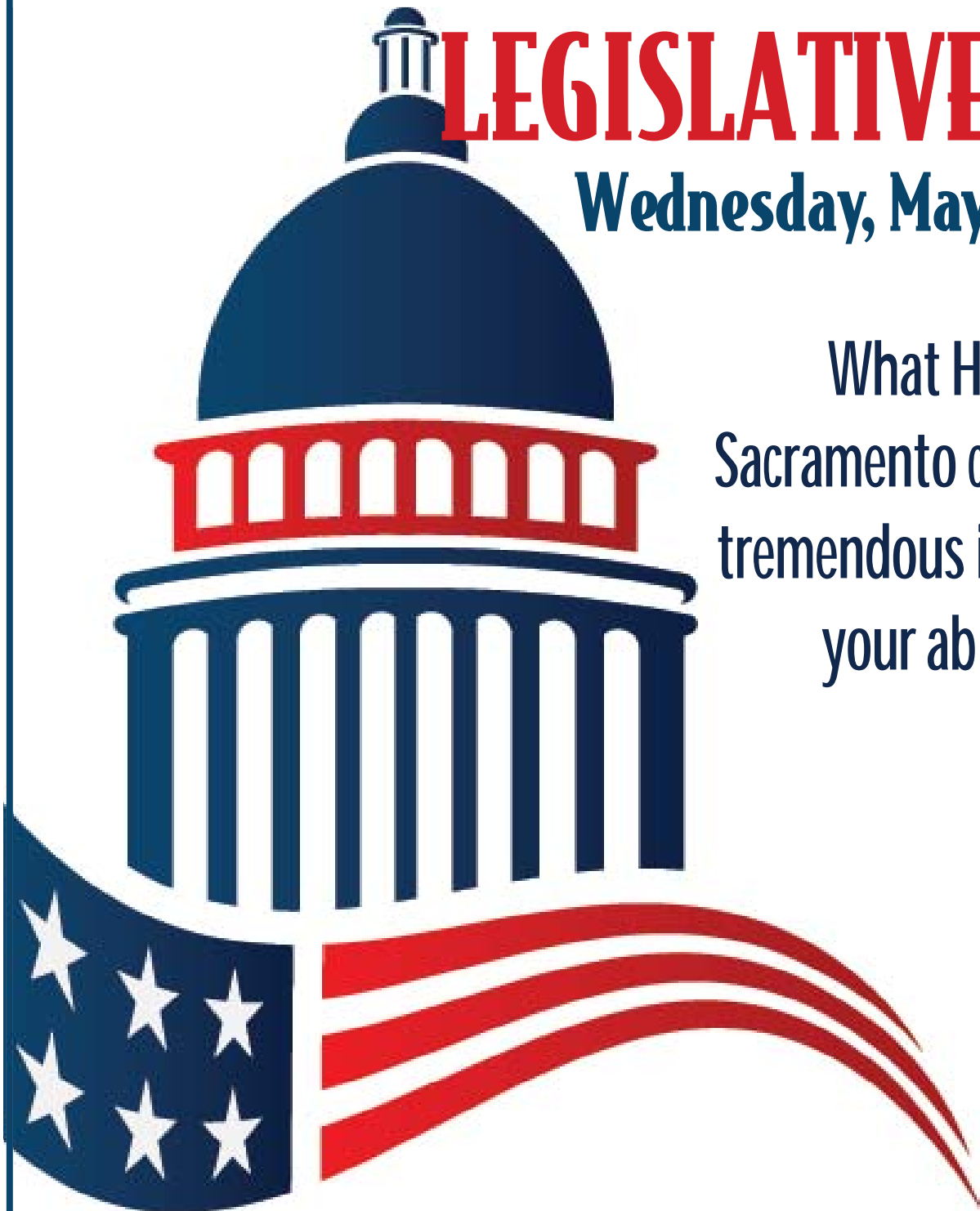


REALTOR®

LEGISLATIVE DAY

Wednesday, May 1, 2019

What Happens in
Sacramento can have a
tremendous impact on
your ability to do
business!



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President's Message

Building a Better Business Goes Far Beyond the Sales Transaction



SCCAR President
Seb Frey
Realty World Virtuoso
broker@RealtyVirtuoso.com

Spring is the perfect time of year to regroup, refocus, and revitalize yourself for the coming year and the challenges and opportunities it brings.

As the 2019 President of the Santa Cruz County Association of REALTORS, I have chosen a theme for my term – “Building a Better Business.” The real estate profession is a challenging one; it is often said that 80% of new agents are out of business within five years. Even REALTORS with decades of

experience are today worried about a future where their business could be decimated by new disruptive business models and technologies.

The question before us is, how can we as an Association work to help our members – new and old – be successful, while also ensuring that our industry not only survives, but thrives in the marketplace of the future?

This question is addressed by our recently updated mission statement:

“Fostering a collaborative community that enhances our professionalism and integrity while advocating for home ownership, housing and private property rights.”

We have for years both defended and promoted private property rights and home ownership. However, we must recognize that California is on track to become a majority renter state in the next several years. Adjusted for the cost of housing, Santa Cruz county now suffers the second highest level of poverty in the entire state of California.

To build a better business, I believe we must advocate for a healthy housing ecosystem, one where safe, quality housing is available to greater numbers in our community at prices they can more readily afford.

The solution is not rent control, which we know only serves to further restrict rental housing supply and increase rents overall.

However, it is not enough for us to simply fight rent control. Rather, we need to also be in the vanguard of support for new housing projects throughout the county of every shape, size, and stripe. What do we need? Housing! When do we need it? Now! We should be shouting that from every freeway overpass in town.

Greater housing supply should moderate rents; the financial relief will allow tenants to save for a down payment, easing their path to eventual home ownership. Working as an Association, and individually as practitioners, to solve the imbalances in our real estate market is good business all around. We enhance our brand, bring tremendous value to our community, and create future and ongoing business opportunities for our membership.

Building a better business goes far beyond the sales transaction. To ensure that our members, Association, and industry enjoy a durable and vibrant business, we must strive to bring value to our clients and our community in new and unexpected ways. We need to be cognizant of, and be able to clearly articulate, the value we bring not just to the transaction and our clients, but to our community as well.

I am confident that we are up to the task. No app, bot, or website will be able to compete with our REALTOR members, because we provide a level of service to our clients and community that can never be replaced by the click of a virtual button. You know it, I know it – and we need to make sure the consumer knows it as well. That’s how we’ll build a better business and ensure it will be around for many years to come.

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SCCAR Launches Centennial Club



Our SCCAR Centennial Club launched its debut at this year's 2019 Installation of Officers and Directors at the Seascape Golf Club on January 16, 2019.

Over 55 members of SCCAR renewed their commitment to do their fair share by contributing \$197 or more to the REALTOR® Action Fund (RAF).

A special pin to commemorate our Centennial Club was made and those Club members in attendance were asked to come forward to receive their pin and as a special perk they were escorted to the front of the buffet line.

In May we will send a delegation of REALTORS® advocates to Sacramento and again to Washington DC to lobby legislators and their staff to support more housing production, support fair housing for all and reduce barriers for buyers and sellers to make transaction! We are gearing up for an more action- packed events for 2019. Please join us in supporting our industry and give what you can to the REALTORS® Action Fund (RAF) today! We hope to see you at one of our Local Government Affairs Committee meetings soon.



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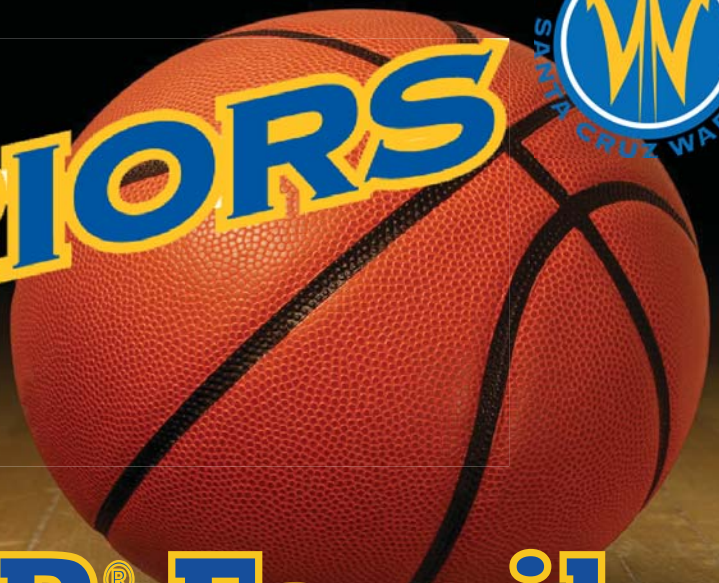
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Thank you to our Centennial Club members whose generous support helps us protect private property rights and your ability to do business.



WARRIORS



REALTOR® Family Game Night!

Friday, March 22, 2019 - 7 PM
Warriors v. Aqua Caliente Clippers

Join fellow SCCAR members, along with their family and friends for an exciting night of Warriors basketball. Ticket price also includes loads of fun activities!



Kaiser Permanente Arena
140 Front Street, Santa Cruz, CA 95060

Tickets: \$32

Buy tickets at:

www.groupmatics.events/event/SCCAR19

Deadline is March 20, 2019

t: 831-464-2000 w: mysccarorg fb: /mysccar

Congratulations to our 2018 Santa Cruz County Pro Graduates!

These REALTORS® have attended our SCCP Certification Series and have obtained advanced skills about the workings and nature of Santa Cruz County communities that will allow them to better assist their clients.



2018 SCCP Graduates

Amba Desjardins	Patricia Nelson
Sheila Feddema	Caitlin Phillips
Amber Grewer	Joanna Phillips
Rozanne Heitmann	Margaret Price
Debbie Jelten	Connie Sanchez
Richelle Maxwell	Norman Turner
Emily McClintick	Sara West
Nicole Myhrstad	Kelley Youmans



Call for Board of Directors Nominations

SCCAR is now accepting applications for service on the 2020 Board of Directors. The SCCAR Board is made up of volunteer members who live and work in Santa Cruz County. These individuals are elected annually and help guide the direction of the Association. Join a distinguished group of professionals to support the mission of SCCAR: *“Fostering a collaborative community that enhances professionalism and integrity while advocating for home ownership, housing and private property rights.”* Being a part of this process provides a great opportunity to exercise your leadership abilities or gain leadership skills!

Interested REALTOR® members of SCCAR are encouraged to complete and submit an application no later than **Monday, April 1, 2019**. Use the link below to submit and application:
http://www.mysccar.org/upload/files/Appfor BOD2020_fillable.pdf

If you have questions, please contact Kathy Hartman at 831.464.2000 or email kathy@mysccar.org

WELCOME

WE'RE GLAD YOU ARE HERE!

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Nicholas Alaga Jr., eXp Realty
Robert Alarcon, David Lyng & Associates
Danielle Baker, Century 21 M & M
Brielle Bariteau, Vista Properties, Inc.
Michael Chiesl (secondary), Sentry Residential
Eliza Cole, Keller Williams Realty SC
Kiabeth Cook, Bailey Properties
Malcolm Crocker, Century 21 Showcase
Cynthia Cruz, Keller Williams
Kyle R Davenport, Century 21 M & M
Janine L De Rosa, Bailey Properties
Bradley T Evans, eXp Realty
Mina Fernandez, Keller Williams Realty SC
Starlette Gadomski-Sanchez, Ameri Star Brokers
Robert Harrison , Bailey Properties (secondary)
Stephanie Jacobs, David Lyng & Associates
Peter Jandula-Hudon, Century 21 M & M
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Jami M. Kumar, Vista Properties
Helen Landry, Coldwell Banker
Carol Lezin, JR Parrish Commercial
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Kristen M. O'Neal, eXp Realty
Deborah Penny, eXp Realty
Stacie Power, Taylor Properties
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Alexi Ritchie-Douvas, eXp Realty
Dean Rositano, eXp Realty
Kyle Schaeffer, Coldwell Banker
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Derek R. Scranton, Bailey Properties Scarlett Sheldon,
Sereno Group
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Matthew Shelton, JR Parrish -Monterey Bay Prop MGMT
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Laverne Packer, David Lyng Real Estate
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Micah Stevens Fox, Keller Williams Realty SC
Elizabeth Zappacosta, Bailey Properties

MARCH EDUCATION CALENDAR

Wednesday, MAR 20, 2019

The Smart Home Market

9:30 am - 11:30 am

Cost: \$10 for members, \$20 for nonmembers

The presentation is a overall review of the Best of Breed Smart Home Technologies and Solutions, how to maximize top dollar for selling homes with this technology and how to reduce home ownership costs. Discussion Topics: - Home applications in your hand , on your wrist, and on the wall - Voice based skill sets - Home automation - Smart Home Experience Center - Best of Breed Apps - Mature Products , Net Technology - Green Renewable Home Technology - How to position and write up, in MLSListings, smart green home features to maximize top dollar for the seller - How solar technology integrated with battery back up to reduce total cost of home ownership Speakers Gordon Van Zuiden, cyberManor Greg W. Weber, certified appraiser David Stearns, Allterra Solar

Friday, MAR 29, 2019

How Do I: Prepare for an Open House

10 - 11:30 AM

Cost: Free with RSVP

In this course you will learn how to prepare for your next Open House with detailed neighborhood active listings and sold reports, market statistics and brand-able client tools. Be the neighborhood expert that consumers want to work with.

Friday, MAR 29, 2019

Matrix 301

1 - 2:30 PM

Cost: Free with RSVP

Flex your Matrix muscles by learning advanced search and report techniques. Take your Matrix proficiency to a whole new level by learning the features, benefits, and limitations of each search tool.

Friday, MAR 29, 2019

Learn the Listing Agreement

1 - 4 pm

Cost: \$10

Instructor(s): Renee Mello, SCCAR President & REALTOR

Learn little known facts about the listing agreement! Did you know that you can get paid even if escrow doesn't close or if an offer is received and accepted after your listing has expired? Also, that offers received are not confidential? Get the inside scoop on these tips and more from one of the experts!

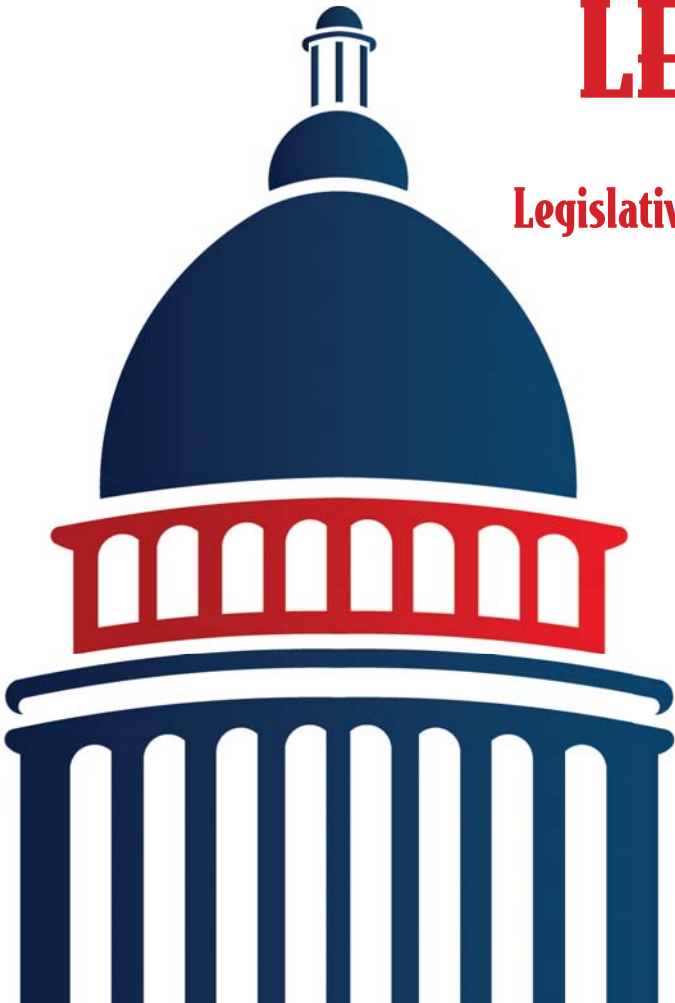
Register for classes online at www.mysccar.org or call SCCAR at 831-464-2000.

Unless specified otherwise, all classes are held at SCCAR, 2525 Main St., Soquel, CA.

Wednesday, May 1, 2019

LEGISLATIVE DAY

Sacramento, CA



Legislative day itinerary:

5:30 am: Meet at SCCAR office to board bus
2525 Main St., Soquel

8-9 am : Registration, Sacramento Conv. Center
Must be seated by 9 am

9 - 11:30 am: Opening Session
Hear keynote speakers and be briefed on current and proposed legislation that will affect your business.

11:30 am - 1 pm: Region 10 Luncheon

1 - 5:30 pm: Meet with legislators and attend a member director forum

5:30 - 7 pm: Capitol Reception; Optional to those who contributed \$148 to RAF! Mix, mingle & network with fellow REALTORS & legislators. **(SCCAR bus leaves at 6:30 pm)**

RSVP by Monday, March 22, 2019

Registration fee: \$50 and is refundable upon event attendance.

A credit card is required to hold your seat.

VOTE. ACT. INVEST.

All SCCAR members are encouraged to join REALTORS® from around the state to meet with legislators and discuss important issues affecting California's REALTORS® and property owners. Laws created in Sacramento have a tremendous impact on your ability to do business from point of sale mandates to taxes to housing opportunities. Attending Legislative Day is not only a great investment in your business; it also provides you with an opportunity to hear from California's most dynamic political leaders and the leadership of your state association.

Register by completing the form below and submitting to SCCAR: andrea@mysccar.org or fax 831-464-2881

I understand that if I make a reservation and do not attend, my credit card will be charged \$50.

Name: _____ Company: _____

Phone: _____ Email: _____

Visa MasterCard American Express

Name on card: _____ Billing Address: _____

Account#: _____ Exp. date: _____ 3 digit security code: _____

Housing Market *Update*

This event
will sell
out fast!
Get your
tickets!



C.A.R.'s Vice President & Chief Economist, Leslie Appleton-Young will be presenting on today's California housing market and economic outlook for 2019. Attend this event and see where the market is going and where it has been!

Friday, April 5, 2019

11:00 AM - 1:30 PM

Seascape Golf Club, 610 Clubhouse Drive, Aptos


Ticket price includes a buffet lunch: \$35 member early bird, \$45 member after March 15, 2019, \$50 nonmembers and at the door.

Deadline to register is March 22, 2019



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SAVE THE DATE, May 22, 2019!



**SPRING
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What's next for Housing in Santa Cruz County?

Santa Cruz County families are facing a severe housing affordability crisis. A vast majority of this issue is being caused by the lack of residential development units being built throughout the county and state. Local elected officials who approve residential allocations are feeling the pressure from anti-growth members of their community, putting additional pressure to deny residential developments that are in severe need. This in turn is driving up home prices and pushing buyers out of state.

The Real Estate community understands that the biggest solution to this problem is a strategic approach to build as many residential units as possible over the next decade, with every community doing their part.

But this is no easy task for local government..... so the state steps in.

State Senate Bill 50 (Wiener) was introduced last year by Senator Scott Wiener. Last year's bill ran into many challenges and never made its way out of committee. Even though well intentioned, the legislation needed refining and additional input from Labor, Builders and many other stakeholders.

Last week, SB 50 reemerged. The bill has now been updated to attempt to address the obstacles it ran into last year. What would SB 50 do? Senate Bill 50 allows for building housing near existing job centers and public transportation and includes strong protections against displacement for renters and vulnerable communities in those areas. The bill is expected to help relieve the acute housing shortage and affordability crisis in California's cities while reducing pressure to build in the wildfire- exposed urban-wildland interface.

It will also reduce climate pollution by greatly expanding access to sustainable transportation options, like public transportation, and by allowing people to live closer to where they work. The bill waives apartment bans near high-quality transit and in job-rich areas to ensure that the benefits of public investments in transportation are broadly accessible to Californians of all incomes.



The bill also includes specific requirements to provide low-income housing in new development to ensure that market-rate construction is always coupled with affordable units for the lowest income Californians.

Legislation to expedite residential development in California is much needed, and even though SB50 has not been thoroughly vetted yet, we expect and hope that our state legislature will consider housing legislation that will encourage driving the housing stock through the roof.

Victor Gomez
Government Affairs Director
gad@mysccar.org



ARE YOU READY TO RUMBLE??



Get Your Bowling Team Together and Come Support Children in Our Community!

Big Brothers Big Sisters of Santa Cruz County is hosting it's 36th Annual Bowl for Kids' Sake at the Boardwalk Bowl. This fun event raises critical funds to support the mentoring services of Big Brothers Big Sisters programs in Santa Cruz County for at-risk youth. This year we are inviting all REALTORS and Affiliates to compete! **The team that raises the most money wins!**

How to register your team:

- Visit www.santacruzmentor.org/bfks2019
- Click on **REALTOR Rumble**
- Click Register * It's that easy!

Pledge sponsors can be managed online and/or you can pick up a pledge package at the SCCAR office, 2525 Main St., Soquel

Bowling experience not required, but wanting to have fun is!



*When you register your team and team members, choose "company". On the next screen scroll down to choose "Group - Realtors' Rumble". This will ensure your team is included in the Realtors' Rumble lineup and will automatically reserve a lane during the Saturday, April 13th 9:15am time slot.

Saturday, April 13, 2019

9:15 - 10:15 AM*

Boardwalk Bowl

115 Cliff Street, Santa Cruz

*Please arrive 30 minutes early as bowling starts promptly at 9:15 am.



THE KEY TO MAKING SUCCESSFUL TECH DECISIONS

It's amazing how simple some concepts appear but how complicated they are in practice. Here are some observations on how decision making at the brokerage level can improve.

Who's the decision maker? Ultimately, the broker-owner is the final decision maker at 99 percent of brokerages. But, the size of a brokerage has an impact on how much involvement the broker-owner has in the due diligence and analysis of whether they should say "yes" or "no."

A smaller brokerage, generally up to 15 or 20 agents, may only have a single administrator and their agents. This would leave the broker-owner involved in nearly every step of the decision-making process. On the other hand, a medium-sized brokerage, between 20 to 50 agents, will start hiring management and administrative positions. The management team could be dedicated to a specific function, like accounting, or they could have more open-ended positions that touch many different aspects of the business, such as business development. Finally, a large brokerage, generally over 50 agents, will start hiring dedicated positions for each management function. In most brokerages, decisions usually pass through the appropriate channels before reaching the broker-owners desk for a final decision.

USER ADOPTION IS THE KEY

More importantly, user adoption is the key to a successful decision. Management should be asking the key questions: Will my agents and staff use this? If so, how many of them? The only way to get the answer to these questions is to make sure stakeholders, such as agents and staff, are brought in to give their feedback. Not only will this information be useful in making the final decision, but if the

brokerage decides to move forward with the solution, the agents and staff are much more receptive to using it because they were part of the decision-making process.

As an example, in my role as vice president of business development, I've been tasked with moving all agent-focused services to the cloud from a dedicated remote desktop server environment. Within a few weeks, I knew which vendors I wanted to work with.

I hadn't had time to have one-on-one meetings with all the firm's agents and staff. I had a decision to make. Do I present my proposal to my broker-owner without stakeholder feedback? Or, do I delay my goal and the job I'd been tasked with to ensure a successful migration? I ended up calling a good friend and former business partner, Alex Camelio, for his take, and he said, "Your agents being a part of the decision is just as important as the decision itself." I took his advice, and it's made all the difference.

You can have the best system in the world, but if no one is using it, it doesn't make a bit of difference.

My advice to vendors: Help your decision-makers present your product and services to their teams; give them the assets to bring everyone into the process. To other brokerages, make your agents a part of the process; otherwise, the success of your decisions are just a roll of the dice.



This article originally appeared in the March 2019 issue of the REAL Trends Newsletter is reprinted with permission of REAL Trends, Inc. Copyright 2019.

MAXIMIZE YOUR REFERRALS

It's Still All About Relationships

By Larry Kendall, author of *Ninja Selling* & Chairman Emeritus of The Group, Inc. Real Estate

Why do sales associates spend billions of dollars buying leads and chasing strangers? The research is clear. Buyers and sellers prefer to work with someone they know, like, and trust. That's why, according to REAL Trends 2018 Consumer Study, some 92 percent of consumers say they look for a referral from a friend when selecting a real estate professional.

Thought-leader Simon Sinek was asked what he thought about our industry's obsession with technology, disruption, internet leads, and e-transactions. Here's his response: "Human beings are social animals and relationships will always win. There is a small percentage of people who want a transaction. Most want a relationship. Invest in your relationships. They are your most valuable assets."

So, back to our original question, "**Why do real estate professionals spend so much time and money chasing strangers when consumers prefer a relationship?**" Two reasons:

1. Because it works! Their real estate professional abandons most consumers shortly after closing. The Zillow Consumer Housing Trends Report of 13,249 consumers found that 74 percent of them never heard from their real estate professional again after closing! It's clear most agents have a transaction focus instead of a relationship focus. Because consumers are abandoned, they are ripe for internet lead generation, capture, and conversion. Even though consumers would prefer to work with someone they know or a referral, they end up working with strangers by default.

2. Most agents are committed to providing the five keys to maximizing referrals (see next page). Those who are committed build both a large and smart business. A smart company is a business that is sustainable in all market cycles and has a high net income per hour. In contrast, most lead generation models have a low net income per hour due to the cost of buying leads.



FIVE KEYS TO MAXIMIZING YOUR REFERRALS

1. Relationship & Referral Mindset. Every person in the United States knows at least four people who will move this year. Our mission is to access and earn those referrals. You do this by building relationships instead of chasing transactions. You build relationships through the frequency of interaction.

2. Your Appearance. People will refer you if you make them look good. How you dress reflects on the person who referred you. Studies indicate that your appearance affects your income by at least 20 percent, and some studies say as much as 100 percent. Sloppily dressed agents may get the business, but they don't get the referrals. A survey of sellers found their two biggest complaints were that the agent was late for the appointment, and the agent didn't dress for the interview.

3. Fabled Service. Can you deliver "Wow!" Is your service memorable? Does your customer feel they are exceptional—or do they feel like they are just a transaction? They are not transactions; they are people.

4. Consistency. Do you deliver the wow consistently? Or is it by accident? Do all your customers receive the

wow? Or, are you selective and only provide that level of service to high-end clients? Agents are notorious for this, and it's not seen in any other industry. When you check into a luxury hotel, rooms may range in price from \$300 a night to \$5,000 a night, but all guests are treated with the same care at the check-in desk. They are not treated differently. Do the same.

A real estate friend of mine was referred to one of the richest men in the world by the man's limo driver who had purchased a low-priced, two-bedroom condo. Even though he was buying a lower-priced home, the limo driver received the wow and told the rich man about it. As a result, my real estate friend became the go-to agent for all of the corporate executives at the wealthy man's company—and consistently earns over \$1 million a year.

5. Follow-up and Flow. Have you ever sent a referral to an agent and never heard back? Unfortunately, this is the industry standard. When you follow up, you are differentiated in our industry, and you get even more referrals. You need a follow-up system (mailings, emails, phone calls) that are driven by your calendar and keeps you in flow with your clients and referral sources.

Maximizing your referrals is a simple five-step process that pays big dividends. Why don't more real estate professionals do it? Because they would have to organize themselves and commit to their relationships. It's easier for most of them to buy leads and chase strangers. If you follow the five steps, you'll have all the business you can handle, you'll build great relationships, and you'll have a high net income per hour. You will also be so differentiated. **You will be a Category of One!**



Santa Cruz County Market Statistics



January 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	13	50	11	57	\$1,086,836	\$1,095,200	\$532	99%	\$11,955,200	1,930	77,066	3.5
Ben Lomond	6	10	4	18	\$846,250	\$947,500	\$454	104%	\$3,385,000	1,713	68,531	1.8
Boulder Creek	3	20	7	83	\$656,000	\$702,000	\$393	98%	\$4,592,000	1,751	20,613	2.1
Brookdale	0	1	0									
Capitola	5	15	3	139	\$1,520,000	\$1,375,000	\$745	95%	\$4,560,000	2,015	4,574	7.5
Corralitos	1	2	0									
Davenport	0	1	0									
Felton	7	14	4	47	\$644,125	\$637,000	\$661	99%	\$2,576,500	1,198	14,484	2.2
Freedom	0	1	1	28	\$410,000	\$410,000	\$586	96%	\$410,000	700	4,530	0.6
La Selva Beach	1	2	0									
Los Gatos	1	17	2	38	\$1,312,500	\$1,312,500	\$709	98%	\$2,625,000	1,814	65,732	5.7
Mount Hermon	1	1	1	43	\$550,000	\$550,000	\$491	96%	\$550,000	1,120	12,676	0.8
Santa Cruz	45	96	22	48	\$976,392	\$902,500	\$700	98%	\$21,480,645	1,450	14,304	2.7
Scotts Valley	3	13	6	33	\$948,166	\$947,500	\$561	100%	\$5,689,000	1,710	38,761	1.8
Soquel	5	10	2	32	\$1,007,000	\$1,007,000	\$599	100%	\$2,014,000	1,721	66,538	2.3
Watsonville	11	33	11	43	\$647,909	\$607,000	\$352	97%	\$7,127,000	1,619	65,059	2.3
Royal Oaks	3	10	1	195	\$375,000	\$375,000	\$470	94%	\$375,000	798	5,219	4.3
Summary	105	296	75	62	\$ 844,629	\$902,500	\$561	98.0%	\$67,339,345	1,503	35,237	2.9

January 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	13	36	4	29	\$787,750	\$726,000	\$558	99%	\$3,151,000	1,238	1,031	6.8
Boulder Creek	0	1	0									
Capitola	6	11	6	52	\$514,666	\$539,000	\$496	98%	\$3,088,000	990	850	3.7
Freedom	0	0	0									
Santa Cruz	6	24	6	57	\$621,000	\$590,000	\$533	99%	\$3,726,000	1,280	6,142	2.6
Scotts Valley	7	11	8	36	\$720,203	\$749,500	\$485	100%	\$5,761,631	1,495	1,960	2.5
Seacliff	0	1	0									
Soquel	4	3	0									
Watsonville	3	12	2	16	\$645,000	\$645,000	\$625	98%	\$1,290,000	1,215	959	3.3
Summary	39	99	26	38	\$657,724	\$645,000	\$533	99%	\$ 17,016,631	1,244	2,188	3.8

February 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	24	59	12	95	\$1,386,708	\$1,260,000	\$726	96%	\$16,640,500	1,920	10,153	4.2
Ben Lomond	2	11	2	67	\$594,500	\$594,500	\$488	97%	\$1,189,000	1,213	8,604	2.8
Boulder Creek	12	22	6	108	\$714,033	\$525,750	\$502	99%	\$4,284,200	1,477	630,277	3.5
Brookdale	0	1	0									
Capitola	5	17	4	49	\$1,327,500	\$1,387,500	\$785	97%	\$5,310,000	1,654	4,489	6.4
Corralitos	0	2	0									
Davenport	0	0	0									
Felton	3	11	8	67	\$619,812	\$632,500	\$435	102%	\$4,958,500	1,474	16,207	1.7
Freedom	1	1	1	77	\$585,000	\$585,000	\$358	99%	\$585,000	1,633	4,138	0.8
La Selva Beach	0	1	0									
Los Gatos	7	17	4	110	\$1,149,375	\$1,108,750	\$560	94%	\$4,597,500	2,314	98,032	5.7
Mount Hermon	0	1	0									
Santa Cruz	45	100	32	61	\$1,162,380	\$980,000	\$609	98%	\$37,196,184	2,089	15,427	3.5
Scotts Valley	17	21	7	37	\$901,642	\$849,000	\$455	97%	\$6,311,500	2,032	16,973	2.7
Soquel	10	13	4	53	\$918,250	\$949,000	\$607	97%	\$3,673,000	1,724	30,917	3
Watsonville	16	38	4	62	\$859,375	\$777,500	\$443	96%	\$3,437,500	1,742	17,054	3.9
Royal Oaks	4	8	4	96	\$647,725	\$637,450	\$336	100%	\$2,590,900	2,083	95,070	3.4
Summary	146	323	88	74	\$ 905,525	\$813,250	\$495	97.7%	\$90,773,784	1,780	78,945	3.5

February 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	14	31	14	81	\$713,428	\$688,500	\$502	98%	\$9,988,000	1,407	2,485	4
Boulder Creek	0	0	2	55	\$401,000	\$401,000	\$349	98%	\$802,000	1,152	828	0
Capitola	3	8	3	51	\$649,000	\$762,500	\$563	99%	\$1,947,000	1,104	1,597	2.2
Freedom	0	0	0									
Santa Cruz	15	30	12	61	\$560,820	\$616,000	\$515	97%	\$6,729,851	1,096	3,647	3.6
Scotts Valley	4	11	2	57	\$602,000	\$602,000	\$490	98%	\$1,204,000	1,223	1,097	2.4
Seacliff	0	1	0									
Soquel	1	4	0									
Watsonville	5	11	4	69	\$675,837	\$413,175	\$348	100%	\$2,703,350	1,352	980	4.1
Summary	42	96	37	62	\$600,348	\$609,000	\$496	98%	\$ 23,374,201	1,222	1,772	2.7

MARCH 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Local Government Relations Mtg. 8:30 am	2
3	4	5	6 MLS First Class 9:30 am Lunch & Learn 11:30 am Custom Displays (MLS) 1 pm	7 Tour Marketing Meeting 8:30 - 9 am	8 Board of Directors Mtg. 8:30 am	9
10 	11	12	13 Education Committee Mtg. 9:30 am	14 Tour Marketing Meeting 8:30 - 9 am	15 Duane Gomer License Renewal 9 am	16
17 	18	19	20 Smart Homes Seminar 9:30 am	21 Tour Marketing Meeting 8:30 - 9 am	22 SCCP: Coastal Commission 9:30 am	23
24	25	26	27	28 Tour Marketing Meeting 8:30 - 9 am	29 Prepare for an Open House 10 am Learn the Listing Agmt. 1 pm Matrix 301 1 pm	30
31						

APRIL 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4 Tour Marketing Meeting 8:30 - 9 am Oktoberfest 4 pm	5 Local Government Relations Mtg. 8:30 am Housing Market Update 11:30 am @Seascape	6
7	8	9	10 Education Committee Mtg. 9:30 am	11 Tour Marketing Meeting 8:30 - 9 am	12 Board of Directors Mtg. 8:30 am	13
14	15	16	17 Title & Underwriting Panel 9:30 am	18 Tour Marketing Meeting 8:30 - 9 am	19 SCCAR Office Closed	20
21 	22 Budget & Finance Committee 10 am	23	24	25 Tour Marketing Meeting 8:30 - 9 am	26 SCCP: All About ADU's 9:30 am	27
28	29	30				