nobles at 408-210-1070.

Housing Market Update with Leslie Appleton-Young

Friday, Feb 11

1 - 3 PM

Cost: \$15 SCCAR Member, \$30 SCCAR Member at the door,
\$45 Non-member anytime

Instructor: Leslie Appleton-Young

Get the latest from the expert, C.A.R.'s Chief Economist Leslie Appleton-Young, on what's happening in the housing market and where it's going in 2011. Information includes: California and national data, market data will also include Santa Cruz, Santa Clara, and Monterey Counties and market data on the cities of Aptos, Santa Cruz and Scotts Valley

Matrix Essentials

Monday, Feb 14

10:30 am - 12 pm

Cost: Free to members who preregister

Instructor(s): MLSListings, Inc.

This 90 minute 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

Monday, Feb 14

1 - 2:30 pm

Cost: Free to SCCAR Members

Instructor(s): MLSListings, Inc.

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 hotshets, emailing eesults, auto emailing

REALTORS® Property Resource

Monday, Feb 18

10:30 - 12 pm

Cost: Free to SCCAR Members

Instructor(s): MLSListings, Inc.

Realist

Monday, Feb 18

1 - 2:30 pm

Cost: Free to SCCAR Members

Instructor(s): MLSListings, Inc

This 90 minute course will provide you with the basic skill requirements for the Realist application. Upon completion you will have learned: application navigation; foreclosure reports; map labeling; map search; saving searches; inputting search queries; reporting & results options; data exporting.

Matrix Essentials

Monday, March 23

10:30 am - 12:00 pm

Cost: Free to members who preregister

Instructor(s): MLSListings, Inc.

This 90 minute 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.

REALTORS® Property Resource™

Monday, March 25

1 - 2:30 pm

Cost: Free to SCCAR Members

Instructor(s): MLSListings, Inc.

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



From the desk of Dale Gray

Government Affairs Director

Proposition 20 – How Will It Affect Santa Cruz County REALTORS®?

All eyes are on California, when it comes to the future effects of Proposition 20 which passed in the November election. Previously, our state turned over the power to draw state legislative districts to this sort of bipartisan panel but Proposition 20 added Congressional districts and the new panel got started in January. The drawing and approval of the California's 53 districts is in the hands of 14 people that are not savvy political watchdogs and they're not supposed to have any regard for incumbents, which means they could do just about anything.

If you're a member of Congress from California, that's going to be an interesting proposition.

The 14 members of the panel are comprised of 5 Democrats, 5 Republicans and 4 voters with no party affiliation. They were picked out of a group of 30,000 applicants. From what I am reading, observers expect a large amount of upheaval, but since there are so many districts and the process is largely brand new there's really no way of knowing what they'll do. When you go from a system that allows incumbents to draw districts that favor themselves to one that disallows considering incumbents at all, we're bound to have some incumbents paired together and some open districts.

The map could ultimately be drawn by a court in the end. If the panel cannot agree on a map the process could go to the courts and wind up in the hands of a court-appointed map-drawer. So there's a good chance that the vast majority of the Congressional districts in California are not going to resemble what we have right now. In any case, the drawing of the map would not be in the hands of the incumbents.

This is something that we as REALTORS® are going to have to watch carefully. Some of the districts that we currently have already don't make sense. I can only imagine what we will end up with. And the relationships that we have forged with our current legislators may be at risk.

It is likely that there will be an increase in the number of competitive districts. The last round of redistricting brought one of the most effective incumbent-protection gerrymanders in the history of redistricting. In 53 districts over ten years, only one district has changed hands between Republicans and Democrats. And it only switched once.

Don't forget, California has term limits, so many of the state legislators will be out of jobs in 2012. It's a whole new ballgame and it will be significantly different in the 2012 elections.



Know Someone Who Needs a Little Help Around the House? RSVP Can Help!

The Annual REALTOR® Service Volunteer Program (RSVP) is back for its fourth year! RSVP is a one day community outreach program that is taking place this year on May 18, 2011, 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.

If you know of a homeowner or renter who are 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.

We are always looking for volunteers to help on RSVP day! If you are interested please send email to andrea@scaor.org.



Affiliate News

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



The Affiliates' Role in SCCAR

Prior to becoming an Affiliate Member I asked, "What do the Affiliates do for the Santa Cruz County 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 supports community building events such as the Spring Fling, Charity Golf Tournament, RSVP, Oktoberfest, A Taste of Santa Cruz, the Holiday Open House, and my personal favorite, Adopt a Family. In addition we provide education classes for members currently in the form of Tune Up Tuesday (held the second Tuesday of each month). Previous classes have included a title and escrow panel, lenders forum, appraisal panel, 1031 exchange class, reverse mortgages, and home staging.

So now that you know what we Affiliates "do", let me tell you what we "get"!

We get to become involved!

We get to meet, interact, work along side, and make lasting relationships with fantastic people in our community and in our industry.

We get personal and professional growth through attending and presenting educational opportunities.

We get a sense of community spirit that sustains us when times are tough.

In short we "get" a lot for what we "do"!

We are always looking for additional Affiliate members, so invite the people who provide you and your client's services to become an Affiliate member. In 2011 we may be facing a challenging year, so let's face it united as a community and a positive force in the real estate industry. For more information about becoming a new affiliate member please contact Norma I. Milete, Membership Director at nmilete@scaor.org or 831-464-2000.



Get Noticed in the 2011 REACH!
 Upgrade Your Listing Today!

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The REACH (Real Estate and Community Help-guide) has been developed as the business resource for real estate industry professionals and local businesses.

Helping you succeed in business is one of SCCAR's top priorities. To assist in that endeavor SCCAR is producing our 3rd annual REACH to keep your business in front of the real estate industry and the public year round!

This full color publication features all active SCCAR members and, in addition to being direct mailed to SCCAR members, is delivered to local businesses, chambers of commerce and is available publicly online year round.

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To view last year's publication click [here](#)

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Help Your Buyers Get the Best Deal!

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

As you know, there are a plethora of great first time homebuyer programs to assist your buyers; however, figuring out how they work together can be difficult.

Fortunately, the SCAOR Housing Foundation is offering an excellent class that addresses this exact topic. Andrea Schenk with Santa Cruz Home Finance and Carlos Landaverry with the County of Santa Cruz Planning Department will give you the scoop on all the current programs and which ones can be layered to make the best deal for your clients.

After attending this class you will walk away with a clear understanding on our local first time home buyer programs and potentially open up more properties for your buyers.

Be sure to attend this workshop on Wednesday, March 2nd from 9 – 10:30 am.

This is a free class with a light snack provided.

RSVP is required. Call 831-464-2000 to register.

This Month's Cool Site...

Get your to-do list under control

Many of us are undertaking new projects. So, you probably need a little help managing your to-do list. You have many choices when it comes to creating and maintaining it.

But [TeuxDeux](#) is one of the best task managers I've seen. It doesn't have a lot of fancy features. Simplicity is its strong suit.

When you sign in, you'll see five columns, each labeled with a day of the week. You'll also see a section labeled "Someday." There is an entry box for each column and the Someday section.

To get started, enter a task in one of the boxes and hit Enter. The task will be added to your to-do list.

As you complete tasks, click on them. A strikethrough will mark them complete. Or, click the X next to a task to delete it from your list.

You may also want to move a task to a different day. In that case, just click and drag it to another column.

Now you have no excuse for not getting your tasks done!

Quotable Quote

John Kennedy once said to an assembled group of scholars in the White House "I think this is the most extraordinary collection of talent, of human knowledge, that has ever been gathered at the White House - with the possible exception of when Thomas Jefferson dined alone."

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February 2011

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3 Tour & Marketing Meeting 8:30 am	4 LGR Committee 8:30 am Legal Lunch & Learn 12—2 pm	5
6	7 2011 Director & Chair Orientation 10 am—2pm	8 Events Mtg. 11 am Housing Foundation 2:30 pm	9 Member Orientation 8 am—5pm Broker Mtg. 1—2:30 pm Fundraising 1:15 pm	10 Tour & Marketing Meeting 8:30 am	11 Board of Directors 8:30 am Housing Update with Leslie Appleton-Young 1—3 pm	12
13	14 Matrix Essentials 10:30 am—12 pm Mastering Matrix 1—2:30 pm	15	16 Charlie Krackeler License Renewal 9 am—1 pm	17 Tour & Marketing Meeting 8:30 am	18 Affiliate Committee 8:30 am RPR 10:30 am—12 pm Realist 1—2:30 pm	19
20	21  SCCAR Office Closed Presidents' Day	22	23 Budget & Finance 8:30 am	24 Tour & Marketing Meeting 8:30 am	25 Precision Ultrasound 8 am—5 pm	26
27	28 Education Mtg. 9:30 am					

NEW MEMBERS - JANUARY 2011

REALTOR® Members

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David Beccaria & Associates

Gordon Lovell

Keller Williams Commercial

Chuck Allen

Upton Associates

Maureen Upton

RG Matusich & Associates

Richard Matusich

Sereno Group

Alicia Nuzzo

The Pinkston Group

Susan Pinkston

Affiliate Members

Carol Rose

Elizabeth Jolissaint

Cardinal Construction

Melanie Dion

Opes Advisors

Ed Gerety

Dues Are Delinquent!

If you have not paid your 2011 dues they are now delinquent and your membership is inactive. This inactive status will affect your use of zipForm® and other member benefits. Second notices were mailed to each member who has not yet paid their annual dues.

SCCAR's member services staff will be notifying brokers to alert them to the non-payment status of their REALTORS®.

If your payment is not received by February 22nd, your membership will be dropped and additional fees will be applied. Services including educational offerings, C.A.R. Legal Hotline, zipForm®, SupraKey services, tour, newsletter, etc., will no longer be available if your membership is dropped. If you have any questions about your membership dues or are not sure if you paid, please contact SCCAR immediately at (831) 464-2000.