

REALTOR®

Legislative Day 2019

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President's Message



The Rewards of Service

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At my installation as your 2019 President in January, I shared that the theme for my presidency is “Building Better Business.” Like you, I want to see REALTORS® remain at the heart of the real estate transaction today and well into the future. To keep our pre-eminent place in the market, I suggest that now more than ever, we as REALTORS® need to clearly show the value we bring to our clients, future clients and our community as a whole. I’m pleased to tell you that we’re doing just that.

Every year brings change. One of the first we’ve seen this year are the new sewer lateral inspection ordinances in the City and County of Santa Cruz. While the City’s program is fairly straightforward, the County program has some rough edges which we’re working with the county Department of Public Works to smooth out. I have been amazed and thrilled to see our members step up selflessly and volunteer their time, energy and talent to help define the problems and brainstorm solutions. Solutions which will be of significant benefit to our members, our clients, property owners and the community at large.



I also said that with all the changes coming our way we’ll be required to sacrifice time, money and convenience if we are to continue to succeed. Here too I’ve been blown away by the willingness of our members to dig deep and do more. For example, on May 1st of this year, our Association participated in “Legislative Day” in Sacramento to a much greater degree than we’ve done in recent memory. We had one of the largest contingents of local REALTOR® association members joining over 2,500 REALTORS from across the state to meet with our state representatives to talk about issues affecting the California housing market. Dozens of Santa Cruz County Association of REALTORS gave an entire day, starting for most at 5:30 AM and ending at 9:30 PM. For those that made the trip, I want to say THANK YOU from the bottom of my heart. You rock!

There’s still much more that we’ll have to tackle this year - from stepped up point of sale requirements for septic systems, rent control, permanent room housing overlays for the county, consideration of MLS providers, advocacy for housing construction via California Senate Bill 50 (aka SB50, which is co-sponsored by the California Association of REALTORS®) - we have our work cut out for us. I hope you will join me in rolling up our sleeves and pitching in! There’s tremendous satisfaction that comes from volunteering your time and talent for the betterment of our community. I invite you to participate so that you too can experience and appreciate the many rewards that come from service above self.



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Legislative Day 2019



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WELCOME TO THE CLUB!

These members stepped up their game during Legislative Day and became our newest members of our Centennial Club! To learn how to become a club member please call SCCAR at 831-464-2000.



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TECHNOLOGY IS THE KEY TO BROKERAGE SUCCESS

Technology won't replace the agent, but an agent with technology will replace one without it.

When I first joined my brokerage as the vice president of business development, I had a relatively narrow view of what my responsibilities would look like. I would help generate business for the agents, recruit for the offices, and potentially evaluate, analyze and structure growth and acquisition opportunities. Coming from the software world, I assumed the title reflected the responsibilities of the position. However, the last year has shown me that no position can live in a bubble—it must work with other positions to share a recipe for success. Technology infrastructure is key to that success.

Traditional leadership positions are no longer as simple to define. Sales managers, recruiters, coaches, trainers, business development, marketing—they all have core responsibilities, but they also have one large common denominator: They have to be comfortable with technology and always thinking about how to leverage it to increase the brokerage's bottom line.


NEW ROLES FOR CTO

The days of a CTO having the sole responsibility for technology infrastructure is no longer applicable in the real estate world. All positions are responsible to increase the bottom line. They are all responsible for finding ways the company can use systems and integrate platform data to

create a recipe for success that can be replicated from agent to agent within the brand.

York Baur, CEO of MoxiWorks, explained this concept quite eloquently, "The success of a brokerage is directly connected to recruiting and retention and agent productivity is the key to recruiting and retention. If agents are productive, they won't want to leave, and it will be easier to get other agents to join your company. Productivity is tied to a specific methodology or system, which is nothing more than documenting, training, and coaching to a specific set of tasks or activities to succeed with your unique value proposition, in your unique market. Technology must be leveraged to reinforce those systems with the agents, managers, trainers, and coaches. At the end of the day, the success of a brokerage is directly connected to the company's ability to leverage technology to reinforce the systems that will help agents sell more real estate.

Leaving the Annual LeadingRE conference recently, I was humbled at the diverse expertise top leaders throughout this industry hold. What's clear is that they all have comfort with technology and don't shy away from it. I say this often and will likely say this many more times—technology will never replace the agent, but an agent with technology, will replace one without.



At the end of the day, the success of a brokerage is directly connected to the company's ability to leverage technology to reinforce the systems that will help agents sell more real estate.

Warren Dow is the VP of Business Development at Peabody & Smith Realty based in New Hampshire.

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WELCOME

WE'RE GLAD YOU ARE HERE!

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As a reminder, if you are not at the home you have listed on our tour and have not called us with a cancellation notification a \$100 find could be assessed. It is a great courtesy to your fellow agents to try to be at the property, but we understand things happen – just let us know so we can tell other members by calling 831-464-2000 or email katy@mysccar.org

NAR Seeking REALTORS® Who Give Back for Good Neighbor Awards

Five winners will receive \$10,000 for their nonprofit

The National Association of REALTORS® seeks nominations for the 20th annual Good Neighbor Awards, which recognizes REALTORS® who have made an extraordinary impact on their communities through volunteer work.

Five winners will be announced in the November/December issue of REALTOR® magazine and at the 2019 REALTORS® Conference & Expo in San Francisco. The winners will receive a \$10,000 grant for their community cause, national publicity, and travel expenses to the convention where they will be honored.

“This year, we celebrate the twentieth year of the Good Neighbor Awards,” said NAR President John Smaby, a second-generation REALTOR® from Edina, Minnesota and broker at Edina Realty. “We are incredibly proud of the good work of nearly 200 Good Neighbor Award recipients in the U.S. and across the globe through their dedicated volunteer service since this program launched in 2000.”

The 2018 winners were Omayra Borges, Reality Realty, San Juan, Puerto Rico, cofounder of Fundacion Mochileando 100x35; Chet Choman, Colorado Realty and Land Co., Alamosa, Colorado, cofounder of La Puente Home; Jeremy Lichtenstein, RE/MAX Realty Services, Bethesda, Maryland, founder of Kids In Need Distributors (KIND); Joy Nelson, Haugan Nelson Realty, Watertown, South Dakota, founder of Joy Ranch; and Elias Thomas, III, EXIT Key Real Estate, Shapleigh, Maine, leader of a Rotary International project to build dams in rural India.

Previous Good Neighbor Award winners say their charity benefits from the grant money and the increased public exposure. “The Good Neighbor Award legitimized Heart 2 Home and put a national focus on what we were doing locally,” said 2009 Good Neighbor Award winner Greg Adamson. “Having Good Neighbor behind us made everything easier from fundraising to media relations. It’s amazing how the exposure of the Good Neighbor Award has opened doors for us that never would have been opened otherwise!”

2018 Good Neighbor Award winner Joy Nelson says that her charity continues to benefit from the media exposure that resulted from winning the Good Neighbor Award. “The incredible exposure the Joy Ranch received through the Good Neighbor Awards Program has brought people all over the nation to inquire more about the ranch,” says Nelson. “People now understand all the quality of life issues that we address and it motivates me to work harder to help even more.”

The Good Neighbor Awards are generously supported by primary sponsor realtor.com and Wells Fargo Home Lending.

Good Neighbor Award entries must be received by May 10, 2019. For more details and an entry form, go to nar.realtor/gna or call 800-874-6500.



NATIONAL ASSOCIATION OF REALTORS®

Local Planning Departments Panel

Be in the Know About New Developments

Wednesday, May 15, 2019

9:30 - 11:30 AM at SCCAR, 2525 Main St., Soquel

Find out what's coming up in the cities of Santa Cruz, Capitola, Watsonville, Scotts Valley and the County from a panel of local Planning Department experts. Presenters will speak about building, development, long range planning and special projects happening in their cities.

Speakers*:

County of Santa Cruz, Julie Conway

City of Santa Cruz, Alex Khoury

City of Watsonville

City of Scotts Valley, Taylor Bateman

City of Capitola Katie Herlihy

*presenters subject to change

Registration fees: \$10 member, \$15 at the door, \$20 nonmember

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

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Presented by the SCCAR Education Committee

MAY & JUNE EDUCATION CALENDAR

MLSListings: Required Training

Friday, MAY 3, 2019

9:30 am - 11:30 am

Instructor(s): Mark Messimer, MLSListings, Inc.

This is the first and only class you are required to attend as an MLSListings subscriber. This powerful lecture-style course will jumpstart your effectiveness with your new MLS. You will learn how to conduct business, get support, stay out of trouble, and take advantage of the many benefits of your subscription. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

Matrix 101: The Essentials

Friday, MAY 3, 2019

1 - 2:30 PM

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLSListings, Inc.

If you can't find it, you can't sell it! Matrix is the system you will use to search through the rich MLSListings data that is at your fingertips. In this introductory Matrix class, you will learn the fundamentals of Matrix searching and reporting. In this lecture style class, you will learn how to set up and manage your dashboard, how to start and save search, how to generate reports and get them to your clients, and much more. This class will get you going now and set you up for the next level Matrix courses.

From the Plumbers: What You REALLY Need to Know About Sewer Lateral Inspections

Wednesday, MAY 8, 2019

9:30 - 11:30 am

Cost: \$5 in advance for members, \$10 at the door

Hear it straight from the plumbing experts in the field who are navigating hundreds of questions about sewer laterals. Attend this special add-on to our sewer lateral training and be in the know NOW saving you and your clients valuable time.

Local Planning Departments Panel

Wednesday, MAY 15, 2019

9:30 am - 11:30 am

Cost: \$10 in advance & \$15 at the door for members, \$20 nonmembers

Instructor(s): See speaker list in the description

Be in the Know About New Developments! Find out what's coming up in the cities of Santa Cruz, Capitola, Watsonville, Scotts Valley and the County from a panel of local Planning Department experts. Presenters will speak about building, development, long range planning and special projects happening in their cities. Speakers*: County of Santa Cruz, Julie Conway City of Santa Cruz, Alex Khoury City of Watsonville, Suzi Merrriam City of Scotts Valley, Taylor Bateman City of Capitola Katie Herlihy *pre-senters subject to change Sponsored by Jose Mendoza, Karma Mortgage Solutions [View Flyer](#)

How Do I: Utilize the MLS Toolset

Wednesday, MAY 29, 2019

1 - 2:30 PM

Cost: Free with RSVP

Utilize your current toolset by getting assistance with any product! This question and answer workshop encourages agents to drill down to their exact tool issue and get it resolved quickly, on the spot if possible. Listen to other agent issues and learn about new tool strategies and applications. Even if you don't have any of your own tool-related questions, attend the class and gain insight into different approaches. Mobile or desktop, Matrix or Paragon, tax data or CMA preparation, listing management or statistics gathering, we're ready to cover it!

Matrix 201: Beyond the Basics

Wednesday, MAY 29, 2019

10 - 11:30 AM

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLSListings, Inc.

Build upon the skills learned in the Essentials class with a focus on searching with maps, customizing data results to meet your specific needs, and communicating your findings to your client. Learn to customize your dashboard, update saved searches and auto emails, utilize the map features to see boundary layers according to zip code, city lines, school districts and attendance zones, and MLS areas. This intermediate-level course advances your search and report skills and allows you to better service your clients' unique needs for property data.

Listing Management

Friday, JUN 7, 2019

1 - 2:30 PM

Cost: Free for SCCAR members with RSVP

Instructor(s): Mark Messimer, MLSListings, Inc.

Listings are hard to come by so when you do get them, it's important that you know how to add them to the MLS correctly. This course will teach you how to add and update your listings on the MLSListings platform. You will also get a refresher in how to stay out of trouble and get support.

MLSListings: Required Training

Friday, JUN 7, 2019

9:30 am - 11:30 am

Instructor(s): Mark Messimer, MLSListings, Inc.

This is the first and only class you are required to attend as an MLSListings subscriber. This powerful lecture-style course will jumpstart your effectiveness with your new MLS. You will learn how to conduct business, get support, stay out of trouble, and take advantage of the many benefits of your subscription. Contact the MLS 800-546-5657 to register. SCCAR does not take registrations for this class.

Duane Gomer License Renewal

Wednesday, JUN 26, 2019

8:45 am - 12 pm

Cost: SCCAR Members: \$99 for textbook, \$89 for PDF

Nonmembers: \$115 for textbook, \$105 for PDF

What the program will cover: • All students will receive the three-hour mandatory courses of agency, ethics, trust funds, fair housing, risk management, management & supervision and two consumer protection course by textbook or pdf. • Classroom testing on 15-hour Property Management course immediately following the course. • Instructions for online exams covering the remaining 30-hours will be given at the seminar. • All testing in accordance with current CalBRE rules. View Flyer

Matrix 101: The Essentials

Wednesday, JUN 26, 2019

10 - 11:30 AM

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLSListings, Inc.

If you can't find it, you can't sell it! Matrix is the system you will use to search through the rich MLSListings data that is at your fingertips. In this introductory Matrix class, you will learn the fundamentals of Matrix searching and reporting. In this lecture style class, you will learn how to set up and manage your dashboard, how to start and save search, how to generate reports and get them to your clients, and much more. This class will get you going now and set you up for the next level Matrix courses.

How Do I: Utilize the MLS Toolset

Wednesday, JUN 26, 2019

1 - 2:30 PM

Cost: Free with RSVP

Instructor(s): Mark Messimer, MLSListings, Inc.

Utilize your current toolset by getting assistance with any product! This question and answer workshop encourages agents to drill down to their exact tool issue and get it resolved quickly, on the spot if possible. Listen to other agent issues and learn about new tool strategies and applications. Even if you don't have any of your own tool-related questions, attend the class and gain insight into different approaches. Mobile or desktop, Matrix or Paragon, tax data or CMA preparation, listing management or statistics gathering, we're ready to cover it!

Register for classes online at www.mysccar.org or call SCCAR at 831-464-2000.
Unless specified otherwise, all classes are held at SCCAR, 2525 Main St., Soquel, CA.



SPRING Fling

Wednesday, May 22, 2019

11 AM - 2 PM / SCCAR PATIO / 2525 Main St.
\$10 in Advance / \$15 at the door & nonmember

Get your tickets at www.mysccar.org or call 831-464-2000

JOIN US FOR AN AFTERNOON OF FUN, FOOD & MARGARITAS!

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Bakers, Show Us What You've Got!

Win prizes for 1 & 2nd place in our baking contest!
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HOME SELLERS DON'T UNDERSTAND REAL ESTATE COMMISSIONS

Many homeowners are misinformed about how much it actually costs to sell a home, according to a new study of prospective home sellers.



Emerging technologies and data-driven startups are empowering consumers and fundamentally changing the way they buy and sell properties. What's more, discount and nontraditional brokerages are challenging the longstanding reign of the traditional realtor model.


To get a clearer picture of the evolving role of the real estate agent—and the mindset of home sellers in 2019—St. Louis-based Clever Real Estate recently surveyed 1,000 Americans who indicated they were planning to sell their homes within the next year.

What they found was that the average homeowner remains ill-informed about real estate commissions. The survey found that 45 percent of home sellers didn't know they were expected to pay the buyer's agent commission.

The findings echo concerns voiced earlier in the year by the Consumer Federation of America, which called for improvement of disclosure laws, and an outright ban of dual agency.

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Why many sellers use the internet to find and vet real estate agents, most (50%) said they rely on referrals from friends and family.

Tom O'Shaughnessy, author of the report from Clever Real Estate, said the poll showed 37 percent of home sellers would consider dual agency, and 46 percent were unsure. These types of arrangements are controversial, as dual agents have no clear fiduciary responsibility to either party involved in the sale.

O'Shaughnessy said that despite wide-spread industry disruption, real estate professionals still have a crucial role to play in the home-selling process—and it's unlikely that demand for their services is going to go away anytime soon. Most home sellers—even those trying to sell for sale by owner (FSBO)—still need a real estate agent. About 50 percent of respondents said they wouldn't feel comfortable negotiating with buyers, and about 62 percent wouldn't feel comfortable finding and completing the necessary paperwork for closing.

Clever's poll found that many home sellers are on the fence about using a real estate agent, said O'Shaughnessy: 32 percent were unsure if they'd end up using an agent, and 14.5 percent said they were planning to try to sell FSBO.

Here are some other takeaways from the study:

- Sellers are preparing for a housing market slowdown. Some 65 percent of respondents said they're willing to wait longer for a better price versus 35 percent of respondents who said their No. 1 goal was to sell as quickly as possible.
- Consumers are almost ready for AI technology in real estate. Approximately 50 percent of respondents said they would be willing to sell their home using an AI platform that finds potential buyers, and 37 percent believe existing AI tech could outperform a human real estate agent.
- While many sellers use the internet to find and vet real estate agents, most (50%) said they rely on referrals from friends and family.
- According to survey respondents, the most challenging part of selling a home is preparing it for sale (27%), followed by attracting buyers (20%), pricing it correctly (18%), finding a good real estate agent (13.5%), negotiating with buyers (10.7%), and handling all of the paperwork (9.7%)

The key takeaway is that many home-owners simply don't understand all of the costs involved in selling a home. Real estate agents should set realistic expectations at the outset to avoid nasty surprises and difficult conversations further down the line. This is especially true for first time home sellers, who were 53 percent more likely to believe home buyers pay commissions than experienced home sellers.

The average homeowner remains ill-informed about real estate commissions. The survey found that 45 percent of home sellers didn't know they were expected to pay the buyer's agent commission.

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Santa Cruz County Housing Needs Still Lag Behind

The City of Watsonville presented its annual housing element at the April 9 city council meeting. The report is troubling for the pipeline of housing in Watsonville, as in 2018 only 6 applications for housing units were submitted for planning permits for a total of 177 units. Of those applications only 155 housing units were approved in 2018. And only 20 units were given certificate of occupancy in 2018. It is important to work with city leaders on zoning and other standards that would maximize the highest and best use of land so that an appropriate amount of housing can be built to meet demand.

It is recommended that you read page 8 of the element to learn more about the City's Housing agenda as it describes progress of all programs including local efforts to remove governmental constraints to the maintenance, improvement, and development of housing as identified in the housing element. Programs include a mobile home park zoning overlay, first time homebuyer programs, relocation assistance, density bonuses, and more. Many of these are proactive policies, but the concern with any housing element for a city is when the supply lags demand and more restrictive policies that impact property rights come into place such as rent control. Read Report Here: <http://tinyurl.com/y23k5smy>



Victor Gomez
Government Affairs Director
gad@mysccar.org



SCCAR ANNUAL CHARITY GOLF TOURNAMENT

Friday, July 19, 2019

Seascape Golf Course

610 Clubhouse Dr.

Aptos, CA



EARLY BIRD
PRICING FOR
GOLF &
CORNHOLE!

SCCAR's Annual Charity Golf Tournament is going back to the 80's and Caddyshack (aka bad golf attire) is the theme!

Ticket price includes 18 holes of golf, cart, lunch and dinner!
Price prior to June 30 is \$ 150, after \$ 165. Sign up on reverse
or call 831-464-2000

PRIZES

Awarded for best (or worst per this year's theme) dressed, closest to the pin, longest drive and more!

NEW THIS YEAR!

Corn Hole Tournament for non-golfers, starting at 4:00 pm Ticket price includes dinner!
Early bird \$ 45 prior to June 30, \$ 55 after

SCHEDULE

Registration begins: 10:30 am
Shotgun starts: 1:00 pm
Dinner, Awards & Raffle: 6:00 pm

RAFFLE

Enter our raffle and
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Karen Kirwan at
kkirwan@mysccar.org

Funds raised will benefit the Santa Cruz
County Association of REALTORS Housing
Foundation, Pajaro Valley Shelter Services
and Habitat for Humanity



MORE PRIVATE FLOOD INSURANCE COMPETITION?

As Congress continues to debate comprehensive reform of the National Flood Insurance Program (NFIP), federal banking regulators have published a final joint regulation allowing for broader acceptance of private flood insurance policies.

The National Flood Insurance Act of 1968 made federally subsidized flood insurance available through the National Flood Insurance Program (NFIP) to cover gaps left by the withdrawal by private insurers from the flood insurance market. The Flood Disaster Protection Act of 1973 required property owners in Special Flood Hazard Areas to purchase flood insurance when purchasing a mortgage originated, guaranteed, or purchased by a federal agency, federally-regulated lender, or Fannie Mae/Freddie Mac.

RENEWED INTEREST BY PRIVATE INSURERS

In recent years, private insurers have expressed renewed interest in providing flood coverage, due to advances in flood risk quantification and increases in capital market capacities. However, few private insurers can compete with the NFIP, which offers cheap subsidized rates but has had to borrow \$30 billion from the government to pay for its claims from flood disasters like Katrina, Sandy, and Harvey. Private insurers currently are estimated to issue only 3.5 percent to 4.5 percent of all U.S. residential flood policies.

In an effort to enhance private flood insurance competition, Congress passed the 2012 Biggert-Waters Act, which require that federally regulated lenders accept private flood insurance as defined in the Act. On February 12, federal banking regulators (the OCC, the Federal Reserve Board, the FDIC, the Farm Credit Administration, and the National Credit Union Administration) published a joint proposed rule to implement this law.

Here are some of the Rule's highlights:

WHICH PRIVATE FLOOD INSURANCE POLICIES MUST BE ACCEPTED

Federally regulated lenders must accept private flood insurance policies providing coverage that is “at least as broad” as the coverage provided under a Standard Flood Insurance policy (SFIP) issued under the NFIP for the same type of property, including when considering deductibles, exclusions, and conditions offered by the insurer.

Some commenters on the proposed rule asked whether policies with anti-concurrent causation clauses would be considered “at least as broad” as an SFIP, meaning that they qualify as “private flood insurance” that must be accepted by lenders. Anti-concurrent causation clauses provide that if a loss is caused by two perils (such as wind and flooding), one of which is excluded and one of which is covered, the loss is not covered. The regulators responded that the SFIP includes what is effectively an anti-concurrent clause and that as long as the private policy's anti-concurrent causation clause excludes losses to not a greater degree than an SFIP that it qualifies as a private insurance policy.



A STREAMLINED PROCESS

To assist smaller lenders that often were confused by the statutory definition of private flood insurance, the Rule provides for a “streamlined compliance aid provision” that allows lenders to determine, without further review, that a policy meets the definition if the policy (or an endorsement) contains the following language: “This policy meets the definition of private flood insurance contained in 42 U.S.C. 4012a(b)(7) and the corresponding regulation.”

DISCRETIONARY ACCEPTANCE OF PRIVATE INSURANCE OUTSIDE THE STATUTORY DEFINITION

Significantly, the Rule has a discretionary acceptance provision that allows lenders to accept policies that don’t meet the strict statutory definition of private flood insurance, so long as they provide sufficient protection for a designated loan, are consistent with general safety and soundness principles, and the lender documents its conclusion regarding the sufficiency of the protection in writing.

MUTUAL AID SOCIETY PLANS

The Rule also allows lenders to accept, under certain conditions, private flood coverage issued by mutual aid societies, under which members share a common religious, charitable, education or fraternal bond.

CONTINUOUS COVERAGE STILL A CONCERN

The Rule does not address the issue of continuous coverage, which the NFIP considers when determining flood insurance rates. Since the NFIP does not officially recognize private flood policies, it considers anyone who leaves the program to purchase a private policy to have had a gap in coverage, which could affect their rates if the homeowner later decides to return to the NFIP. The National Association of Realtors® (NAR) states on its website that it will be following up with the regulators on this and other issues, such as whether surplus lines residential coverage is included.

Enhanced private competition could provide more flexible flood policies, lower costs for some homeowners, and reduce the NFIB’s financial risk after major disasters. This Rule—which takes effect July 1, 2019—is a first step towards expanded lender acceptance of private flood insurance policies, which should be a boost to the growing private flood insurance market.



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Santa Cruz County Market Statistics

March 2019: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	31	59	20	36	\$1,155,092	\$1,005,000	\$523	99%	\$23,101,840	2,092	20,155	4.1
Ben Lomond	6	12	2	53	\$657,500	\$657,500	\$501	98%	\$1,315,000	1,325	28,389	4.5
Boulder Creek	11	22	7	94	\$492,571	\$538,000	\$491	98%	\$3,448,000	1,052	34,356	3.3
Capitola	12	21	4	49	\$1,344,750	\$1,297,500	\$923	100%	\$5,379,000	1,483	4,118	5.7
Corralitos	4	4	2	58	\$1,147,000	\$1,147,000	\$383	94%	\$2,294,000	2,994	147,581	6
Davenport	1	1	0									
Felton	15	18	7	55	\$710,000	\$780,000	\$488	102%	\$4,970,000	1,643	46,491	2.8
Freedom	2	2	1	7	\$400,000	\$400,000	\$391	108%	\$400,000	1,024	7,275	2
La Selva Beach	1	1	2	176	\$856,944	\$856,944	\$929	102%	\$1,713,888	1,164	12,916	1.5
Los Gatos	5	16	5	70	\$1,415,400	\$1,450,000	\$556	96%	\$7,077,000	2,664	417,070	4.4
Mount Hermon	1	2	0									
Santa Cruz	82	131	40	45	\$1,021,049	\$966,000	\$619	100%	\$40,841,961	1,728	17,655	4.2
Scotts Valley	13	20	12	27	\$1,068,333	\$914,500	\$548	99%	\$12,820,000	2,018	19,023	2.4
Soquel	9	16	6	55	\$951,041	\$905,625	\$586	100%	\$5,706,250	1,648	32,641	4
Watsonville	19	44	12	139	\$656,500	\$682,500	\$462	98%	\$7,878,000	1,582	47,851	4.9
Royal Oaks	5	9	4	46	\$622,222	\$600,000	\$450	100%	\$2,488,888	1,435	71,899	3
Summary	217	378	124	65	\$ 892,743	\$881,285	\$512	99.6%	\$119,433,827	1,704	64,816	3.8

March 2019: Santa Cruz County - Common Interest Development

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Aptos	12	31	12	16	\$714,291	\$616,000	\$518	99%	\$8,571,500	1,368	1,301	3.1
Capitola	7	10	6	38	\$505,833	\$492,500	\$511	100%	\$3,035,000	962	784	2
Freedom	0	0	0									
La Selva Beach	1	1	0									
Santa Cruz	13	29	9	105	\$549,000	\$565,000	\$482	96%	\$4,941,000	1,125	1,044	3.2
Scotts Valley	5	7	7	90	\$617,595	\$548,500	\$462	98%	\$4,323,169	1,360	1,496	1.2
Seacliff	0	1	0									
Soquel	1	3	1	50	\$574,000	\$574,000	\$476	99%	\$574,000	1,205	1,263	9
Watsonville	5	11	4	70	\$412,493	\$392,488	\$342	98%	\$1,649,975	1,262	1,514	3.3
Summary	44	93	39	62	\$562,202	\$556,750	\$479	98%	\$ 23,094,644	1,214	1,234	3.6

Quarterly Santa Cruz County Housing Statistics

Q1 2019: Santa Cruz County - Single Family Residential

City	New	Inventory	Sold	Avg. DOM	Avg. Sale Price	Median Sale Price	Median \$/Sqft	% LP Rec'd	Sale Volume	Avg. Home Sq. Ft.	Avg. Lot Sq. Ft.	Months of Inventory
Adult Village	11	11	3	28	\$357,333	\$340,000	\$388	97%	\$1,072,000	917	5,068	11
Aptos	18	15	12	35	\$977,750	\$962,500	\$470	99%	\$11,733,000	2,203	88,195	3.8
Ben Lomond	14	12	9	37	\$754,888	\$669,000	\$467	101%	\$6,794,000	1,575	40,949	4
Boulder Creek	26	22	20	95	\$616,210	\$563,250	\$457	99%	\$12,324,200	1,424	208,322	3.3
Capitola	22	20	10	78	\$1,440,900	\$1,347,500	\$788	98%	\$14,409,000	1,701	4,214	6
Corralitos	7	4	3	45	\$999,666	\$1,059,000	\$385	96%	\$2,999,000	2,494	103,368	4
Davenport	1	2	0									
Felton	18	13	13	35	\$675,769	\$699,000	\$489	102%	\$8,785,000	1,543	19,046	3
La Selva Beach	2	3	3	102	\$1,249,629	\$1,285,000	\$704	97%	\$3,748,888	1,653	12,066	3
Scotts Valley	24	13	19	28	\$965,026	\$880,000	\$541	99%	\$18,335,500	1,877	12,121	2.1
Seacliff	8	5	10	80	\$1,295,620	\$1,006,600	\$680	98%	\$12,956,200	1,665	5,384	1.5
Soquel	36	28	16	55	\$961,311	\$949,000	\$573	100%	\$15,380,986	1,710	30,135	5.3
Watsonville	20	17	11	82	\$529,636	\$585,000	\$356	99%	\$5,826,000	1,395	6,586	4.6
Empire Grade Road	8	4	7	15	\$872,285	\$942,000	\$431	102%	\$6,106,000	2,069	107,095	1.7
Bonny Doon Central	1	1	1	95	\$884,000	\$884,000	\$352	98%	\$884,000	2,508	48,134	3
Hall Road, Las Lomas, Aromas	9	7	4	74	\$512,472	\$532,444	\$417	100%	\$2,049,888	1,295	11,893	5.3
College Road	1	2	1	44	\$650,000	\$650,000	\$340	93%	\$650,000	1,910	12,720	6
Rio Del Mar/ Seascape	40	38	20	63	\$1,311,967	\$1,198,750	\$556	97%	\$26,239,340	2,068	10,330	5.7
Live Oak	47	32	18	51	\$1,012,091	\$939,500	\$607	98%	\$18,217,645	1,601	6,261	5.3
East Santa Cruz	43	26	26	44	\$1,011,664	\$950,000	\$661	99%	\$26,303,275	1,659	5,634	3
Lompico-Zayante	9	8	6	112	\$560,833	\$482,500	\$483	98%	\$3,365,000	1,151	42,946	4
Los Gatos Mountains	13	16	11	79	\$1,299,954	\$1,450,000	\$593	96%	\$14,299,500	2,382	237,176	4.4
Larkin Valley	8	6	7	152	\$852,285	\$835,000	\$461	97%	\$5,966,000	2,115	83,840	2.6
Scotts Valley North	12	9	4	84	\$964,250	\$916,000	\$501	98%	\$3,857,000	2,304	108,552	6.8
West Santa Cruz	43	36	36	57	\$1,116,892	\$979,000	\$720	99%	\$40,208,134	1,658	6,945	3
Scotts Valley South	16	17	5	31	\$1,456,000	\$1,420,000	\$404	96%	\$7,280,000	3,501	19,820	10.2
Amesti / Green Valley Road	8	8	7	64	\$621,785	\$595,000	\$391	99%	\$4,352,500	1,405	102,192	3.4
North Coast	1	1	0									
Prunedale/Elihorn Moss Landing	3	2	5	93	\$680,980	\$725,000	\$370	99%	\$3,404,900	1,939	125,104	1.2

MAY 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Legislative Day in Sacramento!	2 Tour Marketing Meeting 8:30 - 9 am	3 Local Govt. Relations Meeting 8:30 am MLS First Class 9:30 am MLS Essentials 1 pm	4
			C.A.R. Meetings in Sacramento			
5	6	7	8 Education Committee 9:30 am	9 Tour Marketing Meeting 8:30 - 9 am	10 Board of Directors 8:30 am	11
12	13 RSVP Work Day!	14	15 City Planner Panel 9:30 am	16 Tour Marketing Meeting 8:30 - 9 am	17 New Member Orientation 8:30 am	18
19	20	21	22 Spring Fling! 11 am - 2pm	23 Tour Marketing Meeting 8:30 - 9 am MREP Event 4 pm (offsite)	24 SCCP: Water Resources 9:30 am	25
26	27 SCCAR Closed 	28 Events Committee Mtg. 10:30 am	29 MLS: Beyond the Basics 10 am Utilize the MLS Toolset 1 pm	30 Tour Marketing Meeting 8:30 - 9 am	31 Community Safety Panel 9:30 am	

JUNE 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Membership Meeting 9 - 11 am	4	5 Wellness Training 9:30 am	6 Tour Marketing Meeting 8:30 - 9 am	7 Local Govt. Relations Meeting 8:30 am MLS First Class 9:30 am MLS Listing Mgmt. 1 pm	8
9	10	11	12	13 Tour Marketing Meeting 8:30 - 9 am	14	15
16	17	18	19 Listing Do's & Don'ts 9:30 am	20 Tour Marketing Meeting 8:30 - 9 am	21 SCCP: Affordable Housing 9:30 am	22
23	24 Budget & Finance 10 am	25 Events Committee Mtg. 10:30 am	26 License Renewal 9 am	27 Tour Marketing Meeting 8:30 - 9 am MREP Event 4 pm (offsite)	28	29
30						