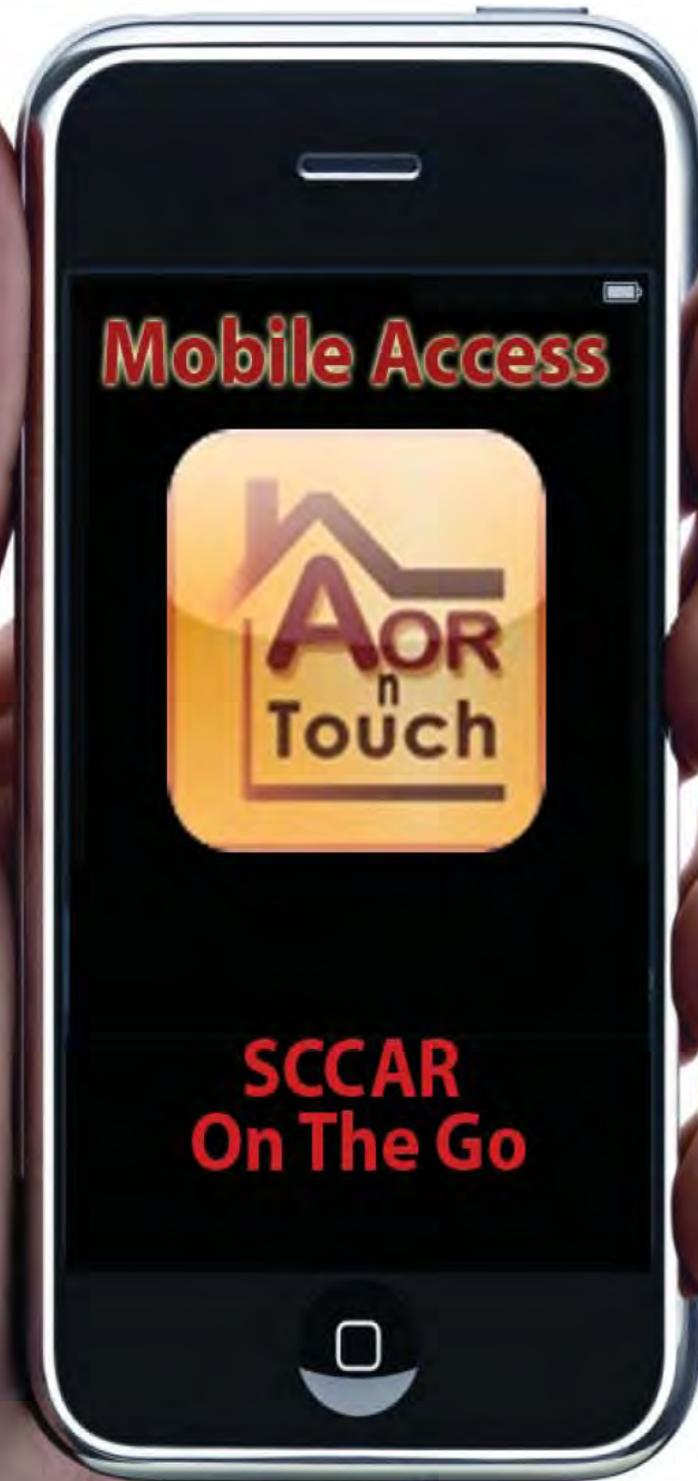


inside REAL ESTATE

Santa Cruz County's Real Estate News Source

A publication of the Santa Cruz County Association of REALTORS®

April 2011



Learn How to Get SCCAR On Your Smartphone!



2011 BOARD OF DIRECTORS

President

Candace Bradfield

President-Elect

Barbara Palmer

Secretary/Treasurer

John Hickey

Immediate Past President

Steve Allen

Directors

Betty Danner

Sandy Kaplan

Frank O. May

Renee Mello

Bobbie Nelson

Anne Marie Sorcenelli

Lauren Spencer

Bettsy Tyler

Chief Executive Officer, SCCAR & Executive Director, SCAORHF

Kathy Hartman, RCE

Member Services Director

Norma I. Milete

Director of Education & Professional Services

Norma I. Milete

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 SCCAR.

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®

2525 Main Street, Soquel, CA 95073
(831) 464-2000
(831) 464- 2881 (fax)

Inside This Month's Newsletter

President's Message - page 3

Leader Profile - Bobbie Nelson - pages 4 & 5

Boulder Creek - pages 6 & 7

Good Neighbor Awards - page 7

Apply for BOD 2012 - page 8

Clarus Tip - page 8

Legal Notes- page 9

Education - page 10

Government Affairs - page 11

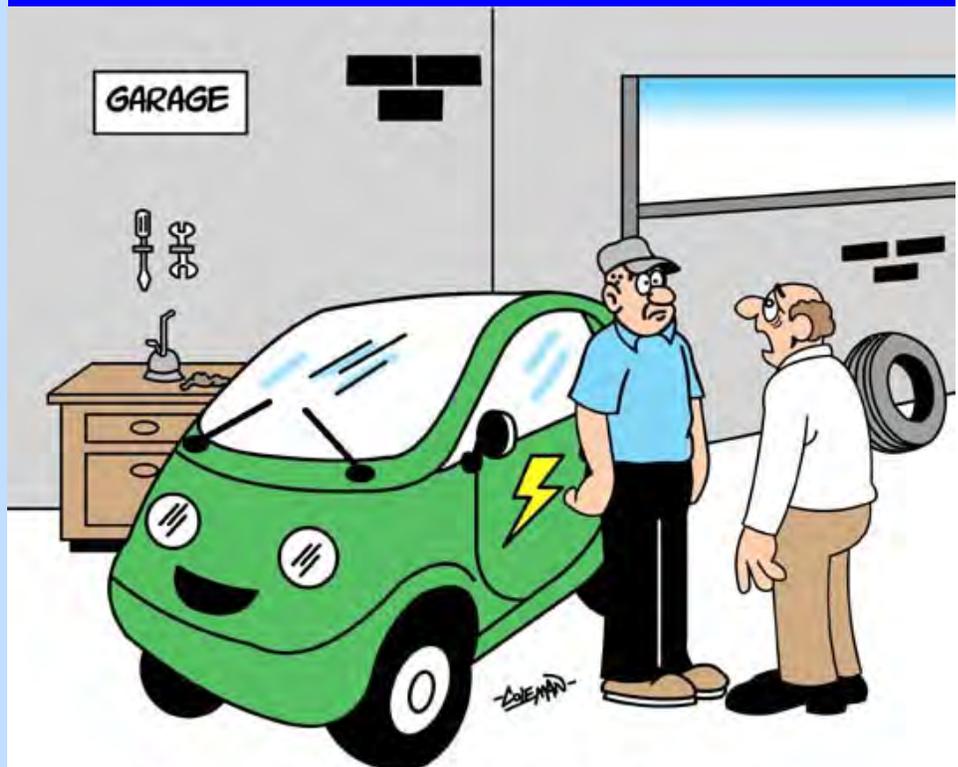
Housing Foundation- page 12

Affiliate News - page 13

Affiliate Spotlight - page 13

Calendar - page 14

New Members - page 14



" MY ELECTRIC CAR IS GIVING ME STATIC ! "



Message From The President

RISE UP!

Candace Bradfield
SCCAR President 2011
bradfield@cruzio.com

Sing, Dance, Live and... Participate! Now is the time to spring into action. The Santa Cruz County Association of REALTORS® wants your leadership and inspiration. The doors are now open for two new Directors to serve as members on the SCCAR Board of Directors.

As a SCCAR Director you will:

- Attend regular and special meetings
 - Attend a Director Orientation to become familiar with the Association's governing documents
 - Attend professional standards training
 - Promote the Associations image and Mission Statement:
- The purpose of the Santa Cruz County Association of REALTORS® is to enhance the professionalism and integrity of our members and to protect and promote property rights.**

- Attend Association sponsored events within the industry, including General Membership meetings, Spring Fling, Summits, etc... and make reasonable efforts to support educational events
- Maintain a high profile and dignified presence at Association functions
- Be familiar with the Association operations and philosophies
- Advance the Association's vision of "Creating Better REALTORS®"
- Be a steward of the governing process for the membership of the Santa Cruz County Association of REALTORS®

We depend on the strength of our members and the value they bring to the table. Again, I encourage you to Rise Up! Please complete and submit an [application](#) to SCCAR by April 15, 2011.

RSVP Needs You

Local seniors need our helping hands and smiling hearts. The REALTOR® SERVICE VOLUNTEER PROGRAM (RSVP) is a one day community outreach program that will take place on Wednesday, 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. It's a great way to spend time with your fellow members while giving back to your community. Due to the growing popularity of this program, RSVP has 24 homes to help this year and desperately needs REALTOR® & Affiliate volunteers! Complete and return a [Volunteer Application](#) or contact Andrea Harbert at (831) 464-2000. I would like to thank you in advance for your wonderful service.

Sacramento Legislative Day is on the Horizon

On May 4, 2011 our C.A.R Directors will be traveling to the State Capitol for Legislative Day. This is a very exciting day for REALTORS® and I invite all of you to participate in joining us! The day begins with a Legislative Briefing from C.A.R.'s Senior Vice President of Governmental Affairs, Alex Creel. Then it is onto a meeting with our Region 10 (Santa Cruz County, San Benito County, Pajaro Valley and Monterey County) legislators where we are given the opportunity to discuss issues related to our region, followed by a luncheon from 12 – 1:30pm. The highlight of the day is the visit to the State Capitol where we meet with state representatives from our area. What a day!

For more information, please contact SCCAR.



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



SCCAR Leader

Bobbie

Nelson

SCCAR Leader
Bobbie Nelson,
SCCAR Board of Directors,
2011 C.A.R Director,
LGR Committee member

In business: 16 years

What you like about your profession?

That I help people find the place they call home.

Rewards that you have received from your SCCAR membership

The many relationships that turn agents into friends helping friends. The education at the Board is outstanding, the networking with other agents, and being part of a bigger picture that makes our Association strong in the community.

Your philosophy

Life is way to short not to enjoy every day; a candle loses nothing by lighting another candle.... I want to start a flame

Proudest professional achievement and why it stands out

Women's Council National President at this point would stand out as one of my proudest achievements because it has brought me so much professional pride to help others grow as they shape my leadership path as well.

Your hobbies

Cars, shopping, walking on the beach

Your passion

Leadership, Women's Council and people

SCCAR Leader

Bobbie Nelson

What's in your iphone or blackberry?

facebook, twitter, four square, memo pad, voice dial

What are you reading?

Lincoln on Leadership (on my new Kindle)

Magazine subscription

O Magazine

Your motto

Be the best version of you at all times, not a second rate version of someone else!

Would love to trade places with for a day

Jimmy Buffett

Your hero

My Mom and Husband

Something you can not live without

Friends

Favorite home cooked meal

Anything to do with BBQ

Favorite song

'Tonight's gonna be a good night' by the Black Eyed Peas

Chick flick

'10 things I Hate About You'

Favorite city

Chicago, big city and Santa Barbara for fun

If you could have dinner with 5 people, alive or dead, who would they be?

Robert Longacre (my dad), Robert Kennedy, Warren Buffet, Eleanor Roosevelt and Maya Angelou



(l to r) Bobbie with her loving family: Zel Longacre (Mom), Dave Nelson (husband), Marc Nelson (son). Robert Longacre, Bobbie's father, is show in the photo to right of Marc.

Welcome to the Neighborhood

Boulder Creek



By Candie Noel, Bailey Properties, Inc.
cnoel@baileyproperties.com

In its hey-day Boulder Creek had as many as 26 saloons, gambling houses, cat houses and hotels. Established as a logging camp in the 1860's, these establishments catered to those "founding fathers". By 1899 it was the 5th largest supplier of timber in the United States, shipping over 2 billion feet of lumber. Lumber was trained out 24 hours a day, almost every day from the Southern Pacific Boulder Creek Station. Founded in 1892 in Boulder Creek the Woman's Christian Temperance Union played a significant role in the history of temperance and anti-temperance in the town through the early years and into the twentieth century.

The terrain of Boulder Creek shows the lack of the "sempervirens sequoia" the San Lorenzo Valley is known for. Clearcutting was the common practice. In addition to the "sempervirens sequoia", madrones and tan oaks were also clearcut. Madrones for charcoal, and tan oaks for the tanning industry. Fires were then set to remove the remaining trees and shrubs to facilitate log removal. Pole roads were laid out in stream bottoms to get the logs to the mill with no attempt to control erosion. Many of today's mapped landslide deposits are probably from this period of severe landslides and slumps.

In 1904 Big Basin Redwoods State Park opened with Boulder Creek as its gateway city. The state park helped Boulder Creek transition from the slowing lumber business into a tourist destination, a resort and a hide-away. The many summer cabins built in the 1940's are now primary residences or vacation rentals.

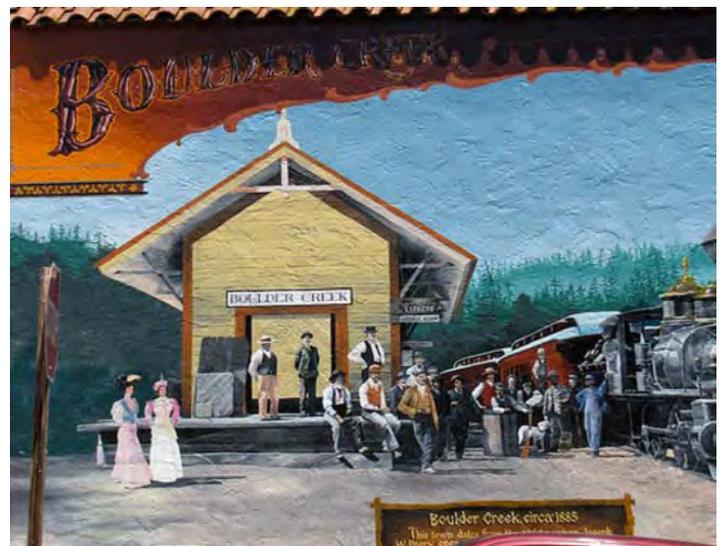
Today approximately 4000 people live in the census-designated area called Boulder Creek. The area consists of the communities of Forest Park, Forest Springs, Big Basin, Wildwood, Redwood Grove, Riverside Grove, San Lorenzo Park, and Bear Creek. Downtown of Boulder Creek has that small town, good feeling people appreciate, and still retains the lumber town aura.

Located on Highway 9, half way between Silicon Valley and Santa Cruz, Boulder Creek provides a good respite for both areas. Many Silicon Valley folks reside here finding it a restful alternative to the fast pace of their everyday, stressful work

lives. The summer season brings many visitors to this "Gateway to the Big Basin Redwoods". Boulder Creek is a good day trip for the San Francisco Bay Area. Or you can take a bit more time and spend a week or so at one of its charming vacation rental cabins.

Residents and visitors alike enjoy the local charm and color of downtown Boulder Creek. Take a stroll and shop along the main drag on Highway 9. The independently owned shops offer locally made clothing, art, handcrafts and gourmet foods. The Mountain Store is the ol' country, family owned store that has everything. Johnny's Super Market is the local market, with local produce and great tri-tip sandwiches. Don't forget to take a step back in time with a visit to Boulder Creek Antiques. Not only is there an amazing assortment of antiques, but you will also find handmade crafts, outdoor sculptures, and plants. Then take a load off your feet and stop for a hand crafted brew at the Boulder Creek Brewery.

Continued on page 7





An essential stop is the San Lorenzo Valley Museum, housed in a former church built in 1906 from vertical-grain heart redwood. The exhibits include a collection of antique tools once used to harvest lumber. You can also pick up a self-guided tour of Boulder Creek's downtown and historic homes.

For the duffers the Boulder Creek Golf and Country Club is just a few miles out of town. Enjoy golfing in the sun amidst the giant redwoods on the par 65 course. Lodging is also available at the charming villas surrounding the course.

On the way back to town after a day of hiking among the redwoods in Big Basin State Park stop and relax at Big Basin Vineyards, and the award winning Ahlgren Vineyards. Out the other direction on Bear Creek Road you will find the famous David Bruce Vineyards and Byington Vineyards.

Fine dining is also available at the historical Scopazzi's with an Italian menu, and blues bands on the weekends. Scopazzi's was originally a boarding house, the Italia Hotel, for loggers working the surrounding hillsides. However, when a movie studio opened in Boulder Creek in 1915, frequent guests were Wallace Beery, Tom Mix, Henry Fonda, and Mary Pickford. During prohibition it morphed into the local speakeasy where a thirsty person could sample the output of the local stills.

To really partake in the small town flavor and sense of community don't forget to be in downtown Boulder Creek for the annual special events. Start out your Fourth of July at the famous Fireman's Pancake Breakfast and downtown Parade. On Memorial Day Highway 9 is closed to traffic. The streets are opened to foot traffic only for the Boulder Creek Art & Wine Festival. Halloween is an especially fun time for the kids to parade their costumes and trick or treat at the downtown stores. For an extra special treat stay the night at one of the beautiful and charming vacation cabins where you can relax, enjoy the view and the special home town flavor of Boulder Creek.



REALTOR® Magazine Seeks Entries for Good Neighbor Awards

Five \$10,000 grants will be Awarded!

REALTOR® Magazine is seeking nominations for the 12th annual REALTOR® Magazine Good Neighbor Awards. The National Association of REALTORS®' annual program recognizes REALTORS® who've made an extraordinary commitment to their communities through volunteer work.

Five winners will be announced the November issue of REALTOR® Magazine and at the 2011 REALTORS® Conference & Expo in Anaheim. The winners will receive, among other things, a \$10,000 grant for their community cause, national publicity, travel expenses to the convention, and a crystal trophy.

"We created the Good Neighbor Awards to recognize how so many REALTORS® make their communities a better place to live—whether through affordable housing initiatives, helping disadvantaged children, or in any number of other ways," says Stacey Moncrieff, REALTOR® magazine Editor in Chief. "REALTORS® generally are big-hearted people and many of them are deeply involved in their communities, but their local efforts are seldom rewarded on a national level."

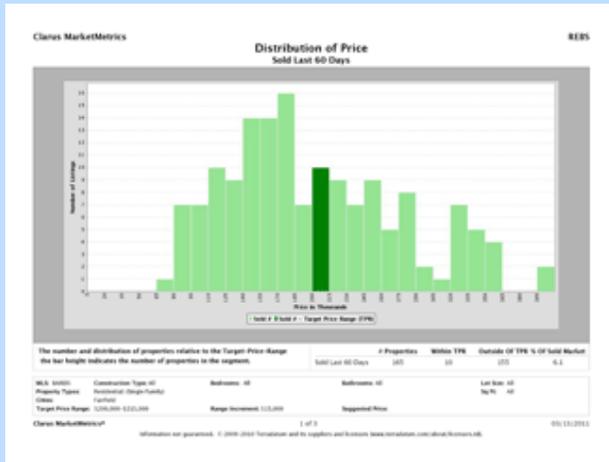
REALTOR® Magazine's Good Neighbor Awards is sponsored by Lowe's and HouseLogic.

Good Neighbor Award entries must be received by May 20, 2011. For more details and an entry form, go to <http://www.REALTOR.org/gna>, call 800-874-6500, or see the ad in the March issue of REALTOR® magazine.

Clarus tip of the month

Determine Where Your Listing Sits with the Price Distribution Report

Where does your current listing sit on the market compared with those that have recently sold? Invoke the Price Distribution Chart in the Pricing Analysis section of Clarus *MarketMetrics*® to see the big picture.



With just sold properties selected, the data displays property information relative to basic functionality (bedrooms and baths) and size (improvement SQFT and lot size SQFT/Acres) to facilitate meaningful comparisons between your subject property and those within the Target Price Range.

Price Range	# Properties	Bedrooms		Full Baths		SQFT (2007)										Lot Size (SQFT 2007)			
		3-3.5	4	5	6	8-10	11-12	13-14	15-16	17-18	19-20	21-22	23-24	25-26	27-28	29-30	31-32	33-34	
9-10	10																		
10-11	15																		
11-12	25																		
12-13	35																		
13-14	45																		
14-15	55																		
15-16	65																		
16-17	75																		
17-18	85																		
18-19	95																		
19-20	105																		
20-21	115																		
21-22	125																		
22-23	135																		
23-24	145																		
24-25	155																		
25-26	165																		
26-27	175																		
27-28	185																		
28-29	195																		
29-30	205																		
30-31	215																		
31-32	225																		
32-33	235																		
33-34	245																		
34-35	255																		
35-36	265																		
36-37	275																		
37-38	285																		
38-39	295																		
39-40	305																		
40-41	315																		
41-42	325																		
42-43	335																		
43-44	345																		
44-45	355																		
45-46	365																		
46-47	375																		
47-48	385																		
48-49	395																		
49-50	405																		

The summary line tallies the most frequent occurrence of each attribute across the whole market to help determine how your listing and Target Price Range conform to the "standard". When viewing a Price Distribution chart and its companion data grid ask yourself, does the landscape for these properties align well with the sold property histogram or are they shifted towards higher or lower prices? This data can help your position of a higher or lower listing price with clients or potential offers. Print, email or save this report for your conversations.

For more information on the benefits of Clarus *MarketMetrics*®, join us for a free one-hour webinar. Multiple sessions are available at www.clarusresource.com/webinars.

Be Part of the Decision Making Process!

SCCAR is now accepting applications to serve on the 2012 Board of Directors

Here's your chance to be part of the decision making process for the Santa Cruz County Association of REALTORS® by serving on it's Board of Directors.

The election will be held in June of this year for the elected term beginning January 1, 2012, and ending December 31, 2014.

Interested REALTOR® members of SCCAR are encouraged to fill out and submit an [application](#) no later than Friday, April 15, 2011.

Contact the SCCAR Office if you are interested in serving.

Health Screenings at SCCAR

Precision Ultrasound will be at SCCAR on April 27th providing preventative health screenings. Costs vary depending on the package. Appointments start at 9:00 AM.

To make an appointment or for more information please call 877-487-7324.

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

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



Going to MARS A Quick Look at the FTC's New Short Sale Rules

Terry Rein, Bosso Williams, APC

**Real Estate
Legal
Matters**

The Federal Trade Commission (FTC) has issued new rules that impact REALTORS® who represent clients involved in short sale transactions. Depending on certain factors, the new MARS rules (Mortgage Assistance Relief Services) require REALTORS® to make certain disclosures if they negotiate short sales and promote their services as a way to help consumers avoid foreclosure. REALTORS® need to be aware of these new disclosure requirements, which became effective on January 31, 2011. The overriding purpose of the MARS regulations is to stop unfair and deceptive practices that abound in the mortgage assistance relief services industry.

The California Association of Realtors and the National Association of Realtors websites state that these new disclosure rules do not apply to real estate agents who “limit their short sale services to providing customary assistance to consumers in selling or buying short sales, such as listing homes for sale, showing homes, and finding desirable homes for consumers, and who do not negotiate with lenders and do not promote their services as a way to help consumers avoid foreclosure.”

There are three types of disclosures that REALTORS® may need to make to consumers. The rules have specific requirements on how and when the disclosures must be presented to consumers, depending on the communication medium. In all cases, the disclosure must be clear and prominent.

General Commercial Communications Disclosures

The first disclosure is required for MARS services which are not directed at a specific consumer. The disclosure must state:

IMPORTANT NOTICE (in two-point type larger than the font size of the disclosure): (Name of company) is not associated with the government, and our service is not approved by the government or your lender. Even if you accept this offer and use our service, your lender may not agree to change your loan. If you stop paying your mortgage, you could lose your home and damage your credit rating.

Consumer-Specific Commercial Communications

The second disclosure is required in all communications that the MARS provider directs to specific “prospective” clients, and so these disclosures may need to be made by a real estate professional that represents a seller in a short sale transaction. The disclosure must state:

IMPORTANT NOTICE (in two-point type larger than the font size of the disclosure): You may stop doing business with us at any time. You may accept or reject the offer of mortgage assistance we obtain from your lender [or servicer]. If you

reject the offer, you do not have to pay us. If you accept the offer, you will have to pay us (insert amount or method for calculating the amount) for our services. (Name of company) is not associated with the government, and our service is not approved by the government or your lender. Even if you accept this offer and use our service, your lender may not agree to change your loan. If you stop paying your mortgage, you could lose your home and damage your credit rating.

Disclosure When Providing an Offer of Mortgage Relief

The third disclosure needs to be provided, in a clear and prominent manner, at the time the real estate professional presents its client with the lender’s short sale approval letter. The disclosure must be provided on a separate page and state:

IMPORTANT NOTICE: Before buying this service, consider the following information (in two-point type larger than the font size of the disclosure): This is an offer of mortgage assistance we obtained from your lender [or servicer]. You may accept or reject the offer. If you reject the offer, you do not have to pay us. If you accept the offer, you will have to pay us [same amount as disclosed previously] for our services. If you stop paying your mortgage, you could lose your home and damage your credit rating.

REALTORS® must also provide a notice from the lender or servicer that describes all material differences between the seller’s current loan and the lender’s proposal to modify the loan if the seller accepts the short sale offer, which may include the lender holding the seller liable for the deficiency amount. This information will likely be contained in the lender’s short sale approval letter.

To comply with the MARS rules, California Association of Realtors Standard Forms will have an intermediate forms release to address some urgent changes. The following new forms will be available no later than March 17, 2011.

MARSSN: Mortgage Assistance Relief Services Short Sale Negotiation Notice

MARSMRN: Mortgage Assistance Relief Services Offer of Mortgage Relief Notice

The FTC has issued a lengthy *MARS Compliance Guide for Businesses*, which can be found at

<http://business.ftc.gov/documents/bus76-mortgage-assistance-relief-services-rule>.

REALTORS® involved in mortgage relief should develop a MARS compliance protocol system to ensure strict compliance with the new FTC rules.



Education & Professional Development



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

[Legal Update: Critical Information You Need to Know!](#)

Monday, April 4, 10 am - 12 pm
 Cost: \$10 SCCAR Member, \$20 SCCAR Member at the door,
 \$35 Non-member
 Instructor(s): Gov Hutchinson, Assistant General Counsel C.A.R.

Stay informed about C.A.R Standard Forms Revisions, Legal Updates, Real Estate Cases, with Gov Hutchinson, Assistant General Counsel C.A.R. [View flyer.](#)

[Custom IDX Solutions](#)

Monday, April 11, 1 - 2 pm
 Cost: Free to SCCAR Members who RSVP
 Instructor(s): MLS Listings, Inc.
 Learn more about our newest Business Building Service: Custom IDX solutions Build your online presence and take your business to the next stage Several feature levels to meet every need and budget—and grow with you Set up and launch in just minutes Quick, easy and affordable [View flyer.](#)

[All About Mold & A Little Asbestos Too](#)

Friday, April 15, 10 – 11:30 am
 Cost: \$10 SCCAR Member, \$20 SCCAR Member at the door,
 \$35 Non-member
 Instructor: Holland J Woolley, ARE Inspections

[Email Mgmt. Basics: Make Outlook Work for You](#)

Monday, April 18, 1 - 2:30 pm
 Cost: \$10 SCCAR Member, \$20 SCCAR Member at the door,
 \$35 Non-member
 Instructor: Randy Turnquist, American Dream Realty
 In 'Email Management Basics' you will learn: Outlook vs. Web-mail: understanding the difference, Using folders for sorting & storage, Understanding your address book, Sending group emails, Understanding & handling attachments [View flyer.](#)

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

PacificCare/United HealthCare OPEN ENROLLMENT Begins April 1 – 30, 2011!!

The Benefits Store is proud to offer California Association of REALTORS® Members and Affiliates a choice of five (5) Health Care Plans.

Open enrollment begins April 1 – 30, 2011. Plans are offered through PacificCare and United HealthCare with 3 HMO and 2 PPO products to choose from with over 35,000 + physicians statewide. Members choose Physicians and Hospitals in their area. For more information [click here](#)

Store Sale For April

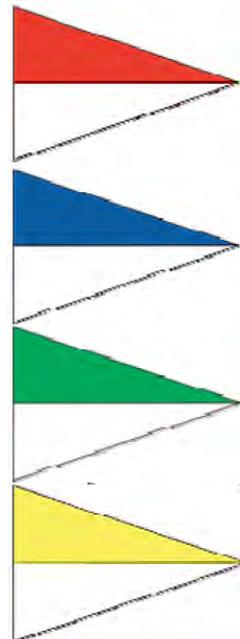
Great for Open House Tours!!!!

Flags – Assorted colors w/white

\$6.00 Members

Flag poles (white)

\$6.00 Members





From the desk of Dale Gray

Government Affairs Director

Sacramento, Here Come The REALTORS® Legislative Day 2011

Scheduled one month earlier than in the past, Legislative Day, the annual event in which REALTORS® from all over California come to Sacramento and meet with their elected officials to discuss critical legislation that can affect REALTORS®, homeowners and private property rights, is slated for **Wednesday, May 4th**. SCCAR members are encouraged to plan on participating in this one-day event in Sacramento. Your business depends on it!

Due to the high gas prices, this year SCCAR registrants who drive to Sacramento, check-in, and attend the Opening Session will receive a \$50 gas card. Members are encouraged to carpool.

Once members arrive in Sacramento they will receive a special briefing from California Association of REALTORS® lobbyists and REALTOR® leadership, and receive legislative updates from Keynote speakers. The names have yet to be announced. Following the briefing will be a joint luncheon with the Pajaro Valley, San Benito County, and Monterey County Associations of REALTORS®, along with special guest speakers and local Legislators. To accommodate the anticipated higher number of local REALTOR® attendees we have secured a room at the Sacramento Convention Center.

There is limited space, which will be available on a first-come first-served basis. REALTORS® who plan to attend Legislative Day should register for the event by visiting <http://scaor.3dcartstores.com/>.

Effects of the New Consumer Financial Protection Agency

There are a lot of new laws on the books since the mortgage melt down this decade. HR 4173, the **Dodd-Frank Wall Street Reform and Consumer Protection Act**, created the Consumer Financial Protection Agency and new regulations for the lending industry. Consumers are most interested in the provisions affecting home mortgages. There will be two categories of home mortgages: "qualified" and "unqualified". Financial institutions have an incentive to create a qualified mortgage.

Highlights of Final Rules on Loan Originator Compensation and Steering:

The final rules protect mortgage borrowers from unfair, abusive, or deceptive lending practices that can arise from loan originator compensation practices.

The new rules apply to all persons who originate loans, including mortgage brokers and the companies that employ them, as well as mortgage loan officers employed by depository institutions and other lenders.

The final rules, which apply to closed-end loans secured by a consumer's dwelling, will:

- Prohibit payments to the loan originator that are based on the loan's interest rate or other terms. Compensation that is based on a fixed percentage of the loan amount is permitted.
- Prohibit a mortgage broker or loan officer from receiving payments directly from a consumer while also receiving compensation from the creditor or another person.
- Prohibit a mortgage broker or loan officer from "steering" a consumer to a lender offering less favorable terms in order to increase the broker's or loan officer's compensation.
- Provide a safe harbor to facilitate compliance with the anti-steering rule. The safe harbor is met if:

- The consumer is presented with loan offers for each type of transaction in which the consumer expresses an interest (that is, a fixed rate loan, adjustable rate loan, or a reverse mortgage); and
- The loan options presented to the consumer include the following:

- (1) the lowest interest rate for which the consumer qualifies;
- (2) the lowest points and origination fees, and
- (3) the lowest rate for which the consumer qualifies for a loan with no risky features, such as a prepayment penalty, negative amortization, or a balloon payment in the first seven years.

The final rules are effective April 1, 2011, to provide lenders and originators time to develop new business models, implement necessary changes to their systems, and train personnel.

The Dodd-Frank Wall Street Reform and Consumer Protection Act also restrict practices concerning loan originator compensation. The Reform Act includes provisions that are similar to the Board's final rules but also addresses other practices not covered by the final rules. The Board plans to implement the Reform Act provisions in a future rulemaking with opportunity for public comment.

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

SANTA CRUZ
R E C O R D

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

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



ATOSC Seeking a Few Good People

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

Get involved with one of the most successful (and fun!) community fundraisers in Santa Cruz County!

The 'A Taste of Santa Cruz' Committee is ramping up on this year's event and is seeking volunteers. Our 7th annual fundraising event will be held Thursday, November 3, 2011 at the Coconut Grove. Volunteers are essential to making this a successful event whose proceeds benefit local first time, low income home buyers.

To volunteer or for more information please contact Jeanne Mulhern, jeanne@mulhernrealty.com, 831- 457-5500 or Connie Landes, 831- 460-1100 connie@serenogroup.com.



A Taste of Santa Cruz

About ATOSC

'A Taste of Santa Cruz' was first implemented in the Fall of 2005 as a major fundraising event for the Santa Cruz Association of REALTORS® Housing Foundation.

REALTOR® and Affiliate members of the SCCAR purchase booths and then ask a local restaurant and/or winery to join them in providing a wide variety of delicacies and wine for the public to enjoy, while also raising funds for the community.

The event consistently raises over \$30,000 each year with proceeds going to fund the SCAOR Housing Foundation's Closing Cost Assistance Grant Program, www.scaorhf.org.

This program provides grants to first time, low income home buyers in Santa Cruz County.

For more information about this event please visit www.atosc.com.

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



Affiliate News

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



Affiliate Spotlight



Tom Powers
Seabright Mortgage
 831-425-7880
tom@seabrightmortgage.com



As I sit down and put pen to paper, or perhaps fingers to keyboard, it's raining....again. It appears that spring has been postponed until further notice. With that thought in mind I'd like to let you know that the SCCAR annual Spring Fling has been moved to May 25th from 11:30 to 2pm. Please stop in and enjoy the BBQ that

Bob De Angelo of De Angelo Pest Control will present, mingle with your industry friends, and see what the Association has been doing on your behalf. Rumor has it that there may also be live music. Sounds like a great way to spend a lunch break!

As I was growing up one of the themes of spring at our household was "out with the old and in with the new". This probably had to do with spring cleaning. This started me thinking about how much the real estate industry has changed. Technology has re-written the way our industry works. More information, constant contact, social networking, MLS at your fingertips, be it at the home office or your smart phone has become the norm. I know of some secret "reverse" technology that I would like to share with you that can really help you develop your business. With this technology you can chat with other agents in a chat room. The discussion lasts about 30 minutes. The discussions include agents opinions of the state of the local real estate economy, agents can pitch their new listings and price reductions, discuss open house activity, provide previews of upcoming listings, get feedback on their current listings, and get to know agents outside of their office. Wouldn't it be great to know the agent you're negotiating with at your next transaction?

The really interesting aspect of this "reverse technology" is that it occurs in real time, face to face, at SCCAR Thursday mornings at 8:30! Did I mention that a light snack is included and that there is a raffle at each meeting? And did I mention that I won that raffle a few weeks ago and really enjoyed my free meal at Chili's? I've witnessed the effectiveness of this meeting and I strongly encourage both agents and affiliates to attend. It is time away from your computer well spent.

One last note, the affiliate committee sponsors Tune Up Tuesdays. **Tune Up Tuesdays** are educational events held at the Association and are provided at little or no cost to attendees. Carol Rose was the speaker at the last event and I heard she provided a fantastic presentation which was very well attended. If you are an affiliate that would like to present an educational seminar, either solo or with other affiliate members, please contact Norma Milete, Membership Director at 831-464-2000. Tune Up Tuesdays are a great way to showcase your expertise while providing education and information to others in our industry. So, get out to Toastmasters, put your thoughts down on paper, face your public speaking fears, and sign up today! You'll be providing a needed service and meeting some great people!



As a Senior Mortgage Consultant with Seabright Mortgage in Santa Cruz, CA, Tom Powers has consistently been a top producer, leveraging his 20 years of local mortgage lending experience to ensure each client's complete satisfaction. Mr. Powers' educational background includes an AA from Cabrillo College and a BS in Business Administration from San Jose State University. Mr. Powers, or 'TP' as he is affectionately known, is an avid surfing and free-diving waterman and a devoted family man with wife Betsy and daughters Devon and Maddy.

Seabright Mortgage is a residential mortgage lender based in Santa Cruz, CA. An independently owned and operated branch of Mountain West Financial, Seabright Mortgage's team of mortgage consultants draws on a combined knowledge base of over 100 years of local lending experience. Seabright Mortgage offers an exceptional experience for borrowers through a comprehensive range of products and a processing team intensely focused on a changing lending landscape.

Yes, SCCAR Has An App For That!

AORnTouch is SCCAR's NEW FREE Mobile App for your Smartphone. With this app, you can stay in touch with SCCAR's events, news, training, and connect to favorite industry links.

Features include:

- SCCAR News
- Upcoming Events & Classes
- SCCAR TV
- Email SCCAR
- Call SCCAR
- Map to SCCAR (GPS Locator to SCCAR Main Office)
- Refer SCCAR (generates a pre-populated email to send to friends, colleagues, etc.)
- Favorite links that include the new Matrix Mobile!



For all the details and easy instructions for downloading this free app, visit <http://www.sccar.org/mobileapp>



SUN	MON	TUE	WED	THU	FRI	SAT
					1 LGR Committee 8:30 am PacificCare/United HealthCare <u>Open</u> <u>Enrollment</u> begins	2
3	4 Events Committee Meeting: 11 am <u>Legal Update</u> 10 am - 12 pm Staff Development Mtg. SCCAR Closing at 2pm	5	6	7 <u>Tour & Marketing</u> Meeting 8:30 am	8 Board of Directors 8:30 am ATOSC 10 am	9 Bowl for Kids' Sake! 
10	11 Affiliate Committee 8:30 am <u>IDX Solutions</u> 1—2 pm Staff Development Mtg. SCCAR Closing at 2pm	12 SCAOR Housing Foundation 2:30 pm	13 Broker Meeting 1—2:30 pm Fundraising 1:15 pm	14 <u>Tour & Marketing</u> Meeting 8:30 am	15 <u>Mold & Asbestos</u> Seminar 10—11:30 am	16
17	18 Education Committee 9:30 am <u>Email Mgmt. Basics</u> 1-2:30 pm Staff Development Mtg. SCCAR Closing at 2pm	19	20	21 <u>Tour & Marketing</u> Meeting 8:30 am	22 SCCAR Office Closed Good Friday Earth Day	23
24 Happy Easter! 	25 Staff Development Mtg. SCCAR Closing at 2pm	26	27 <u>Precision Ultrasound</u> Budget & Finance 8:30 am	28 <u>Tour & Marketing</u> Meeting 8:30 am	29	30

New Members, March 2011

REALTOR® Members

Acuon, Inc.
Owen Lawlor

American Dream Realty

Julie Barbin
Justin Tarantino

Bailey Properties

Marcie McKearn

Bailey Properties

Rhea Guzman

California Real Estate

Jen Goldstein

Century 21 Lad Realty

Toby White

Corralitos Home & Land

Patricia Driscoll

David F. Beccaria & Associates

Rita Rae Prelvitz

David Beccaria and Associates

Richard Tipton

David Lyng Real Estate

Angelica Martinez

Donner Home & Land

Rachel Falk

Kd Appraisal

Kathy Dotson

Keller Williams

Heidi Kernytsky
Stephanie Rudolph

Ideal Homes

Jason Potts

Intero RE

Lisa Contaldi

Keller Williams

Ron Evans

Resale

Lance Hulsey

Royalty Real Estate

Gloria Melo

Affiliate Members

Bank of America

John Nink

Central Coast Home Loans, Inc.

Patrick Hennessy

Seabright Mortgage

Tom Powers