

inside **REAL ESTATE**

Santa Cruz County's Real Estate News Source

A publication of the Santa Cruz Association of REALTORS®

May 2010

TUNE-UP

Tuesdays



Are you ready for a tune up?

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In Memoriam

*Our sincere condolences to the
family and friends
of*

John "Jack" Sullivan

*Jack entered into rest
Friday, April 16, 2010.*

*We'll miss his mischievous grin
and sweet smile...*

In This Issue***President's Message - page 3******Legal Notes - page 5******Government Affairs - page 6******Legislative Watch - page 7******Education Offerings -
pages 8 - 9******Marketing Meetings - page 9******Foundation - page 10******Affiliate News - page 11******Clarus Tip - page 13******Calendar - page 14***

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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®
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President's Message

Make Sure Your Voice is Heard by Our Policymakers



Steve Allen
2010 Association President
Allen Property Group, Inc.
831- 688-5100
steven@allenpginc.com

With the progression of spring, so comes our annual pilgrimage to Washington DC and Sacramento. On May 10th representatives from SCAOR will go to Capitol Hill to meet with members of Congress during the 2010 NAR Midyear Legislative Meetings. On June 9th, we will be meeting with our state legislators in Sacramento. You need to be there. Whether a broker, manager or sales agent – we need to make our voice heard by the policymakers.

Last year more than 8,500 REALTORS® attended meetings, visited lawmakers and inspired action on Capitol Hill. REALTORS® actively engaged policymakers to help move the real estate market forward, reiterated the value of the mortgage interest deduction, proposed energy efficiency legislation, and provided ideas to

Green Tip of the Month
Rechargeable Batteries

Want an alternative to using disposable batteries, which leak toxic wastes into landfills and ground water? Switch to USB rechargeable AA batteries that do not require adapters or cables, but instead can be inserted into your laptop's USB port—or other USB port—and be recharged hundreds of times.

Visit <http://www.usbcell.com/> for more info.

help stabilize and provide liquidity to commercial real estate markets. Participants have called this, “a real opportunity to contribute to the dialogue and make a difference in the policy and law shaping the future of real estate.”

The Capitol Hill visits have a proven track record of bringing change to the industry. Our lobbying efforts in the past years have resulted in the following policies:

- Extended and expanded home buyer tax credit programs.
- A permanent ban on banks operating in the real estate industry – 2009 Omnibus Appropriations Act

Continued federal mortgage affordability programs aimed at stimulating the real estate and lending markets

As the economy improves, the government's role in supporting home ownership is in question. The 2010 federal and state meetings will examine the current state of mortgage finance, the ongoing role of government in the economy, policy and economic solutions in helping stimulate recovery. Now is the time for us to bring ideas and solutions to our legislators. If you would like to get involved, please call the SCAOR office for more information.

I hope to see you in Washington and/or Sacramento.



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Richard (Dick) Cornelsen
Reverse Mortgage Specialist
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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

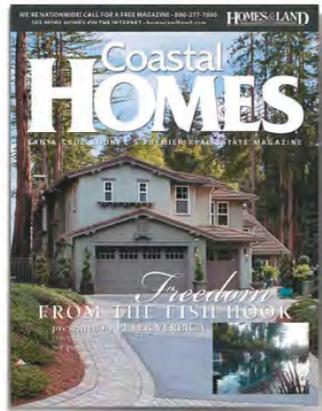
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Our eye-catching graphics and detailed property descriptions make Homes & Land the magazine that buyers pick up first and keep throughout their home search. We publish our web address and 800 number on approximately 50 million magazine covers annually.



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We post your property on HomesAndLand.com. We also syndicate your listing to over 20 high-traffic websites including Yahoo!, Trulia and Zillow. Luxury listings are also sent to WallStreetJournal.com, NewYorkTimes.com and DupontRegistry.com. In addition, we create an EZ Tour for your home because listings with virtual tours are more likely to be viewed by serious homebuyers.



MOBILE DEVICES

Americans are on the go so HomesAndLand.com delivers property information in a format designed for mobile devices. Buyers can even use their Twitter account to get property information from HomesAndLand.com on their smart phone.



TARGETED DIRECT MAIL

Homes & Land is sent to qualified prospects that are actively buying and selling real estate. This audience includes home sellers (who are also homebuyers), targeted zip codes and homebuyers relocating to your area.

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MAXIMUM REACH



BETTER PRESENTATION



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MORE TIME FOR CLIENTS

HL7135

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**Real Estate
Legal
Matters**

**Creditors' Rights Exclusion in
Title Insurance Policies**



By Lloyd Williams
Bosso Williams, APC

Title insurance policies provide coverage for loss or damage incurred by owners or lenders that result in a complete or partial failure of the insured's title to real property or, in the case of a lender, the invalidity or unenforceability of a mortgage lien on real property. Title policies also contain various exclusions from coverage. One of those exclusions is referred to as the "Creditors' Rights Exclusion." This exclusion removes from coverage loss or damage arising by reason of the operation of federal bankruptcy, state insolvency, or similar creditors' rights laws, that are based on (1) fraudulent transfers or conveyances under state law or the Bankruptcy Code and (2) preferential transfers under the Bankruptcy Code.

More specifically, a Creditors' Rights Exclusion excludes from coverage a fraudulent transfer of an interest in real estate, which may be voided as fraudulent for up to four years after the transfer. The Creditors' Rights Exclusion would also eliminate from coverage a debtor's "preferential transfer" of an ownership or security interest in

property, which may be set aside if it was made to a pre-existing creditor of the debtor-transferor within 90 days before the debtor's bankruptcy in most circumstances, or within one year of the debtor's bankruptcy if the creditor was an insider or affiliate of the debtor.

Until recently, title companies have been willing to consider elimination of the Creditors' Rights Exclusion through an Endorsement. The Endorsement would strike out the Creditors' Rights Exclusion from the title policy. If a request was made for such an Endorsement, the title company would assess its risk in light of the particular transaction, including an appraisal to determine whether there was adequate consideration to demonstrate that reasonably equivalent value was given.

The American Land Title Association ("ALTA") and the California Land Title Association ("CLTA") recently decided to withdraw and decertify the Creditors' Rights Endorsement. As a result of this action, major title insurance companies (e.g.,

First American Title, Fidelity National Title and Chicago Title, a related company of Fidelity National Title) are no longer willing to provide an Endorsement to eliminate the Creditors' Rights Exclusion.

Now that the Endorsement is no longer available, lenders and owners will not be able to look to the title insurer for the payment of litigation fees and costs, or to cover damages incurred, if a problem arises after the Close of Escrow that would have been covered by the Endorsement, e.g., the seeking to void a transaction due to an alleged fraudulent transaction or preferential

transfer. In effect, the buyers and lenders will need to do their own due diligence to verify there are no facts that would cause the transaction to be set aside at a later date due to these creditors' rights matters that are excluded from coverage by the title insurers. Since the actions of the ALTA and CLTA became final on March 8, 2010, it is unknown at this point how this will play out, and especially what additional steps lenders may take in deciding whether to make a loan in certain transactions.





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DRE #00877417





From the desk of Dale Gray

Government Affairs Director

Meeting With New County Planning Director

On April 22, I met with the new County Planning Director, Kathleen Previsich along with Association President Steve Allen and LGR Chair Candie Noel. It was an introductory "Meet and Greet" however, we ended up having a very insightful conversation. We were pleasantly surprised at how open and inviting the new Director was. We offered ourselves, and the Association, as a communication opportunity for both sides to have dialog on topics that need REALTOR® input. Director Previsich offered select members of her staff to speak to the LGR Committee in the near future. Once she is a bit more settled into her new position, we look forward to having her be a keynote

speaker at one of SCAOR's larger events. All-in-all a great visit!

Be Aware of Environmental Protection Agency Regulations

Under the EPA regulations that were issued in 2008, but delayed implementation until now, all contractors must be certified and trained by April 22, 2010 in ways of reducing lead paint dust. Ignoring the rules can be costly for a contractor. The EPA can fine a company up to \$37,500 for each day it violates the rules. The EPA estimated that the rules will add between \$8 and \$167

for interior jobs; more for exterior jobs.

The rules apply to work in homes built before 1978, when lead based paint was outlawed. Homes can be exempt from the restrictions if it can be proven that a home does not contain lead paint. But testing must be done by a certified tested and strictly documented, which can also be expensive. Contractors must isolate the construction area with plastic or other barriers along with other preventative measures. Contractors say that the extra labor and expense caused by the rules must be passed on to the homeowner or seller.

The requirements of the rule apply to all "renovations", and the law defines that term very broadly to include most repairs, remodeling, and maintenance activities, including window replacements. Additionally, electrical, plumbing and carpentry work could also be subject to the law.

REALTORS® are cautioned to verify that work being done on their listings is being done by a "Certified Renovator", especially in areas where the housing stock is predominately pre-1978.

For a copy of the full text (73 pages) [click here](#)

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.

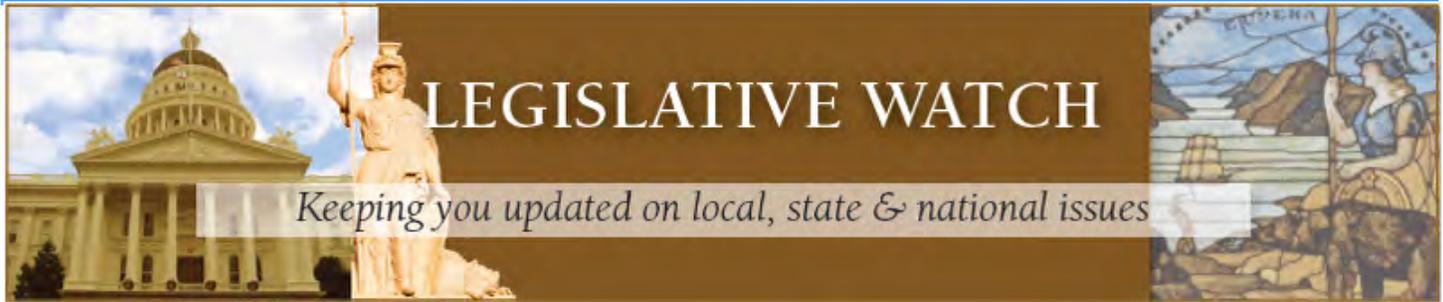
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Karen Wade
Lela Willet
Randy Ziganti

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



A Drink To Your Health And The Future Of PVWMA

Candie Noel

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



The Pajaro Valley Water Management Agency (PVWMA) is nearing a critical turning point in determining its future existence. The LGR Committee invited Dennis Osmer who is a Board of Director for the PVWMA, to tell them about the Agency's mission, history, and where it appears to be headed.

Dennis set the stage with some statistics showing the criticality of our depleting water supply. Seventy percent of the water worldwide is locked in ice. The remaining 30% is in aquifers. Agriculture uses 80% of the water in aquifers. He also commented that water comes only from precipitation, and we are using 10,000 year old water from the aquifers.

The PVWMA is managed by a Board of Directors consisting of 7 members; 4 elected and 3 appointed. The 3 appointed members represent the areas the Agency serves, the Counties of Santa Cruz (including the City of Watsonville), Monterey, and San Benito. The Agency was chartered by the State in 1984 to serve the agriculture industry by managing existing water supply, preventing the reduction of a long-term overdraft, and ensuring sufficient water to meet its needs. The Pajaro Valley basin is one of 447 separate

groundwater basins identified by the State. More importantly, the State has identified this basin as having a critical overdraft condition. According to Osmer we are using an overdraft of 18,000 – 20,000 acre feet annually.

In addition to the overdraft, Santa Cruz County has an additional predicament. Dennis stated that most bowls are four sided, such as the San Benito basin, and as the water is depleted, it is depleted evenly; it all goes down the same. Three sides of the Pajaro Valley Basin are land with the fourth side being the ocean. As water is depleted salt water intrusion occurs which degrades the existing water supply. To help with the over draft 4000 acre feet annually is piped in from Santa Clara County. (Have you wondered what that big purple pipe is for?) It is not nearly enough to off set the 18,000 acre foot overdraft.

According to Osmer, there is no current solution to resolve the 18,000 acre ft/yr usage and no plan to obtain sustainable water usage. "Nothing voluntary is working, all solutions are very expensive, and no one wants to pay.", says Osmer. New and needed projects to manage the basin and provide for sustainable water use are

expensive and cannot be considered at this time.

Osmer believes the \$11million owed from the Pajaro/Sunny Mesa lawsuit can be paid from government grant money that is due from completed projects, and if fees are reinstated the Agency can remain in survival mode.

The fee reinstatement is being proposed through a Proposition 218 Service Charge Adjustment. The charge is in the form of augmentation charges to every well owner, both metered and unmetered, and delivery water charges to those who receive water through the Agency's distribution system.

The vote which is in compliance with Proposition 218, is a protest vote from all users, parcel owners and tenants. The protest vote will take place May 19, either by mail

or in person. If 50% plus one, vote no the proposed Service Charge Adjustment will not be instituted. The votes will also be weighted based on each parcel's water usage over the last 5 years. Vote weighting is another Proposition 218 requirement.

Without the Proposition 218 Service Charge Adjustment Osmer says the Agency "will go belly up" as there will not be enough money to maintain existing projects. It is not known who would take over the agency if it goes in default. The City of Watsonville, as the biggest single user, could be a likely candidate.

The PVWMA is clearly at a very critical turning point. How its future plays out could have a large impact on the quality of our water supply, agriculture, and economy.

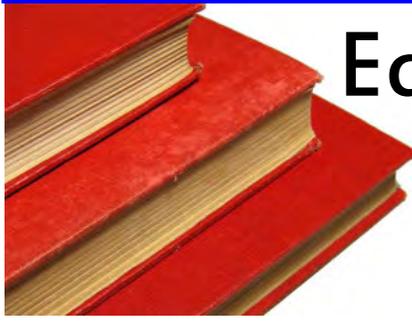
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P045151 4/04



Education and Professional Development



facebook for REALTORS®

Fri. May 7, 9:00am-12:00pm
Instructor: Bob Barrie

This is a nuts and bolts class for all real estate professionals. By attending you will learn how to use social networking, specifically facebook, to brand yourself and expand your business. Upon completion of this class you will be able to: Set your privacy; Set application settings; Find Friends; Upload & manage photos; Send email; Create a Fan Page; Add a Fan box to your web site; Upload & manage videos; Post a blog. You will also learn: What is facebook and Why be on facebook?

[Tune-Up Tuesday: Pricing Your Listings to Sell Quickly](#)

Tuesday, May 11, 1:00-2:30pm
Brought to you by the SCAOR Affiliate Committee

Don't let your listings stagnate on the market without a single offer! By using a few simple techniques, you will learn how to price your listings the right way to sell quickly. This is the first installment of the new SCAOR Affiliate Committee program "Tune-Up Tuesdays". "Tune-Up Tuesdays" will be held on the 2nd Tuesday of each month from 1:00pm-2:30pm. This program is free to SCAOR members who register before the event. Cancellation Policy: A 24hr cancellation notice to the Association is required to receive a full refund for this class. If an event is free, a credit card is required to reserve a seat. Your credit card will be charged

\$15 if you do not attend the class and fail to notify the Association of cancellation within 24 hrs of the event.

[Mortgage Loan Origination Cram Course](#)

Thurs. May 13, 9:30-5:30pm
Instructor: Duane Gomer

NEW DEADLINE: DRE LICENSEES MUST HAVE TESTS PASSED BY 9/15/10. START STUDYING. There are no other live cram courses available. About 40% of experienced brokers are failing by studying only online. Do you learn more online or in a live setting? Ask someone about Duane Gomer Seminars, 44 years of experience. The cost is only \$189.00 and will include the Respected Hondros MLO Review Book, Practice Exams, Glossary, Testing Tips, plus How To Get NMLS Endorsed, etc. Duane Gomer, who is not a Loan Originator and never was, used these materials and passed both exams with no injuries. We can really help you pass. If you fail a test, you wait 30 days to test again and fail 4 times, you wait 6 months. Space is limited; you should sign up early, pass the tests & relax. To find out more if you are required to take the exams go to the Department of Real Estate website at www.dre.ca.gov

[Condominiums & Planned Development Sellers Disclosure Requirements](#)

Wed. May 19, 9:00-11:00am
Instructor: Jacquie Berry

At this Risk Management seminar presented by Jacquie Berry You WILL learn: What is the

Stirling-Davis Act; What the REALTORS®, Sellers, and Buyers need to know; The Due Diligence of the law; Questions that are required to be answered to create Compliance and the NEW Reserve funding form HOA Financial Disclosure; The difference between Condominiums, Co-ops, & PUD™s; NEW FHA project approval and warranty requirements; How, When & Where to request docs; What the As Is, Is!; Risk Management; Third Party Review; A brief history of Common Interest Developments.

[MLS Training: Essentials of Matrix](#)

Mon. May 24, 10:30-12:00pm
Instructor: MLSListings, Inc.

This 90 minute course will provide you with the basic skill requirements for the Matrix search application. Upon completion you will have learned: Application Navigation; Inputting Search Results; Driving Directions; Adding Search Fields; Map Search; Saving Searches; Reporting & Results Options; Emailing & Printing.

Continued on Page 9

Test your knowledge

Trivial Pursuit is one of my favorite board games. And no, it isn't because my name is the answer to one of the questions!

I like it because it tests my knowledge and memory. And it isn't just limited to a particular subject.

Of course, Trivial Pursuit isn't the only way to test your knowledge. KnowledgeScore is a fun online trivia game.

You can test your knowledge on a range of subjects with quick, 20-question quizzes. They cover subjects like art, food, geography and sports.

You'll get points for each question you answer correctly. But you lose points for every second it takes you to answer.

You can take the quizzes as a guest. But, competitive types may want to register. That way, you could land a place on the top players lists.

For trivia buffs like myself, this site can become highly addictive. So, play at your own risk!

www.knowledgescore.com

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Subscribe to the **INVESTORS EDGE** for information about current Foreclosures, Notices of Default, and Trustee Deeds (REOs) in your area of interest.

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Education Offerings

Continued from Page 8

[MLS Training: Mastering Matrix](#)

Mon., May 24, . 1:00 - 2:30pm
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 Results; Statistics from Results; Customizing Results; Building Hotsheets; CMA™s from Results; Emailing Results; Auto Emailing; Area Statistics.

[Street Smart Negotiations](#)

Wed. May 26., 9:00am-2:00pm
Instructor: Charlie Krackeler

At this seminar you will learn: Information is power; Low risk places to practice negotiating skills; Different personality styles in negotiating; Common gambits used in negotiating; The offer and the counter offer; Working with deadlines (yours and theirs); Working through the dreaded deadlock; Working with buyers (as the seller); Working with sellers (as the buyer); Dare to barter, and save \$\$\$; Negotiating on the telephone; Tips for negotiating with lawyers, and much more

Real Estate Marketing Meetings Are A Hit!



Over 40 people attend the SCAOR weekly Real Estate Marketing & Tour meetings. Attendees network, pitch their listings and wants and needs while enjoying coaching and tech tips, industry updates, and the latest in local home buying programs. Each week has a new guest speaker that offers up valuable information for our members. The weekly cash pot continues to build as no one has won the drawing yet! (must be present to win). A light snack is provided by our generous sponsors. If you are interested in sponsoring this meeting, please contact Norma Milete at 831-464-2000 or norma@scaor.org

If you haven't done so come down to SCAOR on Thursday mornings at 8:00 AM and check it out. Complete details can be found on our homepage at www.scaor.org

Tour schedule for May

- May 6th
- May 13th
- May 20th
- May 27th

Save The Dates

Mark your calendars for SCAOR's General Election & Legal Update on **June 25th**

SCAOR brings back our Golf Tournament **July 16th**

For more information please contact Norma Milete (nmilete@scaor.org)

Keep an eye out in August for Summit II!

Our first Summit was such a success we are bringing it back with a local economic twist. If you missed the last Summit you won't want to miss this one!

Health Screenings at SCAOR

Precision Ultrasound will be at SCAOR on May 14th 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

2010 REACH is Here!

Our annual REACH (Real Estate and Community Help-Guide) publication is available [online](#).



If you haven't received your hard copy REACH, you can stop by the SCAOR offices to pick one up!

We Want to Hear From You!

In order to improve communication with you, our members, we are asking you to take a few minutes to complete an online survey.

There are just a few short multiple choice questions and you will be entered to win \$50!

The deadline to be entered is May 14, 2010.

Click [here](#) to begin

On Sale Now



\$6.50 each
(Regularly \$10.00)

HELP Fill The Pipeline

Continuing effective leadership of any volunteer organization, such as a REALTOR® Association, depends on keeping the natural progression of involvement. This progression starts with joining a committee then chairing a committee, becoming a director and continues through being President and thence to C.A.R. and NAR.

If you wish to enter the pipeline to leadership, call CEO Kathy Hartman to volunteer.



Good Things Are Happening!

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](#)

[Escrow Contributions](#)

Don't Forget! Housing Expo May 8th

This year's housing expo offers a wide range of great information and tools for your clients and for you! Educational offerings include first time home buyer programs, buying and selling information, investing opportunities, and home retention (avoiding foreclosure) all for FREE!

The Expo will be held Saturday, May 8th at the Twin Lakes Church in Aptos from 10 AM – 2:30 PM. For complete details please click [here](#)

We look forward to seeing you there!

Thank you to our very generous sponsors!



www.scaorhf.org



www.gtweekly.com



www.santacruzsentinel.com



www.homesandlandsantacruz.com

Housing Expo Exhibitors,

Thank you for being part of this great event!

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- De Angelo Pest Control
- Farmers Insurance
- Intero Real Estate Services
- Meyer Mortgage
- MLS Listings, Inc.
- Network Mortgage
- Santa Cruz Buyers Brokerage
- Santa Cruz Home Finance
- Santa Cruz Association of REALTORS®
- SCAOR Housing Foundation
- Short Sales Results Team
- Wells Fargo Reverse Mortgage
- Women Homeowner's Network
- Xchange Solutions
- Elite Construction Services, Inc.

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'A Taste of Santa Cruz' Booth Sponsor Kickoff is Coming!

Get involved with one of the most successful (and fun!) community fundraisers in Santa Cruz County! The 6th Annual 'A Taste of Santa Cruz' is slated for November 4th at the Coconut Grove and we are seeking booth sponsors. The Booth Kickoff Event is Wednesday June 16th at 9 AM. You are invited to come that day and pick your booth from the show floor (our new layout is a hit!).

Payment for your booth must be received at that time.

This event draws nearly 800 attendees every year and exposes you and your company to the Santa Cruz community. Contact SCAOR for more information at andrea@scaor.org or 831-464-2000.

Last year we nearly sold out at the kickoff! Be sure you're not left out this year.



Affiliate News

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

13th Annual Spring Fling & Baking Contest Cinco de Mayo Style!

Grab your sombrero and head on over to the SCAOR office at 2525 Main St. in Soquel on Wednesday, May 5th for the 13th Annual Spring Fling from 11:30am–2:00pm. We will have strolling Mariachis, cold margaritas and of course the famous and delicious BBQ provided by DeAngelo Pest Control. For your sweet tooth we will also be holding our annual baking contest. All of this food and fun for only \$10! Click [here](#) for a registration form.

Parking will be limited, so please try to carpool. No parking at Little Tampico.

Everyone is welcome to attend; we hope to see you there!

Tune-Up Tuesdays are Here!

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 Affiliate members will be hosting a variety of educational classes to all SCAOR members. Our first class will focus on understanding the appraisal and tips that will help sell your listing or how to help keep your listing from having 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.

If you are a member and would like to recommend a topic or perhaps be one of our scheduled speakers, feel free to contact



Dimitri Timm

Dimitri Timm by e-mail at dimitri@princetoncap.com, the 2010 Affiliate Committee Chair or Karen Kirwan, [click here](#), Education & Professional Services Director at SCAOR. Currently we are looking to cover the following topics: 1031 Exchanges, Title and Escrow classes, Reverse Mortgages, Staging & Home improvements, and Insurance.

Don't forget we are always looking to expand our Affiliate membership so if you know someone who would like to become an Affiliate Member please have them contact Norma Milete, our Membership Services Director at nmilete@scaor.org or by calling 831-464-2000.



Affiliate Spotlight

Chris Gordon
 GeoDisclosure
 831-469-4438
cgordon@geodisclosure.com
www.geodisclosure.com



Chris Gordon

“Santa Cruz is one of the most interesting places when it comes to geology,” Chris Gordon of GeoDisclosure explains. “Santa Cruz County is among the newest pieces of real estate on earth, geologically speaking. The land is fresh, dynamic, and full of surprises.... such as earthquakes!” He goes on to explain that if the age of the earth was 1 hour old, then by comparison Santa Cruz would be in existence for about 1 minute.

Geographically, Santa Cruz is a very diverse area, composed of a wide assortment of bedrock and soil types. This complex geology makes it a challenge to accurately determine the local geologic hazards. It is just this challenge that Chris enjoys when creating disclosure reports for Santa Cruz County.

Chris, a native Californian, came to Santa Cruz in 1992 to study at the Geology Department at UC-SC. With a degree in Earth Sciences, he began working with JCP, at the time, the only company doing Natural Hazard Disclosure. Chris worked with Jim Prendergast, founder of JCP, and helped develop industry stan-

dards in the Natural Hazard Disclosure reporting business statewide. In the early summer of 2000, Chris set off to form his own company, GeoDisclosure which specializes in Natural Hazard Disclosure for Santa Cruz and Monterey Counties. Over the last 10 years GeoDisclosure has produced more than 12,000 Natural Hazard Disclosure reports.

Chris has continued his education of the local geology by taking courses from the Santa Cruz erosion control guru Steve Singer and by participating in Resource Conservation District watershed and soil erosion workshops. The importance of this is that since the young Santa Cruz Mountain range grows every time we have an earthquake, and rainfall works to erode the mountains, it is a protracted battle for dominance which results in many erosion issues. To answer the needs of this situation, Chris offers the additional service of assessing drainage and erosion conditions for specific properties.

“There are many properties in Santa Cruz in need of proper drainage and erosion management,” Chris points out. “And while it is usually a simple

Continued on Page 12

Affiliate Spotlight
Chris Gordon

Continued from Page 11

process to correct the drainage problems, many property owners are unaware of the damage that results over time from improper drainage and subsequent erosion. Correction of drainage and erosion problems can save homeowners thousands of dollars in repairs, and in some cases, can literally save their houses.”

Chris is a strong advocate of “keeping it local,” by doing business with locally owned companies, and supporting local charity organizations. He and his wife Rebecca, a professor at UCSC, are property owners in Santa Cruz and are firmly rooted in this community.

“I consider excellent customer service the cornerstone of my business and I take pride in helping my real estate clients find quality solutions to the often complex disclosure requirements.”

Obama Administration Housing Program Offers Homeowners Huge Loan Reductions!

*Opinion by Bob Schwartz
Reprinted from Realty Times*

Sympathy keeps pouring out of the Obama administration for troubled homeowners that owe more than the current value of their homes. Not a government to tolerate the unfairness of financial distress, it has announced another housing program for under-water homeowners. Taking a \$14 billion chunk of the existing \$75 billion foreclosure-prevention program, the new program asks that banks and lenders reduce the amount that homeowners owe on their loans and offer them new loans. The new loans will be backed by the Federal Housing Administration.

In exchange for slashing the debt owed by the borrowers and participating in the administration's existing foreclosure prevention program, the lenders will receive

incentive payments from the government.

The plan also includes three to six months of temporary aid for borrowers who have lost their jobs. There will be additional payments designed to give banks an incentive to reduce payments or eliminate second mortgages such as home equity loans – a problem that has blocked many loan modifications.

Will this, the latest and greatest government housing rescue program really work? Well, so far all the prior Obama administration housing rescue plans have been dismal failures. Personally, I don't see this current plan making a significant difference. For the government to come in with this huge bail-out now, would just prolong the housing decline. I'd rather see the government stand aside and let the market forces determine the true area average home selling prices.

For those who think a government intervention is the only way out, I say do it without direct taxpayer money. The undisputed key to this recovery is housing. If the government truly wants to ignite a fire under the housing market, I personally would propose a very simplistic approach

that would have immediate results.

The government should pass a bill that allows any home purchaser, owner-occupied or investor buyer, who buys a residential property within the next two years and holds that property for a minimum of three years (and a maximum of ten) to be free of federal capital gains taxes upon selling the property. The potential tax-free profits would be a huge incentive for investors to jump back into the residential housing market. This increased demand would clear the built up housing inventory in a matter of months for most areas.

Let's face facts ... many people purchased homes way out of line with their realistic budgets. Plus, a large percentage of recent homeowners who had their home loans modified are once again behind in payments.

What is so wrong with renting? It seems that all these government programs are doing is prolonging the housing recovery.

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Bay Area Floors Has Moved!



If you haven't heard, as of February 2010, Bay Area Floors has a great new location at:

2617 41st Ave. in Soquel

They continue to provide quality work at affordable prices and unbeatable service specializing in carpet, vinyl, laminate and custom hardwood. Find them online at <http://www.bay-area-floors.com/> or give them a call at 831-662-3000.

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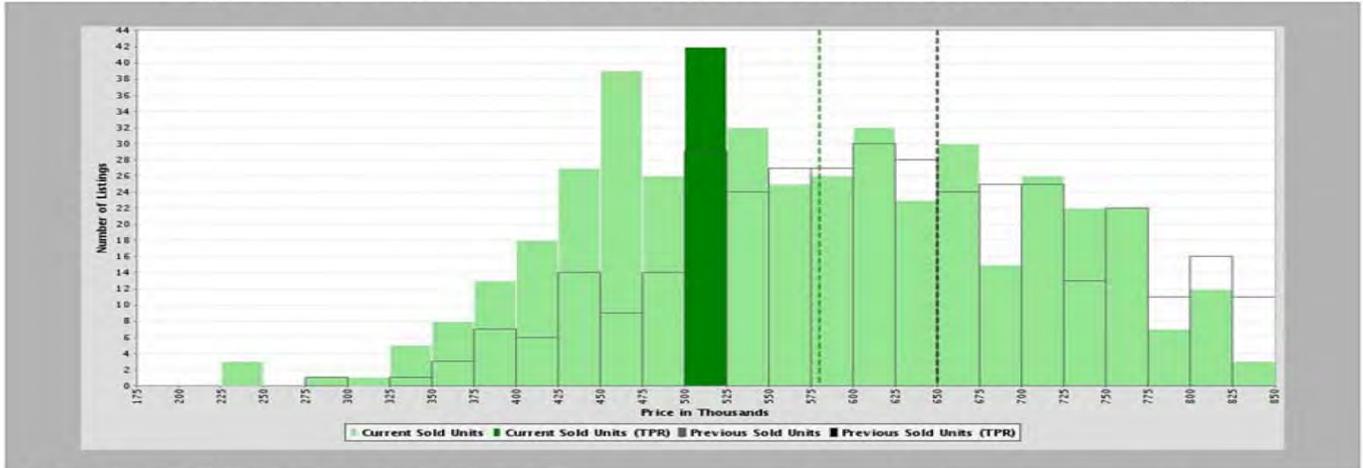
CLARUS TIP

Is Your Market Moving? Tracking a Property Profile with the Market Pricing Chart

In analyzing your local market conditions, is it easy for you to see which direction market forces have been pushing prices over a set period of time? Well it is now. The Market Pricing chart in Clarus MarketMetrics® overlays (vertical) median price lines against the Market Size backdrop. Each median line is color coordinated to “match” the histogram that it is associated with.

MLS Cloud Market Pricing REBS

Change in Market Pricing: Median Price of Sold Properties Last 365.0 Days vs. Previous 365.0 Days



The Median Price of Sold Properties in the last (most recent) 365 days to the previous 365 days has decreased by -70,000. This represents a percentage decrease of -10.8%.		Sold Median Price	Last 365 Days 580,000	Previous 365 Days 650,000	Difference -70,000	% Difference -10.8
MLS: MLSstngs	Construction Type: All	Bedrooms: All	Bathrooms: All	Lot Size: All		
Property Types:	Residential Property: (Detached Single)			Sq Ft: All		
Cities:	Santa Clara					
Target Price Range:	\$500,000-\$525,000	Range Increment: \$25,000	Suggested Price:			

The default time frame for this measurement is the Last 365 days vs. the Previous 365 days. Thus, there is no seasonality involved in the measurement. Shorter time frames are available for “moving” markets. When using these shorter time frames make sure you appreciate which months are included in each and if any “seasonality” might be involved, etc.

MLS Cloud Market Pricing REBS

Change in Market Pricing: Median Price of Sold Properties Last 365.0 Days vs. Previous 365.0 Days

Price Range (000's)	# Sold Transactions				Basic Value Attributes - Last 365 Days					Basic Value Attributes - Previous 365 Days				
	Last 365 Days	Previous 365 Days	Change	% Change	BD	BA	SQFT	Lot Size (SQFT)	\$/SQFT	BD	BA	SQFT	Lot Size (SQFT)	\$/SQFT
175-200	0	0												
200-225	0	0												
225-250	3	0	3		2	1	784		300					
250-275	0	0												
275-300	1	1	0	0.0	3	1	1,144		249	3	2	1,127		264
300-325	1	0	1		2	1	743		417					
325-350	5	1	4	400.0	3	1	899		373	3	1	875		373
350-375	8	3	5	166.7	3	1	901		397	2	1	875		416
375-400	13	7	6	85.7	3	1	1,048		366	3	1	1,001		386
400-425	18	6	12	200.0	3	1	1,058		388	3	1	1,005		412
425-450	27	14	13	92.9	3	2	1,184		367	3	1	1,045		418
450-475	39	9	30	333.3	3	2	1,223		374	3	1	914		504
475-500	26	14	12	85.7	3	2	1,220		397	3	2	1,215		401
500-525	42	29	13	44.8	3	2	1,257		405	3	2	1,224		416
525-550	32	24	8	33.3	3	2	1,380		387	3	2	1,269		419
550-575	25	27	-2	-7.4	3	2	1,445		386	3	2	1,214		461
575-600	26	27	-1	-3.7	3	2	1,329		439	3	2	1,256		467
600-625	32	30	2	6.7	3	2	1,558		392	3	2	1,314		464
625-650	23	28	-5	-17.9	3	2	1,548		409	3	2	1,406		453
650-675	30	24	6	25.0	3	2	1,566		421	3	2	1,508		437
675-700	15	25	-10	-40.0	3	2	1,659		413	3	2	1,538		443
700-725	26	25	1	4.0	3	2	1,696		419	3	2	1,482		480
725-750	22	13	9	69.2	3	2	1,774		413	3	2	1,515		487
750-775	22	22	0	0.0	3	2	1,817		418	3	2	1,606		470
775-800	7	11	-4	-36.4	4	3	2,042		385	3	2	1,677		469
800-825	12	16	-4	-25.0	4	2	2,117		383	3	2	1,629		496
825-850	3	11	-8	-72.7	4	2	1,972		424	3	2	1,617		516
850-875	8	12	-4	-33.3	3	2	1,966		436	3	2	1,674		512
875-900	5	2	3	150.0	4	3	2,010		440	3	2	1,605		551
900-925	3	11	-8	-72.7	4	2	2,219		406	3	2	1,890		482

It facilitates a comparison of what comprised the main property profile during each period, i.e. bedroom and bathroom count, square footage, and lot size. The question to ask is always, “Has the property profile changed over time in this segment, i.e. will I get more or less for my money? How do square footage, lot size and price per square foot compare over the two time periods?” This is very important information to inform you of the dynamics within the price segment.



May 2010



Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 11:00am Events Comm. 	4	5 Spring Fling Cinco de Mayo BBQ 	6 8:00-8:45am Tour Marketing Meeting	7 8:30am Board of Directors 9am 2pm facebook for REALTORS®	8 10:00am-2:30pm SCAOR Housing Expo
9	10 8:30am Affiliate Committee	11 1:00-2:30pm Tune-Up Tuesday 2:30-3:30pm SCAORHF Meeting	12 8:30-4:30pm Orientation 10:00am ATOSC Meeting 12:00-1:00pm SCAORHF Fundraising	13 8:00-8:45am Tour Marketing Meeting 9:30am-5:30pm MLO Cram Course	14 9:00am-4:00pm Precision Ultrasound Health Screenings	15
16	17	18	19 9:00-11:00am Disclosure Requirements For Condo's & PUD's	20 8:00-8:45am Tour Marketing Meeting	21 8:30am Local Gov't Relations Committee	22
23	24 10:30am-12:00pm Essentials of Matrix 1:00-2:30pm Mastering Matrix	25	26 8:30am Budget & Finance 10:00am Education Committee 9:00am-2:00pm Street Smart Negotiating	27 8:00-8:45am Tour Marketing Meeting	28	29
30	31 Memorial Day SCAOR Office Closed 					

NEW MEMBERS APRIL 2010

REALTOR® Members

American Dream Realty

Monique Watkins

Thunderbird RE

Ian Hamilton Swift

**Coldwell Banker Residential
Brokerage**

Katie Malone

UMax Capital

Jon Twaddle
Scott Roseveare

David Lyng Real Estate

Nick Thomas
Tommy Little
Sandi Garcia

Vanguard REALTORS

Christopher Charman

Zip Realty

Suzanne Russell

R.E.D Group

Gayle Topping

New Affiliate Member

ShowHomes of Monterey/SC
Roy Krautstrunk

The right paper for the job

The other night, I was helping a neighbor's son with his school-work. He needed some graph paper for a project.

Unfortunately, they didn't have any graph paper in the house. And I didn't feel like driving to town to the office supply store.

So what did I do? I hopped online, of course! I headed directly to Printable Paper.

Printable Paper features many types of paper. You'll find paper for composing music or for practicing penmanship as well

as for most other personal and business uses.

There are lined papers and graph papers. And the papers are available in a variety of sizes! Bookmark the site as you will probably go back to it again and again

You'll need Adobe Reader to print the paper. Fortunately, Adobe Reader is free, just like the paper on Printable Paper!

www.printablepaper.net