

inside **REAL ESTATE**

Santa Cruz County's Real Estate News Source

A publication of the Santa Cruz Association of REALTORS®

April 2010



RSVP

Spring Fling

**Housing
Expo**

Don't Miss Our Spring Events!

Seven Past and Present SCAOR Presidents Were Seen Dining Out at the C.A.R. Meetings in Indian Wells



Bruce Southstone, Steve Allen, Lela Willet, David Lyng, Sandy Kaplan, Bobbie Nelson and Robert Bailey

In This Issue

President's Message - page 3

Legislative Watch - page 4

Summit 2010 - pages 5 - 6

Government Affairs - page 8

*REALTOR® Action Fund
Donors - Page 8*

Legal Notes - page 9

*Education Offerings -
Pages 10 - 11*

Foundation - page 12

Affiliate News - page 13

Calendar - page 14

Santa Cruz Association of REALTORS®



2010 BOARD OF DIRECTORS

President
Steve Allen

President-Elect
Candace Bradfield

Secretary/Treasurer
Barbara Palmer

Immediate Past President
Lela Willet

Directors
Betty Danner
Debra Frey
John Hickey
Frank O. May
Bobbie Nelson
Anne Marie Sorcenelli
Lauren Spencer
Marjorie Vickner

Chief Executive Officer, SCAOR & Executive Director, SCAORHF
Kathy Hartman, RCE

Member Services Director
Norma I. Milete

Director of Education & Professional Services
Karen Kirwan

Advertising, Communication & Marketing Director
Andrea Harbert

Government Affairs Director
Dale Gray

Administrative Assistant
Leslie Flint

Bookkeeper
Linda Zoccoli

ADVERTISING INFORMATION

For advertising and deadline information, please contact SCAOR.

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.

Santa Cruz Association of REALTORS®
2525 Main Street, Soquel, CA 95073
(831) 464-2000
(831) 464- 2881 (fax)

www.scaor.org

President's Message

Santa Cruz County Association of REALTORS®



Steve Allen
2010 Association President

Allen Property Group, Inc.
831- 688-5100
steven@allenpginc.com

Spring has sprung on the "new normal" and things don't seem to be that bad. Comparing this time last year, median values and sales are up and inventory is down. It may not seem like it to some, but the market is improving. As things heat up in the buying season there are some exciting projects which your Association leadership is working on.

For some time now, we have received feedback from membership regarding our name. We do not simply represent the great area of Santa Cruz. We are the Scotts Valley Association. We are the Soquel Association. We are the Capitola Association. We are the Aptos Association. We are the Live Oak Association. We are the San Lorenzo Valley Association. A Motion has been passed at the SCAOR Board level to incorporate "County" into our name. The next step will be a membership vote. If successful, we would then petition the National Association of REALTORS® to formally change our name to the Santa Cruz County Association of REALTORS®.

I have personally spoken to several of our larger broker members, all members of our current leadership and many members of our past leadership about this issue; overall, there seems to be overwhelming support in better representing our entire membership body. We do not take lightly a name change for an 89 year old organization. If you feel strongly about this either way, we would like to hear from you.

By the time this article is published, the first several articles

entitled *Your Santa Cruz Real Estate* will have been published in the Santa Cruz Sentinel. While technically an advertorial, the Sentinel has extended a very generous agreement in which we will have a collective and public voice for our organization. This idea was the number one goal coming out of our 2009 Strategic Planning Committee.

The objective is simple: **we want to reach out to the public and educate them as to the role and benefits of working with a REALTOR®.**

Being the collective voice for a 1,300 +/- member organization is not easy. Our 2010 Communications and Public Relations

Committee certainly has their work cut out. As they finalize the initial 17 pages of material for the Sentinel, feedback will be critical. We encourage constructive, internal communication so we can provide a united front to the people of Santa Cruz County.

If you are a talented writer and have knowledge of a specialized real estate field - get involved. If you know a positive story about opportunities in the marketplace - contact the PR Committee. The bi-monthly ad will not be a platform for self promotion or paid advertisements, but an accurate source of real estate information written directly by local market experts.



Allen Property Group, Inc. is your commercial property sales and leasing specialist. For results and uncommon professional service, put your trust in us.

Steve Allen, CCIM Principal Broker/President
831-688-5100 | www.allenpginc.com



Reverse Mortgages



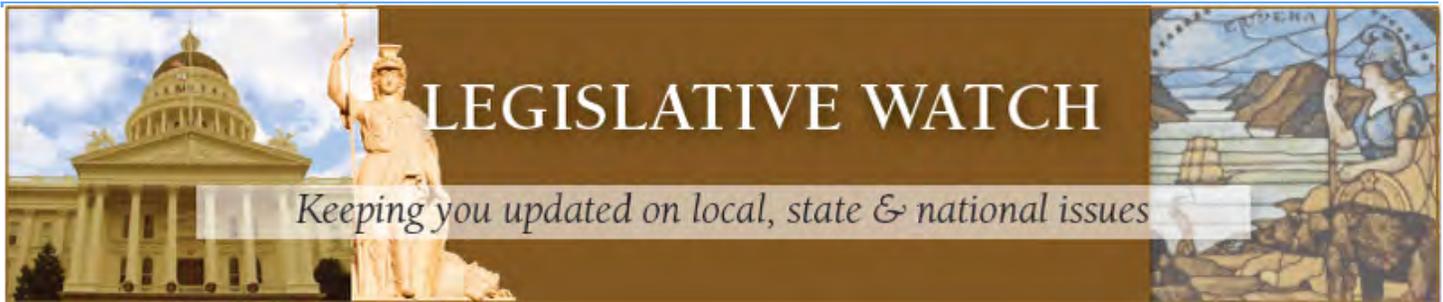
Call me for information on Wells Fargo Reverse Mortgage for PURCHASE

Richard (Dick) Cornelsen
Reverse Mortgage Specialist
831-320-8143

Now your home can work for you!
Call today for more information.

Borrower must be at least 62 years old. Wells Fargo Home Mortgage is a division of Wells Fargo Bank, N.A. © 2007 Wells Fargo Bank, N.A. All rights reserved. #53796 12/07-3/08

EQUAL HOUSING LENDER



Land Trust Protects Properties

Candie Noel

Local Government Relations Chair
Bailey Properties, Inc. 831- 688-7434
cnoel@baileyproperties.com



The Local Government Relations Committee was pleased to have Terry Corwin, Executive Director of Land Trust of Santa Cruz County speak at our February meeting. Terry enlightened the Committee about how the Land Trust protects properties, and the Trust's relation with SB 211.

The Land Trust of Santa Cruz County was formed in 1978 to protect and care for the beauty and natural resources of the County. According to Terry this includes "working lands, farming and timberland; and natural lands with high conservation value – thus protecting water supplies, wildlife habitats, and open space." The Land Trust currently has 3,200 acres of protected land, and is working with the protection of 10,000 additional acres.

The Land Trust's most recent project was the September 2009 acquisition of 58 acres of wetland and 383 acres of organic farmland at the Watsonville Slough. This 441 total acres was situated between 350 acres of already protected wetlands, thus creating 800 acres of protected land. The agricultural land is leased to organic farmers with the proceeds going back into the preservation, and organic restoration of the land. Since not all the land is usable for farming, only the usable, good land is leased which reduces the farmer's lease costs.

Other lands protected by the Land Trust are

- Antonelli Pond – 18 acres next to Natural Bridges
- Byrne Forest – 322 acres of redwood forest in Corralitos. The health of the forest is maintained through sustainable harvesting.
- Moore Creek Preserve – 246 acres which is part of the greenbelt surrounding the City of Santa Cruz
- Davenport Bluffs
- Circle P Ranch – 684 acres of a working cattle ranch in Pajaro Valley
- Glenwood Open Space Preserve – 166 acres in Scotts Valley

Corwin says the land and the Land Trust work are funded by donations from individuals, foundations, and government grants. Also agricultural lands rank high for funding at the State and Federal levels. The following are some of the foundations that have provided major support: California Farmland Conservancy Program, David and Lucille Packard Foundation, Gordon and Betty Moore Foundation, Federal Farm and Ranchland Protection Program.

SB 211, introduced by Senator Joe Simitian, and co-authored by Senator Bill Monning, authorized the formation of an open-space district in Santa Cruz County. Terry said the Land Trust worked with Simitian to

develop enabling legislation for an open space or conservation district. The legislation would eliminate the use of eminent domain, and would exempt the District from LAFCO to eliminate any conflict of interest. She further said SB 211 does not create the open space district or approve taxation, but only changes existing state statute. Only a ballot measure would create taxation for the district. The public would also vote for the seven elected District Board of Directors.

Corwin said a poll conducted in the County in 2007 showed 2/3 supporting open space conservation. However, this was before the "crash" and concerns about new taxes and the economy. The timing of SB211 was not quite optimum. In addition, there has been very strong opposition from the City of Watsonville, and the Santa Cruz County Farm Bureau.

Since meeting with the LGR Committee, Terry Corwin issued a press release February 26 stating the Land Trust is withdrawing SB 211. Terry said, "There were so many concerns from organizations and parts of the community that we wanted to stop and not move forward until we found alignment."

Although monies are an issue in today's economy, the public support and interest remains. In her press release Corwin stated, "the Land Trust will be better able to absorb the lessons of the past year and to take a fresh look at how to move forward"

Although SB 211 has been withdrawn, conservation and open space districts are not a dead issue. A representative from the Farm Bureau has been invited to speak at a future LGR meeting so we can hear from the other side about their concerns and objections to open space and conservation districts.

State Farm®
Providing Insurance and Financial Services
Home Office, Bloomington, Illinois 61710



Laureen Yungmeyer ChFC, Agent
Insurance Lic. #: 0B10216
718 Water Street
Bus: 831-423-4700 Fax: 831-426-0524
www.laureenyungmeyer.com



P045151 4/04



Rave Reviews For Summit 2010

Standing ovations at the Seascape Golf Club on Monday, March 22nd were received when industry giants shared insights and knowledge of the issues and challenges facing real estate professionals today. "This year's Summit provided a good mix of information and well needed inspiration. It is a privilege to host such respected leaders of the real estate industry here in Santa Cruz County. I think all in attendance came away with some extra knowledge that you just can't get out of a newspaper or magazine" said SCAOR 2010 President Steve Allen.

As a member benefit, the Santa Cruz Association of REALTORS® hosted our second Summit which featured the 2001 Past President of the National Association of REALTORS®, Richard Mendenhall, Executive Vice President of the California Association of REALTORS® Joel Singer, and Santa Cruz County Tax Assessor Sean Saldavia.

Each of the keynote speaker's gave outstanding presentations and all received standing ovations from the attendee audience. The crowd was held spell bound by Richard Mendenhall's presentation on facts that have affected our industry.

"I expected Summit 2010 to provide overview of current real estate market. My expectation

was met" SCAOR member G.V. Fulscher stated.

Richard Mendenhall's presentation included "facts" of all types: Bad day, Broken, Don't ignore, Data, Future and Say What Facts just to name a few. Anybody want to guess what the most looked up word online was....Integrity. Broken facts (things that have changed in the last 10 years) included: film development, movie rental stores, public pay phones, landlines disappearing, losing touch, phone books, encyclopedias and boundaries...all are gone or almost gone! In talking about "Not what I thought facts" Mendenhall stated that consumers actually like REALTORS® and know that we are hardworking and have their best interest in mind. Consumers want to know and use your knowledge in the buying and selling process. Mendenhall ended his 60 minutes mesmerizing presentation with advice to the audience that it is all about "focus" and commitment.

The California Association of REALTORS® Executive Vice President Joel Singer presented a fact filled discourse regarding the California housing market. Mr. Singer's presentation included facts on what is happening in the foreclosure market, delinquency rates and the distressed sales recovery that is coming. Prices are higher than last year and it's a slow process



Summit 2010 packs a full house!

that still does not feel good yet. Singer also stated that recovery bounce back is not universal and that 77% of sales are under 500,000 dollars.

Santa Cruz County Tax Collector Sean Saldavia stated that Proposition 13 has benefited California in the real estate downturn because our property is based on the last sale and not re-appraised for annual tax adjustments. California kept a steady income from property taxes that we otherwise would not have received if our property was devalued. The other news is that Prop 13 allows for a slight increase in property taxes annually. This year the

state decided not to invoke this increase. Mr. Saldavia also stated 18,000 properties have been adjusted down and their tax bill will be less this year.

"Informative and inspirational, a good use of my time" stated Dee Dee Vargas, Bailey Properties, Inc. and Immediate Past President of Watsonville AOR.

I also want to thank our sponsors for without them we could not have brought this program to the members: Our SCAOR Corporate Sponsor is MLS Listings, Inc., and the Summit Event Sponsor was Bank of America.

More Pictures on Next Page.

Key Impressions First "IMPRESSIONS" are 'KEY' to Making a Sale

Key Impressions specializes in real estate enhancement. We serve as a marketing arm for realtors and sellers alike helping to prepare a home for sale, showcasing its best qualities and obscuring its deficiencies.

Key Impressions
831.818.8215 Direct
831.684.2383 Office / Fax

Kim Furman, Principal
kfurman@key-impressions.com
key-impressions.com

SCAOR's Corporate Sponsor
MLS Listings, Inc.



Gib Souza, Deb McManus,
Jim Herrera and Nick Lomoro



Cara Denny, Watsonville AOR President - Richard Mendenhall,
Past President, NAR - Steve Allen, SCAOR President - Sean Sal-
davia, SC County Assessor - Joel Singer, C.A.R. Executive V.P. -
Deborah Harter San Benito AOR President

Our Summit Event Sponsor
Bank of America



Brian Gibbs, Tracey New,
Ray Lawler and Kelly Christensen



Richard Mendenhall,
Past President of NAR and
SCAOR President Steve Allen

TESTIMONIAL

The aptly named Summit 2010 "The Data that Matters to Realtors", was true to the promise implied in its title. Richard Mendenhall's advice to stay committed and focused and the data that Joel Singer and Sean Saldavia contributed made the event even more valuable. I left feeling that the real estate industry in Santa Cruz County was going to get stronger in 2010 and there would be some payoff for all the hard work we have been doing. I'm confident that the Summit is an event that will draw more Realtors each year!

Marilyn Johnson
Bailey Properties



Lela Willet, SCAOR Past President
and Lauren Spencer, SCAOR
Director



Joel Singer, Executive Vice President
C.A.R., Paul Bailey, Bailey Proper-
ties, Inc., and Sean Saldavia,
Santa Cruz County Assessor



The Old Republic crew - Jennifer Cornell, Kathryn Hand-
ley, Karen Schenk, Tom Stelling (Keller Williams Commer-
cial), and Leslie Alvarez



Steve Pearson, WCR President
Maricela Ramirez, San Benito County
AOR AE - Deborah Harter, San Benito
County AOR President and Kimberly
Segura Watsonville AOR AE



Our drawing prize winner, Rose
Marie McNair, President Elect
of Watsonville AOR



Dale Gray, SCAOR GAD - Sean
Saldavia, and Barbara Palmer,
SCAOR Treasurer



Robert Bailey, Bailey Properties,
Inc., and Candace Bradfield,
SCAOR President Elect



Tom Stelling, Keller Williams Re-
alty and Frank O. May, SCAOR
Director

Spring Fling Cinco de Mayo BBQ and Baking Contest Is May 5th!

Get ready for some mouth watering BBQ, delicious homemade treats and some excellent networking! Reserve your space at SCAOR's Annual Spring Fling happening on May 5th. The event will be held from 11:30 AM – 2:00 PM and will feature a strolling Mariachi Band and tasty margaritas – after all it will be Cinco de Mayo! If you have a great homemade recipe you want to show off in our Baking Contest please register in advance by contacting Norma Milete.

Mark your calendars, and fax in your reservation [form](#) and baking contest [registration](#) today! Forms are available at the Association office or on our website at www.scaor.org.

This event sells out fast don't delay reserving your space!

Watch Your Mailbox!

By the time you read this you should have received your bill for Key Administration Fee and Tour Program. Please pay this invoice by April 15th to avoid de-activation of your Key on April 30th and a \$50 reinstatement fee. If you do not receive your Key and Tour bill please contact SCAOR at 831-464-2000.

BLACK THURSDAY

**THIS YEAR
APRIL 15
FALLS ON A
THURSDAY**

**MAIL YOUR TAX
RETURN EARLY**

Be Part of the SCAOR Process!

Here's your chance to be part of the decision making process for the Santa Cruz Association of REALTORS®. We are now accepting applications to serve on the 2011 Board of Directors.

The election will be held in June of this year for the elected term beginning January 1, 2011, and ending December 31, 2013.

Interested REALTOR® members are encouraged to fill out and submit an application no later than Friday, April 16, 2010.

Please contact the SCAOR Office if you are interested in serving.

Real Estate Marketing Meetings Are Back.....

Beginning April 1st (and this is no April Fools Joke) the Santa Cruz Association of REALTORS® will launch its new weekly Real Estate (R.E.) Marketing Meetings (also known as Tour Meetings).

Gone for over 10 + years, SCAOR is bringing them back every Thursday beginning April 1st.

The purpose of the R.E. Marketing Meetings (Tour) is to network and exchange information concerning properties on the market. Each meeting will be held every week on Thursday from 8:00 a.m. to 8:45 a.m. and will include a guest speaker, networking, refreshments and giveaways.

See you there!

Download Free Photos

If you have a blog or Web site, you know quality content is important. It is the best way to attract visitors to your site.

But that doesn't mean you can overlook your site's aesthetic appeal. After all, a pretty, well-designed site will hold visitors' attention longer. The right photos can go a long way to making your site visually appealing. You can add them to blog posts or static Web pages.

If you're an avid photographer, you probably have plenty of photos. But, chances are, you'll want to download images.

The Internet is a rich source of

photographs. But you can't just use others' photos without permission or attribution.

So, head over to [Sprixi](#). This handy site will help you find photos. It will even help you attribute them to the photographers!

Enter your search term. Then, select the photo you would like to use. You can download it. Or, copy a link to embed the photo in Web pages and blog posts.

You can select the photo with attribution information included. Or, copy the attribution information to paste into your site.



SCAOR Member in the News

If you haven't read your recent C.A.R. Magazine, take a look and check out the Profile of our own Chris Trapani, broker of our own Sereno Group in Los Gatos.

Congratulations Chris on a very nice write-up!



Limited Openings Left at the Spring Housing Expo!

There are only a few spots left on the Expo floor for this year's event! This is a 'can't miss' event if you want your business exposed to the local consumer. . 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. The Spring Expo will be held on May 8th from 10 AM – 2:30 PM at the Twin Lakes Church in Aptos. For complete details please visit [here](#) or contact Andrea at 831-464-2000.



From the desk of Dale Gray

Government Affairs Director

Three Major Steps to the Phase Out of R-22

Since the R-22 refrigerant is in a phased out process, home warranty companies will continue to repair and replace with R-22 systems until such time parts and systems are no longer available. When the supply inventory of R-22 related parts and systems have depleted and it is necessary to replace with a R-410A refrigerant system, I am told that most home warranty companies will cover the cost to replace the air conditioner from R-22 to R-410A refrigerants.

One of the areas that all home warranty companies won't be covering is any structural modi-

fications. Please refer to the air conditioning section of the warranties for details.

Here are the facts regarding R-22 Phase Out (commonly called by the name brand Freon, it is a type of manmade chemical known as hydrochlorofluorocarbons (HCFCs)). It is just that; a **Phase Out**. The United States began this process January 1, 2010 in which all new air conditioning equipment produced in or imported to the U.S. must use R-410A (will be called by trade names, PURON, SUVA, 410A, and GENTRON AZ-20) or another alternative

refrigerant. **R-22 can still be produced or imported for servicing of existing equipment!**

There are three major steps to the phase out of R-22.

2010 – Effective January 1, there is a ban on the production and import of R-22 refrigerant for new equipment only. This also means no new systems using R-22 can be manufactured or imported.

2015 – Effective January 1, there is a ban on the sale and use of R-22 except for certain uses, including continuing service needs of refrigeration equipment.

2020 – Effective January 1, there is a ban on all remaining production and import of R-22.

There is no ban on the use of R-22 equipment made before January 1, 2010. You are not required to replace existing equipment. **R-22 will continue to be manufactured and imported until 2020 for service of existing equipment.** After 2020, only recycled or reclaimed R-22 will be available. It is difficult to predict when supplies will run out, but the EPA anticipates that supplies should be available until most R-22 equipment is retired.

2010 REALTOR® Action Fund Participants Protecting Local Real Estate!

SCAOR would like to recognize and thank the following REALTOR® Action Fund participants. Their generous investment of \$197 helps to protect the real estate industry and private property rights from the threat of onerous and abusive anti-real estate legislation.

Steve Allen
Jane Badeaux
Paul Bailey
Robert Bailey
Brad Barkan
Debbie Bennett
Candace Bradfield
Judy Brose
Randy Brown
Betty Danner
John Dixon
Lorraine Donner

Nicole Ferreira
Debra Frey
Dale Gray
Russell Gross
Lea Haratani
Kathy Hartman
John Hickey
Marilyn Johnson
Julie Jones
Sandy Kaplan
Stephen Karon
Neal Langholz

David Lyng
Charles Lynn
Linda Lynn
Frank May
Rose Marie McNair
Frank Murphy
Bobbie Nelson
Candie Noel
Barbara Palmer
Inez Pandolfi
Peg Popken
Rachel Shaffer

Karen Sommerfeld
Anne Marie Sorcenelli
Bruce Southstone
Jerry Spodick
Barbara Townend
Margie Vickner
Karen Wade
Lela Willet
Randy Ziganti

To learn more about how you can contribute and what legislation these funds helped promote and prevent, [click here](#)

Real Estate Legal Matters

Short Sales and the Home Affordable Foreclosure Alternatives Program

Terry Rein,
Bosso Williams, APC



Under new federal regulations effective on April 5, 2010, an owner/borrower may be able to avoid foreclosure by completing a short sale under the Home Affordable Foreclosure Alternatives Program (HAFA). The eligibility criteria for HAFA are:

- Principal residence (investment property or second homes are not eligible).
- First lien originated before 2009.
- Mortgage is delinquent or default is reasonably foreseeable.
- Unpaid principal balance is no more than \$729,750 (higher limits for 2 to 4 unit dwellings).
- Borrower's total monthly payment exceeds 31% of gross income.
- The transaction must be "arms length." Borrowers cannot list the property or sell it to a relative or anyone else with whom they have a close personal or business relationship.

Lenders/services are required to refrain from selling the property by foreclosure until the HAFA process is complete (although a foreclosure can be initiated during the HAFA process). HAFA is designed to help improve the short sales process by:

- Using borrower financial and hardship information already collected in connection with consideration of a loan modification.
- Allowing borrowers to receive pre-approved short sales terms before listing the property (including the minimum acceptable net proceeds), thereby streamlining the process.
- Prohibiting lenders/servicers from requiring a reduction in

the real estate commission agreed upon in the listing agreement (up to 6 percent).

- Providing financial incentives: \$1,500 for borrower relocation assistance; \$1,000 for lenders/servicers to cover administrative and processing costs; and up to \$1,000 match for investors for allowing a total of up to \$3,000 in short sale proceeds to be distributed to subordinate lien holders (on a one-for-three matching basis; up to 3% of the unpaid principal balance of each subordinate loan).

One of the best aspects of the program is that lenders in first position are prohibited from pursuing a deficiency against the owner/borrower and may not require the borrower to sign a promissory note for the deficiency.

Junior liens will continue to be problematic. The owner/borrower will have the obligation to clear any junior liens. The owner/borrower is expected to either pay these loans off in full or negotiate with the lien holders to release them before the closing date.

Under this program, the owner/borrower has the burden to make sure other lien holders will agree not to pursue other legal action related to the pay off of their lien, such as a deficiency judgment. Up to 3% of the unpaid principal balance of each loan (not to exceed an aggregate of \$3,000 for all the loans in total) will be paid from the sale proceeds to help get a lien release. But a junior lender is not required to accept this amount or to waive all rights to a deficiency judgment.

It is clear that the current short sale system does not work efficiently for reasons which include to lack of communication from lenders, difficult negotiations with junior lienholders and the risk that the lender will pursue a deficiency judgment against the owner/borrower.

With HAFA, an owner/borrower can stay in the property while it is up for sale, he/she may get up to \$1,500 at closing to help with moving costs, and concerns about deficiency judgments from first lenders are eliminated. However, the claims of junior lienholders must still be negotiated and owner/borrowers are

still at risk for personal liability for junior liens. Therefore, it is yet to be seen whether HAFA will in fact deliver desperately needed relief to owner/ borrowers.

A list of loan servicing companies who participate in the program can be found at: http://makinghomeaffordable.gov/contact_servicer.html.

Additional program information can be found at: <https://www.hmpadmin.com/portal/programs/directives.html>.





KENDALL & POTTER
Property Management, Inc.

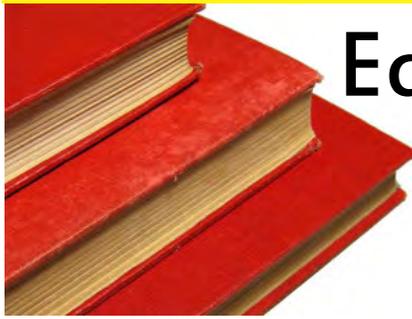


Serving
Santa Cruz County
for over 30 Years
Specializing in:

- RESIDENTIAL RENTALS
- VACATION RENTALS
- CORPORATE HOUSING

Attention Realtors: We pay you a referral fee.

The Phone Call is Free...The Management is Priceless!
888-692-8992
783 Rio Del Mar Blvd., Aptos, CA 95003
WWW.MONTEREYCOAST.COM



Education and Professional Development



Parcel Legalities

Mon. April 12, 1:30pm-3:00pm
Instructor: Attorney Charlene Attack, Bosso Williams Law Firm

A rose is a rose is a rose...but does that theory stand up when the subject is parcels? Attend this informational presentation by Attorney Charlene Attack who will answer this question and many more regarding the legality of parcels in Santa Cruz County.

This presentation will cover: Are Assessor's Parcels always legal? When are parcels legal for purposes of sale, lease or financing? How are legal parcels created? Are all parcels created by a recorded Subdivision Map legal? What is a final determination of the status of legality as to a parcel? Can legal parcels be combined or merged into only one parcel? And more!

Understanding HomeBuyer Assistance Programs

Tues. April 13, 12:00-1:30pm
Workshop Facilitators: Andrea Schenk, Santa Cruz Home Finance & the SCAOR Housing Foundation Trustees

Did you know that your clients, working with a lender, may be eligible for multiple programs to assist them with down payment and closing costs? Did you know about all the programs available within the Santa Cruz County that could potentially open up more properties for your buyers?

If you answered NO to either of these questions, then this workshop is for you!

The "Understanding HomeBuyer Assistance Program" workshop will cover the various down payment & closing cost assistance programs available in Santa Cruz County and familiarize you on how they work together.

Practical Guide to Selling Short Sales and REO's

Wed. April 14, 8:30-12:30pm
Instructor: Suzanne Yost, Attorney, REALTOR®, GRI, CRS

This seminar will cover Contracts; Contingencies; Commissions; Deed in lieu of foreclosure; Loan modification scams; Tax complications; Recourse vs. Nonrecourse loans, and more.

At Home with FHA

Mon. April 19, 10:00-12:00pm
Panel includes: Dimitri Timm, Princeton Capitol; Kelly Christensen, Bank of America; Tai Boutell, Santa Cruz Home Finance; Candy Phillips, MetLife Home Loans; Jessica Schattenberg, Realtor; Frank May, Frank May & Associates

This two-hour presentation by a panel of specialists will provide every REALTOR® who wants to sell more homes with the practical

knowledge required to help their clients find the FHA loans they need. Panel includes 3 loan officers; an Underwriter; a REALTOR® and an Appraiser. Topics Include: FHA Basics; How to structure contracts to get through underwriting efficiently; Setting client expectations; Do's and Don'ts; Role of Appraiser; Required documentation; Alternative documentation; Limitation of seller paid points; Costs and more.

MLS Training: Mastering Matrix

Wed. April 21, 10:30-12:00pm
Instructor: MLS Listings, Inc.

This 90 minute course will provide you with advanced skill levels for the Matrix search application. Upon completion you will have learned: Sorting & Customizing Results; Building Hotsheets; CMA's from Results; Emailing Results; Area Statistics; Auto Emailing; Statistics from results.

Continued on page 11

Click on Class Heading to See Entire Flyer

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.

www.santacruzrecord.com

Timely, accurate and current data from Santa Cruz, Monterey and San Benito County

Get current Online information you need for success in this dynamic real estate market!

SANTA CRUZ
R E C O R D

291 A Water Street
Santa Cruz, CA 95060
831-454-9820

Portola Property Management

Tenant Placement • Management • Property Care

Kathleen Richards

831-475-1355 • www.PortolaRentals.com

REALTOR NARPM Lic. # 01437195

EDUCATION CLASSES

Continued from page 10

MLS Training: Realist

Wed. April 21, 1:00 - 2:30pm
Instructor: 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.

What Does the Residential Purchase Agreement Really Say?

Mon. April 26, 9:30-12:30pm
Instructor: Guy Berry

The Residential Purchase Agreement (RPA) contract is the most often used, yet little understood tool in the real estate business. Whether you are a new agent or a seasoned expert, by attending this seminar you will gain a deeper understanding of the RPA to be able to explain the contract to your client before they sign it, and do it correctly. **YOU WILL LEARN:** How the

contract can get agents and clients into legal trouble; to demystify concepts like liquidated damages, mediation, breach of contract and other confusing clauses; To write an effective counter offer; To use easy to understand phrases to explain and so much more!

Natural Hazard Disclosures and the Law

Wed. April 28, 12:00-2:00pm
Instructor: Attorney Mailana Mavromatis
Sponsored by Property I.D.
Tuition includes lunch catered from Michael's on Main restaurant.

Topics Covered: Federal, State and Local Disclosures; Faults; Liquefaction; California Civil Code Section 1103 et. seq.; Easton v. Strassburger; Vail v. Edmonds; Manderville v. PCG&S Group, and more. SCAOR Members attend for free. Pre-registration is required to be guaranteed a seat at this event. A credit card is required to reserve a seat. Your credit card will be charged \$15 if you do not attend this class and fail to notify the Association at least 24hrs prior to class. Must be registered by April 27th to take advantage of this offer.

Understanding Your Community

*Dave Vincent, Executive Director
Leadership Santa Cruz County
831.662.3881*

Whether you have lived in the area your entire life or you are new to our community, there is always something more to learn. It is almost a certainty that clients will ask questions about our public schools, community safety, the business climate, and about things to do. There is a program called Leadership Santa Cruz County which is in its twenty-fifth year that is designed specifically to provide a broad understanding of what our community is all about and how it operates.

Leadership Santa Cruz County is once again accepting applications for its next class which will begin with an orientation session in late August. If interested, you will need to commit one Friday a month to attending a full day's class on a particular topic. Some areas covered are education, business and tourism, the criminal justice system, and art and culture. Guest speakers are commonly asked to present to the class and usually the day includes a field trip to places that illustrate what has just been discussed. Examples of speakers include Robert

Bailey on housing, Senator Joe Simitian on advocacy, Superintendent Michael Watkins on our public schools, and the CEO of the Conference and Visitors Council, Maggie Ivy on tourism. The class visits places like Seagate Technology, Pacific Collegiate Charter School, the County Jail, and Big Creek Lumber's property along the North Coast. There are usually behind-the-scenes tours of places like the Boardwalk, and Dominican Hospital. Each meeting is in a different venue so that you have an opportunity to visit new places throughout the county. Graduation ceremonies take place in mid-June.

If this piques your interest, you can visit Leadership Santa Cruz County's website [here](http://www.leadershipsanta.org) or email the Executive Director, Dave Vincent [here](mailto:dave@leadershipsanta.org). He may also be reached at 831-662-3881. You will not only benefit from this learning experience... it's also fun! You will meet other great people in the class. Some of them may become life-long friends, while others will be important to your career.

Help Us Help Out!



The REALTOR® Service Volunteer Program (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.

Only a few hours of your time is needed and makes all the difference in the world to our home-

owners. You will be working with a fun team while helping to make a difference! "I think this is a wonderful program and it is very generous of the volunteers to donate their time to help those of us who need it.", said Joanne Peterson a homeowner who participated in RSVP last year. Click [here](http://www.scaor.org/rsvp) for a Volunteer Application or contact Andrea at andrea@scaor.org or call 831-464-2000, for more information.

If you cannot volunteer and would like to help RSVP, a tax deductible donation in any amount is greatly needed. You can donate by sending a check to SCAOR, 2525 Main St., Soquel, CA 95073, ATTN: RSVP or by stopping by our offices!

Please visit [scaor.org/rsvp](http://www.scaor.org/rsvp) for complete details.

Anytime Plumbing
of Santa Cruz

24 HOUR EMERGENCY SERVICE

DRAIN CLEANING • RADIANT HEATING • REPIPING
VIDEO SEWER INSPECTION • WATER HEATERS
Licensed & Insured

10% OFF ANY SERVICE <small>Cannot be combined with other offers</small>	Free Estimates Call Amer 831.212.3188 www.anytimeplumbing.net	\$75.00 OFF WATERHEATER REPLACEMENT <small>Cannot be combined with other offers</small>
---	---	---



The Closing Gift That Keeps On Giving



Mark Junod,
SCAORHF
Chair,
MetLife Home
Loans,
831-476-7880
mjunod@metlife.com

This month I want to let you all know about the value of using the Escrow Contribution Program as a closing gift to your clients at the close of escrow. With the closing of every transaction, you can thank your clients by making a donation to the Santa Cruz Association of REALTORS® Housing Foundation (SCAORHF). When you do this, your client receives a [letter](#) (buyer or seller specific) informing them of the generous contribution you made on their behalf. This is a very nice way to thank your clients, and to promote the Housing Foundation which gives those contributions back to other potential new homeowners. "I receive emphatic thank you calls from my clients who are impressed and grateful. It provides an invaluable opportunity to reconnect and let them know about the foundation and what their contribution does. Additionally, it provides an opportunity to see if they would like to help support the Foundation." says Barbara Townend, Foundation Director and regular escrow contributor.

The Escrow Contribution program allows REALTORS® to make a donation directly to the Housing Foundation during the close of escrow on either side of a transaction. You can either choose to make a straight dollar amount donation or a percentage of your commission which the title company will withdraw directly from the commission check. This program provides

you with an opportunity to contribute much needed funds to help low income families attain homeownership and have a vehicle to give back to the community in which you serve.

How do you do this? On the SCAORHF website, you can find the Escrow Contribution Form, [click here](#). Complete the form and place it as a demand into escrow.

Escrow Contribution Program Q & A:

Q: Who is responsible for initiating the Close of Escrow Contribution Program?

A: REALTORS® can either [download a Contribution Form here](#) or ask their brokers for a copy of the form. They then submit the form to the escrow officer sometime during the escrow period. Then the escrow officer simply removes the requested amount of the donation from the commission check and sends it to the Santa Cruz Association of REALTORS® Housing Foundation.

Q: Do the title companies have the Demand Forms at their offices?

A: The title companies MAY have the forms; however it is the REALTORS® responsibility to obtain a copy before the final closing process to ensure the funds are removed in a timely manner.

Q: How will I know when my client receives the confirmation that I have contributed the donation in their name?

A: When the Foundation receives the contribution check from the title company, a thank

you letter will be sent to the REALTOR® and at the same time a letter will be sent to the seller/buyer.

Q: Will I receive a receipt for my contribution?

A: The thank you letter the REALTOR® receives will include the amount of the contribution along with the tax ID number of the Santa Cruz Association of REALTORS® Housing Foundation. This letter will serve as your receipt that can be given to your tax accountant at the end of the year.

The Board of Trustees of the Santa Cruz Association of REALTORS® Housing Foundation gratefully acknowledges those individuals who made contributions through the Escrow Contribution Program. Thank you for becoming involved in our solution to the local housing issue.

Laura Grenyo,
Coldwell Banker Residential Brokerage

Sandy Kaplan,
Santa Cruz Properties

Margie Kiedrowksi,
Coldwell Banker Residential Brokerage

Barbara Townend,
Monterey Bay Properties

Lela Willet,
Unique Homes And Land



Upcoming Seminar!

Understanding Homebuyer Assistance Programs Workshop
April 13th, 12:00 – 1:30 pm
FREE to SCAOR Members

This workshop will cover the various down payment and closing cost assistance programs available in Santa Cruz County and familiarize you on how they work together.

For complete details [click here](#)

Take Advantage of Our Grant Assistance Program

What is the Closing Cost Assistance Grant Program?

SCAORHF provides funds to be used towards closing cost fees for qualifying individuals or families.

Who is eligible?

Low income, first time home buyers purchasing a home in Santa Cruz County who meet the program requirements. Please visit www.scaorhf.org for complete eligibility requirements.

Does the Closing Cost Assistance Grant need to be repaid?

No, the buyer is not required to pay back the grant amount at any time.

Two Easy Ways To Donate

300 x 100 Campaign
[click here](#)

Escrow Contributions
[click here](#)



Affiliate News

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

Are You Ready For An Education Tune-Up?

The Affiliate committee is happy to announce its first Tune-Up Tuesday May 11th from 1pm-2:30pm.

Every 2nd Tuesday of the month, the SCAOR Affiliate members will be hosting a variety of educational classes to all SCAOR members. Our first class will focus on understanding the appraisal process with tips to help sell your listing and how to help keep your listing from encountering appraisal issues. Some additional topics that will be covered in the appraisal class will be: FHA appraisal guidelines, preparing your property for the appraiser, what lenders want to see or not see on the appraisal.

As we move forward with finalizing our Tune-Up schedule we would like to hear from you on any topics you could recommend or if you are interested in speaking. Please contact Dimitri Timm the 2010 Affiliate Committee Chair [here](#) with your recommendation or interest.



Dimitri Timm

Topics that are currently in progress are: 1031 Exchanges, Title and Escrow classes, Reverse Mortgages, Staging, and Insurance.

Don't forget we are always looking to expand our Affiliate membership so if you know someone who would like to become a member please have them contact Norma Milete at nmilete@scaor.org.

Reminder!

Mark your calendars, this year's Spring Fling will be held on Cinco de Mayo, 5/5/2010!



April Store Sale
EVERYTHING
5-15% OFF
 (excluding lockboxes)



Affiliate Spotlight

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



Dennis Spencer

Dennis has been actively involved with real estate since his teenage years. In Dennis' words "While my classmates were working in fast food restaurants and malls I was hustling around the neighborhood helping home owners build fences, landscape their yards, and remodel their homes. I bought my first house at the age of 18, my second at 21, my third at 26 and my fourth at 28. I've remodeled every house I've owned and really enjoy the process. I spent six years in the construction trades honing my skills and now I use that expertise everyday while performing inspections." Dennis has over 20 years of experience as a business owner and has a B.S. in Organizational Leadership.

Dennis brings a unique perspective to the home inspection business. He was a licensed REALTOR® for a number of years during which time he built a management portfolio consisting of more than 70 properties. He states, "Having been a real estate agent and an investor, I understand the important role that a home inspector plays in the real estate transaction process. The need to have the information in the report communicated clearly and in context in a professional, unbiased, and non-alarming manner is critical to the make the transaction go smoothly."

At WIN Home Inspection our motto is "We see more. Clearly". For Dennis this means that WIN provides a more accurate and complete inspection that provides the customer with the information they need to know and understand their home more clearly. It also means that he

sees the big picture, and keeps issues in their proper perspective to support the decision making process.

After extensive research, Dennis chose to align himself with WIN Home Inspection due to their excellent reputation in the real estate industry and their tireless efforts to continually improve the technology, product, service, and value to the customers and agents. Dennis uses state-of-the-art inspection methods and tools, and employs proprietary software to generate reports that are both detailed and easy to read. The reports are available within 24 hours of the inspection and can be e-mailed, posted to a secure website and/or hand delivered to the customer in our classic report binder for the best presentation in the industry.

Dennis and his wife, Kori, have been married for twenty three years and both are life-long residents of the Monterey Bay area. They have two high school age boys that are fantastic musicians and fine young men. When not performing inspections you might see Dennis paddling around 38th or pedaling his bike up Eureka Canyon.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 8:00-8:45am—NEW! Tour Marketing Meeting	2 SCAOR Office Closed Good Friday	3
4  Easter	5 11:00am Events Committee	6	7 12:00pm Executive Committee	8 8:00-8:45am Tour Marketing Meeting	9 8:30 am Board of Directors 11:00 LGR Meeting	10
11  Holocaust Remembrance Day	12 8:30am Affiliate Comm. 11:00am-12:00pm Special Membership Meeting 1:30-3:00pm	13 12:00-1:30pm First Time Homebuyers 2:30-3:30pm SCAORHF	14 8:30am-12:30pm Guide to Short Sales 12:00-1:00pm SCAORHF Fundraising	15 8:00-8:45am Tour Marketing Meeting	16 8:30am LGR Committee BOD Applications Due	17
18	19 10:00am-12:00pm At Home with FHA	20 1:00-4:00pm Grievance Committee Training	21 10:00am Education Committee 10:30am-12:00pm Mastering Matrix 1:00-2:30pm Realist	22 8:00-8:45am Tour Marketing Meeting Earth Day	23 WCR Fashion Show Cocoanut Grove 6:00-9:00pm	24
25	26 9:30am-12:30pm What Does the Contract Really Say?	27	28 12:00-2:00pm Natural Hazard Disclosures and the Law	29 8:00-8:45am Tour Marketing Meeting	30	

NEW MEMBERS MARCH 2010

REALTOR® Members

- American Dream Realty**
Don Skinner
- Bailey Properties, Inc.**
Arthur Romswinckel
Ann Berry-Kline
- Coldwell Banker Residential Brokerage**
Rhonda Howard-Vachon
Jennifer Louise Casey-Sentfen
- Keller Williams SC**
Julia Kimball
- David Lyng Real Estate**
K.C. Hinchman
Brooke Hinchman

- Leonard-Scott Real Estate Group**
Jim Leonard
Michael Hughett
- Montalvo Homes & Estates**
Derek Timm
Jesse Kennedy
- Re/Max Real Estate Services**
Larry Hoffart
- Rose Homes & Investments**
James Doyle
Charles Davies

Affiliate Members

- Anytime Plumbing**
Amer Zaghloleh
- Win Home Inspection Santa Cruz/Watsonville**

Dennis Spencer
- Pacific Sun Property Management**

Greg Pfyffer

Tour The Night Sky

The universe is spectacularly beautiful. Stars, planets and gases create breath-taking displays.

Have a look at Star Viewer. It is an interactive map of the universe based on [Google Sky](#). You can zoom in and out of stars and planets. Or pan around to see objects' positions in relation to one another.

But Star Viewer takes things a step further. You'll notice small green boxes on the Star Viewer. Click one to learn more about an object.

You can watch videos showing more about the object. Or, read a brief description of the object. It's bound to impress!