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Come Join Us May 3rd For the 2006 Spring Fling BBQ & Baking Contest

Come Join Us May 3rd for the 2006 Spring Fling BBQ and 9th Annual Baking Contest.

The Santa Cruz Association of REALTORS® 2006 Spring Fling Barbecue and 9th Annual Baking Contest is the May 3rd. Members, reserve your complimentary spot at the barbecue by Friday, April 28th, and organize a carpool of your co-workers and colleagues as parking is limited and prohibited in the Little Tampico parking lot.

If you're entering our baking contest, make sure to register in advance and have your baked goody to the Association office by 11am that day. The barbecue officially kicks off at 11:30 am, when we will begin serving slushy margaritas and great appetizers. Delicious barbecued tri-tip steak, chicken and sausages from the Corralitos Meat Market will be

served up by Bob DeAngelo and the crew from affiliate members DeAngelo Pest Control starting at noon.

Enjoy solo guitar music by Richie Begin as the festivities continue. Gayle Ortiz of Gayle's Bakery and Michael Clark of Michael's on Main are this year's judges for the baking contest. As soon as they announce this year's winners, the Board Room door will open wide to accommodate tastings of all the gorgeous treats our members have baked for dessert.

See **Spring Fling**, Page 5



Jennifer Aronovici, Coldwell Banker Residential Brokerage REALTOR®, will again be organizing our delicious baking contest



SCAOR Affiliate Member BobDeAngelo & his crew from DeAngelo Pest Control will again be manning our backyard barbecue

SCAOR Loses Its Oldest Member, Jac Idleman

Jac Idleman, a member of the Santa Cruz Association of REALTORS® since she entered real estate in 1975, passed away on April 17, 2006, at the age of 92. She was the oldest living member of the SantaCruzAssociationofREALTORS®.

Jac was originally from Nebraska but had many varied careers before end-

ing up in real estate in California. From 1940-1951, she owned and operated a truck stop in Casper, Wyoming. She was employed as an aircraft distributor in Denver, Colorado from 1951-1953. She moved to California and worked in the insurance business in Santa Cruz and Felton from 1953-1975, when she

transitioned into the real estate industry.

Jac's real estate specialty was land, and it's said that if you owned property in Bonny Doon or San Lorenzo Valley, Jac had probably walked on it. Jac referred to herself as "the neighborhood instigator." She will be fondly remembered for her "no nonsense" personality.



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Santa Cruz Association
of REALTORS[®], Inc.

Cordially Invites You
to Our Annual

Spring Fling BBQ

Wednesday, May 3

11:30 am to 1:30 pm

2525 Main Street • Soquel, CA 95073

**This Complimentary Event is For Members Only --
Don't Miss Our 9th Annual Baking Contest!**

**PLEASE
CARPOOL!**

Parking is limited &
not allowed in the
Little Tampico lot



Advanced Registration Is Required
for Both the Baking Contest & BBQ.

RSVP by Friday, April 28th

831.464.2000 • Fax 831.464.2881 • lflint@scaor.org

2006 Spring Fling Registration Form

NAME _____

COMPANY _____

PHONE _____

EMAIL _____

ENTER THE BAKING CONTEST, TOO! ENTRIES ARE DUE BY 11am the Day of the Barbeque.

BAKING CATEGORIES ENTERING (Please indicate the number of entries in each category):

Cakes/Tortes ____ Tarts/Pastries ____ Candy/Confections ____ Bar Cookies ____ Individual Cookies ____ Breads ____



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For advertising and deadline information, please call

Santa Cruz Association of REALTORS®
(831) 464-2000

REAL ESTATE is the official monthly newspaper 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 real estate news and the Association's calendar of events.

Santa Cruz Association of REALTORS®
2525 Main Street, Soquel, California 95073
(831) 464-2000 • (831) 464-2881 fax
www.scaor.org

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Mark Gordon

President's Message

Call to action: Selection of the 2007 leadership Team and Board of Directors will be done this month. If you are interested in serving on our leadership team or Board of Directors for 2007 the time is now to let us know. The elections will be held in June for the Leadership Team and Board of Directors with their term starting in January 2007, Sandy Kaplan, 2006 President Elect will be selecting her team of committee chairs and the chairs will then be selecting their committee members. If you have interest in a leadership role at the association or have a desire to serve on any of our committees please contact the Association for more information.

This is a relationship/networking business. Outlined by a study done by the National Association of REALTORS®, the statistics show that the largest percentage of sellers and buyers use referrals of friends, family or people know to them to select the agent they use to represent them. Also interesting that a majority of buyers and sellers contacted only one agent to make this selection.

Statistics from the 2005 NAR Profile of Home Buyers and Sellers (You can find this at www.realtor.org):

Sellers

- 74% Contacted 1 Agent
- 17% Contacted 2 Agents

Where they find their agents:

- 43% Referred by Friend, Neighbor, Relative
- 28% Previously Used Agent
- 5% Personally Contacted By Agent
- 4% Open House-Met Agent
- 4% Sign
- 3% Referral through another Agent/ Broker
- 3% Referral through Company
- 3% Direct Mail
- 2% Walk-In/Call-In Office
- 2% Internet Site
- 2% Newspaper/Magazines
- Under 1% Advertising Specialties

Buyers

- 64% Contacted 1 Agent
- 20% Contacted 2 Agents
- 10% Contacted 3 Agents

Where they got their agents:

- 44% Referred by Friend, Neighbor, Relative
- 11% Previously Used Agent

- 7% Internet Site
- 7% Open House-Met Agent
- 6% Sign
- 4% Walk-In/Call-In Office
- 4% Referral through Company
- 3% Referral through another Agent/ Broker
- 3% Personally Contacted By Agent
- 2% Newspaper/Magazines
- 1% Direct Mail
- 6% Other

The Santa Cruz Association of REALTORS® is proud to offer a class that will show you how to build that referral business:

CRS 210: Building an Exceptional Customer Service Referral Business

This is a highly interactive course designed to deliver all the essentials for refocusing the student's business plan to a customer service centered, repeat and referral business. The information provided will help identify the expectations of the "new consumer," the "new behaviors" necessary to meet those expectations and specific systems to make the agent's business more productive, more profitable and more enjoyable.

Where: Santa Cruz Association of REALTORS®, 2525 Main Street, Soquel, CA 95073

When: Thursday and Friday, May 25-26, 2006, 8am-5pm (Registration begins at 7:30am the first day)

Price: \$325 REALTORS® through April 28; \$350 REALTORS® after April 24; \$450 Non-REALTORS®.

Further details: Visit the web at www.scaor.org/pdf/crs210.pdf or call the Association office at 831-464-2000

"Never lose sight of the fact that the most important yardstick of your success will be how you treat other people--your family, friends, and coworkers, and even strangers you meet along the way."

— Barbara Bush, Former First Lady of the United States



Bobbie Nelson

2006 SCAOR

President

(831) 419-7253

bobbie@bobbienelson.com

New Members

REALTOR® Members

American Dream Realty

Aaron Fox

Sarah Pursell

Jessica Wallace

Bailey Properties, Inc.

Kasey Biggs

Veronica Gerber

Jonathan Golder

Antonio Gomez

Coldwell Banker

Josh Rothman

David Lyng & Associates

Debbie Calhoun

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Help-U-Sell Properties

Ann Grant

Keller Williams Realty

Ryan Teves

Manzanita Realty

Tim Castro

Ron Peverini

Network Alliance

Kelly Zelter

Pennycook Properties

Jonathan Battey

Sherman & Boone Associates

Erik Barbic

The Real Estate Center

Stacy Steward

The Office of Thomas A.

Tomaselli REALTOR®

Christina Tomaselli

Comments about an applicant's admittance should be submitted in writing to the Santa Cruz Association of REALTORS®, 2525 Main St., Soquel, CA 95073.

AFFILIATE SPOTLIGHT
see page 5

Affiliate Update

We hope to see everyone at the Santa Cruz Association of REALTORS® Spring Fling and 9th annual Baking Contest on Wednesday, May 3, from 11:30am-1:30pm. Please visit our website www.scaor.org/pdf/fling.pdf to print out a registration form, then coordinate a carpool with some of your colleagues to ensure there is plenty parking and a good time for all!

The next big event coming up for the Association is our annual Golf

Tournament which is on Friday, July 21st at Delaveaga Golf Course. This is really a fun day with 18 holes of golf followed by an awards dinner. Registration is at 11:30am and shotgun is at 1:00pm with the awards dinner at 6:30pm. We have moved the awards dinner from outside at the BBQ pit to inside the restaurant upstairs! Inside!! You can now see your raffle ticket numbers. This year we are having a "Best on the Hole" contest. Each hole can create their own theme

and the one that's the most creative and colorful wins!

If you are interested in golfing or sponsoring a hole, please call me at (831) 212-0229.



Shelly N. Paine

(831) 212-0229

spaine@mortgageit.com

Housing Opportunities are Business Opportunities

Yes, there's a housing affordability crisis. Yes, this crisis affects more than the indigent and working poor. Yes, it's the right thing to do to help people find decent and affordable housing. Yes, the affordable housing market is brimming with business opportunities for REALTORS®. While soaring home prices have made housing the brightest spot in our economy, they have also put affordable housing beyond the reaches of millions of Americans.

The Problem

Nearly 13 million Americans – that's 5.4 million families – have critical housing needs. Moderate-income working families now make up the fastest growing segment of the population that is virtually shut out of the housing market. A vital need for America today is an adequate supply of workforce housing, both affordable rentals and homes for first-time buyers. Today's face of affordable housing is our child's schoolteacher – our firefighter, nurse and police officer. Affordable housing is about where our parents, our children, our grandchildren and our

local heroes can live.

NAR's 2004 Housing Pulse Survey revealed that two-thirds of voters are concerned about the cost of housing in their community. Seven out of ten said they want government to make affordable housing a higher priority; two-thirds said they considered this to be an important issue in making a decision about voting for a candidate.

REALTORS® Can Help

The real estate office is the first stop for consumers' housing needs. Therefore real estate professionals are in a unique position to be advocates for effective solutions to today's critical housing needs. That's why the NATIONAL ASSOCIATION OF REALTORS® is working hard to help our members do what you do best – that is, help more of our nation's families find homes.

Providing affordable housing can be profitable to those who do it correctly, and it can open up future business opportunities as renters become first-time homebuyers and begin to move up

See **Opportunities**, Page 10

Santa Cruz County Statistics

Single Family Residences

2005	Current Inventory	New	Sold	Average	Median
Jan.	758	318	106	\$814,467	\$729,500
Feb.	828	287	107	\$777,641	\$712,000
Mar.	907	393	164	\$857,034	\$740,000

Condos/Townhouses

2005	Current Inventory	New	Sold	Average	Median
Jan.	177	76	37	\$648,414	\$572,500
Feb.	198	88	35	\$522,534	\$525,000
Mar.	219	84	37	\$539,502	\$528,000

For more information, go to www.scaor.org and click on "News & Events."



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Affiliate Spotlight



Staging Artists

Sylvia D'Anna

408-348-3844

www.stagingartists.com

Have you ever listed an expensive house that could use a makeover? Or one that's totally empty except for the cable cord hanging out of the wall?

Staging Artists can save you. Using a keen eye and a stash of high-end furnishings, they can work wonders practically overnight, giving the home warmth and style, de-emphasizing problem areas, even saving the seller costly remodeling.

Suddenly you're selling a dream home.

Spring Fling...

continued from page 1

This is a great opportunity to enjoy a free lunch (members only!) and to mix and mingle with your fellow REALTORS® and affiliate members in a casual setting, while enjoying the great backyard setting of the Association of REALTORS®.



Linda Amador of First American Title Company serving up slushy margaritas at the 2005 Spring Fling BBQ

If you've been interested in finding out more about the Santa Cruz Association of REALTORS® Housing Foundation or making a donation to help bridge the gap to homeownership, the Spring Fling is a great opportunity. The Housing Foundation will have a table set up with information and volunteers on hand to answer your questions or accept your donations. Remember, the Housing Foundation is a 501c3 tax exempt organization, and your donations are tax deductible to the

fullest extent of the law (see your tax professional for details).

Mark May 3rd on your calendar, 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/pdf/fling.pdf.

We look forward to celebrating Spring with you the first Wednesday in May!



Lela Willet and Dennis Stewart of Unique Homes and Land, pose with fellow SCAOR Director Janet Romanowski of David Lyng Real Estate

831 688-6701

Fax 831 688-6209

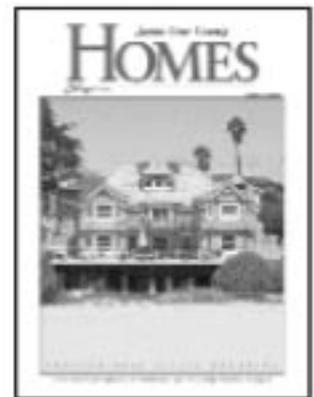
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a company that understands people and their values as well as supports personal growth.



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-Shelley Lawrie, Esq., Broker Associate
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Santa Cruz Association of REALTORS®
HOUSING FOUNDATION

Bridging the Gap to Homeownership

Message from the Chair

First off, I want to thank those of you that have offered your support, as it is greatly appreciated. We still have room for more, so contact the Santa Cruz Association of REALTORS®, myself, or any Housing Foundation Trustee to find out how you can help.

Secondly, we want to announce two events that you will be sure to want to mark on your calendar:

The first date is Wednesday, May 10th at 2:00 at the Association office. There will be a 1 hour planned giving workshop. Come learn about the exciting benefits of Planned Giving and how it relates to you or your clients and how it can increase your business.

Secondly, on Thursday, June 29th, Michael's on Main is hosting a "Dine Out" event to benefit the Housing Foundation. A portion of all dining proceeds from 6-9pm that evening will

be donated to the Housing Foundation, so make it your dinner out night, and tell a friend as well. The more people that attend, the bigger the benefit will be to the Housing Foundation. We will also have trustees on hand to answer any questions that you may have.

We hope to see you at one of these events, and until then, thanks for your continued support.



Greg Turnquist
2006 SCAOR Housing
Foundation Chair
(831) 477-5757

Housing Foundation Makes Two More Grants

Earlier this year, the Board of Trustees of the Santa Cruz Association of REALTORS® Housing Foundation approved a 150% increase in the grant amounts for their closing cost assistance program. This brought the grant amounts from \$1,000 – which was the standard grant amount in 2005 – to \$2,500 for the first quarter of 2006.

Marianne Simpson, a single mother of three, was able to apply the grant she received from the Housing Foundation in March towards closing costs on the new home she purchased in the Las Brisas community in Watsonville.

At the Housing Foundation Board of Trustees meeting on April 17, grant allocations were increased to \$5000 for the second quarter of 2006. The next

day, the first of these grants was given to Christy and Giuseppe Chiamonte for their purchase of a new home in Capitola for themselves and their three children.

Grant applications are available on the Housing Foundation website at www.scaorhf.org (see the link to "Agreement" on the left side of the home page). Specific income requirements will soon be posted to the website as well. For more information about this program, contact Janeé DelColletti, chair of the Santa Cruz Association of REALTORS® Housing Foundation's Allocations and Distribution committee, by calling (831) 462-5575 or emailing jdelcolletti@santacruzmortgage.com.

Housing Foundation Upcoming Events

For more information on these events or the Housing Foundation, please call (831) 464-2000.

Spring Fling

Wednesday, May 3, 2006

11:30am-1:30pm

Santa Cruz Assoc. of REALTORS®

Make sure to attend this fun barbecue and baking contest, and stop by the Housing Foundation table to make a donation or to learn more about the programs the Housing Foundation is putting in place to help bridge the gap to homeownership.

Planned Giving Workshop

Wednesday, May 10, 2006 at 2pm

Santa Cruz Assoc. of REALTORS® Seminar Room

If you could easily and inexpensively educate your clients about charitable giving and its possible advantages for them, would you be interested? If so, please consider attending a workshop emphasizing charitable remainder and lead trusts presented by The Santa Cruz Association of REALTORS® Housing Foundation.

Our free one hour Planned Giving

Workshops are conducted by Timothy Cleary, Esq., who is a State Bar certified specialist in estate planning, trust and probate law. These workshops are useful to professionals in the fields of estate planning, law, accounting, financial planning, taxation, and real estate, their clients, as well as employers, public and private union representatives, other nonprofit organizations, and members of the donor community.

Dine-Out Night at Michael's On Main

Thursday, June 29, 2006 from 6-9pm

Michael's On Main

2591 Main St., Soquel

Bring your dinner crowd to Michael's On Main on June 29th for great "cutting edge comfort cuisine" and from 6-9pm, 10% of the proceeds will automatically be donated to the Santa Cruz Association of REALTORS® Housing Foundation!

To preview their menu, go to www.michaelsonmain.net. Restaurant reservations are recommended & can be made by calling (831) 479-9777. This is a tasty way to make a difference. Spread the word, and we'll see you there!

2nd Annual "A Taste of Santa Cruz"

Thursday, November 2, 2006

from 6-9pm

Cocoanut Grove Ballroom

The first annual "A Taste of Santa Cruz," packed the Coconut Grove Sunroom, raising over \$45,000 for the Santa Cruz Association of REALTORS® Housing Foundation. The second annual event will be even bigger and better – and we've reserved the larger venue of the Cocoanut Grove's Ballroom to accommodate it!

Put this date on your calendar and

plan to taste the best that Santa Cruz has to offer with dinner-by-the-bite provided by local restaurants and wineries. Bring your competitive shopping spirit start your holiday shopping early by participating in our silent and live auctions.

Everyone is welcome to attend, and ticket pre-sales will enable you to invite colleagues, clients, friends and neighbors to this fantastic night highlighting and supporting our local community. More details to be released soon!



A Taste of Santa Cruz
Thursday November 2, 2006

Calendar

May 2006

Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3 <i>SPRING FLING & BAKING CONTEST</i> 11:30A.M.-1:30P.M.		5 <i>BOARD OF DIRECTORS</i> 8:45A.M.	6
<i>HF = HOUSING FOUNDATION</i>						
7	8	9 <i>REIL.COM SEMINAR</i> 10:30A.M.-11:30A.M. <i>REIL.COM HANDS ON</i> 12:30P.M.-2:00P.M. / 3:20P.M.-5:00P.M.	10 <i>PLANNED GIVING WORKSHOP</i> 2:00P.M.	11	12 <i>GRI 107</i> 8:00A.M.-5:00P.M.	13
14	15 <i>HOUSING FOUNDATION BOARD OF TRUSTEES</i> 3:00P.M.	16 <i>1031 EXCHANGE</i> 1:30P.M.-4:00P.M.	17 <i>AFFILIATE COMMITTEE</i> 8:30A.M. <i>GRIEVANCE COMMITTEE</i> 2:30P.M.	18 <i>REIL.COM SEMINAR</i> 90:30A.M.-10:30A.M. <i>REIL.COM HANDS ON</i> 11:30A.M.-1:00P.M. / 2:30P.M.-4:00P.M.	19 <i>LGR COMMITTEE</i> 8:30A.M. <i>REIL.COM SEMINAR</i> 9:00A.M.-10:30A.M.	20
<i>MAY 15TH-20TH – NAR MIDYEAR MEETINGS (WASHINGTON, D.C.)</i>						
21	22	23	24 <i>BUDGET AND FINANCE COMMITTEE</i> 8:30A.M.	25 <i>CRS 210</i> 8:00A.M.-5:00P.M.	26 <i>CRS 210</i> 8:00A.M.-5:00P.M.	27
28	29 <i>OFFICE CLOSED MEMORIAL DAY</i>	30	31 <i>DENNIS McKENZIE</i> 9:00A.M.-12:00P.M.			

Save The Date!

June 7-10 – C.A.R. Meetings (Sacramento, CA)

July 21 – Annual Charity Golf Tournament

July 26 & 28 – New Member Orientation

August 17-18 – NAR Leadership Conference

October 18-21 – C.A.R. Meetings (Long Beach, CA)

October 25 & 27 – New Member Orientation

November 2 – “A Taste of Santa Cruz,” held at the Coconut Grove Ballroom

November 8-13 – NAR Governance Meetings,

Conference & Expo (New Orleans, LA)

Opportunities...

continued from page 8

the housing ladder.

NAR's Housing Opportunity Program, now in its third year, is helping REALTORS® to become strong advocates for successful housing initiatives in our own communities. The program takes advantage of the role REALTORS® play in their communities by providing them tools they can use, including training, research, communications pieces and

opportunities to work in coalition with allied interests.

The Housing Opportunities Program is only as good as its grassroots involvement. REALTORS® around the country are already doing so much. Much of these local efforts are highlighted on NAR's web site at www.realtor.org/housingopportunity as model programs for others to use in formulating their own.

Success Depends on Partnerships

On the national level, NAR is creating official partnerships with

organizations to help advance our mission. Each national partner has state or local chapters for REALTORS® to work with, as well. Some of these partnerships include:

- The Ambassadors to Cities program with the U.S. Conference of Mayors. Through this program, REALTORS® all over the country are working with their local mayors and other non-profits on affordable housing initiatives that will raise city homeownership rates.
- The NeighborWorks Program with the Neighborhood Reinvestment Corporation. This new partnership produces case studies on winning strategies and best practices, highlighting where REALTORS® have worked successfully with NRC's NeighborWorks organizations on homebuyer education.
- The National Association of Counties new Presidential Initiative focuses on assuring accessibility to quality housing and homeownership programs.
- The National Association of Housing and Redevelopment Officials national network of more than 230 community-based organizations helps create health communities and educated

homebuyers.

- NAR's partnership with Habitat for Humanity. Each year NAR builds an affordable house in the annual convention city. NAR also supports a Habitat project abroad each year. Finally, NAR has partnered with Habitat to build "REALTOR® Villages" to help people who lost their homes during the tsunami that devastated several South Asian countries on Dec. 26, 2004.

NAR's Housing Opportunity Program serves as a blueprint to position REALTORS® as leaders in identifying, developing, advocating and promoting business opportunities, programs, products and resources that expand housing availability.

Get Involved

Peter Marshall, a former chaplain of the U.S. Senate, once said: "A different world cannot be built by indifferent people."

REALTORS® are not indifferent. Rather, they care about making a positive difference in their communities. This initiative requires all of our best efforts to make it happen. Don't waste another minute. Get involved today.

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MONTEREY BAY MORTGAGE IS PLEASED TO ANNOUNCE



SCOTT GOODRICH
has joined its Team of Mortgage Professionals.

Scott Goodrich, husband, father, Cabrillo Instructor, Coach and Mortgage Consultant serving Santa Cruz County for over 20 years.

"Combining Scott's 20 years of experience, expertise and enthusiasm with our commitment to lending excellence is a perfect fit," states Forrest Cambell, Broker/Owner. "Monterey Bay Mortgage is excited to provide a new level of service to Scott's clients and REALTOR® partners."



Jan Derecho



Forrest Cambell



Monterey Bay Mortgage 1550 41st Avenue, Capitola, CA 95010
Ca Dept. of Real Estate Lic. #01158290 • **831.462.3630**



Highlighted Courses

SCAOR and Equity Preservation, Inc. (member affiliate), present "1031 Exchange Your Way to Higher Earnings, on Tuesday, May 16th, from 1:30pm to 4:00pm at the SCAOR. Come and learn how to make the 1031 Tax deferred Exchange work for you.

The IRC 1031 exchange can be a powerful tool to build your business. In this class you will learn how to use a 1031 exchange to increase your commissions; stand out among your competitors; and teach your clients to build wealth through real estate investments by leveraging the tax deferral benefits, improving cash flow, diversifying real estate investments for increased security, and so much more!

The cost for this class is \$10 for SCAOR Members, \$15 for SCAOR Member Assistants, and \$20 for Non-Members.

On Wednesday, May 31st, from 9am-Noon, Dennis McKenzie will be back at SCAOR with "How to Handle an Upside Down/Underwater Home Sale." As the housing market slows down, some homeowners who need to sell may find they are "upside down or underwater", meaning loan balances and seller closing costs are more than the current value of the home. A real estate agent may need to handle a "short sale". These situations

require consideration of major income tax and credit issues, in addition to cash flow calculations.

This seminar will cover the topics such as how to compute a home seller's cash short fall; if a seller owes more than what the home is worth, which is the best way to go?; recourse vs. non-recourse loans; the impact on credit scores and debt forgiveness income tax considerations; hardship issues the lender will want to review; disclosures to insert in the listing agreement, the MLS, and deposit receipts.

Dennis McKenzie holds an MBA, MA in Economics, is a real estate editor for a national textbook publisher and an instructor in real estate at College of the Redwoods. He is currently a REALTOR®, a GRI, a faculty member of the REALTOR® Institute, and a co-author of best selling college real estate textbooks. Dennis is a favorite here in Santa Cruz and his seminars always sell out fast.

The cost to attend is \$50, but those SCAOR members registered by April 28th only pay \$35 (after April 28th the price goes back up to \$50).

To register for one of these or other course offerings at SCAOR contact us 831-464-2000, or visit our website at www.scaor.org (click on Education) to download a registration form.

Useful information such as the following two articles are provided to all SCAOR members through the weekly Email Ed program. Check your email inbox Monday mornings for the latest industry information, course highlights & educational calendars. If you're not receiving the Email Ed, please contact Norma at (831) 464-2000 or norma@scaor.org to update your email address with us. If you have a topic suggestion for the Email Ed, please send that to our Education Director, Karen Kirwan, at karen@scaor.org. Thank you!

Unlock Member Benefits with Your NRDS Number

Every REALTOR® is entered into the National REALTORS® Database System (NRDS -- pronounced "nerds") and assigned a NRDS number when they become a member of organized real estate. Knowing your NRDS number is essential for accessing the benefits available only to REALTORS®.

Your NRDS number is the gateway to numerous member benefits, including WINForms® Desktop and WINForms Online®, the electronic forms software providing the latest C.A.R. standard forms needed to complete a real estate transaction; confidential legal advice available through C.A.R.'s Legal Hotline; assistance from real estate technology experts through C.A.R.'s Tech Hotline; current housing market

data compiled by C.A.R.'s research and economics staff, available in the Economics section of C.A.R. Online; and much more.

The simplest way to find your nine-digit NRDS ID is to log on to the C.A.R. website at www.car.org and click on "Sign In," located at the top of the screen. The sign-in box that appears gives you the option to search for your member number by first and last name. If you still have trouble determining your unique ID, you also can look at the address label of your California Real Estate magazine; the nine digits located above your name make up your NRDS number. Another option is to call the SCAOR office at 831-464-2000 for additional help.

C.A.R. to Release New and Revised Forms

The week of April 24, 2006 marks the release of new and revised forms from the California Association of REALTORS® (C.A.R.). Forms will be available through SCAOR and C.A.R. the week of April 24th. WINForms® will be updated the week of April 24th as well. For a Quick Summary Guide on the forms to be released in April 2006,

go to <http://www.car.org/library/media/papers/pdf/April%202006%20Quick%20Summary.pdf>.

If you have any questions about the forms release, please contact REBS Production Assistant Michelle Budak at michelleb@car.org or Standard Forms Manager Joy Alafia at joya@car.org.

GRI Courses Are Held Monthly at SCAOR

May 12
GRI 107 Technology Applications in Real Estate

June 9
GRI 108 Listing, Pricing and Marketing Properties

July 14
GRI 109 Residential Real Estate Financing

August 11
GRI 110 Marketing, Financing and Managing Investment Properties

September 8
GRI 111 Investment Property Analysis

October 13
GRI 112 Environmental Concerns, Construction Overview & Land Use

November 10
GRI 13 Real Property, Tax and Exchanging

December 8
GRI 114 Essential Concepts of the C.A.R. Residential Purchase Agreement

Educational Calendar

Additional course information and registration forms are available on our website at www.scaor.org. For further assistance, contact Leslie at the SCAOR office at (831) 464-2000 or leslie@scaor.org.

GRI Classes Held Monthly

For class schedules and registration forms, go to <http://www.edesignations.com/locations/locations.asp?location=SantaCruz>.

Charitable Remainders and Lead Trusts Workshop

Cost: FREE
May 10th 2:00pm-3:00pm

1031 Exchange Your Way to Higher Earnings! (see below)

Cost: \$10 SCAOR Members \$15 SCAOR Member Assistant
May 16th 1:30pm-4:00pm (1:15pm registration)
Instructor: Joel Baker, Equity Preservation, Inc.

CRS 210

Building an Exceptional Customer Service Referral Business
Cost: \$325 Early Bird Price (good until April 24, 2006)
May 25th & 26th 8:00am-5:00pm (7:30am registration first day)
Instructor: Frank Serio, CRS, CRB

How to Handle an Upside Down/Underwater Home Sale (see below)

Cost: \$35 SCAOR member Early Bird Price (good until April 28, 2006)
May 31st 9:00am-Noon
Instructor: Dennis McKenzie, MBA, MA Economics, REALTOR®, GRI, author.

RE InfoLink Hands-On Training

Cost: \$10 for SCAOR members \$15 SCAOR Member Assistant
Listing Mgmt & REIL.com
May 22nd 9am-12pm
REILWeb & MLS Alliance May 22nd 1pm-4pm
Instructor: Varies

Bailey Properties Presents...

R.E.A.L. Training™

Bailey Properties has created the leading in-house career development program in Northern California, R.E.A.L. Training™, **Real Estate Accelerated Learning**. Our training program is designed specifically to teach real estate agents the proven skills used by top producing agents.



"I wish every realtor could take the REAL Training™ classes. I use this outstanding, valuable information everyday. Education is the key to success. Thank you Paul and Robert, for providing REAL Training™!"

Marcene Baker
REALTOR®



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Melina Klassen
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The four components of R.E.A.L. Training™ are:

"Action Mondays™" – Weekly coaching groups help agents gain insight into the disciplines of top producers, and with identifying real clients from "un-real" clients.

"Technical Skills Training" – Focusing on the practical and legal aspects of real estate. How to be successful with buyers and sellers and much more.

"Quantum Training™" – A unique business development approach to generating quality relationships which are the cornerstone of creating 'now' clients. The 3 module series includes:

- **S.E.L.L.™**, develop personal skills to increase your productivity and profitability. Utilizing a scientific approach to create an abundance of clients.
- **Committing Communications™**, an in-depth, structured communications style that enables you to create relationships and establish client's needs.
- **Quantum Home Tours™**, Agents spearhead a two day marketing event to over 60 prospective buyers, and learn to make appointments.

"Agent Mentoring" – A proven, hands on, agent mentoring program designed to support the development of your skills.



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Action Group Coach
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Quantum Trainer
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Santa Cruz Office



Lorraine Donner
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Scotts Valley Office



Suzanne Yost
Technical Skills Trainer
GRI Instructor
Attorney at Law



Vicky Wilson
Orientation Coach
Agent Mentor
Soquel Office Manager



Krista Brox
Transaction Coach
Soquel Office Staff



For further information please contact
Robert Bailey at 831.688.7434

*Bailey Properties has an exclusive contract with Quantum Management Systems™, a Park City, Utah based consulting firm to provide Quantum Training™ courses in the Monterey Bay Area.